

The Influence Of Brand Positioning, Product Knowledge And Attitude On Green Product Purchase Intention Of Sensatia Botanicals

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Abstract

The escalating environmental crisis has driven a shift in consumer behavior towards eco-friendly products. Brands may perceive openings in the market, yet contradictions across prior scholarly outputs indicate unresolved ambiguity regarding what directs purchasing choices. This investigation intends to dissect how ecological brand positioning, comprehension of such brands, and disposition toward them interact to form the intention to acquire Sensatia Botanicals' green-labeled commodities. Information was secured from 300 selected participants through purposive criteria and assessed via LISREL. The observed empirical outcomes demonstrate that positioning, knowledge, and attitudinal alignment with green brands all exert statistically significant positive impacts on the intention to procure environmentally branded goods. These results imply that companies should add strategies to communicate eco-friendly products effectively and efficiently by using social media influencers and digital media advertising. The communication strategy needs to highlight product quality and ethical production to justify premium pricing. Increased accessibility is key by expanding distribution through retail stores and e-commerce platforms. Additionally, companies must proactively build confidence in product performance with evidence-based marketing and authentic reviews.

Keywords: attitude, green brand knowledge, green brand positioning, green product purchase intention, sensatia botanicals



INTRODUCTION

Worsening ecological deterioration, evidenced by soaring greenhouse discharges and pervasive contamination, has reconfigured consumer tendencies in a substantial manner. Populations increasingly embrace sustainability-driven conduct, thereby constructing a fertile arena for the circulation of eco-oriented merchandise. In the Indonesian context, this orientation is reinforced by Statista (2021), which reports that 82% of individuals place ecological considerations at the forefront, establishing a robust basis for intentions to purchase green-oriented products.

The drivers behind these purchase intentions extend beyond general environmental consciousness, encompassing dimensions such as eco-brand positioning, knowledge regarding the brand, and evaluative stances toward it. Literature previously has verified that deep brand familiarity and strategic positioning can cultivate favorable dispositions, which subsequently escalate intentions to buy. Nevertheless, disparities still surface among existing findings, implying that the relational pathways connecting these variables are not universally uniform.

In the context of Indonesia's green cosmetics market, Sensatia Botanicals has emerged as a local brand with a strong environmental commitment. Nevertheless, the brand faces significant challenges compared to both local and international competitors. Compared with the recognition attained by The Body Shop or Wardah, its market traction remains less advanced, while the scarcity of affirming evaluations within online channels such as TikTok reveals dissonance between corporate dedication and how the audience interprets the brand.

Consequently, this inquiry utilizes the analytical structure derived from Suki (2016) to perform detailed scrutiny concerning how ecological positioning, informational knowledge, and consumer dispositions configure green product purchase intentions in the case of Sensatia Botanicals. Accordingly, the research endeavors to advance academic discourse by clarifying inconsistencies among variables, while simultaneously providing managerial recommendations that are actionable for strengthening Sensatia Botanicals' competitive stance.

OBJECTIVES

The purpose of this research is oriented toward resolving Sensatia Botanicals' difficulty in both attracting and maintaining customers in the dense green cosmetics arena. The methodological core is devoted to assessing a conceptual configuration binding positioning, brand comprehension, and consumer attitude with the willingness to purchase

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green merchandise. Explicit goals comprise: examining whether positioning and knowledge exert influence upon consumer attitude; inspecting whether positioning and knowledge operate directly upon purchase intention; and evaluating whether attitude toward eco-friendly goods itself contributes to the decision to buy. In this regard, the project aspires to expand theoretical literature and furnish applied guidance for Sensatia Botanicals' management in stimulating consumer purchasing engagement.

LITERATURE REVIEW

To elucidate the interconnectedness of positioning, brand knowledge, consumer outlook, and intention to purchase, this study situates itself within essential theoretical constructs. Central within this framework is the notion of green marketing, emphasizing communicative strategies and product-based approaches that underscore environmental utility (Huang et al., 2014).

Within this area, eco-positioning of brands constitutes a fundamental mechanism for establishing distinction amidst competition (Aaker & Joachimsthaler, 2000). By projecting attributes aligned with environmental responsibility, such strategies mold consumer interpretation positively. Empirical contributions (Sooriyaarachchi, 2023; Hartmann et al., 2005) repeatedly reveal that successful positioning bears a close correlation with the development of affirmative brand evaluations.

