The green purchase intention of Tupperware products: the role of green brand positioning

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Abstract

The study aims to examine the relationship between Green Brand Positioning (GBP), Green Brand Knowledge (GBK), Attitude toward Green Brand (AGB), and Green Purchase Intention (GPI). The type of research is quantitative research with total samples of 315, selected using convenient sampling techniques. Data were collected through a questionnaire. Structural Equation Modeling with Lisrel 8.80 program was employed to analyze the hypotheses. The result shows that all of the hypotheses developed in this study are supported by the data. In other words, GBP positively influences GBK and AGB. At the same time GBK affects positively AGB, and AGB influence GPI positively. These results indicate that if green companies want to increase their consumers' purchase intention, they should develop marketing strategies and programs that enhance their brand position and the consumer knowledge regarding the importance and benefit of green product which in turn increase a positive attitude of the consumers toward the brand. The limitations of this study are first, most of the respondents are young women; second, the study only uses one brand as the object; and finally, respondents involved in this study are those who ever used the products/brand without considering the belonging of the products.

Keywords: *attitude toward green brand, green brand, green brand knowledge, green brand positioning, green purchase intention*

Abstrak

Penelitian ini bertujuan untuk menguji hubungan antara positioning merek hijau (GBP), pengetahuan merek hijau (GBK), sikap terhadap merek hijau (AGB), dan intensi pembelian hijau (GPI). Jenis penelitian bersifat kuantitatif dengan total sampel sebanyak 315, yang dipilih dengan teknik *convineint sampling*. Data dikumpulkan melalui penyebaran kuesioner, dan hipotesis dianalisis menggunakan model persamaan struktural dengan program Lisrel 8.80. Hasil penelitian menunjukkan bahwa semua hipotesis yang dikembangkan dalam penelitian ini terbukti. Dengan kata lain, GBP secara positif mempengaruhi GBK dan AGB. Di sisi lain, GBK berdampak positif terhadap AGB, dan AGB berpengaruh secara positif terhadap GPI. Hasil ini menunjukkan bahwa jika perusahaan hijau ingin meningkatkan niat pembelian konsumen, mereka harus mengembangkan strategi dan program pemasaran yang bisa meningkatkan posisi merek dan pengetahuan konsumen terhadap urgensi dan manfaat produk hijau, yang pada gilirannya akan meningkatkan sikap positif konsumen terhadap merek hijau. Penelitian ini memiliki keterbatasan yang di antaranya; pertama, sebagian besar responden adalah wanita pada usia muda; kedua, penelitian hanya menggunakan satu merek sebagai objek; dan ketiga, responden yang terlibat dalam penelitian adalah mereka yang pernah menggunakan produk/brand tanpa mempertimbangkan kepemilikan produk.

Kata kunci: merek hijau, niat pembelian hijau, pengetahuan merek hijau, posisi merek hijau, sikap terhadap merek hijau

Introduction

The issue of global warming began to be known by the world community since the 1970s, but the issue was again raised and started to become a concern since the 1990s (Iwan, 2013). The term global

warming is now familiar to all of us. Global warming is a form of imbalance ecosystems on Earth due to the increase in the average temperature of the atmosphere, ocean, and land caused by rising emissions of greenhouse gases in the atmosphere (Utina, 2009). Noor et al., (2012) define that the impact of environmental degradation has led to global warming. The problem of acid rain, air, and water populations are already at a dangerous level, fires, and deforestation that threatens the amount of oxygen in the atmosphere. In line with this, there are now more and more consumers who know the importance of protecting the environment in order to keep the preservation of nature. Such situations ultimately result in the rise of green consumerism behaviors. Green consumerism behavior is a continuation of global consumerism movement that begins with the awareness of consumers of their rights to obtain products that are decent, safe, and environmentally friendly products (Shaputra, 2013). Not only the green consumers who are aware of this global issue, but many executives are also aware of these issues because of the publication of the subsequent Earth Summits in Rio de Janeiro in 1992 and Johannesburg in 2002 discussing sustainable development of the world. Since that time, the sustainable development of the world has become one of the foremost issues facing the world. Many executives are really aware of their responsibility to the challenge of sustainability, which may affect the competitiveness, and even for the survival of their organizations. In fact, the world sustainability is today regarded as a vitally important business goal (Raska & Shaw, 2012; Lubin and Esty, 2010) to drive business' green innovation (Nidumolu et al., 2009; Pfeffer, 2010). Many companies now purposefully communicate how they integrate the sustainability into their business practices and their marketing function (Raska & Shaw, 2012; Royne et al., 2011) through positioning their products in green brand positioning.

