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## **Brand Positioning and Repurchase Intention: The Effect of Attitude Toward Green Brand**

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### **Abstract**

The purpose of this study was to examine the moderating effect of attitude toward green brand on green brand positioning and repurchase intention of environmentally friendly products, product knowledge on attitude toward green brand and the effect of green product knowledge on green repurchase intention. This study uses a structural equation approach with a sample size of 175 and uses an eight-point Likert scale. The data collection technique used purposive sampling. The criteria for respondents are to use environmentally friendly cosmetic products and the respondents live in Central Java and have consumed more than two times. Online sampling using google form. Data were analyzed using statistical software AMOS 22. The results showed that green brand positioning has a significant effect on repurchase intention. Attitude toward green brand has a positive effect in mediating the relationship between green brand positioning and repurchase intention. Similarly, green brand knowledge has a positive effect on attitudes, although green knowledge has no positive effect on repurchase intention. Product positioning in the minds of consumers is important in shaping attitudes. It is important for companies to continue to develop environmentally friendly products so that product positioning can be distinguished from competitors' products.

**Keywords:** Brand Positioning, Green Brand, Knowledge Green Brand, Repurchase Intention

**JEL Classification Code:** D21, E21, M31

### **1. Introduction**

Consumers' awareness of environmental sustainability is increasing, so companies need to develop environmentally friendly products to prevent environmental damage that results in various disasters (Noor et al., 2012). Consumer

concern for the environment has implications for the demand for environmentally friendly products (Baiquni & Ishak, 2019). Products with an environmentally friendly concept contribute to the success of the company's strategy in responding to consumers who care about the environment and lead to the green consumption movement (Haug, Pan, & Lin, 2008). Green consumerism is consumer awareness to get products that are feasible and safe and environmentally friendly (Rios, Martinez, Moreno, & Soriano, 2006). This situation has led companies to integrate the sustainability of business practices and marketing functions through environmentally friendly product positioning (Cronin, Smith, Gleim, Ramirez, & Martinez, 2011; Raska & Shaw, 2012). Studies (Huang, Yang, & Wang, 2014; Rios et al., 2006) state that green brand positioning is a company's effort to differentiate environmentally friendly products from its competitors.

Consumers who are aware of the benefits of a product are certain to make repeat purchases (Oliver & Lee, 2010). Environmentally friendly products are successful because of the attribute values attached to the products (Chen &

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Chang, 2012). Environmentally friendly attributes contribute significantly to consumer preferences in making repeat purchases (Huang et al., 2014). Research (Cheah & Phau, 2011) states that attitudes have a positive correlation to purchase intention for environmentally friendly products. Attitudes to mediate green brand positioning towards product purchase intentions (Aman, Harun, & Hussein, 2012). Green brand positioning is a combination of functional attributes and emotional benefits, if well-organized contributes to the formation of consumer attitudes. Brand positioning is the company's ability to design products so that it has a place in the minds of consumers as well as a strategy for the company to enter a competitive market (Aaker & Joachimsthaler, 2000; Hooley, Broderick, & Möller, 1998; Kotler, Keller, Ang, Tan, & Leong, 2018).

Positioning is the company's ability to design the image and value of a product in a certain segment and become the company's strength compared to its competitors. This strength lies in having differences and uniqueness with competitor products. These differences must be communicated massively in order to form in the minds of consumers (Najafizadeh, Elahi, Moemeni, & Lotfi, 2012). Consumers who care about the environment and have positive experiences of buying at times have a high tendency to make repeat purchases (Lin & Chang, 2012; Norazah Mohd & Abang Sulaiman Abang, 2016).

Research (Huang et al., 2014; Mostafa, 2007) states that green brand positioning has a significant effect on repurchase intention. Several studies stated that the research was not comprehensive enough to explore the effect of environmentally friendly brands on the position of environmentally friendly brands, so that the research gap above needs to be developed in further research (Aaker & McLoughlin, 2009; Kotler et al., 2018).

