

Green Attitude Links Brand Knowledge, Concern, and Positioning to Purchase Intention among Indonesian Nike Consumers

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Abstract

This study investigated how green brand knowledge, environmental concern, and green brand positioning shape green purchase intention among Nike consumers in Indonesia, with green attitude as a mediating link. Data were collected from an online survey of 380 respondents who had bought an environmentally marketed Nike product in the past year and were tested using structural equation modeling in AMOS 24.0. Both green brand knowledge and environmental concern were significant positive predictors of green attitude, which had a strong positive effect on purchase intention. The knowledge-to-intention link operated entirely through this attitudinal pathway, whereas environmental concern retained a smaller but independent direct path, alongside an indirect one. In contrast, green brand positioning did not predict attitude or intention. Attitude toward the brand, rather than knowledge or positioning alone, emerged as the mechanism that converts these antecedents into purchase intention. Because respondents were recruited through convenience and purposive sampling within a single national market, the findings apply most directly to Indonesian Nike consumers rather than to green consumers. The study extends green marketing theory by isolating which antecedents require attitude as a conduit and offers sportswear marketers a basis for choosing among knowledge-, values-, and positioning-based messages.

Keywords: Environmental Concern, Green Attitude, Green Brand Knowledge, Green Brand Positioning, Green Purchase Intention

1. INTRODUCTION

Unsustainable production and consumption have become defining problems of the current decade, and the sportswear sector is not exempt from this pressure. The conversion of raw materials into footwear and apparel consumes considerable energy and generates heavy carbon and textile waste. In response, major brands, including Nike, have begun to publicize sustainability commitments such as the “Move to Zero” initiative and a growing reliance on recycled and low-carbon materials. As firms position themselves as environmentally responsible, a practical and theoretical question follows: what actually persuades consumers to buy these green-labeled products?

Indonesia offers a particularly useful setting for this question. As one of Southeast Asia's largest emerging economies, it is home to a fast-growing segment of environmentally aware consumers, even though green consumption there still trails the more mature markets of the West ([Ansu-Mensah, 2021](#)). Nike and other global sportswear brands now run environmental campaigns in this market alongside their usual performance-based advertising. This means that cognitive, affective, and value-based mechanisms may combine differently here than in markets where green consumption is already the norm ([Ha, 2021](#)). How these mechanisms jointly shape purchase intention in a market like this therefore matters both theoretically and managerially, and the pattern documented in more mature green-consumer markets cannot be simply assumed to repeat itself.

Green purchase intention describes a consumer's willingness to choose an environmentally friendly option over a conventional one ([Ajzen, 1991](#)). The literature has proposed several antecedents of this intention, chief among them green brand knowledge, environmental concern, and green brand positioning; however, the evidence for each relationship is far from settled. Some studies report a direct and significant path from green brand knowledge to purchase intention. Others find that this path is weak or negligible once attitude is accounted for ([Fenta, Singh, & Gautam, 2024](#); [Gazi et al., 2024](#); [Hoang Yen & Hoang, 2023](#); [Ruangkanjanases et al., 2020](#)). A similar split appears for green brand positioning: some contexts show a positive and significant effect on purchase intention, while

others find no distinguishable effect at all. This echoes a broader disagreement over whether brand-level cues alone can convert positioning into actual purchasing ([Duong, Doan, Vu, Ha, & Dam, 2026](#); [Wang, Zaman, & Alvi, 2022](#); [Watson, Perrigot, & Dada, 2023](#)). Such inconsistency points toward an indirect relationship, one that runs through an intervening attitudinal mechanism rather than acting on intention directly. To the best of our knowledge, no prior study has tested green brand knowledge, environmental concern, and green brand positioning together as antecedents within one mediation model. Each has instead been examined alone or in pairs, leaving open whether their effects are truly direct, truly indirect, or an artifact of mediating processes that nobody measured.

Green attitude is understood here as a consumer's overall favorable or unfavorable evaluation of environmentally responsible products and brands. It has been proposed as exactly this kind of mechanism ([Ahmed, Štreimikienė, Qadir, & Streimikis, 2023](#); [Margariti, Hatzithomas, & Boutsouki, 2024](#)). However, it has rarely been tested for a global sportswear brand operating in an emerging green-consumer market such as Indonesia. Sportswear is a theoretically interesting category for this purpose because purchase decisions here answer both functional performance expectations and symbolic, identity-related considerations. These two pressures can either reinforce or dampen the pathway through which environmental cues eventually become purchase intention ([Kim & Oh, 2020](#); [Nam, Dong, & Lee, 2017](#)).

