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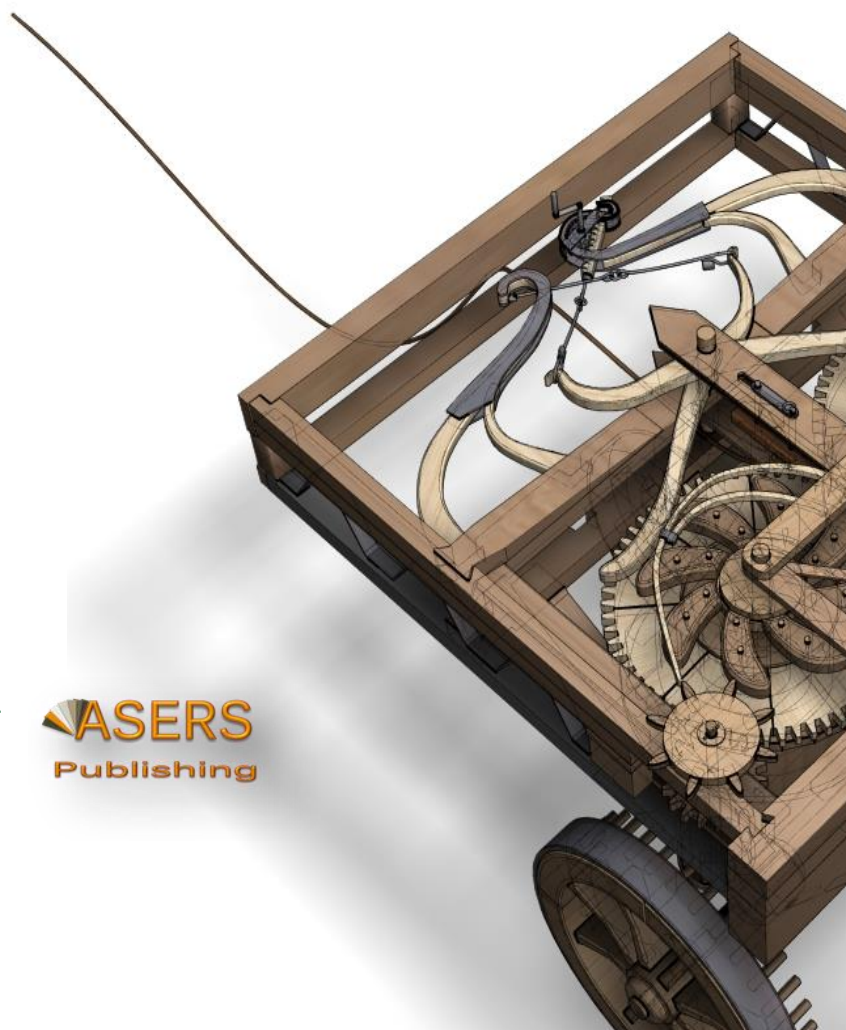
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Table of Contents:

1	The Effects of Lockdowns on the Air Pollutants' Concentration. Case Study of Nitra, Slovakia Kristína BACULÁKOVÁ, Ľubica HAKAL'OVÁ, Rudolf KUCHARČÍK	1747
2	Forecast of Organic Diversification of Agriculture in a Global Perspective Vladimir V. GRIGORUK, Chulpan U. AKIMBEKOVA, Altynsary D. UMBITALIEV	1754
3	Green Investment Model for Smallholder Oil Palm Plantation in Bengkalis Riau Mashuri MASHURI, Zulkarnain ZULKARNAIN, Zulfadil ZULFADIL, Suwondo SUWONDO	1766
4	Major Ambient Air Pollutants and Toxicity Exposure on Human Health and Their Respiratory System: A Review Gourav Kumar SINGH, Swapnil RAI, Nimisha JADON	1774
5	Environment and Economic Benefits through the Preference for More Open Commercial Policy Kanokwan CHANCHAROENCHAI, Wuthiya SARAITHONG	1788
6	Influence of the Demographic Regions on the Environment: Features and Development Trends Dametken TUREKULOVA, Lyazzat MUKHAMBETOVA, Berik BEISENGALIYEV, Kulman ORAZBAYEVA, Rimma SATKANOVA, Zhanna NURGALIYEVA	1796
7	South Batak Tradition for the Settlement of Environmental Disputes: A <i>Tumbaga Holing Letter Model</i> Anwar Sadat HARAHAHAP, Hardi MULYONO, Ahmad IAU HASIBUAN, Taufik SIREGAR	1811
8	Regulation of Waste Management and Elimination of Accumulated Damage in the Countries of the Eurasian Economic Union Eleonora S. NAVASARDOVA, Andrey N. ZAHARIN, Kira V. KOLESNIKOVA, Roman V. NUTRIKHIN, Vladimir A. SHINKAREV	1826
9	Conceptual Bases of Business Activities' Management Grounded On Sustainable Development and Energy Self-Sufficiency of United Territorial Communities in the Context of the European Green Deal Implementation in Ukraine Ilona YASNOLOB, Stanislav BOIKO, Oleg GORB, Oleksandr POMAZ, Oleksii ZORIA, Svitlana PYARENKO, Alla RUDYCH, Tetiana DIADYK, Viktoriia DANYLENKO, Yuliia KOZACHENKO	1838
10	The Legislative Shortcomings Aspects in the Jordanian Environmental Law. Comparison with International Law Omar EMAR, Hamzeh ABU ISSA	1850
11	Analysis of the Development of Innovative Entrepreneurship for the Assess Their Competitiveness and Environmental Impact Factors Julia VIKULENKO, Anargul BELGIBAYEVA, Oxana DENISSOVA, Gulzhan ABAUOVA, Aigul TULEMETOVA, Rysty SADYKOVA	1861
12	Criminal Liability of Holding Company in Environmental Crime in Indonesia Abdul Aziz ALSA, F.X. Adji SAMEKTO, PUJIYONO	1875
13	Institutional Environment for the "Green" Economy Development in Khanty-Mansi Autonomous Okrug–Yugra V. F. ISLAMUTDINOV, I. D. LEBEDEVA, E. M. BURUNDUKOVA, V. V. KOROSTELEVA, E. N. RAZDROKOV	1882

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14	Protected Forest Function Change Policy for Food Estate Land in Subang Indonesia Iga Gangga Santi DEWI, Ana SILVIANA, Nur ADHIM, Mira NOVANA	1893
15	Improvement of Land Relations in the Context of Sustainable Development of Rural Areas in Ukraine Svitlana SHARAPOVA, Tetiana LISOVA, Viktoriya BREDIKHINA, Olexii LIALIUK	1899
16	Green Brand Perceived Value: A Driver for Attitude toward Green Brand Extension Elisabeth Rotua SIMAMORA, Farida INDRIANI, Budi SETIAWAN	1906
17	Management of the Company's Investment Projects in Anti-Crisis Management and Their Impact on the Environment Nursulu ALASHBAIEVA, Dametken TUREKULOVA, Asemgul KAPENOVA, Aliya ZHUNUSOVA, Raikhan SUTBAYEVA	1914
18	The Standardization Transformation of Industry Oriented Batik to Accelerate Competitiveness 4.0 and National Independence in Clothing Sector during New Normal Muslichah Erma WIDIANA	1930
19	Environmental and Legal Regulation of Digitalization of Environmental Protection Dauren BEKEZHANOV, Gulnura KOPBASSAROVA, Aktoty RZABAY, Zhaukhar KOZHANTAYEVA, Indira NESSIPBAYEVA, Kanat AKTYMBAYEV	1941
20	Economic Model of Groundwater Damage Control in Semarang City: Prisoner's Dilemma Game Bambang SISWANTO, FX SUGIYANTO, Akhmad Syakir KURNIA	1951
21	To The Study of the Structure of the Krasnodar Territory Contemporary Steppe Landscapes Sergey B. KRIVOROTOV, Eduard Yu. NAGALEVSKY, Tatiana A. VOLKOVA, Ekaterina V. GOLUBYATNIKOVA	1961
22	Preserving Traditional Village as a Symbol of Devotion to Nature Bening Fathima Rabbaniya AMATILLAH, Yuliani Dwi LESTARI	1966
23	Analysis of the Influence of Ecology on Human Resources Management in the Healthcare System Zhanar BAIGIREYEVA, Berik BEISENGALIYEV, Dmitry KICHA, Shakizada NIYAZBEKOVA, Leila MAISIGOVA	1980
24	Sustainable Development of the Coastal Environment through Participatory Mapping of Abrasion-Prone Areas Nur HAMID, Dewi Liesnoor SETYOWATI, JUHADI, Agustinus Sugeng PRIYANTO, SUSWANTI, Muh. Arif ROYYANI, Elvara Norma AROYANDINI	1997
25	Mechanisms for Managing the Circular Economy in Subsoil Use Lyudmila MOCHALOVA, Olga SOKOLOVA, Olga EREMEEVA	2011
26	Environmental Project Management in the Hospitality Industry in Russia Andrey KOVALTCHUK, Konstantin A. MILORADOV, Elena Y. NIKOLSKAYA, Marina GUNARE	2019