The purpose of this study was to fill the gap in the impact of green brand positioning on purchase intention for environmentally friendly products. The attitudes and knowledge of consumers towards environmentally friendly products in this study are the mediating variables of the intention to buy green brand products. The theory used in this study refers to the Theory of Planned Behavior which states that attitudes towards products have implications for buying behavior (Ajzen, 2011). This model is expected to identify factors of purchase intention for environmentally friendly products.

Several studies mention the contribution of green research. on the consumer side, it explains the attitudes and behavior of consumers that contribute to environmentally friendly products (Huang et al., 2014), while the company side identifies consumer needs for environmentally friendly products. Companies need a strategy to determine environmentally friendly brand positioning in their marketing mix (Lin & Chang, 2012; Raska & Shaw, 2012), so that it becomes a consideration for consumers in differentiating one product from another (Cronin et al., 2011). Studies (Akehurst, Afonso, & Gonçalves, 2012) state that consumers' concern for the environment has an impact on their purchasing preferences.

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Green cosmetic products are becoming popular because of their association with global warming and environmental damage. This term appears to refer to environmentally friendly based beauty products and their packaging can be recycled or easily decomposed in the soil (Rios et al., 2006). Some of these product brands include L'oreal, Wardah, The Body Shop and Oriflame. In this research, green cosmetic brand does not refer to one brand. Respondents can write down the brands used and provide perceptions that refer to the positioning, attitudes and knowledge that lead to whether consumers will make repeat purchases.

## **2. Literature Review and Hypothesis**

### **2.1. Green Brand Positioning**

Global warming contributes to the company's concern for environmental damage and at the same time encourages companies to improve the quality of products that are environmentally friendly. Environmental products also provide opportunities for companies for consumer segments that care about the environment and place the company's positioning in the minds of consumers (Hartmann & Apaolaza Ibáñez, 2006; Rios et al., 2006). Positioning is the company's ability to create products that have impressions in the minds of consumers (Kotler et al., 2018). Positioning is the company's ability to create products that have impressions in the minds of consumers (Kotler et al., 2018). Positioning affects consumer perceptions of products and good product positioning will form a product image in the minds of the consumer (Chen & Chang, 2012).

### **2.2. Attitude Toward Green Brand**

The company's ability to deliver good environmentally friendly products contributes to building consumer attitudes

towards brands and helping product purchase preferences. The company's concern for the environment is not only in designing products, but is also followed by the behavior of its resources in consuming environmental products (Kardoyo, Feriady, Farliana, & Nurkhin, 2020). Several studies state that consumers who have knowledge and concern for the environment have a positive tendency towards positive attitudes towards green brands (Huang et al., 2014; Lee, 2008; Rios et al., 2006). Some of the elements that influence consumer attitudes towards green brands are emotional elements and concern for the environment as well as a positive image of green brands (Huang et al., 2014; Norazah Mohd & Abang Sulaiman Abang, 2016). Consumer attitudes towards environmentally friendly products are also influenced by awareness of health and concern for environment (Nguyen, Nguyen, Trinh, Tran, & Cao, 2020). The study (Suki, 2016; Ulusoy & Barretta, 2016) states that the positive attitude of consumers towards green brands contributes to purchases, on the other hand the company's claims against green brands cannot be trusted, it will inhibit consumer purchase interest.

### 2.3. Green Brand Knowledge

Information about green brands that is consistently conveyed to consumers will become consumer knowledge and attitudes. Consumer knowledge of the environment moderates the effect of consumer ecological attitudes on green behavior, but lack of information has a negative effect on environmentally friendly purchasing behavior (Connell, 2010; McEachern, Seaman, Padel, & Foster, 2005). Knowledge of environmentally friendly products contributes to changing consumer behavior for environmentally friendly products (Bhaskaran, Polonsky, Cary, & Fernandez, 2006). Good environmental knowledge will have an impact on consumer attitudes towards products (Lee, 2008). The higher the concern for the environment, the higher the tendency to buy products (Kim & Choi, 2005). Studies (Hau, Tram Anh, & Thuy, 2016; Nguyen et al., 2020) state that consumer

knowledge of the importance of health and product quality is correlated with the choice of products to be consumed. The dimensions of green brand knowledge are product knowledge, purchase knowledge and usage knowledge (Assael, 1995).

