The Influence of Green Brand Positioning, Attitude, and Green Brand Knowledge on Purchase Intention of Mineral Botanica Products (A Study on Consumers in Bandar Lampung)

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	ABSTRACT
	This study aims to determine the effect of Green Brand Positioning, Attitude and Green Brand Knowledge on Consumer Purchase Intention towards Mineral Botanica products (Study on Consumers in Bandar Lampung City). The phenomenon of increasing public awareness of environmental issues encourages skincare manufacturers to implement desire-based marketing strategies. This study uses a quantitative approach with a survey method. The sample in this study was 200 respondents who were skincare consumers in Bandar Lampung, without age or generation restrictions. The sampling technique used purposive sampling, and data analysis was carried out using multiple linear regression using SPSS 25 software. The results showed that the variables Green Brand Positioning, Attitude and Green Brand Knowledge had a positive and significant effect on Purchase Intention. These findings indicate that brand placement that is oriented towards environmentally friendly values, positive consumer attitudes towards green brands, and good consumer knowledge about the brand can increase purchase intention towards Mineral Botanica products. This study is expected to be a strategic reference for skincare industry players in strengthening the image of sustainable brands in the local market.
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INTRODUCTION

Technology, environmental awareness, and social ideals have changed consumer behavior in recent years. Perception, attitude, cultural norms, and social expectations increasingly impact consumers' demands, motives, choices, and purchasing patterns (Kotler & Armstrong, 2018). Economic factors like income and market dynamics can affect customers' buying power. Technology, particularly digital media and social networks, has changed how customers engage with and access product information, changing their awareness and purchase behavior.

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The cosmetics industry is increasingly interested in natural and eco-friendly goods. Modern customers value sustainability, ethical sourcing, and transparency, driving this trend. Changes in customer behavior affect buying intentions. Purchase intention is crucial to understanding a consumer's propensity to purchase. It helps businesses predict consumer decisions and is influenced by product quality, price, brand image, and increasingly, environmental factors like green brand positioning, attitudes toward green brands, and green brand knowledge (Chen & Chang, 2012).

Growing awareness of environmental sustainability has increased demand for eco-friendly, organic, or plant-based, and transparent products. This trend is seen in "organic," "vegan," and "cruelty-free" goods from The Body Shop, Sensatia Botanicals, and ESQA. These firms use green brand positioning to highlight the product's environmental advantages. Such positioning may boost cosmetics' reputation among eco-conscious customers. Green brand positioning may include sustainable innovation, eco-education, and integrated green marketing strategies.

Cosmetic companies have incorporated sustainable ideals, according to Mash Moshem (2023). The Body Shop emphasizes cruelty-free and fair trade, whereas Mineral Botanica, an Indonesian company, sells vegan goods made from plant-based oils and extracts. Indonesian vegan, cruelty-free cosmetic products include ESQA and Looke. These methods are part of a larger green marketing trend as local and multinational enterprises battle to fulfill demand for eco-friendly goods. Mineral Botanica ranks second among the top five vegan cosmetics brands in Indonesia, after The Body Shop, which remains customers' top choice, according to Populix (2022).

Despite company promises of eco-friendliness, consumer buying behavior sometimes disappoints. Consumers' unwillingness to convert to greener goods is a big hurdle (Pahlevi & Suhartanto, 2020). This contradiction emphasizes the necessity of understanding psychological and informational purchasing intention elements. Fishbein and Ajzen (1975) describe attitude as a person's good or bad opinion on something. Attitudes represent customers' opinions on green goods and their worth. Awareness of a green brand's sustainable practices typically leads to a good opinion.

Thus, green brand knowledge influences customer behavior. This includes product ingredients, manufacturing procedures, and environmental implications. Indonesia's beauty business has risen due to competitive price, international-brand quality, and cultural congruence, including halal certification. Mineral Botanica is a popular local skincare and cosmetics business that uses natural ingredients and advanced technologies. Widy

Susindra and Anita Loeki founded the firm in 2015 to provide Indonesians useful, economical, and eco-friendly goods (Mineral Botanica, 2023).

Mineral Botanica uses recyclable packaging (rPET bottles), avoids toxic chemicals, and refuses animal testing to encourage sustainable skincare. The company makes eco-friendly products with Liberty Society to empower neglected populations. Such projects reflect its idea of exterior beauty mirroring internal principles like empowerment and ongoing growth. Many users laud Mineral Botanica for its natural components and skin compatibility, however others are dissatisfied owing to product ineffectiveness or incompatibility, underlining the need for better consumer perception and intention data (Femail.daily, 2024).

