

THE RELATIONSHIP BETWEEN BRAND POSITIONING, ATTITUDE KNOWLEDGE AND GREEN BRAND PURCHASE INTENTION IN THAILAND

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ABSTRACT. This study examined the relationship between brand positioning, attitude and knowledge, and green brand purchase intention among Thai consumers. Closed-ended questionnaires (Likert's Rating Scale) were used to collect data through the online survey and convenience sampling from a valid 335 sets of responses. The demographic characteristics were analysed using SPSS Version 27. The hypotheses were analysed by adopting the Partial Least Square Structural Equation Model (PLS-SEM). The findings confirmed the significant relationship between brand positioning and green product purchase intention through the mediating role of attitude and knowledge. This study may help business owners and green product marketers improve their marketing management by responding to the needs of green product consumers. Therefore, green product sellers should focus on green brand positioning, customers' attitude, and knowledge about green products. Moreover, the results could be incorporated into green product marketplace strategies to enhance purchase intention via brand positioning, customers' attitude, and knowledge about green products. The additional qualitative study, such as interviews and focus groups should be explored insight into factors such as digital marketing, customer relationship marketing (CRM), and brand image for further study.

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

INTRODUCTION

Around the world, environmental issues like air pollution, and water contamination and the city's overflowing garbage problem currently be a major concern. Every year, there is a population that constantly increasing. As a result, consumption will expand in tandem with population growth (Alam, 2009). Minimizing exposure to environmental risk factors by improving air quality and access to improved sources of drinking and bathing water, sanitation, and clean energy is associated with substantial health benefits and can significantly contribute to achieving the Millennium Development Goals of environmental sustainability, health, and development (Tyagi, Garg & Paudel, 2014). Consumer items are typically packaged in multi-layer encapsulation to minimize contamination of the products. This is causing more unnecessary garbage and creating an issue. The scenery is not pleasant in terms of several environmental concerns, such as air pollution, water pollution, and as a source of disease vectors (Buranasing, 2016). There is a global effort to utilize environmentally friendly products and green marketing. The trend of natural and green product consumption has been increasingly noticed in recent years. The environment,

climate change, and global warming have forced companies to use natural resources in a smart way and create environmentally friendly products (Cherian & Jacob, 2012). Environmentally friendly products (green products) must be manufactured using procedures or technologies that have no negative impact on the environment throughout their usage, beginning with the resources used in manufacturing and ending with no pollution (Wang, 2016). It degrades spontaneously and can be reused again. In the meantime, there is a global campaign advocating customer behavior when utilizing items ecologically friendly to aid in the resolution of environmental issues. There are several ecologically friendly items available. A form is a type of ecologically friendly or natural product, such as food packaging, and it is manufactured from biodegradable bagasse that does not pollute the environment or leave pollutants behind (Nguyen et al., 2017). The intention to purchase environmentally friendly items indicates that consumers are eager to purchase environmentally friendly products, which offers an incentive for consumers whose "deliberate" purchase of these replacement items is concerned with more than just the quality of the ecosystem. There is a direct association between buying intent and green products, as well as green goods purchasing habits (Sethi, Tandon, & Dutta, 2018). Other behaviors include environmental concerns, understanding of the quality of environmentally friendly items, and social pressure. This influences the intention to purchase ecologically friendly items (Lavuri, 2022).

The world is now undergoing a major environmental disaster. Human action is mostly responsible for environmental challenges, including population growth, technological innovation, and economic development. The intensity of natural change in our world is increasing, such as global warming and the loss of wildlife habitats; decreased animal welfare due to pollution; environmental pollution (Ottman, 1992). Most of these challenges are the consequences of human activities (Houghton et al., 2001). As the population grows, so will the demand for natural resources. The world is losing a growing number of important natural resources. Human inventions are wreaking devastation on the ecosystem and innumerable living species. Changing production and consumption patterns to conform with applicable legislation. The best way to overcome such obstacles is to use consumer-oriented products and services. By preserving natural resources and reducing emissions. Consumers are growing more concerned about environmental problems (Kolkailah, Aish, & Bassiouny, 2012). The popularity of eco-friendly products is increasing. Aside from more ecologically friendly production to suit the expectations of ethical consumer groups because different people probably decide which items to acquire. Protecting the planet's consumers in this sector in Thailand has a unique marketing and environmental consciousness. Furthermore, customers' decisions to purchase eco-friendly items in Thailand are influenced by their knowledge and comprehension of eco-friendly products (Tianwansuwan, 2018). Therefore, it can be used to develop strategic planning to meet the needs of consumers. Thus, green product purchase intention is very crucial for the business analysis model and the examination of the predictors for purchasing green products in Thailand through its determinants. In this study, the determinant of green product purchase intention is green brand positioning, but attitude and knowledge are considered the mediator.

