



Investigating Factors Influencing Green Purchase Intention: The Moderating Role Of Green Brand Knowledge

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ABSTRACT

This study examines key determinants influencing consumers' green purchase intention, focusing on the moderating effect of green brand knowledge; specifically examines the effects of green brand positioning, green brand attitude, and environmental concern in shaping environmentally friendly product purchasing decisions towards environmentally friendly skincare brand. The data were collected with an online questionnaire distributed through purposive sampling and received 213 completed valid responses. Data analysis adopted Structural Equation Modelling (SEM) using SmartPLS version 4.0. The findings reveal that neither attitudes towards green brands nor brand positioning have a statistically significant influence over green purchase intention. Conversely, environmental concern positively and significantly predicts consumers' green purchase intention. Green brand knowledge was tested as a moderator but did not exhibit a significant moderating effect on the intercorrelations between green brand positioning, attitude toward green brands, environmental concern, and green purchase intention. These results suggest that consumers' green awareness will have a greater impact on green purchase behaviors than either brand positioning beliefs or attitudes towards green brands. The study puts forward the imperative of creating green environmental concern to facilitate green purchasing behavior and the limitations of effective green brand strategies if consumer consciousness or brand knowledge of sustainable practices is low.

INTRODUCTION

Anthropogenic global climate change poses a great threat to humans as well as the general natural world (Korolev et al., 2024). The causes of climate change are due to the absorption of heat energy in the ocean. Indonesia is a nation located in a cross-geographic

location that affects different elements of life such as natural conditions. Indonesian natural conditions that impact the climate of Indonesia cause Indonesia to play a role in the conquest of climate change worldwide (Syaban & Appiah-Opoku, 2023). Indonesia has made many attempts to play a role in the conquest of climate change. Global warming that occurs, apart from changing the world's climate, also changes human lives. The desired change in lifestyle is a sustainable lifestyle or green consumption by giving thought to benefits and impacts that will be extended to the environment (Elmor et al., 2024; Kennedy et al., 2024). Lifestyle changes also occur in Indonesia. Results of the survey PricewaterhouseCoopers (2024) confirm that most consumers will pay more for qualified products. Table 1 of Databoks (2024) clarifies that of the almost 8,900 world consumer samples, 80% would pay to buy locally made sustainable products that are 5% higher in price than corresponding non-sustainable products. Then 78% would pay more for recycled or environmentally friendly product materials. All these prepare most customers willing to pay extra for low-carbon-footprint products that clearly declare the process of production, are biodegradable, and are owned by companies with ethical business practices.

Table 1. Sustainable Products Choice of Indonesian Consumers

Sustainable Product Category	Score
Locally made products	80
Recycled products	78
Low emission products	75
Clear and transparent explanations	75
Biodegradable products	75
From ethical companies	75

Source: Databoks (2024)

Increased awareness of environmental problems among the public will result in increased public participation in sustainable practices. Environmental concern will also bring with it a responsibility to use more eco-friendly products and green consumption (Ogiemwonyi et al., 2023). Society will thus, as environmentally issue-aware consumers, be more careful and cautious in the choice of products required. Products that are not harmful to the environment, or at least those with a very low harmful impact on the environment, like the manufacturing with recycled materials and natural or organic material usage are currently being given high priority by consumers when they want to buy products (Haleem et al., 2023). Consumers' demand for environmental-friendly products drives producers and companies to manufacture new products that can cater to the needs of consumers (Khachatryan et al., 2023). With products that are brought through innovations in an ecologically friendly manner, companies can attract more consumers as well as give consumers more value and a positive image.

Even more lifestyle shifts driven by sustainability are occurring in the beauty industry. Based on a survey conducted by Suara.com (2021), as much as 73 percent of the consumers are willing to switch to environmentally friendly products and 41 percent prefer natural and organic products. Increased environmental consciousness among customers has forced the industrial sector to promote and highlight greener marketing concepts and adopt issues related to green as the notion of green marketing (Prayitno, 2024). Green marketing refers to environmentally oriented marketing activities in the guise of energy conservation, recycling, and eco-friendly buying habits to create competitive edges (Siyal et al., 2021). The objective of pursuing a green marketing approach is to stimulate and educate environmentally friendly consumption practices and reduce consumerism that may harm the environment (green marketing approach). Green marketing approaches can help companies attract greater consumer attention, especially consumers who are environmentally conscious and concerned (Reddy et al., 2023).

