



ORIGINAL RESEARCH PAPER

## The effect of environmental awareness as a moderation on determinants of green product purchase intention

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### ABSTRACT

**BACKGROUND AND OBJECTIVES:** This study aims to determine the effect of green brand positioning and knowledge and attitudes toward green brands on green product purchase intention moderated by environmental awareness. Collected data were from 230 Generation Y respondents in West Sumatra, Indonesia, who intended to purchase a low-cost green car. The achievement of this research is the implementation of environmental management policies in West Sumatra by increasing Generation Y awareness to buy green products to maintain the carrying capacity of the environment and encourage changes in environmentally conscious behavior.

**METHODS:** This study used a survey approach with a questionnaire. The population in this study is Generation Y in West Sumatra, who intend to buy low-cost green cars. This study used a nonprobability approach in the sample selection. A purposive sampling technique was applied, and data were analyzed using a structural equation model – the partial least squares method.

**FINDINGS:** There are five crucial findings in this study. First, green brand positioning has a significant effect on attitudes toward green brands, green product purchase intention, and green brand knowledge, which are 0.192, 0.151, and 0.680, respectively. Second, green brand knowledge has a significant effect on attitudes toward green brands and green product purchase intention, which are 0.271 and 0.229, respectively. Third, attitudes toward green brands have a significant effect on green product purchase intention of 0.067. Fourth, attitudes toward green brands mediate green brand positioning and knowledge on green product purchase intention by 0.218 and 0.057, respectively. Fifth, environmental awareness has a moderating effect between attitudes toward green brands and green product purchase intention at 0.161 but does not have a moderating effect between green brand positioning and green product purchase intention.

**CONCLUSION:** The findings of this study are for green marketers to supply high access levels to green product demand because consumers are increasingly aware of environmental preservation, and marketers must emphasize quality, price, and advertising to increase demand for green products. Moreover, the respondents were only taken from West Sumatra Province, so the study results cannot represent the entire country (Indonesia). Therefore, further research should attempt to expand the sample size to include more provinces in Indonesia. Finally, this study used a cross-sectional research design, which gathered data simultaneously.

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## INTRODUCTION

The rapid development of globalization provides not only many advances in the lives of people but also many challenges to the environment, such as pollution and global warming (Aimon et al., 2023; Kurniadi et al., 2021; Samimi and Moghadam, 2024). These challenges will directly impact the sustainability of economic, social, and environmental development. Thus, environmental damage will attract the attention of all parties (Kolbadinezhad and Mahdiraji, 2021; Samimi et al., 2023). In this case, it is important to protect the environment, such as increasing consumer purchasing behavior, which has an impact on the ecological environment (Aimon et al., 2021; Kurniadi et al., 2022). Zhuang et al. (2021) explained that consumer lifestyles have changed and are slowly leading to increased use of green products, and this will create opportunities for companies to focus on the green product market. For example, in the automotive industry, Honda, Toyota, and others have encouraged their brands to be green using green technology that protects raw minerals and reduces the greenhouse effect, especially in the manufacture of hybrid cars (half electric and half conventional) for environmental sustainability (Suki, 2016), and in Indonesia green cars are known as low-cost green cars (LCGC) (Komaladewi and Indika, 2017). Siyal et al. (2021) explained that the tendency of the public to buy LCGCs is quite high, including in West Sumatra, Indonesia, as evidenced by the increase in LCGC sales in the last 4 years. Therefore, it is important to expand a green business because it will help reduce waste costs, facilitate a healthy and safe work environment for employees, and ensure efficient and sustainable business operations (Mehraj and Qureshi, 2022; Yasir and Ali, 2021). There are many benefits offered by green businesses so an increasing number of companies will start implementing green production and marketing strategies in addition to fulfilling consumer tastes which have begun to change to gain business profits in the long term (Dangelico and Vocalelli, 2017; Sana, 2020). Although the demand and supply for green products have increased, the level of market expansion for green products is still inadequate because the level of purchasing green products is still low (Rex and Baumann, 2007). Enlarging the market for green products relies heavily on transforming consumer purchasing behavior (Zhuang et al., 2021). Meanwhile, studying consumer be-

