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# THE IMPACT OF BRAND POSITIONING AND BRAND KNOWLEDGE ON IMPULSIVE PURCHASING INTENTION WITH MEDIATING ROLE OF GREEN BRAND ATTITUDE: SPECIAL REFERENCE TO GREEN BRANDED PRODUCTS IN SRI LANKA

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## ABSTRACT

*The market for green products in Sri Lanka is small but rising. However, many green product producers adhere to the ideas of their Sustainable Living Plan (SLP) in order to manufacture green products that reduce emissions and stabilize natural ecosystems. Therefore, in order to provide their products a competitive edge in the eyes of consumers, green producers use green brand positioning tactics. The study's primary objective was to determine how brand positioning techniques and brand knowledge about green products influence the brand attitude and impulsive purchasing intention of consumers. This research study deployed a quantitative method of conducting interviews by developing a structured questionnaire. Multistage convenience sampling technique was deployed due to unavailability of an official data source on green product consumers. Moreover, data were collected from the green market places in Colombo, Kandy and Matara districts where the green products are available especially in supermarkets (Keells, Cargills) and green shops (Good Market). Accordingly, 300 responses were analyzed using SPSS software. Multiple regression analysis, correlation analysis and Hayes process Macro method were used to test the hypotheses. The findings showed that green brand positioning, brand knowledge, and brand attitude have a favourable influence on consumers' impulsive inclinations to buy green products. The findings also suggest that having a proper understanding of green brands will influence consumer sentiments towards green brands. The study states that green product marketers might further enhance green brand positioning by emphasizing the importance of a green product attribute to draw in large numbers of customers and to persuade them to make impulsive green purchases.*

**KEYWORDS:** Green Brand attitude of the consumer, green brand knowledge, green brand positioning, green product impulsive purchase intention.

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# 1. INTRODUCTION

Environmental contamination can be considered as a big issue that is yet to be addressed. Worldwide manufacturing activities cause hazardous environmental pollution (Chen, 2011). Businesses are rapidly investigating and researching new ways, generating new concepts, and preparing new strategies in order to position their green brands as conforming to corporate social responsibility in environmental protection, which consumers can remember, and to keep them competitive in the market. Nowadays, many businesses readily recognize environmental preservation as a societal obligation. By developing an eco-friendly lifestyle system that illustrates that the entire life cycle of a product, from material acquisition through production, sales, and consumption, trash disposal, the company exhibits its care for environmental protection. (Wu and Chen, 2014). Green brand can be described as a specific collection of brand features which have numerous benefits related to minimizing the brand's environmental impact by providing environmental benefits and attracting consumers to purchase green products (Lidia and Lisboa, 2017).

In order to enhance the purchasing intention for green brands offered by companies, Chen and Chang (2012) contend that businesses must concentrate on declining the risk that consumers have regarding green brands by providing trustworthy information to help establish consumer trust and also enhance consumers' perceptions of the advantages of green brands. Businesses that desire to embrace eco-friendly or "going green" activities can utilize green marketing techniques to generate and promote any engagement aimed at meeting customer expectations or needs (Thogersen et al., 2015). Many multinational corporations in Sri Lanka collaborate closely with their customers to lessen environmental effect by providing eco-friendly products and engaging customers in environmental campaigns. Studies in literature have found green marketing in different countries relevant to the branding of green products and green buying behaviour (Suki,2016 Huang et al., 2014; Chen et al., 2020; Chin et al., 2019; Thao et al., 2020; Wang et al., 2019). More importantly, Zhou et al. (2020) further stressed the need of more studies to recognize the impact of brand knowledge on green purchase intentions. However, there is a significant knowledge gap remaining in literature since none of them have directly focused on impulsive purchasing. Impulsive purchasing differs from other purchasing perspectives and this study aims how green consumers can be attracted towards impulsive purchasing though brand positioning strategy and brand knowledge. Further, mediating role of attitude towards the brand is tested by minimizing the knowledge gaps provided in the literature. Accordingly, research objectives were developed as follows.

### 1.1 Research Objectives

I. To identify the impact of green brand positioning on green brand impulsive purchasing intention.
II. To identify the influence of brand knowledge on green brand impulsive purchasing intention
III. To assess the effect of green brand positioning on attitude towards green brand
IV. To explore the impact of brand knowledge on attitude towards green brand
V. To work out the impact of brand attitude on green brand impulsive purchasing intention
VI. To identify the mediating role of attitude towards green brand.

