Asean International Journal of Business
Vol.2, No.1, 2023
e-ISSN: 2809-6673
pp. 26-34

Impact of Environmental Knowledge and Green Brand Image on Green Repurchase Intention by Mediation of Attitude

Nugrahanti Khairani Aisyah[1], Muchsin Saggaff Shihab[2]
[1,2,] Faculty of Management, Bakrie University, Indonesia
Email: [1]khairaniaisyah@gmail.com, [2]muchsin.shihab@bakrie.ac.id,

DOI: https://doi.org/10.54099/aijb.v2i1.452

ARTICLE INFO

Research Paper

Article history:
Received: 15 December 2022
Revised: 5 January 2023
Accepted: 18 January 2023

Keywords: Environmental Knowledge, Green Brand Image, Attitude Toward Green Product, Green Repurchase Intention, Slow Fashion

ABSTRACT

This paper seeks to examine the role of attitude towards green product on the relationship between environmental knowledge and green brand image for green repurchase intention.
The research method used is quantitative descriptive research with Structural Equation Modeling (SEM) approach. The population in this study was collected from 125 respondents' consumers who have used environmentally friendly slow fashion products (Fjallraven, Converse dan Timberland) in Jabodetabek – Indonesia.
Findings – It was found that environmental knowledge has a significant positive effect on green repurchase intention. Green brand image has an insignificant positive effect on green repurchase intention. Furthermore, variable of attitude towards green product and green brand image has a positive and significant effect on green repurchase intention through attitude towards green product.

This work is licensed under a Creative Commons Attribution-Non Commercial 4.0 International License.

INTRODUCTION

INTRODUCTION

High attention to environmental issues has been observed in major countries. Governments are enacting laws and legislation that encourage citizens to take action to protect the environment and urge businesses to be more conscious on the nature. Manufacturing companies are responsible for the increasing environmental damage as a result of industrial developments that encourage environmental degradation and depletion of natural resources. Government policies, consumer preferences, and company strategies are adjusted to become more environmentally friendly (Basriani et al., 2021; Iskamto, 2020, 2021; Khairawati et al., 2022, 2022; Selvia, 2022)

As the business world evolves, the level of competition influence the fashion market. Business sector must be observant to see trends in society to maintain their existence, such as product environmentally products (green products). In response to various environmental issues, people have begun to change their views on living life. A key aspect of this shift is the rising popularity of eco-friendly goods among shoppers. Study results from the Indonesian Zero Waste Alliance in 2020 demonstrate that 63 percent of young people in Indonesia have adopted a zero-waste lifestyle in less than a year, and 91 percent of those same people say they have used environmentally friendly items. In addition, referring to other sources that the results of an analysis from the research and processing team by WWF

© 2023 ADPEBI Publications. All Rights Reserved.

Indonesia in 2018 entitled "Retail and Consumer Perceptions of Sustainable Consumption" found that 63% of Indonesians are willing to buy sustainable products or services and 61% of buyers feel responsible for the environment (Agustina & Rosalia, 2022; Iskamto & Karim, 2021; Selvia, 2022)

The fashion industry is one of the fast-growing business segments and over the past few years, the fashion industry has diversified its managerial and marketing orientation in response to customer trends towards a more environmentally friendly lifestyle. There are several examples of slow fashion products that represent environmentally friendly fashion products such as Fjallraven, Converse dan Timberland that applies the concept of sustainability to its business.

Research from Malaysia by Patwary, et al., (2022) shows that Environmental Knowledge affects green repurchase intention. Study from Patwary, et al. (2022) prompted the authors to look into the same topic in Indonesia, this time looking at how environmental literacy impacts the likelihood of a consumer making a green purchase. Green Repurchase Intention from consumers is inseparable from their environmental knowledge. Gani (2022) the term Environmental Knowledge as used here, refers to an individual's familiarity with the environmental factors that influence their choices. In addition to environmental knowledge, green brand image also impacted to be one of the determining factors for purchasing decisions. Keller (2021) brand image is the way in which buyers mentally associate a product with its associated memories.