Research Objective

This study examines the relationship between brand positioning, attitude, knowledge, and green product purchase intention among Thai consumers.

Research Question

How does the partial least square model (PLS-SEM) explain the relationship between brand positioning, attitude, knowledge, and green product purchase intention among Thai consumers?

METHOD

Research Method

The quantitative study in a relationship between brand positioning, attitude, knowledge, and green brand purchase intention in Thailand using a survey method. The researcher conducted pilot testing to determine the reliability and validity of the instrument. It is critical to understand that validity of an instrument refers to how well it measures the researcher's conceptual framework or hypotheses (Limna et al., 2022). The main variables in this study were evaluated using a five-point Likert Scale ranging from 5 (strongly agree) to 1 (strongly disagree). The demographics of those who responded to the survey questions were based on the study of Siripipatthanakul et al. (2022a), Sithipon et al. (2022), and Jaipong et al. (2022). The questionnaire items on green brand positioning, attitude, knowledge, and green product purchase intention questions were adapted from previous research by El Dahshan et al. (2018).

Population and Sample

The study's population was undetermined in the number of green product consumers in Thailand. The respondents were Thai and over 18 years old who lived in Northern, Central, Eastern, North-eastern, and Southern and Western Thailand. It is necessary to collect a minimum of 200 cases by convenience sampling (Siripipatthanakul, 2022b). This study's total number of respondents was three hundred and thirty-five (335).

Data Collection

The researchers gathered the information through online self-administered questionnaires using the convenience sampling method. The study's purpose was explained to the respondents before the online questionnaire distribution to participate. The data collection duration was from February 15th to June 22rd, 2022.

Data Analysis

The respondents' demographics were analyzed using SPSS Version 27 for descriptive statistics (frequency and percentage). Mean analysis and standard deviation were used to calculate each variable's results and questionnaire items. Cronbach's Alpha was used to determine the reliability of the data set at 0.7. The validity test was carried out using the factor loadings and was set at 0.7 following the recommendation of Siripipatthanakul, et al. (2022). The hypotheses were analysed using the partial least square structural equation model (PLS-SEM).

RESULTS AND DISCUSSION

RESULTS

Green Consumer Behavior

Green consumption is defined as consumption created by environmentally conscious customers who use the world's resources wisely. Consumers worldwide are becoming more

aware of this marketing tactic. Green marketing tactics are being used by business owners. The Thai people will help. Gaining access to the global market is getting more feasible (Wichaya Pongklam, 2020). The worldwide data to recommend green consumption strategies for consumers. It depicts market segmentation based on environmental conservation principles, as well as product consumption patterns that take into consideration the various settings in each type of product and service. Environmentally conscious consumers scrutinize items. Green consumers will also search for terms like "Recyclable," "biodegradable," "eco-friendly," "sustainable," "degradable," and "bio-based." Green shoppers support reputable producers and shops, and will not purchase any harmful items. In addition, if retailers do not understand a product's environmental qualities, their reliance on them will grow (Norazah, 2013). It is necessary to characterize the green items that are available on the market to analyze customer attitudes toward green products. Organic eggs, organic veggies, solar panels, and LED televisions are examples of green products. A green brand is one that may attract customers who are concerned about the environment. Green brand firms should also have plans in place to position the brand in the minds of consumers to be competitive in the green product market and become sustainable. The green market may be categorized into several divisions based on customer expectations to increase the green brand positioning and establish a green marketing mix (Sareekham, Mettathamrong, & Chaithongsri, 2022). As a result, green firms should establish green product marketing strategies so that customers can easily identify the green product in the green market from the rival product in the conventional market.