Motivated by this gap, the present study pursued four objectives. First, it tested the effects of green brand knowledge, environmental concern, and green brand positioning on green attitude. Second, it tested the direct effects of these three antecedents on green purchase intention. Third, it tested the effect of green attitude on green purchase intention. Fourth, it tested whether green attitude mediates the relationship between green brand knowledge and environmental concern and green purchase intention among Nike consumers in Indonesia. Testing these relationships together through structural equation modeling clarifies, within the green-marketing literature, which antecedents act on purchase intention directly and which act only through attitude. In doing so, we also give sportswear brands a clearer basis for deciding where to direct their green-marketing communication.

2. LITERATURE REVIEW

The theoretical foundation for this study is the theory of planned behavior, which holds that behavioral intention follows three inputs: attitude toward the behavior, subjective norms, and perceived behavioral control ([Ajzen, 1991](#)). Among these three, attitude tends to be the strongest predictor. This is because it captures an individual's evaluation of their behavior rather than perceived social pressure or ease of performing it. Applied to sustainable consumption, the theory implies that a favorable evaluation of a green product or brand should translate into a stronger intention to buy it. This further implies that more distal factors, such as brand knowledge or environmental concern, are more likely to influence intention indirectly through attitude. They are less likely to affect it alone ([Gupta, 2021](#); [Ruangkanjanases, You, Chien, Ma, Chen, & Chao, 2020](#)).

2.1 Green Brand Knowledge

Brand knowledge, in [Keller \(1993\)](#) original formulation, is the network of associations a consumer stores in memory about a brand, spanning both awareness and image. Green brand knowledge narrows this to what a consumer knows about a brand's environmental attributes, initiatives, and claims specifically. A consumer who knows more about a brand's environmental commitments has a readier cognitive frame for judging its environmental claims favorably. This judgment tends to carry over into a more positive attitude toward the brand as a whole ([Gazi, Masud, Yusof, Billah, Islam, & Hossain, 2024](#); [Ha, 2021](#)). Whether this knowledge also directly affects purchase intention is less clear. Some studies detect a direct effect, while others find that the effect works mainly through attitude ([Fenta, Singh, & Gautam, 2024](#); [Hoang, & Hoang, 2023](#)).

2.2 Environmental Concern

Environmental concern captures how aware an individual is of environmental problems, how much these problems worry them, and how personally responsible they feel for addressing them ([Chan, 2001](#)). Consumers who score higher on this trait tend to want consistency between what they

value and what they buy. This inclines them to judge environmentally responsible brands more favorably ([De, Martinelli, & Endrighi, 2021](#); [Yue, Sheng, She, & Xu, 2020](#)). Prior work also links environmental concern to purchase intention through both a direct path and an attitude-mediated one, although which path dominates shifts across product categories and markets ([Duong, Doan, Vu, Ha, & Dam, 2026](#)). This disagreement matters theoretically. This leaves open whether environmental concern is a genuinely independent driver of behavior or whether its apparent direct effect in some studies is an artifact of a mediating mechanism that nobody modeled. Testing both the direct (H_4) and attitude-mediated (H_7) paths for environmental concern in the same model, as we do here, is one way to adjudicate between these two readings.

2.3 Green Brand Positioning

Green brand positioning is the deliberate act of communicating a brand's environmental credentials against its competitors. When done well, it allows the brand to occupy a distinctive and believable green place in consumers' minds ([Wang, Zaman, & Alvi, 2022](#)). Positioning that reads as clear and credible can improve consumer attitude toward the brand and, in some circumstances, encourage purchase directly. Positioning that reads as generic, unsubstantiated, or a form of greenwashing tends to be discounted instead. This weakens or erases its link to purchase intention ([Gupta, & Singh, 2026](#); [Rahman, Nguyen-Viet, Bhatti, & Salo, 2025](#); [Zhou, & Seo, 2026](#)). Which of these two outcomes actually holds is theoretically unresolved. It could depend on how authentic the positioning is perceived to be ([Gupta & Singh, 2026](#)). Alternatively, positioning could simply be too abstract a cue to move behavior unless it is anchored to something at the product level ([Rahman et al., 2025](#)). The direct-effect test built into H_8 below is designed to shed light on which of these two explanations fits our data.

2.4 Green Attitude

Green attitude is a consumer's overall favorable or unfavorable evaluation of environmentally responsible products, brands, or behaviors ([Ahmed, Štreimikienė, Qadir, & Streimikis, 2023](#)). The theory of planned behavior predicts that it is among the most proximal and consistent predictors of green purchase intention, regardless of the product category or cultural setting. Prior work supports this by repeatedly showing that attitude mediates the effect of more distal antecedents on intention. Brand knowledge and environmental concern are two such antecedents ([Margariti, Hatzithomas, & Boutsouki, 2024](#); [Rakuša, & Milfelner, 2025](#); [Shang, Zhu, Liu, & Liu, 2024](#); [Sun, & Xing, 2022](#)).