However, it found that environment knowledge did not have significant effect on green repurchase intention. Furthermore, the study from Riptiono. (2022) Rahmi, et al. (2017) also shown that green brand image did not have significant effect on green repurchase intention. A few researcher focused on relation between environmental knowledge and green brand image there have been limited studies concern on mediator variable (Iskamto, 2014; Iskamto & Ghazali, 2021; Prayitno et al., 2022; Sudarto, 2022). Therefore, this research intends to add variable intervening of attitude towards green product. The objective of this research are examines the impact of attitude towards green product with environmental knowledge, green brand image for green repurchase intention to reveal consumer trends that might guide businesses in developing effective product marketing strategies.

LITERATURE REVIEW

Environmental Knowledge

An individual's environmental literacy increases the likelihood that they will make the environmentally responsible choice to buy green items by providing them with a foundational understanding of the many avenues open to them for contributing to the cause (Zhang et.al, 2021).

Green Brand Image

Refers to all processes carried out by companies ranging from the production process to sales applying very strong environmental elements so that they do not produce pollution that is harmful to the environment or humans (Chen, 2018).

Attitude towards Green Product

Consumer confidence and confidence in green products is also inseparable from the influence of people in the surrounding environment. Social environments such as family, friends, relatives, and surrounding peers have a strong influence in shaping attitudes and repurchase intentions in the context of eco-friendly products. According to Zhang et al., an individual's propensity to buy environmentally friendly products is significantly influenced by the perceived value of using such products (2021).

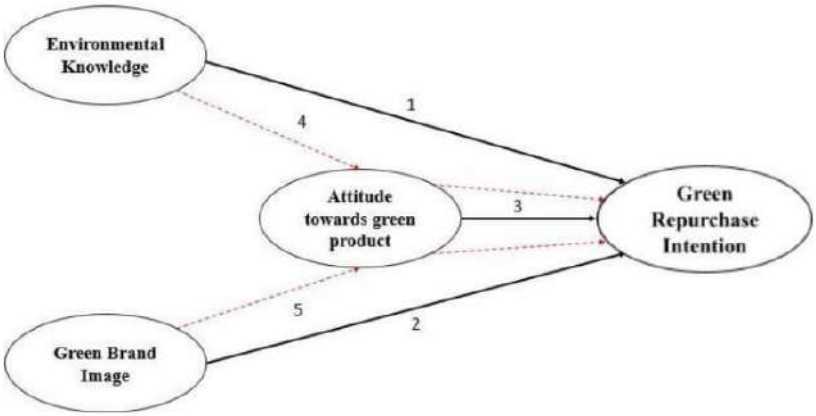
Green Repurchase Intention

A high rate of product returns indicates that buyers are pleased with their purchases. Once a consumer gives a product a try and forms an opinion about whether or not they like it, the decision to adopt or

© 2023 ADPEBI Publications. All Rights Reserved.

reject the product becomes clear. Concerned consumers can show their support for environmental protection through a variety of actions, including the purchasing of green products, as pointed out by Hasan (2021).

Figure.1 Research Model



METHOD

The research method used is quantitative descriptive research with Structural Equation Modeling (SEM) approach. The population in this study was collected from 125 respondents' consumers who have used environmentally friendly slow fashion products (Fjallraven, Converse dan Timberland) in Jabodetabek – Indonesia by using purposive sampling technique. Based on the criteria set by the researcher targeted respondent criteria should be from the age 18 and at least having experience using slow fashion (Fjallraven, Converse dan Timberland) product during 1 year and located in Jabodetabek – Indonesia.

RESULT AND DISCUSSION

Result

Research conducted since August 30, 2022. The distribution of questionnaires using the QuestionPro survey tools. There were 125 responders who completed out the survey. Respondents in this study were active users of slow fashion products (Fjallraven, Converse and Timberland) who were at least 18 years old, and domiciled in Jabodetabek – Indonesia.

