

## ANALYSIS OF THE INFLUENCE OF GREEN BRAND POSITIONING AND GREEN BRAND KNOWLEDGE ON BRAND EVANGELISM

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### ABSTRACT

*This study aims to analyze the effect of green brand positioning and green brand knowledge on brand evangelism through attitude toward green brand and green product purchase intention on consumers of DANONE AQUA products in Semarang City. This research uses the Theory of Planned Behavior (TPB) as the main theoretical basis that covers all research variables. The research method used is quantitative using SEM AMOS. The sample size was set at 125 respondents, following the recommendations for SEM analysis. The results of data analysis show that green brand positioning has a positive and significant effect on attitude toward green brand and green product purchase intention. Green brand knowledge has a positive and insignificant effect on attitude toward green brand, while on green product purchase intention it has a positive and significant effect. Attitude toward green brand has a positive and insignificant effect on green product purchase intention. Furthermore, green product purchase intention has a significant positive effect on brand evangelism. The conclusion of this study is that efforts to improve green brand positioning and green brand knowledge can affect attitude toward green brand. Green product purchase intention turns out to play an important role in motivating consumers to become brand evangelist and contribute to green brand positioning. These findings provide valuable insights for businesses in developing green branding strategies and understanding consumer behavior related to green products.*

**Keywords:** *Attitude Toward Green Brand, Brand Evangelism, DANONE AQUA, Green Brand Knowledge, Green Brand Positioning, Green Product Purchase Intention*

### INTRODUCTION

Consumer awareness of obtaining products with good standards, quality, and environmental friendliness is increasingly leading companies to formulate marketing strategies known as green marketing. Marcus and Fremeth (2009) state that companies that want to implement green marketing to meet consumer needs or desires can do so by involving product innovation, competitive price advantage strategies, and product promotions that are attractive and able to meet customer needs without negative impacts on the environment. Green marketing plays an important role when a company is about to launch an environmentally friendly product, this is supported by Chen and Chang (2012) statement, namely that implementing green marketing correctly will encourage green purchase intention among customers who are aware of the benefits of environmentally friendly products. Consumers with a strong connection (brand evangelist) with a brand tend to show higher purchase intention than consumers who are non-brand evangelists (Collins et al., 2015). When consumers form strong bonds with a particular brand, they become brand evangelists for that brand (Li et al., 2020).

Strong emotional ties with brands of environmentally friendly products and consumer awareness of natural sustainability make consumers loyal to products that care about environmental sustainability. Consumer awareness of the importance of involvement and collaboration in preserving the environment has initiated companies to start innovating in the use of basic materials and product processing according to environmentally friendly standards. One of the pioneer companies that has used environmentally friendly raw materials and processes is DANONE AQUA as a bottled drinking water company (AMDK) with a commitment to producing drinking water with the best quality standards for

public health while maintaining environmental sustainability in a sustainable manner through product innovation.

Tight market competition in the bottled drinking water (AMDK) industry has driven DANONE AQUA to innovate in maintaining a superior customer experience compared to competitors. It can be seen in the 2023 Indonesia Customer Experience (ICX) survey in SWA magazine (Suryadi, 2023) that the AQUA brand has been shifted from first place and replaced by the Le Minerale brand. Istijanto in SWA magazine (Suryadi, 2023) stated that Le Minerale could become a champion in the 2023 ICX survey because it provides a new experience in its gallon packaging which can be reused after consumption. To win the market and become a champion in creating the best customer experience that is superior to its competitors, DANONE AQUA must innovate to show the superiority of its products through environmentally friendly packaging innovations to support natural sustainability.

DANONE AQUA is an example of a pioneering and leading company that has real concern and commitment to protecting Indonesia's nature which is manifested in environmental sustainability programs, initiatives in reducing carbon footprints, maintaining water circularity and innovative packaging, for example through the AQUA GALON packaging produced from raw materials that are environmentally friendly and can be reused to protect the environment from single-use packaging waste so that the environment can be preserved, then AQUA LIFE 1100 ml whose plastic packaging is produced from 100% recycled raw materials and is 100% recyclable.

