

## The Effect of Green Brand Knowledge and Green Brand Positioning on Purchase Intention Mediated by Attitude Towards Green Brand: Study on Stainless Steel Straw Products by Zero Waste

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### Abstract

This study aims to analyze the effect of green brand knowledge and green brand positioning on purchase intention mediated by attitude towards the green brand on stainless steel straw products in Pontianak City. The population in this study was Pontianak City people who knew about stainless steel straw products. The samples in this study were 100 respondents employing the purposive sampling technique. The data analysis model used in this study was the Structural Equation Model-Partial Least Square (SEM-PLS). Based on the hypothesis submission, it was concluded that green brand knowledge and green brand positioning significantly affected the attitude towards the green brand. The results of further hypothesis testing showed that green brand knowledge and attitude towards green brands had a significant effect on purchase intention, while green brand positioning did not significantly affect purchase intention. The mediation effect test revealed that attitude towards green brand mediated the relationship between green brand positioning and purchase intention, but the attitude towards green brand could not mediate the relationship between green brand knowledge and purchase intention.

## Pengaruh *Green Brand Knowledge* dan *Green Brand Positioning* Terhadap Minat Beli yang Dimediasi Sikap Terhadap Merk Ramah lingkungan: Studi Pada Produk Sedotan Stainless Steel Oleh Zero Waste

### Abstrak

Penelitian ini menganalisis pengaruh pengetahuan merek ramah lingkungan dan pemosisian merek ramah lingkungan terhadap minat beli yang dimediasi sikap pada merek ramah lingkungan pada produk sedotan stainless steel di Kota Pontianak. Populasi dalam penelitian ini adalah masyarakat Kota Pontianak yang mengetahui tentang sedotan stainless steel. Sampel dalam penelitian ini adalah 100 responden. Model analisis data yang digunakan adalah structural equation model partial least square (SEMPLS). Hasil menunjukkan pengetahuan merek ramah lingkungan dan pemosisian merek ramah lingkungan berpengaruh signifikan terhadap sikap pada merek ramah lingkungan, pengetahuan merek ramah lingkungan dan sikap pada merek ramah lingkungan berpengaruh signifikan terhadap minat beli, sementara pemosisian merek ramah lingkungan tidak memiliki pengaruh yang signifikan terhadap minat beli, sikap pada merek ramah lingkungan memediasi hubungan antara pemosisian merek ramah lingkungan dan minat beli namun sikap pada merek ramah lingkungan tidak memediasi hubungan pengetahuan merek ramah lingkungan dan minat beli.

JEL Classification: M30, M31, M37

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## INTRODUCTION

The problem of waste has become a serious topic in recent years, where it has increasingly become a problem for the survival of humans and other living creatures. Every year, about 8 million tons of plastic waste are circulating in the world's oceans (AAAS, 2015). Meanwhile, plastic waste in Indonesia has reached 64 million tons/year, of which 3.2 million tons of plastic waste are dumped into the sea (INAPLAS, 2018). Indonesia is also the second-largest contributor of plastic waste to the world's oceans (Jambeck, 2015).

One source of waste is the industrial sector; many products are made from plastic product packaging, which amounts to 146 tons per year (Geyer, 2017). The increased industrial activity and the increasing use of plastics in the industrial sector have contributed to the increasing amount of waste in the environment. Although the anti-plastic straw movement has begun to be voiced and has become a trend lately, it has not been able to change the habits of many people, there are still many people who do not heed the appeal and stick to the habit of using single-use plastic straws. This study aims to measure the effect of green brand knowledge, green brand positioning, attitudes towards green brands on the interest in buying environmentally friendly products with stainless steel straws.

Because the worsening environmental damage has made people aware of the importance of living a healthy life, caring more, and contributing to a business that does not harm the environment, green brands are starting to be in demand. Grant (2008) stated that a green brand is a brand that offers significant environmental advantages over its competitors and can attract consumers who set high priority in purchasing green products. Green brands require a series of attributes and benefits in reducing adverse environmental impacts and creating a positive impression on consumers by increasing concern for the environment (Hartmann & Ibanez, 2006).

Recently, stainless steel straws have become popular to reduce the use of single-use plastic straws and are considered more environmentally friendly. In response to this change, Zero Waste Indonesia, a special platform for selling green products, also sells stainless steel straw products. Most of the Zero Waste Indonesia shop products are local wisdom produced by home-based businesses in parts of Indonesia.

Therefore, to reduce waste from plastic straws, more people need to use stainless steel straws. This current study analyzes the purchase intention of stainless steel straws is influenced by green brand knowledge and green brand positioning.

