

**GREEN PURCHASE INTENTION : THE IMPACT OF GREEN BRAND COSMETICS
(GREEN BRAND KNOWLEDGE, ATTITUDE TOWARD GREEN BRAND, GREEN BRAND
EQUITY)**

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Abstract

Green marketing is continuously introduced with the aim of developing a green brand and affected on green purchase intention for environmentally conscious consumers. Who will have more information about green product, green brand cosmetics and its performance, will be more aim to purchase it. This study seeks to explore the relationship between green brand knowledge, attitude toward green brand, green brand equity and green purchase intention. This study also examines the effect of green brand on green purchase intention as the consumers' response to green brand. This research used a quantitative approach. Data collection techniques using a survey using self-administered surveys that are self-managed by distributing questionnaires. The sampling technique used in this study was purposive sampling. Data were collected from 135 consumers of green cosmetics. The hypothesis was tested using Regresion Analysis with SPSS 25. The results showed that green brand knowledge, attitude toward green brand, green brand equity have a positive effect on green purchase intention. Hence, investing in resources that increase these green brand will enhance green purchase intention. Furthermore, this research also found that green brand knowledge, attitude toward green brand, green brand equity have a positive effect simultaneously on green purchase intention among Indonesia green brand cosmetic consumers.

Keywords : *green brand cosmetic, green brand knowledge, attitude toward green brand, green brand equity, green purchase intetion*

Abstrak

Pemasaran hijau diperkenalkan secara terus menerus dengan tujuan membangun merek hijau dan berdampak pada niat beli hijau konsumen yang focus pada "environmental friendly". Orang yang memiliki informasi yang lebih terkait produk hijau, merek kosmetik hijau dan kinerja produk/merek tersebut akan lebih memiliki niat untuk membelinya. Penelitian ini bertujuan untuk mengekslore hubungan green brand knowledde, attitude toward green brand, green brand equity dan green purchase intention. Selain itu, penelitian ini juga menguji pengaruh green brand pada green purchase intention, sebagai bentuk respon konsumen terhadap green brand. Penelitian ini menggunakan pendekatan kuantitatif. Teknik pengumpulan data dengan survei menggunakan self-administered survey yang dikelola sendiri dengan menyebarkan kuisoner. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling. 135 data responden dari konsumen green brand cosmetics digunakan dalam penelitian ini. Pengujian hipotesis menggunakan Analisis Regresi dengan SPPS 25. Hasil penelitan menunjukkan bahwa green brand knowledge, attitude toward green brand, green brand equity secara signifikan berpengaruh positif pada green purchase intention. Selanjutnya, investasi sumber daya melalui green brand akan meningkatkan green purchase intention, Penelitian ini juga mengemukaka bahwa green brand knowledge, attitude toward green brand, green brand equity secara simultan memberikan pengaruh positif terhadap green purchase intention konsumen green brand cosmetic di Indonesia.

Kata Kunci : *green brand cosmetic, green brand knowledge, attitude toward green brand, green brand equity, green purchase intetion*

INTRODUCTION

Public awareness of environmental conservation issues has increased in the last few decades. Consumer awareness comes from their knowledge of the importance of creating a healthy environment in order to improve the quality of life. This can be controlled by consumers through their behavior by changing the choices and patterns of consumption of products that are environmentally friendly (Yam-Tang and Chan, 1998). Consumers show more concern for environmental and social issues so that they begin to change their consumption patterns (D'Souza et al., 2006; Chen, 2011). Consumers expect companies to pay attention to the environment and social, therefore brands that are committed to the environment and social receive special attention from consumers, especially consumers in Southeast Asia (Nielsen, 2015). Figure 1.1 shows the percentage of consumers who are willing to pay more for products and services from companies committed to social and environmental impacts. Indonesia include of the six highest countries in Southeast Asia related to willingness to pay more for products and services from companies committed to social and environmental impacts.

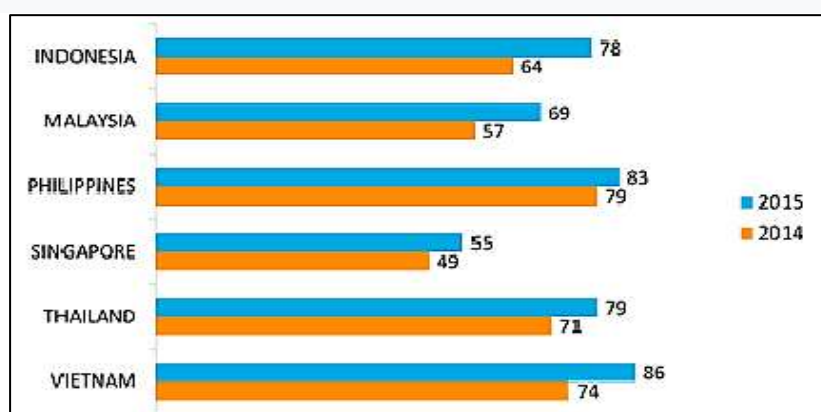


Figure 1.1 Consumers who are willing to pay more for products and services from companies committed to social and environmental impacts
Source: Nielsen Global Corporate Sustainability Report (2015)