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Green Brand Perceived Value: A Driver for Attitude toward Green Brand Extension

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Abstract

The purpose of this study is to develop a conceptual model that describes the process of how self-brand congruity affects attitudes toward green brand Extension. The integrated model focuses on the green brand perceived value that encourages attitude toward green brand Extension. Green brand perceived value furthermore applied to explain how green purchase intention and green trust influence attitudes toward green brand Extension. Green brand perceived value and green purchase intention have not significantly increase attitude toward green brand extension. Green brand perceived value through green brand trust directly affects and positively impacts attitude toward green brand extension.

Keywords: self-brand congruity; green brand perceived value; green purchase intention; green brand trust; attitude toward green brand extension

JEL Classification: Q57; M31.

Introduction

Economic activities have overexploited the earth's natural resources. Production in satisfying consumption needs that occurs in meeting the needs of life creates a dangerous effect on the natural environment as stated by Koller, Floh, and Zauner (2011). However, in recent years, many companies have carried out more environmentally friendly production activities, as mentioned by Chen (2007). Companies and the public have become aware of environmental problems, such as the high level of environmental pollution caused by industrial manufacturing around the world. Awareness of this environmental pollution problem results in more companies tending to accept environmental protection as their social responsibility (Dwyer and Dwyer 2009, Lee and Dwyer 2009). This form of environmental concern is carried out by the company by offering different product existence in design, material, and production techniques. Established companies are leveraging their brand equity and launching green brand expansion to compete in the green market and demonstrate their commitment to the environment through the development of environmentally friendly, sustainable products (Hye-Shi Kim 2014). By leveraging the existing brand experience to produce self-brand congruity, one of the goals of self-brand congruity is to increase green brand perceived value and reduce the risk perception of environmentally friendly products that occur to

consumers so that the competitive advantage of environmentally friendly products can be achieved (Chang 2012).

1. Literature Review

1.1 Self-Brand Congruity to Green Brand Perceived Value

Self-brand congruity represents a consumer's relationship to a brand. The stronger the relationship between brands and consumers will increase affective responses, attitudes and behaviours towards brands (Malhotra 1988, AAKER 1997). This study revolves around the idea that consumers prefer brands with personalities that match their self-concept (Escalas and Bettman 2003, Sung and Choi 2010). Consumers respond to brands that are in accordance with the actual or ideal self-image for consumers, so that products have high symbolic value, product images not only help develop self-concept but also increase self-esteem (Sirgy 1982). M. Joseph Sirgy (1991) states that consumers experience a match or conformity between the symbolic images of a particular product/store and its self-image which results in self-congruence. self-brand congruity hypothesis is based on the premise that consumers use brands to communicate their self-concept and tend to make inferences about other people based on the product brands used by others.