# 2. LITERATURE REVIEW

Green marketing is a process for creating a marketing mix that takes advantage of shifts in consumer perceptions of eco-friendly goods and services by modifying goods, packaging, and production techniques to be more eco-friendly in order to meet and satisfy consumer needs, minimize adverse environmental effects, and encourage consumers to be more concerned about the environment (Yusiana and Widodo, 2015).The term "Green Brand" refers to

a certain set of brand characteristics that have the advantage of reducing the brand's environmental effect and imply that the product will be eco-friendly. (Lidia and Lisboa, 2017; Darhlstorm, 2011). More significantly, Huang et al. (2014) indicate in their research that a number of characteristics such as green brand positioning, attitude toward green brands, and green brand knowledge, have an impact on green brands consumption.

### 2.1 Green Brand Positioning and Impulsive Purchase Intention

Green brand positioning refers to how a company positions its eco-friendly products to best appeal to consumers. Consumers who have previously purchased eco-friendly products and who are aware of environmental issues tend to be more willing to buy eco-friendly products because the company actively promotes its green brand, which gives it a competitive advantage in the eyes of customers (Lin and Chang, 2012; Huang et al., 2014).Suki (2016) explained significant impact of ecofriendly products on purchase intention. Accordingly, the 1st hypothesis can be developed as follows:

*H1-Green Brand Positioning has a significant impact on impulse purchasing intention of Green Products*

### 2. 2 Green Brand Knowledge and Green Product Purchase Intention

According to Suki (2016), Green brand knowledge offers consumers with information about a product's distinctive brand qualities as well as its overall environmental benefits. Brand awareness and brand image are the two categories of brand studies in literature that have shown that brand knowledge can influence both buying intention and actual purchase intention. (Yadav and Pathak, 2016; Chen and Chang, 2012). According to Huang et al. (2014), customers have a strong desire to buy and consume green products if they have superior environmental awareness and attitudes toward green companies. Suki (2016), Huang et al. (2014), and Chin et al. (2019) discovered that knowledge about the green brand has a favourable and significant effect on green product purchase intention. Based on the previous literature, the following hypothesis can be developed:

*H2- Green brand knowledge has a positive and significant impact on green product purchase intention.*

### 3. 3. Green Brand Positioning and Attitude towards Green Brand

According to several research, customers have become more environmentally conscious and have changed their perceptions of eco-friendly brands as a result of becoming aware of businesses' admirable environmental efforts (Becker-Olsen, Cudmore, & Cudmore, 2006). Green brand positioning, according to Patrick, Ibanez, and Sainz (2005), may influence consumers' perceptions of green brands favourably. According to Mostafa's 2009 study, consumers who had a favourable attitude toward eco-friendly goods were more likely to choose eco-friendly brands while making purchases. Accordingly, this research study suggests the below mentioned research hypothesis

*H3- Green brand positioning has a positive and significant impact on green product impulsive purchase intention.*

### 2.4. Green Brand Knowledge and Attitude toward Green Brand

According to Oliver and Lee (2010), consumer cognition, which is involved in total customer evaluation, comprises relevant prior experience as well as present brand knowledge. The majority of cognition-focused green marketing studies have discovered that knowledge about the brand and brand awareness can have a significant impact on consumers' attitude about the environment (Mostafa, 2007). Furthermore, Mostafa (2007) asserts that perceived brand knowledge is a great indicator of eco-friendly favourable attitudes, meaning that high awareness and positive brand image might enhance customer brand attitudes. According to Suki (2016) and Huang et al. (2014), green brand knowledge has a favourable and significant influence on attitudes toward green brands. Based on the data obtained in

the literature, a hypothesis can be constructed as follows:

*H4.- Knowledge about the green brand has a positive and significant effect on attitude toward green brands.*

**2.5. Attitude towards the Green Brand and Purchasing Intention of Green products**

Felix and Braunsberger (2016) assert that consumer attitudes about the environment frequently have an impact on purchasing decisions. According to Schiffman and Wisenblit (2014) and Thogersen et al. (2015), the most important factors that effect on customer attitudes and their propensity to purchase eco-friendly goods are positive feelings and images. Additionally, consumers who have a favourable intention towards eco-friendly items have a larger propensity to purchase these items by referring to eco-friendly businesses (Mostafa, 2007). According to Huang et al. (2014), Consumers' attitudes regarding green companies affect their propensity to buy eco-friendly goods. Consumers who have a positive brand perception are more likely to be inclined to buy green products. In accordance with Suki (2016), Yadav and Pathak (2016), and Huang et al. (2014), one's attitude towards green companies has a favourable and significant impact on one's inclination to buy green products. Based on the previous literature, the following hypothesis can be developed:

*H5-. Attitude towards green brand has a positive and significant effect on the intention of purchasing green products.*

**2.6. Mediating role of attitude towards green products (ATGP) between Brand positioning and Impulsive purchasing intention**

