

The Effect Of Green Brand Positioning, And Green Brand Knowledgeon Brand Image, And Green Purchase Intentionin Green Products Consumers

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ABSTRACT: *The research background was examined the importance of green marketing strategy for increasing brand image and purchase intention. The purpose of this research was examined the effect of green brand positioning on brand image, the effect of green brand knowledge on brand image, the effect of brand image on green purchase intention, the effect of green brand positioning on green purchase intention, the effect of green brand knowledge on green purchase intention, the effect of green brand knowledge on green purchase intention. The methodology of this research focus on green product consumer's which located in Jakarta. This study undertakes an empirical study by means of the questionnaire survey method. The questionnaires were distributed in green product consumer's which located in Jakarta. The result of descriptive statistics showed the agreement statement in questionnaire. The results indicate that green brand positioning can increase brand image the most contributor in this research for the consumer's.*

Keyword: *Green Brand Positioning, Green Brand Knowledge, Brand Image, Green Purchase Intention.*

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I. INTRODUCTION

The business competition for non-subsidized fuel oil sales is getting tougher. Following PT Pertamina (Persero), Total and Shell launching fuel oil with octane values (Research Octane Number / RON) 90. These public refueling stations (SPBUs) owned by two foreign companies sell Pertamina's equivalent type of Peralite fuel, in the midst of increasingly limited Premium sales. Pertamina did first sell fuel with the 90 octane value. The goal is to provide choices to consumers. Especially at that time, Premiums with 88 octane levels still dominated the share of sales of Pertamina Oil Fuel. Green purchase intention is characterized by the tendency of consumers to buy environmentally friendly products sold by companies (Huang et al., 2014).

Consumers are even willing to pay more to buy products that are environmentally friendly (Mariam & Ramli, 2017; Takaya, Ramli, & Lukito, 2019). This is because consumers assume that consuming environmentally friendly products can help reduce environmental damage. A company that is successful with products that consumers are very interested in, must be able to maintain the success of its marketing system and maintain environmental sustainability (Ramli, 2010; Ramli, 2012). Consumers will have green purchase intention because consumers understand the attributes used in products or services sold by companies (Huang et al., 2014). Green purchase intention can be seen from a pleasant attitude towards products that try to maintain the environment (Mishal et al., 2017).

Weisstein et al. (2014) see that consumers who like the green product show that consumers care and want to protect the environment. Green purchase intention can create consumers' desire to be more responsible for environmental sustainability (Nguyen et al., 2017). Green purchase intention can create consumer desire to increase consumption of green product use (Joshi and Rahman, 2016). Green purchase intention can create consumers' desire to protect the environment and be aware of the importance of being environmentally friendly (Kumar and Ghodeswar, 2015).

Green purchase intention is determined by green brand positioning, brand image, green brand knowledge (Paul et al., 2016). Green brand position as a factor that determines the success of the green branding sales strategy (Wang, 2017). The better green brand positioning shows the more familiar attributes used in products or services (Wang, 2016). Green brand positioning is done to create a uniqueness and differentiation of products or services sold by companies (Dawar and Bagga, 2015). Green brand positioning can increase company profitability (Muhamad and Alwi, 2015). The better green brand positioning can be seen from the company's ability to master market share (Muhamad et al., 2012). The better green brand positioning can be seen from a good assessment of the identity of the product or service (Park et al., 2017).

Suki (2016) found that the importance of green brand positioning, attitude toward green brands, green brand knowledge can increase green purchase intention. The difference between previous research is the

existence of research on brand image. Research on brand image is important to create good relationships that exist between consumers and companies (Sulibhavi and Shivashankar, 2017). The better brand image valuation held by consumers can increase the competitive advantage possessed by the company (Ramli, 2012; Ramli, 2013; Alavinasab et al., 2017; Mariam & Ramli, 2017).

Formulation Of The Problems

Formulation of the problem is: (1) Does Green Brand Positioning affect Brand Image?, (2) Does Green Brand Knowledge affect Brand Image?, (3) Does Brand Image affect Green Purchase Intention?, (4) Does Green Brand Positioning affect Green Purchase Intention?, and (5) Does Green Brand Knowledge affect Green Purchase Intention?

II. DEFINITION OF TERMS

Green Brand Positioning

Green Brand Positioning is a value of environmentally friendly products or services (Suki, 2016).

Green Brand Knowledge

Green Brand Knowledge is all information that is in consumers' minds related to the superiority of environmentally friendly products or services sold by companies (Ganapathy et al., 2014).

Brand Image

Brand Image is an assessment of a product or service that is favored by consumers (Kremer and Viot, 2012; Imran and Ramli, 2019).

Green Purchase Intention

Green Purchase Intention is the desire to pay for goods and services to be consumed by consumers (Weisstein et al., 2014).

III. LITERATURE REVIEW

Brand Image

According to Seric et al. (2016) and Mariam and Ramli (2019) defines brand image is the good name possessed by goods known by consumers. Jing et al. (2014) and Ramli (2016) giving a brand image understanding is all the impression of a brand that is inherent in the minds of consumers. Brand Image is an intangible and very valuable asset for a company (Ramli, 2016) so the company must create a brand that is different from other competitors so that it is not easily imitated by other companies (Tu et al., 2013).

