

ABSTRACT

This study has 4 objectives including to assess the impact of green brand positioning, consumer attitudes towards green brands, and green brand knowledge and consumer perceived value of products on buying interest in green green products with the aim of investigating the effect of green brand knowledge on consumer attitudes towards green brand; and to examine the moderating effect between green brand positioning, green product knowledge, and consumers' perceived value of green products on attitudes toward green brands and purchase intention of green products.

The research method in this study is a mixed method method by distributing questionnaires and semi-structured interviews to collect quantitative and qualitative data in this study. The purposive sampling technique used involves respondents who practice a green lifestyle and have experience purchasing environmentally friendly products by processing data using the partial least squares method (PLS) with the help of the SmartPLS version 2.0 computer program.

Keywords: *Partial least squares (PLS), Attitude to green brand, Knowledge of green brand, Positioning of green brand, Perceived value of green, Intention to buy green product*