**Figure 1: Examples of DANONE AQUA Green Products**  
(AQUA GALON and AQUA LIFE 1100 ml)



Source: *Company Website* (<https://www.aqua.co.id/>, 2023)

In line with environmentally friendly product innovation produced by DANONE AQUA, several environmentally friendly product researches have been carried out, including Huang et al. (2014), and several other studies. Huang et al. (2014) explained that environmentally friendly products are influenced by certain variables such as green brand positioning, green brand knowledge, and attitude toward the green brand.

A green brand positioning strategy that is carried out successfully is an advantage for companies that provides a competitive advantage and differentiates their products from competitors, products that are of superior quality compared to competitors, thus creating knowledge and leading to a brand perception that many customers like (Hartmann et al., 2005). Customers with in-depth knowledge of a product can encourage consumers to consciously encourage their intention to purchase (Mohd Suki, 2016). Good knowledge about green products will certainly influence attitudes towards green brands. Mohd Suki (2016) researched the relationship between green brand positioning (GBP) and green product purchase

intention (GPPI) and found that GBP had a significant positive effect on GPPI. The research results of Mohd Suki (2016) are strengthened by findings from Chin et al. (2020) in Johor and found that green brand positioning is an important strategy that has a positive impact on consumers' intention to purchase green products.

Mohd Suki (2016) and Chin et al. (2020) also conducted research regarding the relationship between green brand knowledge (GBK) and green product purchase intention (GPPI), which resulted in the finding that GBK had a significant positive effect on GPPI. These findings are also supported by Huang et al. (2014) in their research findings which show that consumers with green knowledge about green brands are more likely to buy environmentally friendly products when they have high green awareness. In his research, Mohd Suki (2016) found that customers who have strong green brand knowledge (GBK) can easily differentiate the advantages of consuming green products compared to non-green products.

A positive brand attitude is an illustration that customers have high environmental awareness and often use environmentally friendly brands (Mostafa, 2007). Based on the findings of Huang et al. (2014) and Mohd Suki (2016) regarding the relationship between attitude toward green brand (ATGB) and green product purchase intention (GPPI) found that customer attitudes towards green brands have a significant positive effect on intention to purchase green products. The findings of these two studies explain that customers with a positive attitude towards green brands have a tendency to support positive behavior with a high desire to purchase green products.

Green brand positioning (GBP), green brand knowledge (GBK), attitude toward green brand (ATGB), and green product purchase intention (GPPI) have been researched quite a lot, but what if they are connected to brand evangelism? Consumers who have a strong connection (brand evangelist) with a brand tend to show higher purchase intention than consumers who are non-brand evangelists (Collins et al., 2015). Brand evangelism aims to convince other individuals to support a brand, and this is done through promoting the brand's products and services (Matzler et al., 2007). This is more than just word of mouth promotion (Samson, 2006 in Guiao & Lacap, 2022) because brand evangelists become brand advocates through the emotional connection formed between consumers and the brand. Brand evangelists are considered as brand defenders when the brand faces negative word of mouth (Park and Macinnis, 2006). This makes brand evangelists an asset for companies like DANONE AQUA to convince consumers in creating green purchase intention.

This research is based on the Theory of Planned Behavior (TPB) as the main theoretical basis that covers all research variables. TPB is relevant for researching consumer behavior in deciding to purchase basic consumer needs such as in the DANONE AQUA Bottled Drinking Water (AMDK) category. In previous research on the relationship between green product purchase intentions and brand evangelism by Li et al. (2020) expressed the opinion that the TPB model is very helpful for analyzing a person's ethical behavior and rational choices (Chang, 1998) (Ramayah et al., 2012) where there is an environmentally friendly purchase intention that is related to a person's ethical behavior. TPB allows researchers to use other variables to analyze the impact of behavior more clearly (Ajzen, 1991) (Kumar et al., 2017).