Equally, consumer knowledge of green brands functions as a determinant, since understanding the ecological obligations of a company shapes attitudinal orientation (Mostafa, 2007). When individuals recognize natural ingredients, ethical production schemes, and benefits tied to green commodities, their attitude toward the brand tends to improve. Supporting works (Huang et al., 2014; Himawan, 2019) consistently validate the affirmative association between brand comprehension and evaluative stance.

Attitudinal orientation toward a specific brand operates as a dominant indicator for anticipating purchasing behavior (Felix & Braunsberger, 2016). When consumer perspectives are favorable—emerging from reinforced positioning strategies and comprehensive knowledge—confidence and preference solidify, leading directly to acquisition decisions. Empirical validation from Suki (2016) and Huang et al. (2014) confirms that supportive evaluations of green brands exert substantial positive influence on consumer purchase inclinations.

Accordingly, the present research directs its focus toward investigating how the constructs of brand positioning and knowledge concerning ecological attributes impact consumer perspectives, while additionally observing the mechanism through which these



dimensions collectively configure purchasing intention related to Sensatia Botanicals' eco-products.

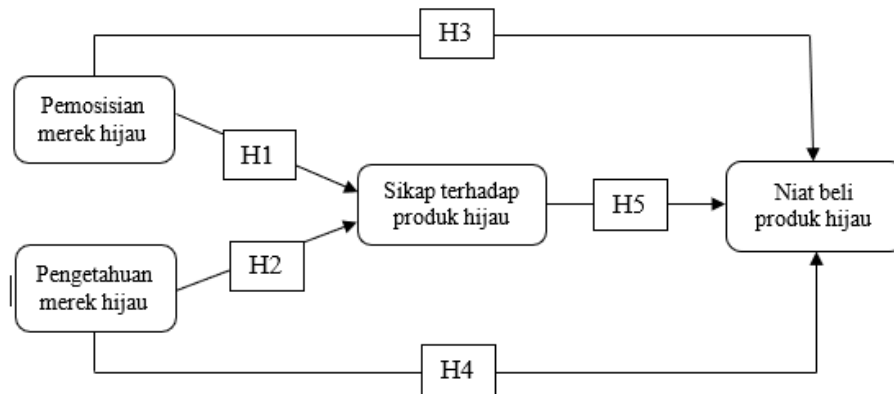


Figure 1. Conceptual Framework of the Study (adapted from Suki., 2016)

RESEARCH METHODOLOGY

The methodological orientation of this project is quantitative, relying upon dual designs: causal and descriptive. The causal orientation seeks to determine directional associations between ecological positioning, brand-specific knowledge, and consumer evaluative stance in relation to green purchase intention (Malhotra, 2016). In contrast, the descriptive structure outlines the observable profiles of variables under study. Processing of data employs Structural Equation Modeling (SEM) using LISREL 8.80, selected due to its competence in decomposing intricate relationships among unobservable latent constructs (Hair et al., 2014).

Acquisition of data proceeded via an electronic survey distributed using Google Forms. Dissemination of the instrument took place through online networks such as Instagram, WhatsApp, Line, and Facebook. The tool applied was a structured questionnaire employing a five-point Likert continuum ranging from Strongly Disagree to Strongly Agree to register respondent perceptions (Sekaran & Bougie, 2016). Supplementary data were simultaneously derived from literature, including books, peer-reviewed publications, and academic articles, to reinforce the theoretical scheme adopted.

The subject pool encompasses Indonesian consumers demonstrating awareness of and interest in acquiring eco-oriented merchandise from Sensatia Botanicals. A non-probability, purposive sampling procedure was utilized, ensuring respondents were deliberately chosen based on specified inclusion conditions (Sugiyono, 2017). The final valid collection amounted to 300 participants, aligning with the SEM sample-size

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appropriateness guideline of 30–500 respondents proposed by Roscoe (1975, cited in Sekaran, 2003).

Data treatment consisted of a two-phase scheme: first, descriptive statistical computation; second, SEM-based hypothesis testing. The descriptive phase served to depict respondent characteristics and variable tendencies through frequencies and central tendency indicators (Cooper & Schindler, 2014). SEM–LISREL analysis, meanwhile, tested hypothesized causal links under two sub-models: Measurement (Outer) Model, which examines reliability (Composite Reliability, Cronbach's Alpha) and validity (convergent, discriminant) of constructs (Hair et al., 2019); and Structural (Inner) Model, which assesses global model adequacy via Goodness-of-Fit indices (CFI, GFI, RMSEA) and evaluates significance of variable pathways through t-statistics, including the predictive contribution indicated by R^2 values.