havior is difficult because it involves various factors (Darmawan et al., 2021). Green consumer purchasing behavior is the result of the realization of green consumer purchasing intentions (Wang et al., 2022). Previous researchers have conducted studies on the green product purchase intention (GPPI), and some researchers established that the GPPI is determined by various variables related to environmental insight. Chen and Chang (2012) discovered that green brand knowledge (GBK) was the main predictor that influenced the GPPI. Meanwhile, attitudes toward green brands (ATGB) have no positive effect on the GPPI. Furthermore, Himawan (2019) determined that green organizational image and environmental awareness (EA) positively and significantly influenced the GPPI. Then, Siyal (2021) confirmed that green brand positioning (GBP), ATGB, and EA had a positive and significant effect on GPPI. More in-depth research by Huang et al. (2014) showed that ATGB have a positive effect on the GPPI. Further research by Suki (2016) reported that GBP, ATGB, and GBK had a positive and significant effect on GPPI. Moreover, Tian et al. (2022) found that GBP, GBK, and ATGB influenced the GPPI. To add variety to this study and fill the gap that can be used as a decision-making tool, the novelty of this study is adding a mediating variable, namely, ATGB, and a moderating variable, namely, EA, which in previous research was still ignored. Exploring the factors that influence the GPPI of consumers is very useful for companies in creating marketing strategies (Siyal et al., 2021). Additionally, it can build a good brand image, positive intentions, and a good value image in the eyes of the public (Sreen et al., 2018). On the basis of empirical studies, many predictors influence the GPPI from the contexts of developed and developing countries (Candrianto et al., 2023; Huang et al., 2014; Mehraj and Qureshi, 2022; Suki, 2016; Siyal et al., 2021; Wang et al., 2022; Zhuang et al., 2021). However, there is a lack of research on consumer perceptions of green behavior and strategies (Cronin et al., 2011), and research focused on green brands is still rarely found (Chen, 2010). Hartmann et al. (2005) explained that consumer perspectives on GBP will have an impact on ATGB and research. Huang et al. (2014) explained that GBP influences ATGB and is a strong predictor of GPPI. Then, Mehraj and Qureshi (2022) combined the relationship between GBP on GPPI through knowledge and ATGB. Wang et al. (2022) explained that it is essential for companies

to form a successful brand positioning because it is the main strategy for differentiation and increasing customer desire for the products offered. Moreover, several empirical studies tried to examine other predictors that have the potential to influence the GPPI; for example, studies by [Zameer and Yasmeen \(2022\)](#) reported that individuals who are EA will intend to consume environmentally friendly products. On the basis of empirical studies on GPPI, inconsistent results were still found; thus, providing an opportunity to reinvestigate this relationship, these empirical studies have not been comprehensive in exploring the GPPI, which is influenced by EA, GBP, GBK, and ATGB. Thus, further exploration should be carried out regarding GPPI from the consumer's perspective. In general, empirical studies position EA and ATGB as a predictor and a mediating variable, respectively. For this reason, this study complements previous studies by offering a moderating variable, namely, EA, to gain deeper knowledge regarding the relationship between GBP and green knowledge on GPPI through ATGB. Moreover, GPPI is more focused on the food industry, especially organic food, rather than the green automotive industry, such as cars with the LCGC concept. On the basis of the study contribution, this study determined the role of ATGB on the GPPI, which is driven by EA, GBP, and GBK.

#### *Green product purchase intention*

The GPPI refers to consumers' consumption of environmentally friendly products when consumers know the benefits of environmentally friendly products and have the will to protect the environment ([Siyal, 2021](#)). Then, the GPPI relates to different types of environmentally friendly behavior by individuals to give preference to green products compared with conventional products to express their desires ([Mehraj and Qureshi, 2022](#)). Consumers who are concerned about environmental problems will involve themselves in becoming a solution to the problem by changing their consumption patterns. When consumers are aware of the green attributes of a brand and then buy that brand, they are classified as green consumers because they are responsible for using their purchasing power to make changes ([Situmorang, 2021](#)).

#### *Attitudes toward green products*

[Huang et al. \(2014\)](#) defined customer preferences and the general assessment of green products as a

representation of beliefs regarding green brands. ATGB are associated with overall customer preferences and brand evaluations that symbolize their favorability or unfavorability. [Lee \(2008\)](#) defines ATGB as a constructed term that builds on consumers' ratings and rational assessments of green brands. Moreover, ATGB is one's tendency to obtain green products ([Almodaresghi, 2019](#)). Furthermore, [Kim et al. \(2008\)](#) portrayed ATGB as a term derived from customer and logical judgments of the GPPI. Consumers can choose between brand alternatives due to a company's efforts to deliver eco-friendly products. Moreover, [Naalchi \(2019\)](#) discovered that ATGB favorably and significantly influences purchasing green products; thus, attitude is a representation of what customers prefer and do not prefer, and their purchase decisions are largely influenced by their ATGB ([Kautish et al., 2019](#)).

#### *Environmental awareness*

EA is related to one's perspective and understanding of not only environmental concerns but also one's behavior. Therefore, consumers' use of green products is directed toward environmentally beneficial values and beliefs ([Abd'Razackk et al., 2017](#)). Consumers with EA demonstrated it through their character and attitudes, as well as their strong loyalty and commitment to protecting the environment ([Law et al., 2017](#)). EA is also a concept of balance, combining the environment, knowledge, values, and attitudes with emotional involvement toward environmental concern. It refers to psychological factors that measure individual desires for pro-environmental behavior. The term "green orientation," which is frequently used to describe environmentally conscious consumers, is expected to become more prevalent in the future. Consumers with high EA also choose green products, although the price is higher. During critical environmental conditions, environmental sustainability awareness becomes higher. This pressure has caused a change in the behavior of people who are concerned about the environment. Consumers sensitive to a product's technological attributes are called green consumers. Therefore, EA can influence the consumer's ATGB ([Chen, 2009](#)).