Positioning is a strategy in marketing activities that aim to make a difference, advantage, benefit that make consumers always remember with the product. Positioning is an action or measures from the producer to design the company's image and value of deals where consumers in a certain segment to understand and appreciate what company offer, compared to its competitors. Positioning is a major factor in increasing the strength of the company's market position in a particular market. In general, brand positioning can be done using several categories based on product attributes, use or application of the product, and product users (Rusnah et al., 2012).

Green brand positioning (GBP) is one of the efforts made to differentiate the brand from competitors such green products that are environmentally friendly and contains natural ingredients and of course very safe (Rios et al., 2006). Green brand positioning is a part of the brand identity of the value of a product that is less harmful and environmentally friendly, is directly related to the target market. Creating green brand positioning through optimizing green marketing functions increases the popularity of the products in the target market. Some green marketing studies emphasize the effect of cognitive persuasive strategy and assume that consumers' involvement with environmental issues becomes higher as their environmental awareness rises (Oliver & Lee, 2010). Most green marketing studies that focus on cognition have shown that environmental knowledge and consciousness clearly influence consumers' environmental attitudes (Mostafa, 2007). Experiences and current brand knowledge are part of consumers' cognition and are involved in their overall evaluation (Petty & Cacioppo, 1984) that expectedly will generate a positive attitude toward green brand (AGB), which in turn increases the Green purchase intention (GPI).

Purchase Intention is basically an attitude that can make a person feel happy about objects or situations or certain ideas that are usually followed by someone's feelings and tendency to look for the objects. Rangkuti & Sulistyawati (2014) state that the emergence of purchase intention for a product is based on the consumers' belief towards the product which is accompanied by the ability to buy the product. Purchase intention also appears that consumers are interested to create motivation and strong desire. It can be interpreted that the desire of someone to buy a product or service that are expected to get benefit from the products or services purchased.

Green purchase intention (GPI) is simply defined as an intention to buy a service or product which is less or not harmful for the society and environment. It can also be defined as an internal wish,

desire, and willingness of the people to buy a less harmful and environmentally friendly product. With the developing of technology, it has some bad and negative effects on our environment like water pollution, air pollution and damage of ozone layer etc. to avoid these harmful effects, people are now more serious and aware about this issue and they are adopting a new trend. They have a tendency to use such products, which have less harmful, less dangerous effects on the environment. The society and the public are taking more seriously noticed about environmental issues creating more pollution in our environment. They are willing to purchase green products that have a less harmful impact on the environment (Rizwan *et al.,* 2013).

Environmental-friendly products are well received by green consumers. One of the companies that produces an environmentally friendly product is Tupperware. Tupperware is a company that positioned its products as green products. The products have gotten the label from *European Food Safety Authority* (*EFSA*) of Europa Union, Food and Drug Administration (FDA) of United States, *Food Safety* Commission (FS) of Japan as products that the material used was the best quality, safe for health and environmentally friendly which means that their products provide smart solutions for sustainability of the earth. In 2016, Tupperware bottles have gotten green awards 2016 by the Chicago Athenaeum, museum of architecture and design that are known as the world's leading green sustainable design.

Even though the issues of the green brand emerge to be important issues in the world, unfortunately, there is little research in terms of the green brand itself in Indonesia. Hartmann *et al.,* (2005) found that consumers' perceptive green brand positioning (GBP) had a positive effect on attitude toward the brand. Besides that, Rios *et al.,* (2006) found the presence of a positive influence of environmental associations on brand attitude. Nevertheless, these studies have a lack of comprehensive models to investigate the effects of green band on GPI. According to Aaker (1991), the companies that want to increase customer's desires to consume what offered need to have a successful brand must have a good positioning strategy because it is a key differentiation strategy. An effective green brand identity should provide benefits to environmentally conscious consumers. Thus, this study will explore further how the green brand factors affect GPI, especially from a consumer perspective.