Green Purchase Intention

Ha and Lam (2017) provide understanding of green purchase intention is the possibility of a consumer buying goods. Tuu and Olsen (2012) defining green purchase intention is all the expectations and possibilities of consumers to buy products at a certain price. According to Akehurst et al. (2012), green purchase intention is the plan of consumers to consume the goods and services they want in the future. Rahman, Haque, and Khan (2012) providing the notion of green purchase intention is a subjective decision within consumers to evaluate goods purchases. Khan, Ghauri, and Majeed (2012) defining green purchase intention is a specific purchase plan for a brand of goods carried out by consumers. Green purchase intention is a desire to buy, use, and be interested in a brand of goods sold by the company (Shah et al., 2012). Rahman, Haque, and Khan (2012) providing the notion of green purchase intention is a subjective decision within consumers to evaluate goods purchases.

Pan et al. (2013) providing the notion of green purchase intention is a plan to find information relating to the advantages possessed by goods carried out by consumers before making a purchase. Romero and Gomez (2015) defining green purchase intention is a desire of consumers to consume the items they want. Porral and Mangin (2016) define green purchase intention is a positive evaluation held by consumers of goods sold by the company. Suki (2014) defines green purchase intention is the desire to like and buy goods sold by the company.

Green Brand Positioning

Wang (2017) defines green brand positioning is a strategy to create differentiation in goods sold by companies. Park et al. (2017) providing a green brand positioning understanding is a process of forming distinct identities on goods sold by the company. Matthes et al. (2013) defining green brand positioning is an assessment of the attributes used in a green product. According to Aulina and Yuliati (2017), green brand positioning strategy is formed through marketing communication activities to create positive memories owned by consumers.

Green brand positioning is a company strategy to increase its competitive advantage compared to other competing companies (Ramli & Sjahrudin, 2015).

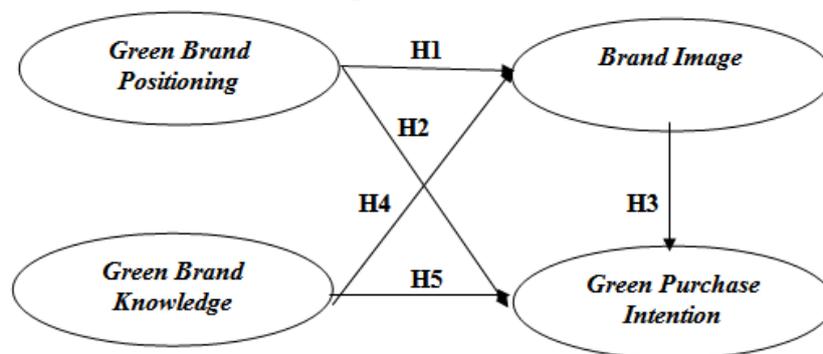
Green Brand Knowledge

Zenker and Beckmann (2013) provide the understanding of green brand knowledge is the memory held by consumers towards the advantages of environmentally friendly goods sold by companies. Suki and Suki (2015) provide an understanding of green brand knowledge is all information that is known by consumers related to the excess of environmentally friendly goods sold by the company. Suki (2016) gives an understanding of green brand knowledge is an understanding of information about something different on the green product sold by the company.

Green brand knowledge is a positive experience held by consumers about the identity of the product or service sold by the company.

CONCEPTUAL FRAMEWORK

Figure 2.1
Conceptual Framework



Source: Suki (2016).

Hypothesis Formulation

H1: Green Brand Positioning has a positive effect on Brand Image.

H2: Green Brand Knowledge has a positive effect on Brand Image.

H3: Brand Image has a positive effect on Green Purchase Intention.

H4: Green Brand Positioning has a positive effect on Green Purchase Intention.

H5: Green Brand Knowledge has a positive effect on Green Purchase Intention.

IV. RESEARCH METHODOLOGY

Research Design

This research refers to the research conducted by Suki (2016). This study analyzes the effect of green brand positioning, and green brand knowledge on brand image, and green purchase intention. The design of this study is a hypothesis test (Hypothesis Testing). Testing hypotheses usually explains the nature of a particular relationship or builds differences in groups, or the independence of two or more factors in a situation (Sekaran and Bougie, 2015).

Sample And Data Collection

In this study 160 questionnaires were distributed to consumers who bought environmentally friendly cars at least in the past year in Jakarta from a population of 160 consumers who bought environmentally friendly cars such as Toyota Agya and Daihatsu Ayla that filled Pertamina at least in the last year in Jakarta during one month in collecting respondents' data. Data collection techniques are purposive sampling which belongs to non-probability sampling, namely sampling techniques that do not provide equal opportunities / opportunities for each element or member of the population to be selected as samples (Sekaran and Bougie, 2013).