Businesses' use of green marketing strategies is not only to attract more consumers but can also be a way to build green brand awareness and green product purchase intention. Other

than building green brand awareness, the application of green marketing strategies can also strengthen brand positioning to attract more consumers (Tan et al., 2022). The effective use of green brand positioning can create a more profitable brand image, especially in the general green marketing strategy (Gazi et al., 2024). Companies that are able to fulfill and sustain promises for information on the uniqueness of products to the environment and customers will increase customer knowledge about environmental-friendly products being offered by the company. Consumers with high environmental knowledge will have a high consumption level, particularly for ecologically friendly goods (Cui et al., 2024).

Today, the majority of companies are starting to pay attention to environmental issues in their production. Beauty and cosmetic products are one of the many companies that have started to switch to sustainable marketing that in practice implements a green marketing strategy. Based on the results of a survey conducted by the Katadata Insight Center, cosmetic and health products are fourth in the most widely purchased environmentally friendly products in Indonesia in 2021 (Table 2).

Table 2. The Most Popular Eco-Friendly Products Purchased by Indonesian Consumers

Product Category	Score
Food	56.7
Household	47.8
Clothing	37.4
Health/Cosmetics	30.6
Electronics	19.2
Vehicles	8.3

Source: (Databoks, 2021)

Some Indonesian local beauty and cosmetic brands have developed their products with environmental issues in mind, such as Sensatia Botanical, NPure, Somethinc, Skin Dewi, Avoskin, and others. These cosmetic and beauty brands are competing to gain customers by producing eco-friendly beauty products that are certainly safe for consumers to utilize. One of the beauty products that has been a hot issue because of its potential to damage the environment is sunscreen. Other than being attentive to the content of the raw materials used, beauty companies also employ green marketing strategies to sell their products, such as the use of recycled materials, eco-packaging, cruelty free, and green movement advertising that attempts to make customers care more for nature (Shim et al., 2024). One of brand, named after NPure is among the Indonesian local cosmetic firms that have the notion of being eco-friendly in practice. NPure is an Indonesian beauty firm that focuses on helping solve its consumers' skin problems with the use of natural ingredients. NPure has been striving for Sustainable Development Goals (SDG) attainment. SDGs or sustainable development goals dream of making the world sustainable, socially equitable, ecologically secure, prosperous, and welcoming all to contribute to a more sustainable future (Fukuda-Parr, 2023). These SDGs comprise social, economic, and environmental objectives and reach out to the developed and developing world (Shayan et al., 2022).

An investigation on the influence of green brand positioning, attitude toward green brand, environmental concern, and green brand knowledge was previously conducted by Siyal et al. (2021) with the research object of buying intention of organic food products in Pakistan. The results of the study revealed that green brand positioning, attitude toward green brand, and environmental concern positively and significantly influenced green purchase intention through the mediation of green brand knowledge. Previous research was also conducted by Bursan et al. (2021) with the research participants of retail store consumers who use eco-friendly plastic bags affirming that green brand positioning, attitude towards green brand, and green brand knowledge influenced green purchase intention. This contrasts with the result of a study

conducted by Mercado (2022) with an identical research topic such as the influence of green brand positioning, attitude towards green brand, and environmental concern on green purchase intention with the green brand knowledge variable as a moderating variable. The results of the study failed to determine the role of green brand knowledge as a moderating variable. Therefore, scholars have an interest in explaining in greater detail the impact of green brand positioning, green brand attitude, and environmental concerns that are able to influence purchasing interest in green products from NPure moderated by the construct of green brand knowledge.

LITERATURE REVIEW

Theory of Reasoned Action (TRA)

The theory of reasoned action (TRA) was developed by Ajzen and Fishbein in 1975 (Montano et al., 2002). The theory of reasoned action (TRA) is a theory that studies the causal chain of beliefs through attitudes and intentions to behavior or overt actions. The theory is designed to predict volitional behavior to allow one to comprehend one's psychology (Fishbein, 2008). The theory of reasoned action (TRA) is the main theory of planned behavior that discusses an individual's intention (individual intention) to perform something (behavior). Intention is also discussed as a motivator that inspires an individual to perform something and as an indicator of effort that an individual expends in performing the behavior (Ajzen, 1985). Theory of reasoned action (TRA) was rated as the most influential and most prevalent theory to explain how likely individuals would be to perform a certain behavior (Tobias-Mamina & Maziriri, 2023). The theory of reasoned action is highly predictive and has been highly tested throughout psychology and behavioral domains as well such as health, organic food purchasing, voting, and drinking, that showing its great applicability in the prediction of behavioral intentions in consumer behavior and marketing (Siyal et al., 2021; Teixeira et al., 2022).