Green brand knowledge provides information about unique brand attributes and their benefits to the environment and consumers (Suki, 2016). For this reason, companies must convince consumers about the dangers of using chemical-based products and how good it is to use healthy and green products so that consumers understand what the company offers (Himawan, 2019). Consumers with a high level of environmental knowledge will have a much better pro-environmental attitude and have a stronger intention to buy green products for consumption (Huang et al., 2014).

Green brand positioning represents an environmentally friendly company image, as the public feels. Researchers have revealed that brand positioning must meet consumer expectations to associate the brand with valuable attributes (Wang, 2016). Previous scholars have confirmed that green brand positioning significantly influenced the purchase intention of green products (Mostafa, 2009; Huang et al., 2014). Thus, green brand positioning through active communication campaigns related to environmentally friendly attributes can encourage a more positive perception of green brands among consumers.

Furthermore, the current researchers also analyzed the influence of attitudes towards green brands and the mediating role of attitudes towards green brands on the purchase intention of stainless steel straws. Before having an inten-

tion, consumers will first show their attitude as a preference for the brand. Huang et al., (2014) described the attitude of green brands as a reflection of consumer preferences and an overall evaluation of green brands. As consumers, everyone has different attitudes towards a product; good and bad attitudes will affect their purchase intention. A positive consumer attitude is an essential factor that can influence consumer purchase intention.

Konuk (2015) and Yadav & Pathak (2016) note that extensive research has been carried out on green marketing in western countries, while research on green brands and green purchasing behavior has been carried out in developing countries. Joshi and Rahman (2015) recommended that further research be carried out in developing countries to ascertain the impact of environmental knowledge on purchase intentions. The novelty of this research is to develop green marketing model in development country including the assessment of the mediating effect will refer to the impact of green brand knowledge, green brand positioning, attitudes towards green brands on interest in buying environmentally friendly products. This study will also offer a new perspective on the findings of previous studies. The postulated model can help marketers or companies focus on green product to identify certain factors, which have a tremendous impact on the purchase intention of green products.

### **Hypothesis Development**

#### **Green Brand Knowledge on Attitude towards Green Brand**

Green brand knowledge is a bond that consumers have in their memories based on various associations related to commitments about the environment and problems in the environment (Huang et al., 2014). Green brand knowledge provides information about a unique product brand attribute and its various benefits for the environment and consumers (Suki, 2016). When consumers have good green brand knowledge, this knowledge can shape consumers' positive attitudes towards green brands.

Green marketing studies that focus on cognition have shown that environmental knowledge and awareness clearly influenced consumers' environmental attitudes (Mostafa, 2007; Huang, 2013). Perceived environmental knowledge is a good predictor of an ecologically favorable attitude (Mostafa, 2007). Huang (2013) showed that green brand knowledge had a positive influence on attitudes towards green brands. Thus, this study suggests that green brand knowledge has a positive effect on attitude towards green brands. This argument is supported by several previous studies (Mustofa, 2007; Huang et al., 2014; Suki, 2016), which revealed the positive effects of green brand knowledge on attitude towards green brands.

H1: Green brand knowledge has a positive and significant effect on attitude towards green brands.

#### **Green Brand Positioning on Attitude towards Green Brand**

Green brand positioning represents an environmentally friendly company image, as the public feels. Researchers have revealed that brand positioning must meet consumer expectations to associate the brand with valuable attributes (Wang, 2016). Companies that run green brand positioning have different brands from their competitors, namely being environmentally friendly (Huang et al., 2014).

The controversy further points to the attitudinal effects of green branding strategies in general. Aaker & Joachimsthaler (2002) showed that the positioning effect's high awareness and positive brand image could improve consumer brand attitudes. Hartmann et al., (2005) argued that green brand positioning could positively impact consumer attitude towards the green brand. Therefore, this study suggests that green brand positioning has a positive effect on attitude towards green brands. This argument is reinforced by several previous studies (Huang et al., 2014; Wati & Ekawati, 2016; Wahyuningtias & Yessy, 2020), which showed a positive effect of green brand positioning on attitude towards green brands.

H2: Green brand positioning has a positive and significant effect on attitude towards the green brand.

