| RESEARCH ARTICLE

Does Attitude Matters in the Relationship of Green Brand Position and Green Brand Knowledge on Switching Intention of Green Product?

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| ABSTRACT

The piling up of waste can lead to pollution of the soil, water, and air, prompting many companies to start implementing environmentally friendly lifestyles. This study aims to determine the Influence of Green Brand Position and Green Brand Knowledge on Green Product Switching Intention mediated by Attitude towards green products. The research method employed is quantitative, using a questionnaire as the data collection method, with a sample size of 170 individuals. Sampling technique using non probability sampling with purposive sampling method. The validation of the instruments using validity and reliability test. The use of Smart PLS 3.0 facilitated the analysis in this study, both instruments testing in the outer model and hypothesis testing in the inner model output. Findings indicate that a green brand position has a positive and significant impact on attitude. The green brand position also has a positive and significant impact on green product switching intention. Green brand knowledge has a positive and significant impact on attitude. Additionally, green brand knowledge has a positive and significant impact on green product switching intention. Attitude has a positive and significant impact on green product switching intention. The green brand position has a positive and significant impact on green product switching intention mediated by attitude. Lastly, green brand knowledge has a positive and significant impact on green product switching intention mediated by attitude.

| KEYWORDS

Green Brand Position, Green Brand Knowledge, Green Product Switching Intention, Attitude

1. Introduction

Environmental pollution has become a pressing concern, particularly in manufacturing industries identified as major contributors to hazardous environmental pollution (Chen et al., 2020). Many companies now recognize environmental protection as a social responsibility, demonstrated through the adoption of eco-friendly practices across the product life cycle—spanning raw material sourcing, production, sales, consumption, and waste disposal—all aimed at minimizing adverse environmental impacts. According to a study by Fernanda et al. (2020), Indonesia is the world's second-largest plastic waste producer, causing pollution in soil, water, and air. Approximately 14% of total waste at disposal sites comprises plastic waste, aside from the 70% organic waste. Ministry of Environment and Forestry data for 2019 indicates that Indonesia generated 68 million tons of waste, with about 9.52 million tons being plastic waste, presenting a substantial market opportunity for eco-friendly alternatives.

This situation has eventually given rise to the trend of green consumerism, which is an extension of the global consumerism movement. This movement originated from consumers' awareness of their rights to acquire products that meet standards of quality, safety, and environmental friendliness (Shaputra, 2013). Identifying brands as "green brands" is a strategy used to differentiate them from competing products that are also environmentally friendly, contain natural ingredients, and ensure safety

(Hati & Kartika, 2015). According to Huang et al. (2014), green brands are influenced by factors such as green brand positioning and green brand knowledge. Positioning by companies is done to create products with a competitive advantage in the minds of consumers based on environmentally friendly products from brands that hold significant meaning for customers, enabling the company to achieve business sustainability (Suki, 2016). Green brand positioning is part of a brand's identity that emphasizes the value of environmentally friendly products and is directly connected to the target market. In general, brand positioning strategies can use several categories based on product attributes, product use or application, and user characteristics. Green brand knowledge refers to the level of consumer understanding, knowledge, and awareness focused on environmentally friendly aspects, such as consumer understanding of environmental values, sustainable production practices, and the positive impact produced by these brands on the environment. Consumers with green brand knowledge are usually more capable of identifying, evaluating, and choosing products that align with the environmental values they support (Suki, 2016). Green brand position and green brand knowledge play a crucial role in driving the intention to switch to environmentally friendly products. When a brand clearly communicates its environmental values and takes a strong position in the market, it can influence consumer knowledge about environmentally friendly products. As consumers gain a deeper understanding of sustainable practices from that brand, awareness of the environmental impact of the products they use increases (Kuswati & Irmawati, 2018). This directly influences their desire to switch to more environmentally friendly products, known as green product switching intention, creating a cycle where brand position and consumer knowledge mutually reinforce each other to drive the intention to make positive changes in their consumption patterns and gain satisfaction. Customer satisfaction is an attitude acquired after consumers consume goods or services, and consumers feel satisfied if the goods or services they consume meet their expectations. Customer satisfaction is the satisfaction obtained after someone uses goods or services; someone can feel happy or disappointed based on their expectations of product performance. If consumers feel that the product's performance is less than their expectations, they tend to feel disappointed (Kuswati et al., 2021).