RESULTS

Execution of the model proceeded through LISREL 8.80 (Linear Structural Relations). Descriptive profiling confirmed heterogeneity across participant gender, occupational background, age categories, and geographical distribution. Tests within the measurement model validated adequate construct quality, with values for AVE exceeding 0.5 and CR surpassing 0.7. Subsequent structural model evaluation delivered results as follows:

Table 1. Construct Validity and Reliability Results

Variable	Cronbach's alpha	Composite reliability (rho_a)	Average variance extracted (AVE)
PS	0,712	0,862	0,54
PT	0,750	0,880	0,58
S	0,710	0,851	0,50
NB	0,720	0,751	0,52

Source: Primary data, processed in July 2025

- GBP significantly affects GBA
- GBK significantly affects GBA
- GBP significantly affects GPPI
- GBK significantly affects GPPI



- GBA significantly affects GPPI

The coefficient of determination (R^2) for Green Brand Attitude reached 0.62, signifying that 62% of attitudinal variance was accounted for by the established model, whereas the R^2 value for Green Product Purchase Intention registered at 0.61, indicating that 61% of its variance was similarly explained.

Assessment of overall model adequacy was executed via goodness-of-fit evaluation, determining the congruence between hypothesized structure and observed dataset. This examination provides clarity regarding the degree to which theoretical configuration reflects the empirical patterns obtained, thereby quantifying the extent of compatibility between conceptual expectations and actualized evidence (Hair et al., 2019).

Table 2. Goodness Of Fit

INDEKS	GOODNESS OF FIT	KRITERIA	KETERANGAN
RMR	0,013	$\leq 0,05$	<i>Good fit</i>
RMSEA	0,0011	$\leq 0,08$	<i>Good fit</i>
AIC	5755,12	$\approx 2070,00$	<i>Good fit</i>
NFI	0,98	$\geq 0,90$	<i>Good fit</i>
NNFI	1,00	$\geq 0,90$	<i>Good fit</i>
PNFI	0,82	$\geq 0,90$	<i>Good fit</i>
CFI	1,00	$\geq 0,90$	<i>Good fit</i>
IFI	1,00	$\geq 0,90$	<i>Good fit</i>
RFI	0,97	$\geq 0,90$	<i>Good fit</i>
GFI	0,95	$\geq 0,90$	<i>Good fit</i>
AGFI	0,94	$\geq 0,90$	<i>Good fit</i>

Source: Primary data, processed in July 2025

Table 3. Direct Effect Hypothesis

Hipotesis	Path	Coeficients	T-table	T-value	Hasil
H ₁	Pemosisian Merek Hijau → Sikap terhadap Produk Hijau	0,51	1,96	8,14	Didukung



H₂	Pengetahuan Merek Hijau → Sikap terhadap Produk Hijau	0,26	1,96	8,84	Didukung
H₃	Pemosisian Merek Hijau → Niat Beli Produk Hijau	0,26	1,96	3,11	Didukung
H₄	Pengetahuan Merek Hijau → Niat Beli Produk Hijau	0,19	1,96	2,10	Didukung
H₅	Sikap terhadap Produk Hijau → Niat Beli Produk Hijau	0,50	1,96	4,14	Didukung

Source: Primary data, processed in July 2025

Inspection of Table 3 indicates that every hypothesis advanced in the framework achieved empirical backing, evidenced through computed t-statistics surpassing the benchmark threshold of 1.96, which functions as the critical boundary for significance testing.

Computation outputs for both R-Square and Q-Square indices in the analysis are displayed systematically in Table 4, offering the statistical overview required for interpretation.

Table 4. Coefficient of Determination (R^2)

Variabel	R^2
Sikap terhadap Merek Hijau	0,62
Niat Beli Produk Hijau	0,61

Source: Primary data, processed in July 2025



The final model can also be visualized in a path diagram illustrating the direction and magnitude of the relationships among the latent variables.