#### *Green brand positioning*

The green positioning of a company is an important part of the overall plan to provide a framework

for the organization that is both emotional and functional (Situmorang *et al.*, 2021). Furthermore, Suki (2016) defined GBP as designing an offer and promoting the brand features of a firm that set it apart from its rivals through green brand attributes. According to White *et al.* (2019), consumers with a commitment to environmental protection and positive experiences with green products have a higher tendency to GPPI. Baiquni and Ishak (2019) explained that brand positioning could be used to gain a company's competitive advantage. Additionally, GBP emphasizes how a firm's communications and qualities are differentiated from its rivals as a consequence of the inclusion of ecologically friendly attributes. Hence, GBP is essential for positioning the brand in the minds of consumers so that companies can survive in the market for green products. This is because green consumers with great GPPI items and product information are more likely to make repeated purchases as a result of brand positioning. Moreover, Hartmann *et al.* (2005) characterized GBP as the worth or qualities that a green brand can deliver, which has important meaning for consumers. Similarly, Suki (2016) explained that GBP is about how companies use green images to represent themselves to be perceived by the customer market. Further, according to Hilmawan (2019), GBP is associated with the worth of eco-friendly goods and services determined by a company's environmentally friendly attributes that are considered important by its target market. Ultimately, GBP is the action of devising offerings and promotions for a new image of the business to set a brand apart from its rivals with green brand attributes (Huang *et al.*, 2014).

#### *Green brand knowledge*

GBK, according to Suki (2016), is the way organizations convey understanding or details about the distinctiveness of their goods within their brand attributes. It concerns the promises that the organization makes to its customers and the environment. It is confirmed by Zhou *et al.* (2020); it would affect their intention to purchase them. Therefore, companies must be able to assure customers of the risks associated with using products made from chemicals and the importance of using healthy and green products so that consumers are aware of what the organization has to offer (Hilmawan, 2019). Villagra *et al.* (2022) also defined

GBK as identifying the characteristics and attributes of green products, which include brand image and trust. It contrasts with green knowledge, which reflects consumers' general level of EA (Lin *et al.*, 2017). Thus, GBK captures consumer-specific awareness that draws on the brand's commitment and concern for the environment. Law *et al.* (2017) stated that brand knowledge can measure customers' familiarity with a brand. Furthermore, according to Siyal (2021), GBK provides knowledge that alters behavior among consumers by increasing green product awareness. Meanwhile, as Law *et al.* (2017) asserted, GBK refers to two terms: (1) brand awareness is the strength of a brand's nodes in a consumer's memory and (2) brand image is a unique, strong, and profitable brand association in the memories of consumers. Additionally, an understanding of a product's distinctive green brand characteristics and advantages for health and environmental preservation is provided. Customers always expect and prefer to learn more about green brands, broaden their awareness of environmental concerns, and make purchasing environmentally friendly products simpler (Woo and Kim, 2019). Hence, GBK is a high level of knowledge about environmental protection owned by consumers and impacts the consumption of green products (Huang *et al.*, 2014).

## **MATERIALS AND METHODS**

### *Hypothesis development of GBP and ATGB*

According to several studies, a greater awareness of customer environmental knowledge is linked to favorable opinions toward green brands (Kang and Hur, 2012; Kautish *et al.*, 2019). Abd'Razack *et al.* (2017) claimed that GBP can positively influence the consumer's ATGB. Similarly, Huang *et al.* (2014), Lin *et al.* (2017), and Suki (2016) supported the previous research results that GBP has a favorable influence on the consumer's ATGB. Several studies have also revealed that GBP significantly and positively influenced ATGB (Mehraj and Qureshi, 2022; Situmorang, 2021).

**H1:** GBP affects ATGB.

### *Hypothesis development of GBP and intention to GPP*

GBP is a vital indicator for assessing consumer purchasing interest in green products (Suki, 2016). Consumers who have felt the impact of using green products of a company due to their knowledge of

green brands will continue to increase their purchasing intensity for the products due to the green brand attributes campaigned by the company (Siyal et al., 2021; Mehraj and Qureshi, 2022). Additionally, GBP is important for positioning the brand in the minds of consumers so that companies can survive in the market for green products (Lin and Chang, 2012). Previous researchers have also supported research results that GBP greatly influences the propensity to GPPI (Huang et al., 2014).

