



Uncover The Role of Brand Elements of Customer's Choice for Sustainable Products

ABSTRACT

Nofriska Krissanya^{1*}, Meta Bara Berutu², and Bogy Febriatmoko³

^{1,2} Faculty of Economics and Business, Universitas Negeri Jakarta, Jakarta, 13220, Indonesia

³ Faculty of Economics and Business, Universitas Negeri Semarang, Semarang, 50229, Indonesia

*Corresponding author e-mail: nofriskakrissanya@unj.ac.id

This research aims to determine the factors that can influence consumers' intention to purchase sustainable beauty and body care products. This study is centered on investigating the influence of various brand elements, including green brand positioning (GBP), brand perception (BP), green brand knowledge (GBK), and attitude toward green brand (AGB), on consumers' purchase intentions regarding these products. It is posited that brand elements play a pivotal role in enhancing the competitive dimension of a brand, particularly in the context of sustainable products. A quantitative method was employed in this research with 223 respondents in Indonesia. The Structural Equation Modeling (SEM) technique was used to analyze the data using Smart PLS 3.0. The results of the study indicate that all examined brand elements have a direct impact on consumers' attitudes, which ultimately influence consumers' intention to purchase sustainable beauty and body care products. Based on the findings of this research, companies can focus their strategies on brand elements such as positioning, perception, and knowledge to get high intention on sustainable beauty and body care products. Therefore, companies need to consider promotional messages that contain green values or empower communities that work on sustainable lifestyles to get more intention on this product.

Keywords: Sustainable Products; Brand Knowledge; Brand Perception; Green Brand Positioning; Green Marketing

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INTRODUCTION

Environmental issues and global warming have become topics and actions in the world lately (Akhtar, 2023; Balmer, 2017). Not only that, researchers and academics have also begun to focus their attention on this environmental issue (S.-C. Chen & Hung, 2016). In research conducted by the Intergovernmental Panel on Climate Change (IPCC), climate change significantly impacts on humans and ecosystems (IPCC, 2023). Since global warming issues are a concern nowadays, many companies see this as both a challenge and an opportunity, especially in social responsibility (Hsu et al., 2017). The fact that the

climate crisis and the earth's condition are worsening triggers leaders and communities to start moving to improve it.

Indonesia's rapidly industrializing economy and population increase are causing waste challenges (Krissanya et al., 2023; Prigita & Alversia, 2022). The government began enforcing plastics-reduction regulations, although in practice it is still not optimal (Arifin et al., 2023; Kamaruddin et al., 2022). However, both consumers and businesses must contribute to this endeavor. Consumers are expected to practice sustainable consumerism daily, while businesses are encouraged to include environmental sustainability in their business strategy (Grimmer & Bingham, 2013; Raska & Shaw, 2012; H. Wang et al., 2019). As a result, sustainable products are one of the probable answers to environmental sustainability challenges.

One of the things that can be seen today is the number of campaigns that call for saving the environment. In the era of rapid technological advancements, the power of technology is harnessed to disseminate environmental awareness and foster the adoption of sustainable lifestyles. Today, consumers' awareness of the environmental impact of their purchases has increased over time (Krissanya et al., 2023; Nekmahmud, Naz, et al., 2022). Consumers are now looking for products that are safe for the environment, sustainable, and eco-friendly in light of their growing concern about climate change (Nekmahmud, Ramkissoo, et al., 2022; Ramkissoo et al., 2018). The beauty and body care industry is one industry that has seen a rise in demand for environmentally friendly products (J. Chin et al., 2018).

Beauty and body care is one of the largest industries globally, estimated at \$571 billion in 2023, and annual growth is expected to be 3,80% (Statista, 2023). Not only does it significantly impact the vibrant social lives of people worldwide, but it is also an essential industry in terms of its contribution to global GDP (Kumar, 2005). However, the beauty and body care industry contribute the most waste that is bad for the environment, such as packaging dominated by plastic or non-biodegradable materials, synthetic ingredients, or the harmful production using a chemical that is often released into the environment (Rode et al., 2021; Suphasomboon & Vassanadumrongdee, 2023).