Literature Review

Green Brand Knowledge (GBK)

According to Kotler, brand is a name, term, symbol, design or combination, that identify the sellers and differentiate products from competitors' products (Keller, 1993). He also suggests that the brand is a name or symbol that aims to differentiate and identify the goods or services of one seller or group of sellers who are their competitors. In addition, a brand can also be a signal to the customer on a product and protect both customers and producers from competitors who will try to provide products that will appear identical. The green brand used by the company as one of the strategies of marketing their products. Aaker and Joachimsthaler (1999) state that "the identity of the branding, the brand concept from the brand owner's perspective is the foundation of any good brand building program". They further state that green brand is a communicator for delivering information to the consumers about a product's benefits and product's unique brand attributes especially in reducing its environmental impacts and representing environmentally friendly product attributes. Based on this perspective, this study defines Green Brand Knowledge (GBK) as a green brand node in memory to which a variety of associations are linked to environmental commitments and environmental concerns. There are two distinct types of brand knowledge: brand awareness and image (Keller, 1993). Green brand image is defined in this study as a set of perceptions and relations in the mind of the consumer that is connected to its environmental commitments and concerns (Cretu & Brodie, 2007). Green awareness means to have familiarity about the effects of a product on the environment. When people evaluate a product and its features and benefits in the context of the environment, it is

called Green Brand Awareness. Green brand awareness is the most important part in green purchase intention (Maha & Ahmed, 2012). Keller (1993) presented his conceptual model and proved that the customer's reaction to marketing activities is interrelated with customer's brand knowledge and awareness.

Green Brand Positioning (GBP)

Positioning is a strategy in marketing activities that aim to make a difference, advantage, benefit that consumers always remember with a product (Wati & Ekawati, 2016). Positioning is a major factor in increasing the strength of the company's market position in a particular market than its competitors. In general, brand positioning can be done using several categories based on product attributes, use or application of the product, and product users (Rusnah *et al.*, 2012). Brand positioning is regarded as a critical instrument for brand management in competitive markets (Huang *et al.,* 2014). Green brand positioning (GBP) is one of the efforts made to differentiate the brand from competitors such green products that are environmentally friendly and contains natural ingredients and of course, very safe (Rios *et al.*, 2006). Green Brand Positioning is a part of the brand identity of the value of a product that is less harmful and environmentally friendly, is directly related to the target market with creating green brand positioning through optimizing green marketing functions to increase the popularity of their products in their target market. Brand positioning as the part of the brand identity and value proposition actively communicates to the target customers (Huang *et al.*, 2014).

Positioning a brand as a green brand contains an active communication and differentiation of the brand from its competitors through its environmentally friendly attributes (Rios *et al.,* 2006). The positioning of green products can be interpreted as an effort made by marketers that are being made to put the brand or product attributes in its position based on its ability to reduce negative impacts on the environment and human health (Hartmann *et al.,* 2005; Booi-Chen, 2011). This explains, that for the community, the product has the same meaning as green environmentally friendly products. This perception is built by marketers by actively communicating about the values of an attribute of the product on the target customer. Product attributes are used to position green products, among other attributes contained in the core benefits, as well as generic attributes that are packed and form the core benefits. So, a product or brand can be said to be green, if the product or the brand has a core benefit that is perceived as a healthy product and less harmful, and in addition, the product has additional attributes, such as packaging and wrapping, which is positioned as environmentally friendly attributes. Overall, this attribute is used by marketers to define the products that are marketed, by embedding the values that lead to a perception that the product is environmentally friendly products or green products (Joshi & Mishra, 2011).

However, there are signals of a growing mistrust of green initiatives which many consumers suspect whether a firm's activities and offerings are truly environmentally friendly (Raska & Shaw, 2012). Incorrect green claims to firm products or brands, often referred to greenwashing, has become a growing public issue and has become an obstacle for many firms must try to conquer (Cronin *et al.,* 2011). To eliminate the negative effects of greenwashing, a company need actively communicating to the target customers through clear Green Brand Positioning (GBP). This study defines GBP as a part of brand identity and value proposition about a firm's environmentally sound attributes that are to be actively communicated to the target customers. The value of green product or service is based on the environmental attributes that have meaning to target customers (Hartmann *et al.,* 2005; Roozen & de Pelsmacker, 1998). GBP requires strong communication and differentiation of the brand from its competitors through emphasizing its environmentally friendly attributes (Rios *et al.,* 2006). A green brand positioning strategy mainly builds brand associations by delivering information on environmentally friendly product attributes (Rios *et al.*, 2006; Roozen & de Pelsmacker, 1998) and emotional brand benefits (Wang, 2016). Brand knowledge is based on two components, brand awareness, and image (Keller, 1993). While awareness is created through exposure, brand image can be enhanced through promotional efforts (Seitz *et al.,* 2010). Thus, GBP strategy through active

communication campaigns gives consumers more positive perceptions of the green brand (GBP) and enhances GBK that is green brand awareness and green brand image. This leads to the first hypothesis:

H$_1$: Green Brand Positioning (GBP) has a positive effect on Grand Brand Knowledge (GBK)

Attitude toward Green Brand (AGB)

Attitude is defined as an individual's subjective evaluation of a brand or product (Bodur, Brinberg, & Coupey, 2000). Attitude is the result of subjective evaluation judgment manifested in the form of feeling love/not love (like very much / dislike very much), happy / not happy (favorable/unfavorable), positive/negative to the brand or product (Sheppard *et al.,* 1988). In the process of consumer behavior, attitude toward the product or brand is a consequence arising from internal and external influences, so in practice, marketers create stimuli to internal and external influences on the behavior of individuals who expressed attitudes toward the product or brand and purchase intention for the product (Chatterjee, 2008). Brand attitude reflects a consumer's preference for the overall evaluation of a brand.

In the context of a green product, attitude is defined as a form of likes and dislikes, comfort or discomfort, and pleasure or displeasure as a form of positive or negative evaluations of the individual product-oriented environmental friendliness (Ginsberg & Bloom, 2004). This attitude appears as a form of consumer concerns about the negative effects of a product or brand to be consumed. The perceived concern is related to personal interests or may be related to the interests of society (Bodur *et al*., 2000). AGB as a reflection of a consumer's preference and overall evaluation of a green brand. In conclusion, attitude represents what consumers like and dislike and consumers' purchasing decisions are often based on their environmental attitudes (Mostafa, 2007). A further controversy refers to attitude effects of green branding strategies in a general way. Most studies show growing environmental awareness among consumers, leading to a generally positive attitude effect on a brand at that are considered environmentally friendly (Bech-Larsen, 1996). However, some studies have shown that under certain circumstances consumer attitudes can be less positive towards green brands because of a perceived trade-off between functional performance of the brand and its environmental impact (Schlegelmilch *et al.,* 1996; Fuller, 1999). In this study, the concepts proposed were the positive attitude toward green product that was influenced by the green brand positioning as Hartmann et al. (2005) argue that GBP can have a positive effect on consumers' AGB. So, this leads to the second hypothesis:

H$_2$: Green Brand Positioning has a positive effect on Attitude towards Green Brand.

The persuasion process paradigms like elaboration likelihood model (ELM) of Petty and Cacioppo (1984) and the affect reason involvement model (ARI) mostly are used for the researches on the attitude formation and change to study on green branding effects on attitude suggested by Buck, Anderson, Chaudhuri, and Rai (2002). ELM applies central and peripheral modes of persuasion process, while ARI applies Rational and Emotional Process. Both of those shown that as brand involvement increases a consumer's competence to evaluate what the brand presence. In addition, ARI model emphasis that the stronger involvement leads to a deeper emotional elaboration and according to ELM, Attitude formation through The Central Route takes place under a high amount of cognitive Elaboration. The cognitive orientation of most green marketing studies showed a significant effect of environmental knowledge and awareness on environmental attitudes of consumers (Stone, Barnes, and Montgomery, 1995). The formation of attitudes or change is the result of diligence and rational consideration of a person of information is the center of the object (Hartmann *et al*., 2005). The greenest marketing study underscores the impact of the strategy cognitive and assumes that the higher consumer involvement on environmental issues and made their awareness increasing (Oliver and Lee, 2010).

Some green marketing study the effects of cognitive and persuasive strategies assume that consumer involvement with environmental issues become higher because of their environmental awareness rises. As a result, many authors suggest affective persuasion strategies. The green brand positioning also implies satisfying emotional needs and establish affective relationships with customers (Hartmann *et al.*, 2005). Even though, several studies have shown that under certain circumstances could be less positive consumer attitudes towards green brand because of the perceived trade-off between functional performance of the brand and environmental impact (Schlegelmilch *et al.*, 1996; Fuller, 1999), however some other studies such as Mostafa (2007) found that perceived environmental knowledge was a good predictor of ecologically favorable attitudes, and Aaker and Joachimsthaler (1999) showed that a high awareness and positive image of the brand improves consumers' brand attitudes. Growing environmental awareness among consumers lead to a generally positive effect on brand attitudes that are considered environmentally friendly (Bech-Larsen, 1996). Therefore, this study proposes the following's hypothesis:

H_3:   Green Brand Knowledge (GBK) leads to a positive effect on Attitude towards Green Brand (AGB)

Green Purchase Intention (GPI)

Purchase Intention (PI) categorized as one of cognitive behavior on how a consumer intends to buy a specific brand. Zeithaml (1988) has defined PI as consumer degree of intention, like thinking about the purchasing, want to purchase, and possibly will purchase. Another meaning of PI could be the attitude that can make a person feel happy to objects or situations or certain ideas that are usually followed by one's feelings and the tendency to seek their preferred object. Indicators such as customer consideration in buying the brand and expectation to buy a brand can be used to measure the consumer purchasing intentions (Laroche *et al.,* 1996). In the current situation, it has been emerging green purchase intention (GPI) which simply defined as the intention to purchase products or services that are less or not harmful to people and the environment. It can also be defined as an internal desire the desire and willingness of people to buy friendly products are less harmful and the environment because they are aware of the attributes of green (Oliver & Lee, 2010) or can be conceptualized as the probability and one's willingness to give preference to products that have features more environmentally friendly than other traditional products in their purchase consideration (Rashid, 2009).

Follows and Jobber (2000) found that there are relationships among the value, the attitude, the purchase intention, and the purchase behavior. In another word, green brand value will give positive to attitude toward green brand that will be followed to purchase intention. As indicated by Smith, Haugtvedt & Petty (1994) that the emotional element of attitude positively affects the decision to purchase environmentally friendly products, which in turn strengthened by Mostafa (2007) and Teng (2009) that consumers with a positive attitude toward green products will have a stronger intention to purchase green products. Therefore, this study proposes the following hypothesis:

H_4:   Attitude toward Green Brand (AGB) leads to a positive effect on Green Purchase Intention (GPI).

Methods

The population of this study is all consumers who ever use Tupperware products. A sample of 315 respondents who live in Yogyakarta involved in this study. This sample was determined by a non-probability sampling method, using a convenience sampling technique (Sekaran, 2010). Questionnaires adapted from Huang *et al.,* (2014) are used to collect the data. Pre-test questionnaire was conducted using 35 respondents to test its validity and reliability. The results of the test indicate that 34 indicators used in the questionnaires are valid and reliable in measuring the 4 variables of this study. The operational definition and measurements of those variables can be explained as follows:

Green Brand Positioning (GBP) is defined as a part of the brand identity and value proposition of a company's environmentally attributes are actively communicated to the target customers.

Following Huang *et al.* (2014), the GBP is measured by 14 indicators as follows: (1) The brand represents comfort, (2) The brand is of high quality, (3) The brand is safe, (4) The brand is professional, (5) The brand is using safe row material, (6) The brand is high technology, (7) The brand is advanced, (8) The brand is creative, (9) The brand is family oriented, (10) The brand is well known, (11) The brand is kind, (12) The brand is respected, (13) The brand is friendly, (14) The brand is stable.

Green Brand Knowledge (GBK) defined as "consists of a green brand knot in consumer memory associated with environmental commitments and environmental problems". Following Huang *et al.* (2014) the GBK is measured by 10 indicators: (1) I have heard of the brand, (2) I know the brand's related environmental information, (3) The brand is the first to come to mind when talking about environmentally friendly household appliances, (4) The brand has a good reputation, (5) The quality of the brand is good, (6) The brand has fully quality guarantees, (7) The design of the brand is impressive, (8) The function of the brand fit my needs, (9) The brand is associated with protecting the environment, (10) The brand inspires environmental debate.

This study defines Attitude toward Green Brand (AGB) as "a reflection of consumer preferences and overall evaluation of green brands". As Huang *et al.* (2014), 8 indicators are used to measure the AGB. These are (1) I think the function of the brand is more reliable than that of another household appliances, (2) I think the brand can represent my socioeconomic status, (3) I think the function of the brand can fit my needs, (4) I think the price of the brand is satisfactory for me, (5) I like the brand's outlook, (6) My friends would have a positive opinion when they discovered I purchased this brand, (7) The function of the brand is trustworthy, (8) Using this brand makes me feel relax and Happy.

