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**THE EFFECT OF GREEN BRAND POSITIONING, GREEN BRAND  
ATTITUDE, AND GREEN BRAND KNOWLEDGE ON GREEN PURCHASE  
INTENTION: A CASE STUDY OF UWINFLY ELECTRIC BIKES IN  
SUMENEP CITY**

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**Abstract**

This research aims to examine the effect of green brand positioning, green brand attitude, and green brand knowledge on green purchase intention toward Uwinfly electric bicycles in Sumenep City District. The study applies a quantitative approach with a purposive sampling technique. Data were obtained through questionnaires distributed to 80 respondents who were familiar with and showed purchase interest in the Uwinfly brand in Sumenep City District. The data were analyzed using multiple linear regression with the assistance of Statistical Package for Social Science (SPSS). The findings reveal that green brand positioning does not significantly affect green purchase intention. In contrast, green brand attitude and green brand knowledge both have a significant positive impact on green purchase intention. Furthermore, when tested simultaneously, the three variables—green brand positioning, green brand attitude, and green brand knowledge—collectively show a significant influence on green purchase intention.

**Keywords:** Green Brand Positioning, Green Brand Attitude, Green Brand Knowledge, Green Purchase Intention



## INTRODUCTION

Globalization and rapid industrial development have created increasingly complex environmental problems, one of which is global warming. Global warming is defined as an ecological anomaly that results in rising average temperatures of the atmosphere, land, and oceans (Ainurrohmah & Sudarti, 2022). Indonesia contributes around 33% of carbon emissions from the transportation sector, particularly from fossil-fuel-powered motor vehicles (Climate Transparency Report, 2022). This condition underscores the urgency of sustainable transport innovations, namely systems that do not endanger public health or ecosystems (OECD in Roman, 2022). One environmentally friendly transportation product that has recently gained popularity is the electric bicycle.

The Indonesian government has responded to this issue by issuing Presidential Regulation No. 55 of 2019 concerning the acceleration of electric vehicle programs. This regulation has accelerated the trend of adopting electric bicycles, particularly two-wheeled vehicles that are considered more accessible to the public. Electric bicycles are perceived as practical, easy to maintain, and emission-free, making them environmentally friendly (Suprihartini et al., 2022). Moreover, their adoption supports efforts to reduce dependence on fossil fuels and contributes to improving environmental quality. This trend indicates that eco-friendly products can simultaneously serve as efficient urban transportation solutions.

Kota Sumenep District, as the administrative and economic center of Sumenep Regency, has high population density and dynamic economic activities that demand efficient, affordable, and eco-friendly transportation. In this context, the Uwinfly electric bicycle has emerged as a popular choice due to its affordability, product quality, and diverse model options. Sales data show significant growth, from 2,400 units in 2021 to 7,000 units in 2023. However, preliminary interviews revealed that consumers' primary motivation for purchasing is not environmental concern, but rather factors such as durability, travel range, and convenience. This reflects a gap between environmental objectives and consumer purchasing motives.

In consumer behavior studies, purchase intention is viewed as a key predictor of purchasing decisions. Purchase intention refers to the cognitive tendency of consumers to plan to buy a product after receiving a particular stimulus (Wicaksono & Wardhana, 2024). In the context of environmentally friendly products, the concept of green purchase intention measures consumers' willingness to buy products that support sustainability (Tristiani et al., 2019).



Prior research has identified several important determinants, including green brand positioning (Situmorang et al., 2021), green brand attitude (Chen et al., 2020), and green brand knowledge (Siyal et al., 2021). Together, these factors shape consumer preferences that influence the decision to purchase eco-friendly products.

Nevertheless, existing studies report mixed findings. Some scholars confirm that green brand positioning and green brand attitude positively influence green purchase intention (Putri & Marliani, 2024; Erika & Alfonsius, 2024), while others show no significant effect (Wardani & Rahardjo, 2022; Chin et al., 2019). Similar inconsistencies occur with green brand knowledge, which is found to be significant in some studies (Aziz & Kuswati, 2024; Tristiani et al., 2019), but not in others (Wahyuningtias & Artanti, 2020). These divergent findings highlight the need for further investigation, especially with different product contexts. Therefore, this study aims to examine the effect of green brand positioning, green brand attitude, and green brand knowledge on green purchase intention of Uwinfly electric bicycles in Kota Sumenep District.