Using natural ingredients is one strategy to eliminate unsustainable practices in the beauty and bodycare product sector. Numerous beauty and body care companies are now offering eco-friendly products that are cruelty-free, organic, and sustainable for the environment (Lavuri et al., 2022). Compared to their conventional counterparts, these products are frequently promoted as better for the environment, more skin-friendly, and more socially responsible (Lin et al., 2018; Paramita & Saputri, 2022). Therefore, this research will focus on sustainable beauty and bodycare products.

Many contributions have been made by researchers related to sustainable marketing, such as to explore customer's attitudes, to segment the market, to formulate strategies and programs to the sustainable products (T. Chen & Engineering, 2010; Y. S. Chen et al.,

2020; Koszewska, 2016; Krissanya et al., 2023; Raska & Shaw, 2012). Nowadays, people tend to consume product that safe and good for health, especially after pandemic Covid-19 (X. Chen et al., 2022). Despite increasing availability, many customers must decide whether to switch to green beauty and body care products. Some customers are skeptical about these products' efficacy, while others are put off by their higher price tag (T. Chin et al., 2019). Therefore, companies that want to market their green beauty and body care products successfully must comprehend the factors influencing consumer intent to purchase.

Although awareness of the importance of sustainable products has increased, purchase intention and adoption rates for these products still face various challenges (Wangsa & Sin, 2024). One of the key issues is how brands can position themselves as green brands in consumers' minds, as not all brands can establish a strong green perception. To enhance the attractiveness of green products, green brand knowledge serves as a crucial factor in purchase decisions. The more information consumers obtain about green products, the higher their tendency to purchase them. Additionally, consumer perception of a brand is a significant determinant in shaping purchase intention for green products, particularly considering the greenwashing phenomenon. Therefore, this study aims to analyze the role of brand elements consisting of green brand positioning, green brand knowledge, and brand perception in influencing the purchase intention of green beauty and body care products.

Previous studies showed that it is essential for companies to distinctive about green strategies contrapose competitors (Bedard & Tolmie, 2018; Huang et al., 2014). One of the strategies to increase people's intention to buy and use sustainable beauty and body care products is optimizing brand elements. Green branding helps businesses establish customer trust and market distinctiveness (Bačevac et al., 2019; Raska & Shaw, 2012; Rios et al., 2006). In reality, there has been little study on the influence of customer perceptions of green marketing methods on green behavior (Cronin et al., 2011; Huang et al., 2014). Therefore, this study uses green brand positioning (GBP), brand perception (BP), and green brand knowledge (GBK) as brand elements variables to measure attitudes towards brands that ultimately affect the intention to purchase sustainable beauty and body care products. While previous studies have examined the direct impact of these variables individually on consumer's attitude and intention to purchase sustainable products, little attention has been given to the underlying mechanisms that drive these relationships together (Y. Chen et al., 2017; Dixit et al., 2020; Huang et al., 2014; Safeer et al., 2022). Previous study which done by (Huang et al., 2014) and (Y. M. Wang et al., 2022) only examine brand positioning and brand knowlegde's on purchase intention. Thus, this study adds brand perception as one of the predictors of consumer's attitude toward sustainable products because companies need to know whether the brand positioning created aligns with the perception perceived by consumers.

Investigating this research gap is crucial for businesses operating in the green beauty and body care industry, as it will provide them with valuable insights into the specific

mechanisms through which green brand positioning, brand perception, and green brand knowledge influence consumers' attitudes and purchase intentions. This knowledge will enable companies to develop targeted marketing strategies and communication campaigns that effectively build consumer trust and enhance their brand's sustainability image, thereby driving positive consumer behavior towards sustainable products.

LITERATURE REVIEW

Purchase Intention (PI)

Theory of Planned Behavior by (Ajzen, 1991) applied in this study to predict consumers' purchase intention of sustainable product. Intention to buy a product is a process experienced by individuals. Intention can be used to predict behavior, in this case, the behavior of purchasing a sustainable product (Ajzen, 1991). Many factors have been proven to determine consumer intentions in buying or consuming a product. In this context, the sustainable product of PI is defined as the prospect of customers purchasing an environmentally friendly brand to meet their needs (X. Chen et al., 2022; Ko & Jin, 2017). (Zhuang et al., 2021) said that PI of sustainable products is an essential metric for determining people's present and prospective preferences for this product. Some variables are used to predict consumers' intention of beauty and body care sustainable products, such as green brand positioning, brand perception, green brand knowledge, and attitude toward the green brand.

