

CHAPTER II

LITERATURE REVIEW

The aim of this study is to find the factors which influence green purchase intention toward Super Indo's reusable shopping bag. The study examined the influence of 5 independent variables to 1 dependent variable. The independent variables are green brand positioning (GBP), attitude toward green brand (ATGB), green brand knowledge (GBK), green perceived quality (GPQ), and green perceived utility (GPU) whereas the dependent variable is only green purchase intention (GPI).

Within this chapter, the description of each variable will be represented. Previous studies which related to this specific study will also be represented as the guidance for the study. Additionally, theories as the baseline of this research were explained within this chapter. Moreover, hypothesis development will also be explained within this chapter followed by the research framework determined for this study.

2.1 Theoretical Background

This particular study utilized 2 theories in order to examined the influence of the independent variables to the dependent variable thoroughly. The theories were namely Theory of Reasoned Action (Fishbein & Ajzen, 1975) and Perceived Value Theory (Zeithaml, 1988). These theories were implied in several previous studies in order to examine consumer behavior within the green marketing field.

2.1.1 Theory of Reasoned Action

In order to describe consumer behavioural model, Theory of Reasoned Action, or TRA was developed through belief-attitude-behavioural intention model by Fishbein & Ajzen (1975). TRA has been widely used in many previous studies related to green marketing, specifically green purchase intention (Gu et al., 2023; Hong & Hoo, 2022; Siyal et al., 2021). TRA explains that human behaviour in certain situations since the theory discovers one's intention and motivation to act into a specific behaviour (Hong & Hoo, 2022). The theory proved to be beneficial within the marketing field in predicting intentions. Moreover, TRA is commonly used in several studies related to green marketing practices and behaviour of green buying (Siyal et al., 2021). Additionally, several previous researches used TRA to reveal what consumers believed and felt about sustainable products where some of the studies stated that TRA is the best model to explain the behaviour of green consumers (Sakr et al., 2023). Hence, this research will utilize Theory of Reasoned Action in order to examine the influence of green brand positioning (GBP), attitude toward green brand (ATGB), and green brand knowledge (GBK) on green purchase intention (GPI) toward Super Indo's reusable shopping bag.

2.1.2 Perceived Value Theory

Prior studies have stated that perceived value is significant in influencing consumers' purchase behaviour. Perceived value is described as consumers' assessment of a product's utility which based on the consumer's perception of what is given and received from the product or service (Zeithaml, 1988). Perceived value is also explained as an individual evaluation on the usefulness of a product

according to their impression of what they are offered and received (Zhu et al., 2025). Regarding green products, prior research by Lin & Dong (2023) also explained that perceived value consists of several aspects, few of which are quality and functional values. Consumer's perception regarding eco-friendliness in a product is referred as environmental value. Therefore, this specific study will also use perceived value theory (PVT) within the analysing process to obtain comprehension regarding the effects of green perceived quality (GPQ) and green perceived utility (GPU) on green purchase intention (GPI) toward Super Indo's reusable shopping bag.

2.2 Independent Variable

For this particular research, 5 independent variables were examined. The 5 independent variables were green brand positioning, attitude toward green brand, green brand knowledge, green perceived quality, and green perceived utility. Each variable will be explained further in each sub-chapter.

2.2.1 Green Brand Positioning

Green brand positioning (GBP) is a variable which concerns the value of ecologically friendly products or services of a certain brand. Hence, the variable focuses on the eco-friendly beneficial features for the consumers. Moreover, green brand positioning analyses a brand's communication and attributes which differs a certain brand with other competitors within the same industry as a result of its green practices (Siyal et al., 2021) According to a prior study, GBP explains about environmentally-friendly, benefits for consumers, and more sustainable green products. GBP plays a role as a strategic movement for a business to establish the

brand as an environmentally-concerned and a more sustainable option within the market (Gazi et al., 2024). Research by Wang et al. (2022) also described GBP as an important factor to achieve competitiveness in a market as well as playing a role as an organization's effort and strategy to acquire a place in customer's mind and becomes a main reason behind purchasing a specific brand's product that concerns environmental values.

GBP is focused on a brand's attributes which differ them from other brands, referring to how GBP is one of an organization's strategic efforts in separating the brand from competitors (Mercado, 2022; Rama et al., 2024). This includes how GBP focuses on green products which safe to use and give less or no harmful impact to the environment which create a brand identity (Mercado, 2022). Similarly, Rama et al. (2024) also stated that GBP is utilized by companies or businesses to secure the brand's position in consumers' minds in order for the brand to exist in the market. Furthermore, the study explained GBP is important for companies to represent their brands to be perceived in the market. A prior study also explained that green brand positioning is one of organization's strategy to obtain a certain spot in consumers' mind and can become the main reason behind a customer's purchase on a specific brand (Wang et al., 2022).

Green brand positioning is described as the criteria of green products which ecologically friendly and offer the consumer a substantial value. How a business conveys a green image to their consumers is called green brand positioning. Hence, a previous study explained that an emphasize on sustainability is important for brand positioning in order to remain in the minds (Farooqi & Frooghi, 2024).