Green Marketing

Kotler (2011) describes marketing as a process carried out by firms through customer engagement, customer relationships formation, and customer value creation to build customer perceptions. Green marketing represents a marketing method with the power to increase consumer sensitivity toward environmental issues (Chen et al., 2024; Grönroos, 2004). Sustainable marketing is a holistic approach with the goal of ensuring that marketing strategies must be specially designed to attain a business which is socially just ecologically viable, and worthy of the attention of future generations (Razak, 2024).

Based on the definition and terminology, green marketing refers to an important concept that aims to direct company activities towards a closer and improved relationship with nature. The referred company activities include marketing activities such as product modification, manufacturing processes, packaging, labeling, and promotion approaches that aim to meet consumer needs but decrease dangerous impacts on the environment (Correia et al., 2023; Santos et al., 2022).

Green Brand Positioning

Positioning is the method of differentiating a brand from its competitors in customers' minds based on the features and advantages that the brand possesses and does not possess (Saqib, 2020). Brand positioning must have two fundamental components as most marketing professionals concur; rational and emotional. In short, brand positioning has to be compelling and in consumers' minds both in their hearts and their heads (Janiszewska & Insch, 2012). Green brand positioning is concerned with how a firm's quality and communication can make it stand out from competitors with the same market such as eco-friendly products (Jalu et al., 2024). The communication done is not only welcoming but also informative and educative on how to

consume in an environmentally friendly manner. Companies implementing green practice use brand positioning to prove the company is sustainable (Gazi et al., 2024). Rua & Santos (2022) also discusses it that successful positioning can help marketing plans to elaborate the company's purpose to achieve consumers' requirements in a unique way and own its own qualities. The result of brand positioning is to create a customer focused value proposition or proposition that focuses on customers and becomes the cause consumers should buy products from an organization (Olsson & Sandru, 2006). This is because green brand positioning is one of the activities of firms that engage in green practices for the purpose of differentiating them from others, for example using eco-friendly products and being formulated from natural materials (Mercado, 2022).

Attitude Towards Green Brand

Consumer attitude refers to a person's propensity to react and engage with a profitable or unprofitable situation (Mamun et al., 2020). Green brand attitude refers to subjective customer judgments conveyed through likes or dislikes, comfort or discomfort, enjoyment or displeasure towards green products (Saputri & Paramita, 2024). Green brand attitude is a consumer's perception and response to products or services with environmental labels (Gazi et al., 2024). Every company, especially companies that trade in eco-friendly products, should pay attention and study consumer attitudes to establish if the products offered are acceptable or not to consumers (Šostar & Ristanović, 2024). The more information consumers gain, the more reactions and attitudes they will give towards a product, both positive and negative. There are three main components in the development of consumer attitudes are as follows based on Čvirik (2021). (1) Cognitive refers to a person's awareness and perception of an attitude object. Both perception and knowledge are interpreted as consumer beliefs in the assumption that an attitude object has specific attributes and behaviors. (2) Affective describes a person's emotions and feelings towards an attitude object that are evaluated in general towards an attitude object which in this case is a product or brand. (3) Conative describes a person's overt behavior related to an attitude object. In this case, conative describes the expression and purchase intention of consumers towards a product or brand.

Green Brand Knowledge

Brand knowledge refers to consumers' awareness of information about a product like the product, brand, product features, product attributes, product price, and product beliefs (Ling et al., 2023). Green brand knowledge refers to how a company provides knowledge and information about the uniqueness of its products through the green features used and the benefits provided to consumers and the environment (Sayed et al., 2021). Green brand knowledge is used to consolidate discrete knowledge among consumers about the promises and consequences of green products (Alamsyah & Muhammed, 2018; Harminingtyas et al., 2024). Consumers with comprehensive information on a product such as the product content, product packaging and promotion of the product will influence the decision-making process that leads to the desire to buy (Shukla et al., 2022; Zhao et al., 2021).

Green Purchase Intention

The purchasing habits of consumers are influenced to a great extent by four elements, namely, cultural, social, individual personal factors, and psychological characteristics (Uran et al., 2021). Therefore, the purchase of green products constitutes the basis of sustainability as the starting point of a behavior of environmental and social responsibility. Additionally, the purchase of green products can also help companies acquire a good reputation, goodness, and positive public image (Gazi et al., 2024; Siyal et al., 2021). As stated by Saputra et al. (2020), attitudes of consumers for a product or brand shape consumer purchase intentions, for example, for green products.