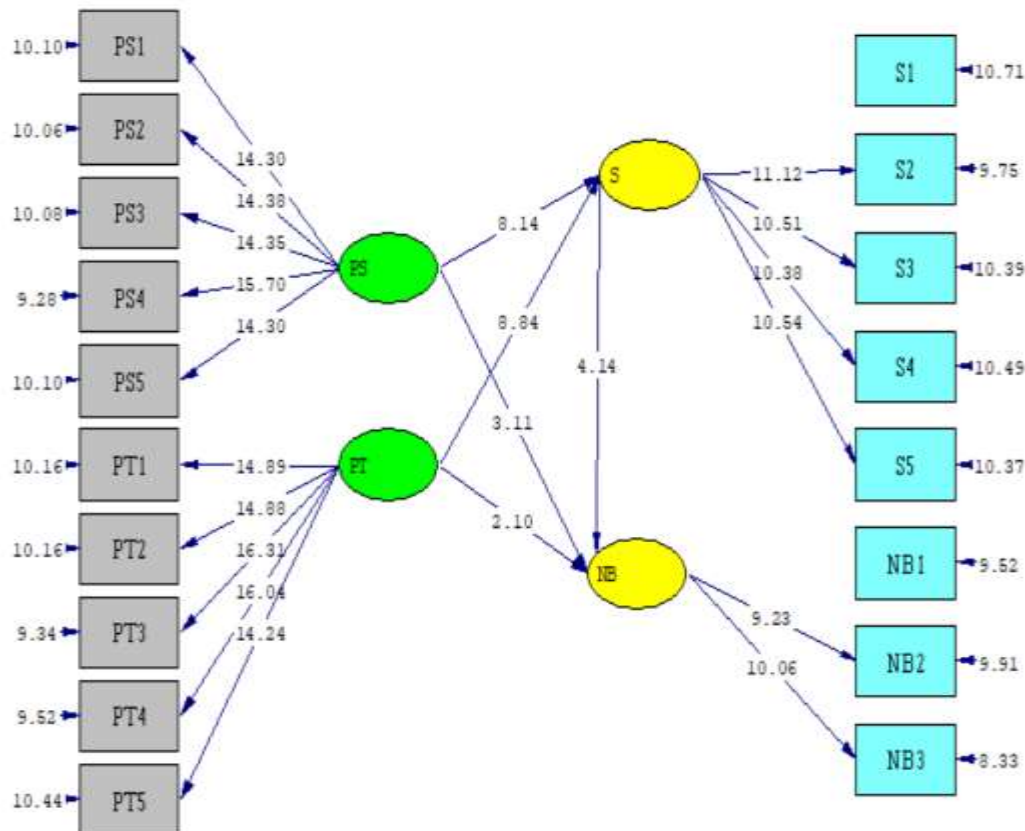


Figure 2. Bootstrapping Model or Path Diagram from LISREL

Source: Primary data, processed in Mei 2025

DISCUSSION

The Effect of Green Brand Positioning (GBP) on Green Brand Attitude (GBA)

Findings demonstrate that ecological brand positioning produces a statistically significant and positive influence on attitudinal orientation toward the green brand ($T=8.14$; $p<0.05$). This finding confirms that Sensatia Botanicals' strategy of positioning itself as a brand focused on sustainability and environmental friendliness has successfully built a strong positive attitude among consumers. This positioning strategy is effective because it not only highlights eco-friendly attributes but also meets functional needs (e.g., products

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for various skin types) and personal needs (e.g., products safe for pregnant women and babies). The ability to integrate environmental benefits with the products' real-life relevance makes consumers view the brand holistically. These results are consistent with the theoretical framework stating that effective green brand positioning must touch upon both functional and emotional dimensions. Previous research by Wang et al. (2022) and Anwar et al. (2024) also shows consistent findings, where a brand's success in positioning itself as an eco-friendly entity will directly build a more positive attitude in the eyes of consumers.

The Effect of Green Brand Knowledge (GBK) on Green Brand Attitude (GBA)

The statistical test further reveals that knowledge regarding ecological branding also exhibits a significant and positive linkage with green brand attitude ($T=8.84$; $p<0.05$). Consumers' deep understanding of Sensatia Botanicals' environmental commitments and practices is the main driver for the formation of a positive attitude. Consumers don't just know the brand's claims, but also comprehend the entire sustainable value chain, from the use of natural ingredients, cruelty-free status, to packaging innovations. Consumer involvement through the empty bottle recycling program transforms passive knowledge into an active experience. The consistency between claims and tangible actions creates the belief that choosing this product is a long-term investment for personal health and the environment. This finding supports previous research, Aaker and Joachimsthaler (2020) state that high knowledge of a green brand can increase positive attitudes. In line with this, Oliver and Lee (2020) and Ranggadipta & Sisilia (2023) also agree that transparent and educational green marketing effectively increases engagement and strengthens consumers' pro-environmental attitudes, making knowledge a crucial factor in the adoption of a sustainable lifestyle.