The inclination to transition to eco-friendly products is significantly influenced by the positioning and knowledge associated with green brands. A brand that effectively communicates its commitment to environmental values and establishes a robust presence in the market can shape consumer perceptions and understanding of eco-friendly products. As consumers gain insights into a brand's sustainable practices, their awareness regarding the environmental impact of their choices grows. This heightened awareness, in turn, drives the intention to switch to more eco-friendly products, creating a cyclical relationship where brand position and consumer knowledge mutually reinforce each other, fostering positive changes in consumption patterns Indriana et al., 2022. Green Product Switching Intention denotes a consumer's inclination or determination to shift from conventional products to environmentally friendly or sustainable alternatives. It reflects an individual's willingness to substitute regular products with options that have a more positive ecological impact, such as those featuring eco-friendly packaging, recycled materials, or energy-efficient technologies (Indriani et al., 2019). This intention often stems from an awareness of environmental issues and a desire to contribute positively to the surroundings. The relationship between green product switching intention and consumer attitudes is evident in shaping more eco-friendly consumption patterns. Consumer attitudes towards environmental concerns, including their awareness of a product's ecological impact, play a pivotal role in shaping the intention to transition toward more sustainable alternatives. A positive attitude towards environmentally friendly practices often prompts consumers to contemplate changes in their product preferences (Prananta et al., 2023). Green product switching intention encompasses more than just a desire to use eco-friendly products; it signifies a transformation in consumer attitudes, increasingly supportive of environmentally responsible consumption practices. These intertwined factors form a robust foundation for influencing consumer behavior towards more sustainable product choices.

2. Literature Review
2.1 Green Product Switching Intention
Green product switching intention refers to consumers' intent to switch from environmentally unfriendly products to eco-friendly ones. This intention is based on a desire to reduce negative impacts on the environment and improve quality of life. According to Supandini and Pramudana (2017), the intention to purchase eco-friendly products is a type of environmentally friendly behavior that reflects consumers' concern for the environment. This indicates that an increase in the intention during the green product purchasing process may lead consumers to make actual purchases. As per Indriani et al. (2019), green product switching intention represents an individual's desire to consider and prefer an environmentally friendly product over conventional or traditional products, processed through a decision-making process. According to Strizhakova and Coulter (2013), consumers prefer buying eco-friendly products because of the environmental and social benefits and are willing to purchase more for sustainable purchasing processes. When consumers become environmentally conscious through green products, it results in an increase in consumers' purchasing intentions toward green products in the future.

2.2 Green Brand Position
Green brand positioning is an integral part of a brand's identity and how people perceive the environmental values associated with that company. It needs to be actively communicated to the target audience to convey the message about the brand's

environmental commitment. Suki (2016) explains that green brand positioning is related to the values embedded in environmentally friendly products or services, based on the environmental attributes of a brand that share common meaning and perception with consumers. This reflects an image of a brand that cares about the environment, is known by consumers as part of the quality, price, and ecological value that drives them to choose such eco-friendly products (Huang et al., 2014).

2.3 Green Brand Knowledge

Green brand knowledge refers to the fundamental understanding consumers have about actions they can take to support environmental sustainability, particularly facilitated through behavioral commitments in choosing to purchase eco-friendly products. The deeper consumers understand environmental issues, the greater their comprehension of sustainable product quality. This, in turn, triggers a drive or motivation for consumers to purchase and use these eco-friendly products (McDonald, 2018). According to Prananta et al. (2023), green brand knowledge is the understanding consumers hold about a group of environmentally-based brands in their minds, which relates to commitments to environmental concerns and relevant environmental issues. It provides information to consumers about the distinctiveness of a brand, focusing on the environment, covering knowledge, attributes, benefits, image, thoughts, feelings, attitudes, and experiences related to eco-friendly products. This affects consumer responses and the environmental benefits they gain from these aspects.

2.4 Attitude

Attitude is the culmination of motivations, emotional aspects, perceptions, and cognitive processes related to various environmental elements. It's commonly analyzed as an individual's consistent response mechanism to what they perceive as beneficial or unfavorable about a given object. Essentially, attitude reflects an individual's relatively stable evaluation, feelings, and tendencies towards a particular object or idea. Attitudes drive the formation of preferences or dislikes in one's mind about something, influencing the decision to engage with or abandon it (Mothersbaugh, 2016).