2.5 Green Purchase Intention

Green purchase intention refers to a consumer's stated willingness or plan to choose environmentally friendly products over conventional alternatives. It reflects the consumer's readiness to translate environmental concerns and positive attitudes into sustainable purchasing decisions. As the closest cognitive precursor to actual behavior, green purchase intention plays a central role in explaining consumers' potential adoption of sustainable products in green-marketing research ([Khan, Minhas, & Neale, 2025](#); [Moslehpour, Chau, Du, Qiu, Lin, & Batbayar, 2022](#); [Panopoulos, Poulis, Theodoridis, & Kalampakas, 2023](#); [Xu, Du, Khan, Jin, Altaf, Anwar, & Sharif, 2022](#)).

2.6 Conceptual Framework and Hypothesis Development

Drawing on this review, we propose that green brand knowledge and environmental concern act on green purchase intention along two routes simultaneously: directly and indirectly through green attitude. Green brand positioning is tested for both a direct effect on purchase intention and an association with attitude formation. H_6 and H_7 , the two mediation hypotheses, examine whether attitude fully or only partially accounts for the effects of green brand knowledge and environmental concern, respectively, on purchase intention. We made no assumption in advance that both antecedents would follow the same mediation pattern.

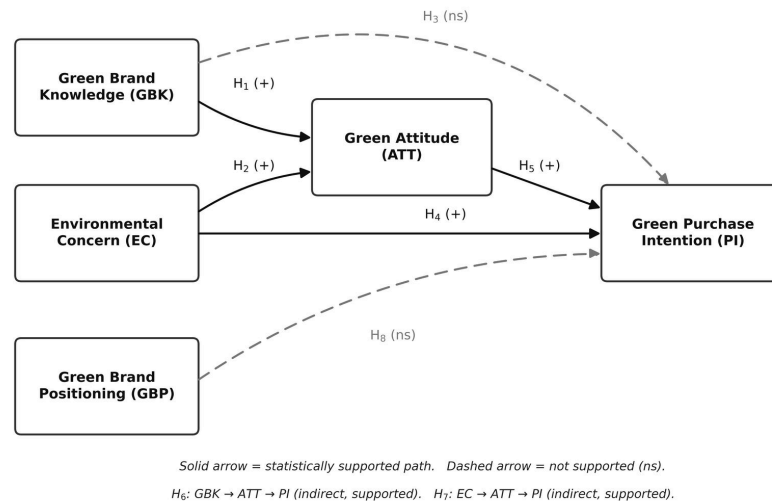


Figure 1. Structural model of the antecedents of green purchase intention

Figure 1 presents the conceptual framework examining the relationships among green brand knowledge, environmental concern, green brand positioning, green attitude, and green purchase intention. Solid arrows represent statistically supported relationships, while dashed arrows indicate unsupported relationships. The framework also illustrates the indirect effects of green brand knowledge and environmental concern through green attitude on green purchase intention.

Green brand knowledge provides consumers with a cognitive framework for judging a brand's environmental claims ([Keller, 1993](#); [Gazi, Masud, Yusof, Billah, Islam, & Hossain, 2024](#)). Therefore, we expect richer knowledge to carry over into a more favorable overall attitude toward the brand.

H₁: Green brand knowledge exerts a significant positive effect on green attitude

Environmentally concerned consumers look for consistency between what they value and how they judge a brand ([Chan, 2001](#); [De, Martinelli, & Endrighi, 2021](#)). Therefore, we expect greater concern to track with a more favorable attitude toward brands positioned as environmentally responsible.

H₂: Environmental concern exerts a significant positive effect on green attitude

The theory of planned behavior predicts that distal cognitive antecedents such as brand knowledge act on intention mainly by shaping attitude rather than directly ([Gupta, 2021](#)). We test the direct path as a baseline against which the indirect path in *H₆* can later be compared.

H₃: Green brand knowledge has a significant positive direct effect on green purchase intention

Environmental concern differs from brand knowledge in being a value-based disposition, and prior evidence suggests that it can move behavior both directly and through attitude ([Duong, Doan, Vu, Ha, & Dam, 2026](#)). We test both routes rather than assuming that concern only works indirectly.

H₄: Environmental concern has a significant positive direct effect on green purchase intention

The theory of planned behavior treats attitude as the most proximal determinant of intention ([Ajzen, 1991](#)). Therefore, we expect green attitude to produce the strongest direct effect on green purchase intention among all constructs in the model.

H₅: Green attitude significantly and positively affects green purchase intention

Turning an abstract cognitive or value-based input into an affective evaluation is, on [Ajzen \(1991\)](#) account, a precondition for that input to shape behavior. Therefore, we expect attitudes to carry the effects of green brand knowledge and environmental concern on purchase intention rather than simply accompanying them. H_6 and H_7 tested this mediating mechanism directly, for green brand knowledge and environmental concern in turn.