Peraturan Pemerintah Republik Indonesia Nomor 47 Tahun 2012 about Tanggung Jawab Sosial dan Lingkungan Perseroan Terbatas (2012:1) pada pasal dua, ditetapkan bahwa “[Setiap] perseroan selaku subjek hukum mempunyai tanggung jawab sosial dan lingkungan”.

The government policy has become an initiative industries to implement the concept of eco-green or go-green in every production, marketing, and service to achieve customer satisfaction are becoming aware of the environment.

Environmental issues are increasingly the green movement to touch all segment of industry, including the cosmetics industry. Consumer awareness on the importance of healthy cosmetics and the demands of a more environmentally friendly, then led to the emergence of green cosmetics or environmentally friendly cosmetics (Rahayu, 2016). The cosmetics industry has changed its production patterns, which were initially oriented to chemicals into natural ingredients. Green cosmetics are not only made from natural ingredients, but the production process also does not have an impact on the environment (Rahayu, 2016).

The cosmetics industry in Indonesia experienced a growth increase of 20% or four times the national economic growth in 2017 (<https://kemenperin.go.id>). The increase in cosmetics growth was driven by huge demand from the market and the trend of people who began to pay attention to body care products as their main needs. Rencana Induk Pembangunan Industri Nasional (RIPIN) Of The Ministry of Industry suggested that cosmetics industry as a mainstay sector as stipulated in the 2015-2035. The potential of the cosmetics market in Indonesia is influenced by the increasing number of young people or the millennial generation and community trends to use natural products (back to nature).

The influence of globalization and intensive efforts from media advertising makes several foreign brands popular in Asia countries (Chada & Husband, 2006). Having a well known brand image could assist the brand to create an uniqueness in marketplace (Aaker, 1996), encourage greater intermediary co-operation, increase the chance for further brand extension and also increase the profit margins, (Delgado-Ballester & Munuera-Aleman, 2005). Consumers nowadays are well informed and knowledgeable with more choices.

Sevil (2011) stated that factors such as population growth, global warming, threats to our future and limited of natural resources has lead to the development of green marketing concept. This concept perhaps is one of many ways to change the environment condition. If more and more people buy more environmental friendly product then perhaps we can stand a chance in battle agains the climate change or other environmental disaster. However, according to Joel Makower (2011), environmental friendly product are less attractive to the market.

The literature discusses green marketing, and interest to the relationship between customer attitudes and environmental strategies in relation to the marketing companies. According to the American Marketing Association, green marketing is marketing a product that is assumed as an environmentally friendly product. According to Polonsky (1994), green marketing is the consistency of all activities of designing services and facilities to the satisfaction of human needs and desires, with no impact on the natural environment. Building a strong brand can produce more benefits like greater profits, better growth opportunities and improve a stronger position than its competitors (Delgado-Ballester and Manuera-Aleman, 2005). Green marketing is introduced continuously with the aim to build a green brand that will affect the green purchase intention for environmentally conscious consumers.

There are two distinct types of brand knowledge: brand awareness and image (Keller, 1993). Brand awareness refers to the strength of the brand node in memory, i.e. how easy it is for the consumer to recall the brand (Keller, 1993). Brand image refers to strong, favorable, and unique brand associations in memory (Keller, 1993). Mourad (2013) suggested that green brand awareness and green brand image build green brand equity. Some studies have shown that high levels of consumer environmental consciousness are associated with a positive environmental brand attitude (Swenson and Wells, 1997). Most green marketing studies that focus on cognition have shown that environmental knowledge and consciousness clearly influence consumers' environmental attitudes (Hines et al., 1987; Mostafa, 2007; Huang 2013).

A person, who will have more information about product and its performance, will be more aim to purchase it. It is in the case of green purchase intention. It proved that people, who have more education, are relatively more worried about the environment (Granzin and Olsen, 1991). Green awareness and green image is most important part in green purchase intention (Maha and Ahmad, 2012). Companies should practice such marketing activities that can influence consumer's attitude and create their intention to buy green products by changing the customer's evaluation. When people are aware about the environment, they have the intention toward purchasing green product. As long as the price is higher than the conventional products which give the same basic function, people are reluctant to buy it. A brand has positive customer-based brand equity when consumer react more favorably to a product and the way it is marketed when the brand is identified, than when is not identified.