Green Purchase Intention (GPI) is defined as the desire of consumers to buy the products once they realize it is a green product or green brand. Following Huang *et al.*, (2014), GPI is measured by 3 indicators. They are (1) I would buy this (X) to reduce waste, (2) I would buy this (X) out of concern for the environment, and (3) The possibility of my purchasing this brand is high.

Results and Discussion

This study utilized Structural Equation Modeling to test the research hypotheses, using Lisrel 8.80 Program. In addition, *One-congeneric approach* was used to reduce the number of observed variables to be manageable. So, it can be used in the analysis of structural equation model next ones. Following Holmes-Smith and Row (1994), 3 steps were performed, namely:
1. The confirmatory factor analysis for a model or variable measurement and evaluation of the reliability and validity of each variable.
2. Reduce the number of observed variables of each variable into a composite variable.
3. Conducting an analysis of structural equation model to test the research model and hypothesis by using a composite variable.

In the test of the validity of the measurements, two evaluations are performed. These include offending estimates and R square multiple correlation evaluations. Based on the offending estimate evaluation, an indicator is considered to be valid if its standardized loading factor is lower than one. While one-congeneric factor analysis requires indicators that have a strong relationship among them indicated by their R square multiple correlations greater or equal to 0.5. From these two evaluations, from 35 indicators of this study, only 11 of them are used in the analyses. The rest were removed. Those indicators included in the analyses and their goodness of fit can be seen in Table 1 and Table 2 below.

Table 1. The result of The Test of Validity Test

Item	Factor Loading	t-values	R^2	Explanation
Green Brand Positioning (GBP)				
GBP5	0.50	14.64	0.59	Valid
GBP13	0.60	18.51	0.83	Valid
GBP14	0.51	14.06	0.54	Valid
Green Purchase Intension (GPI)				
GPI1	0.39	-------	0.58	Valid
GPI2	0.37	11.55	0.56	Valid
Attitude toward Green Brand (AGB)				
AGB5	0.62	-------	0.48	Valid
AGB7	0.52	11.25	0.67	Valid
AGB8	0.80	11.26	0.62	Valid
Green Brand Knowledge (GBK)				
GBK8	0.38	------	0.47	Valid
GBK9	0.55	12.56	0.92	Valid
GBK10	0.40	12.78	0.60	Valid

Table 2. The Value of Goodness of Fit

Constructs	χ^2	Norm X^2	RMSEA	GFI	CFI	Explanation
GBP	0.00	0.00	0.00	1.00	1.00	Good
GPI	0.00	0.00	0.00	1.00	1.00	Good
AGB	0.00	0.00	0.00	1.00	1.00	Good
GBK	0.00	0.00	0.00	1.00	1.00	Good

Table 3. The Results of Reliability Test

Indicator	λ_i	ε_i	Explanation	Construct Reliability	Variance Extracted
Green Brand Positioning			Reliable	0.8410	0.6397
GBP5	0.50	0.19	Valid		
GBP13	0.60	0.07	Valid		
GBP14	0.51	0.23	Valid		
Green Purchase Intention			Reliable	0.7344	0.5677
GPI1	0.39	0.11	Valid		
GPI2	0.37	0.11	Valid		
Attitude toward Green Brand			Reliable	0.8015	0.5819
AGB5	0.62	0.41	Valid		
AGB7	0.52	0.14	Valid		
AGB8	0.80	0.38	Valid		
Green Brand Knowledge			Reliable	0.8549	0.6692
GBK8	0.38	0.16	Valid		
GBK9	0.55	0.03	Valid		
GBK10	0.40	0.11	Valid		

In addition to validity test, reliability test is further conducted to ascertain that the indicators really measure the variable. Following Holmes-Smith (2001), the indicators can be classified as reliable when their construct reliability is greater than 0.70, and their variance extracted is greater than 0.50. Table 3 below shows the construct reliability and variance extracted. The table shows that the construct reliability of the four variables used in this study ranged from 0.7344 (variable "Green Purchase Intention") to 0.8549 (variable "Green Brand Knowledge"). Meanwhile, for the variance

extracted of the four variables used in this study ranged from 0.5677 (variable "Green Purchase Intention") to 0.6692 (variable "Green Brand Knowledge"). Those values indicate that the indicators of each variable are reliable in measuring the variables.

