

ABSTRACT

This study aims to investigate the influence of Green Brand Knowledge and Attitude Toward Green Brand on the Purchase Intention of Corkcicle products, with Brand Equity as a mediating variable. The research is driven by the growing environmental awareness among Generation Z in Indonesia, particularly in Bandung, along with the rising popularity of Corkcicle as a premium tumbler brand that promotes sustainability values. This study employs a quantitative approach using a survey method with 300 Generation Z respondents. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the SmartPLS 4 software.

The results show that Green Brand Knowledge and Attitude Toward Green Brand have a positive and significant influence on Purchase Intention. Both variables also significantly affect Brand Equity, and Brand Equity was proven to significantly mediate the relationship between brand knowledge and attitude toward purchase intention. These findings emphasize the importance of green marketing strategies that go beyond environmental education, highlighting the need to strengthen brand perception among young consumers.

This research offers practical implications for companies in enhancing the appeal of eco-friendly products through more effective communication, sustainable innovation, and brand image reinforcement that aligns with the modern lifestyle and environmental values of Generation Z.

Keywords: *green brand knowledge, attitude toward green brand, brand equity, purchase intention, Corkcicle, Generation Z.*