Issues concerning green brand becomes important so that started a lot of research on green brand, such as Aalters (2006) describes the concept of green brand. Patrick et al (2005) found that consumer perspectives on green brand positioning positive impact on attitude toward the brand. Yu-Shan Chen (2009) build a theoretical framework on green brand equity are influenced by green brand image, green satisfaction, and green trust. Mei-Fang (2013) suggests green brand equity, green claims a positive impact on green purchase intention. There are many studies of green brand from various perspectives such as green purchase intention (Fang, 2013).

Chen (2009) resulted in the concept of brand equity but in this study did not look at the consumer's perspective, like consumer behavior as consumer purchase intention. Mei Fang (2013) uses psychological variabls green (green brand image, green brand trust, satisfaction green, green brand equity) to see the impact of green claims against the green purchase intention Huang (2013) tried to combine green with green brand consumsion behaviors to examine the effects of green brand postioning, green brand knowledge, brand attitude toward green green brand of green purchase intention.

Although the issues of green brand appear to be important, there is little research in terms of green brand. According to Yu - Shan Chen (2009), research previous suggests there is still a need to conduct testing on the effects of green brand purchase intention. According to Yi - Chun Huang (2013), these studies are lack of comprehensive models to explore the effects of green brand on green purchase intention. Based on several studies on green green brand and purchase intention (Yu-Shan Chen, 2009; Seongho-Moo Won Kang and Hur, 2011; Yi-Chun Huang and Minli Yang, 2013; Mei-Fang Chen and Chia-Lin Lee, 2013) show there are still a need for testing the effects of green brand from various perspective such as the consumer's perspective (green purchase intention). According to Yu-Shan Chen (2009), further research needs to look at how green brand impact on green purchase behavior. According to Yi-Chun Huang (2013) further studies need to include green attributes of brand equity. Empirically, previous studies of green green brand and purchase intention (Yu-Shan Chen, 2009; Seongho-Moo Won Kang and Hur, 2011; Yi-Chun Huang and Minli Yang, 2013) is mostly done in Taiwan, where most products are electronic items so that the necessary studies with the state and different products (Yu-Shan Chen, 2009).

In order to build the framework of this research, this study integrates multiple research streams of green brand and green consumer behavior. This study will apply the paradigm of knowledge-attitude-intention to build a comprehensive model for examining which green brand factors influence green purchase intention. So, the research question of the research is how the relations among green brand knowledge, attitude toward green brand, green brand equity and green purchase intention.

And then, the purpose of the current study is to develop a comprehensive model, examine and explore the relations among green brand knowledge, attitude toward green brand, green brand equity and green purchase intention especially green brand cosmetics.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Literature Review and Hypothesis Development

Green marketing, green brand and green consumption behavior

In recent years, green marketing is one of the emerging notions in the field of marketing. Companies can utilize the idea of green marketing to generate and to facilitate any exchange intended to satisfy customers' environmental needs or wants (Polonsky, 1994). Unfortunately, a majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like phosphate free, recyclable, refillable, ozone friendly, and environmentally friendly are some of the things consumers most often associate with green marketing. According to American Marketing Association (2014) there are three definition of green marketing, retailing definition, social marketing definition and environments definition. The retailing definition is the marketing of products that are presumed to be environmentally safe. From social marketing, green marketing defined as the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality. Last one is the environment definition where green marketing is defined as the efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns.

Green Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment (Polonsky, 1994). Therefore it ensures that the interests of the organization and all its consumers are protected, as voluntary exchange will not take place unless both the buyer and seller mutually benefit. The above definition also includes the protection of the natural environment, by attempting to minimize the detrimental impact this exchange has on the environment. This

second point is important, for human consumption by its very nature is destructive to the natural environment. To be accurate products making green claims should state they are "less environmentally harmful" rather than "Environmentally Friendly" (Polonsky, 1994).

Green marketing activities will reflect positively on the company's intangible brand equity (Chen, 2010). Building a strong brand has always been a main objective, since it provides a lot of benefits such as; larger margins, greater opportunities for extension and maintaining strong position against competitors (Delgado-Ballester and Munuera-Aleman, 2005 ; Mourad, 2012). A brand is "a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller, or group of sellers and to differentiate them those of competitors" (Kotler and Keller, 2013). Green brand as a communicator that delivers the information about a product's unique brand attributes and benefits which particularly reducing its environmental impact, and representing environmentally friendly product attributes (Huang, 2013).