According to Allen et al. (2018), consumers' attitudes towards green brands play a crucial role in determining their decisions to purchase eco-friendly products. Consumer attitudes toward a brand often reflect the relationship between trust, attitude, and behavior. This concept falls within the prominent attributes of a product. Attitudes towards green brands encompass predetermined preferences by consumers and are used to assess the overall quality of a green brand. These attitudes are driven by consumers' likes or dislikes towards the green brand, which significantly influences their purchasing decisions regarding these products (Suki, 2016).
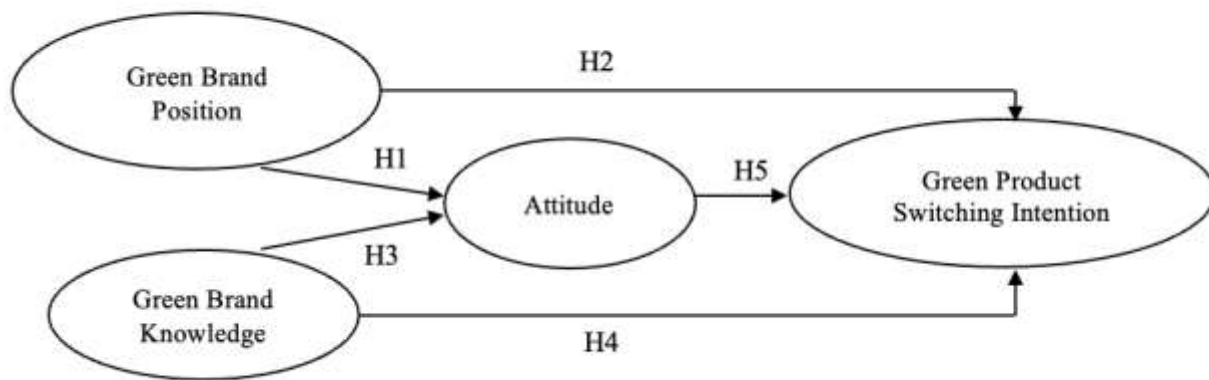
2.5 Research Framework

Figure 1. Research Framewrok

This research framework employs the Technology Acceptance Model to explore the influence of Green Brand Position and Green Brand Knowledge on Green Product Switching Intention mediated by Attitude. Green Brand Position reflects consumers' perception of the brand's environmental stance, while Green Brand Knowledge encompasses consumers' understanding of the brand's environmental attributes. The intention to switch to green products is expected to be directly influenced by both factors, with Attitude acting as a mediator reinforcing their impact. Through this study, it is anticipated to gain a deeper understanding of the complexity of factors driving consumers to adopt more sustainable consumption behaviors.

2.6 Research Hypothesis

Based on the research framework described earlier, here are the seven hypotheses derived from the relationships among the variables:

1. H1: Green Brand Position has a significant direct influence on Attitude.
2. H2 : Green Brand Position has a significant direct influence on Green Product Switching Intention.
3. H3 : Green Brand Knowledge has a significant direct influence on Attitude.
4. H4 : Green Brand Knowledge has a significant direct influence on Green Product Switching Intention.
5. H5 : Attitude has a significant direct influence on Green Product Switching Intention.
6. H6 : Green Brand Position has a significant impact on Green Product Switching Intention, mediated by Attitude.
7. H7 : Green Brand Knowledge has a significant impact on Green Product Switching Intention, mediated by Attitude.

3. Methodology

The type of research used in this study is causal research employing a survey method with a questionnaire tool. The method used in this research is a quantitative approach. This quantitative research method is concerned with the measurement and analysis of variables to obtain results. The sampling technique utilizes purposive sampling, targeting individuals knowledgeable about The Green products of X. This is because there is a considerable number of people familiar with green products X in Surakarta City. Hence, that number adequately represents the respondents in this study. Therefore, the sample size used in this research comprises 170 respondents. Construct validity and reliability tests using smart PLS in the outer model. The researcher also analyse the respondents responses to the instruments using IPMA Analysis. Last, the hypothesis testing based on the inner model output of SMART PLS

3.1 Variable Indicator

Table 1 presents indicators for each variable under investigation. There are 12 statements comprising 1) Five statements related to green brand position, 2) Four statements concerning green brand knowledge, 3) Three statements about green product switching intention, and 4) Three statements regarding attitude.

Tabel 1. Variables Indicators

Variabel	Kode	Indikator
A. Green Product Position (X1)	X1.1	1. Quality and price
	X1.2	2. Source of knowledge
	X1.3	3. Suitability and necessity
	X1.4	4. Environmental preference
	X1.5	5. Brand preference
B. Green Product Knowledge (X2)	X2.1	1. Understanding of investment
	X2.2	2. Quality and expectations
	X2.3	3. Environmental considerations
	X2.4	4. Benefits for the environment
C. Attitude (Z)	Z1	1. Satisfaction with concern
	Z2	2. Reliable reputation
	Z3	3. Trustworthy performance
D. Green Product Switching Intention (Y)	Y1	1. Product switching intention
	Y2	2. Purchase plan
	Y3	3. Product satisfaction