### **Green Brand Knowledge on Purchase Intention**

Green brand knowledge is how a company provides knowledge or information about the uniqueness of its products through its brand attributes (Suki, 2016). It is about the promises companies will make to consumers and the environment. So that consumers can increase their knowledge about a particular brand or product, companies should provide green information that consumers can rely on to learn about and buy that brand or product (Ganapathy et al., 2014). If consumers have knowledge about the environment and know how to protect the earth, they are more likely to buy green brands or green products (Chen & Chang, 2012; Suki, 2016). Therefore, consumers who have a high level of knowledge about environmental protection will have a high consumption for themselves or their families (Huang et al., 2014).

Connel (2010) found that if consumers lacked information or knowledge about green brands or green products, it would have a negative impact on their purchase intention of green products. Hence, this study suggests that green brand knowledge has a positive effect on purchase intention. This argument is supported by several previous studies (Suki, 2016; Chin et al., 2019; Himawan, 2019), showing the positive effect of green brand knowledge on purchase intention.

H3: Green brand knowledge has a positive and significant effect on purchase intention.

### **Green Brand Positioning on Purchase Intention**

The more the company intensively communicates its green brand positioning, the higher the positive attitude of consumers, and it encourages consumers to have the intention to purchase green products. Researchers have emphasized that brand positioning must meet consumer expectations to associate the brand with valuable attributes (Wang, 2016). Previous scholars have also confirmed that the green

brand positioning significantly influenced the purchase intention of green products (Huang et al., 2014).

According to Lin & Chang (2012), consumers who have experience purchasing green products in the past and who are knowledgeable about the environment tend to have a higher desire to buy green products due to good green brand positioning. Likewise, Suki (2016) found that the tendency of consumers to buy green products is based on the use of consumer products and their awareness of green brands positioned in the market. Therefore, this study suggests that green brand positioning has a positive effect on purchase intention. This argument supports several previous studies (Suki, 2016; Wati & Ekaputri, 2016; Chin et al., 2019; Himawan, 2019; Linda & Yessy, 2020), which disclosed the positive effects of green brand positioning on purchase intention.

H4: Green brand positioning has a positive and significant effect on purchase intention.

### **Attitude towards Green Brand on Purchase Intention**

Before having an intention, consumers bring up attitudes as a preference for brands. Huang et al., (2014) described attitudes towards green brands as a reflection of consumer preferences and an overall evaluation of green brands. Consumers who have a positive attitude towards green brands will encourage purchase intention. Huang et al., (2014) stated that consumer attitudes have a vital role in forming purchase intentions, and consumers with high levels of attitudes towards green products will form a strong desire for green purchase intentions.

Experts have previously noted that purchasing decisions are usually based on the environmental attitudes of consumers (Felix & Braunsberger, 2016). Positive feelings and images are also fundamental impacts that shape customer attitudes and influence their purchase intention of green products (Schiffman & Wisenblit, 2014). Research by Yadav & Pathak (2016) revealed that consumer attitudes towards green products significantly affected their

green purchase intention. Mostafa (2010) also uncovered that consumers with positive attitudes towards green products were more likely to develop a stronger tendency to buy green products concerning green brands. Conversely, consumers who have a negative attitude towards a brand can reduce their chances of adopting the brand and damage the good relations between them.

Another study on green marketing by Chang & Wu (2015) stated that consumers' positive attitudes towards green products could influence their purchase intentions (Chang & Wu, 2015). Therefore, this study suggests that attitude towards the green brand has a positive effect on purchase intention. This argument is in line with several previous studies (Mostafa, 2010; Huang et al., 2014; Chang & Wu, 2015; Suki, 2016; Wati & Ekawati, 2016; Aulina & Yuliati, 2017; Himawan, 2019; Rahmania, 2019; Linda & Yessy, 2020), revealing the positive effect of attitude towards green brands on purchase intention.

H5: Attitude towards the green brand has a positive and significant effect on purchase intention.

#### The Mediating Role of Attitude towards Green Brand in the Relationship between Green Brand Knowledge and Green Brand Positioning on Purchase Intention

Mostafa (2007) found that attitude is crucial for consumer behavior and consumer intention to purchase an item. Besides, the positive image of green brand positioning and consumer knowledge has a significant influence in shaping consumer attitudes to purchase the green brand product. It indicates that consumer attitudes would influence the purchase intention of green products.

According to Huang et al., (2014) and Suki (2016), attitudes towards green brands could significantly mediate green brand knowledge and green brand positioning on purchase intention. The research results by Linda & Yessy (2020) also showed that attitudes towards green brands perfectly mediated the relationship bet-

ween green brand knowledge and purchase intention in the path of green brand knowledge. Likewise, on the green brand positioning path, the attitude towards green brands perfectly mediated the relationship between green brand positioning and purchase intention. Thus, this study suggests that attitude towards green brands positively mediates green brand knowledge and green brand positioning on purchase intention. This argument agrees with several previous studies (Huang et al., 2014; Suki, 2016; Linda & Yessy, 2020), which uncovered a positive mediation effect of attitude towards green on purchase intention.