Green Brand Positioning (GBP)

Positioning in the context of a brand is crucial in the brand management of a product. Brand positioning allows brands to differentiate themselves from competitors, which means their competitive advantage (Fayvishenko, 2018). Positioning refers to what a brand wants to achieve in the minds of its consumers. Strategies to place brands in the minds of consumers are carried out in many ways, for example, by forming a brand identity that aims to form a brand image following what consumers expect (Keller & Swaminathan, 2020). When entering green market, it is important for a brand to embed eco-friendly positioning in the minds of its consumers (T. Chin et al., 2019). In the context of sustainability, green brand positioning leads to strategies and values that emphasizes its dedication to implementing and communicating to use natural materials, being environmentally friendly, being produced ethically and not destroying nature, minimizing environmental damage, and campaigning for an environmentally friendly movement (Hartmann et al., 2005). By adopting these green elements, a brand can gain positioning and unique selling points that can be offered to consumers.

In addition, a brand can create an identity and communicate green values to gain positive perceptions from consumers, ultimately affecting consumer attitudes (Mehraj & Qureshi, 2022), so it can be concluded that GBP directly contributes to AGB. With the attempts to be the most prominent in the consumer's consciousness, a green brand may

maximize its advertising and marketing efforts to attract more customers, implying that GBP contributes positively to PI. With the established direct relationships between GBP and AGB, as well as between AGB and PI, this indicates that AGB is a crucial determinant of consumers' purchase intention for sustainable products, as supported by the research conducted by (Y. M. Wang et al., 2022). Furthermore, GBP influences PI through the mediating role of AGB. Thus, the following hypotheses can be obtained:

H1: GBP directly contributes to AGB

H2: GBP directly contributes to PI

H3: GBP impacts PI, mediated by AGB

Brand Perception (BP)

What consumers think of a product/brand is an understanding of consumer perception. This consumer perception is usually formed from past experiences using the product, beliefs, consumer likes or dislikes, and consumer habits in using the product/brand. Although these perceptions arise from these things, perceptions can be formed from marketing and advertising messages from the brand/ organization (Dixit et al., 2020). Perception is portrayed as an essential process through which people obtain information from their environment and infer this knowledge according to their necessities, behavior and perspective (Walters & Bergiel, 1989). Cognitive, affective, and behavioral components can be used to identify consumer perceptions of a brand (Dixit et al., 2020). This study uses these components to measure how consumers perceive a brand. These brand perceptions' aspects can influence consumer attitudes towards a brand which in turn can lead to consumer buying interest (Dixit et al., 2020). Thus, another hypotheses can be obtained:

H4: BP directly contributes to AGB

H5: BP impacts PI, mediated by AGB

Green Brand Knowledge (GBK)

Product knowledge is one of the concerns for marketers in making marketing efforts. It is advantageous for a brand if its target consumers know about the products offered because this is part of forming a brand's awareness (Keller & Swaminathan, 2020).GBK is defined as how a company's brand qualities transmit knowledge or information regarding the distinctive characteristics of their products (Mohd Suki, 2016). GBK helps brands to create a foundation of confidence for consumers to use sustainable products (X. Chen et al., 2022). Consumers will gather more information about the product before they buy it (Rakhmanita et al., 2023). It has been shown that GBK positively contributes to attitude and green purchase intention. Therefore, the following hypotheses are:

H6: GBK directly contributes to AGB

H7: GBK directly contributes to PI

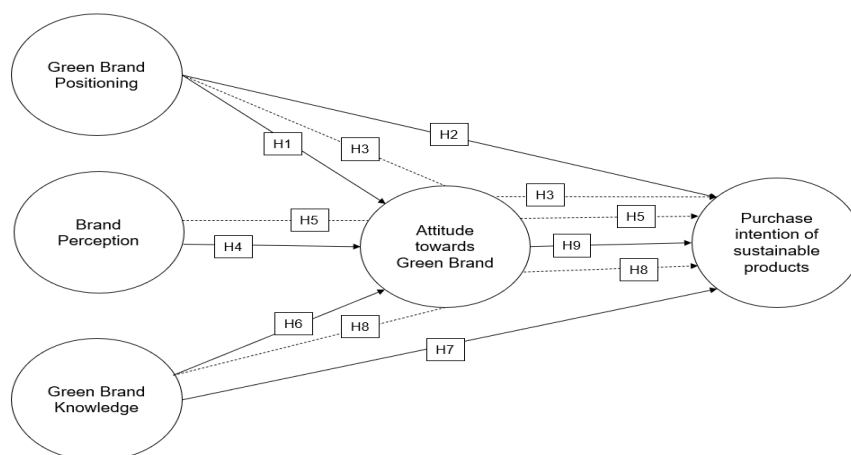
H8: GBK impacts PI, mediated by AGB

Attitude towards Green Brand (AGB)

With the rise of environmental issues, it is essential to increase public awareness and attitudes to use sustainable products and ask businesses in various fields to apply the concept of sustainable development. The level of a person's value of goods and services is called attitude (Ajzen, 1991). In predicting purchase or consumption behavior, attitude is often used as an initial indicator. Many scholars have shown that the relationship between attitude and behavior is positive (Han et al., 2010; Nguyen et al., 2019). In previous research conducted by (Khoiriyah et al., 2018), attitudes towards green products are considered essential in the willingness to pay and purchase intention for environmentally friendly products. Therefore, a hypothesis can be obtained:

H9: AGB directly contributes to PI

Hypothesis of the research



Source : Figure by authors

Figure 1. Hypothesis of the research

METHODOLOGY

A deductive approach was used in this study to form the model and result analysis. This study adopted a quantitative method to test the hypotheses formulated earlier. In detail, this paper analyzes the determinants of consumers' purchase intention for sustainable beauty and body care products, specifically examining the direct contribution of green brand positioning, brand perception, and green brand knowledge to attitude toward green brands, as well as how consumers' attitude toward green brands influences their purchase intention for sustainable beauty and body care products. This study also tests the mediation role of attitude on purchase intention. This

study uses a population of employees in Jakarta and its surroundings who are considered appropriate for this study. Purposive sampling is applied in this study, with the sample criterias being employees who live in Jakarta and its surrounding areas, are at least 20 years old, and have knowledge of and interest in purchasing sustainable beauty and body care products. This population is taken because it can describe productive people who can buy or consume sustainable beauty and body care products. An online survey was conducted using the Microsoft Forms platform. A total of 223 respondents who met the requirements and returned the designed questionnaire were used as samples in this study.

Previous studies were used in developing questionnaire items. A total of 22 question items were distributed to test consumer's intention of sustainable beauty and bodycare products. The questionnaire items were developed from previous studies. It consists of 5 statements to test GBP (Huang et al., 2014); 5 statements to test BP (Dixit et al., 2020); 4 statements to test GBK (Mohd Suki, 2016); 3 statements to test AGB (Y. Chen et al., 2017) and 5 statements to test PI (Wu et al., 2014). A five-Likert scale is used in this study. In summary, Table 2 will describe the results of measurement. This paper uses PLS-SEM to analyze the data. PLS-SEM is a statistical technique widely employed in empirical research to examine complex relationships and interactions within structural equation models. This technique accommodates the assessment in exploring relationships in complex, smaller sample size and testing theoretical frameworks effectively (Hair et al., 2019).

RESULTS

Demographic Characteristics

As seen in Table 1, female with age 20-24 years old dominates the data. It could be concluded that this sector can be the main market target for sustainable beauty and bodycare products. In addition, women with single status and bachelor's degree dominated the survey data. Women of this age and education have valuable insight into the research. Some possibilities are that young women tend to be more environmentally conscious, with potential exposure to media and campaigns on climate change, sustainability, and environmental issues that may influence their attitudes towards sustainable products. In addition, single individuals in their 20s may have more disposable income to spend on personal care products, allowing them to invest in green alternatives often priced slightly higher than conventional products.