H_6 : Green attitude mediates the effect of green brand knowledge on green purchase intention

H_7 : Green attitude mediates the effect of environmental concern on green purchase intentions

Green brand positioning operates at the brand level as an externally communicated cue rather than an individual cognition or disposition. Whether it moves purchase intention therefore depends on whether consumers read it as credible and product-specific rather than generic or promotional ([Gupta, & Singh, 2026](#); [Rahman, Nguyen-Viet, Bhatti, & Salo, 2025](#)). We test this direct effect without assuming beforehand which reading our respondents were more likely to hold.

H_8 : Green brand positioning significantly affects green purchase intention

3. METHODOLOGY

This study used a quantitative cross-sectional survey design. Eligible respondents were Indonesian consumers aged 17 years or older who had purchased a Nike product marketed as environmentally friendly within the 12 months before data collection. We distributed a structured online questionnaire scored on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree), reaching respondents through purposive and convenience sampling via social media platforms. The questionnaire was written in Indonesian, the respondents' native language, because the target population was Indonesian consumers. Every respondent was informed of the study's purpose and assured of confidentiality before answering. We chose purposive and convenience sampling because no sampling frame exists that could identify, in advance, which consumers bought Nike products marketed as environmentally friendly. Therefore, a probability-based design was not feasible for this study's objectives. As the Results section reports, this choice predictably tilted the sample toward respondents who were young, tertiary-educated, and reachable on social media, since this group is the most active on the channels used for recruitment. Therefore, our findings apply most safely to that segment, not to Nike consumers in Indonesia as a whole.

A pilot test with 37 respondents was conducted using IBM SPSS Statistics 24 to check item validity and reliability. Every item had to clear a corrected item-total (Pearson) correlation of at least 0.5 and a significance level below 0.05 before the instrument was applied to the full sample. At this stage, the Cronbach alpha for every construct exceeded 0.7. The main survey collected 380 valid responses, which were analyzed using covariance-based structural equation modeling in AMOS 24.0. We chose covariance-based over partial least squares modeling because our goal was to confirm an established theory, the Theory of Planned Behavior, rather than explore relationships in an exploratory, prediction-oriented way. Covariance-based modeling also provides goodness-of-fit indices required for confirmatory model evaluation, as commonly applied in studies examining green consumer behavior and sustainable purchase intention ([Indrajaya et al., 2023](#); [Diarti & Hesniati, 2024](#)).

Four items measured Green Brand Knowledge (GBK) and four measured Environmental Concern (EC). Green Brand Positioning (GBP) started with seven items but retained six after one item failed to meet the outer-loading threshold. Green Attitude (ATT) was measured using six items, while Green Purchase Intention (PI) was measured using four items. All items were adapted from established green marketing and consumer behavior measures ([Ahmed et al., 2023](#); [Chan, 2001](#); [Keller, 1993](#); [Wang et al., 2022](#)). Previous studies have demonstrated that green brand knowledge, environmental awareness, consumer attitudes, and sustainability perceptions are important antecedents of consumers' green purchase intentions ([Indrajaya et al., 2023](#); [Mirah & Martini, 2025](#); [Sungkawati et al., 2026](#)).

Convergent validity was assessed based on standardized factor loadings, with values retained at 0.5 or above, and Average Variance Extracted (AVE), with values considered acceptable at 0.5 or above. Reliability was evaluated using Cronbach Alpha (CA) and Construct Reliability (CR), both of which required values of 0.7 or above. These assessment procedures are consistent with previous empirical research applying measurement model evaluation in green marketing and sustainable consumption studies ([Diarti & Hesniati, 2024](#); [Mirah & Martini, 2025](#)).

Model fit was assessed using five Goodness-of-Fit (GoF) indices: Chi-square/Degrees of Freedom (CMIN/DF), Root Mean Square Error of Approximation (RMSEA), Goodness-of-Fit Index (GFI), Tucker–Lewis Index (TLI), and Comparative Fit Index (CFI). The criteria indicated that CMIN/DF values of 3.0 or below and RMSEA values of 0.08 or below represent acceptable fit, while GFI, TLI, and CFI values between 0.8–0.9 indicate marginal fit and values of 0.9 or above indicate good fit. Hypotheses were tested in two stages: direct-effect paths were examined first, followed by indirect (mediation) paths. A hypothesis was considered supported when the absolute Critical Ratio (CR) value reached at least 1.96 with a significance level of $p \leq 0.05$. The use of structural equation modeling to examine direct and indirect relationships among green marketing constructs is consistent with previous studies investigating green attitudes and purchase intentions ([Indrajaya et al., 2023](#); [Tamim & Akter, 2024](#)).