Few studies in the literature have focused on the mediating role of attitude towards green products, and it is viewed as a significant component by a few studies, while many studies have concentrated on the casual link between these variables. This variable has been identified as a mediator in a number of research studies related to green products (Chu, 2018; Kautish et al., 2019; Sheeraz et al., 2016; and Najmi et al., 2012). More crucially, Wang et al. (2022) and Chen et al. (2020) stressed the significance of attitude towards brand in mediating the relationship between brand positioning and purchase intention. However, none of the studies in literature have examined the effect of attitude towards the green brand in mediating the relationship between brand positioning and impulsive purchasing intention since impulsive buying is a sort of addictive behavior and it was critical to examine how brand attitude influences brand positioning and impulsive purchase. Accordingly, based on the past facts, the current study develops the hypothesis using the attitude towards green products as a mediator. As per the above, the current research study suggests the following hypothesis.

*H6-. Attitude towards green products mediates the relationship between brand positioning and impulsive purchasing intention.*

**2.7. Mediating role of attitude towards green products (ATGP) between Brand Knowledge and Impulsive purchasing intention**

According to Noor et al. (2012), considerable knowledge would impact on someone's mind and it was discovered that customers with a proper brand knowledge had a bigger influence on their attitude toward the brand than consumers with a low level of brand awareness. This is also seen in the study by Yeoh and Paladino (2008), which shows that green product attitudes partially mediate the association between brand knowledge and green product purchasing intentions. They discovered that attitude towards the relationship between environmental concerns and green goods purchase had a full mediation impact. Moreover, Aman et al. (2012) stated that having brand knowledge will alter or mediate consumers' intention to buy green items. By the above review, a hypothesis can be developed as follows:

*H7-. Attitude towards green products mediates the relationship between brand knowledge and impulsive*

*purchasing intention.*

## 3. METHODOLOGY

The present study concentrated on observing how the brand positioning and brand knowledge influence on attitude towards brand and impulsive purchasing intention. Here, the researcher assumes that attitude towards brand work is a mediator between independent variables and the dependent variable. This research study falls under positivistic research philosophy and deductive approach, and it uses quantitative methods to assess reality using reliable instruments used by earlier researchers. Moreover, cross sectional data are utilized for this study. Finding a sample that accurately reflects the entire population of Sri Lankan customers who buy green brands was a difficult task for the study. There is no official database that compiles a list of people who buy green brands. As a result, the study used a multistage convenience sampling technique to choose the sample because food customers might be found throughout the entire nation.

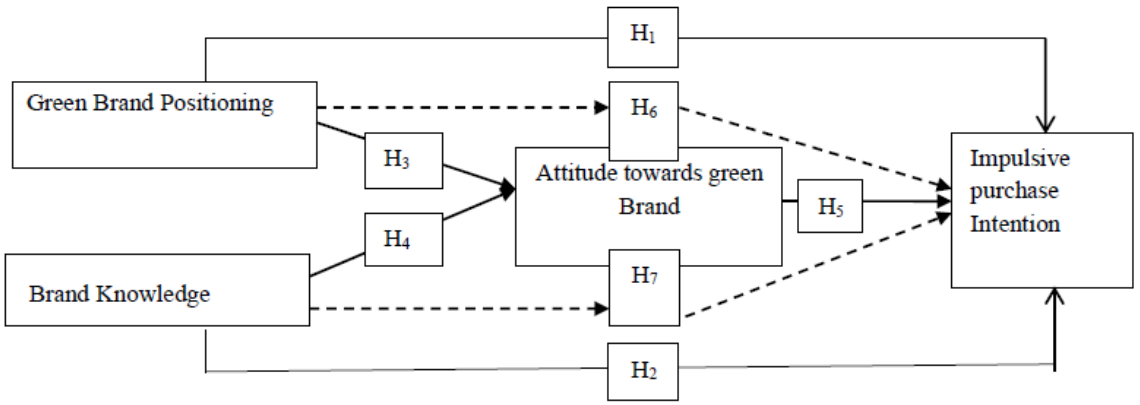
First, districts were chosen randomly. Accordingly, three districts were chosen, namely Colombo, Matara and Galle. One hundred (100) customers who come to Green shops (Good Market) and Supermarkets (Keels) in each district were interviewed, and it was done using convenience sampling. This study was primarily concerned with gathering primary information from customers using face-to-face interviews and a pre-designed structured questionnaire. The questionnaire was enhanced by adopting two items used by previous researchers to measure the main variables. The study used four indicators to measure brand knowledge and brand positioning. Additionally, the study used four indicators to measure attitude towards green brand and five indicators to measure impulsive purchasing intention.