After having valid and reliable data, the next step is making a new data consisting the composite of the reliable and valid indicators. The new data is done by reducing the number of variables observed by counting using the formula below.

$\xi = \Sigma \omega_i \, x_i$

where, ξ_j = the combined value which is estimated

ω_i = regression factor values; x_i = variable observed

The next step is the development of a *composite scale,* which can be calculated the composite using the following formula.

$$r_{m=} \frac{(\sum \omega_i \, \lambda_i)^2}{(\sum \omega_i \, \lambda_i)^2 + \sum \theta_i \, \omega_i^{\,2}}$$

r_m = Reliability composite maximization scale;

λ_i = load factor

ω_i = regression factor values

θ_i = variant error

Based on the factor loadings coefficients, error variance, and regression of existing factors, researchers calculated the reliability composite maximization scale, load factor (λ), and the error variance (θ). The coefficient of loading factors and error variance value is used as the parameter estimation is bound in the measurement section of structural equation modeling. After Development of Composite Scale, then the next step to test the relationship between these variables. Holmes-Smith and Row (1994) stated that if the matrix to be analyzed is the correlation matrix between the composite variables, then the composite variable variance would be equivalent to one and a parameter λ and θ will be simplified to:

$$\lambda = \sqrt{r_m} \text{ and } \theta = 1 - r_m$$

Both parameters (λ and θ) can be used as a parameter is bound in the measurement part of the structural model. Details of the above calculation results are presented in Table 4. below.

Table 4. Development of Composite Variables

	Factor Loadings (λ_i)	Error Variances (θ_i)	Factor Score Regressios	Maximized Reliability (r_m)	Factor Loadings ($\sqrt{r_m}$)	Error Variances ($\theta=1-r_m$)
GBP				0.883578	0.939988	0.116422
GBP5	0.50	0.19	0.31			
GBP13	0.60	0.07	1.00			
GBP14	0.51	0.23	0.26			
GPI				0.724311	0.851064	0.275689
GP11	0.39	0.11	0.97			
GPI2	0.37	0.11	0.92			
AGB				0.819829	0.905444	0.180171
AGB5	0.62	0.41	0.27			
AGB7	0.52	0.14	0.69			
AGB8	0.8	0.38	0.37			
GBK				0.925563	0.962062	0.074437
GBK8	0.38	0.16	0.17			
GBK9	0.55	0,03	1.39			
GBK10	0.40	0.11	0.26			

The next step, the initial structural equation model is performed using values developed above. Lisrel output results for structural equation model is available upon request. The values of the goodness of fit show a perfect/good. This indicates that the hypothesized model does not have any the potential modification. The goodness of fit of the model can be seen in Table 5.

Table 5. The goodness of Fit of the Structural Model

Parameter	Value	Minimum Value	Explanation
χ^2	0.36	expected to be small	Good
Norm χ^2	2	1 – 3	Good
RMSEA	0.000	0.00 - 0.08	Good
ECVI	0.057	0.21	Good
GFI	1.00	>0.90	Good
NFI	1.00	>0.90	Good
CFI	1.00	>0.95	Good

Table 5 shows that all parameters of the goodness of fit of the model are good, and based on *Modification Indices* of LISREL output there is no suggestion for adding any path. This means there is no need to modify the structural model. The path diagram of the model is depicted in Figure 1 below.

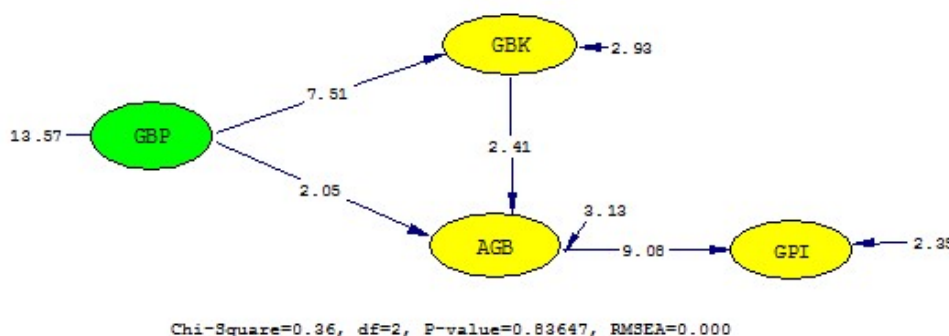Figure 1. Structural Relationship and *t*-Values only