People substantially influence the environment with their consumer behaviors. The field of consumer behavior covers a lot of different areas. Antonies (1998) define consumer behavior as 'studies concerning attitudes, intentions and decision processes in order to explain and predict behavior'. Ottman (1993) defines green consumer as 'those actively seek and support those products satisfy their needs that are having less impact on environment'. All consumers are potentially green consumers. When a consumer has choice to buy from two identical products, the consumer will prefer to buy environmentally friendly product.

"Environmental knowledge", a common body of facts, notions, and relationships concerning the natural environment and its major ecosystems was found to be an antecedent of environmentally responsible behavior (Fryxell and Lo, 2003). Some studies have found that environmental knowledge was a good predictor of environmentally favorable attitudes and behaviors (Chan, 1999; Mostafa, 2007). Information and knowledge consumer received from

environment, affect in their decision making process. Society (As reference group) and communication (usually received from media) are formed their attitude towards the product or service (Macdonald, 2006). These studies all invoked the paradigm of knowledge-attitude-intention in researching environmental behavior.

Green Brand Knowledge and Green Brand Equity

Brand knowledge is a function of awareness, which relates to consumers' ability to recognize or recall the brand, and image, which consists of consumers' perceptions and of associations for the brand. Brand knowledge appropriate directions for the brand. (Kotler and Keller, 2013). Keller (1993) defines brand knowledge as "a brand node in memory to which a variety of associations are linked". Accordingly, green brand knowledge is defined as a green brand node in memory to which a variety of associations are linked to environmental commitments and environmental concerns (Huang, 2013) .

There are two distinct types of brand knowledge: brand awareness and image (Keller, 1993). Brand awareness refers to the strength of the brand node in memory, i.e. how easy it is for the consumer to recall the brand (Keller, 1993). Brand image refers to strong, favorable, and unique brand associations in memory (Keller, 1993). These two dimensions of brand knowledge have been generally confirmed in prior marketing research (Seitz et al., 2010). "Green brand image," and defined it as "a set of perceptions of a brand in a consumer's mind that is linked to environmental commitments and environmental concerns" (Chen, 2010). Esch *et al*, 2006 defined green brand awareness as " the strength of the green brand node in memory, i.e. how easy it is for the consumer to recall the green brand". The green awareness is based on recognizing and recalling the brand as a green brand as a result of the green activities and associations (Mourad, 2012). Therefore, this study identifies two dimensions of green brand knowledge – green brand awareness and green brand image

Aaker (1991) defined brand equity as “a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and to the firm’s customers.” In addition, Keller (1993) posited that brand equity can create the differential effect of brand knowledge on consumer response to the marketing of a brand. Based on the above definitions, “green brand equity,” as “a set of brand assets and liabilities about green commitments and environmental concerns linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service” (Chen, 2010). Previous studies suggested that enhancing brand image is beneficial for the increasing of brand equity (Faircloth et al., 2001). In addition, Biel (1992) postulated that brand equity is driven by brand image. Mourad (2013) suggested that green brand awareness and green brand image build green brand equity.

H1 : Green Brand Knowledge have a positive effect on Green Brand Equity

Attitude toward Green Brand

Attitude is “a mental and neural state of readiness, which extends a directing, influence upon the individual’s response to all objects and situations with it is related” (Huang , 2013) . Attitude toward the behavior is the individual preference for one object (Ajzen, 1985, 1991 ; Huang, 2013). Zelezny and Schultz (2000) argued that “attitudes of environmental concern are rooted in a person’s concept of self and the degree to be an integral part of the natural environment”. Brand attitude is a reflection of a consumer’s preference for and overall evaluation of a brand (Teng, 2009 ; Huang, 2013). Huang (2013) defines attitude toward green brand as a reflection of a consumer’s preference and overall evaluation of a green brand. In conclusion, attitude represents what consumers like and dislike (Blackwell et al., 2006; Huang, 2013). Some research suggested that brand attitude influences purchase intention (Teng, 2009;

Huang, 2013). Effectively delivering the environmentally friendly attributes of a brand to consumers (Rios et al., 2006).

High levels of consumer environmental consciousness are associated with a positive environmental brand attitude (Swenson and Wells, 1997). Green marketing studies emphasize the effect of cognitive persuasive strategy and assume that consumers' involvement with environmental issues becomes higher as their environmental awareness rises (Oliver and Lee, 2010; Huang, 2013). Green marketing studies that focus on cognition have shown that environmental knowledge and consciousness clearly influence consumers' environmental attitudes (Mostafa, 2007; Huang 2013). From research on Egyptian consumers, Mostafa (2007) found that perceived environmental knowledge was a good predictor of ecologically favorable attitudes. Concerning brands, Aaker and Joachimsthaler (2002) showed that a high awareness and positive image of the brand improves consumers' brand attitudes. Huang (2013) showed that green brand knowledge leads positive affect on attitude toward green brand.