4. RESULTS AND DISCUSSION

4.1 Results

Of the 380 respondents, 229 (60.3 %) were male and 151 (39.7 %) were female. Respondents aged 22–26 years made up the largest age bracket (254, 66.9%), followed by those aged 17–21 years (76, 20.0%). The remaining brackets were 27–31 years (25, 6.6%), 32–37 years (17, 4.6%), and 38–45 years (8, 2.1%). Education was skewed toward the undergraduate (S1) level (255, 67.1%), followed by senior secondary (92, 24.2%), master's (S2) degree (22, 5.8%), diploma (10, 2.6%), and doctorate (S3, 1, 0.3%) levels. This profile fits comfortably with Nike core consumer base of young, tertiary-educated, digitally engaged adults.

Table 1. Respondent profile (N = 380)

Characteristic	Category	n	%
Gender	Male	229	60.3
	Female	151	39.7
Age	17–21 years	76	20.0
	22–26 years	254	66.9
	27–31 years	25	6.6
	32–37 years	17	4.6
	38–45 years	8	2.1
Education	Senior secondary	92	24.2
	Diploma	10	2.6
	Undergraduate (S1)	255	67.1
	Master (S2)	22	5.8
	Doctoral (S3)	1	0.3

Occupation and purchase history add further context beyond Table 1. Private-sector employees were the largest occupational group (190, 50.0%), followed by students (121, 31.8%) and the self-employed (43, 11.3%), with athletes, content creators, and civil servants each making up a small remainder. On purchase recency, close to half the sample (179, 47.1%) had last bought an environmentally marketed Nike product one to six months earlier. A further 164 (43.2%) had done so more than a year earlier, and 37 (9.7%) within the preceding month. Few respondents, in other words, were first-time or occasional buyers. Most had an established, ongoing purchase relationship with the brand,

which

lends

weight to treating their reported attitudes and knowledge as connected to real purchasing behavior.

Table 2. Reliability test results

Variables	Cronbach Alpha	Description
Green Attitude (ATT)	0.940	Reliable
Green Brand Knowledge (GBK)	0.939	Reliable
Environmental Concern (EC)	0.882	Reliable
Green Brand Positioning (GBP)	0.931	Reliable
Green Purchase Intention (PI)	0.925	Reliable

Table 2 presents the reliability assessment results for all research constructs using Cronbach's Alpha. The findings indicate that all variables achieved values above the recommended threshold of 0.70, confirming satisfactory internal consistency among the measurement items. Green Attitude (ATT) obtained the highest reliability value with a Cronbach's Alpha of 0.940, followed by Green Brand Knowledge (GBK) with 0.939, Green Brand Positioning (GBP) with 0.931, Green Purchase Intention (PI) with 0.925, and Environmental Concern (EC) with 0.882. These results demonstrate that the indicators used to measure each construct consistently represent their respective theoretical concepts. Therefore, all measurement scales exhibit strong reliability and are appropriate for further analysis of the structural model and hypothesis testing.

Table 3. Convergent validity and reliability (Standardized Loading, AVE, CR)

Variables	Indicators (range of loadings)	AVE	CR
Green Attitude (ATT)	ATT1–ATT6 (0.623–0.809)	0.510	0.861
Green Brand Knowledge (GBK)	GBK1–GBK4 (0.727–0.810)	0.594	0.854
Environmental Concern (EC)	EC1–EC4 (0.699–0.797)	0.577	0.845
Green Brand Positioning (GBP)	GBP1,2,3,5,6,7 (0.625–0.823)	0.490	0.851
Green Purchase Intention (PI)	PI1–PI4 (0.698–0.743)	0.531	0.819

Convergent validity, assessed through standardized outer loadings, AVE, and CR in Table 3, held up well overall: every indicator loaded above 0.5, and CR cleared 0.7 for all five constructs. Only the AVE for green brand positioning (0.490) fell marginally short of the conventional 0.5 cut-off, a minor shortfall given how conservative AVE is as a criterion. We followed Fornell and Larcker guidance as applied in comparable SEM studies. Therefore, a construct with adequate item loadings can still be judged valid even when its AVE sits marginally below 0.5. Therefore, we retained green brand positioning as specified.