When the self-brand congruity that has been received is supported by the green brand perceived value contained in the product. A product can provide value to customers when customers have felt the benefits and felt the characteristics of one product that are different from other products so that it affects consumer trust (Zeithaml 1988, Kim 2008, Zhuang 2010). Green brand perceived value refers to the definition of Patterson and Spreng (1997), which is consumers' assessment of the overall benefits of a product or service between what consumers receive and what consumers want, sustainable expectations and environmental needs. When consumers experience a match with a product brand thus resulting in self-congruence supported by green brand perceived value. Based on the aforementioned discussion, the following hypothesis is proposed:

H1: Self-brand congruity positively influences green brand perceived value

1.2 Green Brand Perceived Value, Green Brand Purchase Intention, and Green Trust

Green product innovation shapes the consumer's self-concept, one of which is through product value. Entrepreneurs today realize that producing environmentally friendly goods is needed, considering we all need to protect this earth. Companies need to create products that are environmentally friendly and stimulate buyers to buy green product brands. One way to stimulate consumer purchases is by maintaining the parent brand function that has been accepted by previous consumers. Adding parent brand value to green products will help entrepreneurs carry out their company goals, namely the sale of green products. With the addition of green value, it is expected to increase consumer green purchase intention. Companies must really create green product innovations so that the green brand perceived value can be felt and satisfy customers. Some companies try to trick consumers by claiming their products are really green products. But in the future, this will cause customers to be disappointed and reluctant to buy these products (Kalafatis *et al.* 1999). Therefore, products that have real green value play an important role in both consumers and the environment. This value is a significant factor affecting purchase intention (Naalchi Kashi 2019, Ramayah, Lee and Mohamad 2010). When consumers feel the value of the product is high and feel able to satisfy it, it will have a positive impact on their purchase intention, on the contrary, when the value that is felt is insufficient for consumers, it will cause the loss of consumer purchase intention. Companies must be able to maintain and add green value to new products so that they satisfy and even exceed customer expectations, consumers will give confidence in these products. Trust is believed to be an intention to accept vulnerability based on the positive expectation that consumers see the product. Trust is an important factor influencing consumer choice of green products (Ganesan 1994a). Customer trust determines the basis of long-term consumer behaviour. Accordingly, the following hypothesis is proposed:

H2: green brand perceived value positively influences green brand purchase intentions

H3: green brand perceived value positively influences green trust

1.3 Green Brand Perceived Value to Attitude Toward Green Brand Extension

Previous studies have shown that customer value is an effective differentiation tool (Lin, Lobo and Leckie 2017). The concept of green perceived value developed by (Chang 2012) is a total consumer understanding of the net benefits associated with a product or service based on the need for environmental preservation and good expectations regarding environmental preservation in the future. When consumers feel the green brand's perceived value makes consumers feel what value the product offers. Several green marketing studies emphasize the effects of persuasive strategies and assume that consumers' interactions with environmental

issues become higher when environmental awareness increases (Oliver and Lee 2010). Green marketing shows that environmental knowledge and awareness clearly influence consumers' environmental attitudes (Mostafa 2007). Purchase intention will increase along with awareness of supporting a green environment. So it can be concluded that when consumers have high environmental awareness, they will increase their attitude toward green brand extension.

H4: Green brand perceived value is positively associated with green brand extension.