Mineral Botanica's website educates consumers on face skin disorders and product ingredients. The brand promotes customer trust and expertise via articles and product recommendations. As people grow more environmentally conscious, customers evaluate goods ecological footprints. Thus, green brand knowledge strongly influences their views and buying intentions. This research focuses on purchase intention, which indicates a consumer's buying preparedness. Effective green marketing may increase environmentally concerned customers' purchasing intentions, according to Chen and Chang (2012). Understanding the link between green brand positioning, attitude, and green brand knowledge is crucial to understanding customer intention drivers, especially for a new yet competitive brand like Mineral Botanica. The brand rates high among local green cosmetic companies, although it lags The Body Shop in top-of-mind recognition.

Green brand features affect customers' buying intentions differently, according to research. Knowing that green brand positioning, attitude, and green brand knowledge impact green purchase intention predicts that informed customers will favor environmentally conscientious items. Siyal et al. (2021) found that green positioning, attitudes, and brand understanding strongly impact intention. Other research (Wicaksono & Wardhana, 2024; Thao et al., 2020; Wahyuningtias & Artanti, 2020) demonstrate green brand knowledge may not matter. Pebrianti, Aulia, and Bursan et al. (2021) found no indication that environmentally aware brand positioning or attitudes mattered.

These inconsistent results suggest greater study on green brand positioning, attitude, green brand knowledge, and willingness to purchase. This research examines eco-friendly cosmetics customer behavior and provides practical advice to green product companies. This research examines how Mineral Botanica's green brand positioning, customer attitude, and brand understanding affect Bandar Lampung product purchases. The study examines

these three elements to explain why people prefer eco-friendly cosmetic products. This research will contribute to green marketing and sustainable consumer behavior information and help Mineral Botanica innovate, engage with customers, and improve their marketing. This is particularly true for Indonesian local business development.

RESEARCH METHOD

Research Design

This study utilizes a quantitative research approach to gather numbers using structured questions (Sekaran & Bougie, 2016). In particular, the study employs questionnaires to collect data from respondents. People acquainted with Mineral Botanica products are targeted. The research examines how one variable influences another using primary and secondary data. Sekaran (2017) defines primary data as information personally gathered by the researcher for the study, whereas secondary data comes from existing materials or publications. On a structured questionnaire, respondents are expected to be honest about their experiences. According to Sekaran and Bougie (2016), a questionnaire is an organized method of collecting data from respondents using written or spoken questions.

Data Sources and Data Collection Methods

This research uses primary and secondary data. This study relied on questionnaires to acquire primary data. The questionnaire uses a Likert scale from 1 (strongly disagree) to 5 (strongly agree) to assess respondents' agreement with different propositions (Sekaran & Bougie, 2016). Secondary data came from journals, books, online articles, magazines, and other relevant publications to support this research's theoretical underpinning (Sekaran & Bougie, 2016). Sekaran and Bougie (2016) suggest interviews, observations, physical measures, and questionnaires for data collecting. This research relies on questionnaires. A literature survey was also undertaken to collect theoretical and conceptual references from prior research, scientific journals, and published sources to support this study's theory. This research released its questionnaire online using Google Forms to a larger group of Mineral Botanica product users. Following the directions, respondents filled out the questionnaire and gave their honest comments. This study uses the Likert scale to examine attitudes, perceptions, and intentions by determining how strongly participants agree or disagree with each statement (Sekaran & Bougie, 2016).

Population and Sample

The target population in this study is a group of people with the knowledge the researcher needs to derive conclusions (Sekaran & Bougie, 2016).

Prospective eco-product buyers make up the population. The sample, a subset of the population that embodies its features, was chosen to facilitate data collection and ensure generalizability (Sekaran & Bougie, 2016). This study employs purposive sampling to choose participants based on particular criteria. The sample comprises Mineral Botanica product users over 17 years old, who are mature enough to comprehend eco-friendly goods and answer the questionnaire. Hair et al. (2019) advocate a sample size of 100 or 5–10 times the number of indicators. This research has 20 indicators, hence 200 respondents are needed (20 x 10). The study calculated that 200 respondents are needed to analyze consumer behavior toward green cosmetics accurately, validly, and reliably.