## LITERATURE REVIEW

Green Brand Positioning (GBP) is a strategy employed by companies to position their brands as environmentally friendly with the purpose of differentiating them from competitors and creating a specific image in the minds of consumers. This strategy is closely related to brand identity, product quality, price, and ecological value that are consistently communicated to customers. Strong positioning is believed to enhance product popularity and stimulate consumers' green purchase intention. According to Huang et al. (2014), green brand positioning (GBP) can be assessed using five indicators, namely convenience, superior quality, energy or fuel efficiency, low environmental pollution, and orientation toward family needs.

Green Brand Attitude (GBA) is defined as the overall evaluation of consumers, ranging from positive to negative, toward the environmental performance of a brand. A positive attitude tends to encourage green purchase intention, formed through trust, personal experience, and social influence from family and peers. Huang et al. (2014) identify five indicators of GBA, namely credible green claims, brand reliability, the ability of the brand to represent social status, functional suitability of the product, and satisfaction with price.

Green Brand Knowledge (GBK) refers to the knowledge structure consumers possess regarding green brands stored in their memory, including



product attributes, reputation, quality assurance, and environmental commitment. Adequate knowledge enables consumers to be better informed and distinguish the benefits of green products compared to conventional ones. According to Huang et al. (2014), the indicators of green brand knowledge (GBK) include consumer awareness of the brand's environmental information, positive brand reputation, quality assurance, and the brand's association with environmental preservation.

Green Purchase Intention (GPI) refers to consumers' readiness to choose eco-friendly products over conventional alternatives. This intention is driven by environmental concern and the perception that buying green products provides benefits not only for individuals but also for the environment. Huang et al. (2014) suggest three indicators of GPI: consideration of purchasing because the product does not pollute, intention to switch brands for ecological reasons, and plans to adopt environmentally friendly products in the future.

Green Trust (GT) is understood as consumers' belief that a brand is genuinely committed to environmentally friendly practices and fulfills its ecological claims. This trust emerges through consistent communication, product quality, and consumer experience. Chen (2010) explains that GT indicators include belief in the brand's environmental commitment, verification of green claims, product safety, and corporate integrity in protecting the environment.

Green Perceived Value (GPV) is consumers' overall evaluation of the benefits of a green product compared to the sacrifices made, such as cost, time, and effort. High perceived value increases consumers' preference for green products over conventional ones. According to Chen and Chang (2012), GPV indicators include ecological benefits meeting expectations, economic value relative to price, superior product quality, and the perception that purchasing green products is a worthwhile investment.

Green Satisfaction (GS) is described as the level of consumer fulfillment experienced after using green products, especially regarding their ability to meet both environmental and functional expectations. Higher satisfaction levels strengthen positive attitudes and foster loyalty toward green products. Chen (2010) outlines GS indicators as satisfaction with environmental performance, fulfillment of ecological expectations, enjoyable consumption experience, and satisfaction with the social and environmental benefits of the product.

Green Loyalty (GL) represents consumers' commitment to consistently purchase and recommend green products, despite the presence of alternatives. This loyalty is influenced by trust, satisfaction, and perceived value attached to the green brand. Chen (2010) and Huang et al. (2014) identify GL indicators as



repurchase intention, willingness to recommend green products, reluctance to switch to non-green alternatives, and consistency in choosing the same green brand.

Previous empirical findings demonstrate that GBP, GBA, and GBK generally exert a positive influence on GPI, although in certain contexts GBK may not have a direct effect but rather operate through attitudes or other mediating variables. On the other hand, GT, GPV, and GS have been proven to significantly influence both green loyalty and green purchase intention. GT plays a critical role in reducing consumer skepticism regarding green claims, GPV strongly drives purchase decisions when ecological benefits are perceived to match the price paid, and GS functions as a mediator in enhancing consumer loyalty. Accordingly, the literature indicates that these green-related variables consistently interact in shaping consumers' intentions and behaviors toward environmentally friendly products, although their effects may vary depending on product type and market segment.

## **RESEARCH METHOD**

### **Research Design**

This research employs a quantitative design that focuses on utilizing numerical data for collecting, analyzing, and interpreting information. Such methods are well-suited for exploring causal relationships among variables and for systematically testing hypotheses. The results are mainly displayed in numerical forms, including tables, charts, and graphs, to ensure clarity and precision (Machali, 2021).