1.4 Green Purchase Intention to Attitude Toward Green Brand Extension

The existence of 30% -40% of environmental damage is caused by household consumption activities Grunert (1993). Several previous studies have suggested that environmental knowledge is a good predictor of green environmental attitudes and behaviour (Chan 2008, Mostafa 2007). Therefore, the company tries to educate and explore consumers on how green brand factors influence green purchasing attitudes and behaviour (Chen 2009, Montoro Rios *et al.* 2006). Green purchase intention is defined as the desire of consumers to buy products after they are aware of green products (Huang, Yang and Wang 2014, Oliver and Lee 2010, Zeithaml 1988). The intention is defined as the subjective probability of performing a particular behaviour (Fishbein and Ajzen 1975). The role of intention in the attitude-behaviour relationship is a function of the level of effort required to carry out behaviour such as buying a product or service (Bagozzi 1990). Purchase intention has been evaluated by asking consumers the level of their intention, such as "thinking about buying", "wanting to buy", and "likely to buy" Zeithaml (1988). Mostafa (2007) found that consumers with positive attitudes towards green products will have a stronger intention to buy green products. Teng (2009) found that consumers who have positive attitudes towards certain brands will increase purchase intentions associated with certain brands. Therefore, this study proposes the following hypothesis:

H5: Green purchase intention is positively associated with attitude toward green brand extension

1.5 Green Trust to Attitude Toward Green Brand Extension

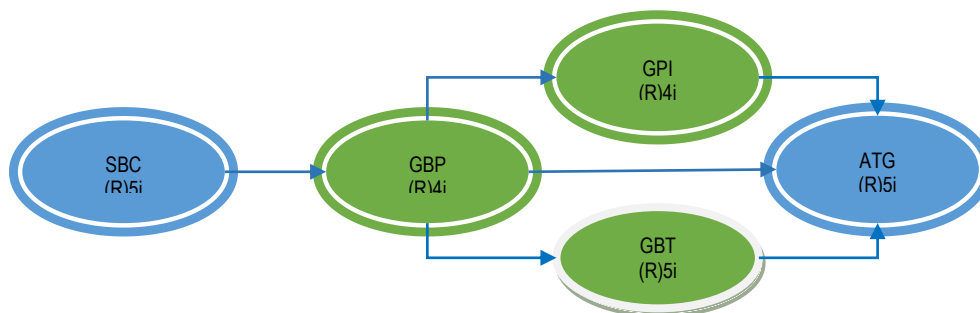
Trust is the level of trust with other parties regarding the behaviour expected by us (Hart and Saunders 1997). Trust is also an intention to vulnerability based on positive expectations of other people's behaviour or intentions. Research by Ganesan (1994b) reveals that trust is a person's willingness to go to another party with the hope of achieving the strengths, abilities, and virtues of the other party. Customer trust really determines the basis of consumer behaviour both in the short and long term. Therefore, consumer purchase intentions by consumer trust (Harris and Goode 2010). If a consumer has an experience of trust with a seller, the consumer will have a higher level of purchase intention, likewise, an experience of unfavourable trust will reduce the consumer's purchase intention.

The need for green products increases consumer confidence in buying green products. Ganesan (1994b) states that green trust is a person's willingness to depend on a product, service, or brand based on green trust in the hope of gaining credibility, virtue and one's abilities regarding green environmental performance. Trust influences attitude toward green brand extension. Attitude toward green brand extension as a reflection of consumer preferences and overall evaluation of green brands (Ajzen 1991). The dimension of attitude toward green brand extension consists of cognitive and emotional elements with references from several works (MacKenzie 1992, Teng 2009). Therefore, this study produces the following hypotheses:

H6: Green trust is positively associated with attitude toward green brand extension

This study examined the relationship between SBC, GBP, GPI, GBT and ATG. In this model, the latent variable influences the indicators, accounting for their interrelations.

Figure 1. The Research Model



Source: Authors' data processing

2. Research Methods

The data analysis technique in this study was using PLS-SEM with Warp PLS version 7.0. For all measures, a 10-point Likert type scale was used with the anchors ranging from strongly disagree (1) to strongly disagree (10).

3. Case Studies

This study uses a survey method, and the population is environmentally friendly fashion users, namely Zara, Gucci, and Levi's in Semarang. The sampling technique was done by using the purposive sampling technique. The questionnaires distributed in this study were 129 respondents. Of the 145 questionnaires, only 129 were returned. Respondents in this study were mobile phone users in Semarang.

