Analysis of Green Purchase Intention Factors in Gesits Electric Motors with Environmental Concern as an Intervening Variable

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Abstract. This study was conducted to determine the relationship between green brand positioning and green brand knowledge on green purchase intention. This study involves environmental care as an intervention. This research is a quantitative study in the Greater Solo area with a sample of 130 people. The data obtained were then analyzed using the structural equation modeling (SEM) method with SMART-PLS 3 software to determine the relationship between the variables studied. In this study, the target population is all people in Central Java who are at least 17 years old. This study provides suggestions for increasing green purchase intention through green brand positioning and green brand knowledge mediated by environmental concerns. The results of the analysis that has been carried out, show that it turns out that the mediating variable does not affect the two independent variables on the dependent.

Keywords: Green Brand Positioning, Green Brand Knowledge, Environmental Concern, Green Purchase Intention, Structural Equation Modeling

1 Introduction

A significant issue with air pollution exists in a number of nations, notably Indonesia. The problem of Indonesia's bad air quality was becoming increasingly serious by the middle of 2019. Most of the air pollution is caused by motorized vehicles. The use of fuel oil used by motorized vehicles is the main cause of air pollution. The Ministry of Forestry and the Environment provided statistics, that 75% proportional to air pollution contributors are motor vehicles, and of that 75%, 44.53% is contributed by motorcycles [1]. The increasing use of motorcycles can cause increased pollution because they still use premium fuel or the like [2].

These days, a growing number of individuals are beginning to understand how important environmental protection is. However, there are still some people who are still unfamiliar with things about protecting the environment. To ensure that customers understand what the company is delivering, businesses must be able to persuade society and consumers of the risks associated with utilising chemicals in products as well as the benefits of choosing healthy, environmentally friendly alternatives [3]. Nielsen's Global Survey of Corporate Social

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Responsibility in 2020 shows that 82% of households agree that sustainability is an important issue This is deemed inadequate since there is a lack of satisfactory customer knowledge, which will eventually affect the buying of ecologically conscious items [4].

The rapid development of science and technology today raises an idea to create an alternative vehicle as a substitute for oil-fueled vehicles, namely with the latest environmentally friendly vehicles [5]. GESITS (Garansindo Electric Scooter ITS) is an electric motorcycle produced by PT Wjaya Manufakturing (WIMA), without emitting gas emissions and using a 5 kWh lithium-ion battery as its electric fuel. Charging the battery takes 3-4 hours for one charge, the gesits motorcycle can travel 60-70 Km with a maximum speed of 100 Km/hour equivalent to a 125 cc motorcycle that uses fuel. Gesits uses smartphone technology that functions as a gasoline indicator monitor and speedometer. So that battery performance can be seen anywhere and anytime. In addition, Gesits provides ease of battery replacement with a swap system. With this system, consumers can replace batteries in public facilities including gas stations and minimarkets. Although gesits are not yet on the market, the popularity of gesits has been heard since 2014. This is reinforced by the expression of Harun Sjech who is the CEO of PT Gesits Technologies Indo that there are millions of articles about gesits circulating since 2014 [6].

Consumers around the world are increasingly demanding environmentally friendly products, when buying green the potential and want of a person who is aware of the need to support ecologically responsible causes and who would choose environmentally conscious goods above conventional goods, the manufacturing of which frequently disregards the effects on ecological impacts, is known as intention. [7]. Green positioning for a brand is one method that may be utilised to create a green purchasing intention. Green positioning for brands is often viewed as a one-dimensional variable in research [8]. Instead of being a construct with multiple dimensions, this element continues to be seen as just one construct in the past few years [9]. Apart from green brand positioning, consumers must also have green brand knowledge as a consideration in making purchase intentions for green brands [10]. Although customer opinions towards certain behaviours, including buying intent, still predict certain environmental behaviours, green brand awareness is essentially an accurate predictor of some of them [11]. Especially contrasted with customer solidarity and perceptions of efficiency, environmental concern is the primary indicator of green buy intention behaviour, which is used to support the influence of green positioning for brands and awareness of the intention to purchase green [12].