**H2:** GBP affects the intention to GPPI.

#### *Hypothesis development of GBP and GBK*

Green positioning strategies primarily build brand associations by conveying an understanding of eco-product attributes (Rios et al., 2006). Marketing communications may be used to perform the strategy for GBP that forms positive perceptions in the minds of consumers. GBK also provides data that alter customer behavior by increasing green product awareness (Siyal, 2021). This positive perception improves GBK through brand awareness. Many studies have discovered that GBP can influence GBK (Huang, 2014; Mehraj and Qurashi, 2022).

**H3:** GBP affects GBK.

#### *Hypothesis development of GBK and ATGB*

Consumers who have complete information about brands with a commitment to the environment will be able to generate feelings of liking or disliking the brand (Situmorang et al., 2021). Some researchers have revealed that consumers develop a high environmental commitment due to their high ATGB (Braun et al., 2018; Mostafa, 2007). Furthermore, Mehraj and Qurashi (2022) argued that companies' environmentally friendly brand attributes would lead to the consumer's ATGB (Huang et al., 2014; Suki, 2016; Wang et al., 2022).

**H4:** GBK affects ATGB.

#### *Hypothesis development of GBK and intention to GPPI*

GBK informs consumers about an item's distinctive brand characteristics and overall environmental advantages. Consumers with knowledge about eco-products will tend to enhance their intention to buy in the future (Smith and Paladino, 2010). Consumers also expect to learn more about green brands, broaden their awareness of environmental concerns, and make it simpler for them to buy eco-products.

Several investigations have proven that customer intentions and actual GPPI are favorably impacted by environmental education (Chen and Chang, 2012; Suki, 2016). On the basis of previous research, this study proposes the following hypothesis:

**H5:** GBK affects the GPPI.

#### *Hypothesis development of ATGB*

Several research results report that when consumers have higher ATGB, they tend to develop intentions to GPPI. Moreover, several studies on green consumer behavior have revealed that favorable customer ATGB impacted GPPI (Huang et al., 2017; Kautish et al., 2019; Wang et al., 2022). Similar results were also found by Suki (2016) and Paul et al. (2016) that consumer preference for eco-products increases the intensity of purchasing eco-products. Similarly, Siyal et al. (2021) uncovered a favorable relationship between ATGB and green buying intentions. Other studies have also revealed that favorable customer ATGB affected the GPPI (Kautish et al., 2019; Wang et al., 2022). Moreover, Naalchi (2019) discovered that ATGB positively and significantly influences purchasing green products.

**H6:** ATGB affects the intention to GPPI.

**H7:** ATGB mediates the relationship between GBP and the GPPI.

**H8:** ATGB mediates the relationship between GBK and the GPPI.

#### *Hypothesis development of EA*

EA is a concept of balance, combining the environment, knowledge, values, and attitudes with emotional involvement toward environmental concern. It is also an individual belief element that guides the customer to conduct environmentally beneficial purchasing behavior (Abd'Razack et al., 2017). It refers to psychological factors that measure individual desires for pro-environmental behavior (Zelezny and Schultz, 2000). Environmentally conscious consumers are sometimes referred to as having a "green orientation," and this trend is expected to continue. Customers who care deeply about the environment will also choose green items although the price is higher. In the current critical environmental conditions, environmental sustainability awareness is becoming increasingly high. This pressure has caused a change in the behavior of people who are concerned about the environment. Consumers sensitive to a

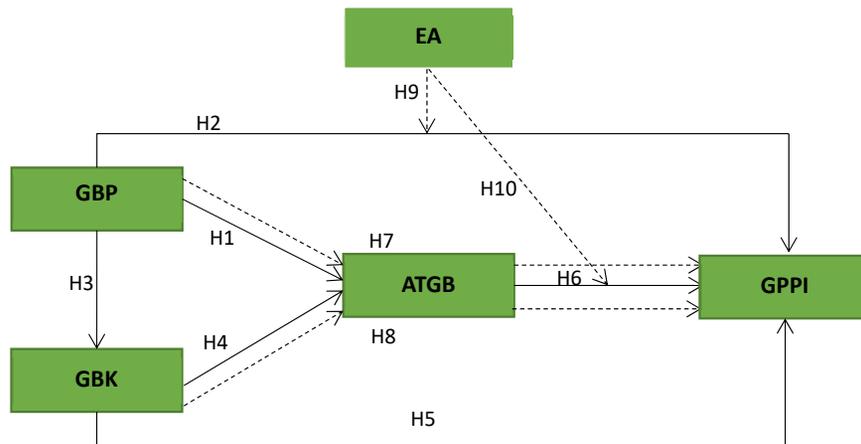


Fig. 1: Research Framework

product's technological attributes are called green consumers. EA moderates the relationship between GBP and GPPI through consumer awareness of the environment to change their purchasing behavior by increasing the intensity of using green products after knowing the benefits they feel, so that in the end it can increase the GPPI. Furthermore, EA moderated the relationship between ATGB and GPPI through pressure from increasingly critical environmental conditions, so that awareness among the community regarding environmental sustainability became increasingly high. This pressure has caused a change in people's behavior to become concerned about the environment, which will increase the intensity of the use of products that are oriented toward environmental sustainability. Before consuming green products, a consumer must have an attitude as an overall evaluation of the green brand. Therefore, the following hypotheses are proposed:

**H9:** EA moderates the effect of GBP on the GPPI.

**H10:** EA moderates the effect of ATGB on the GPPI.

On the basis of the theoretical basis and research hypothesis, the model of this study is proposed (Fig. 1).

#### Data collection

This study applies a survey method using a questionnaire as a research instrument. In distributing questionnaires, respondents are asked to provide responses or answers by selecting one

of the answer options provided to be crossed. The respondents' answers given are still qualitative but will be quantified and measured using a Likert scale. The preparation of instruments in this study is based on variable indicators. The determination of these indicators is based on a grid that has been created first. The preparation of questionnaire items or statements considers the ease of filling in by respondents. The population in this study was Generation Y, who first desired to purchase LCGC. The criteria for this study sample were (a) people who lived in West Sumatra, (b) did not yet have an LCGC, (c) already had jobs and adequate income, and (d) had completed a minimum education level of senior high school or equivalent. In this study, a nonprobability sample was used because the researcher did not obtain the detailed identities of the respondents needed to create the sampling frame. The sampling technique is conducted purposively, namely, a sampling technique with certain criteria or considerations. The formula proposed by Hair et al. (2021) was used to discover the sample size. Hair's formula was used because the population size was uncertain and the formula suggests that the minimum sample size is 5–10 times the variable indicator (Hair et al., 2021). Therefore, the 23 indicators (Table 2) were multiplied by 10, obtaining a sample size of  $23 \times 10 = 230$ . According to the data in Table 1, the distribution of the number and percentage of respondents is as follows. There were 139 (63.18 percent: %) and 81 (36.81%) male and female respondents, respectively.

Table 1: Characteristics of respondents

No	Featured characteristics	Achievements		
		Frequency	%	
1	Gender	Male	139	63.18
		Female	81	36.81
2	Age (years)	26–30	73	33.18
		31–36	86	39.03
		37–41	61	27.72
3	Occupation	Civil servants	84	38.18
		Private employees	76	34.54
		Self-employed	50	22.72
4	Income (USD)	200–300	18	8.18
		301–400	15	6.81
		401–500	57	25.90
		>500	76	34.54

Variable types and measurement indicators

Variable	Measurement items	Source
GBP	Five items	Huang <i>et al.</i> , 2014
GBK	Five items	Zhou <i>et al.</i> , 2020
ATGB	Four items	Huang <i>et al.</i> , 2014
EA	Six items	Zhou <i>et al.</i> , 2020
GPPI	Three items	Huang <i>et al.</i> , 2014

This indicates that male respondents are more inclined to participate in providing the valuation of the intention to purchase an LCGC. Respondents aged 31–36 years and with civil servant professions were more inclined to participate in providing the valuation of the intention to purchase LCGC. The number of respondents who earned IDR 200-300 USD was 18 (8.18%). 15 earned IDR 301-400 USD (6.81%). 57 earned IDR 401-500 USD (25.90%). And 76 earned more than 500 USD (34.54%). This denotes that respondents who earned more than 500 USD were more inclined to participate in providing the valuation of the intention to purchase an LCGC.

**Measurement**

On the basis of the scale used in this study, 23 indicators were used to measure the five variables identified. The indicators used in this study were taken from previous research and are presented in Table 2.

**Data analysis**

Structural equation modeling (SEM), a multivariate analysis used to explain a simultaneous linear connection between observational variables (indicators) and factors that could not be assessed directly, was the data analysis method applied in this research. Then,

the partial least squares (PLS) component-based SEM method was applied. Its objective was to evaluate structural models and measurements. The PLS is favorable because it applies nominal, ordinal, and interval scale variables and places fewer expectations on the data distribution. Additionally, it works best for forecasting a group of dependent variables from a large range of independent variables and is preferable for identifying group differences when the data are not normally distributed (Hair, 2021).