Source : Promary Data,2023

4. Results and Discussion
4.1 Profile of Respondent
In this research, the sample comprises individuals familiar with Product X, characterized as follows: :

Table 2. Profile of Respondent

No	Description	Amount	Percentage
1.	**Gender**		
	Male	69	40.5%
	Female	101	59.5%
2.	**Age**		
	17 - 26	111	65.3%
	27 - 36	28	16.5%
	37 - 46	21	12.4%
	> 46	10	5.8%
3.	**Education**		
	SMA	29	17%
	Diploma	37	21.8%
	Sarjana	99	58.2%
	Magister	5	3%
4.	**Job**		
	Regular employed	75	44%
	Civil	2	1.2%
	Entrepreneurs	33	19.4%
	Part time	55	32.4%
	others	5	3%

Source : Primary Data, 2023

Based on the data presented in Table 2, the collected sample consisted of 170 respondents categorized into two gender groups, four age groups, four education groups, five job groups, and five income groups. There were 69 male respondents (40.5%) and 101 female respondents (59.5%). Hence, the study's conclusion suggests that the majority of individuals familiar with Product X products are females. There were 111 respondents aged 17-26 (65.3%), 28 respondents aged 27-36 (16.5%), 21 respondents aged 37-46 (12.4%), and 10 respondents aged over 46 (5.8%). There were 29 respondents with high school education (17%), 37 respondents with diploma education (21.8%), 99 respondents with bachelor's degree education (58.2%), and 5 respondents with master's degree education (3%). There were 75 respondents employed as regular employees (44%), 2 respondents working as civil servants (1.2%), 33 respondents working as entrepreneurs (19.4%), 55 respondents identified as part time worker (32.4%), and 5 respondents involved in other unspecified occupations (3%).