## Hypothesis Development

### **The relationship among Green Brand Positioning (GBP), Attitude Toward Green Brand (ATGB), and Green Product Purchase Intention (GPPI)**

Regarding the influence of Green Brand Positioning (GBP) on Attitude Toward Green Brand (ATGB), Huang et al. (2014) found that Green Brand Positioning (GBP) had a positive impact on Attitude Toward Green Brand (ATGB), and Green Brand Positioning (GBP) had a positive impact on brand attitude. Mohd Suki (2016) examined the relationship between Green Brand Positioning (GBP) and Green Product Purchase Intention (GPPI) and found that GBP had a significantly positive effect on Green Product Purchase Intention (GPPI). Mohd Suki (2016) findings are strengthened by the findings of Chin

et al. (2020) in Johor and found that Green Brand Positioning (GBP) is an important strategy that has a positive impact on consumer interest in purchasing green products (GPPI). This research proposes the following hypothesis:

**H1: Green Brand Positioning has a positive effect on Attitude Toward Green Brand**

**H2: Green Brand Positioning has a positive effect on Green Product Purchase Intention**

**The relationship among Green Brand Knowledge (GBK), Attitude Toward Green Brand (ATGB), and Green Product Purchase Intention (GPPI)**

The findings of Huang et al. (2014) explained that Green Brand Knowledge (GBK) has a positive effect on Attitude Toward Green Brand (ATGB). These results explain that perceived environmental knowledge is a good predictor of attitudes that bring positive benefits to the ecology. Mohd Suki (2016) and Chin et al. (2020) conducted research on the relationship between Green Brand Knowledge (GBK) and Green Product Purchase Intention (GPPI) and found that GBK had a significant positive effect on GPPI. This finding is supported by Huang et al. (2014) in their research findings show that customers with green brand knowledge will be more likely to buy green products when they have high environmentally friendly awareness. This research proposes the following hypothesis:

**H3: Green Brand Knowledge has a positive effect on Attitude Toward Green Brand**

**H4: Green Brand Knowledge has a positive effect on Green Product Purchase Intention**

**The relationship between Attitude Toward Green Brand (ATGB) and Green Product Purchase Intention (GPPI)**

Based on research by Huang et al. (2014) and Mohd Suki (2016) regarding the relationship between Attitude Toward Green Brand (ATGB) and Green Product Purchase Intention (GPPI) found that customer attitudes towards green brands have a significantly positive impact on their intention to purchase environmentally friendly products. The findings of these two studies explain that consumers who have a positive attitude towards green brands have a tendency to support positive behavior with a high desire to purchase green products. This research proposes the following hypothesis:

**H5: Attitude Toward Green Brand has a positive effect on Green Product Purchase Intention**

**The relationship between Green Product Purchase Intention (GPPI) and Brand Evangelism**

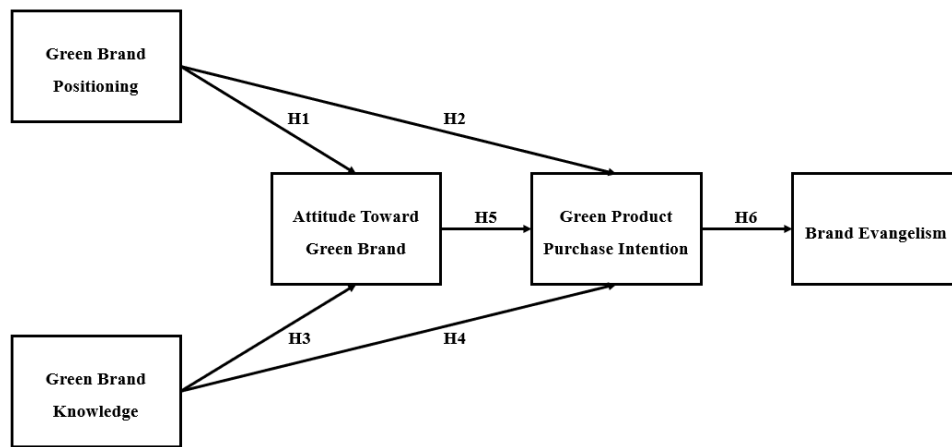
Brand evangelism according to Matzler et al. (2007) is an active commitment to spreading positive news and trying with strong intention to convince, direct and persuade others to get involved in the same brand. Doss (2013) further stated that brand evangelism is an extension of positive word of mouth communication in a convincing way because brand evangelists act as voluntary spokespeople who are not employed or paid by a brand. Brand evangelism has the most significant influence on Green Product Purchase Intention (GPPI). This research proposes the following hypothesis:

**H6: Green Product Purchase Intention has a positive effect on Brand Evangelism**

## Conceptual Model

The conceptual model proposed in the research is:

**Figure 2: Conceptual Model**



Source: Mohd Suki (2016), Huang et al. (2014), Chin et al. (2020), Li et al. (2020)

## RESEARCH METHODS

This research is quantitative descriptive research that calculates data using various statistical analysis models (Indriantoro & Supomo, 2013). Questionnaires are used in this research as a method for collecting information in the form of questions that require respondents to fill them out based on actual conditions. Respondents selected as primary data sources were individuals who knew and had consumed environmentally friendly DANONE AQUA products (AQUA GALON and AQUA LIFE 1100 ml).

In this research there are three variables, namely the Independent Variable, the Dependent Variable, and the Intermediary Variable (Intervening). In this research Green Brand Positioning (X1) and Green Brand Knowledge (X2) are independent variables, Brand Evangelism (Y) is the dependent variable, Attitude Toward Green Brand (Z1) and Green Product Purchase Intention (Z2) are the variables intermediary.

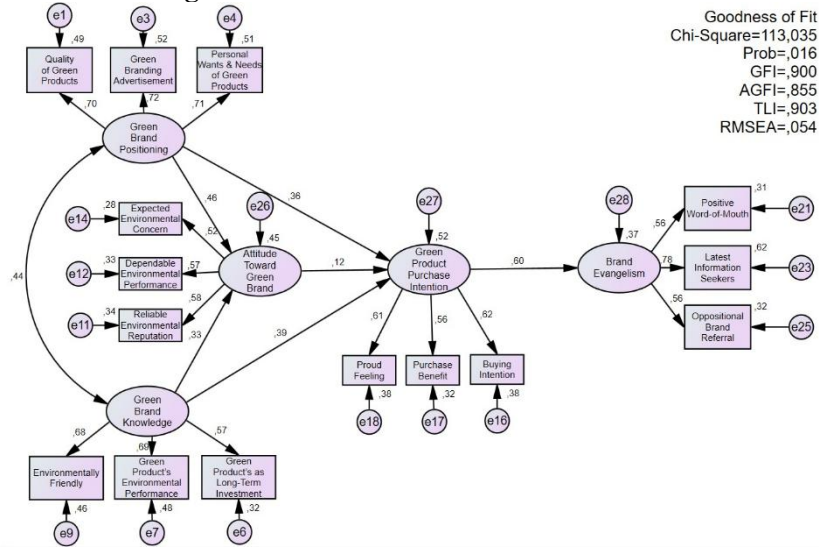
This research utilizes the parameter  $x$  in the form of questionnaire question items, thus the minimum sample quantity is  $25 \times 5 = 125$ . Based on the minimum sample quantity limit in this study, Hair et al. (1998) recommended that the sample quantity for SEM analysis be in the range 100 - 200, so that the sample size in this study was set at 125 respondents. The questionnaire in this study was delivered to respondents online via Google Form and filled in according to the instructions explained first by applying a Likert Scale (1-7), namely options 1 (strongly disagree), 2 (disagree), 3 (quite disagree), 4 (neutral), 5 (somewhat agree), 6 (agree), and 7 (strongly agree) with the statements given in the questionnaire.