According to previous studies, it can be defined that green brand positioning is how an organization communicates its green brand attributes and its benefits for the consumers and environment in order to achieve a place in consumer's mind. Therefore, GBP can act as a significant role for companies in achieving competitive advantage.

2.2.2 Attitude Toward Green Brand

A prior study by Gazi et al. (2024) stated that attitude toward green brand, or ATGB, explains the way how customers perceive and react to eco-friendly products. For policymakers, environmentalists, and marketers, ATGB is a significant subject in order to comprehend the factor which influence consumer behaviour related to sustainable products or services. The concept of ATGB is explained to has been emerged through an evaluation and judgment by consumers concerning green brand (Wang et al., 2022). ATGB was born after customers made responsible choices concerning greener brands. Consumers tend to have higher willingness to use green products if the consumers have a positive feeling about the product (Gazi et al., 2024). A similar explanation on ATGB was also stated by a prior study where ATGB is shaped through customer's awareness on the risks of environmental issue which green customers commonly have a positive attitude towards green products (Wahab & Ismael, 2022).

Brand attitude refers to the consumer's preference of a certain brand to evaluate the brand itself whether to like or dislike it, and is influenced by the consumer's environmental attitude (Chin et al., 2020). The prior study also stated that a positive feeling of a consumer and a positive image of a green brand will most

likely drive purchase intention toward a green product. A prior study by Farooqi & Frooghi (2024) explained ATGB is a result of a consumer's appraisal and rational perception towards the brand regarding its eco-friendly practices, products, and services. The perception by consumer and decision to buy the product is dependent on how a company conveys their green practices in their business operation. Hence, it can be concluded that how a consumer develops an attitude toward a brand and decide on a brand's green products or services is highly determined by how the brand campaigns its environmental values.

A green campaign refers to how an organization promotes green products and upholds environmentally-friendly values within the organization's corporate social responsibility's policy and a type of environmental education. Seeing from the consumer's perspective, consumers will absorb the information which the an organization conveys regarding environmental values and more likely to be inspired to shift into a more sustainable lifestyle (Salam et al., 2022). Based on several studies, ATGB explains how a customer perceives information from an organization regarding the brand's environmental values, processes it, and develops an attitude toward the brand's green products or services.

2.2.3 Green Brand Knowledge

Green brand knowledge (GBK) is customer's knowledge about ecological values of green products of a certain brand. Since, brand knowledge pushes customers to remember a specific brand or product, GBK helps green products to shift consumer behaviour. Higher product knowledge means higher belief that green product purchases will help in solving ecological issues (Gazi et al., 2024).

GBK is defined as the available information about how a green product can reduce carbon footprint in its materials or production process. A prior study also stated that green brand knowledge is the process where a business communicates information or knowledge about the advantage of a product through the brand's ecological benefits and quality (Wahab & Ismael, 2022).

Green brand knowledge refers to how an organization provides information on the organization's green products and their commitment toward the environment through its offerings' green attributes. It is stated in a prior study that if consumers receive less information or knowledge regarding an organization's green products or services, it would affect their green purchase intention. The statement applied similarly to the opposite, whereas if a consumer receive adequate information on an organization's green practices, they will have a tendency to purchase green products (Chin et al., 2020). A previous study by Wahab & Ismael (2022) also stated that a consumer with a high level of knowledge of a brand's ecological values will have a higher intention to purchase a green product. Therefore, other than conveying the benefits on the usage of green products, brands must also persuade its customers about the consequences of using chemical-based products on the environment.

In communicating information on a brand's green attributes, green marketing plays an important role in increasing a green brand's recognition through developing awareness, provide information, and building a green brand image related to the brand sustainability commitment. A green brand communication should push green brand knowledge and engagement with consumers since it

focuses on conveying messages on importance of environmental values which will also help brand to secure a favourable position in a consumer's mind (Siyal et al., 2021). According to previous studies, GBK can be concluded as how a consumer develops an understanding or knowledge about a brand's green attributes and commitment on environment through the brand's effort in conveying information on their green practices.

2.2.4 Green Perceived Quality

Green perceived quality (GPQ) is defined as having 4 measurements; (1) this product has the highest quality possible concerning the awareness on environment, (2) the quality of the product with respect to ecological awareness, (3) the quality of this product is excellent with respect to its environmental messaging, (4) the quality of this product is high in terms of the organizers' environmental-related reputation. GPQ is also described as the consumer's judgment on a brand's environmental excellence or superiority. Due to high popular consciousness nowadays, companies should shift its focus on establishing the perceived quality of their greener products in order to remain competitive in its market (Chen, 2023). Moreover, GPQ's concept examines customer's perception of the product's quality or excellence from environmental point of view (Tsai et al., 2025).

According to Tsai et al. (2025), consumers who have higher awareness on environmental matter will most likely to perceive green quality more beneficial. Thus, companies need to carefully adjust their approach based on their target markets. Different research explained similarly that the higher the consumer's concern for environment, the higher the willingness to consume green products.