### **Population and Sample**

The population in this study comprises residents of Kota Sumenep District who show interest in buying eco-friendly products, particularly Uwinfly electric bicycles. Referring to Roscoe's rule of thumb for sample size determination, 80 respondents were taken as the research sample. The study employed a non-probability sampling technique, selecting participants according to criteria aligned with the research objectives. This method ensures that the sample appropriately reflects the characteristics of the targeted consumer group.

### **Data Collection**

The study employed primary data obtained directly from respondents through a structured survey. A **closed-ended questionnaire** was used as the main instrument, designed to measure respondents' perceptions, attitudes, and intentions toward green products. In addition, **documentation techniques** were



utilized to complement the survey data by providing contextual information related to the research setting.

**Data Analysis**

The data were processed using SPSS (Statistical Package for the Social Sciences). The analysis involved descriptive statistics to illustrate respondents’ demographic profiles and inferential tests to assess the relationships among variables. Employing SPSS enables precise data handling, thereby supporting the reliability and validity of the hypothesis testing.

**Research Variables**

This study examines variables classified as independent and dependent. The independent variables include Green Brand Positioning (X1), Green Brand Attitude (X2), and Green Brand Knowledge (X3), while the dependent variable is Green Purchase Intention (Y). Measurement of these variables was conducted using validated indicators adapted from previous studies to maintain consistency and theoretical relevance.

**RESULTS AND DISCUSSION**

**Descriptive Statistical Test**

Descriptive statistical analysis is used to summarize and present the characteristics of the data, such as respondents’ demographic profiles and the distribution of each variable. This test provides an overview of the data through measures like mean, median, standard deviation, and frequency, helping to describe patterns and tendencies before conducting further inferential analysis.

**Table 1.**

**Descriptive Analysis Results**

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
X1	82	8	25	20,56	2,807
X2	82	9	25	20,17	3,158
X3	82	8	20	16,35	2,274
Y	82	6	15	12,09	2,020
Valid N (listwise)	82				

Source: Data processed by the authors (2024)

The table above indicates that:

1. For the variable Green Brand Positioning (X1), which consists of 5 questionnaire items, respondents’ answers varied, with a minimum score of 8 and a maximum score of 25. The sample mean was 20.56, calculated by



dividing the total score by the number of respondents, with a standard deviation of 2.807.

2. the variable Green Brand Attitude (X<sub>2</sub>), also consisting of 5 questionnaire items, respondents' answers ranged from a minimum of 9 to a maximum of 25. The sample mean was 20.17, obtained by dividing the total score by the number of respondents, with a standard deviation of 3.158.
3. For the variable Green Brand Knowledge (X<sub>3</sub>), which includes 4 questionnaire items, respondents' answers ranged from a minimum of 8 to a maximum of 20. The sample mean was 16.35, calculated by dividing the total score by the number of respondents, with a standard deviation of 2.274.
4. For the variable Green Purchase Intention (Y), consisting of 3 questionnaire items, respondents' answers varied between a minimum of 6 and a maximum of 15. The sample mean was 12.09, calculated by dividing the total score by the number of respondents, with a standard deviation of 2.020.

**Data Quality Test**

**Validity Test**

**Table 2.**  
**The Validity Test**

Variable	Indicator	r count	r table	Description
Green Brand Positioning (X <sub>1</sub> )	X1.1	0,796	0,2172	Valid
	X1.2	0,731	0,2172	Valid
	X1.3	0,662	0,2172	Valid
	X1.4	0,715	0,2172	Valid
	X1.5	0,537	0,2172	Valid
Green Brand Attitude (X <sub>2</sub> )	X2.1	0,625	0,2172	Valid
	X2.2	0,762	0,2172	Valid
	X2.3	0,719	0,2172	Valid
	X2.4	0,812	0,2172	Valid
	X2.5	0,784	0,2172	Valid
Green Brand Knowledge (X <sub>3</sub> )	X3.1	0,780	0,2172	Valid
	X3.2	0,785	0,2172	Valid
	X3.3	0,762	0,2172	Valid
	X3.4	0,726	0,2172	Valid
Green Purchase Intention (Y)	Y.1	0,755	0,2172	Valid
	Y.2	0,870	0,2172	Valid
	Y.3	0,826	0,2172	Valid