Operational Definitions of Variables

Operational definitions let researchers quantify and visualize intangible notions. Sekaran and Bougie (2016) define operational definition as making a variable more tangible by reducing its abstractness. This study uses independent and dependent variables. Purchasing intent is the dependent variable, whereas green brand positioning, attitude, and green brand knowledge are independent. "Green brand positioning" emphasizes the environmental benefits of eco-friendly products and services to attract consumers (Suki, 2016). Product quality, price sensitivity, individual requests, and eco-friendly preference statements are measured by this variable.

Second, consumer sentiment about green companies shows how customers evaluate and express their brand opinions. It includes reliability, environmental awareness, and product promises (Suki, 2016). Third independent variable "green brand knowledge" assesses how strongly buyers associate a brand with eco-consciousness and environmental responsibility. Consider what customers expect from green products in terms of performance and long-term benefits. The dependent variable, purchase intention, is the chance that a person will buy a product, indicating their eagerness and willingness to buy (Suki, 2016). The joy one gets from buying environmentally friendly products today and in the future are signs. Each concept is outlined below to help understand and guide study measurement.

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Data Analysis

This study starts data analysis with a validity test to guarantee research instrument correctness and trustworthiness. Sekaran and Bougie (2016) define validity as a tool's ability to measure its target idea. This study uses the validity test to assess whether the questionnaire questions are acceptable and properly reflect the variables. A questionnaire is legitimate if it captures the researcher's desired information. Each indicator is valid if its factor loading exceeds 0.50 with a 5% significance threshold in factor analysis. This stage verifies that each item accurately represents its design.

After validity, test the instrument's dependability. Measurement tool reliability is its constancy across time. According to Sekaran and Bougie (2016), a dependable instrument yields consistent findings under consistent circumstances. This study evaluates questionnaire reliability using Cronbach's Alpha, which assesses internal consistency. A variable is dependable if Cronbach's Alpha is above 0.60 (Hair ret al., 2019). This survey employs a Likert scale from 1 to 5, so Cronbach's Alpha can assess green brand positioning, customer attitudes, brand understanding, and purchase intention reliability.

Multiple linear regression analysis in SPSS tests hypotheses. The regression model is expressed as $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$, where Y represents purchase intention and X1, X2, and X3 indicate green brand positioning, attitude, and green brand knowledge. Hypothesis testing involves R^2, t-tests for variable significance, and F-test for model significance. These studies evaluate how much each independent variable affects consumers' Mineral Botanica product purchases.

RESULT AND DISCUSSION

Questionnaire Collection, Validity Test, and Reliability Test

This research collected data from Mineral Botanica customers in Bandar Lampung using questionnaires. The surveys were sent online using Google Form for greater accessibility. Data gathering took around a month, from April 29 to May 28, 2025. For analysis, 200 valid replies were obtained. Purposive sampling targeted Mineral Botanica product users. The survei used a Likert scale from 1 (strongly disagree) to 5 (strongly agree). The data was examined using multiple linear regression to see how independent factors affect purchase intention.

The study instrument's concept validity was verified using factor analysis. A questionnaire is legitimate if its questions reliably measure the target variables, according to Sekaran and Bougie (2017). Validity is achieved when factor loading surpasses 0.50. All indicators—green brand positioning (X1), attitude (X2), green brand knowledge (X3), and purchase intention (Y)—met this condition, suggesting that each question accurately evaluates its concept. The Cronbach's Alpha coefficient assessed item internal consistency during reliability testing. A variable is dependable if Cronbach's Alpha is above 0.60 (Hair ret al., 2019). As indicated, all variables exceeded this criterion with values from 0.607 to 0.807. The questionnaire questions in this research consistently measure the characteristics they are supposed to reflect, proving the measuring instruments' dependability.

Descriptive Analysis

The demographic analysis of the respondents in this study was based on several key characteristics, beginning with gender. The majority of respondents were female, comprising 90% of the total 200 individuals, while male respondents accounted for just 10%. This result aligns with the nature of the research object—green skincare products—wherein women tend to show higher interest and engagement. According to Zhao et al. (2021) in *Frontiers in Psychology*, women tend to express a stronger intention to engage in green consumption due to higher levels of altruism and social concern. While female consumers still dominate the green beauty market, the increasing participation of men in skincare consumption reflects changing beauty norms that are becoming more gender-inclusive.