Prior studies verify that possessing information about green brands significantly and favourably influences the intention to make green purchases [13], [14], whereas other research indicates that the intention to make green purchases is negatively and insignificantly impacted by knowledge of green brands [15], [16]. Even more, some research indicates there isn't a meaningful correlation between the intention to make green purchases and knowledge of the brand [17]. Consequently, additional investigation is required to close this unresolved study gap and determine if additional variables may be implicated in the association between knowledge of green brands and intention to purchase green products. The aim of this research was carried out to ascertain the influence of green positioning brand characteristics and knowledge of green brands on the intention to purchase green products using concern for the environment as a mediator.

The marketing of green products, according to the American Marketing Association (AMA), is the practice of promoting goods that are thought to be environmentally safe [18]. Given that

it can lower manufacturing prices, management of waste expenses, and energy costs, ecologic marketing can boost a company's profits. However, for green marketing to be successful, companies must consistently incorporate green marketing principles into all facets of their marketing efforts [19]. For example, Liu [20] defines green products as "products whose function or idea is related to the process of taking, producing, selling, utilizing, and processing waste available for recycling, pollution reduction, and energy saving".

1.1 Green Purchase Intention

The experience and engagement customers have with an entity determine their propensity to make green purchases [21]. Several outside elements affect customers when they purchase green products, including time, cost, knowledge, and skills. As a result, customers think that their behavioural control and intention to make green purchases are going to be more powerful when they are given greater assets and possibilities and expect to face fewer obstacles [22]. There are three consumer behaviors related to green purchase intention, namely consumer behavior in planning to buy a product but hesitating, deciding to purchase a product, and thinking about buying a product in the future [23].

1.2 Green Brand Positioning

By using green branding positioning, an item may be made to stand out from the competition and get a competitive edge [24]. Designing product offerings and corporate identities to carve out a unique space in the market that is being targeted and establish a brand in consumers' thoughts to optimise prospective earnings for the business is another aspect of the positioning [25]. The three components of green positioning for a brand are functional positioning, green positioning, and emotional positioning [26].

Y.-C. Lin & Chang [27] and Mohd Suki [28] advised that a high customer intent to buy stems from the effective positioning of brands and is caused by environmental awareness and satisfying prior experiences. Mostafa [29] and C.-H. Wang [30] assert that there is a significant relationship between green positioning for brands and green position intention to buy. The central mode of persuasion is based on the functional features of rational-based brand positioning, while the peripheral mode is based on emotional thought processes [31]. With increasing concern for the environment, the cognitive domain in green brand positioning argues that customers are very active in green purchases [32]. It could be inferred from the findings of earlier studies that this suggested assumption is:

H1: Green Purchase Intention is positively and significantly impacted by green brand positioning.

H4: Environmental Concern is positively and significantly impacted by green brand positioning.

1.3 Green Brand Knowledge

Green Label The ideas, emotions, perceptions, experiences, convictions, and more that are connected to a brand are referred to as knowledge [25]. Although customer attitudes regarding specific behaviours, including intent to purchase, still predict some environmental behaviours, green brand awareness is essentially a reliable predictor of some of these behaviours [11]. There are two aspects of green brand knowledge: green brand awareness and green brand image. Green knowledge about the brand offers details about distinctive brand qualities and their advantages for ecology and customers [33].

Hanjani & Widodo's research [34] demonstrates how interest in purchasing Nestle goods in the nation is positively and significantly influenced by green awareness. Specifically, environmental awareness among consumers is a significant predictor and motivator of intentions to make green purchases [35]. Customers that care deeply about the environment typically have a favourable mindset and behaviour towards green products, according to nearly all prior research [36]. It could be inferred from the findings of earlier studies that this suggested assumption is:

H2: The intention to make green purchases is positively and significantly influenced by green brand knowledge.

H5: Environmental Concerns are positively and significantly impacted by Green brand knowledge.

1.4 Environmental Concern

One definition of concern for the environment is "an individual's statement appreciation for ecological problems." [37]. The degree to which someone is conscious of environmental issues offers assistance to address environmental issues, and/or expresses an eagerness to lend a hand to environmental issues is known as their level of concern for the environment [38]. Factors that influence environmental concern include: Caring about the situation on earth, Humans maintaining the balance of the environment in order to survive, Knowing the consequences of the disruption of nature due to human actions, and Taking action to reduce environmental damage. [39], [40].