Green Brand Positioning

Green brand positioning is described as the characteristics of green brand product that are ecologically friendly and provide considerable value to consumers. Many studies discovered that many researchers highlight the green brand positioning for the brand to satisfy the expectations of green customers on important traits (Chaisaeng, 2021). It is critical to place a brand in the minds of consumers for the firm to survive in the green product industry (Afzaal, et al. 2011). Because of brand positioning, consumers who have had a pleasant experience purchasing green or ecological items and have some environmental understanding about the green products are more likely to repurchase. Green brand positioning can be described as the value or quality that a green brand product can deliver, which indicates that the product's qualities are based on eco-friendly items that are important to the buyer. Green brand positioning is concerned with how a firm employs a green image to portray itself to the market and customers (Vazifehdousta, 2013). Green brand positioning is the green image as perceived by the market or the customer. It is emphasized that a green posture or a green image includes a mental picture or description for customers to characterize the organization (Banytė, Brazionienė, & Gadeikienė, 2010). Therefore, green brand positioning in this study is concerned with how a green brand company created a green image to portray itself to the market and customers.

Attitude towards Green Brand

Perspectives on the green brand should match consumer expectations for the brand to be well-positioned in the market and for customers to connect with the important features of the green brand. The green brand attitude may be focused on functional features and emotional advantages (Peattie, 2016). A brand attitude refers to a consumer's propensity to judge the brand itself. Attitude refers to a consumer's likes and dislikes, and it is influenced

by the consumer's environmental attitude. Attitude is an essential component in customer behavior and the customer's desire to acquire a good (Solomon, 2015; Yamaqupta, 2018). It was found that family, friends, and coworkers encourage most buyers to purchase green brand items (Haiyasuk, 2015).

Green Brand Knowledge

Customers who have information and understanding about organic food or product are more likely to purchase them in the future. This is due to the brand's positive attitude and how the brand provides environmental awareness to customers. "Green brand knowledge" refers to how a firm gives knowledge or information about the uniqueness of its product via the features of its brand. It is about a promise made by the corporation to its customers and the environment. Customers want to acquire the most trustworthy information possible to improve their understanding of green products and purchase green brand products for ecologically beneficial goals (Thøgersen, Zhou, & Huang, 2015). If customers lacked information or expertise about a green product or green brand, the customers will desire to acquire a green product would suffer. It has also been discovered that green customers would consume green products (Smith & Paladino, 2010). Therefore, for customers to have a better understanding of a given brand or product. The firm should provide trustworthy green information that allows them to learn about and purchase the brand or product. Consumers that are aware of the environment and understand how to safeguard the environment are more inclined to buy green brands or green items because of customers' green brand knowledge.

Green Product Purchase Intention

Consumer demand for green products has prompted firms to concentrate their efforts in some areas. As green products become increasingly popular, they have grown into a large area of social and economic improvement, including both consumers and businesses (Warisara & Nantapong, 2021). Marketers have come to see environmental problems as a critical component of economic success. Green business growth lowers the cost of unnecessary waste, provides employees with a safe and healthy working environment, and secures the enterprise's long-term and efficient operation (Ekwanich & Bunga, 2019). As a result, corporations have begun to pursue the simultaneous development of environmental preservation and economic growth to achieve a green economy. Companies have developed a variety of green products to fulfill the demands of consumers to acquire a broader market for green products (Lorek & Spangenberg, 2014). Green product purchase intention in this study refers to the intention to purchase green products in the future because of brand positioning, attitude, and knowledge.

Research Hypotheses

The Relationship between Green Brand Positioning and Green Product Attitude and Knowledge

Green product attitude and knowledge about the friendly-environment product are closely related to green product awareness and positioning (Oliver & Lee, 2010; Hwang et al., 2021). The positive perspective attitude of a customer toward a green brand is powerfully connected to green product positioning (Teng, 2009; Kang & Hur, 2012). When individuals convey an attitude, attitude is connected to a customer's likes and dislikes, and it is impacted by a customer's environmental attitude. The customer's choice and the full

package of the green brand are mostly related to their green brand attitude (Mostafa, 2007). There is a more powerful green product positioning, green product attitude, and knowledge (Chin et al., 2019). Based on the above discussion, H1 was proposed as follows.

H1: Green brand positioning has a significant effect on green product attitude and knowledge.