Source: Data processed by the authors (2024)



Table 2 presents the results of the validity test for the research variables. For Green Brand Positioning (X1), the Pearson correlation values ranged from 0.537 to 0.796, which are greater than the r table value of 0.2172, indicating that all statement items are valid. For Green Brand Attitude (X2), the Pearson correlation values ranged from 0.625 to 0.812  $\geq$  0.2172, confirming the validity of all statement items. For Green Brand Knowledge (X3), the correlation values ranged from 0.726 to 0.785, showing that each item is valid. Finally, for Green Purchase Intention (Y), the Pearson correlation values ranged from 0.755 to 0.870, exceeding the r table value and indicating that all items are valid

**Reliability Test**

**Table 3.**  
**The Reliability Test**

Variable	Cronbach's Alpha	Reliability Limits	Description
(X <sub>1</sub> )	0,716	0,60	Reliable
(X <sub>2</sub> )	0,793	0,60	Reliable
(X <sub>3</sub> )	0,760	0,60	Reliable
(Y)	0,749	0,60	Reliable

Source: Data processed by the authors (2024)

Table 3 presents the results of the reliability test. For Green Brand Positioning (X1), the Cronbach's alpha value was 0.716, exceeding the 0.60 threshold, indicating that all statement items are reliable. For Green Brand Attitude (X2), the Cronbach's alpha value was 0.793  $>$  0.60, confirming the reliability of all items. For Green Brand Knowledge (X3), the Cronbach's alpha was 0.760  $>$  0.60, showing that each item is reliable. Finally, for Green Purchase Intention (Y), the Cronbach's alpha value was 0.749  $>$  0.60, indicating that all items used in the study are reliable.

**Classical Assumption Test**

**Normality Test**

The results of the normality test in this study can be seen in the following table:

**Table 4.**  
**One-Sample Kolmogorov-Sminor Test**

	Unstandardized Residual
N	82



Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.43873032
Most Extreme Differences	Absolute	.086
	Positive	.071
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Source: Data processed by the authors (2024)

Based on the figure, the Kolmogorov-Smirnov normality test results show a significance value (Asymp. Sig.) of 0.200, which is greater than 0.05. This indicates that the research data are normally distributed

**Multicollinearity Test**

The figure below illustrates the outcomes of the multicollinearity test conducted in this study:

**Table 5.**  
**The Multicollinearity Test**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.664	1.262		1.318	.191		
	X1	.040	.101	.055	.393	.695	.332	3.012
	X2	.210	.084	.329	2.504	.014	.377	2.653
	X3	.328	.134	.369	2.455	.016	.288	3.476

Source: Data processed by the authors (2024)

The multicollinearity test shows that all independent variables green brand positioning (x1), green brand attitude (x2), and green brand knowledge (x3) have tolerance values above 0.10 and VIF values below 10, indicating no multicollinearity in the regression model

**Heteroscedasticity Test**

The table below displays the findings of the heteroscedasticity test conducted in this study:

**Table 6.**  
**The Heteroscedasticity Test**

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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		B	Std. Error	Beta		
1	(Constant)	1.583	.798		2.007	.048
	X1	-.002	.063	-.006	-.029	.977
	X2	-.038	.053	-.132	-.718	.475
	X3	.020	.083	.050	.239	.812

Source: Data processed by the authors (2024)

Based on the Glejser test results, it can be concluded that heteroscedasticity is not present in the regression analysis. The significance value for green brand positioning (x1) is  $0.977 \geq 0.05$ , indicating no heteroscedasticity. For green brand attitude (x2), the significance value is  $0.475 \geq 0.05$ , and for green brand knowledge (x3) it is  $0.812 \geq 0.05$ , showing that neither variable exhibits heteroscedasticity. Overall, all significance values exceed 0.05, confirming that the independent variables do not produce heteroscedastic effects in the regression model

Multiple Linear Regression

Table 7. Coefficient Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.664	1.262		1.318	.191
	X1	.040	.101	.055	.393	.695
	X2	.210	.084	.329	2.504	.014
	X3	.328	.134	.369	2.455	.016

Source: Data processed by the authors (2024)