H2 : Green Brand Knowledge have a positive effect on Attitude toward Green Brand

Green Purchase Intention

Purchase intention can be defined as the likelihood of a consumer's purchase decision to buy a product (Chen *et al*, 2014) or to visit a store offering services (Shao *et al.*, 2004; Chen *et al*, 2013), a decision that came from the value and benefits perceived by consumers (Zeithaml, 1988; Chen *et al*, 2013). Purchase intention has always been treated as an important variable, and is extensively used in marketing academic literature because it is a good proxy of consumers' actual purchase behavior (Chandon *et al.*, 2005; Fishbein and Ajzen, 1975; Schiffman and Kanuk, 2000; Chen *et al* 2013). The evaluations of consumers' purchase intention can help practitioners both know better the trend of the market and adjust the position of products or services. Purchase intention has been evaluated by asking consumers what is

their degree of intention, such as “thinking about purchasing,” “want to purchase,” and “possibly will purchase” (Zeithaml, 1988; Huang, 2013).

Green purchase intention is viewed as the possibility and motivation of a human being to provide first choice to goods having environmental facial appearance above further conventional goods in their buying considerations. Green purchase intention is a consumer’s intent or actual purchase of an environmentally friendly product or brand once they are aware of its green attributes (Oliver and Lee, 2010). Huang (2013) conceptualized green purchase intention as “a consumer desire to purchase the product after they aware it is a green product or a green brand”. “Chen *et al*, (2013) defined the green purchase intention, as ” purchase intention applies to the domain of environmental issues, means the likelihood of a consumer’s purchase decision to buy an eco-friendly product which has a low impact on the environment.

Brand awareness has a significant effect on purchase intention (Macdonald & Sharp, 2000). Aaker and Keller (1990) further elaborate that consumer with stronger brand image lead to develop intention to purchase. A person, who will have more information about product and its performance, will be more aim to purchase it. It is in the case of green purchase intention. It proved that people, who have more education, are relatively more worried about the environment (Granzin and Olsen, 1991). Green awareness and green image is most important part in green purchase intention (Maha and Ahmad, 2012). An average consumer that has low knowledge and awareness of a green product will be less intends to purchase it.

H3 : Green brand knowledge have a positive effect on green purchase intention

Companies should practice such marketing activities that can influence consumer’s attitude and create their intention to buy green products by changing the customer’s evaluation. The social psychology literature on behavioral research has established attitudes as important predictors of behavior and behavioral intention (Kalafatis et al., 1999; Mostafa, 2007; Huang

2013). Brand attitude is a reflection of a consumer's preference for and overall evaluation of a brand (Teng, 2009). Consumers' purchasing decisions are often based on their environmental attitudes (Gupta and Ogden, 2009; Huang, 2013). Some research suggested that brand attitude influences purchase intention (Teng, 2009; Huang, 2013).

Some green marketing studies also show that a positive attitude toward green products influences purchase intention (Laroche et al., 2001; Smith et al., 1994; Huang, 2013). Kalafatis et al. (1999) found that attitude influence consumers' intention to buy environmentally friendly products, by applying Ajzen's theory of planned behavior (Huang 2013). Some studies show that the emotional element of attitude positively affects the decision to purchase environmental friendly products (Smith et al., 1994). Mostafa (2007) found that consumers with positive attitude toward green products will have a stronger intention to purchase green products. Teng (2009) found that consumers' who have a positive attitude toward a particular brand will have increased purchase intentions related to a particular brand. And then, Huang (2013) found that attitude toward green brand have a positive effect on green purchase intention.

H4 : Attitude toward green brand have a positive effect on green purchase intention

When people are aware about the environment, they have the intention toward purchasing green product but price of the product alter their intention, thus building more awareness and educate people more are not the best answer. As long as the price is higher than the conventional products which give the same basic function, people are reluctant to buy it.

"Kotler and Keller (2013) conceptualizes customer-based brand equity as "the differential effect of brand knowledge on consumer response to the marketing of the brand". A brand has positive customer-based brand equity when consumer react more favorably to a product and the way it is marketed when the brand is identified, than when is not identified. Brand equity may be reflected in the way consumer think, feel, and act with respect to the brand

as well as in the prices, market share and profitability the brand commands (Kotler and Keller, 2013). Brand equity, the intangible brand property, is the hidden value inherent in a well-known brand name (Yasin et al., 2007). Keller (1993) said that brand knowledge consists of two distinct types : brand awareness and image. Thus, the newly formed brand equity if consumers have the level of awareness and familiarity high to a brand and has brand image is strong, positive and unique in its memory.