Hence, companies need to improve their green qualities, communicates their eco-friendliness in order to ensure the consumers' perception of their green brands. When a company develops green products or services by integrating green practices, consumers are more likely to consider to purchase their products since they will feel like they have contributed to environmental sustainability, hence, perceive the product or service to have a higher quality compared to non-sustainable product or service (Chen, 2023).

Prior research can act as a differentiation for a green brand's product or service including the durability, reliability, usability, and performance which affects judgment amongst environmentally-conscious consumer. Thus, green product quality is an important factor for brands since it enlarges opportunities for brands against competitors in the market (Ngo et al., 2024). Thus, GPQ can be concluded as a consumer's perception regarding the quality of a product or services through its environmental perspective. Moreover, GPQ is considered as a significant factor in driving green purchase intention toward a green product or service since it is important for companies in gaining competitive advantage.

2.2.5 Green Perceived Utility

According to a prior research, green perceived utility (GPU) is consumer's perception of a green product's usefulness in reducing or mitigating threats to environment. When consumers acknowledge the environmental impacts of a green product is less than the non-green product within the same category, they will highly value the green product (Dangelico et al., 2024). Additionally, GPU highly concerns the ecological benefits of a product, whether the product gives positive or

negative impacts on the environment (Fraccascia et al., 2023). A certain study stated that consumers who are aware of their responsibility relating environmental issue have the tendency to have a higher concern on environmental problems and likely to actively react to contribute positively to the environment. Hence, these consumers pay more attention to the environmental utility of a product, and more appreciative to greener products (Zhao et al., 2024).

A similar statement was also stated in previous study where if consumers have high awareness on the environmental benefits that the product offers, they will have a higher green purchase intention. Furthermore, consumers have the tendency to have a greater willingness to pay a higher price if they perceive a higher green utility for a green product or service (Fraccascia et al., 2023). Green perceived values include environmental and functional benefits offered by the green product or offering. The dimension is significant in acknowledging how green consumers value sustainable products in their utility, cost, and their contribution to the sustainability of the environment. Consumer's decision in purchasing green product or service is stated to be often determined by the perceived benefits which in line with the consumers' lifestyle considerations and ecological values (Tsai et al., 2025).

Furthermore, green perceived value is overall ability of a product's GPU through the comparison of the perceived cost and benefits that the product offers regarding its sustainability values. A prior study also believes that consumers with high concern for green attributes and perceived green utility of a product will have greater appreciation and preference toward green product or service which helps

enhance their perceived benefits from green products or service (Zhao et al., 2024). Based on previous studies, green perceived utility refers to how consumers perceive the overall usefulness of a green product or service in an environmental perspective. The importance of GPU is significant in determining the driver for consumer's purchase intention since consumers will judge a product based on its utility and environmental impact.

2.3 Green Purchase Intention (Dependent Variable)

Purchase intention measures the likeliness of customers to purchase a certain good or service in the short-term which purchase intention is used as a measurement or indicator to anticipate customer's buying behaviour. Whereas green purchase intention (GPI) examines a consumer's decision to choose eco-friendly product considering its environmental value (Tsai et al., 2025). Additionally, GPI refers to the willingness of a consumer to buy a product by considering relevant environmental characteristics of products and aim to reduce or eliminate harms to the environment. Nowadays, the society has already developed a thorough understanding of sustainability concept where environmental attributes of a product are considered as strong competitive advantage in a market (Zhao et al., 2024).

Study by Chin et al. (2020) stated that purchase intention is how a consumer develops an understanding about a product, has the willingness to look for information on the related product, and seek opinions or feedback from other consumers as consideration to purchase the related product. In the study by Chin et al. (2020) also, GPI is further explained as the desire of a consumer to purchase a sustainable product after acknowledging the green attributes of the product which

perceived as giving less negative impact to the environment. Another study explained that GPI is a propensity of a consumer to choose sustainable product or service due to concern and awareness to the environment (Tsai et al., 2025).

Due to high environmental awareness, customers have a higher willingness to afford green brand's products. A green product gives a set of benefits to its consumers connected to less harmful effect to the environment which emphasize the company's environmental consciousness. Hence, environmentally aware consumers are likely to not only aware of environmental condition but are willing to spend money to buy green products. Based on several studies, green purchase intention is determined by several factors. A study by Bursan et al. (2020) stated that GPI is affected by green brand positioning (GBP), attitude toward green brand (ATGB), and green brand knowledge (GBK). Where prior research by Dangelico et al. (2023) explained that green perceived quality and green perceived utility are the major factors which drive GPI higher.

2.4 Previous Research

In supporting the study, previous literatures are needed as a guidance in conducting the study. This particular study used previous studies within the green marketing field in 5 years range. **Table 2.1** represents the previous research for this study.