### 2.4. Research Hypothesis

Consumers who have knowledge and concern for the environment have a tendency to buy environmentally friendly products. Green brand positioning is important for companies to continue to develop (Suki, 2016). Several studies state that green positioning contributes significantly to consumer desire to buy (Huang et al., 2014; Mostafa, 2007; Suki, 2016). Based on the previous literature, it can be hypothesized as follows:

**H1:** *Green brand positioning has a significant effect on green product purchase intention.*

Customer attitudes and contributing to the intention to buy environmentally friendly products (Solomon, Russell-Bennett, & Previte, 2012; Suki, 2016; Thøgersen, de Barcellos, Perin, & Zhou, 2015) Based on the previous literature, it can be hypothesized as follows:

**H2:** *Attitude toward Green Brand has a significant effect on green product purchase intention.*

Several studies suggest that consumers' knowledge of green brands has a significant effect on their buying attitudes and preferences (Fraj-Andrés & Martínez-Salinas, 2007; Huang et al., 2014; McEachern et al., 2005; Rokicka, 2002). Based on the previous literature, it can be hypothesized as follows:

**H3:** *Green Brand Knowledge has a significant effect on Attitude Toward Green Brand.*

**H4:** *Green Brand Knowledge has a significant effect on green product purchase intention.*

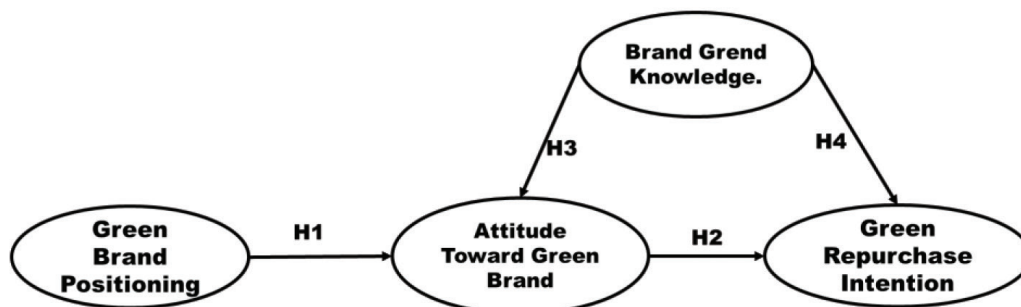


Figure 1: Research Conceptual Framework

### 3. Research Methods and Materials

The research questionnaire is filled out in two parts. First, ensure that respondents use environmentally friendly cosmetic products and have used them more than twice and then fill in age, gender, and education. Second, questions about respondents' perceptions of green brand positioning, attitudes towards green brands, knowledge of green brands and intention to buy back green brands with 19 instruments that were adopted and developed from previous research.

#### 3.1. Sample and Data Collection

The questionnaires were distributed from September to October 2020. The sampling technique was purposive sampling technique. To validate the questionnaire, trials were carried out on 40 respondents. After the questionnaire is corrected and feasible, it is used for the next stage. This questionnaire was sent via Google Forms due to widespread government regulations regarding Covid19.

#### 3.2. Measurements

**Green Brand Positioning** adopted and developed from research (Suki, 2016) with five statement indicators (1) I use this product because it is an environmentally friendly product, (2) This product is in accordance with the wants and needs of environmentally friendly products, (3) I am very interested in environmentally friendly products because of the quality of the products, (4) environmentally friendly products, including expensive products, (5) I get to know this product through promotion.

**Attitude Toward Green Brand** adopted and developed from research (Patrick Hartmann, Ibáñez, & Sainz, 2005) with five statement indicators (1) I believe in the products I use, (2) I believe the products I use are committed to tackling environmental problems, (3) I believe the products I use are made of environmentally friendly materials, (4) I believe the company makes optimal efforts to protect the environment, (5) Environmental care products that are environmentally friendly are in line with my expectations.