The Effect of Green Brand Positioning (GBP) on Green Product Purchase Intention (GPPI)

Analytical evidence establishes that green brand positioning exerts a positive, statistically significant contribution toward shaping consumer intention to purchase eco-friendly goods ($T=3.11$; $p<0.05$). Sensatia Botanicals' success in instilling an eco-friendly brand image in consumers' minds effectively drives their purchase intention. This influence is supported by the perception of superior product quality, reinforced by certifications and the use of high-quality natural ingredients. Sustainable product innovations ensure the products deliver tangible results, making consumers feel that the premium price they pay is worth the value they receive. The buying process becomes an investment in health and



environmental preservation, consistently communicated through advertising. This outcome corresponds with precedent literature, as Suki (2016) and Chin et al. (2019) documented that strategic ecological brand positioning directly enhances consumer intention to engage in purchase behavior. Batool et al. (2023) and Siripipatthanakul et al. (2022) also reinforce that positioning strategies that highlight eco-friendly attributes not only create a competitive advantage but also trigger purchase intention based on the goal of environmental protection.

The Effect of Green Brand Knowledge (GBK) on Green Product Purchase Intention (GPPI)

Knowledge of ecological branding yields significant positive influence on purchase intention ($T=2.10$; $p<0.05$). This demonstrates that informed consumer comprehension of sustainability-related features constitutes a critical determinant in stimulating purchase motivation. Recognition of aspects such as safe product formulations, cruelty-free assurance, recycled packaging adoption, and reliance on clean energy transforms informational input into verifiable evidence of authenticity. This cognitive integration fortifies conviction and directly amplifies intention to purchase. Parallel findings have been presented in other studies; Zhou et al. (2020), Munamba & Nuangjamnong (2021), and Loka & Harsoyo (2024) all corroborate that heightened consumer understanding of ecological advantages and efficiency in green brands consistently elevates purchasing interest.

The Effect of Green Brand Attitude (GBA) on Green Product Purchase Intention (GPPI)

Attitudinal stance toward green brands was statistically proven to operate as a significant and positive antecedent of purchase intention for eco-friendly products ($T=4.14$; $p<0.05$). This proves that consumers' positive views and feelings toward Sensatia Botanicals as an eco-friendly brand are effectively translated into a desire to buy its products. This positive attitude is built on a foundation of credibility, where consumers are confident that the brand's claims are not a practice of greenwashing thanks to the consistency between promises and tangible actions. This trust is strengthened by product performance that meets expectations, both in terms of effectiveness and safety. When consumers see that the brand's concern for the environment is aligned with ethical and responsible business practices (Corporate Social Responsibility), an emotional bond is formed. This alignment between company values and real actions makes consumers feel

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part of a larger movement, changing a transactional relationship into a trust-based relationship that ultimately triggers strong purchase intention. This aligns with existing literature, Kashi (2020) and Vania & Ruslim (2023) argue that positive views of eco-friendly products drive purchase intention because they are considered a contributing action. In line with this, Kamalanon et al. (2022) also affirm that attitude is one of the most significant predictors influencing consumer intention to buy sustainable products.

CONCLUSION

This study conclusively shows that green brand positioning strategy and the level of consumer knowledge about eco-friendly practices are two main pillars that positively and significantly shape attitudes towards the Sensatia Botanicals brand. This positive attitude, built on a combination of superior functional product attributes and an emotional commitment to the environment, is proven to be the main driver that increases consumer purchase intention. In other words, when consumers understand and believe in a brand's green credibility, they not only like the brand but are also more inclined to make a purchase, even at a premium price point.

The implications of these findings are highly strategic for Sensatia Botanicals. The company is advised to strengthen its marketing communication strategy to be more transparent and evidence-based, highlighting ingredient quality, product effectiveness through testimonials, and sustainability initiatives like the recycling program. Furthermore, to convert strong purchase intention into actual sales, improving product accessibility is crucial. This can be achieved through expanding distribution reach in modern retail channels (such as Sociolla, Watsons, Guardian) and on digital platforms relevant to the target market, like TikTok, to ensure products are easily accessible to consumers who already have a positive perception.

The most notable research restriction arises from the confined selection of variables. Prospective investigations are encouraged to widen analytical scope by integrating determinants such as price-related perceptions, credibility of the brand in general, or demographic factors including income and age. The narrow demographic and geographic composition of the sampled respondents also constrains external validity. Thus, subsequent projects are advised to enlarge the variable set while incorporating more diverse samples in order to generate results with greater applicability and explanatory reach.



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