Table 1. Demographic Characteristics of Respondents

Demographic Items	Cohort	Freq.	(%)
Age	20-24 yo	110	49%
	25-29 yo	92	41%
	30-34 yo	18	9%
	35-39 yo	3	1%
Gender	Male	35	16%
	Female	188	84%
Education level	Under high school	3	1%
	High school	74	34%
	Diploma	43	18%
	Undergraduate	86	38%
Status	Postgraduate	17	9%
	Single	135	61%
	Married	5	2%
	Divorced	4	2%
	Couple died	79	35%

Source: Primary Data Processing, 2024

Measurement Model Examination

After collecting data, researchers need to assess the validity and reliability using the outer model. (Hair et al., 2014) stated that to assess the validity and reliability of the data, the factor loading of all constructs must meet the values between 0.563 and 0.938. As seen in Table 2, each construct has met the requirements of validity and reliability testing. In addition, the values of Composite Reliability (CR) and Cronbach Alpha (CA) were greater than 0.5 and Average Variance Extracted (AVE) values for all constructs were greater than 0.5. It indicates that all constructs in this paper were valid and variable.

Table 2. Indicator's Validity and Reliability Test

References	Indicator	Loading Factor	AVE	CA	CR
GBP (Huang et al., 2014)	The brand is associated with convenience.	0.665	0.532	0.878	0.772
	High quality is associated with the brand	0.617			
	The brand is professional	0.576			
	The brand is well known	0.566			
	The brand is environment friendly	0.613			
BP (Dixit et al., 2020)	the brand will be environmentally beneficial.	0.638	0.548	0.875	0.802
	It is common to purchase	0.641			

References	Indicator	Loading Factor	AVE	CA	CR
	natural and organic beauty & bodycare products				
	I prefer natural and organic beauty and bodycare products over conventional ones	0.673			
	My purchase habits are influenced by my concern ofor the environment	0.667			
	I dedicate a considerable amount of time to researching green products before finalizing my purchasing decisions.	0.723			
GBK (Mohd Suki, 2016)	The environmental performance of the green product aligns with what I expect	0.655	0.582	0.874	0.786
	Availability of access is a main reason for high demand and popularity of green products	0.581			
	I buy the products due to their eco-friendly nature.	0.799			
	I buy the products because because they offer greater environmental advantages	0.723			
AGB (Y. Chen et al., 2017)	I prefer the brand because it is eco- friendly	0.772	0.532	0.873	0.772
	I prefer the brand due to its commitment to environmental issues.	0.775			
	I perceive the brand as valuable due to its environmental achievements.	0.632			
PI (Wu et al., 2014)	I have a preference for acquiring sustainable beauty and body care products.	0.642	0.540	0.875	0.796
	I'm willing to pay more on sustainable beauty and bodycare products	0.592			
	My primary consideration will be given to sustainable beauty and body care	0.685			

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References	Indicator	Loading Factor	AVE	CA	CR
	products.				
	I will repurchase sustainable beauty and bodycare products	0.727			
	I will suggest to others that they buy sustainable beauty and body care products	0.664			

Source: Primary Data Processing, 2024

The next measurement is discriminant validity testing using cross-loading criterion factors. The primary function of this test is to assess whether the constructs in the model are sufficiently distinct from one another, meaning that they measure different concepts and do not overlap too much in their indicators. Table 3 reported that each construct has a bigger value than the others. It explained that each construct meets discriminant validity assessment and does not overlap with another construct.

Table 3. Discriminant Validity Assessment

Construct	GBP	BP	GBK	AGB	PI
GBP1	0.665	0.403	0.297	0.284	0.323
GBP2	0.617	0.329	0.207	0.279	0.270
GBP3	0.576	0.218	0.165	0.263	0.306
GBP4	0.566	0.370	0.285	0.247	0.376
GBP5	0.613	0.293	0.397	0.375	0.319
BP1	0.392	0.638	0.406	0.438	0.284
BP2	0.351	0.641	0.399	0.336	0.433
BP3	0.413	0.673	0.430	0.371	0.405
BP4	0.272	0.667	0.359	0.360	0.321
BP5	0.344	0.723	0.349	0.424	0.370
GBK1	0.362	0.401	0.655	0.479	0.367
GBK2	0.271	0.351	0.581	0.381	0.347
GBK3	0.318	0.506	0.799	0.583	0.506
GBK4	0.318	0.346	0.723	0.510	0.516
AGB1	0.397	0.482	0.563	0.772	0.424
AGB2	0.355	0.433	0.589	0.775	0.447
AGB3	0.294	0.351	0.384	0.632	0.420
PI1	0.424	0.396	0.414	0.420	0.642
PI2	0.256	0.359	0.407	0.341	0.592
PI3	0.393	0.353	0.468	0.447	0.685
PI4	0.378	0.330	0.438	0.393	0.727
PI5	0.263	0.342	0.364	0.327	0.664