**RESULTS AND DISCUSSION**

**Outer loading**

The loading factor was the subject of the initial examination and demonstrated how indicators and their hidden variables interacted. When the loading value ( $\lambda$ ) is  $<0.7$ , reflective indicators must be removed from the measurement model. The model is recalculated if the loading value ( $\lambda$ ) is  $<0.7$ , which is a valid indicator. High-factor loading indicators make a significant contribution to the explanation of latent variables. Conversely, indicators with low factor loading are weak in explaining latent variables. If the loading value ( $\lambda$ ) for the variance inflation factor is  $<5$ , there is no multicollinearity concern. Further, the average variance extracted (AVE) values of the

Table 3: Measurement results

Indicator	Loadingfactor	Composite reliability	AVE	Cronbrach'salpha
GBP		0.853	0.618	0.743
High-tech LCGC	0.817			
LCGCs produce low air pollution	0.786			
LCGCs are more advanced than other types of cars	0.861			
LCGCs are more creative than other types of cars	0.853			
GBK		0.853	0.630	0.852
Finding out environmental information related to LCGCs	0.817			
LCGCs have a good reputation	0.886			
LCGCs can be trusted about their promise to the environment	0.855			
LCGCs is professional in maintaining its environmental Reputation	0.876			
ATGB		0.893	0.475	0.620
LCGCs are more reliable than diesel-fueled cars	0.643			
LCGCs can represent economic status	0.782			
LCGCs fill the need	0.793			
EA		0.909	0.535	0.825
Choosing products that do not damage the environment although they are expensive	0.623			
Refusing to purchase products that can damage the environment	0.626			
Purchasing eco-labeled products even though they are more expensive	0.724			
Sorting recyclable waste at home	0.749			
Conscious of actions to improve the environment	0.824			
Often paying attention to and absorbing knowledge and information about the environment	0.818			
GPPI		0.778	0.661	0.743
Bought an LCGC to save fuel	0.761			
Bought an LCGC out of concern for the environment	0.907			
The probability of purchasing an LCGC is high	0.761			

variables are above the minimum value of 0.5. [Table 3](#) provides a summary of the outcomes.

The constructs' discriminant validity was evaluated. Convergent validity was tested using the following three criteria: (1) all loading factors must be exceeding 0.60; (2) the composite reliability must be upper than 0.70; and (3) the AVE must be exceeding 0.50. Furthermore, all Cronbach's alpha values for each measurement were higher than 0.70, signifying strong measurement reliability. The square root of the AVE for each construct (i.e., the diagonal entry for each column) was larger than its association with other constructs, indicating that all of the constructs had sufficient discriminant validity ([Shaykh-Baygloo, 2021](#)).

#### Discriminant validity

The level of discriminant validity illustrates how

certain constructs within the same model are different. Several discriminant validity tests are available, including the Fornell and Larcker criteria, cross-loading, and heterotrait–monotrait (HTMT) ratio. This study used HTMT analysis because all HTMT ratios are below the maximum threshold of 0.85, demonstrating the superiority of HTMT analysis over other techniques for determining discriminant validity. Therefore, this study used the HTMT analysis in evaluating discriminant validity, which is concluded in [Table 4](#).

[Table 5](#) presents the result of the hypotheses testing. This study discovered that GBP influenced ATGB ( $\beta = 0.015$ ,  $p < 0.015$ ), GBP affected the GPPI ( $\beta = 0.151$ ,  $p < 0.019$ ) and GBK ( $\beta = 0.680$ ,  $p < 0.000$ ), and GBK affected ATGB ( $\beta = 0.271$ ,  $p < 0.001$ ). Similarly, the GPPI items were influenced by green brand awareness ( $\beta = 0.229$ ,  $p < 0.001$ ). In addition

Table 4: Discriminant validity results

Variable	EC	GPI	GBK	GBP	AGB
EA					
GPPI	0.702				
GBK	0.465	0.692			
GBP	0.402	0.576	0.761		
ATGB	0.405	0.661	0.577	0.548	

Table 5: Direct, mediation, and moderation effects on variables

H	Hypothesis	B	p-value	Decision
H1	GBP influences ATGB	0.192	0.015	Accepted
H2	GBP influences GPPI	0.151	0.019	Accepted
H3	GBP influences GBK	0.680	0.000	Accepted
H4	GBK influences ATGB	0.271	0.000	Accepted
H5	GBK influences GPPI	0.229	0.001	Accepted
H6	ATGB influence GPPI	0.067	0.002	Accepted
H7	ATGB mediate GBP and GPPI	0.218	0.000	Accepted
H8	ATGB mediate GBK and GPPI	0.057	0.000	Accepted
H9	EA does not moderate the effect of GBP on GPPI	0.034	0.470	Rejected
H10	EA moderates the effect of ATGB on GPPI	0.161	0.001	Accepted

to examining the direct effects of the GBP, GBK, ATGB, and GPPI, this study investigated the indirect effects of ATGB on GBP and GBK on the GPPI. It was discovered that ATGB mediated the effect of GBP on the GPPI ( $\beta = 0.128$   $p < 0.000$ ) and mediated GBK on the GPPI ( $\beta = 0.057$   $p < 0.000$ ). Additionally, this study discovered that EA did not moderate the effect of GBP on the GPPI ( $\beta = 0.034$   $p > 0.470$ ) but moderated the effect of ATGB on the GPPI ( $\beta = 0.161$ ,  $p < 0.001$ ).