H6: Attitude towards green brand positively and significantly mediates green brand knowledge towards purchase intention.

H7: Attitude towards green brand positively and significantly mediates green brand positioning on purchase intention.

## METHOD

This study was conducted on 100 respondents, the number of samples is determined based on Arikunto (2009:73) with the following formula:

$$n = \frac{1,96^2}{4(0,1)^2} = 96,04$$

Sample technique non-probability sampling with criteria who knew and had information or knowledge about stainless steel straws, aged over 17 years and domiciled in Pontianak City. The quantitative method was applied through distributing questionnaires online (google form) employing a five-point Likert scale and was carried out for one week in January 2021.

Table 1 presents the profile of the respondents. It can be seen that most of the respondents were women (56%), aged around 17 to 25 years, and earned 1.5 to 3 million rupiahs, with an undergraduate level of education. Most of the respondents obtained information about stainless steel straws from social media, and most of them said they had bought green products, such as recycled products.

**Table 1.** Profiles of Respondent

Characteristics	Item	Percentage (%)
Sex	Male	44
	Female	56
Age	17–25 Years	55
	26-35 Years	34
	35-45 Years	9
	> 45 Years	2
Income	< 1.5 million rupiah	25
	> 1.5-3 million rupiah	34
	> 3-5 million rupiah	31
	> 5-7 million rupiah	9
	> 8 million rupiah	1
Education	Senior High School	28
	Diploma 3	27
	Bachelor’s Degree	40
	Master’s Degree	5
Profession	Student	40
	Government Employee	13
	Private Employee	20
	Entrepreneur	13
	State-owned enterprises	1
	Other	13
Sources of Information about Straws	TV	9
	Social Media	50
	Newspaper	3
	Friend	20
	Family	3
	Other	5
A green product that has been purchased	Organic Vegetables	28
	Food material	22
	Reusable Product	32
	Other	18

The researchers adopted and adapted all measurements from the previous literature. Green brand knowledge items were adapted from Suki (2016) and Huang et al., (2014). Green brand knowledge items reflect a process to provide information about the benefits of using stainless steel straws that change consumer behavior to be more environmentally friendly, such as “I believe that green stainless

steel straws will be a profitable long-term investment.”

Meanwhile, the green brand positioning items were adapted from Huang et al., (2014). The green brand positioning item reflects the focus on how the communication and attributes of stainless steel straws differ from those of its competitors due to the use of environmental attributes, such as “stainless steel straws have a good impact on environmental sustainability.”

The item attitude towards the green brand was adapted from Saifuddin Azwar (2012). The attitude towards green brand items reflects the process of consumer evaluation and assessment of green stainless steel straws, such as “I believe stainless steel straws are good for the environment.”

Purchase intention items were adapted from Suki (2016) and Huang et al., (2014). Purchase intention items reflect consumers’ propensity to purchase stainless steel straws or take purchase-related actions as measured by the consumer’s likelihood of purchasing stainless steel straws, such as “I intend to buy stainless steel straws because of my concern for the environment.”

## RESULTS AND DISCUSSION

### Evaluation of the Measurement Model

To test the construct validity of all variables (green brand knowledge, green brand positioning, attitude towards green brand, and purchase intention), this study used confirmatory factor analysis (CFA); to ensure that all measured items reflect the variables that the item measures (Hair et al., 2014). The researchers employed convergent and discriminant validity to assess the construct validity (Hair et al., 2010; Hair et al., 2014).

Table 2 shows all measurement items with a load value and cross-loading higher than 0.7 (Hair et al., 2014). The results of the convergent validity test revealed that all instrument items had a factor loading value higher than 0.7 and an AVE value higher than

0.5. Thus, it could be concluded that all instrument items met the convergent validity criteria.

To test the discriminant validity, the researchers used the value of the cross-loading factor (Hair et al., 2014), with a valuable construct for knowing whether the construct has sufficient discriminant. The cross-loading value of the intended construct must be greater than the value of other constructs. If the construct correlation with the item of measure is higher than the size of the other constructs, then it indicates that the latent constructs predict their block size better than other block sizes.