The Influence of Green Brand Positioning on Green Purchase Intention

Green brand positioning is critical to a company, especially an environmental-oriented one. Furthermore, green brand positioning is also helpful to the communication process such as the use of attributes that distinguish it from others by using environmentally sustainable components (Siyal et al., 2021). Therefore, green brand positioning and communication campaigns through the use of the environment can produce constructive perception stimuli within consumers' minds. Green brand positioning has a high probability to generate green purchase intention, according to (Gazi et al., 2024). The greater the success of the green brand positioning of a product, the greater the green purchase intention. Firms or marketers should consider price, sustainability materials, advertisement and quality to the consumer due to firm green brand positioning making the consumer bothered and awake in order to buy more environmentally sound products (Chin, 2019). With the above reasoning, the following hypothesis is advanced by the author:

H1: Green brand positioning has a significant influence on green purchase intention.

The Influence of Attitude Towards Green Brands on Green Purchase Intention

Attitude is the psychological position of an individual on an issue or event that influences emotions, perceptions, and learning mechanisms (Dennison, 2024). Kathuria (2024) describes attitude toward green brands as a phenomenon adopted from consumers' logical judgments on an eco-friendly product. The positive attitude of green brands and consumer emotions play a big role in influencing them to buy and utilize green products, hence attitude towards green brands is a major factor in shaping consumer purchase intentions towards green products (Chin, 2019). The positive attitude of consumers towards the product is directly proportional to the purchasing intention of the product. Based on this, the following hypothesis is offered by the author:

H2: Attitude towards green brands has a significant influence on green purchase intention.

The Influence of Environmental Concern on Green Purchase Intention

Environmental concern in Siyal et al. (2021) opinion can manifest in numerous ways from perceived values and daily behaviors such as recycling. Environmental concern has a direct influence on the behavior of eco-friendly products. Environmental concern is also an important predictor in purchasing eco-friendly products. Consumers with intention and awareness of environmental issues will trigger them to take actions that will be beneficial to promote eco-friendly products, one of them being by consuming and buying eco-friendly products (Han, 2021; Moslehpour et al., 2023). High concern for the environment brings with it the likelihood that consumers will understand and take positive action towards making environmentally friendly brand or product purchasing decisions (Gazi et al., 2024). The congruence between consumer concern for the environment and the desire to purchase environmentally friendly products was also confirmed in Siyal et al. (2021) and Vania & Ruslim (2023) research. Purchase intention will be increased by environmental concern among consumers. Based on this, the author formulates the hypothesis as follows:

H3: Environmental concern has a significant effect on green purchase intention.

The effect of green brand knowledge as a moderating variable

Green brand knowledge has a strong effect on the intention to buy green products according to (Gazi et al., 2024). Thus, demand and the need for green products will increase. Green brand knowledge is defined as an awareness of the attributes and characteristics of green products such as brand image and brand awareness (Sinaga et al., 2024; Winarni, 2024). Brand recognition can provide a competitive advantage, a message of presence, involvement, and attributes that matter to consumers (Bas, 2024). Brand image is the consumer's perception of a product that is engaged in the environment. Application of green marketing to environmentally

involved businesses can improve brand recognition and brand image among consumers (Majeed et al., 2022). In real life, brand image requires communication and differentiation to emphasize that the brand has a competitive edge. Here, effective marketing communication regarding green products will produce a positive response so that it can be used for meaningful brand positioning strategy (Siyal et al., 2021).

Utilization of a green brand positioning strategy will help customers to understand the purpose, direction, and fit of products that are offered with the issue of the product for the environment. This aligns with what has been stated in Bursan et al. (2021) such as that effective brand positioning helps to define the brand, its advantages over others and why customers must buy and use the product.

According to Tan et al. (2022), the intention to purchase green products is reduced when consumers have no knowledge or information about green products. The same observations were reported in Siyal et al. (2021) and Zhou et al. (2021) studies that green brand knowledge supports purchase intentions for green products.

H4: Green brand knowledge moderates the effect on brand positioning purchase intention.

H5: Green brand knowledge moderates the effect on attitude towards green brands and green purchase intention.

H6: Green brand knowledge moderates the effect on environmental concerns and green purchase intention.

METHODS

Analysis Methods

Partial Least Squares (PLS) is a widely used research method for path model estimation with latent variables and greater than one indicator (J. Hair & Alamer, 2022). PLS proceeds in three stages: weight estimation, path estimation, and means and location parameters. PLS aims to test whether there exists an association between latent variables. This method uses two models to measure indicators: reflective indicators and formative indicators. The reflective model states that the indicators are error measures of the latent variable.

