

ABSTRACT

This study aims to determine the effect of green brand positioning, attitude toward green brands, and green brand knowledge on green product purchase intention and attitude toward green brands as intervening variables on green product purchase intention. The object of this research is the environmentally friendly products of PT Unilever Indonesia, Tbk. This research was conducted in the city of Bandung. The method used in this research is non probability sampling with purposive sampling technique. The data collected through a questionnaire is measured with a Likert scale, where the data collected is 400 respondents. Data analysis was performed using the help of smartPLS 3.0 software.

The results showed (1) green brand position, attitude toward green, and green brand knowledge partially have a positive and significant effect on green product purchase intention both partial and simultan, (2) green brand knowledge has a positive and significant effect on attitude toward green brand, (3) this research model is proven to be able to measure exogenous variables against endogenous variables where the R^2 value is 0.707, and can measure the effect of green brand knowledge on attitude toward green brand, the resulting R^2 value is 0.553.

PT Unilever Indonesia can use green marketing, social media influencers, digital media advertising, and expose Creasolv technology to strengthen brand positioning, consumer attitude, green brand knowledge so as to increase green product purchase intention. The next researcher can add qualitative methods, use moderating variables, and test green persistence intention.

Keywords: Green Marketing, Green Brand Positioning, Green Brand Knowledge, Attitude Toward Green Brand, Green Product Purchase Intention.