Table 2. 1 Previous Research

No	Title/Author/Year	Variable	Research Methods	Results
1	<i>Consumer Attitude Toward Using Eco-Friendly Plastic Bags: A Green Marketing Approach</i> (Bursan et al., 2020)	H1: Green brand positioning (GBP) has a positive effect on green product purchase intention (GPI). H2: Attitude toward green brand (ATGB) has a positive effect on green product purchase intention. H3: Green brand knowledge (GBK) has a positive effect on green product purchase intention.	The study used purposive sampling technique with respondents' criteria of practicing green lifestyle and have made purchase decision on green products. The independent variables were GBP, ATGB, and GBK, whereas the dependent variable was GPI. The obtained data from the distributed questionnaire was analysed using F-testing, coefficient of determination, and t-testing.	According to the study, GBP and GBK were resulted to be having a positive effect on GPI. On the other hand, ATGB did not pose an effect to GPI.
2	<i>Effects of Green Brand Positioning, Knowledge and</i>	H1: Significant and positive relationship between green brand positioning (GBP)	A questionnaire was distributed to the respondents which population was consisted of consumers who have	The study resulted that green brand positioning and green

	<i>Attitude on Green Product Purchase Intention</i> (Chin et al., 2020)	and green products purchase intention (GPI). H2: Significant and positive relationship between green brand knowledge (GBK) and green products purchase intention. H3: Significant and positive relationship between attitude towards green brand (ATGB) and green products purchase intention.	green purchase intention with snowball sampling technique. The independent variables within the study were GBP, GBK, and ATGB, with the dependent variable of GPI. Reliability test and multiple regression analysis were utilized in the study to test the hypotheses.	brand knowledge had an influence on green purchase intention. However, ATGB did not influence GPI.
3	<i>Factors Influencing Green Purchase Intention: Moderating Role of Green Brand Knowledge</i> (Siyal et al., 2021)	H1: Green brand positioning (GBP) is significant in influencing green product purchase intention (GPI). H2: Attitude towards green brand (ATGB) is significant in influencing green product purchase intention. H3: Environmental Concern (EC) is significant in influencing green product purchase intention.	Purposive sampling was used within the study with the criteria of individuals who have purchased organic food at least once in a month through a self-administered questionnaire survey. The study used GBP, ATGB, and EC as the independent variables, GBK as the moderating variable, and GPI as the dependent variable. The data obtained	Based on the research, GBP, ATGB, and EC has a direct positive influence on GPI. As a moderating variable, GBK only has a positive indirect effect on ATGB and GPI, and EC and GPI.

		H4: Green brand knowledge (GBK) has a significant moderating effect on the relationship between green brand positioning and green purchase intention. H5: Green brand knowledge has a significant moderating effect on the relationship between attitude towards green brand and green purchase intention. H6: Green brand knowledge has a significant moderating effect on the relationship between environmental concern and green purchase intention.	from the respondents was further examined using PLS-SEM.	
4	<i>The Green Mindset: How Consumers' Attitudes, Intentions, and</i>	H1a: Green brand positioning (GBP) influences green brand attitude (GBA). H1b: Green brand positioning influences green purchase intention (GPI).	The research distributed a questionnaire to respondents who are undergraduate students on Bangladesh's governmental and universities. The study has GBP, GBK,	All the hypothesized hypotheses were examined to be having a positive effect on the destined dependent

	<i>Concerns Shape Their Purchase Decisions</i> (Gazi et al., 2024)	H2a: Green brand knowledge (GBK) influences attitude towards green brand (ATGB). H2b: Green brand knowledge influences green purchase intention (GPI). H3a: Social value (SV) influences attitude towards green brands. H3b: Social value influences green purchase intention. H4a: Environmental concern (EC) plays as a moderating role between attitude towards green brand and green brand positioning. H4b: Environmental concern plays as a moderating role between green brand positioning and green purchase intention.	and SC as its independent variables, ATGB as the mediating variable, EC as the moderating variable, and GPI as the dependent variable. The data obtained was examined using SPSS-SEM method.	variable. However, 2 of the hypotheses were rejected namely (H3b) Social value to GPI, and (H5) ATGB to GPI.
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		H4c: Environmental concern plays as a moderating role between green brand knowledge and green purchase intention. H4d: Environmental concern plays as a moderating role between social value and green purchase intention. H4d: Environmental concern plays as a moderating role between attitude towards green brand and green purchase intention. H5: Attitude towards green brand influences green purchase intention.		
5	<i>Does Green Brand Positioning Limit Carbon Emissions in Egypt? New Evidence from PLS – SEM Method</i>	H1: Green brand positioning (GBP) has a significant effect on green purchase intention (GPI). H2: Attitude towards green brand (ATGB) has a significant effect on green purchase intention.	The study used non-probabilistic convenience sampling method which started by the distribution of an online questionnaire. Within the study, GBP, GBK, ATGB, PEK, and GB acted as independent variables, whereas GPI	Out of 10 hypotheses, 3 hypotheses were rejected. It resulted that GBP and EC has no influence on GPI whereas GBK did not

