



Green Product Purchase Intention: Impact of Green Brand Positioning, Attitude and, Brand Trust

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ABSTRACT

This research investigates how green brand positioning, consumer attitudes toward green brands, and brand trust contribute to the intention to purchase environmentally friendly products. Furthermore, it explores the impact of brand trust on consumer attitudes and its potential moderating role in the linkage between green brand positioning and purchase intentions. The analysis is grounded in a comprehensive literature review of scholarly articles focused on consumer behavior and green product marketing. The theoretical foundation of this study is the Theory of Reasoned Action (TRA), which posits that individuals' beliefs shape their attitudes and intentions toward particular behaviors. The method used is a survey questionnaire with purposive sampling technique, targeting respondents who have experience in purchasing green products. The data was analyzed using SmartPLS with 187 respondents. The results show that brand positioning and brand trust have a significant effect on purchase intention. However, attitude towards green brands does not have a direct effect, but rather indirectly through the mediating role of brand trust. The findings provide insights for marketers to increase consumer trust through effective green branding campaigns via TV, social media, magazines or online news. Thus, brand trust is key in increasing purchase intention for green products, especially among the younger generation

INTRODUCTION

In this modern era, there are a lot of new innovations, rapidly developing technology, and unlimited creativity in society. In line with that, there are risks that have a direct impact on environmental sustainability. The risk that greatly impacts the sustainability of the environment from this era is plastic waste which is very difficult to decompose (Arslan et al., 2022). Campaigns for environmental awareness began to be echoed by many people who sympathize with the environment. Therefore, some companies began to follow the trend by campaigning for green products that are environmentally friendly. Here are some examples of green There are many environmental issues around us, such as organic vegetables, organic eggs, hybrid cars, makeup, skincare, mineral water and others (Wijekoon & Sabri, 2021).

One of the companies committed to the environmental sustainability campaign is PT Tirta Fresindo with the Le Minerale brand. Since the launch of the National Circular Economy Movement in 2021, Le Minerale has been committed to promoting recycling as part of efforts to reduce national waste generation. Le Minerale teamed up with Pijakbumi, a local and eco-friendly shoe brand, to showcase and educate the public on the possibility of turning leftover PET bottle consumption into fashionable and sustainable new products. This includes the company's efforts to create brand positioning in the eyes of customers (leminerale.com, 2023). Green brand positioning is a marketing strategy where an organization highlights and identifies its brand with environmentally friendly values and practices (Vilasanti da Luz et al., 2020).

Brand positioning of a product can also be said to be a characteristic or uniqueness of the product that is easily remembered by customers. The uniqueness or characteristics of environmentally friendly products include several things, ranging from environmentally friendly product design, sustainable raw materials, production processes that have minimal impact on the environment, marketing and branding of products to care for the environment, to technology that encourages awareness of environmental issues (Borah et al., 2023). In addition to promoting their products and brands, companies also have an important role to educate consumers about the importance of environmental issues and how their purchasing decisions can have a positive impact on them (Lin & Zhou, 2022). Products with good environmental impact will indirectly increase purchase intention and become customers' business solutions. Thus the need to consider the life cycle and design of environmentally friendly products from the production process to the disposal process (Wijekoon & Sabri, 2021).

This design often includes things like energy efficiency, the use of materials that can be easily recycled, and waste minimization (Zhang & Liu, 2022). Le Mineral bottled mineral water products, which are the focus of this research, are a brand that campaigns for environmental sustainability, besides that Le Mineral is also a new mineral water brand that is quite famous in Indonesia. Le Mineral products themselves break the perception that if you want to support a healthy lifestyle and support environmental sustainability, you have to pay a lot of money. This is closely related to individual commitment and attitude towards the sustainability of environmentally friendly products.

Customers' purchase intentions for environmentally friendly products can be increased with high customer attitudes that support environmental sustainability. Attitude towards green brands refers to an individual's attitude or perspective towards brands or products that are considered environmentally friendly or sustainable (Liao et al., 2020). This attitude is the result of various factors, including purchase preferences, personal beliefs, information obtained from social media, and the brand image itself (Siyal et al., 2021). Individuals who have high levels of positive attitudes and knowledge about green brands are more likely to own brands or products that have a commitment to the environment, which is commonly referred to as brand trust (Aureliano-Silva et al., 2022).

