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Research Article

Mediating Role of Attitude Toward Green Brands in Green Purchase Intention

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ABSTRACT

This study is to examine among environmentally concerned customers in Mojokerto the impact of Green Brand Positioning, Green Brand Knowledge, Green Perceived Value, and Attitude Towards Purchasing Green items on Purchase Intention of Maybelline Green Edition cosmetic items. Following non-probability with judgemental sampling, then random sampling produced a sample of 170 responders. Direct messaging to green customers and online questionnaires sent on social media such Facebook, Twitter, and Instagram helped to gather data as well. Structural Equation Modelling (SEM) was used with SmartPLS 4 program to data analysis. The study shows that, both directly and by mediation, Green Brand Positioning, Green Brand Knowledge, and Green Perceived Value significantly influence Purchase Intention. Furthermore found to have a major impact on purchase intention of green items is attitude towards buying them.

Keywords: Green Brand Positioning; Green Brand Knowledge; Purchase Intention; Attitude Toward Green Brand; Green Perceived Value

1. INTRODUCTION

Cosmetics with harmful ingredients are still a problem in Indonesia. The Food and Drug Supervisory Agency (BPOM) often recalls cosmetics containing mercury, hydroquinone, and banned colours. Over 2021–2022, BPOM detected 16 cosmetic goods with dangerous ingredients, including lip balm and face cream. Mercury in cosmetics can harm the kidneys and neurological system, while hydroquinone can irritate skin and produce ochronosis. Make sure cosmetics are BPOM-registered and free of harmful substances. Common cosmetic issues involve dangerous chemicals that can affect health and the environment. Lead, mercury, and cadmium are common components that might cause neurological and reproductive issues if exposed to them for a long time (Campaign for Safe Cosmetics, 2010). Consumers must be more vigilant when choosing cosmetics and scrutinizing component composition (Izzani, 2021).

As public awareness of environmental concerns grows, multinational cosmetic firms like Maybelline develop a "Green Edition" line using natural ingredients and more responsible production methods. Safe components that are not damaging to the skin and environment, low costs, simple access on e-commerce and retail stores, and a sense of pride and emotional pleasure for environmental conservation are all benefits of these products. Social media initiatives and eco-friendly packaging labels have further educated the public about this product's benefits. Marketing campaigns that promote "clean beauty" have helped Maybelline's environmental reputation. Consumers view this product as clever and responsible, as shown by their views and purchases. Maybelline is one of the brands that may capitalize on this trend since its eco-friendly lifestyle education and campaigns have increased public interest in buying. Green marketing includes product redesign, production process adjustments, packaging changes, and advertising changes for environmentally safe products. Green marketing demonstrates producers care about long-term environmental safety. (Chen & Chang, 2012) noted that green marketing tactics may boost customer value and lower environmental risk, giving products a competitive edge. Green marketing may also affect customer emotions, plans, and purchase desire (Harminingtyas et al., 2024).

Environmental issues affect the purchase of green products, and consumers are now more responsive to environmental policies because they worry about the environmental impact of product disposal (Göçer & Sevil Oflaç, 2017). (Laurens, 2012) agreed, saying that a person's environmental behavior depends on their personality and the surroundings. According to Tan et al. (2019), customers are increasingly aware that their consuming habits might degrade the environment, which may have driven them to buy green items.

Green customers have greater Green Purchase Intention to buy eco-friendly items (Wong et al., 2023). Green Purchase Intention is the intention to buy environmentally and socially friendly items, according to (Mohd Suki, 2016). (Chen & Chang, 2012) defined Green Purchase Intention as customers' likelihood to acquire a product due to their environmental concern. Therefore, corporations must use mature design to encourage consumers to prioritize green products. Companies

may use numerous methods to boost green buying. Green Purchase Intention considers Green Brand Knowledge, which describes distinctive brand qualities and their environmental and consumer advantages (Mohd Suki, 2016). To educate customers about the risks of chemical goods and the benefits of healthy, eco-friendly alternatives, companies must persuade them.