The Relationship between Green Brand Positioning and Green Product Purchase Intention

The customers' perception of green brand positioning significantly affects their buying perspectives and preferences (Fraj-Andrés & Martínez Salinas, 2007; Chen & Chai, 2010). Consumers' awareness of green brands has led to the development of positive green marketing and has increased their purchase intent to protect and preserve the environment. However, green brand knowledge and attitude played no moderating role in the relationship between green brand positioning and green product purchase intent (Suki, 2016). When developing promotional messages that elicit positive customer responses to a company's green initiatives, marketing managers should consider a company's green brand positioning strategy as a key factor. A well-executed green brand positioning strategy can result in more green brand purchase intention among consumers (Mehraj & Qureshi, 2022). For instance, this study H2 was proposed as follows.

H2: Green brand positioning has a significant effect on green product purchase intention.

The Relationship between Green Brand Attitude-Knowledge and Green Product Purchase Intention

The basis for a customer to decide to purchase a green product is the customer's attitude toward the environment (Gupta & Ogden, 2009). Current knowledge of friendly environmental products contribute to people's changing customer behavior toward friendly green products and the environment regarding their purchase intention (Bhaskaran et al., 2006). Attitude is an important factor in customer behavior and the intention to purchase. Most customers are influenced by family, friends, and knowledge from the internet to buy green brand products (Chen, Chen, & Tung, 2018). In addition, the positive image of a green brand and the feelings of the customer provide a huge impact on customers when deciding to purchase the green brand product. The customer's attitude will affect the purchase intention of green products (Hartmann & Apaolaza-Ibáñez, 2012). Moreover, customers who have a positive experience purchasing green products and understanding the green environment has a higher proclivity to repeat purchases due to environmental knowledge (Mostafa, 2009). Thus, H3 was proposed as follows.

H3: There is a positive and significant relationship between green brand attitude and knowledge and green product purchase intention.

The Mediating Role of Green Brand Attitude-Knowledge between Green Brands Positioning and Green Product Purchase Intention

Green brand positioning has positive effects on green brand knowledge, despite the fact that it has no effect on green brand attitudes. Green brand knowledge positively influences green brand attitude, and green brand attitude positively influences green purchase intention (Aulina & Yuliati, 2017). Green brand positioning has a significant impact on brand attitude and knowledge. In addition, attitude toward green brands acts as a partial

mediator between green brand positioning and green product purchase intention (Wang, Zaman & Alvi, 2022). If green companies want to increase their consumers' purchase intent, they should develop marketing strategies and programs that improve their brand's position and the consumers' understanding of the importance and benefits of green products, thereby fostering a favorable attitude toward the brand (Baiquni & Ishak, 2019).

H4: Green attitude-knowledge significantly mediates between green brand positioning and green product purchase intention.

Conceptual Framework

The conceptual framework of this research was as follows:

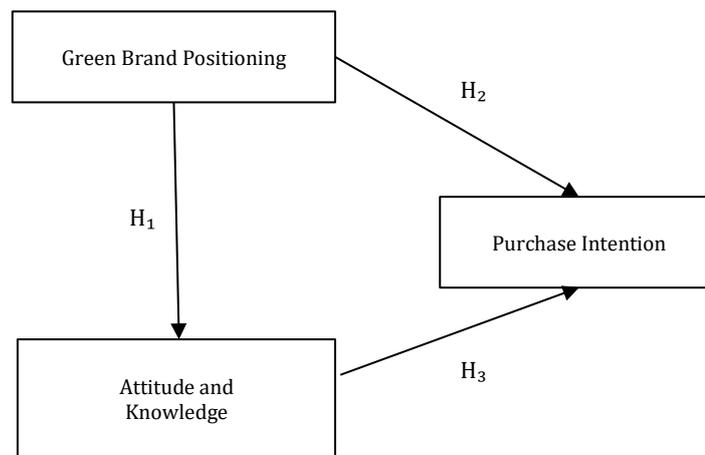


Figure 1. Conceptual Framework

Table 1. Demographic Characteristics of the Respondents (n=335).