Prior study suggested that brand equity increase purchase intention and brand preference (Cobb-Walgren *et al*, 1995). There are many empirical studies shows that brand equity is the driver of the purchase intention (Ashill and Sinha, 2004; Chang and Liu, 2009). According to Aaker (1991), brand equity have a positive impact towards the consumers purchase intention. Kotler and Keller, (2013) stated that powerful brand equity effects in customer purchase intention for one product over another. Rizwan (2014) found that green brand image and green brand awareness has a positive relationship with green purchase intention.

H5 : Green Brand Equity have a positive effect on green purchase intention.

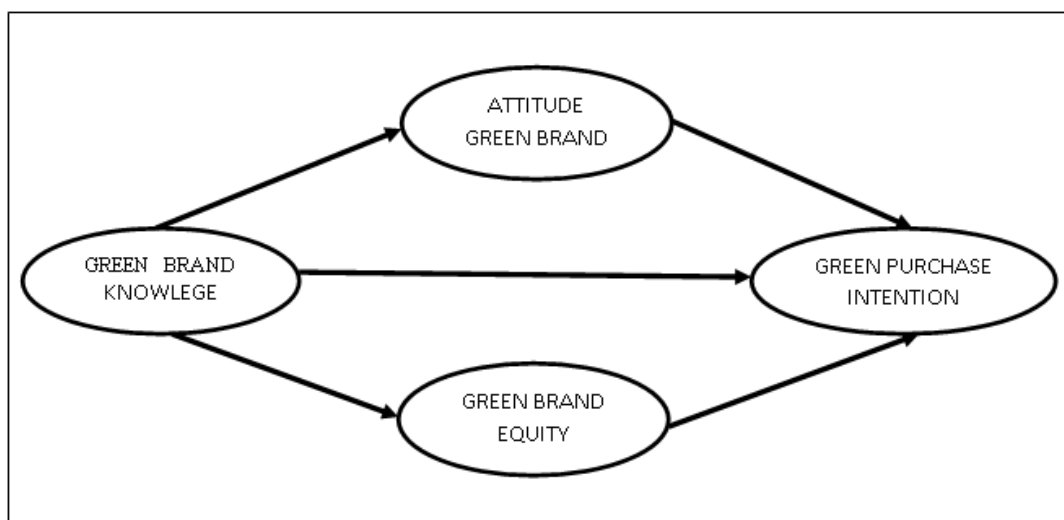


Figure 2
The Conceptual Framework

METHOD

Data collection and Sample

This research includes quantitative research, confirmatory and cross sectional. We conduct the survey in Yogyakarta. Sampling method used non probability sampling technique. The sampling technique used is purposive sampling. Purposive sampling method is used since there is no information about the green product population in Yogyakarta. The criteria in this study are individuals who know and use The Body Shop. This research is conducted by collecting and processing primary data sourced from respondents' answers through the spread of questionnaires online and offline. The survey questionnaire consisted of 27 item to measure the green brand knowledge, attitude toward green brand and green purchase intention. We collected 135 respondents who are match with the research requirement. Hair et al (2014) found that the appropriate sample size is between 100 to 200. It was also explained that the minimum sample size is as much as 5 observations for each estimated parameter , where there are 27 items of questions as estimated parameter so that the minimum sample is $27 \times 5 = 135$ respondents . All respondents were women with dominant aged 24-27 years (41.7 %) and education level are bachelor degree (52,1 %).

Measurement

To avoid a central tendency in respondents answers, a forced choice ranking scale was used for all four constructs discussed. All questionnaire items are measured using 5 Likert scales (1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = strongly agree). This study adopted several previous research instruments.

Green Brand Knowledge defined as “made up of a green brand node in the consumer’s memory that is linked to environmental commitments concerns”. Following the suggestion of

Keller (1993), this study separates Green Brand Knowledge into two dimensions, green brand awareness and green brand image. This study referred to Esch et al. (2006) and defined “green brand awareness” as “the strength of the green brand node in memory”. This study referred to Chen (2010) and defined “green brand image” as “a set of perceptions of a brand in a consumer’s mind that is linked to environmental commitments and environmental concerns”. Green Brand Knowledge was developed by Keller (1993); Huang (2013) as many as 12 items.