Based on the data in the table above, the regression equation is as follows:

Y= 1,664 + 0,040. X<sub>1</sub> + 0,210. X<sub>2</sub> + 0,328. X<sub>3</sub> + e

From the results of the equation above, it can be explained as follows:

- a. The constant has a positive value of 1.664, indicating that if Green Brand Positioning, Green Brand Attitude, and Green Brand Knowledge are held constant or equal to zero, the predicted value of Green Purchase Intention would be 1.664



- b. The regression coefficient of X1 ( $\beta_1$ ) is 0.040, indicating a positive relationship. This means that if Green Brand Positioning increases by 1 unit or 1%, Green Purchase Intention will increase by 0.040 or 4%, assuming that the other independent variables (Green Brand Attitude and Green Brand Knowledge) remain constant or zero (0).
- c. The regression coefficient for X2 ( $\beta_2$ ) is 0.210, indicating a positive relationship. This means that if Green Brand Attitude increases by 1 unit (or 1%), Green Purchase Intention is expected to increase by 0.210 (or 21%), assuming that the other independent variables (Green Brand Positioning and Green Brand Knowledge) remain constant or zero
- d. The regression coefficient for X3 ( $\beta_3$ ) is 0.328, showing a positive relationship. This suggests that a 1-unit (or 1%) increase in Green Brand Knowledge will lead to a 0.328 (or 32.8%) increase in Green Purchase Intention, assuming the other independent variables (Green Brand Positioning and Green Brand Attitude) are held constant or at zero.

The study results indicate that the regression coefficient of 0.328 is higher than those of 0.210 and 0.040, suggesting that Green Brand Knowledge is the most dominant variable influencing Green Purchase Intention.

**Hypothesis Testing**

**t-test**

The results of the t-test were evaluated by comparing the calculated significance values against the predetermined significance level of 0.05:

**Table 8.**  
**Coefficients<sup>a</sup> t Test**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.664	1.262		1.318	.191
	X1	.040	.101	.055	.393	.695
	X2	.210	.084	.329	2.504	.014
	X3	.328	.134	.369	2.455	.016

Source: Data processed by the authors (2024)

Based on Table 8, the t-test results for each variable are as follows: Green Brand Positioning ( $X_1$ ) has a significance value of 0.695 > 0.05, indicating it does not have a significant effect on Green Purchase Intention. In contrast, Green Brand



Attitude ( $X_2$ ) has a significance value of  $0.014 < 0.05$ , demonstrating a positive and significant effect on Green Purchase Intention. Similarly, Green Brand Knowledge ( $X_3$ ) has a significance value of  $0.016 < 0.05$ , indicating that it also has a positive and significant impact on Green Purchase Intention.

**F test**

The significance of the F-test was determined by comparing the obtained significance values to the threshold level of 0.05:

**Table 9.**  
**ANOVA (Analysis of Variance) F test table**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	162.737	3	54.246	25.236	.000 <sup>b</sup>
	Residual	167.666	78	2.150		
	Total	330.402	81			

Source: Data processed by the authors (2024)

Based on Table 9, the significance value of  $0.000 \leq 0.05$  indicates that the regression model is appropriate for this study. Thus, the F-test results show that Green Brand Positioning, Green Brand Attitude, and Green Brand Knowledge simultaneously have a significant effect on the Green Purchase Intention of Uwinfly electric bicycles in Kota Sumenep.

**Determination Coefficient Test ( $R^2$ )**

The determination coefficient ( $R^2$ ) measures the proportion of variance in the dependent variable that can be explained by the independent variables in the regression model. In this study,  $R^2$  indicates how much of the variation in Green Purchase Intention can be accounted for by Green Brand Positioning, Green Brand Attitude, and Green Brand Knowledge. A higher  $R^2$  value suggests a stronger explanatory power of the model, meaning that the independent variables collectively provide a better prediction of the dependent variable. Conversely, a lower  $R^2$  value implies that other factors not included in the model may influence the dependent variable.

**Table 10.**  
**Determination Coefficient Test ( $R^2$ )**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.702 <sup>a</sup>	.493	.473	1.466

Source: Data processed by the authors (2024)



Based on Table 10, the Adjusted  $R^2$  value, or coefficient of determination, is 0.473 (47.3%). This indicates that the regression model in this study has a relatively low ability to explain the influence of the independent variables Green Brand Positioning, Green Brand Attitude, and Green Brand Knowledge—on the dependent variable, Green Purchase Intention. The remaining 52.7% of the variation is attributed to other factors not included in this study.