Evaluation of Model Measurementsl (Outer Model)

1. **Convergent Validity**

Table 1. Convergent Validity Test Results

Variabel	Indikator	Outer Loadings	Information
Attitude Towards Green Product	AT1	0.778	Valid
	AT2	0.844	Valid
	AT3	0.909	Valid
	AT4	0.9	Valid
	AT5	0.869	Valid
	AT6	0.898	Valid
	AT7	0.864	Valid
Environmental Knowledge	EK1	0.89	Valid
	EK2	0.883	Valid
	EK3	0.885	Valid
	EK4	0.883	Valid
	EK5	0.905	Valid

© 2023 ADPEBI Publications. All Rights Reserved.

	EK6	0.808	Valid
	GBI1	0.783	Valid
	GBI2	0.94	Valid
Green Brand Image	GBI3	0.927	Valid
	GBI4	0.92	Valid
	GBI5	0.868	Valid
	GRI1	0.836	Valid
	GRI2	0.81	Valid
Green Repurchase Intention	GRI3	0.836	Valid
	GRI4	0.831	Valid
	GRI5	0.702	Valid

Table 1 shows that all indicators employed have loading factor values greater than 0.50, indicating that all used constructs are valid and may be used in future testing based on this criterion.

2. Discriminant Validity

Table 2. Discriminant Validity Test Results

	Attitude Towards Green Product	Environmental Knowledge	Green Brand Image	Green Repurchase Intention
AT1	**0.778**	0.58	0.384	0.701
AT2	**0.844**	0.566	0.518	0.724
AT3	**0.909**	0.626	0.544	0.738
AT4	**0.9**	0.535	0.615	0.652
AT5	**0.869**	0.645	0.553	0.799
AT6	**0.898**	0.578	0.653	0.674
AT7	**0.864**	0.579	0.65	0.642
EK1	0.565	**0.89**	0.419	0.615
EK2	0.586	**0.883**	0.386	0.652
EK3	0.605	**0.885**	0.376	0.609
EK4	0.563	**0.883**	0.5	0.624
EK5	0.615	**0.905**	0.506	0.699
EK6	0.635	**0.808**	0.468	0.528
GBI1	0.416	0.48	**0.783**	0.525
GBI2	0.608	0.424	**0.94**	0.566
GBI3	0.607	0.445	**0.927**	0.539
GBI4	0.598	0.441	**0.92**	0.559
GBI5	0.619	0.468	**0.868**	0.661
GRI1	0.637	0.609	0.628	**0.836**
GRI2	0.717	0.592	0.53	**0.81**
GRI3	0.635	0.556	0.428	**0.836**
GRI4	0.711	0.634	0.674	**0.831**
GRI5	0.56	0.441	0.255	**0.702**

Based on table 2, it can be seen that the correlation of all constructs has a higher indicator value with each of its variables compared to the correlation of other variable indicators. So it can be said that the

© 2023 ADPEBI Publications. All Rights Reserved.

latent construct of each variable is able to predict the indicators on these variables better than indicators in other variables.

3. Composite Reliability

Table 3. Composite Reliability Test Results

Item Pertanyaan	*Cronbach Alpha*	*Composite Reliability*	Keterangan
Attitude Towards Green Product	0,944	0,955	Reliabel
Environmental Knowledge	0,939	0,952	Reliabel
Green Brand Image	0,933	0,950	Reliabel
Green Repurchase Intention	0,863	0,901	Reliabel

Based on table 3 above, it shows that the results of the composite reliability test provide satisfactory values, because all latent variable values have a composite reliability value of ≥ 0.70 and a cronbach's alpha value of ≥ 0.50.

Structural Model Submission (Inner Model)

1. Goodness of Fit Model

a. R Square Value

Table 4. Endogenous Variable R Square Value

Variabel Endogen	R Square
Attitude Towards Green Product	0,585
Green Repurchase Intention	0,726

Table 4 displays an R-square value of 0.585 for the Attitude Towards Green Product variable, indicating that this variable accounts for 58.5% of the variation in the data. The remaining variance is explained by other variables beyond the purview of this research.The coefficient of determination (R-squared) for Green Repurchase Intention is 0.726, which indicates that the model adequately captures the link between the independent variables and the dependent ones (the remaining 28.4% is explained by other factors outside of the model).

b. **Q^2**

Here is a computation showing the R-squared value for all endogenous variables included in this analysis.