Attitude toward Green Brand, as “a reflection of a consumer’s preference and overall evaluation of a green brand”. The dimensions of Attitude toward Green Brand consist of a cognitive element and an emotional element with reference to some works (Mackenzie and Spreng, 1992; Teng, 2009). Attitude toward Green Brand was developed by Huang (2013), modified from the research of Patrick et al. (2005) with 8 items.

Green Brand Equity, as “a set of brand assets and liabilities about green commitments and concerns linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service” (Chen, 2010). The green brand equity was developed by Chen (2010) as many as 4 items.

Green purchase intention is a consumer’s intent or actual purchase of an environmentally friendly product or brand once they are aware of its green attributes (Oliver and Lee, 2010). Green purchase intention is also measured using a three-item scale from Huang (2013) adapted from Chan (2001).

RESULT AND ANALYSIS

RESULT

Validity and Reliability Analysis

Based on the test results of validity, there are 27 items of questions declared valid because the R calculate > R table so that the validity in this study is good. It can be concluded

that the measurement items used in this study really measure what we want to measure in this study. It can be concluded that the measurement items used in this study really measure what we want to measure in this study, there are green brand knowledge, attitude toward green brand, green brand equity and green purchase intention.

For each variable, the Cronbach α is higher than 0.6, which is considered a satisfactory level of reliability. Table I presents the variables and their corresponding reliability measure; also the table includes comments on each level of reliability. In addition, Table II represents the multi-collinearity test where a tolerance of ≤ 0.20 or 0.10 and/or a variance inflation factor of 5 or 10 and above indicates a multi-collinearity problem. Based on the results represented in Table II the variables are not inter-correlated.

Tabel 1.
The Result of Reliability Analysis

Variable	Cronbach α	N. of item	Comment
Green Brand Knowledge	0.920	12	Good
Attitude toward Green Brand	0.872	8	Good
Green Brand Equity	0.904	4	Good
Green Purchase Intention	0.758	3	Acceptable

Table II.
The Result of Multicollinearity – test

Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
B	Std. Error	Beta	Tolerance	VIF
.424	.394			
.643	.154	.513	.416	2.402
.119	.163	.105	.301	3.317
.039	.106	.041	.508	1.970

a. Dependent Variable: GPI

Regression Analysis

Table III
The Result of Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.390	.280		1.389	.168
	K → A	.846	.071	.764	11.833	.000
1	(Constant)	.599	.433		1.384	.169
	K → GBE	.720	.110	.546	6.524	.000
1	(Constant)	.493	.388		1.271	.207
	K → GPI	.772	.099	.615	7.805	.000
1	(Constant)	1.304	.359		3.629	.000
	A → GPI	.595	.096	.525	6.175	.000
1	(Constant)	2.214	.304		7.283	.000
	GBE → GPI	.376	.087	.395	4.297	.000

This study examined the relationship between green brand knowledge, attitude toward green brand, green brand equity and green purchase intention. Table IV shows that green brand knowledge have a positive effect on attitude toward green brand ($\beta=0.764$, $p<0.001$), green brand knowledge have a positive effect on green brand equity ($\beta=0.546$, $p<0.001$). Also green brand knowledge have a positive effect on green purchase intention ($\beta=0.615$, $p<0.001$), attitude toward green brand have a positive effect on green purchase intention ($\beta=0.591$, $p<0.001$), green brand equity have a positive effect on green purchase intention ($\beta=0.395$, $p<0.001$). Table III shows the data on the regressions analysis.

These results indicate that as consumers have greater green brand knowledge, they have more positive attitude toward green brand and green brand equity, and also greater green purchase intention. And then, as consumers have more positive attitude toward the green brand, they have greater green purchase intention. If consumer have more aware with green brand equity, they have greater green purchase intention. Therefore, H1, H2, H3, H4 and H5 are all supported in this study.

Table IV.
Hypothesis Result

Hypothesis	Standardised beta (t)	Significant Level	Hypothesis support
<i>H1 : Green Brand Knowledge on Attitude toward Green Brand</i>	.764	.000	<i>Supported</i>
<i>H2 : Green Brand Knowledge on Green Brand Equity</i>	.546	.000	<i>Supported</i>
<i>H3 : Green Brand Knowledge on Green Puchase Intention</i>	.615	.000	<i>Supported</i>
<i>H4 :Attitude toward Green Brand on Green Purchase Intention</i>	.525	.000	<i>Supported</i>
<i>H5 : Green Brand Equity on Green Purchase Intention</i>	.395	.000	<i>Supported</i>

If carried out multiple regression analysis , the results showed that green brand knowledge , brand attitude toward green and the green brand equity jointly influencing green purchase intention ($p = .000$; $p > 0.001$). The result showed in Table V. The result of R^2 (or coefficient of determination) is 0,387. There is 38,7% variation in the dependent variable that is green purchase intentions. R^2 shows that 38.7 percent of the variation in the green purchase intention is explained by the model with green brand knowledge, attitude toward green brand and green brand equity.