Brand trust is the attitude or response of a customer that refers to the level of trust or confidence they have in a brand (Kumar et al., 2021). The positive attitude of individuals combined with green brand positioning can foster consumer trust, thereby increasing consumer purchase intentions for products. Researchers have tried to identify factors that can influence interest in buying environmentally friendly products. These factors include social media (Nekmahmud et al., 2022), green self-identity (Confente et al., 2020), and green brand association (Chen et al., 2020). The findings of this study are an assessment of the moderator effect, addressing gaps in the reference literature on how green brand positioning, green brand attitude, and green trust affect purchase intention of green products in Indonesia. Based on research from (Mohd Suki, 2016), it is stated that there is a need to study the younger generation in terms of green product purchase intention.

LITERATURE REVIEW

TRA Theory

The Theory of Reasoned Action (TRA) is conceptualized as a psychological framework rooted in prominent behavioral beliefs concerning the anticipated outcomes of a given action, alongside evaluations of those outcomes (Vallerand et al., 1992). As highlighted by Gong (2020), individuals' attitudes toward environmentally friendly brands and their purchasing intentions for green products serve as significant predictors of pro-environmental conduct and receptiveness to ecological marketing initiatives. Moreover, Barbu (2022) emphasized that fostering behavioral shifts in favor of sustainable products requires not only educating consumers about green alternatives but also cultivating a sense of accountability for their environmental choices.

Brand Positioning

Establishing a green brand position entails strategically shaping both the company's image and its offerings to secure a unique and recognizable presence within the perceptions of the intended market segment (Van Der Merwe, 1972). Brand positioning plays an important role in shaping consumers' intention to buy green products. Good green brand positioning guides marketing strategy, clarifies the essence of the brand, identifies the goals that consumers want to achieve, and shows how the brand uniquely achieves these goals (Chen et al., 2020). Everyone in the organization needs to understand brand positioning and use it as a competition to create customer purchase intentions. When a brand is recognized for its commitment and practices towards sustainability and the environment, consumers tend to have a higher intention to buy products from that brand. This is because when consumers perceive a brand as environmentally friendly, it can increase their trust and loyalty to the brand, which in turn can increase their intention to buy environmentally friendly products (Bandyopadhyay & Ray, 2020).

Attitude

Attitude towards green brands is a long-term attitude and general evaluation of a person (including oneself), an object, an advertisement, or an issue (Solomon, 2017). According to Siyal (2021), consumers' attitudes towards environmentally friendly behavior are significantly influenced by their intention to buy green products. Consumer attitudes towards green brands emerge as strong predictors of purchase intentions. Various studies have consistently revealed that positive attitudes can increase consumers' willingness to purchase green products. In this way, sustainability has a significant impact on customer commitment and responsibility in terms of their intention to buy green products. Previous research from (Ahmed et al., 2023) argues that customer attitudes and behavior towards green purchase intentions are more directed towards environmentally friendly products and services due to environmental concerns (Nekmahmud & Fekete-Farkas, 2020).

Brand Trust

Brand trust is the trust that customers place in a brand. According to researchers, especially when the level of risk associated with a purchase increases, brand trust seems to have a logical influence on the evaluation and use of brands in public relations (Reast, 2005). There is a strong relationship between brand trust and green product purchases, as well as between attitude and positioning. Research from (Madadi et al., 2021) defines brand trust as a customer's positive brand experience and confidence in brand performance. Brand trust is an important foundation for the formation of long-term relationships and the creation of loyalty between brands and customers (Husain et al., 2022).

Purchase Intention

Purchase intention is the interest or intention of an individual who has the desire to buy a certain product. Purchase intention is basically understood as the tendency or willingness of consumers to buy a product, which is recognized as a significant predictor of actual purchasing behavior (Barta et al., 2023). Purchase intention is a multifaceted construct that is influenced by various factors, including brand image, advertising quality, social influence, and consumers' personal values (Wijekoon & Sabri, 2021). Its role as a precursor to actual purchase behavior illustrates the need for marketers to design specific strategies that resonate with consumers on an emotional and rational level to effectively drive sales.