Chi-Square=0.36, df=2, P-value=0.83647, RMSEA=0.000

Table 6. The Result of Hypotheses Testing

Hypothesis	Direct Influence	β or γ (*t*-value / α level)	Description
H₁: Green Brand Positioning (GBP) leads a positive effect to Grand Brand Knowledge (GBK)	+	0.61 (7.51 / < .008)	Supported
H₂: Green Brand Positioning (GBP) leads to a positive effect on Attitude towards Green Brand (AGB)	+	0.38 (2.05 / < .046)	Supported
H₃: Green Brand Knowledge (GBK) leads to a positive effect on Attitude towards Green Brand (AGB)	+	0.54 (2.41/< .038)	Supported
H₄: Attitude toward Green Brand (AGB) leads to a positive effect on Green Purchase Intention (GPI)	+	0.52 (9.08 / < .005)	Supported

The *t* value of the effect of one variable to another variable must be greater than 1.96 to be classified as statistically significant. Based on the path diagram above, the *t* values of the four paths are ranging from 2.05 to 9.08, which are greater than 1.96. These indicate that the effects of the variables are

statistically significant. Table 6 provides the details of the regression coefficient, *t* value, and probability of each regression path.

Table 4.6 above indicate that all of the hypotheses of this study are supported. Their *t*-values are ranging from 2.05 to 9.08, the standardized regression coefficients are ranging from 0.38 to 0.61, with the probability between 0.8% to 4.6% which are below the minimum level of 5%. All four paths estimated are significant. In addition, the value of probability value range from 0.0463 to 0.0059. These results indicate that as consumers have more positive perceptions of GBP, they have greater GBK and more positive AGB. Moreover, as consumers have greater GBK, they have more positive AGB. Finally, as consumers have more positive AGB, they have greater GPIs.

Conclusion

Based on the results of the analyses, from four formulated hypotheses, all of them show positive and significant results. Firstly, there is a positive and significant influence of Green Brand Positioning (GBP) on Green Brand Knowledge (GBK). This means that the Green Positioning strategy on Tupperware Products through green marketing by enforcing the benefits of green products has proved successful in providing knowledge about Green Products to Consumers. Secondly, Green Brand Positioning (GBP) has a positive and significant influence on Attitude toward Green Brand (AGB). This indicates that the strategy of the green positioning on Tupperware Products by suppressing green attributes to the product by the company has been able to make a positive attitude of consumers. Thirdly, Green Brand Knowledge (GBK) also gives a significant influence on Attitude toward Green Brand (AGB). It can be interpreted that the higher knowledge of green attributes of the Tupperware product gives positive attitude toward Tupperware product. Finally, Attitude Green Brand (AGB) is proved to have a positive and significant influence on Green Purchase Intention (GPI). This means that the higher Attitude toward Green Brand (AGB) on Tupperware products, the higher consumers' intention to buy the products. Research results also indicate that Green Brand Knowledge (GBK) and Attitude toward Green Brand (AGB) become intervening variables on the effect of Green Brand Positioning (GBP) on Green Purchase Intention (GPI). This means that if the Green Brand Positioning strategy with Green Attributes suppressors through green marketing on Tupperware products works well, Green Knowledge and Attitude on Green Brand will also improve, which will enhance the Green Purchase Intention (GPI).

Based on the above conclusions, Marketing managers should emphasize Green Brand Positioning by improving green marketing programs and increasing the green attributes of their products to educate and increase consumer knowledge of the company's products and benefits. A careful strategy formulation of GBP and well implementation of it, will not only make consumers aware of the benefits of the green products, but it will also increase their positive attitude toward products, which in turn intensify the consumers to buy them.

Suggestions for Future Research

This study has some weaknesses in responding to problems related to causal relationships between variables in this study. The weaknesses of this study are expected to be addressed by further studies. These include; first, majority respondent in this study was female and most of them are at younger ages in which they mostly gave similar answers and it should be balanced for future research in terms of gender, age, and profession to increase external validity. Second, this survey was conducted in Yogyakarta and used only used in one brand. Thus, it does not represent the whole consumers of products in this country and the relationship among variable can be bias because it needs to be tested in another Brand. Third, this study was also conducted to respondents who ever used the products/brand without any concerns in terms belonging to the products. Thus, there is a big possibility that there are consumers who only have once experience in using the products, it makes them evaluated based on last experience in using Tupperware products not based on their frequent experience.

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