The study supports (Harminingtyas et al., 2024), who found that Green Brand Knowledge increases Green Purchase Intention. It contradicts (Wahyuningtias & Artanti, 2020), who found no influence of Green Brand Knowledge on Purchase Intention. Companies must use Green Brand Positioning to build customer confidence in their products. Green Brand Positioning is a strategy to generate competitive advantage in consumers' minds over other competing brands based on tangible or intangible product attributes, according to (Nguyen & Nguyen, 2021). According to Aaker and (Hartanto et al., 2023), green brand positioning is related to the value of green products or services, which are based on the brand's environmentally friendly attributes that have important meaning to consumers (Himawan, 2021). Previous study by (Mohd Suki, 2016) shown that Green Brand Positioning increases Green Purchase Intention. Kurnia Richard Santosa in 2021 (Harminingtyas et al., 2024) found that Green Brand Positioning did not positively affect Green Purchase Intention. Consumers who like green brands will increase Green Purchase Intention. According to (Schiffman, 2015), pleasant sentiments and attitudes are the main factors that drive client attitudes and product purchases. According to 2016 in Wati and Ekawati (Hartanto et al., 2023), Attitude Towards Green Brand positively affects Green Purchase Intention. (Chin et al., 2019) found that Attitude Towards Green Brand does not affect Green Purchase Intention. 2017 (Wenda Rumondor et al in (Wahyuningtias & Artanti, 2020).

Despite growing environmental awareness, the reasons for limited consumer acceptability of green products are unknown. According to (Al Mamun et al., 2018), most consumer behavior research on green products are Western and restricted. (Laureti & Benedetti, 2018); (Woo & Kim, 2019) propose that customer purchasing intention for green items can lessen negative environmental consequences and save the ecosystem. So the study examined what influences consumers to choose green items. (Sangroya & Nayak, 2017) suggest that the multidimensional construct of Green Perceived Value can assess consumer purchasing behavior for green products, which (Woo & Kim, 2019) support for its four sub-constructs—functional value, conditional value, social value, and emotional value. (Kautish & Sharma, 2019) research on purchasing intention behavior for green products is still limited in developing countries, so they recommend more research to measure actual behavior.

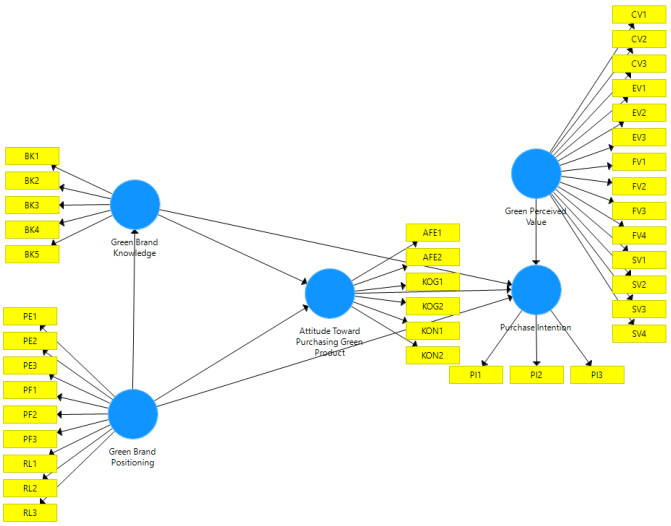

Figure 1. Research Model

2. RESEARCH METHOD

The respondents of this study were environmentally conscious consumers who were already familiar with Maybeline Green Edition with an age range of 18-40 years. The sampling technique used non-probability with judgmental (Sugiyono., 2019). Sampling in this case used a random sampling technique that took samples of consumers who bought the cosmetic product " Maybeline Green Edition " in Mojokerto, so that everyone has the same opportunity to be a sample. The population size in the study was very large and could not be known with certainty, so the sample size used by (Arikunto, 2019) used the following formula:

$$n \frac{Z^2 pq}{d^2}$$

Information:
n = sample size
z = z value with alpha 0.05; then the z value is 1.96
p = estimated proportion

q = 1-p
d = alpha error level 0.05
With the formula above, the sample calculation is obtained as follows:

$$n = \frac{(1{,}96)^2(0{,}125x0{,}875)}{0{,}05^2}$$

$$n = \frac{3{,}8416 \text{ x } 0{,}109375}{0{,}0025}$$

n = 168 , 07 ≈ 169 rounded to 170 .