## DISCUSSION

SEM (Structural Equation Modeling) is a statistical method for testing hypotheses and causal relationships through combining factor analysis and path analysis (Wright, 1921). SEM begins with formulating a hypothesis, presenting the model, and operating variables (Jogiyanto, 2011). After ensuring that SEM meets several assumptions, such as normally distributed data, free from outliers, multicollinearity and singularity problems, and has sufficient data samples, a full model SEM analysis is carried out. This analysis involves the entire research model after the exogenous and endogenous constructs have successfully passed the CFA test. In Figure 3 we can see the full model SEM test results:



Figure 3: Result of Full Model SEM



Source: Statistical Output, 2024

Table 1: Assess Goodness of Fit

Goodness of fit index	Cut-off value	Research Model	Model
Chi-square	Expected < Chi Square (x2table), with sig a = 0,05 and df = 83 then x2 table = 105.267	113.035	Marginal Fit
Probability	≥ 0.05	0.016	Marginal Fit
RMSEA	≤ 0.08	0.054	Fit
GFI	≥ 0.90	0.900	Fit
AGFI	≥ 0.90	0.855	Marginal Fit
CMIN/DF	≤ 2.0	1.362	Fit
TLI	≥ 0.90	0.903	Fit
CFI	≥ 0.90	0.924	Fit

Source: Statistical Output, 2024

By referring to the figure above, the findings for evaluating the suitability of the full model SEM can be obtained with a chi-square value of 113.035 with a probability significance level of 0.016. This shows that the model has marginal fit. Followed by the RMSEA (0.054), GFI (0.900), CMIN/DF (1.362), TLI (0.903), and CFI (0.924) values which have met the cut-off value of SEM assumptions. Meanwhile, the value and AGFI 0.855 are included in the marginal category. Overall, the feasibility test for this research model is appropriate and meets the criteria required for an acceptable model.

Hypothesis Testing

Table 2: Hypothesis Testing Result

No.	Hypothesis	Estimate	S.E.	C.R.	P	Result
H1	Green Brand Positioning → Attitude Toward Green Brand	0.456	0.119	2.849	0.004	Positive Significant
H2	Green Brand Positioning → Green Product Purchase Intention	0.359	0.181	1.993	0.046	Positive Significant
H3	Green Brand Knowledge → Attitude Toward Green Brand	0.326	0.156	1.825	0.068	Positive Insignificant
H4	Green Brand Knowledge → Green Product Purchase Intention	0.392	0.21	2.207	0.027	Positive Significant
H5	Attitude Toward Green Brand → Green Product Purchase Intention	0.118	0.29	0.553	0.581	Positive Insignificant
H6	Green Product Purchase Intention → Brand Evangelism	0.604	0.201	2.996	0.003	Positive Significant

Source: Statistical Output, 2024

If the CR is positive and the value is above  $\geq 1.96$ , it shows that the hypothesis has a positive influence. Then, for a p value below 0.05, there is an influence (Ghozali, 2015).

### **H1: Green Brand Positioning has a positive effect on Attitude Toward Green Brand**

Green brand positioning towards attitude toward green brand produces an estimated standardized regression weight coefficient value of 0.456 with a C.R weight of 2.849, this value shows the relationship between green brand positioning and attitude toward green brand is positive, the better the green brand positioning, the higher the attitude toward green brand. Testing the relationship between these two variables resulted in a probability assessment of 0.004 ( $p < 0.05$ ), meaning that a significant impact was found. Therefore (H1) green brand positioning has a positive effect on attitude toward the green brand is **accepted**.

### **H2: Green Brand Positioning has a positive effect on Green Product Purchase Intention**

Green brand positioning on green product purchase intention produces an estimated standardized regression weight coefficient value of 0.359 with a weight of C.R. 1.993. This value shows that the relationship between green brand positioning and green product purchase intention is positive, the better the green brand positioning, the higher the green product purchase intention. Testing the relationship between these two variables resulted in a probability assessment of 0.046 ( $p < 0.05$ ), meaning that a significant impact was found. Therefore (H2) green brand positioning has a positive effect on green product purchase intention is **accepted**.