The predictive-relevance value can be obtained by the formula:

Q2 = 1 - (1 - R1) (1 - R2)

Q2 = 1 - (1 – 0,585) (1 – 0,726)

Q2 = 0,886 atau 88,6%

Predictive relevance was calculated as 0.886 > 0, as shown above. As a result, the aforementioned variable explains 88.6% of the variation in the Green Repurchase Intention variable (the dependent variable). It follows that the model deserves to have some useful forecasting power.

Hypothesis Testing

Table 5. Hypothesis Testing

Hipotesis	Original Sample	Standard Deviation	T Statistics	P Values	Keterangan
Environmental Knowledge -> Green Repurchase Intention	0,272	0,106	2,565	0,011	Positive - Significant
Green Brand Image -> Green Repurchase Intention	0,170	0,090	1,893	0,059	Positive – Insignificant

© 2023 ADPEBI Publications. All Rights Reserved.

Attitude Towards Green Product -> Green Repurchase Intention	0,520	0,120	4,325	0,000	Positive-Signifikan
Environmental Knowlage -> Attitude Towards Green Product ->Green Repurchase Intention	0,246	0,082	2,990	0,003	Positive–Significant
Green Brand Image -> Attitude Towards Green Product ->Green Repurchase Intention	0,212	0,064	3,317	0,001	Positive–Significant

Based on table 5 obtained the results of the direct relationship with the following results:

Environmental knowledge has a significant positive effect on green repurchase intention. Statistical T values > T table (2,565 > 1,985) then the hypothesis is accepted. This proves that environmental knowledge provides a positive value to green repurchase intention. Also, the P-Value for the environmental knowledge variable is 0.011, which is less than the significance level set by the researchers (alpha = 0.05). This indicates that consumers' level of environmental awareness significantly affects their propensity to make future environmentally conscious purchases. If the level of environmental knowledge increases, then it will have an influence on green repurchase intention, then the hypothesis is accepted.

Green brand image has an insignificant positive effect on green repurchase intention. The statistical T value < T table (1,893 < 1,985) then the hypothesis is rejected. This proves that the green brand image provides a positive value to the green repurchase intention. Additionally, the P-Value for the green brand image variable is 0.059, which is higher than the significance level set by the alpha () of 0.05, indicating that the null hypothesis is not supported. It follows that consumers' perceptions of the greenness of a brand have little bearing on their propensity to buy that brand again. This hypothesis is rejected if there is no correlation between a rise in the strength of the green brand image and a subsequent change in the consumer's desire to make future purchases of green products.

Attitude towards green product has a significant positive effect on green repurchase intention. The statistical T value > T table (4,325 > 1,985) then the hypothesis is accepted. This demonstrates that a favorable disposition toward green products contributes positively to the intent to buy those products. The P-Value for the attitude towards green product variable is 0.000, which is significantly less than the significance level set by the researchers (alpha = 0.05). This suggests that consumers' feelings about green products have a considerable impact on whether or not they intend to repurchase those products in the future. The hypothesis is accepted if it is shown that an increase in green product-positive attitudes correlates with a rise in green product repurchase intent.

Environmental knowledge has a positive and significant effect on green repurchase intention through attitude towards green product. Statistical T values > T table (2,990 > 1,985) then the hypothesis is accepted. This proves that environmental knowledge provides a positive value to green repurchase intention through attitude towards green product. The P-Value for the environmental knowledge variable is 0.003, which is less than the alpha threshold of 0.05, indicating that the null hypothesis is rejected. That customers' environmental awareness significantly affects their green repurchase intent via their green product attitudes is clear. If the level of environmental knowledge increases, then it will have an influence on green repurchase intention through attitude towards green product, then the hypothesis is accepted.