This survey sampled 170 Mojokerto drinkers. The data was used to evaluate responders for validity, reliability, and hypothesis. Responses are rated on a Likert scale from 1 (strongly disagree) to 5 (strongly agree). Online surveys were sent to environmental care networks on Facebook, Twitter, and Instagram. Researchers sent surveys to non-community green customers via direct messaging. SEM was used to analyze data. Data from valid and reliable questionnaires will be processed using SEM (Structural Equation Model) and partial least square (PLS) Smart Pls 3.29 software from structural equation models. The questionnaire uses a Likert scale to determine respondent agreement with statements. For quantitative analysis, replies can be graded on a five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = highly agree) (Arikunto, 2019). These variables are measured:

2.1 MEASUREMENT

Green Product Value (GPV), Green Product Knowledge, Green Brand Positioning, Attitude Towards Purchasing Green Products, and Purchase Intention are the measurement variables (Harminingtyas et al., 2024; Hartanto et al., 2023; Wahyuningtias & Artanti, 2020), each with dimensions and statement items from previous research to assess consumer perceptions and behaviors regarding eco-friendly products.

3. RESULTS AND DISCUSSION

3.1. Descriptive Test

Table 1. Descriptive Statistics

	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness	Number of Observations Used
Attitude Toward Purchasing Green Products	-0.362	-2.397	1,674	1,000	-0.318	-0.047	170,000
Green Brand Knowledge	-0.083	-2,781	1.302	1,000	-1.064	-0.113	170,000
Green Brand Positioning	-0.169	-2,544	1,700	1,000	-0.596	-0.026	170,000
Green Perceived Value	-0.262	-2.328	1,804	1,000	-0.461	-0.082	170,000
Purchase Intention	0.217	-3.348	1.206	1,000	0.896	-1.219	170,000

Descriptive statistics demonstrate noteworthy variability in green product purchase behavior factors. The median for Green Product Purchase Attitude is -0.362, with a minimum of -2.397 and a high of 1.674, showing that most respondents are slightly negative. Overall, Green Brand Knowledge is negative, with a median of -0.083 and a range of -2.781 to 1.302. Green Brand Position is somewhat negative with a median of -0.169, a minimum of -2.544, and a high of 1.700. The median of Green view Value is -0.262, with a range of -2.328 to 1.804, suggesting a negative view. Purchase Intention has a median of 0.217, a somewhat positive value, and a significantly negative minimum (-3.348) and positive maximum (1.206). Each variable always has 170 responders.

3.2. Measurement Model Testing

Table 2. Validity and Reliability of constructs

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitude Toward Purchasing Green Products	0.880	0.883	0.910	0.627
Green Brand Knowledge	0.848	0.862	0.893	0.628
Green Brand Positioning	0.901	0.907	0.920	0.564
Green Perceived Value	0.942	0.944	0.949	0.573
Purchase Intention	0.798	0.809	0.883	0.717

The validity and reliability tests indicate strong reliability (Cronbach's Alpha ≥ 0.798) and adequate validity (AVE ≥ 0.564) for all variables. Purchase Attitude, Brand Knowledge, Brand Position, Perceived Value, and Purchase Intention are trustworthy and valid, with Composite Reliability above 0.883 and AVE over 0.5 in all variables.