### **H3: Green Brand Knowledge has a positive effect on Attitude Toward Green Brand**

Green brand knowledge on attitude toward green brand produces an estimated standardized regression weight coefficient value of 0.326 with a C.R. weight of 1.825. This value shows that the relationship between green brand knowledge and attitude toward green brand is positive, the better the green brand knowledge, the higher the attitude toward green brand. Testing the relationship between these two variables resulted in a probability assessment of 0.068 ( $p > 0.05$ ), meaning that an insignificant impact was found. Therefore (H3) green brand knowledge has a positive effect on attitude toward green brand which is **accepted**, although not significant.

### **H4: Green Brand Knowledge has a positive effect on Green Product Purchase Intention**

Green brand knowledge on green product purchase intention produces an estimated standardized regression weight coefficient value of 0.392 with a C.R weight of 2.207. This value shows that the relationship between green brand knowledge and green product purchase intention is positive, the better the green brand knowledge, the higher the green product purchase intention. Testing the relationship between these two variables resulted in a probability assessment of 0.027 ( $p < 0.05$ ), meaning that a significant impact was found. Therefore (H4) green brand knowledge has a positive effect on green product purchase intention is **accepted**.

### **H5: Attitude Toward Green Brand has a positive effect on Green Product Purchase Intention**

Attitude toward green brand towards green product purchase intention produces an estimated standardized regression weight coefficient value of 0.118 with a C.R weight of 0.553. This value shows the relationship between attitude toward green brand and green product purchase intention is positive, the better the attitude toward green brand, the higher the green product purchase. intention. Testing the relationship between these two variables resulted in a probability assessment of 0.581 ( $p > 0.05$ ), meaning that an insignificant impact was found. Therefore (H5) attitude toward green brand has a positive effect on green product purchase intention, which is **accepted**, although not significant.

### **H6: Green Product Purchase Intention has a positive effect on Brand Evangelism**

Green product purchase intention towards brand evangelism produces an estimated standardized regression weight coefficient value of 0.604 with a C.R weight of 2.996. This value shows that the relationship between green product purchase intention and brand evangelism is positive, the better the green product purchase intention, the higher the brand evangelism will be. Testing the relationship between these two variables resulted in a probability assessment of 0.003 ( $p < 0.05$ ), meaning that a

significant impact was found. Therefore (H6) green product purchase intention has a positive effect on brand evangelism is **accepted**.

## CONCLUSION

Based on the data analysis carried out, this research produces findings that can provide in-depth understanding regarding the concept of Green Branding and consumer behavior:

1. Green Brand Positioning has a significant positive influence on Attitude Toward Green Brand. These results can explain that efforts to improve the position of sustainable and green brands can have the potential to increase consumer attitudes towards green brands.
2. Green Brand Positioning also has a significant positive impact on Green Product Purchase Intention. This research provides insight that an emphasis on green branding advertisements can play an important role in increasing the intention to purchase green products.
3. Green Brand Knowledge statistically has a positive impact on Attitude Toward Green Brand, although it is not significant. Focusing on green product's environmental performance has been proven to be a significant factor in increasing reliable environmental reputation, dependable environmental performance and expected environmental concern.
4. Green Brand Knowledge is proven to have a positive impact on Green Product Purchase Intention and is statistically significant. This research provides insight that emphasizing a green product's environmental performance can play a key role in increasing green product purchase intentions, indicating that consumer trust in green brands will probably always result in high green product purchase intentions.
5. Attitude Toward Green Brand has been proven to have a positive impact on Green Product Purchase Intention, although it is not statistically significant, this shows that consumer trust in green brands can influence high green product purchase intentions towards that brand. Focusing on dependable environmental performance has been proven to be a significant factor in increasing purchasing intention, purchase benefits, proud feelings.
6. Green Product Purchase Intention has a significant positive impact on Brand Evangelism, showing that green product purchase intention can be a catalyst in encouraging consumers to become brand advocates, spread positive information, and contribute to the positive image of green brands.
7. To overcome the problem in this research, namely building Brand Evangelism in green products of DANONE AQUA through Green Brand Positioning, Green Brand Knowledge, Attitude Toward Green Brand, and Green Product Purchase Intention, based on research findings it can be concluded that the first focus which is essential for DANONE AQUA is strengthening Green Brand Knowledge as an independent variable that influences Brand Evangelism. DANONE AQUA must provide massive socialization of green products to the public and actively collaborate in environmental sustainability activities so that the public knows more about the benefits gained by purchasing AQUA GALON and AQUA LIFE 1100 ml, in the end consumers who have good brand knowledge, understand the benefits provided, and are satisfied with the purchases made will be able to act as a company brand evangelist.