Data Collection and Sample Size

Primary data collection in business research denotes methods such as observation, interviews, and questionnaires that are applied to collect information from the respondents (Taherdoost, 2022). Information is gathered through organized questions or statements systematically and sequentially arranged. An interviewer may ask these questions directly or indirectly through survey data collection methods (Domede & Dinkelman, 2022).

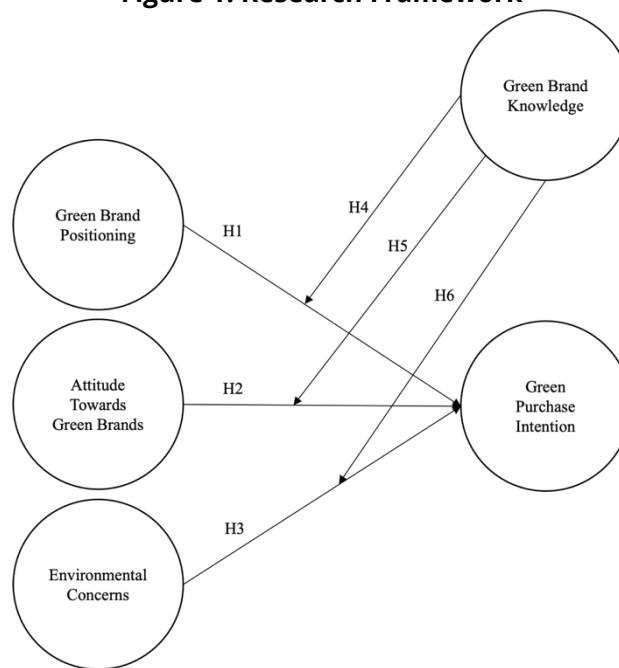
Research Instrument

In this study, the researcher used purposive sampling technique to take samples. Purposive sampling is a non-probability sample that uses certain criteria. Sampling with purposive sampling technique can provide the desired information, either because only they have the information, or because they meet certain criteria set by the researcher (Campbell et al., 2020).

The sample criteria used in this study were consumers who knew and had never used the NPure brand green product. Data measurement in this study used a Likert scale with a scale of 1 to 5. Questions and statements in the questionnaire used multiple choices which had different values for each answer (Koo & Yang, 2025).

Research Model

Figure 1. Research Framework



RESULTS

Table 3. Respondents Demographics

Age	Frequency	Percent
<18 years old	3	1.4%
18-21 years old	95	44.6%
22-25 years old	95	43.2%
>25 years old	23	10.8%
Total	213	100%
Gender	Frequency	Percent
Male	41	19.2%
Female	172	80.8%
Total	213	100%
Education Background	Frequency	Percent
High school	18	8.5%
Diploma (D1/D2/D3)	7	3.3%
Bachelor's Degree	183	85.9%
Master's Degree	5	2.3%
Total	213	100%
Occupation	Frequency	Percent
Students	170	79.8%
Self-Employed	4	1.9%
Private Employee	27	12.7%
Civil Servant	3	1.4%
Other	9	4.2%
Total	213	100%
Monthly Income	Frequency	Percent

< Rp1,000,000	35	16.4%
Rp1,000,000 – 2,000,000	80	37.6%
Rp2,000,001 – 3,000,000	52	24.4%
Rp3,000,001 – 4,000,000	18	8.5%
> Rp4,000,000	28	13.1%
Total	213	100%

Source: Author (2025)

Respondent Characteristics

Based on information gathered in the study, information regarding the characteristics of the respondents was gathered. The characteristics of the respondents mentioned in this research are age, gender, education background, occupation, and monthly income. Below is the data of the respondent characteristics in the present study. The respondents were categorized into four age brackets, with the highest percentage being 18–21 (44.6%) and 22–25 (43.2%). 10.8% were older than 25 years, and less than 18 years was the lowest at 1.4%. The highest percentage of respondents were women (80.8%), then came 19.2% of the total number of 213 respondents who were men. In education, most of them had an S1 degree (85.9%), then vocational school/high school (8.5%), D1/D2/D3 (3.3%), and S2 (2.3%). Most were students (79.8%), then private employees (12.7%), others not listed (4.2%), entrepreneurs (1.9%), and civil servants (1.4%). In monthly income, the highest percentage earned Rp1,000,001–2,000,000 (37.6%), followed by Rp2,000,001–3,000,000 (24.4%), less than Rp1,000,000 (16.4%), more than Rp4,000,000 (13.1%), and Rp3,000,001–4,000,000 being the smallest (8.5%).