Table 3. Discriminant validity

	Attitude Toward Purchasing Green Products	Green Brand Knowledge	Green Brand Positioning	Green Perceived Value	Purchase Intention
Attitude Toward Purchasing Green Products	0.792				
Green Brand Knowledge	0.916	0.792			
Green Brand Positioning	0.863	0.754	0.751		
Green Perceived Value	0.831	0.688	0.862	0.757	
Purchase Intention	0.872	0.752	0.897	0.892	0.846

The discriminant validity test shows that each variable has the strongest correlation with itself, suggesting excellent validity. Attitude towards Purchasing Green Products is the highest at 0.792, followed by Green Brand Knowledge. Green Brand Position, Perception, and Purchase Intention are 0.751, 0.757, and 0.846, respectively. This indicates that one construct may be separated from others since other variables have lower correlation values than diagonal values.

3.3. Structural Equation Modeling

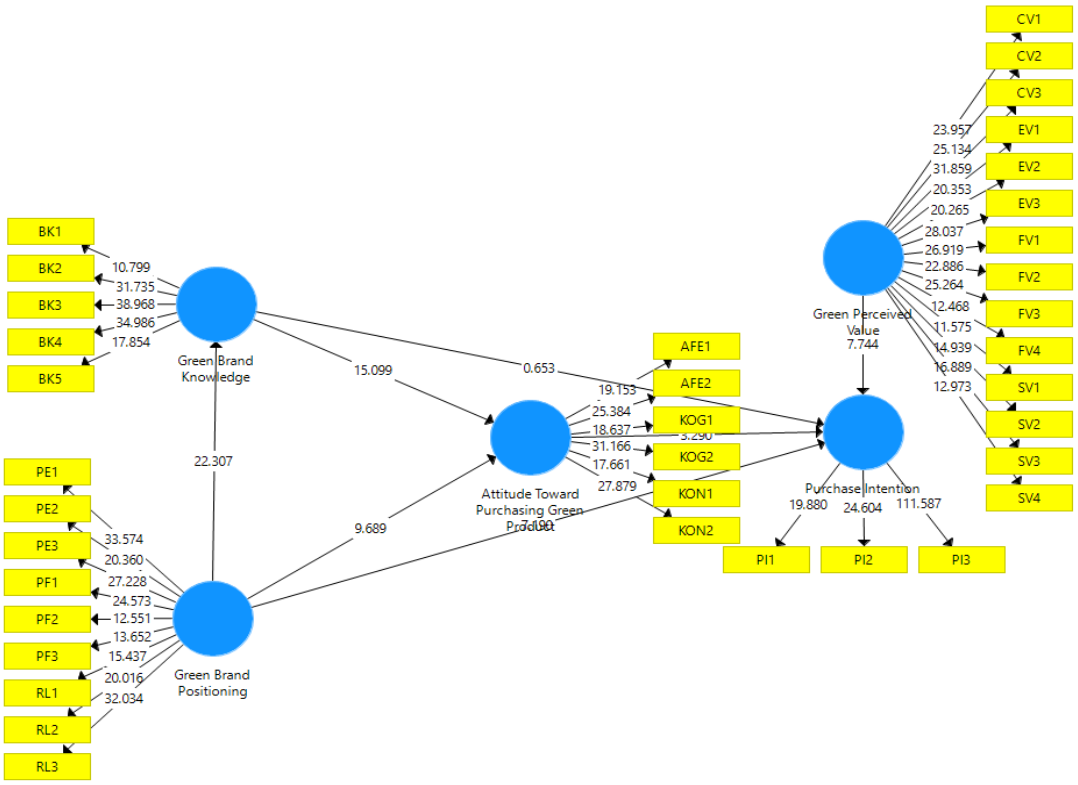

Figure 2. Bootstrapping Test Results

Table 4. Hypothesis test t and p values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Attitude Toward Purchasing Green Products -> Purchase Intention	0.311	0.305	0.095	3.290	0.001
Green Brand Knowledge -> Attitude Toward Purchasing Green Products	0.615	0.615	0.041	15,099	0.000
Green Brand Knowledge -> Purchase Intention	-0.048	-0.047	0.074	0.653	0.514
Green Brand Positioning -> Attitude Toward Purchasing Green Products	0.399	0.398	0.041	9,689	0.000
Green Brand Positioning -> Green Brand Knowledge	0.754	0.757	0.034	22,307	0.000
Green Brand Positioning -> Purchase Intention	0.350	0.347	0.049	7.190	0.000
Green Perceived Value -> Purchase Intention	0.365	0.372	0.047	7,744	0.000
Green Brand Positioning -> Green Brand Knowledge -> Attitude Toward Purchasing Green Products	0.464	0.465	0.030	15,630	0.000
Green Brand Knowledge -> Attitude Toward Purchasing Green Products -> Purchase Intention	0.192	0.188	0.059	3.239	0.001
Green Brand Positioning -> Green Brand Knowledge -> Attitude Toward Purchasing Green Products -> Purchase Intention	0.144	0.142	0.044	3.273	0.001
Green Brand Positioning -> Attitude Toward Purchasing Green Products -> Purchase Intention	0.124	0.122	0.041	3,063	0.002
Green Brand Positioning -> Green Brand Knowledge -> Purchase Intention	-0.036	-0.035	0.056	0.651	0.515