	(Wahab & Ismael, 2022) H3: Environmental knowledge (PEK) is affecting attitude towards green brand. H4: Environmental knowledge has a significant effect on green purchase intention. H5: Green brand knowledge (GBK) is moderating green brand positioning and green purchase intention's relationship. H6: Green brand knowledge has a significant effect on green purchase intention. H7: Green brand knowledge has a significant effect on attitude towards green brand. H8: Green behaviour (GB) has a significant effect on green purchase intention. H9: Green behaviour has a significant effect on carbon emissions (CO₂).	and CO₂ acted as the dependent variables. In examining the data, the study used PLS-SEM method which avoids multi-collinearity and measurement errors.	moderate the relationship between GBP and GPI.
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		H10: Green purchase intention has an impact on carbon emissions.		
6	<i>Consumer Behavioral Intention Toward Sustainable Biscuits: An Extension of The Theory of Planned Behavior with Product Familiarity and Perceived Value</i> (Dangelico et al., 2024)	H1a: Direct experience (DE) has a positive influence on green purchase intention (GPI). H1b: Indirect experience (IE) has a positive influence on green purchase intention. H2: Perceived quality (PQ) has a positive influence on green purchase intention. H3: Green perceived utility (GPU) has a positive influence on green purchase intention. H4: Environmental concern (EC) has a positive influence on green purchase intention.	Primary data was collected through an online questionnaire to Italian consumers. The independent variables used in this study were DE, IE, PQ, GPU, EC, PBC, PCE, and SN, whereas the dependent variable was GPI. The study used two-step approach using confirmatory factor analysis and structural equation modelling method to examine the data.	According to the research, H1a and H6 resulted to be having mixed results. It could be interpreted as well from the research that green perceived quality and environmental concern both have positive influence on GPI whereas IE, PBC, and SN do not pose an effect to GPI.

		H5: Perceived behavioural control (PBC) has a positive influence on green purchase intention. H6: Perceived consumer effectiveness (PCE) has a positive influence on green purchase intention. H7: Subjective norms (SN) have positive influence on green purchase intention.		
7	<i>Navigating Sustainable Mobility in Taiwan: Exploring the Brand-Specific Effects of Perceived Green Attributes on the Green Purchase Intention for</i>	H1: Green perceived quality (GPQ) affects green brand image (GBI) positively. H2: Green perceived quality affects green perceived value (GPV) positively. H3: Green brand image affects green perceived value. H4: Green brand image affects green trust (GT) positively. H5: Green perceived value affects green trust positively.	Online questionnaire was used in order to obtain data through convenience sampling method with the respondents who already known the environmental performance and functionality of Tesla and Gogoro BEVs. The independent variables were GBI and GPQ, with the mediating variable of GT and GPV, moderating variable of brand-specific cognition of Tesla and Gogoro BEVs	According to the research, it could be interpreted that all of the hypothesis were accepted accept H7 where GPV did not affect GPI positively and H10 where Tesla and Gogoro BEVs affect green

	<i>Battery Electric Vehicles</i> (Tsai et al., 2025)	H6: Green perceived quality affects green purchase intention (GPI) positively. H7: Green perceived value affects green purchase intention positively. H8: Green brand image affects green purchase intention positively. H9: Green trust affects green purchase intention positively. H10: Tesla and Gogoro BEVs affect green consumption as moderator.	in green consumption, and dependent variable of GPI. PLS-SEM methodology was utilized in order to examine the data.	consumption as moderator.
8	<i>Green Product Awareness Effect on Green Purchase Intentions of University Students': An Emerging</i>	H1: Green product awareness (GPAW) affects green purchase intention (GPI). H2: Green perceived price (GPP) affects green purchase intention. H3: Green product awareness (GPA) affects green purchase intention, H4: Green perceived value (GPV) affects green purchase intention,	The study conducted the research in a population of students in the five departments of university's Faculty of Business and Management Studies across universities in Ghana. The independent variables were GPAW, GPP, GPA, GPV, and GPQ, where GPI acted as the dependent variable.	All of the hypothesis were accepted, where GPAW, GPP, GPV, and GPQ affects GPI positively. However, GPA did not pose an influence on GPI.

	<i>Market's Perspective</i> (Ansu-Mensah, 2021)	H5: Green perceived quality (GPQ) affects green purchase intention.	PLS-SEM was utilized within the study in order to test the obtained data using reliability analysis, convergent and discriminant validity analysis, structural model, R-square, F-square, and multicollinearity, and hypothesis testing.	
9	<i>Green Products from Industrial Symbiosis: Are Consumers Ready for Them?</i> (Fraccascia et al., 2023)	H1a: Environmental concern (EC) influences purchase intention (PI). H1b: Environmental concern influences consumers' willingness to pay higher for industrial symbiosis's (IS) green products. H2a: Perceived consumer effectiveness (PCE) influences purchase intention. H2b: Perceived consumer effectiveness influences consumers' willingness to pay higher for industrial symbiosis's green products.	The study used online questionnaire through social networks using convenience sampling method which respondents are Italian consumers. The independent variables within the study were EC, PCE, SI, PS, FE, and GPU, where the dependent variables were PI and willingness to pay a premium price for a green product. The data was examined using SPSS-SEM methodology.	Out of 12 hypothesized hypotheses, only 7 hypotheses were accepted. However, the influence of EC was significant to PI and consumers' willingness. Moreover, perceived safety, functionality expectations, and GPU each did not pose an effect to consumers'