Validity and Reliability Test

The dependability of the survey tool was determined by testing. Internal consistency is the most prevalent test of scale reliability that can be found in literature, as proven by Cronbach's alpha (Jahrami et al., 2023). Nimon et al. (2012) defined internal consistency reliability as the proportion of total true score variance to total scale score variance. Composite reliability is an assessment of internal consistency among scale items (Barchard, 2010). Besides, following Bagozzi & Yi (1988) and Hair et al. (2021) guidelines, this research also followed the major guideline that factor loadings should be greater than 0.7 and Average Variance Extracted (AVE) greater than 0.5. Table I indicates that all the used indicators are of very high validity scores with the AVE being above 0.5 and Cronbach's alpha being above 0.7 (Cheung et al., 2024). All the used indicators in the study are shown in table 4, which therefore means that all the research measures used were reliable.

Table 4. Composite Reliability, Average Variance Extracted, and Cronbach's Alpha

Variable	Composite Reliability	Average Variance Extract (AVE)	Cronbach's Alpha
Green Brand Positioning	0.753	0.842	0.573
Attitude Towards Green Brand	0.850	0.893	0.624
Environmental Concern	0.857	0.897	0.636
Green Brand Knowledge	0.816	0.872	0.577
Green Purchase Intention	0.801	0.883	0.716

Source: Author (2025)

Measurement Model Assesment

A multivariate model is used in structural equation modeling (SEM), a quantitative research analysis technique, to estimate the structural relations between measurable variables

and latent variables (Setiawan et al., 2021). It is a philosophy style that is very different from the traditional usage in marketing modeling (Bagozzi & Yi, 1988).

DISCUSSION

Hypotheses Testing

Table 5. Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P- values	Decision
Green Brand Positioning → Green Purchase Intention (H1)	0.021	0.028	0.068	0.315	0.752	Rejected
Attitude Towards Green Brand → Green Purchase Intention (H2)	0.087	0.093	0.096	0.899	0.369	Rejected
Environmental Concern → Green Purchase Intention (H3)	0.234	0.232	0.110	2.124	0.034	Accepted

Source: Author (2025)

The Influence of Green Brand Positioning on Green Purchase Intention

The initial hypothesis (H1) is that green brand positioning has a significant effect on green purchase intention. The path coefficient is 0.021, indicating a positive relationship. However, the P-value is 0.752 (> 0.05), thus the effect is not statistically significant. H1 is thus rejected. This outcome contradicts past studies by Almoussawi et al. (2022), Tristiani (2019), and Wang et al. (2022), which found a significant effect. Tristiani (2019) research results were supplemented with appropriate dimensions (functional and emotional positioning) and appropriate research environments, while Wang et al. (2022) results were based on specific respondent who are assumed to have better knowledge about green products. This suggests that, within TRA's framework, green brand positioning does not necessarily translate into a strong behavioral belief or normative belief for the respondent group. It may indicate that the audience lacks trust in the credibility of green brand claims or does not perceive such positioning as socially endorsed behavior. Thus, TRA helps explain that positioning must not only be clear enough but also persuasive to affect consumer belief structures, which clearly did not occur in this case.

The Influence of Attitude Towards Green Brand on Green Purchase Intention

Hypothesis 2 (H2) states that green brand attitude has a significant impact on green purchase intention. The path coefficient is 0.087, showing a positive effect but the P-value is 0.369 (> 0.05), so the effect is not significant. Hence, H2 is rejected. This finding is consistent with earlier studies by Chin (2019) and Bursan et al. (2021), which likewise did not establish a considerable influence. Bursan et al. (2021) explained that this was due to respondents' choice of

several retailing stores and hence could not ascertain the research object. Chin (2019) further stated that cynicism over green product assertions drives purchasing behavior, and thus attitude towards green brands is not a key factor to consider in purchasing environmentally friendly products. On the other hand, Baiquni & Ishak (2019) found a significant and positive influence, stating that more positive attitudes towards green brands promote consumers' willingness to buy green products. This might be explained by a disconnect between personal attitudes and perceived control or social influence. In TRA, attitude must be accompanied by strong behavioral beliefs, and if consumers feel skeptical about the effectiveness or authenticity of green products. This is in line with Bursan et al. (2021) who found that market complexity and multiple brand exposures dilute the influence of attitude. TRA thus provides the insight that attitude needs to be both strong and consistent with normative pressures to influence intention, which may not be evident in the present findings.