### **The Influence of Green Brand Positioning on Green Purchase Intention**

The t-test results indicate that Green Brand Positioning (X1) has a positive regression coefficient of 0.040 with a significance value of  $0.695 > 0.05$ , suggesting that X1 does not significantly affect Green Purchase Intention. Consequently, the first hypothesis (H1) is rejected. Descriptive results indicate that the lowest mean value for X1 was on the third indicator: “Uwinfly electric bicycles offer longer mileage with less charging” (mean = 3.68), suggesting that some consumers in Kota Sumenep are still uncertain about the claimed performance benefits.

Interviews with respondents revealed that practical aspects such as price, battery durability, and spare part availability are prioritized over environmental claims. One respondent noted that while they recognize Uwinfly as an eco-friendly brand, this factor does not significantly influence their purchase decision, which is primarily driven by affordability and performance. Other respondents similarly mentioned that marketing communication emphasizes general features of the electric bicycle rather than highlighting its green aspects. These insights suggest that the green positioning of Uwinfly has not yet fully resonated with the target consumers, indicating a gap between the intended brand image and consumer perception.

These findings are consistent with Wardani & Rahardjo (2022), who argue that inadequate promotion and insufficient brand communication can weaken brand perception and reduce its effectiveness in influencing consumer behavior. Brand positioning is a crucial element of branding strategy, as emphasized by Marwat et al. (2023); effective communication of green brand positioning can enhance consumer understanding, differentiate the product from competitors, and potentially increase Green Purchase Intention. These results differ from previous studies (Bagaskara & Salim, 2023; Wahyuningtias & Artanti, 2020; Baiquni & Ishak, 2019), which found a significant positive effect of Green Brand Positioning on Green Purchase Intention. The difference may be due to variations in product type, market segment, consumer awareness, or promotional emphasis on environmental benefits, highlighting the need for effective brand communication of sustainability values.



### **The Influence of Green Brand Attitude on Green Purchase Intention**

The t-test results show that Green Brand Attitude (X2) has a positive regression coefficient of 0.210 and a significance value of  $0.014 < 0.05$ , indicating a positive and significant effect on Green Purchase Intention. Accordingly, the second hypothesis (H2) is accepted. Descriptive analysis shows that the highest mean value was observed on the indicator: “The price of Uwinfly electric bicycles corresponds to the quality offered” (mean = 4.12). This indicates that consumers perceive the product as fairly priced relative to its quality, which encourages purchase intention.

Insights from interviews reveal that consumers’ attitudes toward Uwinfly are influenced by multiple factors. Practical considerations such as cost, battery durability, and convenience remain important, but positive perceptions of the brand’s environmental commitment also enhance their attitude. One respondent emphasized the desire to set an example for children by reducing reliance on fossil fuels, while another highlighted both cost-effectiveness and environmental benefits as key motivators. Additionally, personal experience with the product, including energy efficiency and ease of maintenance, strengthens positive attitudes and reinforces purchase intentions.

These results align with previous studies by Erika & Alfonsius (2024), Situmorang et al. (2021), Aziz & Kuswati (2024), Setiyarini et al. (2022), and Himawan (2019), which found that Green Brand Attitude has a positive and significant impact on Green Purchase Intention. Favorable attitudes are influenced by factors such as brand reputation, perceived product quality, social recommendations, and direct experience, enhancing consumers’ perception of the benefits of green products and motivating greater purchase intention. Conversely, these findings differ from Chin et al. (2019), who reported that Green Brand Attitude does not significantly affect Green Purchase Intention, implying that contextual and demographic factors may moderate this relationship.

### **The Influence of Green Brand Knowledge on Green Purchase Intention**

The t-test results show that Green Brand Knowledge (X3) has a positive regression coefficient of 0.328 with a significance value of  $0.016 < 0.05$ , indicating a positive and significant effect on Green Purchase Intention. Consequently, the third hypothesis (H3) is accepted. This finding suggests that the greater consumers’ understanding of Uwinfly and its sustainability values, the stronger their intention to purchase the electric bicycle. Knowledge of the brand’s environmental commitment, the benefits of reducing pollution, and contributions



to lowering carbon emissions significantly shapes positive consumer attitudes and purchase intentions.