Demographics		Frequency	Percentage
Gender	Female	187	55.8%
	Male	148	44.2%
Age	18-25 years old	40	11.9%
	26-30 years old	120	35.8%
	31-35 years old	114	34.0%
	36 years old or over	61	18.3%
Status	Single	264	78.8%
	Married	71	21.2%
Education	Below bachelor's degree	23	6.9%

	Bachelor's degree	239	71.3%
	Master's degree	64	19.1%
	Doctoral Degree	9	2.7%
Income	30,000 THB or lower	99	29.6%
	30,001- 40,000 THB	106	31.6%
	40,001 THB or over	130	38.8%
Resident Region	Northern	25	7.5%
	Central	241	71.9%
	Eastern	52	15.5%
	Northeastern	11	3.3%
	Southern and Western	6	1.8%
Total		335	100%

Three hundred thirty-five (335) Thai respondents completed online questionnaires on the relationship between brand positioning, attitude, knowledge, and green brand purchase intention in Thailand, which were classified and analysed. The data indicated that most respondents (55.8 %) were female, between the ages of 26 and 35 (77 %), unmarried (78.8 %), had a bachelor's degree (71.3 %), earned a monthly income of more than 30,001 Baht (70.4 %) and lived in the central region (71.9 percent). Respondent demographics reflected the green brand product customers in Thailand.

PLS-SEM Results

Table 2: Item Loadings, Cronbach's Alpha, and Average Variance Extracted (n=335)

Items	Factor Loadings	Mean	Standard Deviation
Green Brand Position Cronbach's Alpha=0.70 AVE=0.609		4.08	0.53
GBP1. The quality and price of green products are important to me.	0.737	4.10	0.72
GBP3. Green products have matched my needs.	0.789	3.92	0.76
GBP5. I prefer green products because of environmental concerns.	0.812	3.96	0.86
Attitude and Knowledge Cronbach's Alpha=0.82 AVE=0.576		4.07	0.58
ATK3. Green products are claimed worthy of the environment.	0.737	4.17	0.77
ATK4. Green products keep promises of environmental protection and social responsibility.	0.773	3.87	0.88

KNO1. Green product consumption is a beneficial investment in the long term.	0.751	4.16	0.79
KNO2. Green products meet my expectations in environmental performance.	0.815	4.05	0.84
KNO4. Green product consumption could solve the climate change issue.	0.716	4.01	0.90
Green Product Purchase Intention Cronbach's Alpha=0.94 AVE=0.8468		3.69	1.05
PI1: I intend to purchase green products because of more sustainability	0.910	3.83	0.98
PI2: I intend to purchase a green product because of social responsibility in caring for more human and animal lives	0.936	3.79	1.07
PI3: I intend to purchase green products rather than other products	0.913	3.54	1.14
PI4: I intend to purchase green products because environmentally friendly concerns.	0.922	3.59	1.37

Table 3. The Goodness of Model Fit (n=335)

Saturated Model	SRMR=0.1
Estimated Model	SRMR=0.1

Table 4: R-Squared (n=355)

Construct	Coefficient of Determination (R ²)	Adjusted R ²
Attitude and Knowledge	0.3697	0.3679
Purchase Intention	0.3573	0.3534

Table 5: Effect Overview (n=335)

Effect	Beta	Indirect Effect	Total Effect	Cohen's f ²
GBP -> A&K	0.6081		0.6081	0.5867
GBP -> PI	0.4071	0.1552	0.5623	0.1625
A&K -> PI	0.2553		0.2553	0.0639

GBP=Green brand positioning, A&K=Attitude, and Knowledge, PI=Purchase Intention

Table 6: Inter Construct Correlation Inference (n=335)

Effect	Original Coefficient	Standard Bootstrap Results					Percentile Bootstrap Quantiles		
		Mean Value	Standard error	T-Value	P-Value (2-Sided)	P-Value (1-Sided)	2.5%	97.5%	99.5%
GBP → A&K	0.608	0.6132	0.0371	16.3831	0.0000	0.0000	0.5373	0.684	0.703
GBP → PI	0.562	0.5637	0.0322	17.4884	0.0000	0.0000	0.497	0.627	0.642
A&P → PI	0.502	0.5054	0.0401	12.5407	0.0000	0.0000	0.4240	0.579	0.606

GBP=Green brand positioning; A&K=Attitude and Knowledge; PI=Purchase Intention

Assumptions

Table 7: Summary of Hypothesis Testing

Hypotheses	Results	Actions
H1: Green Brand Positioning → Attitude and Knowledge	$\beta=0.608$ at $p<0.001$	Accepted
H2: Green Brand Positioning → Purchase Intention	$\beta=0.407$ at $p<0.001$	Accepted
H3: Attitude and Knowledge → Purchase Intention	$\beta=0.255$ at $p<0.001$	Accepted
H4: Attitude Knowledge is a significant mediator between green brand positioning and purchase intention	$R^2=0.370$ at $p<0.001$	Accepted

Overall, green product purchase intention can be explained by about 35.7% ($R^2=0.357$ at $p<0.001$).