**Brand Grand Knowledge** adopted and developed from research (Esch, Langner, Schmitt, & Geus, 2006) with five statement indicators (1) I believe that Green Products will be a profitable long-term investment, (2) The performance of environmentally friendly products meets my expectations, (3) I know the products I use are environmentally friendly products, (4) Packaging the products I use are recyclable, (5) I know where to find / buy green products

**Green Repurchase Intention** adopted and developed from research (Suki, 2016), with five statement indicators (1) I will buy this product back in the future, (2) I will suggest to my relatives to buy the product I use, (3) I always buy

this product because it is environmentally friendly (4) I am always looking for more information regarding this product variant.

### 4. Results and Discussion

#### 4.1. Demographic Characteristics of Respondents

Total respondents who are eligible to use Respondent data are 175. The majority are aged 45–50 years, have a master's education. The following is the demographic data of respondents presented in Table 1.

#### 4.2. Validity and Reliability Testing

Data analysis was done using Amos software version 24.0 in measuring the causal relationship and regression magnitude as well as the goodness of fit model (Arbuckle, 2016) and cutting the average value of the extracted variance is recommended  $> 0.5$  (Hair, Tatham, & Black, 2010). Testing instruments in this study was done using validity and reliability tests. The validity of this study uses convergent validity by testing factor loading and Average Variance Extracted (AVE).

**Table 1:** Demographic Characteristics of Respondents

Variable	Frequency	Percentage (%)
<b>Gender</b>		
Male	10	5.7
Female	165	94.3
<b>Age</b>		
30–35 Thn	4	2.3
336–40 Thn	10	5.7
41–45 Thn	26	14.9
46–50 Thn	103	58.9
51–56 Thn	20	11.4
> 56 Thn	12	6.9
<b>Education</b>		
Diploma. Degree	53	30.3
Master	109	62.3
PhD	13	7.4
<b>Use Product</b>		
L'oreal	22	12.6
Wardah	64	36.6
The Body Shop	47	26.9
Oriflame	22	12.6
lainnya	20	11.4

**Table 2:** The Loading Factors and AVE Scores

Construct	Items	Standard estimate	Convergent validity-AVE	Construct Ratability
Green Brand Positioning	GBP1: I use this product because it is an environmentally friendly product	0.59	0.553	0.830
	GBP2: This product is in accordance with the wants and needs of environmentally friendly products	0.56		
	GBP3: I am very interested in environmentally friendly products because of the quality of the products	0.74		
	GBP4: environmentally friendly products, including expensive products	0.067		
Attitude Toward Green Brand	ATT2: I believe the products I use are committed to tackling environmental problems	0.53	0.470	779
	ATT3: I believe the products I use are made of environmentally friendly	0.60		
	ATT4: I believe the company makes optimal efforts to protect the environment	0.61		
	ATT5: Environmental care products that are environmentally friendly are in line with my expect	0.53		
Green Brand Knowledge	GBI1: I believe that Green Products will be a profitable long-term investment	0.77	0.813	0.959
	GBI2: The performance of environmentally friendly products meets my expectations	0.76		
	GBI3: I know the products I use are environmentally friendly products	0.72		
	GBI4: Packaging the products I use are recyclable	0.79		
	GBI5: I know where to find / buy green products	0.75		
Green Repurchase Intention	GP11: I will buy this product back in the future	0.71	0.789	0.644
	GP12: I will suggest to my relatives to buy the product I use	0.70		
	GP13: I am always looking for more information regarding this product variant	0.69		
	GP14: I am always looking for more information regarding this product variant	0.68		

Instruments that meet the requirements are valid if the loading factor and AVE scores are above 0.5. Table 2 shows that all the loading factors and AVE scores have met the qualifications, so it can be concluded that the instrument built is valid.

### 4.3. Goodness of Fit Testing

Before testing models and hypotheses, a structural model analysis is first carried out, the results of which are presented in Figure 1. Goodness of fit testing uses the chi-square statistical measure = 163.481 with a significance level of 0.002 or > 0.05 indicating model acceptance.

Several non-statistical measure indicators such as GFI = 0.912; AGFI = 0.883; TLI = 0.951; IFI = 0.959; CFI = 0.959 is above the cut-off value  $\geq 0.90$  with RMSEA = 0.049 within the cut-off limit with a cut-off value between 0.03–0.08 (Arbuckle 2016), so that the goodness of fit model is achieved.