© 2023 ADPEBI Publications. All Rights Reserved.

Green brand image has a positive and significant effect on green repurchase intention through attitude towards green product. The statistical T value > T table (3,317 > 1,985) then the hypothesis is accepted. This proves that green brand image provides a positive value to green repurchase intention through attitude towards green product. The P-Value for the green brand image variable is 0.001, which is significantly lower than the significance level set by the researchers (alpha = 0.05). What this indicates is that consumers' perceptions of a company's commitment to environmental sustainability have a substantial impact on their propensity to buy green products again. If the level of green brand image increases, then it will have an influence on green repurchase intention through attitude towards green product so that the hypothesis is accepted.

Based on the results of the study, it was found that green brand image was tested to have a significant positive effect with a value of 3,317 on green repurchase intention through attitude towards green product. This can prove that green brand image provides a positive value to green repurchase intention through attitude towards green product to consumers of slow fashion brands Fjallraven, Converse and Timberland. This finding will have different results when compared to the 2nd hypothesis, namely the influence of green brand image on green repurchase intention which shows the result that the hypothesis is rejected and positive is not significant. With the mediation variable in the form of attitude towards green product, the green brand image has a significant positive value for green repurchase intention. Consumers are more likely to repurchase eco-friendly products if they are pleased with their performance and value. Furthermore, attitude can be divided into 3 dimensions, namely; Cognitive (Beliefs), Affective (Feeling) and Conative (Behavior). Based on the results of the study, the highest score in the analysis of the attitude towards green product variable the highest average / mean value of 90,488 respondents stated that, "Protecting and preserving the environment is the duty of all parties" which means that users of the Fjallraven, Converse and Timberland brands in their decisions in using the product have been based on taste and behavior who are aware that not only buying a fashion product but already based on taste responsibility for making efforts to preserve the environment. According to the findings of this research, consumers' green repurchase intentions are much more favorable if the green brand image of slow fashion brands like Fjallraven, Converse, and Timberland instills the importance of attitude towards green products.

CONCLUSION

Based on the results of the analysis and discussion that have been presented previously, it can be concluded that environmental knowledge has a significant positive effect on green repurchase intention. Attitude towards green product has a significant positive effect on green repurchase intention. Furthermore, attitude towards green product has a significant positive effect on green repurchase intention. And the last result shown that environmental knowledge and green brand image has a positive and significant effect on green repurchase intention through attitude towards green product for slow fashion consumer Fjallraven, Converse, and Timberland.

REFRENCES

Aliansi Zero Waste Indonesia. (2020, Oktober 22). Anak Muda dan Zero Waste; Dari Perubahan Gaya Hidup Hingga Kebijakan

Basriani, A., Susanti, D., Zainal, R., & Sofyan, D. (2021). The Influence of Capital, Independence, and Education on Women's Entrepreneurial Motivation in Indonesia. Husnayain Business Review, 1(1), Article 1. https://doi.org/10.54099/hbr.v1i1.24

Chen, Chang. 2018. *The Drivers Of Green Brand Equity: Green Brang Image, Green Satisfaction, And Green Trust.* Journall Of Business Ethic, 36(4): 307-319

© 2023 ADPEBI Publications. All Rights Reserved.

Gani, R. A. (2022). Hubungan Pengetahuan Lingkungan Dengan Perilaku Siswa Dalam Menjaga Kebersihan Lingkungan. *Jurnal Elementary: Kajian Teori dan Hasil Penelitian Pendidikan Sekolah Dasar*, *5*(1), 55-63.

Hasan, Ali. 2018. Marketing Dan Kasus-Kasus Pilihan. Yogyakarta: Caps

Iskamto, D. (2014). Analisi Kualitas Pelayanan Kartu Seluler Telkom Flexi Wilayah Duri Provinsi Riau. Eko Dan Bisnis (Riau Economics and Business Review), 5(4).