Table 4. Goodness-of-fit indices of the measurement model

Index	Criterion	Result	Description
CMIN/DF	≤ 3.0	2.816	Good fit
RMSEA	≤ 0.08	0.074	Good fit
GFI	0.8–0.9	0.833	Marginal fit
TLI	0.8–0.9 (≥ 0.9 good)	0.908	Good fit
CFI	0.8–0.9	0.895	Marginal fit

Table 5. Goodness-of-fit indices of the structural model

Index	Criterion	Result	Description
CMIN/DF	≤ 3.0	2.788	Good fit
RMSEA	≤ 0.08	0.074	Good fit
GFI	0.8–0.9	0.836	Marginal fit
TLI	0.8–0.9 (≥ 0.9 good)	0.909	Good fit
CFI	0.8–0.9	0.896	Marginal fit

The measurement model reached an acceptable overall fit in Table 4. CMIN/DF = 2.816, RMSEA = 0.074, and TLI = 0.908 all cleared the good-fit threshold, while GFI = 0.833 and CFI = 0.895 landed in the marginal range. The structural model in Table 5 produced a nearly identical profile: CMIN/DF = 2.788, RMSEA = 0.074, and TLI = 0.909 were good, with GFI = 0.836 and CFI = 0.896 marginal. Together, the two models supported proceeding to hypothesis testing.

Table 6. Hypothesis testing results-direct effects

Hypothesis	Path	Std. Estimate	C.R.	p	Result
$H_1 (+)$	GBK → ATT	0.790	10.518	***	Supported
$H_2 (+)$	EC → ATT	0.211	3.490	***	Supported
$H_3 (+)$	GBK → PI	0.472	1.018	0.309	Not Supported
$H_4 (+)$	EC → PI	0.442	1.975	0.048	Supported
$H_5 (+)$	ATT → PI	0.846	3.740	***	Supported
H_8	GBP → PI	-0.748	-1.332	0.183	Not Supported

Table 6 presents the results of the direct-effect hypothesis testing, showing that four out of six proposed hypotheses were supported. Green Brand Knowledge (GBK) significantly influences Green Attitude (ATT) ($\beta = 0.790$, $p < 0.001$), while Environmental Concern (EC) also has a significant positive effect on ATT ($\beta = 0.211$, $p < 0.001$). However, GBK does not directly affect Green Purchase Intention (PI) ($\beta = 0.472$, $p = 0.309$), indicating that knowledge alone is insufficient to generate purchase intention. Meanwhile, EC significantly affects PI ($\beta = 0.442$, $p = 0.048$), and ATT has the strongest positive effect on PI ($\beta = 0.846$, $p < 0.001$). Green Brand Positioning (GBP) does not significantly influence PI ($\beta = -0.748$, $p = 0.183$). These findings indicate that green attitude and environmental concern are more influential factors in explaining green purchase intention than brand knowledge and positioning alone.

Table 7. Hypothesis Testing Results — Indirect (Mediation) Effects

Hypothesis	Path	Std. Estimate	p	Result
H6 (+)	GBK → ATT → PI	0.668	0.026	Supported
H7 (+)	EC → ATT → PI	0.178	0.027	Supported

Table 7 presents the indirect-effect (mediation) analysis, demonstrating that both proposed mediation relationships were statistically supported. Green Attitude significantly mediates the relationship between Green Brand Knowledge and Green Purchase Intention ($\beta = 0.668$, $p = 0.026$), indicating that consumers' knowledge of green brands influences purchase intention primarily through the development of favorable attitudes. Similarly, Green Attitude significantly mediates the relationship between Environmental Concern and Green Purchase Intention ($\beta = 0.178$, $p = 0.027$), confirming that environmental values are translated into purchasing intentions through positive attitudinal evaluations. These findings support the theoretical assumption that cognitive and value-based factors influence green consumer behavior through attitudinal mechanisms, consistent with the Theory of Planned Behavior.

4.2 Discussion

4.2.1 Effect of Green Brand Knowledge on Green Attitude (Hypothesis 1)

Green brand knowledge produced a significant, positive effect on green attitude ($\beta = 0.790$, CR = 10.518, $p < 0.001$), the strongest path anywhere in the model. Respondents who knew more about Nike's environmental initiatives, its "Move to Zero" program, and use of recycled materials among them, judged the brand more favorably. This favorable judgment carried straight through into a more positive attitude toward the brand. This finding supports the view that brand knowledge supplies the cognitive frame consumers use to evaluate environmental claims (Gazi et al., 2024; Ha, 2021; Keller, 1993). A plausible reason this particular path came out so strong is that most respondents were young, tertiary-educated, and heavy users of digital and social media. This likely gave them more exposure to Nike's sustainability messaging than an average consumer would have. The same explanation fits the sample's occupational and purchase-history profile. Private-sector employees and students together

made up over 80 percent of respondents. Close to half, moreover, had bought an environmentally marketed Nike product more than once in the preceding year, rather than as a single, isolated purchase. Repeated exposure to Nike's environmental communication, paired with an ongoing purchase relationship, offers a plausible behavioral basis for why this path came out as strong as it did. That said, this demographic account is only a post hoc explanation. Occupation, purchase recency, and education were not built into the structural model as moderators, so the pattern should be read as suggestive rather than as a statistically confirmed effect.