## 4. ANALYSIS AND RESULTS

**Test of validity**

Validity indicates that the concepts and items referred to measure the variables. The test's validity might be considered to be its most crucial component in terms of test quality. Therefore, assessing validity is crucial and necessary before going through additional analytical procedure. analytical procedure.

Conceptual Framework of the Study




**2.1 Conceptual Framework Developed by the Author**

**Table 1: Test of Validity (Source: Compiled by the Author**

| Variable | Chi-square Value | Significance 0.05> | KMO Value 0.5< | Composite Reliability 0.7< | Average Variance Extracted (AVE) 0.5< | Discriminant Validity | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Green Brand Positioning | Brand Knowledge | Attitude towards green brand | Impulsive Purchasing intention |
| Green Brand Positioning | 208.913 | .000 | .760 | .702 | .648 | .804 | | | |
| Brand Knowledge | 323.649 | .000 | .698 | .721 | .592 | .466 | .769 | | |
| Attitude towards brand | 287.353 | .000 | .716 | .890 | .729 | .328 | .478 | .853 | |
| Impulsive purchasing intention | 692.259 | .000 | .873 | .809 | .675 | .518 | .538 | .337 | . 821 |

**Table 1:Test Validity**

The sample adequacy for all the variables was determined in this instance, all the coefficients are higher than zero (P>0.05), and convergent validity was utilized to assess the validity. Since (Composite Reliability>Average Variance Extracted) and the shared over values are lower than the (AVE), discriminant validity was also guaranteed. The diagonal values which are highlighted to represent the AVE's square root are higher than the correlation between latent variables in other cells.

**Table 2: Test of Reliability (Source: Compiled by author)**

| Variable | Cronbach's Alpha | Comment |
|---|---|---|
| Green Brand Positioning | 0.726 | Accepted |
| Brand knowledge | 0.769 | Accepted |
| Attitude towards green brand | 0815 | Accepted |
| Impulsive Purchasing intention | 0.839 | Accepted |

**Table 3: Correlation Table (Source: Compiled by author)**

Notes: **. Correlation values are significant at the 0.01 level (2-tailed).

| | | Brand Positioning | Brand Knowledge | Attitude towards Green Brand | Impulsive Purchase |
|---|---|---|---|---|---|
| Green Brand Positioning | Pearson Correlation | 1 | .466** | .328** | .518** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 300 | 300 | 300 | 300 |
| Brand Knowledge | Pearson Correlation | .466** | 1 | .478** | .538** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 300 | 300 | 300 | 300 |
| Attitude towards green brand | Pearson Correlation | .328** | .478** | 1 | .337** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 300 | 300 | 300 | 300 |
| Impulsive Purchasing intention | Pearson Correlation | .518** | .538** | .337** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 300 | 300 | 300 | 300 |

**Table 2: Test of Reliability**

Since each and every variables had a Cronbach Alpha (α) value greater than 0.7, the reliability was guaranteed. As a result, it satisfied the requirement for measuring internal consistency. Therefore, it ensured the internal consistency of the measurement variables.

**Table 3: Correlation Table**

According to the details in Table 3, all independent factors have a positive relationship with the attitude towards green brand and the impulsive purchase intention, where the brand positioning and brand knowledge have positive correlation of 0.518 and 0.538 respectively with impulsive purchase. Whereas it illustrates that brand positioning and brand knowledge have positive correlations, respectively 0.328 and 0.478 with attitude towards green brand.

**Simple linear Regression Analysis**

Simple linear regression was used in order to testify the direct impact.

**H1- Green Brand Positioning has a significant impact on the impulse purchasing intention of green products**

**Table 4: Model Summary**
**Source: Compiled by Author**

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .634[a] | .378 | .356 | .86499 |
| a. Predictors: (Constant), Green Brand Positioning | | | | |

**Table 4: Model Summary**

The above model (4) shows the summary of simple linear regression analysis. The explanatory power (R2) illustrates the degree to which extent the variance of the dependent variable is explained by the independent variable. Looking at adjusted R2, it can be concluded that 38% of the variance of the dependent variable, impulsive purchasing intention, is explained by the independent variable of brand positioning.