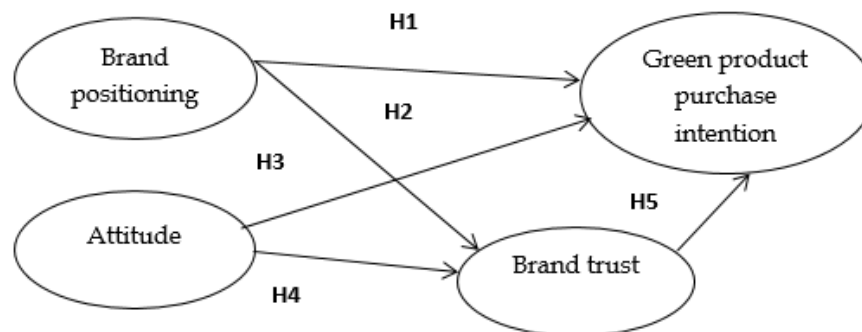


Figure 1. Research Model

METHODOLOGY

The primary objective of this study is to uncover scientific truths, a process that necessitates the application of an appropriate research methodology. This investigation employs a quantitative research approach, which involves the collection and analysis of measurable data, typically expressed numerically to provide objective explanations (Ghanad, 2023). As noted by Sekaran (2017), the concept of population in research pertains to the broader scope or domain under investigation. It encompasses a set of individuals, occurrences, or phenomena that are of interest to the researcher, from which generalizations can be drawn through systematic sampling techniques. For the population of this study is someone who has a healthy lifestyle and has experience in buying environmentally friendly goods such as buying organic vegetables at least once a week, choosing organic eggs for daily needs, and buying mineral water, most of which have an environmentally friendly theme in Indonesia.

According to (Sekaran et al., 2018). the sample is a small part of the population used for research to represent the entire population. In this study using a non-probability sampling method, namely using purposive sampling technique. The purposive sampling technique is the process of collecting data by considering certain factors such as the person who is considered the key or the person who knows best so that the results can represent the desired data. The use of purposive sampling technique is expected to assist researchers in obtaining samples that meet the research criteria. So that the sample representation can provide information that is relevant to the research objectives. The criteria are as follows:

- a. Green product user / purchase at least 1x
- b. Aged 17 years and over / gen Z
- c. Domiciled in Soloraya

The sample selection method refers to the technique described by Bagozzi in 2012, with the sample size that must be met in modelling is a minimum of 100 to 200 respondents (Bagozzi & Yi, 2012) which is sufficient to obtain better findings. The data source needed in this research is primary data. Primary data is obtained directly from a survey in the form of a questionnaire given to respondents and respondents are asked to fill out the questionnaire. In this study, the data collection method was carried out by distributing questionnaires by distributing them through the google form provided by the researcher. The questionnaire is a number of closed questions addressed to respondents. This questionnaire uses a Likert scale approach method by asking respondents to rate how much they agree with a series of several questions posed by the researcher.

The research model was examined through Structural Equation Modeling (SEM) employing the Partial Least Squares (PLS) approach, implemented via SmartPLS version 3.0. PLS-SEM was selected due to its effectiveness in assessing intricate interrelationships among latent constructs and their corresponding indicators (Becker & Sarstedt, 2023), thereby serving as a suitable analytical technique for validating the proposed model.