This study examined the effects of GBP, GBK, and ATGB on the GPPI. Furthermore, the effect of GBP on GBK was also tested. Finally, the mediating effect of ATGB and the moderating effect of EA were also investigated. First, this study proves that the GBP has a positive and significant effect on ATGB. These results reveal that the brand attributes and environmentally friendly values that are campaigned by companies increase consumer preferences for environmentally friendly products. Given the brand identity and the power of environmentally friendly company negotiations are equally influenced by GBP, it is very logical if the brand is actively communicated to potential consumers. The results of this study are in line with those of [Zhuang et al. \(2021\)](#) showing that companies capable of positioning their brands in the minds of consumers to the environmental benefits of the company will ultimately be able to reflect consumer preferences and the overall evaluation

of GBP. Second, this study proves that the GBP has a positive and significant effect on the GPPI. These results reveal that the GPPI will increase through the company's role in positioning the environmental benefits of their brand to consumers. Consumers who feel the impact of the use of environmentally friendly products because of their knowledge of GBP will continue to increase the number of their purchases of environmentally friendly products because of the environmentally friendly brand attributes campaigned by the company. The results of this study are in line with those of [Mehraj and Qureshi \(2022\)](#) showing that GBP reacts as one of the important strategies that will have an impact on GPPI, which good GBP means consumers are aware and care to buy green products. Additionally, green marketers must emphasize the quality, price, advertising, and environmentally friendly products for consumers to buy green products. Third, this study proves that the GBP has a positive and significant effect on GBK. These results reveal that the GBP strategy through a proactive communication campaign increases GBK in the form of environmentally friendly brand awareness and image and provides opinions that are preferred by customers to environmentally friendly companies. Companies that have an environmentally friendly brand in their portfolio must conduct environmentally friendly marketing to increase brand awareness. To

increase awareness, companies can express details about their brand's environmental problems. The results of this study are in line with those of [Siyal et al. \(2021\)](#) showing that GBP is the concept of providing information that changes consumer behavior to be more informed about environmentally friendly products, which this condition will produce positive perceptions of better GBK through brand awareness. Fourth, this study proves that GBK is positive and significantly correlated to ATGB. These results reveal that consumers with complete information about environmentally friendly products have positive ATGB. The GBK attributes offered by the company can ultimately lead to consumer attitudes and preferences toward a brand. Furthermore, the high commitment of consumers to the environment is caused by the high ATGB. The results of this study are in line with those of [Huang et al. \(2014\)](#) showing that companies that can provide the uniqueness of the GBK about the promise given by the environmental commitment will be able to reflect the choice of consumers and overall evaluation of the GBK. Fifth, this study proves that the GBK correlates positively and significantly with GPPI. These results reveal that a better pro-environmental attitude and greater consumption intentions toward GPPI are largely determined by the higher level of consumer environmental knowledge. Consumers hope to receive reliable information about environmental problems to improve their GBK to facilitate GPPI. The results of this study are in line with those of [Suki \(2016\)](#) showing that GBK is the strongest predictor for GPPI; therefore, companies must consider green products as a profitable investment in the long run and ensure that the performance of the green product environment must meet consumer expectations. Sixth, this study proves that ATGB is positively and significantly correlated with GPPI. These results reveal that when consumers' ATGB is increasingly preferred, the consumer's GPPI level will also increase. Reliability, dependability, and trust are the inferential components of an environmentally friendly brand. GPPI's actions show that customers care about the environment through ATGB. A positive brand attitude shows that consumers have high EA by taking pro-environmental actions so that they mentally see opportunities to adopt a brand. The results of this study are in line with those of [Zavali and Theodoropoulou \(2018\)](#) showing that customers with favorable ATGB tend