The Influence of Environmental Concern on Green Purchase Intention

Hypothesis 3 (H3) expects that green purchase intention has a positive and significant effect of environmental awareness. The path coefficient = 0.234, which is positive, and the P-value = 0.034 (< 0.05), which indicates statistical significance. Hence, H3 is accepted. That is, environmentally conscious consumers are likely to purchase green skincare since they perceive that the green products are healthy and safe for their skin as well as nature (Kapoor et al., 2019). This is consistent with study findings by Mamun et al. (2020), Klabi & Binzafrah (2022), and Moslehpour et al. (2023), where they found that environmental awareness has a significant influence on green purchase intention. In such experiments, communities that were informed of the environment beforehand were more likely to buy eco-friendly products as an act of environmental concern. Thus, the more environmentally conscious the individual, the higher the intention to purchase green goods. This aligns well with the TRA belief-attitude-intention that informed environmental concern builds positive attitudes which, when combined with favorable norms, results in higher green purchase intention. Thus, TRA helps confirm that environmental concerns strengthens behavioral beliefs which, in turn, increase the likelihood of green purchase intention. This is supported by previous findings (Kapoor et al., 2019; Moslehpour et al., 2023), where environmental knowledge or concern significantly enhanced green behavioral intention.

Table 6: Moderation Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Information
Green Brand Knowledge x Green Brand Positioning → Green Purchase Intention (H4)	0.026	0.027	0.050	0.521	0.603	Rejected
Green Brand Knowledge x Attitude Towards Green Brand → Green Purchase Intention (H5)	0.032	0.030	0.086	0.370	0.712	Rejected
Green Brand Knowledge x Environmental Concern → Green Purchase Intention (H6)	-0.091	-0.092	0.099	0.924	0.356	Rejected

Source: Author (2025)

The Role of Green Brand Knowledge in Moderating the Influence of Green Brand Positioning on Green Purchase Intention

Based on table 6, the path coefficient of green brand knowledge as a moderator between the influence of green brand positioning and green purchase intention is 0.026. However, the P-value is 0.603 (> 0.05), and therefore the effect is not statistically significant. Hypothesis 4 (H4) is thus rejected, and green brand knowledge does not moderate this relationship. This finding agrees with Siyal et al. (2021), wherein the inclusion of green brand knowledge as a moderator variable did not make a considerable difference in the relationship because of the likely reason that the direct effect of green brand positioning on purchase intention was already strong. Mercado (2022) also proved that although millennial investors actually take into account environmental brand attributes when making purchasing decisions, their green brand knowledge does not strongly enhance their purchase intention. So even though green brand knowledge is in a positive direction, it is not significantly increasing the impact of green brand positioning on green purchase intention. TRA implies that if consumers already hold either strong positive or negative attitudes formed by other experiences or social influences, new knowledge might have a limited effect. This aligns with Siyal et al. (2021), who found that additional knowledge does not significantly strengthen a weak or already strong direct path, and with Mercado (2022), who suggests that green brand knowledge may not effectively translate into motivation to act if not accompanied by strong emotional or social triggers.

The Role of Green Brand Knowledge in Moderating the Influence of Attitude Towards Green Brand on Green Purchase Intention

As seen in table 6, the path coefficient of the moderating role of green brand knowledge between the attitude toward green brand and green purchase intention is 0.032. However, the P-value is 0.712 (> 0.05) and the effect is not significant. Therefore, Hypothesis 5 (H5) is not supported, and green brand knowledge is not an effective moderator of this relationship. This finding aligns with Mercado (2022), who also found that green brand knowledge did not moderate attitude toward green brand and purchase intention. However, it contradicts Siyal et al. (2021), who found that more consumer awareness of green products enhances their attitude and their intention to purchase the products. Thus, even though there is a positive influence, green brand knowledge does not significantly contribute to strengthening the link between attitude toward green brands and green purchase intention in this study. TRA also highlights that intention is not only shaped by attitude, but also by subjective norms. If the surrounding social environment does not value green purchases, even knowledgeable and favorable attitudes may fail to convert into intention. This also suggests that while attitude is important, TRA requires consistent and reinforced beliefs, and in this case, green brand knowledge may not significantly contribute to the strength or clarity of those beliefs.

The Role of Green Brand Knowledge in Moderating the Effect of Environmental Concern on Green Purchase Intention