		H3a: Social influence (SI) influences purchase intention. H3b: Social influence influences consumers' willingness to pay higher for industrial symbiosis's green products. H4a: Perceived safety (PS) influences purchase intention. H4b: Perceived safety influences consumers' willingness to pay higher for industrial symbiosis's green products. H5a: Functionality expectations (FE) influences purchase intention. H5b: Functionality expectations influence consumers' willingness to pay higher for industrial symbiosis's green products. H6a: Green perceived utility (GPU) influences purchase intention.	willingness to pay higher for green products.
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		H6b: Green perceived utility influences consumers' willingness to pay higher for industrial symbiosis's green products.		
10	<i>Pengaruh Green Perceived Quality Dan Green Brand Image Terhadap Green Trust Dan Green Purchase Intention Pada Produk Micellar Cleansing Water Garnier</i> (Hartanti et al., 2024)	H1: Green perceived quality (GPQ) has a positive and significant effect on green trust (GT). H2: Green brand image (GBI) has a positive and significant effect on green trust. H3: Green perceived quality has a positive and significant effect on green purchase intention (GPI). H4: Green brand image has a positive and significant effect on green purchase intention. H5: Green trust has a positive and significant effect on green purchase intention.	The study used quantitative method using primary and secondary data. The data collecting method was probability sampling's cluster random sampling which respondents were active undergraduate management students of Dian Nuswantoro University cohort 2022/2023 with 100 respondents. The independent variables were GBQ and GBI with mediating variable of GT and dependent variable of GPI. The research used PLS-SEM method using SmartPLS 2.	Based on the research, 5 out of 7 hypotheses were accepted, where the two other did not pose a positive influence on the destined dependent variable. It resulted that GPQ did not have a positive influence toward GPI and GT did not mediate GBI toward GPI.

		H6: Green perceived quality has a positive and significant effect on green purchase intention mediated by green trust. H7: Green brand image has a positive and significant effect on green purchase intention mediated by green trust.	
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The prior study by Bursan et al. (2021) examined the effect of green brand positioning (GBP), attitude toward green brand (ATGB), and green brand knowledge (GBK) on green purchase intention toward green plastic bags in a green retail store in Bandar Lampung, Indonesia. The study discovered that only 2 of the independent variables have positive and significant effect on green purchase intention, namely green brand positioning and green brand knowledge. On the contrary, attitude toward green brand does not have a significant and positive relationship within the study. This result is consistent with the study by Chin et al. (2020) where out of 3 independent variables; GBP, GBK, and ATGB, only green brand positioning and green brand knowledge that acted as the driver for green purchase intention in Johor, Malaysia. Additionally, the result is also in line with the prior research by Gazi et al. (2024) where attitude toward green brand did not have a significant and positive influence on green purchase intention in Bangladesh.

However, prior research by Siyal et al. (2021) showed a different result where attitude toward green brand was proven to have a positive influence to green purchase intention toward sustainable products in Pakistan. In support, green marketing-related study examined attitude toward green brand to have a positive and significant correlation with green purchase intention. However, in the specifically mentioned study, green brand positioning and green brand knowledge did not have a positive and significant relationship with green purchase intention (Wahab & Ismael, 2022). According to the discussion, numerous researches showed inconsistent results despite having same independent and dependent

variables. These different results may be affected due to different population of the respondents and different categories of product which being examined.

Study by Dangelico et al. (2024) examined the dimension of perceived value which consisted of green perceived quality and green perceived utility. The prior research analysed the influence of the independent variables to dependent variable which is green purchase intention. The obtained result showed that perceived quality did have significant and positive influence on purchase intention, whereas green perceived utility was discovered to be absence in having an impact on purchase intention. The same study mentioned that different can be vary in different products. The result is consistent with the study by Tsai et al. (2025) where green product quality was examined to have relevance in driving green purchase intention for battery electric vehicles (BEV). The study also examined how perceived utility under the dimension of green perceived value did not have a positive and significant relationship with green purchase intention.

Green perceived quality is stated to be one of the most relevant factors in driving green purchase intention. In fact, prior study also mentioned that green perceived quality is examined to be having the strongest force in influencing green purchase intention toward sustainable products. The study discovered that consumers have greater intention to purchase sustainable products if they acknowledge the quality of the green products to be higher compared to conventional products (Ansu-Mensah, 2021). However, a prior study by Hartanti et al. (2024) discovered a result where green perceived quality did not have a positive and significant effect on green purchase intention. Contradictive result of GPU was

discovered in prior study by Fraccascia et al. (2023) where the study examined green product utility to be having an influence on green purchase intention toward green products. This result is inconsistent with previous literatures where GPU is found to be not having a positive influence on purchase intention (Dangelico et al., 2024; Tsai et al., 2025).

Though prior literatures are conducted within the same field of green marketing, different results are found. These inconsistent results were varied due to the different categories of products which being examined and different population of researches. Aware of the difference of the findings, this particular research aims to discover the relationship of green brand positioning (GBP), attitude toward green brand (ATGB), green brand knowledge (GBK), green perceived quality (GPQ), and green perceived utility (GPU) on green purchase intention (GPI) toward Super Indo's reusable shopping bags.