Source: Primary Data Processing, 2024

Hypothesis Testing

To examine the hypothesis, the inner model testing was carried out. As seen in Table 4, all hypotheses were accepted. In addition, the variance (Q²) results for AGB and PI were 0.555 and 0.485. The Goodness of Fit of this study was 0.734 resulting from multiplying the Q². It indicated that the research model is good enough to predict buying sustainable beauty and body care products.

Table 4. Hypothesis Testing Results

Hypothesis	Original Sample (O)	T Statistics	P Values	Decision
GBP → AGB	0.130	2.137	0.033	Accepted
GBP → PI	0.263	3.818	0.000	Accepted
GBP → AGB → PI	0.025	1.492	0.136	Rejected
BP → AGB	0.203	2.915	0.004	Accepted
BP → AGB → PI	0.039	1.684	0.093	Rejected
GBK → AGB	0.534	9.728	0.000	Accepted
GBK → PI	0.378	4.552	0.000	Accepted
GBK → AGB → PI	0.103	2.491	0.013	Accepted
AGB → PI	0.192	2.608	0.009	Accepted

Source: Primary Data Processing, 2024

DISCUSSION

The Relationship between Green Brand Positioning, Attitude toward Green Brand, and Purchase Intention

H1 is accepted as indicated by the significant positive effect of GBP to AGB. It is aligned with (Huang et al., 2014)'s study. GBP focuses on instilling the value of brand sustainability in the minds of consumers. By emphasizing sustainability, as demonstrated through its brand positioning, it will be able to differentiate itself as a competitive advantage. With this unique position, it not only reflects the brand's commitment to the environment but also fosters a positive attitude towards the brand among consumers who genuinely value and seek sustainability that aligns with their beliefs. Consequently, this can enhance the brand's credibility and trustworthiness. Therefore, it can create and develop a positive attitude towards a brand focused on sustainability.

H2 is accepted as indicated by the significant positive contribution of GBP to PI, which is in line with study conducted by (T. Chin et al., 2019). The finding indicates that GBP is strategically important in shaping consumer intentions to use the products. A good of GBP is shown through consumer awareness and careness of sustainable products (H. Wang et al., 2019). Companies must consider positioning elements to distinguish products or brands from competitors. With the uniqueness of sustainable products, such as higher prices and product quality, companies can use positioning strategies to become the first choice for consumers (Krissanya et al., 2023).

Based on results from Table 4, H3 is rejected. This finding is inconsistent with research conducted by (Fatmawati & Amudi, 2023; Y. M. Wang et al., 2022). When consumers do not feel the alignment between their personal values and the green positioning adopted by the brand, AGB is not formed strongly, which can reduce the influence of GBP on PI. Another possibility is that the brand positioning built by green brands may not always be successfully communicated to consumers, so it has no effect on consumer attitudes and purchase intention.

The Relationship between Brand Perception, Attitude toward Green Brand, and Purchase Intention

H4 is accepted, which BP gives a positive direct contribution to AGB. It aligns with a study done by (Dixit et al., 2020). In his study, BP consists of cognitive, affective, and behavioral components which affect customers' attitude in green apparel brands. Brand perception plays a crucial role in shaping consumer attitudes, particularly in the context of green beauty and body care products. When consumers perceive a brand positively regarding its sustainability practices—such as the use of natural ingredients, transparency in the supply chain, and compliance with environmental standards, they are more likely to develop a positive attitude toward the brand. Conversely, if consumers detect greenwashing, where a brand merely capitalizes on a green image without implementing real sustainability efforts, their attitude toward the brand tends to be negative. Therefore, organizations can leverage these perception elements to influence consumers' attitudes toward green products. H5 is rejected, this finding is not consistent with study conducted by (Dixit et al., 2020). AGB in the context of this study does not mediate the relationship between BP and PI, but BP has a direct influence on PI (H4). If consumers already have a good sustainability track record and are perceived by consumers as such, then consumers can be directly attracted to buy without the need to form an attitude first.