4. Results and Discussion

4.1 Reliability and Validity

In this study, the validity test was carried out using the loading factor & average variance (AVE), the AVE value of 0.5 met the criteria for convergent validity. While the reliability test uses composite reliability, where the Composite Reliability value of each variable is above 0.6. Table 1 shows that all sample instruments are declared valid and reliable because their values are above the requirements.

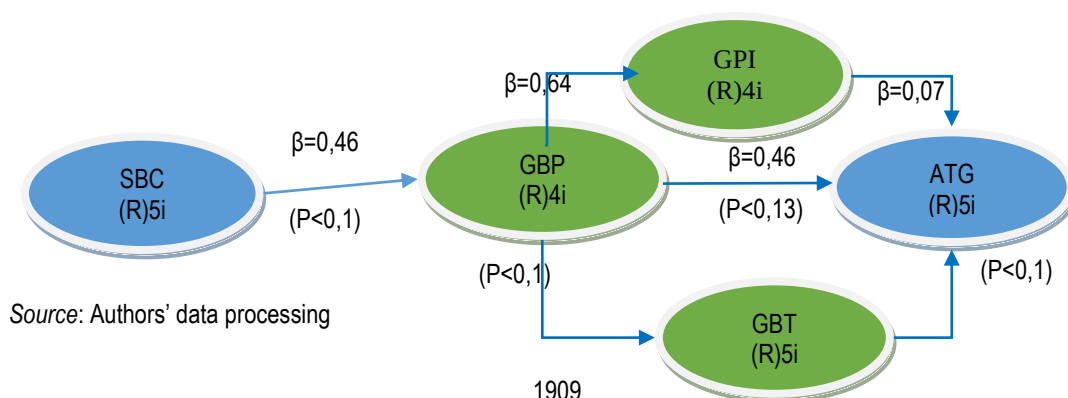
Table 1. Loading Factor Value, Composite Reliability and Average Variance Extract

Variabel	Indicator	Loading Factor	Composite Reliability	AVE
Self Brand Congruity	SBC1	0.817	0.892	0.625
	SBC2	0.821		
	SBC3	0.768		
	SBC4	0.859		
	SBC5	0.676		
Green Brand Perceived Value	GBP1	0.923	0.945	0.812
	GBP2	0.911		
	GBP3	0.895		
	GBP4	0.877		
Attitude To-ward Green Brand Extension	ATG1	0.863	0.9191	0.695
	ATG2	0.855		
	ATG3	0.878		
	ATG4	0.842		
	ATG5	0.722		
Green Purchase Intention	GPI1	0.865	0.902	0.698
	GPI2	0.835		
	GPI3	0.767		
	GPI4	0.873		
Green Brand Trust	GBT1	0.899	0.93 1	0.730
	GBT2	0.892		
	GBT3	0.863		
	GBT4	0.870		
	GBT5	0.738		

Source: Authors' data processing

To test acceptance of the proposed model and hypothesis, as developed in the previous section, the results of the full analysis are presented in figure 2.

Figure 2 - Full Structural Model Analysis



Based on the full structural model analysis, a summary of the hypothesis testing results is presented in Table 2.

Table 2. Estimated Relationship Results Between Constructions.

Description Path	Path Coefficient	P Value	R2	Q2
SBC7GBP	0.459	<0.001	0.211	0.212
GBP7GPI	0.637	<0.001	0.528	0.527
GBP7GBT	0.837	<0.001	0.406	0.407
GBP7ATG	0.098	0.129	0.701	0.698
GPI7ATG	0.068	0.218	0.211	0.212
GBT7ATG	0.596	<0.001	0.528	

Source: Authors' data processing

Based on the Full Structural Model Analysis above, the value of R squared (R^2) is obtained to influence the green brand perceived value (GBP) of 0.21, which means the effect of the self-brand congruity (SBC) on the green brand perceived value is 21% and the remaining 79% is influenced by other variables outside this research model. Green brand trust (GBT) of 0.70 means that variations in this study that affect green brand trust by 79% and the remaining 21% are influenced by other variables outside this research model. Whereas green purchase intention (GPI) produces R^2 value of 0.41 which that the variation in this study that affects green purchase intention (GPI) is 41% and 59% is influenced by other variables outside this research model. Then for attitude toward green brand extension produces an R^2 value of 0.53, which means that variations in GPI and GBT that affect attitude toward green brand extension by 53% and 47% are influenced by other variables outside this research model.