2.5 Hypothesis Development

Recognising the independent variables and the dependent variable, several hypotheses which in line with the objective of the study were hypothesized. This specific research will hypothesize 5 hypotheses as explained in the sub-chapters.

2.5.1 Green Brand Positioning and Green Purchase Intention

According to previous studies, green brand positioning (GBP) has a significant influence on green purchase intention (GPI). This statement resulted similarly in a study by Bursan et al. (2021) where GBP affects GPI for eco-friendly plastic bags. Furthermore, research by Chin et al. (2020) showed an identical result where green brand positioning does have an impact on green product purchase

intention in Johor, Malaysia. Another study by Siyal et al. (2021) also resulted green brand positioning affects green purchase intention in top three cities in Pakistan. Related prior research by Gazi et al. (2024) showed an identical result where GPI positively influenced by GBP in a study which respondents were Bangladesh's undergraduate students. Hence, it can be concluded that green purchase intention is driven by green brand positioning.

Theory of reasoned action (TRA) is a commonly used theory in determining green purchase intention within the marketing field since TRA focuses on examining behavioural intention (Sakr et al., 2023). GBP is defined as consumer's perception of a green brand, whereas GPI is defined as the likelihood of a consumer in purchasing sustainable products. Hence, TRA can explain how will GBP affects GPI. Therefore, according to the previous literature review, the following hypothesis is developed as below:

H1: Green brand positioning (GBP) has an influence on green purchase intention (GPI).

2.5.2 Attitude Toward Green Brand and Green Purchase Intention

A few of prior research examined that attitude toward green brand (ATGB) does not have a significant impact on green purchase intention (GPI). According to a study by Bursan et al. (2021), ATGB does not have a significant influence towards green product purchase intention towards environmentally friendly plastic bags. This result is in line with the prior research by Chin et al. (2020) where the hypothesis which stated that there is a significant correlation between ATGB and GPI was also denied. Moreover, research by Gazi et al. (2024) also proved that

green purchase intention did not get impacted by attitude toward green brand. However, a contradictive result was shown in a study by Siyal et al. (2021) green purchase intention is showed to be affected by attitude towards green brand. Another positive and significant relationship was also found in a study by Wahab & Ismael (2022) where ATGB was one of the drivers for green purchase intention towards sustainable product and its contribution in reducing carbon emissions.

Based on the previous literature, theory of reasoned action (TRA) is stated as the foundation of one's behaviour which depends on its attitude and norms. Moreover, theory of reasoned action is commonly used in a research which examine what consumers believe and feel towards sustainable products (Gu et al., 2023). Hence, this particular study will utilize TRA as the base theory in examining the relationship between ATGB and GPI. Thus, the proposed hypothesis is formulated as:

H2: Attitude toward green brand (ATGB) has an influence on green purchase intention (GPI).

2.5.3 Green Brand Knowledge and Green Purchase Intention

Several research stated that green brand knowledge (GBK) has a positive and significant relationship with green purchase intention (GPI). Green brand knowledge by consumer will influence green purchase intention towards ecologically friendly plastic bags. This result is a significant finding that green retail store will give higher competitive advantage compared to non-green retail stores (Bursan et al., 2021). GBK is shown to be the strongest driver for GPI in Johor, Malaysia. It is stated that firms should carefully consider conveying environmental

benefits of green products compared to non-green products in order to increase consumer's purchase intention (Chin et al., 2020). A study by Gazi et al. (2024), showed that GBK has a significant impact on GPI amongst undergraduate students in Bangladesh. In contrary, GBK did not result to be having a positive and significant direct relationship with GPI in a research conducted in Egypt (Wahab & Ismael, 2022).

Individuals who have greater knowledge of a green product will have a greater tendency in purchasing the product as well since the consumers will develop an understanding where the product will have less negative impact to the environment, hence, the consumers will feel like they help contributing to environmental matters (Gazi et al., 2024). In examining the behaviour, theory of reasoned action will be specifically focused on behavioural intention as well as the consumers' tendency to purchase green products (Sakr et al., 2023). Based on the discussion, it is hypothesized:

H3: Green brand knowledge (GBK) has an influence on green purchase intention (GPI).

2.5.4 Green Perceived Quality and Green Purchase Intention

Study by Dangelico et al. (2023) discovered that green perceived quality (GPQ) did have a significant influence on green purchase intention toward sustainable products. The study stated that if consumers perceive green products as having higher quality compared to non-sustainable products, the likelihood of the consumers to purchase sustainable products will be higher. Another research also proven that GPQ has a positive impact on GPI amongst undergraduate students in

Ghana. The research mentioned that sustainable products offer greater quality in the terms of health and higher standard of living. Moreover, green product quality will be perceived positively by consumers if they conceive the products as one of the contributors in improving the environment (Ansu-Mensah, 2021). On the contrary, a previous study stated that GPQ did not acquire a positive and significant influence in driving green purchase intention to be higher toward a sustainable product (Hartanti et al., 2024).