Maichum et al [41] discovered a connection between Thai consumers' intentions to make green purchases, their care for the environment, and their perceptions of green brands. However, some studies discovered that environmental issues had little to no effect [42]. Mohd Suki [11] asserts that consumers will trust a brand more if it presents it as one that satisfies their environmental requirements. Customers are therefore more likely to purchase these goods and services when an item presents itself in a green fashion, meaning that it can achieve its environmental obligations and address them. Additional studies have looked into environmental topics including [43]. Alwitt & Pitts [44] said that in order to predict specific behaviours, environmental worry might be too general and that more factors are required to connect concerns about the environment to ecological consumerism. They discovered that while beliefs regarding particular behaviours are typically linked to concern for the environment, these attitudes also influence purchasing intention. The subsequent theory is put forth in light of the prior behaviour, specifically:
H3: The intention to make green purchases is positively and significantly influenced by concern for the environment.
H6: The impact of green positioning for brands on the intention to purchase green is mediated by environmental concerns.
H7: The relationship between green brand knowledge and intention to purchase green products is mediated by concern for the environment.

2. Method

Explanation study is the form of research implemented, and the method of the study utilised is quantitative study because it pays focus to the issues and study targets that were previously mentioned. Sugiyono [45] Studies that seek to clarify the positions of the elements under study and the connections between them are known as explanation research. This research was conducted in Greater Solo with area specifications including Surakarta, Sragen, Klaten, Karanganyar, Boyolali, Wonogiri, and Sukoharjo. Four factors will be used in this study: The dependent factor in the research is the desire to make green purchases, the mediator variable is a concern about the environment, and the independent factors are green positioning for the brand and knowledge. The entire population of Central Java is the study's population of focus who have never bought Gesit electric motorcycle products and are at least 17 years old because they are considered to be able to understand the meaning of the statements in the questionnaire. With an unknown population, the sample used was 130 respondents. The type of sampling chosen is purposive sampling with sampling techniques using non-probability sampling. This study conducted testing using variant-based structural equations or The Structural Equation Model, or SEM, is an approach known as PLS, or partial least squares. According to Ghazali [46] PLS-SEM is a method for predicting constructs in models with multiple factors and linear relationships. In this study using SmartPLS version 3 software to operate PLS-SEM.

Table 1. Indicator analysis

Variable	Construct
Green brand positioning (GBP)	Functional positioning GBP1 The brand represents convenience GBP2 The brand is high quality GBP3 The brand is safe GBP4 The brand is professional Green positioning GBP5 The brand uses low fuel GBP6 The brand is high-tech GBP7 The brand is low in air pollution GBP8 The brand is sophisticated GBP9 The brand is creative Emotional positioning GBP10 The brand is family-oriented GBP11 The brand is well known GBP12 The brand is kind GBP13 The brand is respected GBP14 The brand is primitive GBP15 The brand is friendly GBP16 The brand is stable
Green Brand Knowledge	Green brand awareness GBK1 I have heard of this brand GBK2 I am aware of environmental information related to the brand GBK3 This brand is the first one that comes to your mind when talking about eco-friendly motorcycles GBK4 This brand has a good reputation Green brand image

	GBK5 The quality of the brand is good GBK6 The brand has full quality assurance GBK7 The design of the brand is impressive GBK8 The brand's function suits my needs GBK9 The brand's products are made of recyclable materials GBK10 The brand is associated with environmental protection GBK11 The brand inspires debate about the environment GBK12 The brand makes my life more concerned about environmental protection
Green Purchase Intention	Green purchase intention GPI1 I will buy a gesits electric motorcycle to save gasoline GPI2 I will buy a gesits electric motorcycle because I care about the environment GPI3 The likelihood of me buying a gesits electric motorcycle is high
Environmental Concern	Concerned about the situation on Earth in the future EC1 Environmental (natural) pollution is one of my concerns in the future EC2 I am worried about the impact of polluted air on me and my family. Humans must maintain the balance of the environment to stay alive EC3 The balance of nature can be damaged easily because it is very sensitive EC4 Humans must live in harmony with nature, in order to continue their lives. Knowing the consequences of disrupting nature due to human actions EC5 When humans disturb nature, it will have serious consequences. EC6 I am concerned about the current situation of nature (environment) in the world.