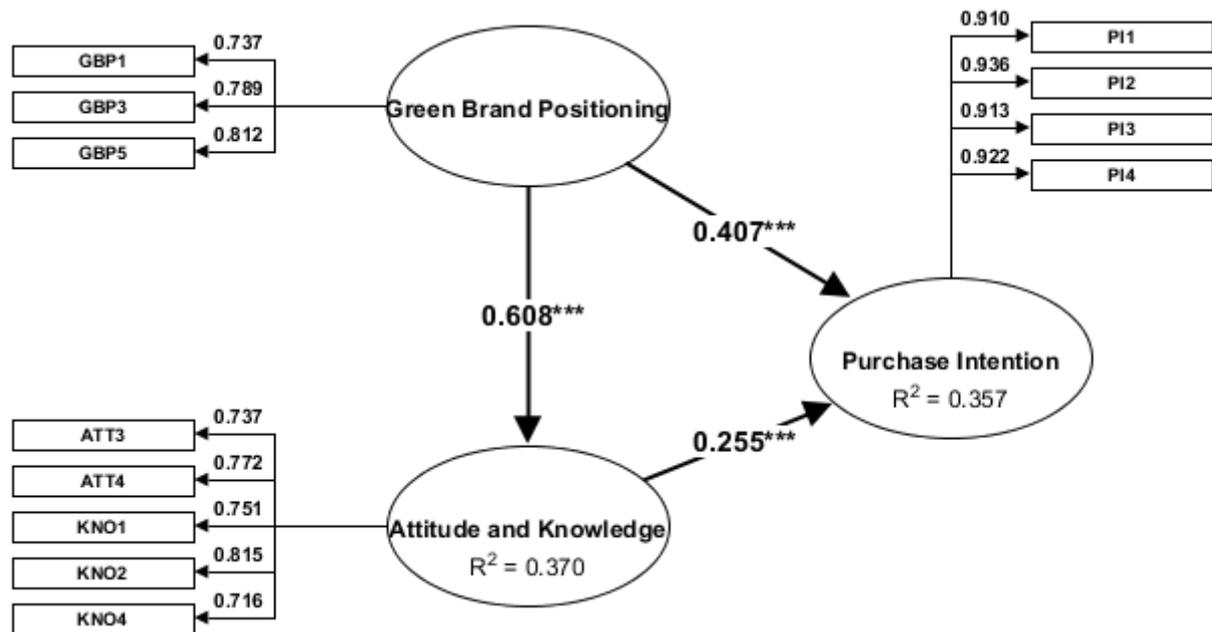


Figure 2: PLS-Structural Equation Model of the Study

Green brand positioning can predict attitude and knowledge at $\beta=0.608$, and $p<0.001$ (Two tails at 0.000 and one tail at 0.000). Thus, H1 was supported. Green brand positioning can predict purchase intention at $\beta=0.407$, and $p<0.001$ (Two tails at 0.000 and one tail at 0.000). Thus, H2 was supported. Attitude and knowledge can predict purchase intention at $\beta=0.255$, and $p<0.001$ (Two tails at 0.000 and one tail at 0.000). Thus, H3 was supported. Attitude and Knowledge significantly mediated between green brand positioning and green product purchase intention. It can be explained by about 37.0% ($R^2=0.370$). Thus, H4 was supported. Overall, the study's conceptual framework can explain the green product purchase intention by approximately 35.7% ($R^2=0.357$).

DISCUSSIONS AND CONCLUSIONS

Discussion of the Research Finding

The respondents ($n=335$) were Thai customers who were all enthusiastic about green products. Most of the respondents (green product consumers) were female. They are between the ages of 26 to 35, have a bachelor's degree, and had a monthly salary of below 40,001 baht. Most resident regions were in the central area.

Green brand positioning has a significant effect on green product attitude and knowledge.