Theory of perceived value (PVT) stated that the value perceived by consumers is one of the most important considerations, and needs to be emphasized, upheld, and prioritized for a business in order to stay competitive in the market (Zhu et al., 2025). A study by Dangelico et al. (2023) explained that green product quality is under the umbrella term of perceived value, beside green product utility. Hence, this specific theory will be used in examining the relationship between green perceived utility and green purchase intention within this particular study. Henceforth, the proposed hypothesis will be formulated as below:

H4: Green perceived quality (GPQ) has an influence on green purchase intention (GPI).

2.5.5 Green Perceived Utility and Green Purchase Intention

The study by Dangelico et al. (2023) explained that green product utility (GPU) does not have a positive and significant impact on green purchase intention for a sustainable product. The prior study also classified GPU as one of the factors under the umbrella term of perceived value. This result is not consistent with the result of the study by Fraccascia et al. (2023) where it is mentioned that there is a

positive and significant relationship between green perceived utility and green purchase intention for a sustainable product. The previous study also mentioned that if consumers acknowledge the environmental benefits of the product, the propensity to purchase sustainable product will be higher as the consumers are willing to pay higher for the sustainable product.

One of the focuses of perceived value theory is utilitarian value which covers the dimension of perceived usefulness and functionality of a product (Lin & Dong, 2023; Zhu et al., 2025). According to the prior study by Lin & Dong (2023), if green products are compared to conventional products, sustainable products have the competitive advantage of having less negative impact to the environment which refers to consumers' perception of values regarding ecological friendly products that reduces harm to the environment. Hence, perceived value theory will be helpful in determining the effect of green perceived utility on green purchase intention in this specific study. With the discussion, it is hypothesized that:

H5: Green perceived utility (GPU) has an influence on green purchase intention (GPI).

2.6 Theoretical Framework

According to the hypothesis development, the proposed theoretical framework is designed as below:

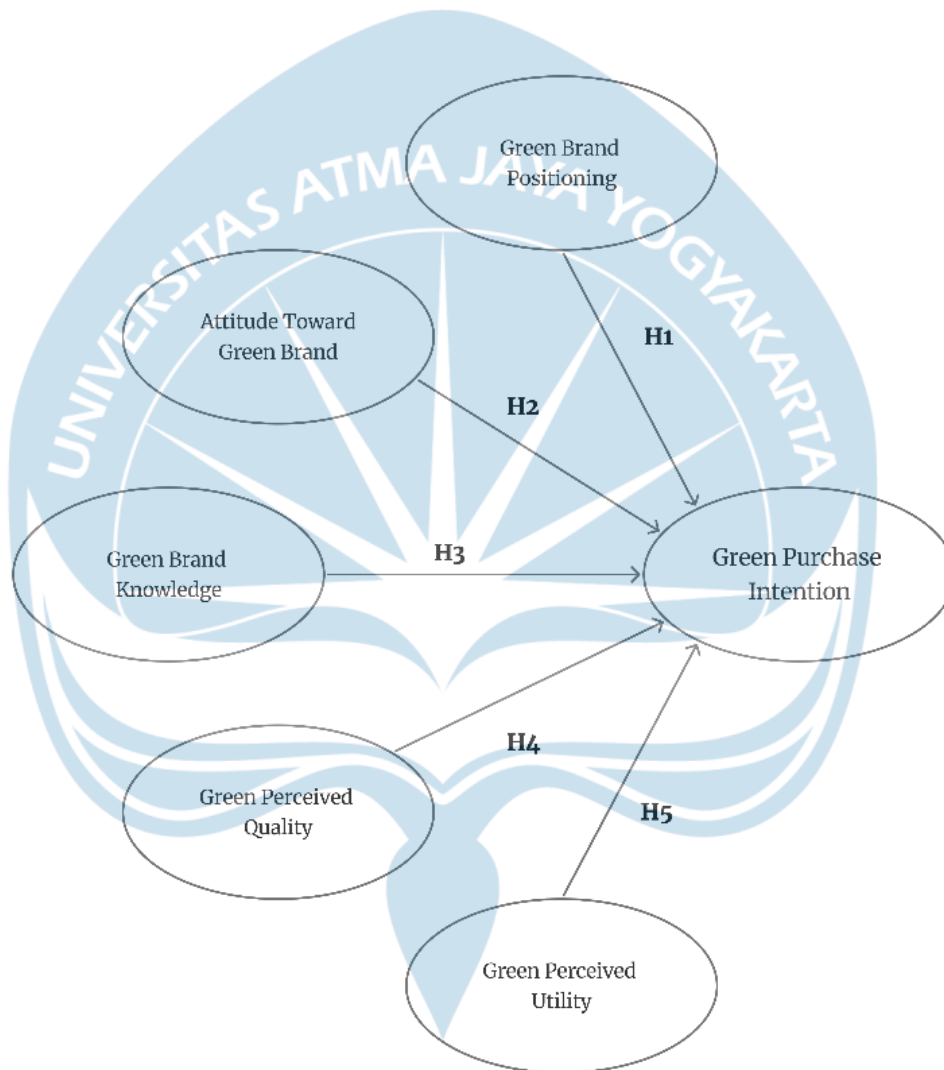


Figure 2. 1 Theoretical Framework

Source: Adapted from Bursan et al. (2021) & Dangelico et al. (2024)