3. Results and Discussion

SEM-PLS study can be done in two different ways: inner analysis of models and outer analysis of models. model as it is outlined below:

3.1 Model Measurement (Outer Model)

The test for validity and the reliability test are the two requirements for evaluating the outer model utilising analysis of data methods with SmartPLS.

From the results of the Outer Moter analysis, several green brand knowledge indicators are omitted, namely indicators x2.01, x2.03, x2.06, x2.08, x2.10, and x2.1. this is due to the occurrence of an AVE value of <6 as a result some of these indicators are omitted so that the AVE value is >6. so that it can be declared that the AVE values of all variables are valid. As demonstrated in Figure 1, it.

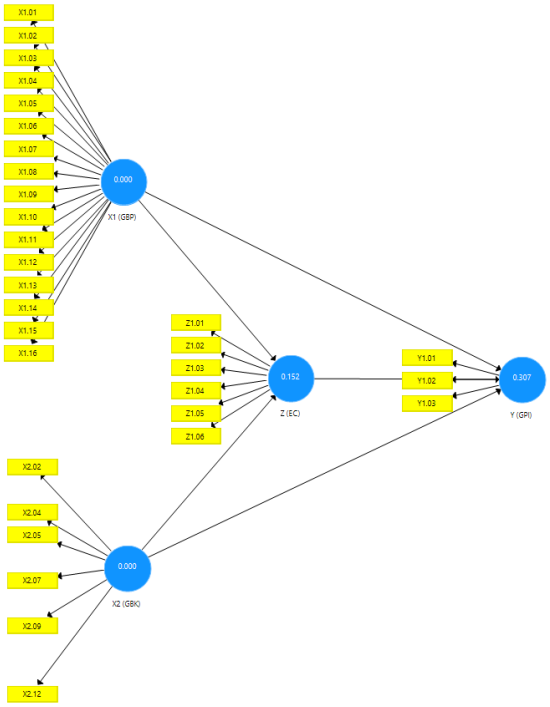

Fig. 1. Outer Model Test Results
Source: Primary Data (processed), 2023

Validity Test

Convergent validity
Convergent validity is employed to demonstrate that the statements of each latent variable can be understood by the respondent as intended by the researcher. The provisions for the convergent validity assessment on reflective indicators are the loading factor value of confirmatory research > 0.7, for exploratory research loading factors > 0.6, then for the Average Variance Extracted value for both types of research, which is > 0.5.
The analysis's findings indicate that there are several signals with the following outer load level of 0.6 so corrections need to be made to these invalid variables so that the final model is arranged after correction and meets the outer provisions shown in Figure 1. Then the AVE value of all variables > 0.5 in order for all factors to be deemed genuine as shown in Table 2.

Table 2. Construct Reliability and Validity

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
X1 (GBP)	**0.943**	0.946	0.949	**0.540**
X2 (GBK)	**0.878**	0.893	0.908	**0.625**
Y (GPI)	**0.781**	0.791	0.872	**0.694**
Z (EC)	**0.852**	0.870	0.889	**0.573**

Source: Primary Data (processed), 2023

Discriminant validity

Utilising selective validity proves that the statements of every hidden factor were not confused by respondents who answered the statement-based survey for additional hidden variables, whether as a result of assertions. It is necessary for the retrieved mean variance's average value to exceed the correlation with that latent variable. The validity of the questionnaire's question items is established by the analysis, which indicates that the r-count value exceeds the r-table as shown in Table 3.