The majority of responders (65.5%) have a bachelor's degree, followed by high school graduates (19%). This shows that higher education increases awareness and enthusiasm in eco-friendly goods. Graça and Pioche Kharé (2023) found that higher education enhances environmental awareness and perceived consumer effectiveness, which drives purchase intention toward

green products. University students, who actively engage with educational content and green brand campaigns, tend to be more responsive in choosing sustainable products. These findings support the premise that education influences ecologically responsible product and lifestyle choices. The bulk of responders, 70.5%, were 17–24 years old. Generation Z values sustainability and digital fluency. Sagar et al. (2025) noted that this age group prefers sustainable beauty companies due to their knowledge, idealism, and desire to help the environment. Digital exposure makes individuals more inclined to question marketing claims and support environmentally responsible brands.

Last but not least, when we break down the responses by income and profession, we see that students accounted for 59% of the total, private sector employees for 15%, and entrepreneurs for 12.5%. This explains the majority's monthly spending, which falls between the dominant age bracket of Rp1.000.000-Rp3.000.000 (44.5%). Students still want to purchase eco-friendly things even if they often have little money, thus environmental values may win out. Young people who care about the environment and act ethically are more inclined to support green beauty, say Bevan-Dye and Synodinos (2025). The study by Seilatu et al. (2022) showed that the majority of respondents with a monthly expenditure of IDR 1,001,000–3,000,000 demonstrated a high purchase intention toward green skincare products, as their purchasing power aligns with a preference for environmentally friendly products. Reason being, monetary capacity and value congruence go hand in hand. When seen as a whole, these findings demonstrate the ways in which demographic factors such as age, education, occupation, and discretionary money impact consumers' purchasing habits with regard to Mineral Botanica and other environmentally conscious skincare products.

Frequency Distribution of Respondents' Answers

Based on the respondents' feedback in the questionnaire, the overall response to the green brand positioning of Mineral Botanica (X1) shows a strong positive sentiment, with an average mean of 4.14. This indicates that consumers in Bandar Lampung have a favorable perception of the brand's eco-friendly positioning. The highest mean score was 4.27 for the statement "I prefer to buy Mineral Botanica products that are environmentally friendly." This suggests that green values resonate well with consumers, making them feel more socially responsible when choosing these products. Consumers are not only buying for personal benefit but also with environmental consideration in mind, which aligns with Suki (2016), who emphasized that effective green brand positioning could strengthen competitive advantage and boost purchase intention. The second highest mean score (4.26) was for the statement that

Mineral Botanica products meet personal needs, showing that consumers see both value and functionality in the products.

Further, consumers agree that the products are not just symbolic of sustainability but also deliver real, practical benefits—reflected in the mean score of 4.23 for fulfilling personal desires. It's crucial because people prefer products that not only represent good values but actually work. Green positioning is successful when combined with perceived product quality. Interestingly, while quality (mean: 4.19) remains a significant consideration, price has slightly less weight (mean: 4.08), meaning that customers are willing to compromise on price if the product aligns with their values and expectations. The lowest score (3.84) came from the perception that Mineral Botanica is always expensive, which suggests price remains a concern for some, even though the majority find the product worth the value.

Looking into the attitude towards the brand (X2), the overall mean is 4.30, which is quite high, indicating that consumers hold a strong positive attitude toward Mineral Botanica's environmental commitments. The highest mean was 4.41 for the belief that "Mineral Botanica's product claims can be trusted." This reflects a high level of consumer trust in the brand's green messaging, which is essential for developing positive brand attitudes and purchase intentions, as noted by Schiffman and Kanuk (2010). Similarly, a score of 4.34 for "the product's commitment to the environment can be relied upon" supports the notion that respondents perceive Mineral Botanica as genuinely eco-conscious—not just using green marketing as a façade. These findings show that a reliable green reputation strengthens brand loyalty and influences buying decisions.