Using T-Statistics and P-Values tests, most associations between variables are significant at 5% ($p < 0.05$) and T-Statistics > 1.96. Purchase Intention is significantly affected by Green Product Purchase Attitude ($T = 3.290$, $p = 0.001$). Green Brand Knowledge substantially influences Attitude Towards Purchasing Green Products ($T = 15.099$, $p = 0.000$) but not Purchase Intention ($T = 0.653$, $p = 0.514$). Attitude Towards Purchasing Green Products, Green Brand Knowledge, and Purchase Intention are significantly affected by Green Brand Positioning ($T = 9.689$, $p = 0.000$). Green Perceived Value also affects Purchase Intention ($T = 7.744$, $p = 0.000$). The indirect effect of Green Brand Positioning on Attitude Towards Purchasing Green Products via Green Brand Knowledge is considerable ($T = 15.630$, $p = 0.000$). Significantly, Green Brand Knowledge mediates the link between Attitude Towards Purchasing Green Products and Purchase Intention ($T = 3.239$, $p = 0.001$). Other significant indirect effects of Green Brand Positioning on Purchase Intention include multilevel mediation ($T = 3.273$, $p = 0.001$). It is not significant that Green Brand Knowledge directly affects Purchase Intention ($T = 0.653$, $p = 0.514$) or indirectly affects it through Green Brand Positioning ($T = 0.651$, $p = 0.515$).

4. CONCLUSION

The test showed that Attitude Towards Purchasing Green Products significantly affects Purchase Intention. Green Brand Knowledge Impacts Attitude Towards Buying Green Products but not Purchase Intention. Attitude Towards Purchasing Green Products, Green Brand Knowledge, and Purchase Intention are all affected by green brand positioning. Green Perceived Value strongly influences Purchase Intention. The mediation path shows that Green Brand Knowledge's indirect effect on Attitude Towards Purchasing Green Products and its mediation of Purchase Intention are significant. The direct and indirect relationships between Green Brand Knowledge and Purchase Intention are insignificant. Maybelline should continue marketing its green brand and educating consumers about green goods' benefits and principles. The firm can boost consumer awareness, attitudes, and purchase intentions by developing its green brand. Although green brand knowledge may not directly affect purchase intention, it does affect attitudes. Thus, Maybelline must educate consumers through social media, interactive advertising, and product education. These activities can influence customer attitudes towards green products, affecting purchase intentions. Maybelline could highlight the environmental and health benefits of its green products. Clear information and focused education will boost green values and customer buying intentions. Maybelline may utilize attitude-based communication as Attitude Towards Purchasing Green Products affects Purchase Intention. Emotional and environmental campaigns can boost buying intentions.

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