Table 2 displays that the discriminant validity was considered good because the correlation value of the indicator against its construct was higher than the correlation

value of the indicator with other constructs. Therefore, it could be concluded that the constructs predicted indicators in their block better than indicators in other blocks. Also, it could be said that the model had good discriminant validity. Based on these results, the measurement model provided good examples of convergent validity and discriminant validity. To test the reliability of this measurement, the researchers utilized Cronbach alpha coefficient and composite reliability, with a rule of thumb of 0.7 (Hair et al., 2014).

Table 3 summarizes the Cronbach alpha and composite reliability. The Cronbach alpha value ranged from 0.898 to 0.941, and the composite reliability value ranged from 0.864 to 0.925. Based on these results, the researchers could conclude that this measurement was reliable.

**Table 2.** Loading and Cross Loading

	<b>Green Brand Knowledge</b>	<b>Green Brand Positioning</b>	<b>Attitude Towards Green Brand</b>	<b>Purchase Intention</b>
GBK1	<b>0.707</b>	0.570	0.498	0.547
GBK2	<b>0.783</b>	0.653	0.563	0.659
GBK3	<b>0.826</b>	0.684	0.683	0.622
GBK4	<b>0.839</b>	0.650	0.602	0.602
GBK5	<b>0.704</b>	0.642	0.521	0.656
GBK6	<b>0.765</b>	0.701	0.688	0.604
GBP1	0.611	<b>0.728</b>	0.610	0.556
GBP2	0.727	<b>0.841</b>	0.619	0.685
GBP3	0.729	<b>0.869</b>	0.720	0.700
GBP4	0.698	<b>0.861</b>	0.692	0.629
GBP5	0.709	<b>0.842</b>	0.681	0.635
GBP6	0.701	<b>0.806</b>	0.732	0.644
ATGB1	0.696	0.706	<b>0.859</b>	0.692
ATGB2	0.601	0.666	<b>0.810</b>	0.659
ATGB3	0.697	0.734	<b>0.894</b>	0.659
ATGB4	0.607	0.715	<b>0.857</b>	0.587
ATGB5	0.687	0.718	<b>0.884</b>	0.647
ATGB6	0.659	0.657	<b>0.812</b>	0.678
MB1	0.747	0.700	0.651	<b>0.919</b>
MB2	0.686	0.667	0.729	<b>0.893</b>
MB3	0.739	0.753	0.711	<b>0.913</b>

**Evaluation of the Structural Model**

To test the hypothesis, a partial least square structural equation modeling (SEM-PLS, SmartPLS 3.3.3) was used with green brand knowledge, green brand positioning, attitude towards the green brand, and purchase intention as four variables (Figure 1). R2 values were 0.68 and 0.71, indicating that the variable attitude towards green brand could be influenced by the green brand knowledge and green brand positioning variables by 68% and while the purchase intention could be influenced by the green brand knowledge and green brand

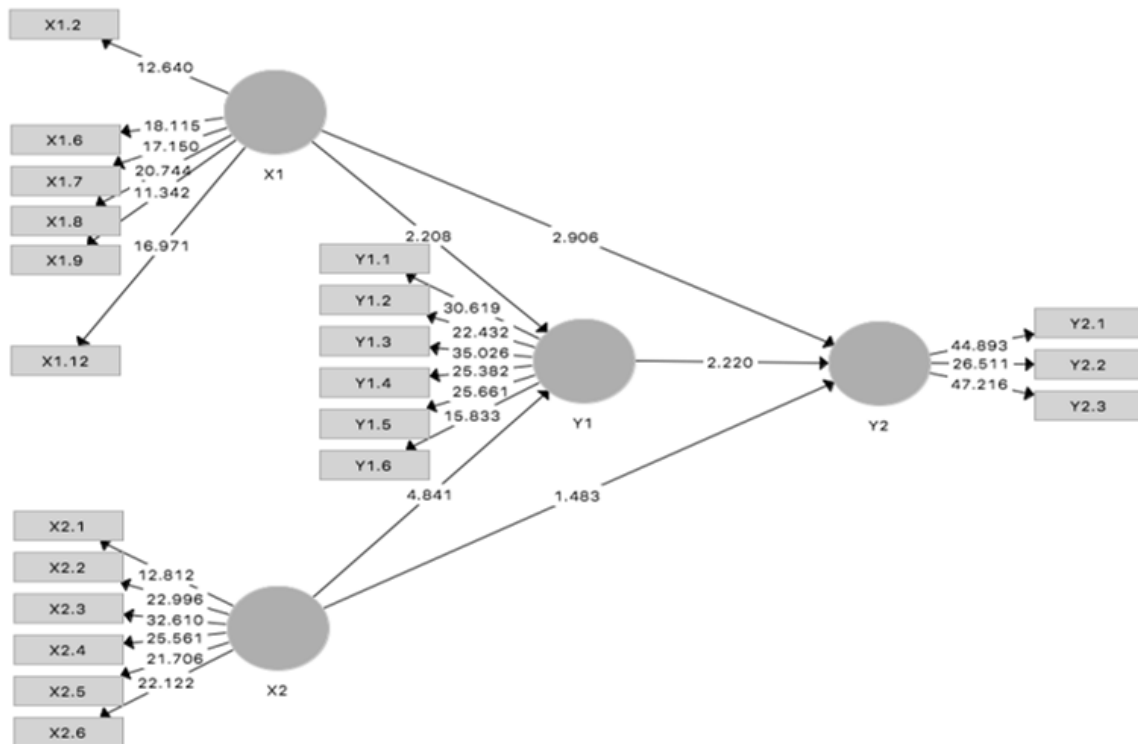
positioning variables by 71 %.