The path coefficient of the moderating influence of green brand knowledge on the green purchase intention and environmental concern relationship is -0.091, showing a weakening influence. However, the P-value is 0.356 (> 0.05), meaning the effect is not significant. Thus, Hypothesis 6 (H6) is rejected, and the relationship is not significantly moderated by green brand knowledge. This result is consistent with Mercado (2022), who also found that green brand knowledge negatively influenced this relationship, suppressing the effect of environmental concern on green purchase intention. By contrast, Siyal et al. (2021) found that green brand knowledge moderates the relationship successfully, meaning that greater awareness of environment-friendly products improves the effect of environmental concern on purchase intention. Thus, although green brand knowledge appears to weaken the association in this study, the impact is not significant. TRA does not directly include environmental concerns, but

this variable relates to behavioral beliefs about outcomes of environmentally friendly behavior (e.g., helping the planet, reducing waste). One could argue that green brand knowledge would amplify the salience of these concerns by providing more concrete evidence of a product's environmental value, thereby increasing intention. According to TRA, this could occur if the additional information creates skepticism, confusion, or cognitive dissonance. For example, knowledge about greenwashing or superficial sustainability efforts could weaken the belief that buying green products is effective or worthwhile, undermining intentions despite concerns. TRA supports this interpretation regarding beliefs that must be both positive and persuasive, and not all knowledge enhances positive behavioral beliefs. Therefore, the moderating role of knowledge may strengthen or weaken behavioral beliefs depending on content, credibility, and alignment with prior attitudes.

CONCLUSION AND IMPLICATION

- 1) Hypothesis 1 rejected. Green brand positioning does not have any significant effect on green purchase intention. This means NPure's green brand program is not properly influencing consumer purchasing behavior, which might be a result of poor communication about its green activities. NPure can better understand consumers' needs and market competition, specifically from local environmentally friendly skincare brands. It can be sure by enhancing product quality and offering competitive prices to establish brand positioning.
- 2) Hypothesis 2 rejected. Attitudes towards green brands have no significant influence on green purchase intention. Consumers may be taking other factors such as effectiveness or individual preference into consideration when deciding to purchase. Since consumer attitudes dictate brand perceptions, NPure must form favorable perceptions by providing extensive and open product information to elicit positive responses.
- 3) Hypothesis 3 accepted. Environmental concern has significant association with green purchase intention. The higher the level of environmental concern, the higher the intention to purchase green products, especially from the Gen Z respondents aged 18–25 years with higher education and environmental awareness. NPure can take advantage of this by doubling down on its *#GenerasiKulitSehat* campaign to raise awareness and make environmentally responsible behavior more prominent, driving more environmentally conscious consumers.
- 4) Hypotheses 4, 5, and 6 were rejected. Green brand knowledge is not shown to significantly moderate the relationships between green brand positioning, attitude toward green brand, and environmental concern and green purchase intention. This might be due to consumers valuing product effectiveness and ingredients more than green labeling, particularly for skincare products. NPure needs to market its products intensely across various channels such as social media, electronic media, and physical channels like billboards and brochures. All the way is to raise product awareness and make the product more desirable. Also rework its pricing to be affordable and demonstrate that green products can be at a fair price. In a bid to address consumer expectations, NPure should strengthen green-themed promotion activities and utilize engaging visual content to educate consumers and instill belief in its green messaging. NPure should keep its green label and encourage consumers to become involved in sustainability, such as through a product packaging recycling program with incentives like vouchers for shopping or free product rewards.

LIMITATION

Although providing insightful findings on the determinants of green purchase intention and the moderating role of green brand knowledge, this study is not free from restrictions. First, the study employed a purposive sampling plan with the focus being green consumers who are

familiar with but never used the NPure brand. While this criterion guarantees respondent salience, it may have limited generalizability to the larger population. The responses may not necessarily reflect all types of green consumers, particularly those who use green skincare frequently or are loyal to other firms. Second, the sample was biased towards Gen Z respondents aged 18 to 25 years (87.8% aged 18 to 25 years and 79.8% being students), which may bias results in favor of younger opinions regarding green purchase behavior. The findings cannot therefore be extrapolated to older age groups or consumers with diversified professional and socioeconomic backgrounds whose opinions regarding green products may differ as well. Third, although the study employed the Theory of Reasoned Action (TRA) as the conceptual framework, it failed to utilize subjective norms, a central component in TRA, directly. This resulted in the potential limitation of the model's complete explanatory power since the potential effect of social pressure or perceived social norms on green purchasing intention was not assessed. Fourth, green brand knowledge as a moderating variable does not have any significant effects, something that may be attributed to the measurement of the knowledge or variation in consumer interest in green claims. Or perhaps without trust based on emotion, brand credibility, or other sensory environmental cues, knowledge alone is not a strong enough moderator. Finally, only one brand (NPure) in the green skincare industry was surveyed for this study. Although this focus allows richness of context, it limits the scope of inference. Consumers may respond differently to other brands positioned differently, with different promotion strategies, or different reputational profiles. Future research would be well advised to test a more representative and diverse sample, cover the entire TRA model (including subjective norms), and compare multiple green brands across different product categories to ensure generalizability and theoretical power.

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