

ABSTRACT

There are numbers of natural phenomena occur, one of them is global warming. Global warming is an event of increasing temperature on earth. One of the easiest steps we can do to diminish global warming is by using green products. It is in line with the increasing public awareness of green products, some consumers began to be more effective in the selection and purchase of daily products. The changes used as a company opportunity to compete to meet the needs and desires of consumers. Tupperware Brands Corporation is one of the companies that care about the environment. They come up with the concept of green brand and eco-friendly design. This is the background of the author to conduct research on the influence of green brands on purchase intention with Tupperware case study in Bandung.

This study aims to examine the influence of green brand positioning, green brand knowledge, attitude toward the green brand and green purchase intentions Tupperware in Bandung.

This study uses quantitative methods with data obtained through questionnaires distributed to 400 respondents. Hypothesis testing was performed using the analysis of Structural Equation Modeling (SEM) based on Partial Least Square (PLS).

The results of the study show that consumer ratings on green brand positioning on Tupperware brand have been considered very good, especially in functional positioning. The consumer's assessment of the green brand knowledge on the Tupperware brand has been classified as well as to the attitude towards the green brand that has been assessed good and green purchase intentions. The study found that green brand positioning has a significant positive effect on green brand knowledge, green brand positioning has a significant positive effect toward attitude toward green brand, green brand knowledge has a significant positive effect toward attitude toward green brand, attitude towards green brand have positive significant effect on green purchase intentions for Tupperware brand.

From the results of this study the researchers advise Tupperware to maintain the image of a brand that has both consumers perception, maintain and further improve the quality of its products, further increase the education of environmentally friendly products for consumers to know that Tupperware is an environmentally friendly brand and its advisable for further research it would be better to add independent variables to get more accurate results because in this study only use independent variables green brand positioning only.

Keywords: green brand, green brand positioning, green brand knowledge, attitude toward green brand, green purchase intentions, Structural Equation Modeling (SEM)-Partial Least Square (PLS).