Table V
The Result Of Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.916	3	6.639	20.605	.000 ^a
	Residual	31.574	98	.322		
	Total	51.490	101			

a. Predictors: (Constant), GBE, K, A

b. Dependent Variable: GPI

When trying to mediate the relationship between green brand knowledge on green purchase intention through attitude toward green green brand and brand equity , the results show that the variable is not indirectly mediate between green brand knowledge and green purchase intention. Attitude toward green brand not significantly mediate between green brand knowledge and green purchase intention ($p = 0.278$; $p < 0.001$) . And then, Green brand equity

is not significantly mediate between green brand knowledge and green purchase intention ($p = 0.377$; $p < 0.001$). Finally, that green brand knowlegde have directly related on green purchahse intention, no mediate the relationship between green brand knowledge on green purchase intention through attitude toward green green brand and brand equity.

CONCLUSION

Organizations differentiate their products through green brand which is a communicator that delivers the information about an environmentally friendly product's unique brand attributes and benefit. A lack of effective green brand can cause products to fail in the marketplace. Using a customer-centric approach to pursue sustainability, firms can enhance environmentally friendly activities or "going green" to current and potential customers. However, there is a little to explore the issues of green brand.

In order to fill this research gap, this paper proposed one novel construct, i.e., green brand knowledge as well as draws the paradigm of environmental knowledge-attitude-intention to develop a research framework which examined the relations among green brand knowledge, attitude toward green brand, green brand equity and green purchase intention. The empirical results indicate that green brand knowledge has positive effect on attitude toward green brand. This result is similar to the research of Mostafa (2007), who found that perceived environmental knowledge was a good predictor of ecologically favorable attitudes. Then, the result indicate that green brand knowledge has positive effect on green brand equity. This result is similiar to the researcg of Mourad (2013) suggested that green brand awareness and green brand image build green brand equity. For instance,concerning the research of brands, Aaker and Joachimsthaler (2002) showed that a high awareness and positive image of the brand improve consumers' brand attitudes. The finding also reveals that attitude toward green brand positively

influence green purchase intention. This result is consistent with the research of Teng (2009) who suggests that consumers have a positive attitude toward a certain brand will have increased purchase intentions to this brand. There are many empirical studies shows that brand equity is the driver of the purchase intention (Ashill and Sinha, 2004; Chang and Liu, 2009). According to Aaker (1991), brand equity have a positive impact towards the consumers purchase intention. The finding also reveals that green brand equity positively influence green purchase intention. There are two distinct types of brand knowledge: brand awareness and image (Keller, 1993). Green awareness and green image is most important part in green purchase intention (Maha and Ahmad, 2012). The finding also reveals that green brand knowlegde positively influence green purchase intention.

The empirical results derived from this study provide both theoretical contribution and practical implications. There are three academic attributions in this study. First, we combine the concepts of green brand and green consumption behaviors to propose a research framework about effects of green brand factors on green purchase intention. Second, in order to test the relationship among green brand knowledge, attitude toward green brand and green purchase intention this study proposed one novel construct, i.e., green brand knowledge and applied the paradigm of knowledge-attitude-intention to develop a comprehensive research structure. Third, increasing the understanding of green brand factors affect consumers' attitudes is important for environmental and business reasons. From an environmental perspective, the positive effects of green brand knowledge on attitude toward green brand, this identified green brand knowledge as a good predictor of green favorable attitudes.

This study provides several practical implications for marketers. First, in brand management practice, brand image and brand awareness are considered the central brand variables for assuring the effectiveness of marketing campaigns. Therefore, this study recommends marketing managers to focus on the development and maintenance of both green

brand image and green brand awareness. Second, this study also classified attitude toward green brand into cognitive and emotional elements. Most green marketing studies that focus on cognition have shown that environmental knowledge influence consumers' environmental attitudes. This suggests marketing managers should focus on cognitive and emotional elements simultaneously.

Limitation and Future Research

This study has several limitations. This study just used regression and not tested the model. The future research needs to tested the conceptual model with SEM. This study focussed on single brand and in one product category. The future research needs to conduct other brand (or multi-brand) and product categories. Also a research with much larger respondent can be held in order to give a better insight. Finally, for long-term brand success, brand relationship variables such as “brand trust,” “brand satisfaction,” and “brand attachment” play an important role in buying behavior (Esch et al., 2006).

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