Table 3. Discriminant validity

Variable	X1 (GBP)	X2 (GBK)	Y (GPI)	Z (EC)
X1 (GBP)	**0.735**			
X2 (GBK)	-0.098	**0.791**		
Y (GPI)	0.689	-0.050	**0.833**	
Z (EC)	0.524	-0.156	0.204	**0.757**

Source: Primary Data (processed), 2023

Reliability Test

Cronbach Alpha Reliability

utilised to evaluate the coherence of answers to question items or questionnaire statements, if the question/statement is used twice to measure the same symptom. The provisions for the Cronbach alpha assessment on reflective indicators of the loading factor's value of confirmatory research > 0.7, for the loading factor of exploratory research > 0.6. Based on Table 1.1 it is discovered that the composite reliability of all latent variables values is better than 0.7 so it is stated that all variables are valid.

3.2 Structural Model (Inner Model)

Multicollinearity/ VIF Test

The assumption or condition in the analysis of the inner model partial least square is that there is no problem of multicollinearity. With the provision of a VIF value <5, there is no collinearity between constructs, while if the VIF value is >5, then collinearity between constructs occurs. The analysis's findings demonstrate that each connection among variables produces a value of <5 which means that all variable relationships do not occur symptoms of multicollinearity as shown in Table 4.

Table 4. Collinearity Statistics

Variable	X1 (GBP)	X2 (GBK)	Y (GPI)	Z (EC)
X1 (GBP)			**1.378**	**1.010**
X2 (GBK)			**1.025**	**1.010**
Y (GPI)				
Z (EC)			**1.399**	

Source: Primary Data (processed), 2023

Path Coefficient

Path coefficients are utilised to partially ascertain the impact's degree and display the relationship's direction, whether this relationship between variables is positive or negative. Path coefficients have a range of values between -1 and 1 to determine the path equation of the proposed model.

Table 5 indicates that the path of influence of green positioning for brands on green intention to purchase has the biggest path coefficient value of 0.802; The least amount of influence, however, comes from concerns about the environment on the intention to make green purchases which is -0.213. These findings explain why every variable in the framework is significant, there is a path coefficient with 2 paths of positive number influence and 3 paths of negative number influence.

Table 5. Path Coefficient

Variable	X1 (GBP)	X2 (GBK)	Y (GPI)	Z (EC)
X1 (GBP)			**0.802**	**0.513**
X2 (GBK)			**-0.005**	**-0.106**
Y (GPI)				
Z (EC)			**-0.216**	

Source: Primary Data (processed), 2023

Structural Model

Predicting the link between latent variables is done by inner evaluation of the model, which is followed by a model quality assessment criteria or goodness of fit, after which comes the coefficient of determination, which illustrates how much exogenous latent factors affect endogenous latent values and can be seen from the value of the R square for endogenous latent structures as a predictive force with a determination coefficient (R square) value between 0 and 1.

The analysis's findings indicate that these R-Square value for the green purchase intention construct was 0.509; It indicates that concern for the environment, green knowledge of the brand, and green positioning for the brand may all be used to explain green purchasing intention of 50.9 percent. Furthermore, the value of R-Square for the environmental concern construct is 0.285; Which signifies the amount of employee performance explains itself in terms of green knowledge of the brand and positioning by 28.5 percent.

Table 6. R square

Variable	R Square	R Square Adjusted
Y (GPI)	**0.509**	0.497
Z (EC)	**0.285**	0.274

Source: Primary Data (processed), 2023

Predictive Relevant

Predictive relevant values are used to see how well the observations are made and to assess the structural relevance of the model. Provided that if the predictive value is relevant (Stone Giesser value Q Square) > 0, then the observation value is good / has a good predictive of structural model relevance. Meanwhile, if the predictive relevant value (Stone Giesser value Q Square) < 0, then the observation value is not good / has a predictive of the relevance of the structural model that is not good. The analysis's findings demonstrate that the mediating variable's Q Square value and endogenous variable >0, from the observation that has been carried out it can be concluded that the claim obtained is well stated in Table 7.