When examining the green brand knowledge variable (X3), the results are even more compelling. The total average mean reached 4.37, showing that respondents are highly informed about Mineral Botanica's environmental initiatives. The highest score (4.44) was for the statement that the product's performance meets expectations. This reveals that product satisfaction reinforces green brand knowledge. Respondents also showed strong agreement (mean: 4.40) that they buy the brand because it benefits the environment more than other products, showing that green brand knowledge about the brand's positive environmental impact increases commitment to purchase. Interestingly, access to the product was noted as a concern (mean: 4.39), suggesting that limited availability might hinder consumer engagement. Despite this, respondents still consider Mineral Botanica a reliable green brand, though better accessibility could further boost purchase intention.

In terms of purchase intention (Y), respondents also showed strong commitment, with an overall mean of 4.28. The highest mean (4.31) was for "I enjoy buying Mineral Botanica products because they are eco-friendly." This highlights that emotional satisfaction, linked to environmental values, drives repeat purchases. The other two statements also received high mean scores, confirming that consumers recognize the brand's contribution to environmental well-being. While the lowest mean (4.27) was from the statement about personal environmental concern, it still reflects a strong level of agreement. However, this slight dip could suggest that while people support green initiatives, personal lifestyle habits or convenience may sometimes outweigh environmental motivations—a phenomenon Joshi & Rahman (2015) refer to as the green attitude–behavior gap.

Overall, these findings demonstrate that Mineral Botanica has successfully established a positive green brand image among consumers in Bandar Lampung. The combination of strong green positioning, favorable attitudes, informed green brand knowledge, and high purchase intention suggests that consumers see value in supporting environmentally responsible products. However, the brand still has room to enhance its accessibility and ensure continued consumer education to bridge the gap between green values and consistent green behaviors. The commitment to using natural ingredients, eco-friendly packaging, and cruelty-free testing not only aligns with consumer expectations but also reinforces Mineral Botanica's position as a credible and trustworthy green beauty brand.

Multiple Linear Regression Test

Green brand positioning (X1), attitude (X2), and green brand knowledge (X3) positively and significantly affect Mineral Botanica product purchase intention (Y) among Bandar Lampung customers, according to multiple linear regression analysis. The regression equation from SPSS output is: Y = 2.648 + 0.326X1 + 0.383X2 + 0.136X3. If all other factors are unchanged, each one-unit improvement in green brand positioning increases purchase intention by 0.326, attitude by 0.383, and green brand knowledge by 0.136. At 95% confidence, all three variables have p-values ≤ 0.05, showing statistical significance.

These data show that attitude (X2) has the highest standardized coefficient (Beta = 0.383), indicating the greatest impact on purchase intention. This suggests that customers' opinions of the brand—especially its environmental values—influence their purchases. Green positioning (X1) and green brand knowledge (X3) also matter, emphasizing the relevance of brand marketing and customer awareness of its eco-friendliness.

Partial Test

The partial test or t-test examined if Green Brand Positioning (X1), Attitude (X2), and Green Brand Knowledge (X3) had a significant influence on Purchase Intention (Y). The significance threshold was 0.05 and the t-table value was 1.96. The decision rule rejects the null hypothesis (Ho) and accepts the alternative hypothesis (Ha) if the estimated t-value exceeds the t-table value and the significance (p-value) is less than 0.05, suggesting a significant partial effect.

Table 1.
Partial Test Result

Hypothesis	t-Value	t-Table	Sig. (p-value)	Explanation
H1: Green brand positioning has a positive influence on purchase intention.	5.351	1.96	0.000	Hypothesis supported
H2: Attitude has a positive influence on purchase intention.	5.979	1.96	0.000	Hypothesis supported
H3: Green brand knowledge has a positive influence on purchase intention.	2.391	1.96	0.018	Hypothesis supported

All three variables matched the criterion. Green Brand Positioning (X1) has a t-value of 5.351 with a significance of 0.000, Attitude (X2) has 5.979, and green brand Knowledge (X3) has 2.391 with 0.018. All results surpass the t-table criterion of 1.96 and are below 0.05. This implies each element positively and significantly affects buying intention. Bandar Lampung customers are more inclined to purchase Mineral Botanica goods when the brand is well-positioned, matches their beliefs, and they understand its green ideals.

Coefficient of Determination (R2) Test

Green brand positioning (X1), attitude (X2), and green brand knowledge (X3) are tested for their ability to explain variance in purchase intention (Y) using the coefficient of determination test (R^2). Hair et al. (2019) define R^2 as the percentage of variance in the dependent variable predicted by independent factors. Because independent factors in the model change the R value, this research uses it. According to the test, the R value is 0.667 and the R^2 value is 0.445.