Descriptive analysis revealed that the highest mean was observed on the indicator: “I am aware that Uwinfly electric bicycles have a good reputation as an environmentally friendly electric vehicle brand” (mean = 4.2). This indicates that many respondents are aware of Uwinfly’s reputation as a green brand, which positively affects their confidence in the product. Interviews confirmed that consumers gather information from various sources, including social media, personal experience, and word-of-mouth. Respondents highlighted that understanding the energy efficiency, pollution reduction, and other sustainability benefits of Uwinfly influenced their purchase decisions. One respondent mentioned that after learning about carbon emission reduction from social media, they became more motivated to buy, while another emphasized that firsthand experience with the product’s practical benefits reinforced their positive attitude.

These results are in line with prior studies by Nova & Silvianita (2023), Saraswati & Puspita (2021), and Chin et al. (2019), which found that Green Brand Knowledge has a positive and significant effect on Green Purchase Intention. Enhanced knowledge promotes pro-environmental attitudes and strengthens purchase intentions by providing consumers with a clear understanding of the product’s benefits and environmental contributions. In contrast, research by Wicaksono & Wardhana (2024) and Putri & Marliani (2024) found no significant effect, indicating that the impact of green brand knowledge may be influenced by factors such as consumer awareness, marketing communication, or cultural context.

### **The Influence of Green Brand Positioning, Green Brand Attitude, and Green Brand Knowledge on Green Buying Intention**

The simultaneous test using SPSS 25 shows a significance value of  $0.000 < 0.05$ , indicating that Green Brand Positioning, Green Brand Attitude, and Green Brand Knowledge collectively have a significant effect on Green Purchase Intention. The Adjusted  $R^2$  of 0.473 suggests that these variables explain 47.3% of the variation in purchase intention, with the remaining 52.7% influenced by other factors. These findings align with prior studies (Erika & Alfonsius, 2024; Aziz & Kuswati, 2024; Tristiani et al., 2019; Setiyarini et al., 2022), which also reported that these three variables simultaneously have a significant positive effect on Green Purchase Intention.



## CONCLUSION

This study on the influence of Green Brand Positioning, Green Brand Attitude, and Green Brand Knowledge on Green Purchase Intention for Uwinfly Electric Bikes in Sumenep City leads to the following conclusions :

1. Green Brand Positioning does not have a significant effect on Green Purchase Intention for Uwinfly electric bicycles in Kota Sumenep. This finding indicates that consumers' perceptions of the brand's environmental positioning alone are insufficient to influence their purchase decisions. Practical considerations such as price, battery life, and product availability appear to play a more dominant role in shaping purchase intention. It also suggests a potential gap between the brand's intended green positioning and consumer awareness or understanding.
2. Green Brand Attitude has a positive and significant effect on Green Purchase Intention for Uwinfly electric bicycles in Kota Sumenep. This result demonstrates that consumers' overall evaluation of the brand, including their trust in its environmental commitment and perceived product quality, strongly encourages them to purchase. A positive attitude toward the brand reinforces the likelihood that consumers will choose environmentally friendly products, highlighting the importance of fostering favorable consumer perceptions through marketing and personal experience.
3. Green Brand Knowledge has a positive and significant effect on Green Purchase Intention for Uwinfly electric bicycles in Kota Sumenep. This indicates that the more consumers understand the brand's sustainability values, environmental benefits, and product advantages, the greater their intention to purchase. Knowledge empowers consumers to make informed decisions and strengthens their confidence in choosing green products. It also suggests that increasing awareness and providing clear information about the environmental impact of Uwinfly products can enhance purchase intention.
4. Green Brand Positioning, Green Brand Attitude, and Green Brand Knowledge simultaneously have a significant effect on Green Purchase Intention for Uwinfly electric bicycles in Kota Sumenep. This result highlights that while positioning alone may not be sufficient, the combination of positive attitudes, informed knowledge, and brand positioning collectively strengthens consumers' intention to buy. It emphasizes the need for an integrated branding strategy that aligns brand communication, consumer education, and attitude-building to effectively promote environmentally friendly products in the market.

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