4.2 Data Analysis
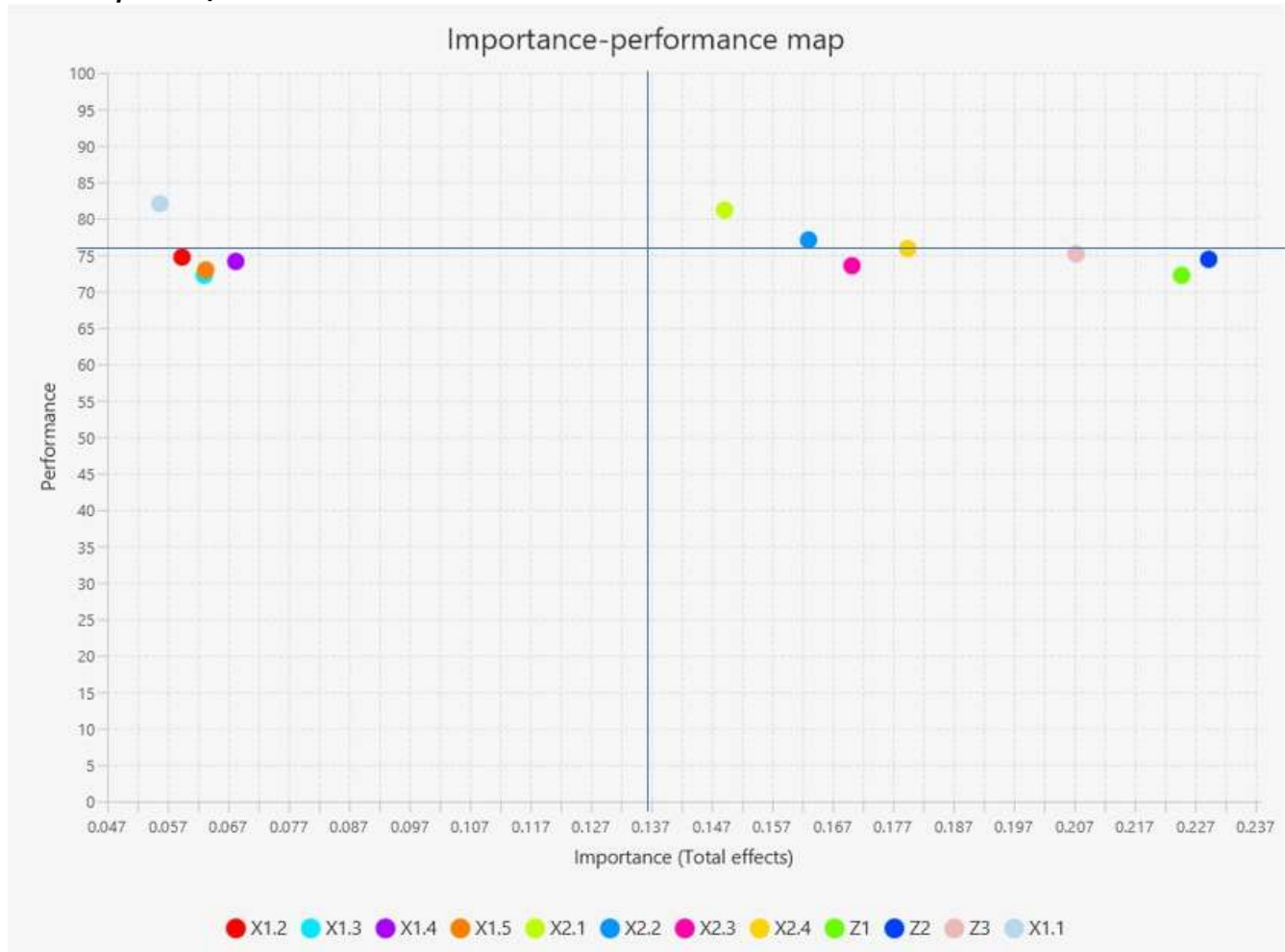### *4.2.1 Descriptives of Variables Indicators*

Figure 1. Importance-Performance Map Analysis
Source : Primary Data, 2023

IPMA analysis in Figure 1. shows that managers at Product X should consider enhancing Green Product Switching Intention are primarily focused on quadrant 4, encompassing Z1, X2.3, Z1, Z3. Meanwhile, for quadrant 3, especially X2.2 and X2.1, attention should be paid to maintaining or further elevating the already high positions. On the other side, questions falling within quadrants 2 and 1 can be approached with appropriate strategies.

Regarding the Z1 question—concerning environmental concern met by product X—it falls below average due to a lack of environmental innovation. Although product X advocates for environmental concern, there have not been notable innovations or concrete steps that significantly reduce environmental impact. Sometimes, the company issues strong statements about environmental concerns, yet the actions taken don't do notentirely reflect that commitment. If Product X could provide clear and detailed information about their environmental practices, achievements, and goals, continuously innovate in creating more eco-friendly products from raw materials to packaging to minimize environmental impact, it could enhance consumer perception of environmental concern.

For the Z2 statement—feeling that the environmental reputation of product X's products is generally reliable—it rates below average because consumers lack clear information about the company's environmental practices. If product X provides detailed and transparent information about their environmental practices and achievements in sustainability, it could increase the value associated with a reliable product reputation.

Regarding the Z3 item—feeling that the environmental performance of product X is generally trustworthy—it ranks below average as consumers aren't well-informed, especially regarding tangible evidence supporting claims about the environmental

performance of Product X. If Product X managers provide historical data or concrete evidence regarding the environmental impact of their products, such as the use of sustainable raw materials or a reduction in carbon footprint, it will boost consumer trust in the environmental performance.

Finally, the X2.3 question—buying Product X because it's more environmentally friendly than other products—rates below average as consumers aren't well-informed about product X's high-quality and eco-friendly raw materials. Product X is known for sourcing materials sustainably from natural sources, like coconut oil, almonds, or honey, obtained from sustainable sources and produced in an environmentally friendly manner. Additionally, product X actively engages in using recyclable or eco-friendly packaging to reduce plastic waste's environmental impact.