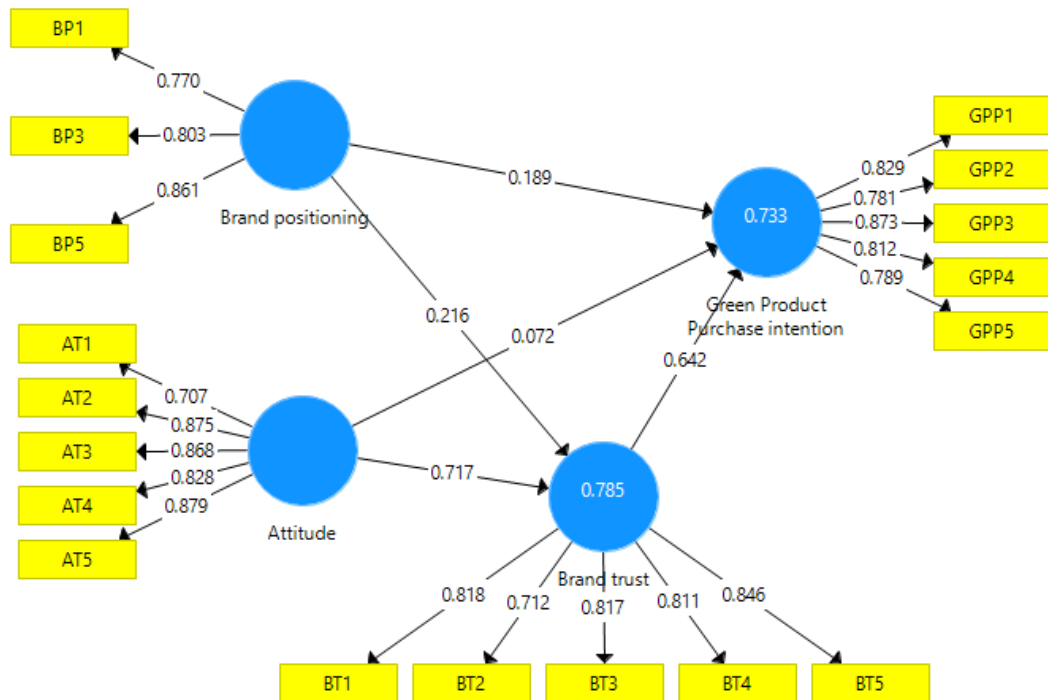


Figure 2. Outer Model

Convergent Validity

This test is to indicate the feasibility or validity of an instrument in convergent validity if the outer loading value is > 0.7 . Based on the test results in the table 8, it can be seen that each instrument has an outer loading value > 0.7 , according to (Hair J et al., 2014) the measurement scale loading value of more than 0.7 or equal to 0.7 is declared sufficient to meet the requirements of convergent validity. The data above shows that there are no variable instruments whose outer loading value is below 0.7 so that all instruments are declared feasible and valid for research use and can be used by researchers for further analysis.

Table 1. Measurement Construct

Constructs	Validity			Reliability		
	Items	Outer Loadings	VIF	Chonbach's Alpha	Composite Reliability	AVE
Brand Positioning	I feel that Le Mineral's commitment to the environment is generally reliable.	0,777	1,490	0,747	0,853	0,660
	The concern for the environment from the Le Mineral brand meets my expectations.	0,803	1,479			
	I prefer to buy Le Mineral because it is environmentally friendly.	0,861	1,504			
	I feel that the reputation of Le Mineral products is generally reliable.	0,707	1,527			
Attitude	I feel that the environmental performance of Le mineral products is generally reliable.	0,875	2,715	0,889	0,919	0,696
	I feel that the eco-friendly claims of Le Mineral products are generally trustworthy.	0,868	2,638			
	The concern for the environment in Le Mineral products meets my expectations.	0,828	2,310			
	In my opinion, Le Mineral products keep their promises and responsibilities towards environmental protection.	0,879	2,793			
	I feel that the environmental commitment of the Le Mineral brand is generally reliable.	0,818	2,156			
	I rely on the Le Mineral brand.	0,712	1,565			
Brand Trust	The concern for the environment from the Le Mineral brand meets my expectations.	0,817	2,037	0,861	0,900	0,644
	I believe the Le Mineral brand keeps its promises and commitment to the environment.	0,811	1,993			
	I trust the Le Mineral brand because it is environmentally friendly.	0,846	2,168			
	I intend to buy Le Mineral because of my concern for the environment.	0,829	2,280			
Green Product Purchase Intention	I hope that buying Le Mineral products will be useful for the future because it is good for the environment.	0,781	1,786	0,875	0,910	0,668
	Overall, I am happy to buy Le Mineral products because they are environmentally friendly.	0,873	2,710			
	From now on, I plan to buy Le Mineral products.	0,812	2,217			
	I plan to purchase Le Mineral products in the future.	0,789	2,010			

Source: Processed Primary Data (2025)

Discriminant Validity

Testing is used to indicate the feasibility or validity of each instrument by having to be highly correlated with its construct in convergent validity with an average variable extracted (AVE) value > 0.5. Based on the test results in the Table 1, it can be seen that the value of each variable shows AVE > 0.5, it can be concluded that each variable of this study can be declared valid or good in discriminant validity.

Reliability Test

Variables are said to be reliable if they have a Cronbach's alpha and composite reliability value > 0.7. Based on the test results in the Table 1, each variable has a Cronbach's alpha and composite reliability value > 0.7, so it can be concluded that each variable of this study is reliable.

Multicollinearity Test

The multicollinearity test has a criterion with an inner variance inflation factor (VIF) value < 5 to say the regression model is free from multicollinearity. The following is the inner VIF value of this study.