4.2 Hypotheses Testing

Based on the estimation results of the relationship between variables, it can be used to answer the results of hypotheses testing in this study.

4.2.1 Hypothesis 1

Hypothesis 1 states “self-brand congruity (SBC) will be able to improve the green brand perceived value”. Based on the output in Table 2 and Figure 2, it can be seen that variable self-brand congruity (SBC) has a significant positive effect on the green brand perceived value (GBP) with a path coefficient of 0.459 and a P-Value <0.001. Thus, these results support the hypothesis, it is concluded Hypothesis 1 is accepted.

4.2.2 Hypothesis 2

Hypothesis 2 states “green brand perceived value will be able to increase the green purchase intention”. Based on the output of Table 2 and Figure 2, it can be seen that the variable green brand perceived value (GBP) has a significant positive effect on green purchase intention (GPI), the path coefficient value is 0.637 and the P-Value is <0.001. Thus, these results support the hypothesis, it is concluded Hypothesis 2 is accepted.

4.2.3 Hypothesis 3

Hypothesis 3 states “green brand perceived value will be able to increase the green brand trust”. Based on the output of Table 2 and Figure 2, it can be seen that the variable green brand perceived value (GBP) has a significant positive effect on green brand trust (GBT), the path coefficient value 0.837 and the P-Value is <0.001. Thus, these results support the hypothesis, it is concluded Hypothesis 3 is accepted.

4.2.4 Hypothesis 4

Hypothesis 4 states “green brand perceived value will increase the attitude toward green brand extension”. Based on the output in Table 2 and Figure 2 it can be seen that the variable green brand perceived value (GBP) was not able to increase the attitude toward green brand extension (ATG), the path coefficient value is 0.098 and the P-value is 0.129. Thus, hypothesis 4 is rejected.

4.2.5 Hypothesis 5

Hypothesis 5 states “green purchase intention will increase the attitude toward green brand extension”. Based on the output in Table 2 and Figure 2 it can be seen that the variable green purchase intention (GPI) was not able to

increase the attitude toward green brand extension (ATG), the path coefficient value is 0.068 and the P-value is 0.218. Thus, these results hypothesis 5 is rejected.

4.2.6 Hypothesis 6

Hypothesis 6 states “green brand trust will increase the attitude toward green brand extension”. Based on the output in Table 2 and Figure 2 it can be seen that the variable green brand trust (GBT) has a significant positive effect on the attitude toward green brand extension (ATG) with a path coefficient of 0.596 and a P-value <0.001. Thus, these results support the hypothesis, it is concluded Hypothesis 6 is accepted.

5. Discussions

The results show that self-brand congruity with the parent brand would transfer to the brand extension. Exploratory analysis suggests a strong positive path between self-brand congruity and green brand perceived value. Green brand perceived value felt by consumer's increases consumer awareness of green brand products. The green brand perceived value consists of the function of green products that provide value to consumers, products that are truly environmentally friendly, and care about the environment in the future and this product provides more benefits than previous products. Based on these criteria, these findings also indicate that green brand perceived value positive relationship to green purchase intention but green purchase intention was not able to increase the attitude toward green brand extension. This is inconsistent with previous research where green brand purchase intention affects attitude toward green brand extension (Laroche 2001; Smith 1994). The same result shows that green brand perceived value was not able to the attitude toward green brand extension.

Conclusions and Further Research

Contrast to green brand perceived value through green brand trust directly affects and has a positive impact on attitude toward green brand extension. The results of our study provide important theoretical and practical insights into how consumers respond to green initiatives and thus how companies need to demonstrate green programs based on corporate objectives. Further research should include moderating variables or control variables, such as green brand positioning, green brand knowledge, green brand equity, brand commitment.