V. DISCUSSION OF RESEARCH RESULTS

Hypothesis Test Result

Table 9 Hypothesis Test Result

Hypothesis		Standardized Coefficient Beta	p-value	Decision- Making
H1: GBP BIM	→	0.392	0.000	H1 supported
H2: GBK BIM	→	0.535	0.000	H2 supported
H3: BIM GPI	→	0.213	0.027	H3 supported
H4: GBP GPI	→	0.359	0.000	H4 supported
H5: GBK GPI	→	0.352	0.000	H5 supported

Source: Data processed using AMOS7 Version

Hypothesis 1:

H_{o1}: Green Brand Positioning not positive effect on Brand Image.

H_{a1}: Green Brand Positioning positive effect on Brand Image.

Based on the results of data analysis in the table above, it is known that the value of standardized coefficients beta on the effect of green brand positioning on the brand image is equal to 0.392 with a significance level of 0.000, then the H1 decision is supported. So that the first hypothesis is that there is the effect of green brand positioning on the accepted brand image. This is shown by me being able to know the brand of environmentally friendly products through advertising so that it can create environmentally friendly products that are very comfortable to use.

Hypothesis 2:

H_{o2}: Green Brand Knowledge not positive effect on Brand Image.

H_{a2}: Green Brand Knowledge has a positive effect on Brand Image.

Based on the results of data analysis in the table above, it is known that the value of standardized coefficients beta on the effect of Green Brand Knowledge on Brand Image is equal to 0.535 with a significance level of 0.000, then H2 decisions are supported. So the second hypothesis is that there is the influence of Green Brand Knowledge on Brand Image accepted. This is indicated by the performance of environmentally friendly products that always meet my expectations so that they can create environmentally friendly products that are very comfortable to use.

Hypothesis 3:

H_{o3}: Brand Image not positive effect on Green Purchase Intention.

H_{a3}: Brand Image has a positive effect on Green Purchase Intention.

Based on the results of data analysis in the table above, it is known that the value of standardized coefficients beta on the effect of brand image on green purchase intention is 0.213 with a significance level of 0.027, then the H3 decision is supported. So that the third hypothesis is that there is an influence of brand image on the green purchase intention accepted. This is indicated by environmentally friendly products that have different images so that they can create me tend to buy environmentally friendly products because they feel concerned about the environment.

Hypothesis 4:

H_{o4}: Green Brand Positioning not positive effect on Green Purchase Intention.

H_{a4}: Green Brand Positioning has a positive effect on Green Purchase Intention.

Based on the results of the data analysis in the table above, it is known that the value of standardized coefficients beta on the effect of green brand positioning on green purchase intention is equal to 0.359 with a significance level of 0,000, then the H4 decision is supported. So that the fourth hypothesis is that there is an effect of green brand positioning on the green purchase intention accepted. This is shown by me being able to

know the brand of environmentally friendly products through advertising so that it can create me tend to buy environmentally friendly products because I feel concerned about the environment.

Hypothesis 5:

H_{o5}: Green Brand Knowledge not positive effect on Green Purchase Intention.

H_{a5}: Green Brand Knowledge has a positive effect on Green Purchase Intention.

Based on the results of data analysis in the table above, it is known that the value of standardized coefficients beta on the effect of Green Brand Knowledge on Green Purchase Intention is equal to 0.352 with a significance level of 0,000, then the H5 decision is supported. So the fifth hypothesis is that there is an influence of Green Brand Knowledge on Green Purchase Intention received. This is indicated by the performance of environmentally friendly products that always meet my expectations so that I can create my hope to buy environmentally friendly products in the future because they have environmental benefits.

VI. CONCLUSION

After testing the research problem, the results of data processing show that:

1. Green brand positioning has a positive effect on brand image, the first hypothesis is proven and accepted. This is supported by research conducted by Suki (2016).
2. The results obtained from data processing show that green brand knowledge has a positive effect on brand image, the second hypothesis is proven and accepted. This is supported by research conducted by Yang and Ha (2011).
3. The results obtained from data processing show that brand image has a positive effect on green purchase intention, the third hypothesis is proven and accepted. This is supported by research conducted by Toklu and Kucuk (2017).
4. The results obtained from data processing show that green brand positioning has an effect on green purchase intention, the fourth hypothesis is proven and accepted. This is supported by research conducted by Suki (2016).
5. The results of the fifth hypothesis are proven and accepted which prove that green brand knowledge influences the green purchase intention. This is supported by research conducted by Suki (2016).

Suggestions For The Next Research

For the next research it is recommended to research in other companies with more respondents to represent the entire population within the company. In addition, the next researcher can add other variables such as price variables, customer satisfaction, and the consumer environmental behavior such as the research conducted by Suki (2016). The next researchers can also use other analyzes such as the LISREL and PLS programs through the SEM (Structural Equation Modeling) technique to analyze the influence of green brand positioning, and green brand knowledge on the brand image, and green purchase intention.

Benefit Of Research

This research have benefits:

1. For Marketing Manager

Increasing purchase intention in order to create a successful business run by the company.

2. For The Next Researchers

The next researchers can discuss the green product quality as suggested in the research conducted by Suki (2016).

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