### 4.4. Hypothesis Testing

The hypothesized path regression coefficient H1 = 0.823; H2 = 0.849; H3 = 0.454 and H4 = -0.044 with a critical ratio or *t*-value > 2.0 to be precise 1.96 (Arbuckle 2016) indicates the acceptance of all hypotheses in the model (Table 3).



UJI HIPOTESIS FULL MODEL  
 Chi-Square =163.481  
 Probability =.002  
 MIN/DF =1.422  
 TLI=.951  
 GFI =.912  
 CFI=.959  
 AGFI=.883  
 IFI=.959  
 RMSEA =.049  
 PGFI=.686

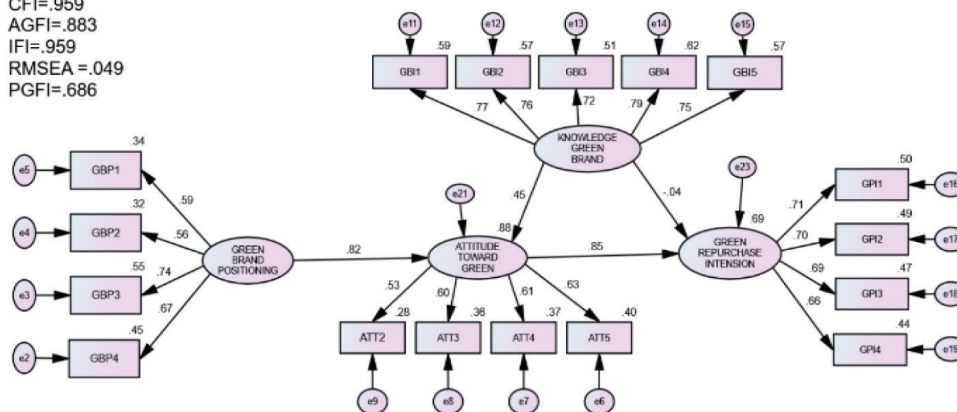


Figure 1: Empirical Research Model

Table 3: The Result of Regression Test

Hypothesized Path	Standardized Estimate	Critical Ratio	P-Value	Result
Green Brand Positioning → Attitude Toward Grand Brand	0.823	6.029	***	Supported
Attitude Toward Grand Brand → Green Repurchase Intention	0.849	4.733	***	Supported
Knowledge Green Brand → Attitude Toward Grand Brand	0.454	6.200	***	Supported
Knowledge Green Brand → Green Repurchase Intention	-0.044	-0.363	0.717	Not Supported

4.5. Discussion

*Green Brand Positioning has a positive effect on the Attitude Toward Grand Brand*

The results of the test show that green brand positioning has a positive effect on repurchase intention. This is in line with the research (Hartmann & Apaolaza Ibáñez, 2006; Rios et al., 2006), which states that Green brand positioning is an environmentally friendly product that has positive value in the minds of consumers. Furthermore, the study (Gwin & Gwin, 2003) states that green brand positioning is a company’s strategy in generating competitive advantage in the minds of consumers and is a major factor in increasing the strength of the company’s market position in certain segments (Abimbola et al., 2012).

Sustainability and competitiveness drive the goals of a business (Raska & Shaw, 2012; Suki, 2016). Attitudes of concern for the environment occur when individuals feel that they are in this natural environment (Schultz, Zelezny,

& Dalrymple, 2000). Eco-friendly positioning is a brand strategy that influences consumer perceptions and provides the main basis for differentiating environmentally friendly brands from its competitors (Wang, 2017). Companies need to actively communicate to their target market (Aaker & Joachimsthaler, 2000), so as to provide knowledge to consumers and positions brand. Manufacturers need to design a company image and value where consumers understand what the company offers which makes consumers remember the products offered compared to competitors’ products (Chen & Chang, 2012; Suki, 2016).