Acknowledgments

The limitations of this research include: not all indicators of goodness of fit indicate good values, the object of this research are limited to several company brands that have green product brands.

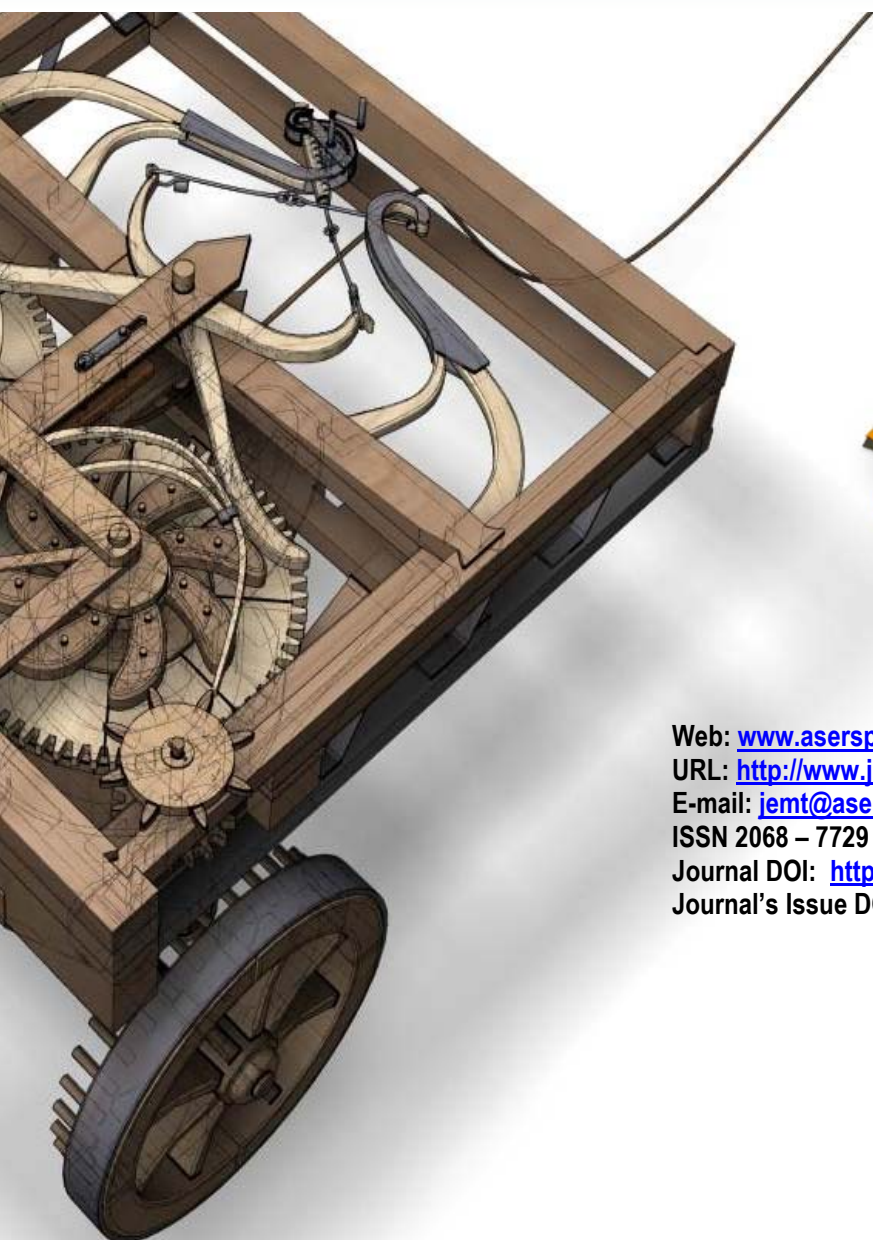
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