**Table 5: coefficient Table**
***Source: Compiled by author***

| Coefficients | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.645 | .260 | | 14.217 | .000 |
| | Green Brand | .172 | .027 | .168 | 15.343 | .000 |
| a. Dependent Variable: impulsive purchasing intention | | | | | | |

**Table 5: coefficient Table**

(β) Coefficient brand positioning is 0.168. It reveals that increasing one unit of brand positioning reasons increasing impulsive purchase in 0.168 units whereas other independent variables remain constant. The alpha value is 0.000 at 95% of confidence level. The model can be indicated as Y=1.645+0.168(x1)

**H-2 Brand Knowledge has a significant impact on impulsive purchasing intention.**

**Table 6: Model Summary**

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 2 | .423[a] | .288 | .286 | .76799 |
| a. Predictors: (Constant), Brand Knowledge | | | | |

**Table 6: Model Summary**

Table 6 above illustrates that (R2) is a measure of how much of the variance in the dependent variable can be attributed to the independent variable. The independent variable, brand knowledge accounts for 28% of the variance in the dependent variable, according to the adjusted R2.

**Table 7: coefficient Table**

In accordance with the coefficients table (7), the 2nd alternative hypothesis is significant since it proves that the P (alpha) value of brand knowledge has no effect on impulsive purchasing intention. Accordingly, the model can be written as Y=2.6413 + (-0.2671) (x2).

**H-3 Green brand positioning has a significant impact on attitude towards Brand**

**Table 7: coefficient Table**
*Source: Compiled by author*

| Coefficients | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 2 | (Constant) | 2.613 | .200 | | 13.217 | .000 |
| | Brand knowledge | -.282 | .037 | -.2671 | 13.343 | .012 |
| a. Dependent Variable: impulsive purchase intention | | | | | | |

**Table 8: Model Summary**

In the table 8, (R2) illustrates the degree to which extent the variance of the mediating variable is explained by the independent variable (1). As per the adjusted R2, it can be elaborated that 47% of the variance of mediating variable, attitude towards brand is explained by independent variable (1) Green brand positioning.

**Table 8: Model Summary**
***Source: Compiled by author***

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 3 | .421[a] | .488 | .475 | .72499 |
| a. Predictors: (Constant), Green Brand Positioning | | | | |

**Table 9: coefficient Table**

The table 9 elaborates that the 3rd alternative hypothesis is not significant since it does not prove that the P value of green brand positioning, , which is 0.641, is lower than 0.05. Accordingly, it is concluded that green brand positioning has no significant positive impact on attitude towards the green brand. Accordingly, H3 is rejected.

**H-4- Brand Knowledge has a significant impact on attitude towards Brand**.

**Table 9: coefficient Table**

| Coefficients | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 3 | (Constant) | 1.945 | .200 | | 13.217 | .000 |
| | Green Brand Position | .698 | .037 | .623 | 13.343 | .641 |
| a. Dependent Variable: customer Loyalty | | | | | | |

**Table 10: Model Summary**

In the table 10, (R2) illustrates the degree to which

extent the variance of the dependent variable is explained by the independent variable. Considering the adjusted R2, it can be concluded that 41% of the variance of mediating variable, attitude towards the brand, is explained.

**Table 10: Model Summary**

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 4 | .713[a] | .328 | .416 | .62799 |
| a. Predictors: (Constant), Brand Knowledge | | | | |

**Table 11: coefficient Table**

| Coefficients | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 4 | (Constant) | 3.645 | .200 | | 13.217 | .000 |
| | Brand knowledge | .215 | .057 | .208 | 13.343 | .021 |
| a. Mediating Variable: | | | | | | |

**Table 11: coefficient Table**

According to the coefficients table (11), the 4th alternative hypothesis is significant since it proves that the P value of brand knowledge is lower than 0.05 and which is 0.021. Accordingly, it is concluded that brand knowledge has a positive impact on attitude towards the green brand. Accordingly, the model can be written as Y=3.645 + (-0.208) (x4)

**H-5 Attitude towards the green brand has a positive impact on impulsive purchase intention**

**Table 12: Model Summary**

In the table 12, (R2) illustrates the degree to which extent the variance of the dependent variable is explained by the mediating variable. Looking at the adjusted R2, it can be decided that 45% of the variance of the dependent variable, impulsive purchasing intention is defined by the mediating variable.

**Table 12: Model Summary**

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 5 | .753[a] | .488 | .456 | .72659 |
| a. Predictors: (Constant), Brand Knowledge | | | | |

**Table 13: coefficient Table**

In the coefficients table (13), the 5th alternative hypothesis is significant since it proves that the P value of attitude towards the brand, which is 0.012, is less than 0.05. Accordingly, it is concluded that attitude towards the green brand has a positive impact on impulsive purchase intention. Accordingly, the model can be written as Y=2.645 + (-0.597)(x5).