In H1 and H2 testing, the path coefficient of green brand knowledge on attitude towards the green brand (t-statistic = 2.208, p-value <0.05) and green brand positioning on attitude towards the green brand (t-statistic = 4.841, p-value < 0.05) were significant (Table 4). Based on these results, H1 and H2 were accepted. Furthermore, in testing H3 and H4, the relationships between green brand knowledge and green brand positioning on purchase intention and green brand knowledge on purchase intention (t-statistic = 2.906, p-value <0.05) were significant.

**Table 4.** Results of Reliability Test

Variables	Measurement Items	Cronbach's A	CompositeReliability
Green Brand Knowledge	GBK1, GBK2, GBK4, GBK5, GBK6	0.898	0.864
Green Brand Positioning	GBP1, GBP2, GBP3, GBP4, GBP5, GBP6	0.928	0.906
Attitude towards Green Brand	ATGB1, ATGB2, ATGB3, ATGB4, ATGB5, ATGB6	0.941	0.925
Purchase Intention	MB1, MB2, MB3	0.934	0.894

Note: final items number (initial numbers)



**Figure 1.** Research Model



Table 5. Path Coefficients and Hypothesis Testing

Hypothesis	Relationship	Coefficient	T-Statistic	P-Value	Supported
H <sub>1</sub>	Green brand knowledge → Attitude towards green brand	0.279	2.208	0.028	Yes
H <sub>2</sub>	Green brand positioning → Attitude towards green brand	0.585	4.841	0.000	Yes
H <sub>3</sub>	Green brand knowledge → Purchase intention	0.405	2.906	0.004	Yes
H <sub>4</sub>	Green brand positioning → Purchase intention	0.196	1.483	0.139	No
H <sub>5</sub>	Attitude towards green brand → Purchase intention	0.294	2.220	0.027	Yes
H <sub>6</sub>	Green brand knowledge → Attitude towards green brand → Purchase intention	0.082	1.337	0.182	No
H <sub>7</sub>	Green brand positioning → Attitude towards green brand → Purchase intention	.172	2.099	.036	Yes

Unfortunately, it was found that the path coefficient was not significant on the relationship between green brand positioning and purchase intention (t-statistic = 1.483, p-value > 0.05). Based on these results, H3 was accepted, while H4 was not accepted. Jensen & Coelho (2011) explained that consumers' willingness to pay more for environmentally friendly products decreased, although consumer concerns about environmental issues increased. Consumers' concerns have also increased due to the widespread issue of counterfeit eco-friendly products (greenwashing) resulting in decreased trust. From this research, buying interest actually arises if it is influenced by green brand positioning which is mediated by attitude towards green brand. From these results it can be concluded that the positioning of stainless steel straws is interpreted by consumers as a series of information about environmental issues, this information will then determine their attitude towards stainless steel straws. This means that the positioning strategy conveyed through marketing communications for stainless steel straws cannot directly generate buying interest because consumers need to determine their attitude towards stainless steel straws first.

The next test was to test H5, H6, and H7, namely the relationship between attitude towards the green brand on purchase intention and the relationship between attitude towards the green brand in mediating green brand knowledge and green brand positioning on purchase intention.