Table 2. Multicollinearity Test

Variable	Brand Positioning	Attitude Toward	Brand Trust	Purchase Intention
Brand Positioning			2.122	2.338
Attitude			2.122	4.509
Brand Trust				4.649
Purchase Intention				

Source: Processed Primary Data (2025)

Based on the Table 2, the value of brand positioning on brand trust amounts to 2,122, while brand positioning on purchase intention amounts to 2,338. As well as attitude towards brand trust of 2,122, then attitude towards purchase intention of 4,509. brand trust variable on purchase intention of 4,649, it can be stated that the data above in this study does not violate the multicollinearity assumption test because the amount of data is not more than 5.

Inner Model Assessment

Once validity and reliability were established, a bootstrapping approach with a sub-sample of 499 was conducted to test the hypotheses. PLS-SEM evaluation is suitable for measurement models and structural models measurement models and structural models, as well as for exploratory analyses with a focus on theory development (Hair J et al., 2014). Appropriate performance for complex models is another argument for using PLS-SEM. Since this method is a hypothesis-directed method, which requires a one-sided test, a sample size of 499 was selected for the bootstrapping test

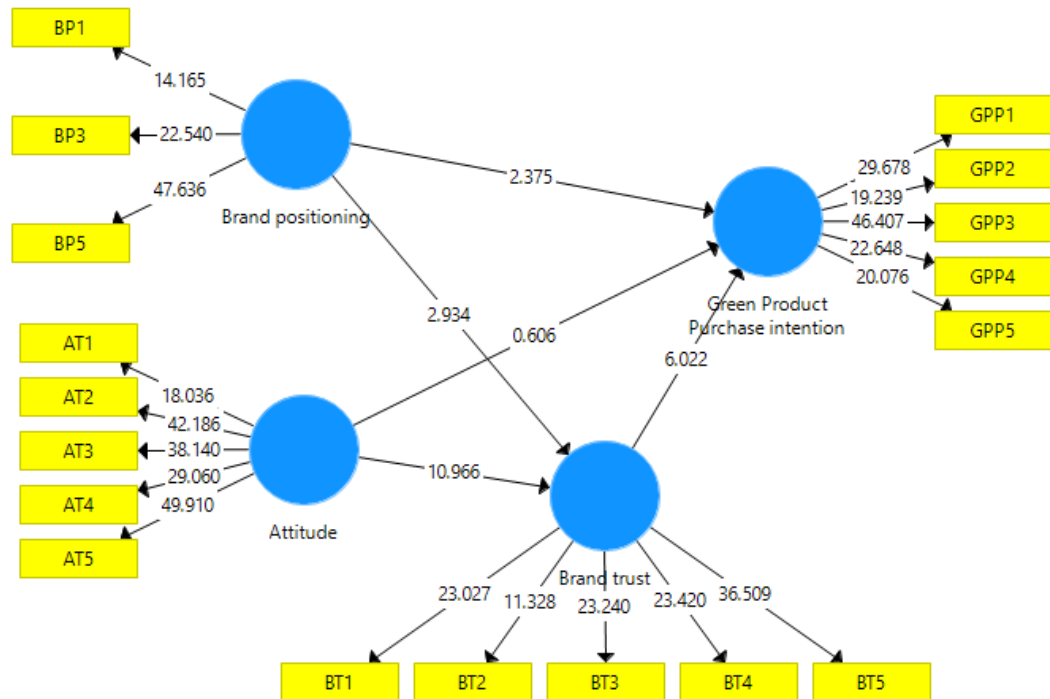


Figure 2. Inner Model

This model evaluation is carried out using coefficient determination (R^2), path coefficient test and hypothesis testing (t test and direct effect).

Coefficient Determination (R^2)

The coefficient of determination (R^2) serves as an indicator of the extent to which the variance in the dependent variable can be explained by the independent variables. Utilizing Smart PLS 3.0 for data analysis, the resulting R^2 value was derived as follows:

Table 3. Coefficient Determination (R^2)

Variabel	R-Square	R-Square Adjusted
Brand Trust	0.785	0.783
Purchase Intention	0.733	0.729

Source: Processed Primary Data (2025)

The evaluation of the accuracy and predictive relevance of the model is in terms of the R^2 value of the endogenous variables, which is the main evaluation criterion. The results of the analysis show that the R^2 value for brand trust and the intention to purchase environmentally friendly products is 0.785 and 0.733, respectively. These results provide an explanation that the independent variables, namely attitudes towards and brand positioning, are able to shape perceptions, with more than 70% of the dependent variables, namely brand trust and intention to purchase green products, and 30% influenced by other variables.