**Table 13: coefficient Table**

| Coefficients | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 5 | (Constant) | 2.645 | .200 | | 13.217 | .000 |
| | Attitude towards the Brand | .597 | .037 | .597 | 13.343 | .034 |
| a. Dependent Variable: Impulsive purchasing intention | | | | | | |

**Testing the mediating effect**

The Hayes process-macro method was used to testify the mediating effect

**H6-Attitude towards green brand is a mediator which connects green brand positioning and impulsive purchasing intention.**

**Table 14: Total Effect Model**

Total effect model depicts in table 14 that the R square is 15%, and it indicates that 15% of the variance of dependent variable is explained by the independent variable (1), brand positioning and the mediating variable, attitude towards the brand.

**Table 15: Total Model**

The Total model (15) indicates that the standardized coefficient of brand positioning (1st Independent Variable) is 0.1685, which lies between the lower level confidence interval, 0.2658 and upper level of 0.1654, and this is significant since p value is less than 0.05. However, the standardized coefficient of brand attitude is 0.2643, which does not lie between 0.1511 and 0.3860 and where the P value is 0.1930, which is higher than 0.05. Hence, it can be concluded that brand attitude is not a significant factor, and it cannot work as a mediator between brand positioning and impulsive purchase.

**Table 14: Model Summary**

| R | R-sq. | MSE | F | df1 | df2 | p |
|---|---|---|---|---|---|---|
| 3902 | .1523 | .3787 | 75.2575 | 1.0000 | 419.0000 | .0000 |
| Outcome Variable: Impulse purchase Intention | | | | | | |

**Table 15: Total Model**

| | Coefficients | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| constant | 1.3002 | .1304 | 9.3621 | .0000 | .9648 | 1.4777 |
| Brand Position | .1685 | .0495 | 3.4044 | .0000 | .2658 | .1654 |
| Brand Attitude | .2685 | .0597 | 4.4948 | .1930 | .1511 | .2456 |
| Notes: **. The standardized coefficients of Brand Positioning is.1630. The standardized coefficients of Brand Attitude is.2643 | | | | | | |

**Total, Direct, and Indirect Effects of X on Y**

**Table 16: Total effect of X on Y**

The total effect table (16) indicates the cumulative effect of direct and indirect effect, and it lies between the upper level, 0.4877 and lower level, 0.3075 confidence intervals, and it is significant since p value is less than 0.05.

**Table 16: Total effect of X on Y**

| Effect | se | t | p | LLCI | ULCI | c cs |
|---|---|---|---|---|---|---|
| .3976 | .0458 | 8.6751 | .0000 | .3075 | .4877 | .3902 |

**Table 17: Direct effect of X on Y**

A direct effect of x on y in table 17 depicts that brand positioning has a (0.1685 /0.3967) 100=42% effect on the dependent variable, impulsive purchase.

**Table 17: Direct effect of X on Y**

| Effect | se | t | p | LLCI | ULCI | c' cs |
|---|---|---|---|---|---|---|
| .1685 | .0495 | 3.4044 | .0007 | .0712 | .2658 | .1654 |

**Table 18: Indirect effect(s) of X on Y:**

The indirect effect of x on y in table 18 depicts that attitude towards the brand cannot work as a mediator between brand positioning and impulsive purchase since it does not lie between the upper level of bootstrapping and the lower level of bootstrapping. Moreover, it determines the indirect effect is not significant since it is not between the values of upper level and lower level of bootstrapping.

**H7-Attitude towards green brand is a mediator which connects brand knowledge and impulsive purchasing intention.**

**Table 18: Indirect effect(s) of X on Y:**

| | Effect | Boot SE | Boot LLCI | Boot ULCI |
|---|---|---|---|---|
| Brand position | .2691 | .0408 | .1538 | .2432 |

**Table 19: Total Effect of X on Y**
Model Summary

| R | R-sq. | MSE | F | df1 | df2 | p |
|---|---|---|---|---|---|---|
| .1611 | .0259 | .4351 | 11.1586 | 1.0000 | 419.0000 | .0009 |
| *Source: Outcome Variable: Impulse purchase Intention* | | | | | | |

**Table 19: Total Effect of X on Y**

Total effect model depicted in table 19 indicates that the R square is 25%, and it indicates that the 25% of the variance of dependent variable is explained by the independent variable (2), brand knowledge and through the mediating variable, attitude towards the green brand.

**Table 20: Total Model**

The coefficient table (20) indicates that the standardized coefficient of brand knowledge is 0.3476, which lies between the lower level confidence interval 0.1567 and upper level of 0.4121, and this is significant since p value is less than 0.05. Accordingly it indicates a negative relationship.