The path coefficient from attitude towards green brand on purchase intention (t-statistic = 2,220, p-value <0.05) was significant. In the mediation relationship, the path coefficient of attitude towards the green brand in mediating green brand knowledge on purchase intention was insignificant (t-statistic = 0.182, p-value > 0.05). Meanwhile, attitude towards the green brand in mediating green brand positioning on purchase intention (t-statistic = 2.099, p-value <0.05) was significant. This study supports green brand knowledge, green brand positioning, and attitude towards the green brand on purchase intention of stainless steel straw products in Pontianak City, Indonesia.

Using the structural equation modeling-partial least square (SEM-PLS) technique to test the hypothesis, the researchers examined the effect of mediation of attitude towards green brands in mediating green brand knowledge and

green brand positioning on purchase intention. Using the SEM-PLS approach, the researchers also tested the quality of the measurements as assessed by looking at the validity and reliability of the measurements made. The results showed that the measurements met the criteria set by leading researchers. Thus, the size of the model was valid and reliable.

This study proved that green brand knowledge was influential in shaping consumer's positive attitudes towards green products (Huang et al., 2014; Suki, 2016; Aulina & Yuliati, 2017; Linda & Yessy, 2020). Consumers with extensive knowledge about green brands showed attitudes towards stainless steel straw products because of the consumer's need for product feasibility, product safety, and consumer concern for environmental sustainability. In other words, green brand knowledge had a positive influence on attitudes towards green brands (Huang, 2013). Consumers' green brand knowledge can be seen from how much they understand green brands, know the content of a green product, and understand the benefits of green products more than conventional products.

Furthermore, this research provides new evidence on how green brand positioning shaped positive attitudes towards green brands. In this study, the researchers tested the effect of green brand positioning consisting of functional positioning, green positioning, and emotional positioning (Huang et al., 2014) on attitudes toward green brands. This study's findings confirmed that green brand positioning in the marketing of stainless steel straw products significantly affected attitudes toward green brands. In a sense, consumers who were aware of and had a positive view of stainless steel straws would show a positive attitude towards stainless steel straws (Huang et al., 2014; Wati & Ekawati, 2016; Linda & Yessy, 2020). It is reasonable since green brand positioning is one part of brand identity and bargaining value about the characteristics of a green company, which is actively communicated to target consumers (Huang et al., 2014). Thus, the positioning effect's high awareness and positive brand

image could improve consumer brand attitudes (Joachimsthaler, 2002).

The researchers also investigated the effect of green brand knowledge on purchase intention of green products in the form of stainless steel straws. This study's findings confirmed that green brand knowledge had a significant impact on the purchase intention of stainless steel straw products. It could be because consumers with a high level of environmental knowledge have a much better pro-environmental attitude and have a more substantial purchase intention of green products for consumption (Huang et al., 2014). This finding is in line with several previous research results, which stated that green brand knowledge significantly affected purchase intention (Suki, 2016; Chin et al., 2019; Himawan, 2019).

Moreover, this study also found that green brand positioning did not significantly affect purchase intention. It is different from previous findings (Suki, 2016; Chin et al., 2019; Himawan, 2019; Linda & Yessy, 2020), which disclosed that green brand positioning significantly affected purchase intention. It can happen because green products have prices that tend to be higher than similar products. After all, they have superior quality. It also applies to stainless steel straws, which have a higher price than similar products.

The intention of purchasing green products is not necessarily maximal, even though environmental awareness is high. It is because it is not balanced with sufficient purchasing power and considers that the utility of a given product is not proportional to the costs incurred (Gupta & Ogden, 2009). In this case, consumers will usually prefer green products if they do not incur additional costs (Darnall et al., 2012). Besides, consumers' willingness to pay more for green products may decrease, although consumer concerns about environmental issues increase (Jensen & Coelho, 2011). Consumer concerns have also increased due to the widespread issue of greenwashing products, thus decreasing trust.

Furthermore, this study proved that the purchase intention of stainless steel straw pro-

ducts depended on the attitude toward the green brand (Huang et al., 2014; Suki, 2016; Aulina & Yuliati, 2017; Rahmania, 2019; Hima-wan, 2019; Linda & Yessy, 2020 ). The reason is that when consumers are green consumerism, they will have a positive attitude towards stainless steel straws, and if the attitude of stainless steel straws' consumers is very positive, then they will have a high opportunity in their purchase intention. Huang et al., (2014) also stated that consumer attitudes have a vital role in forming purchase intention; consumers with a high level of attitude towards green products will form a strong desire for purchase intention of green products.