Table 7. Construct Crossvalidated Redundancy

Variable	SSO	SSE	Q^2 (=1-SSE/SSO)
X1 (GBP)	2.080.000	2.080.000	
X2 (GBK)	780.000	780.000	
Y (GPI)	390.000	270.215	**0.307**
Z (EC)	780.000	661.674	**0.152**

Source: Primary Data (processed), 2023

F Square

used in structural settings to characterise the extent to which predictor latent variables impact endogenous latent variables that are. There are 2 f Square categories, namely f Squre value 0.02 weak influence category, f Squre value 0.15 moderate influence category, and f Square value 0.35 strong influence category. Table 8 indicates that there is a strong influence in the relationship between green positioning of brands and intention to purchase green and environmental concern; however, there is a weak influence in the relationship between green brand knowledge as well as green purchase intent and concern for the environment. This is also an indication of the weak influence connection between concern for the environment and intention to make green purchases.

Table 8. F Square

Variable	X1 (GBP)	X2 (GBK)	Y (GPI)	Z (EC)
X1 (GBP)			**0.950**	**0.365**
X2 (GBK)			**0.000**	**0.016**
Y (GPI)				
Z (EC)			**0.068**	

Source: Primary Data (processed), 2023

Goodness of Fit PLS

This value is used to determine whether the observed value and the expected value in the model match, as well as to assess the general fit of the theory for both the inner as well as the outer models. Values in the low category (0.00-0.24), the medium category (0.25-0.37), and the high category (0.38-1). Based on the results of the formulation used to calculate, a total

AVE value of 2.432 and a total A 0.794 R-squared value were attained. The results were this value can be calculated in the formula below.

$$GoF = \sqrt{(\text{Average AVE x Average R square})} \quad (1)$$
$$GoF = \sqrt{(0.608 \times 0.397)} \quad (2)$$
$$GoF = \sqrt{0.241376} \quad (3)$$
$$GoF = 0.49 \quad (4)$$

It can be concluded that when evaluating the overall fit of the outer and inner models, a Goodness of Fit value falls into the high category with a value of 0.49.

Test the hypothesis

The provision of this partial effect if the P-Value worth less than 0.05 maka Ha is approved whereas H0 is denied, indicating that the exogenous variable has a significant effect, while if the P-Value value is >0.05 then the exogenous variable has no significant impact, as Ha is disregarded and H0 is approved. Or if t counts >Zscore 1.96, then Ha is accepted, and H0 is rejected, meaning that the exogenous variable has a significant effect, while if t counts <Zscore 1.96, thus, it can be said that an exogenous factor has been accepted when H0 fails to be accepted and Ha.

Table 9. Path Coefficient

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 (GBP) -> Y (GPI)	**0.802**	0.807	0.082	**9.818**	**0.000**
X1 (GBP) -> Z (EC)	**0.513**	0.525	0.083	**6.148**	**0.000**
X2 (GBK) -> Y (GPI)	**-0.005**	-0.005	0.092	**0.056**	**0.956**
X2 (GBK) -> Z (EC)	**-0.106**	-0.112	0.086	**1.229**	**0.220**
Z (EC) -> Y (GPI)	**-0.216**	-0.217	0.104	**2.078**	**0.038**

Source: Primary Data (processed), 2023

Table 10. Specific Indirect Effects

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 (GBP) -> Z (EC) -> Y (GPI)	**-0.111**	-0.115	0.063	**1.770**	**0.077**
X2 (GBK) -> Z (EC) -> Y (GPI)	**0.023**	0.024	0.024	**0.955**	**0.340**

Source: Primary Data (processed), 2023

There is a difference in the outcomes of assessing the direct and indirect effects of this study's hypothesis. Table 9 displays the findings of a hypothesis test about the direct impact of endogenous factors on external variables. Table 9 summarizes the data, and it is determined that the p-value for the path of influence owned by Hypothesis 1 (H1 = 0.000), Hypothesis 2 (H2 = 0.000), and Hypothesis 5 (H5 = 0.038) is smaller or equal to 0.05. Thus, the three hypotheses can be proven statistically correct because their p-values are smaller than 0.05. But Table 9's findings also demonstrate that the p-value for the path that influence owned by Hypothesis 3 (H3 = 0.956) and Hypothesis 4 (H4 = 0.220) is greater than 0.05. Thus, this third hypothesis cannot be statistically proven or rejected.