4.2.2. Outer Model Test Result

In this study, the test results were processed using the Smart PLS version 3.0 software. The complete model can be presented in the following visual representation :
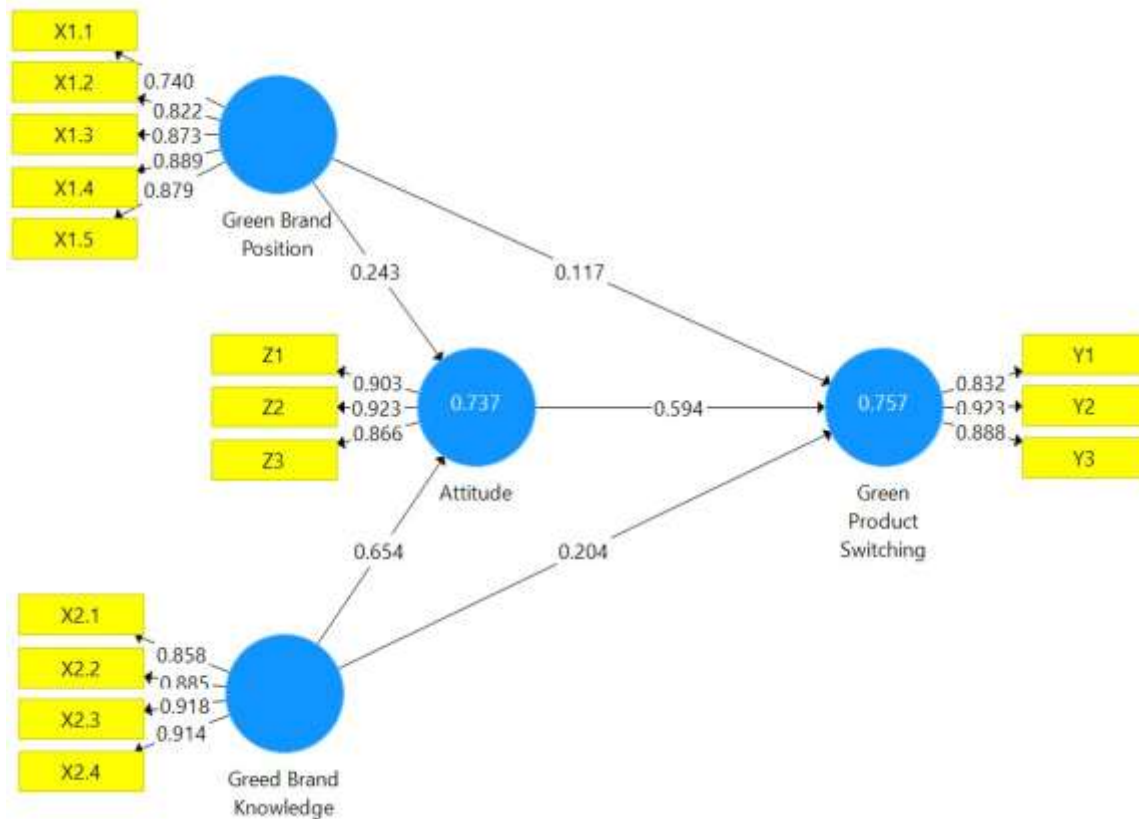

Figure 3. Outer Model
Source : Primary Data, 2023

The results of the convergent validity test in Table 3 have shown that the outer loading values are > 0.5, indicating that the outer loading is considered valid. The discriminant validity is assessed by comparing the Average Variance Extracted (AVE) values of each construct with the correlations between other constructs in the model. If the Average Variance Extracted (AVE) of a construct is higher than its correlations with all other constructs, it is considered to have good discriminant validity. According to Ghozali (2015), discriminant validity is confirmed if the AVE value is > 0.5. Based on the table provided, the Average Variance Extracted (AVE) values indicate values > 0.5. Hence, each variable is considered valid. The results of the composite reliability and Cronbach's alpha testing indicate that the research instruments are reliable. This is because all latent variable values have composite reliability ≥ 0.7 and Cronbach's alpha ≥ 0.6 (Kuswati et al., 2021). Therefore, it can be concluded that the questionnaire used as a research tool in this study is reliable and consistent. The multicollinearity test assesses the presence of multicollinearity among variables by examining the correlation values between independent variables. The criteria used in the multicollinearity test is that if the value of VIF (Variance Inflation Factor) < 10, it indicates that the regression model is free from multicollinearity.

Table 3. Outer Model

Variable	Indikator	Outer Loading	AVE	Cronbach alpha	Composite reliability	VIF Z	VIF Y
Green Brand Position (X1)	X1.1	0,740	0,710	0,896	0,924	2,626	2,850
	X1.2	0,822					
	X1.3	0,873					
	X1.4	0,889					
	X1.5	0,879					
Green Brand Knowledge (X2)	X2.1	0,858	0,799	0,916	0,941	2,626	4,252
	X2.2	0,885					
	X2.3	0,918					
	X2.4	0,914					
Attitude (Z)	Z1	0,903	0,805	0,879	0,925		3,803
	Z2	0,923					
	Z3	0,866					
Green Product Switching Intention (Y)	Y1	0,832	0,777	0,856	0,913		
	Y2	0,923					
	Y3	0,888					

Source : Primary Data, 2023

4.2.3 Structural Model or Inner Model

The inner model measures the cause-and-effect relationships between latent variables that form the model. Also known as structural relationships, it explains the connections between latent variables based on the substantive theory of the research. Coefficient of Determination (R-squared) and Goodness of Fit tests are used to evaluate this model. R-squared illustrates how well the dependent variable can be explained by the independent variables in the model, while Goodness of Fit measures how well the model fits the observed data.

a. R– Square

The R-squared value indicates the extent of influence provided by the independent variables, both used within and beyond this study, on the dependent variable. Hair et al., (2014) provided criteria for R-Square values of 0.67, 0.33, and 0.19 to represent strong, moderate, and weak influences respectively. R-Square values below 0.19 are considered low, while those between 0.33 and 0.67 are moderate, and values above 0.67 are considered strong.