This suggests that green brand positioning, attitude, and green brand knowledge explain 44.5% of Bandar Lampung customers' purchase intention for Mineral Botanica goods. This research did not analyze personal preferences, product availability, peer influence, or advertising techniques, which impact the

remaining 55.5%. While the three variables are significant, the regression model's modest explanatory power ($R^2 = 0.445$) shows additional major causes influencing customers' purchase intentions.

The Effect of Green Brand Positioning on Purchase Intention of Mineral Botanica Products

The regression study shows that green brand positioning increases customers' purchase intention with a p-value of less than 0.05 and a regression coefficient of 0.326. The better Mineral Botanica's environmental branding, the more likely consumers are to purchase it. Mineral Botanica, a local skincare business, promotes sustainability via its brand messages, natural products, cruelty-free methods, and eco-friendly packaging.

People who are concerned about environmental issues and skin health tend to patronize businesses that prioritize sustainability. The commercials make it seem like the product is good for the planet and your skin. By creating the impression that the company delivers environmental value linked with consumers' views, effective green brand positioning promotes purchase intention (Suki, 2016). When consumers perceive a company's commitment to sustainability, they are more likely to have faith in it, form an emotional connection, and ultimately make a purchase that contributes to the environmental cause.

The Effect of Attitude Toward Green Brands on Purchase Intention of Mineral Botanica Products

A regression coefficient of 0.383 and a p-value lower than 0.05 indicate that consumer attitudes have a positive effect on purchase intention. Customers are more likely to purchase eco-friendly skincare products if they are pleased with them, according to this study. Attitude encompasses one's whole perception of Mineral Botanica, an eco-friendly cosmetics brand that uses only natural ingredients and recyclable packaging. If these principles align with consumers' own beliefs or current green shopping trends, they are more inclined to respond positively and make a purchase.

Environmentally conscious consumers are more inclined to make a purchase when they have a positive impression of the product, according to research by Siyal et al. (2021). According to Suki (2016), consumers' emotional and intellectual evaluations of green brands impact their propensity to buy. Trust and intention are the results when a brand is in line with what people value. With a p-value below 0.05 and a regression coefficient of 0.326, the research of regression reveals that consumers' purchase intention is increased by green brand positioning. Buyers are more inclined to buy Mineral Botanica if the company has strong environmental branding. The local skincare company

Mineral Botanica is committed to sustainability via its eco-friendly packaging, cruelty-free practices, all-natural products, and brand messaging.

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The Effect of Green Brand Knowledge on Purchase Intention of Mineral Botanica Products

The study shows that green brand knowledge positively affects customers' purchase intention, with a p-value less than 0.05 and a regression coefficient of 0.136. Consumers are more inclined to buy a brand's environmentally friendly products if they comprehend and know its principles. Consumers know Mineral Botanica uses natural materials, ethical manufacturing, cruelty-free techniques, and recyclable packaging. Awareness strengthens the consumer-brand relationship, making the purchase more meaningful and aligned with values.

Consumers who know a brand's sustainability efforts trust and like the product more. The statement "the product's performance has met my expectations" gets a high mean score, demonstrating that customers trust the brand's eco-friendly principles and product quality. This supports Chen and Chang (2012) claim that green brand knowledge increases perceived value, decreases perceived risk, and creates trust, which affects purchase intention. Suki (2016) noted that understanding about green companies encourages people to choose items that represent their environmental values.

CONCLUSION

The study and discussion show that green brand positioning, attitude, and green brand knowledge positively and significantly affect Mineral Botanica product purchase intention. First, strong green brand positioning positions Mineral Botanica as an eco-friendly skincare brand, appealing to eco-conscious customers. Second, a favorable brand attitude impacts purchasing choices because customers see the purchase as a personal gain and an environmental obligation. Finally, buyers who appreciate the brand's sustainability activities are more inclined to trust the product's quality and buy it.

These observations imply various things. Mineral Botanica should use eco-friendly materials and packaging and effectively communicate those principles to customers to boost its green brand image. Brands should employ testimonials, useful material, and emotive advertising to improve customer perceptions. Educational content, eco-community partnerships, and clear product labeling may boost green brand purchase intention. For further insight, future study might examine environmental concern, brand trust, and price sensitivity utilizing mixed approaches or comparing product categories.

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