Hypotesis Test

The examination of hypotheses in this research may be conducted by referring to the path coefficient table, which presents both the direct effects and the specific indirect (mediated) effects.

Path Coefficient

This analysis employs the bootstrapping technique to evaluate the static t-statistics and p-values, which serve as reference indicators derived from the bootstrapping procedure. A p-value below 0.05 suggests statistical support for the data, whereas a p-value exceeding 0.05 implies a lack of support. The significance of relationships is assessed using a t-value threshold of 1.96, corresponding to a 5% significance level. Specifically, a t-value greater than 1.96 indicates a statistically significant effect, while a t-value less than 1.96 denotes the absence of a significant effect. The corresponding path coefficient values are presented below.

Table 4. Path Coefficient

Hypothesis	Path Coefficient	Standar Deviation	T Value	P Value	
Brand Positioning → Purchase Intention	0,189	0,078	2,433	0,015	Supported
Brand Positioning → Brand Trust	0,216	0,081	2,667	0,008	Supported
Attitude → Purchase Intention	0,072	0,117	0,618	0,537	Not Supported
Attitude → Brand Trust	0,717	0,072	9,964	0,000	Supported
Brand Trust → Purchase Intention	0,642	0,110	5,857	0,000	Supported

Source: Processed Primary Data (2025)

The direct impact results in Table 4 show that brand positioning has a significant relationship with brand trust ($t = 2.667$; $p = 0.008$) and intention to purchase green products ($t = 2.433$; $p = 0.015$). This meets the requirements of $t\text{-value} > 1.96$ and $p\text{-value} < 0.05$ supporting hypotheses H1 and H2. Therefore, because brand or product positioning is an iconic/special feature of the product that builds consumer trust, brand positioning is something to pay attention to when first launching a product. In this way, consumers will have the intention to buy products that are environmentally friendly.

Referring to the findings presented in Table 4, the analysis reveals a statistically significant correlation between consumer attitudes and brand trust, as evidenced by a t-value of 9.964 and a p-value of 0.000. These results exceed the critical thresholds ($t > 1.96$; $p < 0.05$), thereby providing empirical support for Hypothesis 3 (H3). This indicates that brand trust plays a crucial role in shaping consumer behavior. For instance, individuals who have confidence in Le Minerale are more likely to continue purchasing the product consistently.

Conversely, the data does not demonstrate a significant association between attitudes toward environmentally friendly products and the intention to purchase such products ($t = 0.618$; $p = 0.537$). Given that these values do not meet the standard significance criteria, Hypothesis 4 (H4) is not supported. The findings suggest that a favorable attitude toward green products does not necessarily translate into actual purchase intent. This discrepancy may be attributed to several factors, such as limited public awareness of Le Minerale's environmental initiatives, existing brand loyalty to non-green products, and the generally higher price of eco-friendly alternatives.

Additionally, the results confirm a significant influence of brand trust on consumers' intention to purchase green products ($t = 5.857$; $p = 0.000$), satisfying the accepted thresholds for statistical significance. These findings validate Hypothesis 5 (H5), emphasizing that greater trust in a brand tends to foster stronger consumer loyalty and increases the likelihood of purchasing, including eco-conscious product options.

Specific Indirect Effect

To evaluate the mediating role within the relationship among variables, researchers employ an analysis of indirect effects. For a hypothesis to attain statistical significance, the t-statistic should exceed 1.984. In addition, the corresponding p-value must fall below the 0.05 threshold; otherwise, the variable in question is deemed to lack a significant effect. It is also essential to examine the original sample value to assess the path coefficient and understand the nature of inter-variable connections.

In this context, brand trust demonstrates a significant mediating influence on the relationship between consumer attitudes and their intention to purchase green products ($t = 4.243$; $p = 0.000$), thereby affirming Hypothesis H6. Similarly, Hypothesis H7 is substantiated by the statistically significant mediation of brand trust between brand positioning and green purchase intention ($t = 2.833$; $p = 0.005$). These findings underscore the critical role of brand trust, as it fosters consumer loyalty, enhances satisfaction, and ultimately encourages purchase behavior.