The R-Square values indicate that for Attitude (Z), the value is 0.737, explaining 73.7% of the Attitude (Z). This implies that Green Brand Position and Green Brand Knowledge towards Attitude (Z) constitute 73.7%, while the remaining 26.3% is attributed to other variables. Meanwhile, for Green Product Switching Intention (Y), the R-Square value is 0.757. This elucidates that 75.7% of the variance in Green Product Switching Intention is explained. This indicates that Green Brand Position, Green Brand Knowledge, and Attitude towards Green Product Switching Intention account for 75.7%, with the remaining 24.3% being contributed by other variables.

b. Q- Square test (God of Fit)

The goodness-of-fit test is conducted to evaluate the measurement and structural models, providing a simple measurement for predicting the overall model (Ghozali, 2015). Here are the results of the Q-Square analysis :

Tabel 4. Q-Square

Indikator	Q-Square
Attitude (Z)	0,585
Green Product Switching Intention (Y)	0,580

Source : Primary Data 2023

In Table 4, values of Q-Square greater than 0 indicate that the model has predictive relevance.

4.2.4 Hypothesis Testing

Hypothesis testing in this study is conducted by examining the t-statistic and the P-value. The t-test aims to partly determine the extent of the influence of independent variables on the dependent variable.
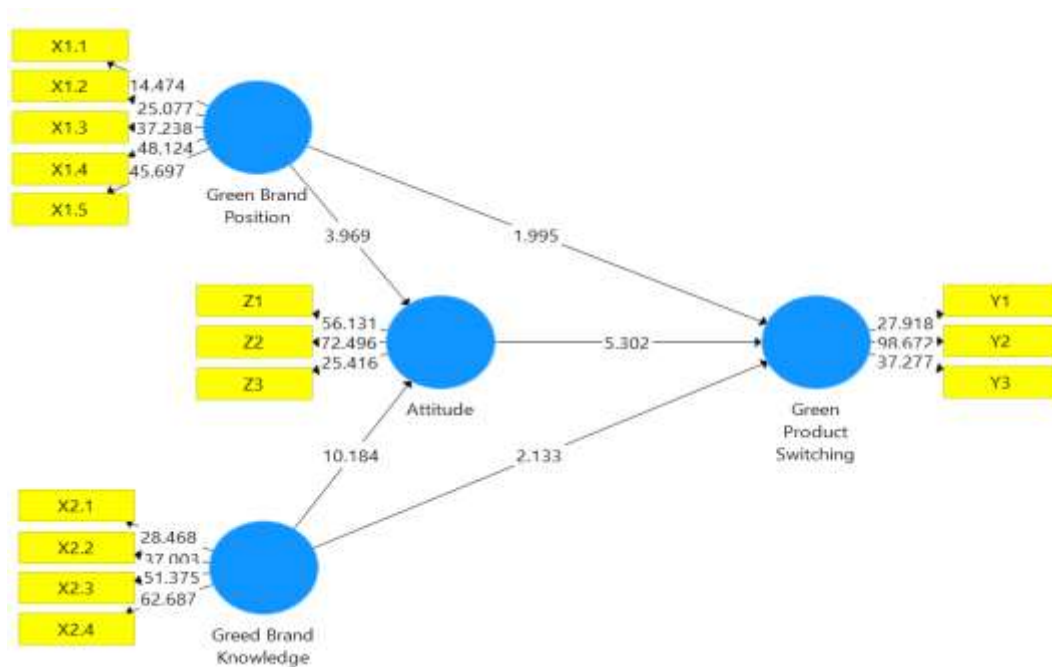

Figure 2. Inner Model

a. Direct Effect

The direct effect is assessed using the t-test, which aims to determine the partial influence of variables on the dependent variable. This hypothesis is accepted if P-values < 0.05. The hypothesis is accepted if the independent variable significantly affects the dependent variable (Effendi et al., 2019).

Tabel 13. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Information
Green Brand Position -> Attitude	0,243	0,247	0,061	3,969	0,000	Significant
Green Brand Position -> Green Product Switching Intention	0,117	0,121	0,059	1,995	0,047	Significant
Greed Brand Knowledge -> Attitude	0,654	0,646	0,064	10,184	0,000	Significant
Greed Brand Knowledge -> Green Product Switching Intention	0,204	0,204	0,096	2,133	0,033	Significant
Attitude -> Green Product Switching Intention	0,594	0,591	0,112	5,302	0,000	Significant

Source : Primary Data 2023

From the table above, it is evident that all five hypotheses are accepted with t statistics > 1.96 and P-values < 0.05.

b. Indirect Effect

The analysis of indirect effects is useful for testing hypotheses that the dependent variable has an indirect effect on the independent variable mediated by an intermediary variable (Julian, 2018).