4.2.2 Effect of Environmental Concern on Green Attitude (Hypothesis 2)

Environmental concern also produced a significant positive effect on green attitude ($\beta = 0.211$, $CR = 3.490$, $p < 0.001$). This supports the idea that consumers who care more about environmental issues judge environmentally responsible brands more favorably. Such brands align with consumers' personal values ([Chan, 2001](#); [De Canio et al., 2021](#); [Yue et al., 2020](#)). However, the effect was considerably smaller than that of green brand knowledge, suggesting that concrete, brand-level information mattered more to this sample's attitude formation than general environmental concern. A plausible reason is that brand-specific knowledge gives consumers something concrete to evaluate. Environmental concern, being a broader disposition, first has to be connected to a specific brand before it can shape attitude toward it.

4.2.3 Effect of Green Brand Knowledge on Green Purchase Intention (Hypothesis 3)

Green brand knowledge did not, contrary to H_3 , produce a significant direct effect on green purchase intention ($\beta = 0.472$, $CR = 1.018$, $p = 0.309$), a result that aligns with prior studies finding that brand knowledge works on intention mainly through attitude rather than directly ([Hoang Yen & Hoang, 2023](#); [Ruangkanjanases et al., 2020](#)). This makes sense because knowing about a brand's environmental initiatives is likely necessary but not sufficient for purchase intention. Consumers appear to need a favorable attitude before that knowledge converts into intention, exactly the pattern the significant indirect effect under H_6 confirms, as discussed below.

4.2.4 Effect of Environmental Concern on Green Purchase Intention (Hypothesis 4)

Environmental concern, unlike green brand knowledge, produced a significant positive direct effect on green purchase intention ($\beta = 0.442$, $CR = 1.975$, $p = 0.048$), meaning that it can move purchase intention even without being fully channeled through attitude. This fits evidence that environmental concern works through both a direct and an attitude-mediated route, with the balance between the two shifting across markets and product categories ([Duong et al., 2026](#)).

4.2.5 Effect of Green Attitude on Green Purchase Intention (Hypothesis 5)

Green attitude produced the largest effect on the dependent variable anywhere in the model, a significant, strongly positive effect on green purchase intention ($\beta = 0.846$, $CR = 3.740$, $p < 0.001$). This result matches the theory of planned behavior and recent cross-cultural evidence that attitude is among the most robust, proximal predictors of green purchase intention ([Margariti et al., 2024](#); [Rakuša & Milfelner, 2025](#)). It confirms that, in this study, attitude toward the green brand, not knowledge or positioning, was the principal proximate driver behind the intention to buy Nike's environmentally marketed products.

4.2.6 Mediating Role of Green Attitude (Hypothesis 6 and Hypothesis 7)

Green attitude significantly mediated the remaining relationships. It mediated the effect of green brand knowledge on green purchase intention ($\beta = 0.668$, $p = 0.026$) and the effect of environmental concern on green purchase intention ($\beta = 0.178$, $p = 0.027$). Because the direct effect of green brand knowledge on intention was not significant (H_3) while its indirect effect through attitude was, attitude fully mediated that relationship. Environmental concern, by contrast, had a significant direct effect on intention (H_4) alongside its significant indirect effect; thus, attitude only partially mediated that second relationship. Both patterns point to the same conclusion: attitude formation is the intervening step through which cognitive inputs (knowledge) and value-based inputs (concern) are converted into purchase intention ([Shang et al., 2024](#); [Sun & Xing, 2022](#)).

4.2.7 Effect of Green Brand Positioning on Green Purchase Intention (Hypothesis 8)

Green brand positioning showed no statistically significant effect on green purchase intention ($\beta = -0.748$, $CR = -1.332$, $p = 0.183$). The standardized estimate was negative and fairly large, but its large standard error, reflected in a non-significant critical ratio, means that the coefficient cannot be read as evidence of a genuine negative effect. A plausible reading is that many respondents treated Nike's environmental positioning as a broad corporate claim, rather than a concrete, verifiable feature of the specific product they bought. This is consistent with findings that positioning read as generic or promotional fails to move purchase intention. Skeptical consumers, moreover, sometimes write such claims off as greenwashing ([Gupta & Singh, 2026](#); [Rahman et al., 2025](#); [Zhou & Seo, 2026](#)). For a globally positioned brand like Nike, this suggests that credible, product-specific environmental communication is probably a prerequisite before brand-level positioning can translate into purchase intention.