**Table 20: Total Model**

| | coeff | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| constant | 1.7417 | .1768 | 9.8488 | .0000 | -1.3941 | -2.0893 |
| Brand knowledge | -.2826 | .0547 | 3.3405 | .0009 | -.0752 | -.3901 |
| Brand Attitude | .3476 | .0496 | 4.6785 | .0043 | .1567 | .4121 |
| Notes: **. The standardized coefficients of Brand knowledge is.26171 The standardized coefficients of Brand Attitude is .3345 | | | | | | |
| *Source: compiled by the Author* | | | | | | |

**TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y Total effect of X on Y**

**Table 21: Total effect of X on Y**

| Effect | se | t | p | LLCI | ULCI | ccs |
|---|---|---|---|---|---|---|
| .1826 | .0547 | 3.3405 | .0009 | .0752 | . 2901 | .1611 |
| *Source: Compiled by the Author* | | | | | | |

**Table 21: Total effect of X on Y**

The total effect table (21) indicates the cumulative effect of direct and indirect effect and it lies between the upper, 0.2901 and lower level, 0.0752 confidence intervals, and it is significant since p value is less than 0.05.However,the total effect is positive though the direct effect is negative.

**Table 22 Direct effect of X & Y**

| Effect | se | t | p | LLCI | ULCI | c' cs |
|---|---|---|---|---|---|---|
| -.1116 | .0533 | -2.0917 | .0371 | -.2164 | -.0067 | -.0984 |

**Table 22: Direct effect of X on Y**

Direct effect of x on y in table 22 depicts that brand knowledge has a 27% effect on the dependent variable, impulsive purchasing intention. Accordingly, the effect is negative.

**Table 23: Indirect effect of X on Y**

| | Effect | Boot SE | Boot LLCI | Boot ULCI |
|---|---|---|---|---|
| knowledge | .2942 | .0434 | .2103 | .3796 |

*Source: compiled by the Author*

**Table 23: Indirect effect of X on Y**

Indirect effect of x on y in table 23 depicts that brand knowledge has a 73% indirect effect (brand knowledge through attitude towards brand on impulsive purchase) on the dependent variable, impulsive purchasing intention. Accordingly, it concludes that attitude towards brand is working as a mediator which connects brand knowledge and impulsive purchasing intention. More importantly, it concludes that mediating variable, attitude towards brand is a strong mediating variable since it completely changes the negative direct effect into a positive total effect with the power of mediating variable.

**Table24: Completely standardized indirect effect(s) of X on Y:**

| | Effect | Boot SE | Boot LLCI | Boot ULCI |
|---|---|---|---|---|
| Similar | .2595 | . 0404 | .1820 | .3409 |
| Notes: **. Level of confidence for all confidence intervals in output: 95. %<br>Number of bootstrap samples for percentile bootstrap confidence intervals: 5000 | | | | |

**Table24: Completely standardized indirect effect(s) of X on Y:**

As indicated by the table (24) brand knowledge has standardized effect of 0.2595 which accounts for 73% indirect effect (brand knowledge through attitude towards brand on impulsive purchase) on the dependent variable, impulsive purchasing intention.

**Table25: Summary of the Hypotheses Testing**

Summary of the Hypotheses Testing

| Hypotheses | Hypotheses | P value | Accept or Reject | Effect Negative or Positive |
|---|---|---|---|---|
| Brand Positioning → Impulsive Purchase | $H_1$ | 0.000 | Accept | Positive |
| Brand Knowledge → Impulsive Purchase | $H_2$ | 0.012 | Accept | Negative |
| Brand Positioning → Brand Attitude | $H_3$ | 0.641 | Accept | Positive |
| Brand Knowledge → Brand Attitude | $H_4$ | 0.000 | Accept | Positive |
| Brand Attitude → Impulsive purchase | $H_5$ | 0.034 | Accept | Positive |
| Brand Positioning → Brand Attitude → Impulsive purchase | $H_6$ | 0.193 | Reject | - |
| Brand Positioning → Brand Attitude → Impulsive purchase | $H_7$ | 0.004 | Accept | Positive |

## 5. RESULTS AND DISCUSSION

When compared with the existing literature, the findings suggested from our study slightly differ. The results of our study clearly show that brand positioning affects impulsive purchases in a major way, which is supported by earlier research studies. According to Liao et al. (2020), customers are more likely to acquire green products as a result of the strong focus placed on green brand positioning.

Suki (2016) reported that purchasing eco-friendly products reflects that consumers feel responsible for the environment and explained that the probability of consumers' purchasing green products is totally dependent on the use of consumer products and their awareness of the green brand positioning in the market. Moreover, research conducted by Huang et al. (2014) and Chin et al. proclaimed that green brand positioning considerably impacts on the purchase intention of green items. Based on the study findings, it can be stressed that when positioning a brand as an eco-friendly brand it will tend to increase the green purchase intention impulsively among its customers.