Tabel 14. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Information
Greed Brand Knowledge -> Attitude -> Green Product Switching Intention	0,389	0,383	0,086	4,502	0,000	Significant
Green Brand Position -> Attitude -> Green Product Switching Intention	0,144	0,146	0,046	3,146	0,002	Significant

Source : Primary Data 2023

From the table above, it appears that for relationships that have an indirect effect, all hypotheses are accepted with t statistics > 1.96 and P-values < 0.05.

4.3 Discussion

The aim of this study is to determine the key variables influencing consumers' intention to transition from environmentally harmful products to environmentally friendly ones, specifically Product X. Green Brand Position (X1) and Green Brand Knowledge (X2) are the chosen variables, with an additional exploration of the mediating role of attitude (Z). Structural Equation Modeling (SEM) with Smart PLS 3.0 software was employed to test seven formulated hypotheses. The initial hypothesis results affirm that green brand position significantly and positively affects attitude, aligning with Tristiani et al.'s findings (2019) in Jakarta. The study indicates that Green Brand Positioning, attitude, and knowledge significantly contribute to the intention to purchase green products for Motor GESITS.

The second hypothesis is established that green brand position indeed positively impacts green product switching intention. This concurs with Wahyuningtias and Artanti's research (2020), suggesting a positive influence of green brand position on the intention to switch to green products. Consumer attitudes play a significant role in this process, where positive attitudes towards environmentally friendly practices encourage the purchase of green products. The third hypothesis reveals that green brand knowledge positively influences attitude, corroborating Wati's findings (2016). Consumers' deeper understanding of sustainability-focused brands, like Product X, enhances their positive attitudes toward the products, emphasizing the importance of comprehensive knowledge in shaping consumer perceptions.

The fourth hypothesis affirms that green brand knowledge significantly and positively impacts green product switching intention, in line with Vania & Ruslim's research (2023). Adequate knowledge about the brand and its environmental impact increases the intention to purchase green products, showcasing the influential role of consumer awareness. Moving to the fifth hypothesis, it is confirmed that attitude significantly and positively influences green product switching intention. This aligns with Kong et al.'s findings (2014) in Malaysia, where a positive attitude towards environmentally friendly products encourages consumers to choose more sustainable options, emphasizing the link between attitudes and consumption behavior.

The sixth hypothesis establishes that green brand position impacts green product switching intention mediated by attitude. The positive perception of green brands influences consumer attitudes and intentions to choose environmentally friendly products, showcasing the mediating role of attitude in the decision-making process. Lastly, the seventh hypothesis affirms that green brand knowledge impacts green product switching intention mediated by attitude. Shidiq and Widodo's research (2018) emphasizes the significance of a positive view of the brand in shaping consumers' perceptions and influencing their desire to purchase environmentally friendly products, reinforcing the interplay between knowledge, attitude, and intention. In summary, the study provides comprehensive insights into the interrelationships among green brand position, knowledge, attitude, and green product switching intention. These findings offer valuable implications for future research directions and highlight the intricate dynamics shaping consumer behavior in adopting environmentally friendly products.

5. Conclusion

This study reveals several key findings that green brand position significantly and positively influences both attitude and green product switching intention. Similarly, green brand knowledge shows a significant positive impact on attitude and green product switching intention. Furthermore, attitude alone plays a crucial role in positively influencing green product switching intention. Notably, both green brand position and knowledge exhibit positive impacts on green product switching intention when mediated by attitude.

Furthermore, there are several implications and areas for future research. Firstly, researchers could explore potential moderating factors that may influence the identified relationships, such as demographic variables, cultural differences, or individual values. Secondly, longitudinal studies could provide insights into the sustainability and long-term effects of green brand positioning, knowledge, attitude, and switching intentions. Additionally, cross-industry comparisons could extend the research to different sectors, allowing for a broader understanding of how green branding strategies impact consumer behavior. In-depth investigations into consumer perceptions may uncover specific elements of green brand position and knowledge that significantly contribute to shaping attitudes and intentions. Finally, the development and testing of intervention strategies aimed at enhancing green brand knowledge and position could provide valuable insights into their impact on consumer attitudes and intentions. These avenues of exploration will contribute to a more comprehensive understanding of the intricate dynamics between green brand position, knowledge, attitude, and green product switching intentions, benefiting both academia and industry practitioners alike.

Conflicts of Interest: The authors declare no conflict of interest.

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