The findings supported the study of Oliver & Lee (2010) and Hwang et al. (2021) that green product attitude and knowledge about the friendly-environment product were closely related to green product awareness and positioning. The results also confirmed the study of Teng (2009) and Kang & Hur (2012) that the positive perspective attitude of a customer toward a green brand is powerfully connected to green product positioning. The findings supported Mostafa (2007) and Chin et al. (2019) that when individuals convey an attitude, the attitude was connected to a customer's likes and dislikes, and it was impacted by a

customer's environmental attitude. The customer's choice and the full package of the green brand were mostly related to their green brand attitude. There is a more powerful green product positioning on green product attitude, and knowledge. Therefore, H1 was supported.

Green brand positioning has a significant effect on green product purchase intention.

The findings supported the study of Fraj-Andrés & Martínez Salinas (2007), Chen & Chai, (2010) that the customers' perception of green brand positioning significantly affects their buying perspectives and preferences. The results also confirmed Suki (2016) that consumers' awareness of green brands has led to the development of positive green marketing and has increased their purchase intent to protect and preserve the environment. However, green brand knowledge and attitude played no moderating role in the relationship between green brand positioning and green product purchase intent. The findings supported Mehraj & Qureshi (2022) that when developing promotional messages that elicit positive customer responses to a company's green initiatives, marketing managers should consider a company's green brand positioning strategy as a key factor. A well-executed green brand positioning strategy can result in more green brand purchase intention among consumers. Therefore, H2 was supported.

There is a positive and significant relationship between green brand attitude and knowledge and green product purchase intention.

The findings supported the study of Gupta & Ogden (2009) that the basis for a customer to decide to purchase a green product is the customer's attitude toward the environment. The results confirmed the study of Bhaskaran et al. (2006) that current knowledge of friendly environmental products contributes to people's changing customer behavior toward friendly green products and the environment regarding their purchase intention. The findings supported Chen, Chen, & Tung (2018) that attitude is an important factor in customer behavior and the intention to purchase. Most customers are influenced by family, friends, and knowledge from the internet to buy green brand products. In addition, the results were confirmed by Hartmann & Apaolaza-Ibáñez (2012) and Mostafa (2009) that the positive image of a green brand and the feelings of the customer provide a huge impact on customers when deciding to purchase the green brand product. The customer's attitude will affect the purchase intention of green products (Hartmann & Apaolaza-Ibáñez, 2012). Moreover, customers who have a positive experience purchasing green products and understanding the green environment have a higher proclivity to repeat purchases due to environmental knowledge. Thus, H3 was supported.

Attitude Knowledge is a significant mediator between green brand positioning and purchase intention

The findings supported the study of Aulina & Yulianti (2017) that green brand positioning has positive effects on green brand knowledge, even though it has no effect on green brand attitudes. Green brand knowledge positively influences green brand attitude, and green brand attitude positively influences green purchase intention. The results confirmed Wang, Zaman & Alvi (2022) and Baiquni & Ishak (2019) that green brand positioning has a significant impact on brand attitude and knowledge. In addition, attitude toward green brands acts as a partial mediator between green brand positioning and green

product purchase intention. If green companies want to increase their consumers' purchase intent, they should develop marketing strategies and programs that improve their brand's position and the consumers' understanding of the importance and benefits of green products, thereby fostering a favorable attitude toward the brand. Thus, H4 was supported.

CONCLUSIONS

The study revealed the relationship between brand positioning and green brand purchase intention among Thai customers through mediating role of attitude and knowledge. The study indicated that consumers who purchase green products are concerned about environmental and social concerns. Manufacturers must fulfill customer expectations about product quality perception. Able to decompose to high quality, the product is dependable. It is efficient, durable, and powerful, and it has a positive environmental image. The company's features and services would entice customers. It is critical for a green company to achieve green sustainability by emphasizing its firm's features. To attract more green clients, businesses should also use sophisticated marketing activities and commercials to boost the characteristics of green brands. Green brand positioning could be increased by improving customers' perception of the quality and price of green products because they are important to customers. Attitude and knowledge among customers should be focused on green products that are claimed worthy of the environment. Moreover, customer purchase intention could be measured by their intention to purchase green products because of more sustainability.

This study investigated the connection between brand positioning, attitude, knowledge, and purchase intention for green brands in Thailand. It focused on green product enthusiasts who purchased green product samples in Thailand. In a future study, a greater population in this industry may be explained by significantly more responders. Furthermore, this is a self-administered questionnaire survey, whereas, qualitative research, such as in-depth interviews and focus groups, might give more insight for future studies.

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