*Attitude Toward Grand Brand has a positive effect on Green Repurchase Intention*

The test results show that there is an attitude towards green brands that contributes significantly to the desire to repurchase. This is also in line with (Solomon et al., 2012; Thøgersen et al., 2015), which states that positive images contribute to shaping customer attitudes and purchase

intentions of environmentally friendly products. The attitude of consumers towards green brands cannot be separated from the company's concern and positioning for the environment (Becker-Olsen, Cudmore, & Hill, 2006; Huang et al., 2014). Consumer demands for environmentally friendly products have made producers begin to change their business orientation by avoiding products that damage the environment (Arttachariya, 2012).

Based on Theory Plan Behavior (Ajzen, 1991), attitude is a driving force for purchasing behavior of a product and if a positive consumer attitude towards a product has an impact on increasing purchase intention (Mostafa, 2007; Oliver & Lee, 2010). The attitude of consumers towards environmentally friendly products is a form of consumer concern in protecting the environment. This positive attitude of consumers has implications for purchasing products that pay attention to environmental sustainability (Albayrak, Aksoy, & Caber, 2013).

Environmental awareness and environmental attitudes have a positive relationship with purchasing green products and mediate the relationship between environmental awareness and green buying behavior (Albayrak et al., 2013). Environmental awareness and environmental attitudes have a positive relationship with purchasing green products and mediates the relationship between environmental awareness and green buying behavior (Ng & Paladino, 2009; Arttachariya, 2012). The attitude of consumers shows whether they like or dislike something (Bungin, 2009). Attitude puts people in a frame of mind about liking or disliking something, about liking it or away from it. Attitude has three components, namely cognitive, affective, and conative (Asiegbu, Powei, & Iruka, 2012).

#### ***Knowledge Green Brand has a positive effect on Attitude Toward Grand Brand***

The test results show that there is an attitude towards green brands that contributes significantly to the desire to repurchase. This is also in line with researchers (Gupta & Ogden, 2009; Reto & Braunsberger, 2016), stated that the company's position to contribute to green product purchasing decisions is driven by the company's concern for the environment. Attitude is a comprehensive evaluation of an object that is seen and felt (Verbeke, Vermeir, & Brunso, 2007). Environmentally friendly products need to be communicated continuously so as to provide knowledge and shape attitudes in the minds of consumers (Rios et al., 2006). Brand image is formed through a marketing communication strategy (Seitz, Razzouk, & Wells, 2010).

Knowledge of environmentally friendly products contributes to changing consumer behavior for environmentally friendly products (Bhaskaran et al., 2006). Good environmental knowledge will have an impact on consumer attitudes towards products (Lee, 2008). The higher the concern for

the environment, the higher the tendency to buy products (Kim & Choi, 2005). The dimensions of green brand knowledge are product knowledge, purchase knowledge and usage knowledge (Assael, 1995). Green brand knowledge is referred to as "the node of environmentally friendly brands in the memory of consumers. Ecological knowledge is a predictor of interest in purchasing environmentally friendly products (Gill & Shah, 2012).

#### ***Knowledge Green Brand has negative impact on Toward Grand Brand Attitude***

The results showed that knowledge of environmentally friendly products did not contribute to the attitude towards green brands. This is different from the research of (Tiong Thye, Norazah Mohd, & Kim, 2014; Lin & Chang, 2012) which states that brand knowledge and position contribute to the intention to buy environmentally friendly products. Continuous information will create brand awareness and consumer interest in green products (Alfred & Adam, 2009). Knowledge and a caring attitude towards the environment have a strong contribution to shape consumer attitudes to consuming green products (Huang et al., 2014; Rokicka, 2002). Fraj-Andrés and Martínez-Salinas (2007) confirm that environmental knowledge moderates the effect of consumer ecological attitudes on green behavior, but lack of information has a negative effect on environmentally friendly purchasing behavior (McEachern et al., 2005; Connell, 2010).

## **5. Conclusion**

The results showed (1) Green Brand Positioning has a positive effect on Attitude Toward Grand Brand, (2) Attitude Toward Grand Brand has a positive effect on Green Repurchase Intention, (3) Green Brand Positioning has a positive effect on Attitude Toward Grand Brand, (4) Knowledge Green Brand has negative impact on attitude Toward Grand Brand.

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