## Theoretical Implications

From the findings of this research, the theoretical implications can be outlined below:

1. The findings prove that green brand positioning has a significant positive influence on attitude toward green brand and green product purchase intention. This could mean that increasing efforts in positioning brands as environmentally friendly can potentially increase consumers' attitudes towards the brand and their intention to purchase green products.
2. Even though it is not statistically significant, it shows that consumers' knowledge and experience of green brands has a positive effect on attitudes towards the brand. Therefore, corporate efforts to increase consumer knowledge regarding the sustainability and environmental benefits of their products can positively influence consumer perceptions of the brand.
3. The results of this research show that green brand knowledge has a positive and significant influence on green product purchase intention. Therefore, companies that successfully increase consumer knowledge about their brands can have a potential impact on consumers' intention to purchase green products.



4. The findings in this research show that an attitude toward a green brand has a positive influence, although it is not statistically significant. Positive attitudes towards green brands are expected to increase purchasing intentions for green products. This suggests that other factors such as environmental reputation and environmental performance may also play an important role in shaping purchase intentions.
5. Significant results show that consumers' intention to buy green products has a positive impact on brand evangelism. This means that consumers who have the intention to purchase green products tend to become brand evangelist and are willing to share their positive experiences with others.

### **Managerial Implications**

From the findings in this research, several managerial implications can be outlined below:

1. Socializing Green Brand Knowledge, through educational campaigns and clear information about the environmental benefits of environmentally friendly products, companies can form positive consumer perceptions of their brands.
2. Strengthening Green Brand Positioning, focusing on the quality of green products, reasonable prices, sustainability-based advertising, and understanding consumer needs and desires regarding green products will help strengthen the brand's position in the market.
3. Integrating Attitude and Purchase Intention components. There needs to be a comprehensive strategic integration involving aspects such as environmental reputation, environmental performance, and consumer trust.
4. Strengthening Focus on Indicators Supporting Brand Evangelism, companies can design marketing campaigns that encourage customers to share their positive experiences.

### **Research Limitations**

From the results of this research, several limitations were found as input for future research to improve and perfect the research. The following is the explanation:

1. The Goodness of Fit Full Model SEM test results still produce a marginal fit value, namely the AGFI value (0.855) which is smaller than the cut-off value. Sample size limitations may impact the generalizability of findings;
2. This research has limitations in generalizing the findings to certain geographic areas, in this research the area coverage is only in Semarang City;
3. There is the possibility that there are unmeasured external factors that can influence the relationship between the variables studied. Future research could try to identify and measure external factors.

### **Suggestions**

The following are suggestions as input for future research:

1. Referring to the Full Model SEM test results, the resulting AGFI value is still marginally fit, so that the number of respondents can be increased so that the model testing is better;
2. Research is expected to be carried out in a wider geographical area so that the sample coverage is greater and thus increases the accuracy of the research;
3. Future research can add the influence of external conditions such as economic conditions and environmental policies, which can provide a better understanding of the variability of consumer behavior towards environmentally friendly products.

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