4.2.8 Theoretical and Managerial Implications

These findings carry three theoretical implications. First, testing green brand knowledge, environmental concern, and green brand positioning together, with green attitude as mediator, extends the theory of planned behavior past its original single-antecedent formulation of attitude. It also shows that these antecedents do not behave alike: green brand knowledge affects purchase intention only through attitude, whereas environmental concern has both a direct and an indirect effect. The theory of planned behavior would benefit from distinguishing antecedents that work solely through attitude from those that retain a residual direct effect, rather than treating every distal antecedent as functionally interchangeable. Second, the null finding for green brand positioning, on both attitude and purchase intention, feeds into the ongoing debate over how effective brand-level environmental communication actually is. It suggests that positioning claims may be too abstract to move individual cognition and behavior unless they are anchored to concrete, verifiable product attributes. Third, running this test within a global sportswear brand in an emerging green-consumer market extends theory-of-planned-behavior research beyond its usual settings, mature Western markets, or single-product contexts. It moves the theory into a context where functional and symbolic purchase motives coexist, and green consumption is still emerging rather than an established norm.

These results have practical implications for sportswear brands and green marketers. Because green brand knowledge only indirectly influences purchase intention through attitude, managers should not assume that simply informing consumers about environmental initiatives, including recycled-material programs, will translate into sales. Communication needs to be built to shape a favorable overall evaluation of the brand's environmental commitment, not just to convey facts. Campaigns that pair informational content with narrative or experiential elements, allowing consumers to see or interact with a purchase's environmental impact, are likely to build attitudes more effectively than fact-based messaging alone. Because environmental concerns have a direct effect on intention, independent of attitude, brands can also gain by appealing directly to consumers' personal environmental values rather than relying only on brand-level messaging. Finally, green brand positioning failed to predict purchase intention in this study, and its estimate was directionally negative, even if not significantly so. Therefore, brands should be wary of relying on broad, generic environmental positioning claims. These risks are read as unsubstantiated or promotional, especially by consumers who are otherwise knowledgeable and environmentally engaged. Communicating specific product-level environmental attributes that consumers can verify for themselves and pairing any positioning claim with evidence that an ordinary consumer could plausibly check is likely to serve brands better.

5. CONCLUSIONS

5.1 Conclusion

This study examined the antecedents of green purchase intention among 380 Nike consumers in Indonesia, modeling green attitude as a mediator. Attitude toward the brand, not knowledge or positioning by themselves, was the mechanism that converted cognitive and value-based inputs into purchase intention. Both green brand knowledge and environmental concern shaped attitudes, which in turn was the strongest driver of intention. It fully mediated the effect of brand knowledge and

partially mediated the effect of environmental concern, whereas green brand positioning did not directly affect attitude or intention. Read alongside the theoretical and managerial implications above, these results place consumer attitude, not knowledge or positioning in isolation, at the center of both future research and marketing practices in this setting.

5.2 Research Limitations

However, several limitations qualify these conclusions of this study. The sample was drawn through purposive and convenience sampling from Nike consumers in Indonesia, which limits the generalizability of the findings to other brands, product categories and national markets. The data were cross-sectional and self-reported, which rules out causal claims and leaves room for common method bias in the results. The measurement model fit was marginal rather than optimal for two of the five indices, the GFI and CFI. The AVE for green brand positioning also fell marginally below the conventional threshold, indicating the need to refine the measurement instrument for future replications. Finally, because the questionnaire was administered only in Indonesian, the findings cannot be directly compared with those of studies conducted among non-Indonesian-speaking populations without further cross-cultural validation of the instrument.

5.3 Suggestions and Directions for Future Research

Future work could test this model across other sportswear and fast-moving consumer goods brands and other national markets to gauge how far the mediating role of green attitude generalizes. Longitudinal or experimental designs would further help pin down the causal direction between attitude and intention. Green brand positioning failed to predict purchase intention here. Later studies might look at boundary conditions instead, such as green skepticism, perceived greenwashing, or brand trust, as moderators of the positioning-intention relationship (Gupta & Singh, 2026; Rahman et al., 2025; Zhou & Seo, 2026). Measuring actual purchase behavior, rather than intention alone, as an outcome would also strengthen the practical relevance of future findings for sustainable marketing strategy.

ACKNOWLEDGEMENT

The authors thank Universitas Surabaya and Universitas Airlangga for their institutional support and all respondents who participated in this study for their time and contribution.

AUTHOR CONTRIBUTIONS

SINT contributed to the conceptualization, research design, literature review, methodology development, data collection, data analysis, and manuscript preparation. DM contributed to the supervision, validation of research methods, interpretation of findings, critical revision, and final approval of the manuscript. HSBK contributed to the theoretical framework development, literature analysis, manuscript review, and refinement of the discussion section. All authors contributed to revising the manuscript, approved the final version, and agreed to be accountable for all aspects of the research.

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