Further, the researchers found the mediating effect of attitude towards the green brand. Attitude towards green brands had a significant effect in mediating green brand positioning on purchase intention. However, it did not mediate green brand knowledge on purchase intention. Although respondents have sufficient knowledge and believe that stainless steel straws are good for protecting the environment, in fact, it does not directly affect buying interest. respondents who still think that stainless steel straws are a product whose use is not too urgent and not too reliable in everyday life, there are still many who think that when they have stainless steel straws they are not sure they can discipline themselves to continue to carry and use these straws, considering that without stainless steel straws, other alternatives will be available so that it becomes a barrier to consumer interest in buying stainless steel straws even though they have knowledge and belief in environmentally friendly stainless steel straws.

A positive consumer attitude would have a high chance of generating purchase intention. Meanwhile, consumers' positioning of stainless steel straws was interpreted as a series of information about environmental issues. This information would then determine their attitude towards stainless steel straws. The proper positioning could form a positive attitude of consumers, which in turn affected their purchase intention. Thus, it could be concluded that the

attitude toward green brands significantly mediated the green brand positioning on purchase intention (Huang et al., 2014; Suki, 2016; Linda & Yessy, 2020).

Previously, it was known that green brand positioning did not directly affect purchase intention, so it needed to be mediated by an attitude towards green brands, which was proven to mediate green brand positioning on purchase intention. Therefore, the positioning strategy conveyed through the marketing communication of stainless steel straws could not directly lead to purchase intention because consumers first needed to determine their attitude towards stainless steel straws. Meanwhile, attitude towards green brands did not significantly mediate green brand knowledge on purchase intention. It is reasonable because it could be influenced by respondents who still thought that stainless steel straws are a product whose use is not too urgent and not too reliable in everyday life. They were not sure they could discipline themselves to continue carrying and using these straws, considering that without stainless steel straws, there would be other alternatives, such as plastic straws that can be found anywhere or choosing to drink without a straw. Thus, it becomes an obstacle to consumer's purchase intention of stainless steel straws, despite having the knowledge and confidence in green stainless steel straws.

## CONCLUSION AND RECOMMENDATION

The researchers conceptualized green brand knowledge, green brand positioning, and attitude towards green brands and examined their impact on the purchase intention of green stainless steel straw products. This study revealed a positive and significant impact of green brand knowledge and green brand positioning on attitude towards green stainless steel straw brand and a positive and significant effect of attitude towards the green brand in influencing the purchase intention of stainless steel straws. It also showed that green brand knowledge was positive and significant for purchase intention,

but not for green brand positioning. It means the purchase intention of stainless steel straws depended on consumers' knowledge about green products. Meanwhile, the strategy for positioning stainless steel straws could not directly affect the purchase intention of stainless steel straws. Furthermore, attitude towards green brand was known to mediate green brand positioning on purchase intention, but the attitude towards green brand did not mediate green brand knowledge on purchase intention.

Green brand knowledge emphasizes consumer knowledge about the benefits of a product on its remarkable impact on environmental sustainability. Green brand knowledge can measure how familiar consumers are with a green product. Meanwhile, green brand positioning highlights communication, and the attributes used are different from those of its competitors because of the use of attributes related to environmental sustainability. Furthermore, attitude towards green brands underscores the process of consumer evaluation and assessment of a green brand.

Therefore, this study recommends that companies with green products suppress green brand knowledge because it was proven to influence consumer purchase intention when consumers had good knowledge about green products. Then, companies can build green brand positioning because, from this research, it was confirmed that green brand positioning mediated by attitude towards green brands could increase consumer purchase intention. Brand positioning built using an integrated and focused marketing communication strategy can form a positive consumer attitude, affecting purchase intention.

For future research, it is hoped to expand the research area into provinces and Indonesia because this study was limited to only using respondents from Pontianak City who hardly represented Indonesia. The distribution of questionnaires can also be done offline because there are opportunities from the age of 35 and over that are still difficult for researchers to reach using this online questionnaire, which can be hindered by a lack of understanding of filling

out questionnaires online. Subsequent research can also utilize other independent variables, which can influence the purchase intention of green products because there are still opportunities for purchase intention influenced by other variables. Besides, further research can use variables, such as green brand awareness, green brand trust, green brand image, green perceived value, and others.

In this study, it was known that the sample data collected was relatively small, so that it could be the cause of some insignificant variable relationships, such as the relationship between green brand positioning and purchase intention. Future research is expected to employ a more extensive sample by adding data because, sometimes, a large sample is needed to prove the relationship between the two variables. Additionally, further research can also target respondents who are members of the environmental lover community or non-community. It is helpful to find out how different the outcome will be from including the community of environmentalists and non-environmentalists.

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