The p-value for the chain of influence is determined by looking at the results that are summed up in the surface of the table owned by Hypothesis 6 (H6 = 0.077) and Hypothesis 7 (H7 = 0.340) is greater than 0.05; therefore, the sixth and seventh hypotheses are not statistically proven, that is, the intention to make green purchases is influenced indirectly by green knowledge of the brand and green positioning of the brand through concern for the environment. The type of moderation obtained in this indirect effect path is called Potential Moderation [47].

The study's findings demonstrate that consumers' propensity to make green purchases will rise with improved green positioning of the brand. This result is consistent with studies carried out by Tristiani et al., [48], Suki [11], and Chin et al., [49] Studies indicate that green intention to purchase and green positioning a brand have a strong positive link. This condition is the result of the product brand positioning in society that can better protect the environment. The current study's findings are consistent with those of Zeng et al. and Lin et al., who discovered that green positioning a brand significantly increases consumers' intentions to make green purchases.

However, this study found no evidence of an influence between intention to buy green products and knowledge about green brands. The study's findings are consistent with previous research by Suki [11] and Huang et al. The explanation for this is that purchasers' intentions to purchase green items are not much influenced by the environmental reputation of green products. Furthermore, some consumers do not take into account the environmental protection obligations and pledges made by green products while making their purchase decisions. The outcomes of this study also found no influence between green brand knowledge and environmental awareness. This outcome is consistent with the study of Alamsyah et al., [51] although environmentally friendly products are not harmful to their users, consumers are still reluctant to buy due to low levels of knowledge and awareness. Therefore, product or service manufacturers of green products must aggressively encourage their marketing activities to remind consumers of the knowledge and awareness of environmentally friendly goods. However, this outcome does not correspond with the research findings of Marquart [52], and Gkargkavouzi et al, [53] Environmental concern and knowledge of green brands are significantly positively correlated.

Furthermore, the results of this study show that concern for the environment has a direct and favorable impact on the intention to make green purchases. Research backs up the study's conclusions by Puspitasari et. al, [7] which states consumers' intention to make green purchases is supported, in part, by their concern for the environment, this is because individuals who care about their environment will be more aware of environmental issues,

environmental concern is often followed by strong consumer ethical values, individuals who care about The influence of goods and services on the environment is going to become more widely known, and concern for the environment fosters a sense of accountability for the earth and relaxation in the future. These outcomes are consistent with the study findings of Maichum et al, [54] Studies demonstrate the favorable and noteworthy effects of ecological concern on the desire to make green purchases.

Finally, the factual results obtained in this study do not provide evidence that environmental concern mediates the relationship between green brand knowledge and positioning and intention to purchase. The study's conclusions are in line with the findings of Dan and Joshi & Rahman [55] who found that environmental concern would be the least efficient variable associated with both exogenous and endogenous latent variables in determining green purchase behavior intention among young Indian customers. Environmental concern conversely, is connected to behavioral beliefs for customers to increase consumer knowledge of an item or brand, businesses need to educate consumers about the value of preserving the environment in order to ensure they will purchase the brand or product [56].

4 Conclusion

Using concern for the environment as a mediating variable, this study empirically investigates the relationship between green positioning of a brand and green brand knowledge as well as intentions to purchase green. The results of the analysis show that green brand positioning and environmental concerns affect the intention to purchase green. However, Concerns about the environment and the intention to make green purchases are unaffected by knowledge of green brands. Additionally, it was found that environmental concern was unable to mediate the connection between the desire to make green purchases and green positioning for the brand and knowledge. The results of this study provide policy implications for Gesits Electric Motor products in increasing consumer intent to buy these products. Gesits Electric Motor products must always increase consumer knowledge of products through the benefits of the importance of caring for the environment. Although environmental concern is still lacking, management must always try not to reduce the position of the product to a lower level. The limitation of this study is that it only represents consumer buying interest in GESITS motorcycles in Solo Raya City, so it is impossible to extrapolate the findings to a larger population. It would be nice for the next researcher to examine consumer buying means of Gesits Electric Motor with a population representing the entire State of Indonesia. In addition, the use of only two independent factors, such as knowledge of and positioning for green brands and one mediating variable, namely environmental concern, to determine green purchase intention. With regard to these two limitations, It is advised that research in the future take other factors that influence green purchase intention, such as attitude toward green brands.

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