As per the above research model, green brand knowledge is the variable that has the only negative impact on impulsive purchasing intention. Accordingly, this factor that can influence negatively for consumers in impulsively purchasing green products. It implies that when consumers have a good knowledge about the particular product that would not influence on impulsive purchase since enough knowledge would generate rational thinking and that would not lead for impulsive stimulations. Accordingly, higher the knowledge of the brand consumers will go for rational purchasing rather than going for impulsive purchasing. However, this is contradictory with the findings of Huang et al., 2014; Suki, 2016; Chin et al., 2019 and Zhou et al., 2020 since all of them have revealed that brand knowledge positively impacts on the purchasing intention. However, Siyal et al. (2021) stated that when consumers have more detailed information about eco-friendly products, consumers could direct their considerations in the purchasing decision-making

process, which implies that consumers will follow consumer decision making process rather than quick stimulating purchases.

The third hypothesis of our study proved that brand positioning does not have a significant impact on attitude towards the green brand, and it is contradictory to the literature. Accordingly, Aulina & Yuliati (2017) found that brand positioning negatively impacts on attitude towards brand. On the contrary, literature reveals that higher the brand positioning, higher the positive effect on brand attitude. Patrick, Ibanez, and Sainz (2005) also argued that green brand positioning has a positive effect on consumers' attitudes towards green brands. Indeed, the study of Mostafa (2009) showed that a positive attitude towards green products tended to purchase green products by referring to the brands with green positioning.

Additionally, the fourth hypothesis was justified since it was found that brand knowledge had a positive impact on attitude towards the green brand. More importantly this was determined by the past findings. Most of the green marketing studies have focused on cognition and have shown that brand knowledge and awareness can significantly influence consumers' brand attitudes (Mostafa, 2007). Suki (2016), Yadav and Pathak (2016) and Huang et al. (2014) found brand knowledge has a positive and significant effect on attitude towards the green brand.

The 5th hypothesis of our study suggested that attitude towards the brand positively affects impulsive purchase, and it is parallel with the literature. Accordingly, Mostafa (2007) in Huang et al. (2014) who concluded that consumers' attitude has an important role in forming behaviuoral intention, and consumers with high level of attitude towards green products would form a strong desire towards green purchase intention.

More interestingly, the results of our study determine that the attitude towards the green brand cannot work as a strong mediator between brand positioning and the impulsive purchase that does not agree with the exiting findings stated by Wang et al. (2022) and Chen et al. (2020). They stated that brand positioning and attitude towards green products impact on impulsive purchase. However, none of the research studies has measured the indirect effect generated through attitude towards green brand. In fact, this research further determines by testing that indirect effect cannot be generated through attitude toward brand on impulsive purchase.

The attitude towards the brand mediates the brand knowledge and the impulsive purchase intention. More interestingly, this is somewhat slightly differ and also being comparable to the prior ones. Accordingly, Our findings are justified by the Aman et al. (2012) and Yeoh and Paladino (2008) since these studies reveals the mediation effect of attitude towards the brand between brand knowledge and impulsive purchase of green products. Moreover, Indriani, Ida & Hadiwidjojo, D. (2019) also justified our results by emphasizing that attitude towards the brand mediates the brand knowledge and the impulsive purchasing intention.

## 6. CONCLUSION

This study's ramifications are classified into two categories: practical and theoretical consequences. Theoretical implications for future researchers connected to the evolution of study outcomes and it is related to brand knowledge, attitude towards green products, and green product impulse purchase intention. The study would have some practical applications such as managerial contributions to organizations regarding marketing and branding techniques to gain consumer purchasing interest. Based on this finding, businesses must pay close attention to how they place their brands in the minds of consumers through an integrated and focused marketing communication strategy. Green brands must communicate environmentally related messages to targeted consumers in ways that pique consumers' interest in learning more about the brand's green efforts, and then green brands must provide ways for consumers to engage in learning more about the brand and its products. Educating consumers on the natural components that the brand usually uses in its products is one of the things that the corporation may

have to undertake. Using social media and store displays would be an excellent strategy for brand positioning and refining consumer attitudes about the brand.

**Limitations and Future Research Suggestions**

Future research will be able to investigate and widen the scope of this study by taking into consideration other factors that influence impulsive purchasing intentions for green items. Furthermore, because there is no comprehensive list of green product users in Sri Lanka, the scope of this study is limited, and convenience sampling was used. The research data were collected over a specified time period (cross section), and it is anticipated that in the future, time series data will be used to build better research. Furthermore, future studies should largely focus on diverse consuming behaviour patterns such as compulsive purchasing because this will provide better insight for both marketers and academics to acquire a full grasp of how consumers respond in various scenarios depending on the situation.

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