Iskamto, D. (2020). Role of Products in Determining Decisions of Purchasing. Jurnal Inovasi Bisnis, 8(2), 200–2007. https://doi.org/10.35314/inovbiz.v8i2.1424

Iskamto, D. (2021). Investigation of Purchase Decisions Based on Product Features offered. ADPEBI International Journal of Business and Social Science, 1(1), Article 1. https://doi.org/10.54099/aijbs.v1i1.1

Iskamto, D., & Ghazali, P. L. (2021). Framework of Mediating Role of MSEs Performance On The Relationship Between Entrepreneur Environment and Entrepreneur Satisfaction. The Journal of Management Theory and Practice (JMTP), 71–73. https://doi.org/10.37231/jmtp.2021.2.2.118

Iskamto, D., & Karim, K. (2021). What Are The Factors That Encourage People To Keep Buying Newspapers In The Digital Age? Proceedings of the Second Asia Pacific International Conference on Industrial Engineering and Operations Management Surakarta, 9.

Khairawati, S., Marianti, D. J., & Wijiharta. (2022). Innovation, Alliances and Management of Halal Products as Strategies to Increase MSME Competitiveness in the Era of the Covid-19 Pandemic. Asean International Journal of Business, 1(2), Article 2. https://doi.org/10.54099/aijb.v1i2.169

Kotler dan Keller. 2021. Manajemen Pemasaran. Jakarta: Airlangga

Patwary, A. K., Mohamed, M., Rabiul, M. K., Mehmood, W., Ashraf, M. U., & Adamu, A. A. (2022). Green purchasing behaviour of international tourists in Malaysia using green marketing tools: theory of planned behaviour perspective. *Nankai Business Review International*.

Prayitno, S., Iqbal, M. A., & Aulia, I. N. (2022). The Impact of Affective Commitment to Organizational Citizenship Behavior on Millennial Employees in an Indonesian Construction Company: Work Engagement and Knowledge Sharing as Mediators. International Journal of Indonesian Business Review, 1(1), Article 1. https://doi.org/10.54099/ijibr.v1i1.243

Rahmi, D. Y., Rozalia, Y., Chan, D. N., Anira, Q., & Lita, R. P. (2017). Green brand image relation model, green awareness, green advertisement, and ecological knowledge as competitive advantage in improving green purchase intention and green purchase behavior on creative industry products. *Journal of Economics, Business, & Accountancy Ventura*, *20*(2), 177-186.

Schiffman., Wisenblit. 2019. Consumer Behavior.Pearson

Selvia, S. (2022). The Influence of Brand Image and Product Quality on Purchasing Decision. Adpebi Science Series, Proceedings of Adpebi International Conference on Management, Education, Social Science, Economics and Technology (AICMEST), 1(1), Article 1. https://series.adpebi.com/index.php/AICMEST/article/view/117

© 2023 ADPEBI Publications. All Rights Reserved.

Sudarto, S. (2022). The Role of Customer Satisfaction as a Mediator of Service Quality and Purchase Intentions in E-Commerce in Indonesia. Asean International Journal of Business, 1(2), Article 2. https://doi.org/10.54099/aijb.v1i2.149

Yadav, R., & Pathak, G. (2018. Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. Journal of Cleaner Production, 732-739.

Zhang, W.; Xu, R.; Jiang, Y.; Zhang, W. (2021) How Environmental Knowledge Management Promotes Employee Green Behavior: An Empirical Study. Int. J. Environ. Res. Public Health 2021, 18, 4738. https:// doi.org/10.3390/ijerph18094738

Agustina, Y., & Rosalia, A. K. (2022). The Application of Interactive E-Module Based on Android to Enhance Students' Learning Outcome (A Useful Learning App in the Covid-19 Era). Adpebi Science Series, Proceedings of Adpebi International Conference on Management, Education, Social Science, Economics and Technology (AICMEST), 1(1), Article 1. https://series.adpebi.com/index.php/AICMEST/article/view/171

© 2023 ADPEBI Publications. All Rights Reserved.