to maintain a more affirmative behavior and have greater intentions toward GPPI because their GPPI assessments are often based on ATGB. Seventh, this study proves that ATGB mediates GBP and GPPI. These results reveal that when consumers become environmentally friendly, they develop positive ATGB. If their ATGB is very positive, they will most likely develop GPPI. GBP is an effort made to emphasize the memory of consumers that the products produced by the company do pay attention to environmental aspects. Meanwhile, ATGB is explained as a term derived from customer and logical assessments from the GPPI. For a company to emphasize its position as an environmentally friendly product, it will influence consumer intentions regarding the GPPI. The results of this study are in line with those of [Huang et al. \(2014\)](#) showing that ATGB is crucial in forming GPPI. Customers who are deeply committed to supporting environmentally friendly products will develop a strong desire to purchase them. Eighth, this study proves that ATGB mediates GBK and the GPPI. These results reveal that the GBK strategy conveyed through marketing communications can increase the GPPI. However, sometimes purchase intentions arise after consumers' judge whether the product is good or not for consumption, so ATGB will increase intentions for the GPPI. The results of this study are in line with those of [Mehraj and Qureshi \(2022\)](#) showing that consumers with broader knowledge will develop a more positive ATGB attitude, thereby increasing the quantity of GPPI because GBK influences ATGB which in turn will influence GPPI. Ninth, this study proves that EA cannot moderate the relationship between GBP and GPPI. These results reveal that although consumers support environmental conservation efforts, their EA cannot increase the quantity of GPPI despite the company's communication efforts. This happens because the cost of environmentally friendly products is greater, thereby reducing consumers' interest in environmentally friendly products even though they are aware of the perceived benefits. The results of this study contradict those of [Leaniz et al. \(2017\)](#) showing that consumers with strong EA and higher GBP tend to indicate they better understand the environmental protection aspects of GBP. After purchasing GBP, these messages are immediately transferred to consumers, making them feel EA even more. Tenth, EA can moderate the relationship between ATGB and GPPI. These results reveal that

consumers who have higher EA prefer GPPI if they feel that their purchasing decisions can have a positive impact on the environment and thus prefer to be responsible for it. This pressure causes changes in people's behavior toward the environment, increasing the quantity of GPPI. The results of this study are in line with those of Kautish *et al.* (2019) showing that in increasingly critical environmental conditions, EA will increase.

## CONCLUSIONS

An important conclusion in the research highlighting its novelty is that EA is not needed to see the influence between GBP and GPPI because the p-value of 0.470 is large from an alpha of 0.05. Apart from that, the contrasting condition is that EA is needed to see the influence of ATGB with GPPI because the p-value of 0.001 is small compared with alpha 0.05, whose contribution is 0.161. This study has practical implications for managers. First, Generation Y should be educated to increase their awareness of using green products. Second, managers should increase the use of media to educate customers about the added value of green products to businesses, which will impact consumer purchase intentions, such as by saving energy and increasing the use of recycled materials. The government can increase public awareness of the negative impacts of environmental degradation, for example, pollution and the effects of greenhouse gases. Consumers will also have a high GPPI if they have a positive ATGB and know that a company's environmentally friendly brand attributes are high. This study has significantly improved our understanding of the literature on eco-friendly cars but has several limitations. First, the participants were young consumers (Generation Y). Future research should focus on all customers, including children, individuals with jobs, and stay-at-home moms. Second, this study did not consider several other variables that might affect the inclination of consumers to buy green products. Thus, future research must propose further elements that support consumer intentions to GPPI, for example, incorporating moderating factors, such as age and gender, which can cite empirical findings that are vital for managerial decision-making and can help increase the acceptability of green products to raise awareness of environmental issues. The responses of individuals of various ages and genders to each GBP component may vary. Additionally, ATGB, knowledge

of green brands, and intentions to GPPI are becoming important for young people. Third, this study was limited to car technology brands only. Thus, further studies should examine young consumers' perceptions of sustainability, such as consuming organic products and using eco-friendly services. There are also additional study methodologies, such as longitudinal, in which data may be gathered multiple times. Therefore, future research with a longitudinal design can be conducted.

## AUTHOR CONTRIBUTIONS

A.S. Rama, the corresponding and first author, supervised in analyzing the data, interpreted the results, and prepared the manuscript. Y. Yasri, the second author, analyzed the data, interpreted the results, and prepared the manuscript. P. Susanto, the third author, analyzed the data, interpreted the results, and prepared the manuscript.

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## CONFLICT OF INTEREST

The authors declare that they have no conflicts of interest regarding the publication of this manuscript. Additionally, the ethical issues, including plagiarism, informed consent, misconduct, data fabrication and/or falsification, double publication and/or submission, and redundancy have been completely observed by the authors.

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**ABBREVIATIONS**

%	Percent
x	Multiplication sign
=	Equal sign
λ	Loading value
<	Small sign
( )	Brackets sign
β	Beta
P	Probability
ATGB	Attitude towards green brands
AVE	Average variance extracted
EA	Environmental awareness
et al.	et alia
Fig.	Figure
LCGC	Low-Cost Green Cars
GBP	Green brand positioning
GPPI	Green products purchase intention
GBK	Green brand knowledge
IDR	Indonesian rupiah
i.e.	Id est
SEM	Structural equation modeling
PLS	Partial least squares
H	Hyphotesis
H1	Hyphotesis 1
H2	Hyphotesis 2
H3	Hyphotesis 3
H4	Hyphotesis 4
H5	Hyphotesis 5
H6	Hyphotesis 6
H7	Hyphotesis 7
H8	Hyphotesis 8
H9	Hyphotesis 9

H10	Hyphotesis 10
HTMT	Heterotrait–monotrait
USD	United States Dollar
VIF	Variance inflation factor

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