The Relationship between Green Brand Knowledge, Attitude toward Green Brand, and Purchase Intention

H6 and H7 are accepted, as indicated by direct positive contribution of GBK to AGB and AGB to PI. These findings are aligned with study that has been done by (Huang et al., 2014; Mehraj & Qureshi, 2022; Mohd Suki & Suki, 2016; Zhou et al., 2021). The more people know about sustainable products, the more they will act positively and want to buy the products. In the context of green beauty and bodycare products, consumers who tend to understand the benefits of green products such as environmental and health benefits, tend to see the brand as credible and committed to the environment, which in turn increases trust in the brand and strengthens AGB. GBK also influences purchase intention, as consumers who have a deeper understanding of the benefits and impacts of green products will be more compelled to make a purchase. When they realise that the product not only supports sustainability but also provides added value to them, such as safer and higher quality materials, the propensity to purchase the product increases. Conversely, a lack of knowledge can lead to uncertainty and scepticism, which

can inhibit purchase intention. H8 is accepted, this finding is consistent with study conducted by (Vollebregt & Riskos, 2024). Consumers tend to develop positive attitudes towards brands which in turn can increase consumer purchase intentions towards green products when consumers have a good understanding of the environmental commitment and sustainability practices of a brand.

The Relationship between Attitude toward Green Brand and Purchase Intention

The last hypothesis (H9) is accepted, AGB give a positive contribution to PI, aligned with study by (Huang et al., 2014; Mehraj & Qureshi, 2022). Customers' attitude and awareness of sustainable products will shape customer's intention to buy the products. Consumers who tend to have a positive attitude towards a brand will usually have an emotional connection to the brand, reduce risk perceptions and further increase consumers' tendency to buy green beauty and bodycare products.

CONCLUSION

This study aims to analyse the role of brand elements consisting of green brand positioning, green brand knowledge, and brand perception in influencing the purchase intention of sustainable beauty and body care products with AGB as mediating variable. GBP, BP, and GBK give a positive direct impact to AGB, and AGB influences PI positively, while only GBK has an indirect impact to PI through AGB.

With the growing environmental awareness in society, there exists an avenue of opportunities for companies to contribute. Environmentally friendly products in Indonesia have yet to gain significant consumer traction due to various factors. However, the sustainability movement is currently gaining momentum, wherein one product that stands to capitalize on this opportunity is sustainable beauty and body care products. Findings in this study indicate several brand elements that can be utilized to predict the intention to purchase sustainable beauty and body care products, namely positioning, knowledge, and perception, which collectively shape consumers' attitudes and intentions towards purchasing or using these products.

Consequently, companies are integrating environmental concerns into their marketing strategies to encourage societal involvement. By leveraging the brand elements scrutinized in this study, businesses can optimize their deployment to enhance the intention to purchase these products. Green brand positioning (GBP), brand perception (BP), and green brand knowledge (GBK) all exert a significant positive influence on attitude towards green brands (AGB) and purchase intention (PI). From these findings, companies can concentrate on effective positioning and fostering strong brand knowledge through the optimization of marketing communication strategies with a focus on green marketing.

Implications of the Research

Typically, eco-friendly products possess distinctiveness and often higher costs, necessitating concerted efforts in promotion. Furthermore, companies can incorporate social values associated with environmental issues into their promotions to heighten consumer environmental awareness. Moreover, companies have the potential to engage in collaborative efforts with communities dedicated to green lifestyles, thus fostering increased intention towards this product.

Limitation and recommendations

This research also presents limitations in terms of its theoretical implications. The evaluation of predictive significance indicates a value significantly deviating from unity. Hence, there remains a need for further enhancement of this research model by incorporating more comprehensive variables, thereby contributing novelty to the academic area. Furthermore, to comprehensively grasp the authentic variables impacting the intention to acquire green products, an exploratory qualitative approach becomes imperative to corroborate the outcomes.

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