Table 5. Specific Indirect Effect

Hypothesis	Path Coefficient	Standart Deviation	T Value	P Value	
Attitude → Brand trust → Purchase intention	0,460	0,109	4,243	0,000	Full mediated
Brand positioning → Brand Trust → Purchase intention	0,139	0,049	2,833	0,005	Full mediated

Source: Processed Primary Data (2025)

DISCUSSION

Green brand trust is often considered a direct predictor of green purchase intention, implying that consumers who trust one of the green products or brands will purchase green products (Viet et al., 2024)(Isac et al., 2024)(Vanessa & Ariestya, 2024)(Tanveer et al., 2024)(Wadyatenti & Pranatasari, 2025). This assumption is relevant from Madadi et al.,(2021) and based on current research findings green brand trust strongly influences attitudes, brand positioning, and green purchase intentions. In particular, a consumer may know about a green product and the characteristics of the green product, but not necessarily buy the green product because of lack of trust in the brand. This shows that consumers who strongly believe in positive outcomes believe that green purchasing improves the environment and reduces pollution. The Theory of Reasoned Action (TRA) is closely related to this type of behavior. TRA is the theory that a person's intention to do something is the main determinant of whether they do it (Sadeghi et al., 2024)(Idayani & Darmaningrat, 2024).

This study examines the relationship between brand positioning or attitudes toward based on brand trust mediation and the intention to purchase environmentally friendly product. Brand positioning as a determinant of the formation of cognitive judgments and evaluations of green products through the integration of product information and the production of evaluation outcomes, namely green beliefs and perceptions of consumer efficacy, which can translate green product knowledge into consumers' green purchase intentions (Bandyopadhyay & Ray, 2020) (Ashrafi & Akhter, 2024) (Javed et al., 2024)(T. L. Hu et al., 2024). The results show that green trust helps to translate green brand positioning into green buying intention, and green brand trust partially mediate the relationship between brand positioning, attitude, and green buying intention (Hidayatulloh & Susila, 2024) (T.-L. Hu et al., 2024). By improving brand positioning, companies and consumers can contribute to environmental sustainability (Gading et al., 2024).

According to previous research, attitude is significant in intending to purchase environmentally friendly products (Mohd Suki, 2016). Therefore, the current research was conducted to support the previous research through another mediator, namely brand trust. The findings of the current study are that attitude has no effect on the purchase intention of environmentally friendly products. Furthermore, the results of this study prove that attitude consuming environmentally friendly products is considered as a personal matter and is caused by internal and external factors. Internal factors such as lack of knowledge about the brand's green campaigns, income, having a loyal brand, customer dissatisfaction with the brand's products, etc (Pearce et al., 2024)(Jansen et al., 2024)(Mir & Salo, 2024). The marketers of green products need to increase consumer trust through green branding campaigns, which are advertised on TV, social media, magazines, or web news for convince consumers of the intent to purchase and provide them with educational information. Similarly, external factors include being motivated by family, friends, teachers, etc. This suggests that positive attitudes towards environmentally friendly products do not always translate into purchase intention.

CONCLUSION AND RECOMMENDATION

The conclusions of this research provide several important practical points and further promote green branding and green consumer purchasing. They also raise important research questions. Specifically, this research confirms that brand trust is an important thing that can have an impact on consumers' green purchasing intentions. In addition, companies need to build brand trust among consumers in order to strengthen the intentions of current and potential customers to purchase environmentally friendly products, thereby creating a relationship between the branded company and the customers. Brand trust is able to create habits related to the Theory of Reasoned Action (TRA), which can increase the intention to purchase green products, awareness, interest and demand of consumers can change their purchasing behavior towards greener living.

There are a number of limitations to this research, although it has provided a new insight into the above topic. These limitations are : First, only 70% of the effect on green product purchase intention is captured by this variable model. Secondly, the text should be aware of the limitations of a small sample and the fact that it only focuses on one region. Thirdly, the research is limited in scope, in that it only examines certain variables or phenomena, and as a result, it does not cover all aspects.

FUTURE STUDY

Future studies could examine other potential variables such as brand knowledge, environmental label variables, moderating variables of perceived price, and mediating variables of environmental concern, etc. It is recommended that future research involves a larger and more diverse sample, so that the results can be generalised more widely.

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