

Brand Positioning Strategy and Consumer Knowledge: Its Impact on Brand Attitude and Purchase Decision

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Abstract

This study analyses the impact of brand positioning strategy and consumer knowledge on brand attitude and purchase decisions. In today's highly competitive business environment, companies must develop effective marketing strategies to influence consumer attitudes towards brands, ultimately affecting their purchase decisions. Two key factors in this process are precise brand positioning and consumer knowledge of the brands and products they choose. This research employs a quantitative approach with path analysis to identify direct and indirect effects among these variables. Primary data were collected through an online survey distributed to 250 respondents who had purchased electronic products in Indonesia within the past six months. The results of multiple regression analysis indicate that brand positioning ($\beta = 0.52$) and consumer knowledge ($\beta = 0.41$) significantly influence brand attitude. Additionally, brand attitude significantly affected purchase decisions ($\beta = 0.65$). Mediation tests further reveal that brand attitude mediates between brand positioning, consumer knowledge, and purchase decisions. These findings provide valuable insights for companies to design more effective marketing strategies by strengthening brand positioning and enhancing consumer knowledge, ultimately positively impacting purchase decisions. Firms must ensure that these three elements—precise brand positioning, in-depth consumer knowledge, and a positive brand attitude—are well-integrated into their marketing strategies to achieve optimal outcomes.

Keywords:

Brand positioning strategy; Consumer knowledge; Brand attitude; Purchase decision.

1. INTRODUCTION

In an increasingly competitive business world, companies must design effective marketing strategies to influence consumer attitudes and purchase decisions. Among the many factors that affect consumer behaviour, two key elements are brand positioning and consumer knowledge. A clear and strong brand position can distinguish a product or service from its competitors, create a positive image, and enhance consumer loyalty toward the brand. Effective brand positioning reflects a clear and consistent identity in consumers' eyes, helping them recognize and choose a particular product. Research shows that product quality and brand image significantly impact purchase decisions, emphasizing the importance of brand positioning in shaping consumer behaviour. A strong brand image encourages consumers to choose products from brands with positive perceptions, as this image instils trust and satisfaction with the purchased product. Additionally, consumer knowledge about the brands they choose, which includes understanding the values and quality of the products, also significantly influences their attitudes toward the brand. Consumers with excellent knowledge of a product or brand are more likely to perceive that product, ultimately influencing their purchase decisions positively. Research has revealed that brand loyalty and perceived product quality are significantly and positively related to consumer purchase decisions. This indicates that the more consumers know about the brand and product they choose, the more likely they will make a favourable purchase decision. Consumer knowledge is derived from direct experience and influenced by external factors, such as the store environment and word-of-mouth recommendations. Information received through

social environments, such as friends, family, or colleagues, often serves as an additional reference that can influence consumer purchase decisions.

Another external factor influencing consumer attitudes is the impact of advertising and media. Studies show that brand awareness can mediate the effect of advertising appeal on consumer attitudes toward the brand. Effective advertising can reinforce a positive impression of the brand, which, in turn, can enhance consumers' purchase intentions. Promotion through social media, such as Facebook ads, also significantly influences purchase decisions. Social media provides a platform for brands to interact directly with consumers, which can strengthen their perceptions of the brand and improve their attitudes toward the ads. Social media usage as a promotional channel allows companies to reach a broader and more segmented audience, increasing the effectiveness of advertisements and brand promotions. This analysis indicates that strong brand positioning and deep consumer knowledge can significantly influence consumer attitudes and purchase decisions. Therefore, companies must consider these two factors carefully when designing their marketing strategies. Companies can create more effective marketing campaigns and significantly influence consumer behaviour by understanding and managing the relationship between brand positioning, consumer knowledge, and the influence of media and advertising. Companies that effectively leverage these two factors will be better able to compete in an increasingly dynamic market and meet consumer expectations optimally.

Brand positioning strategies and consumer knowledge are two critical factors influencing consumer attitudes toward brands and their purchase decisions. A clear and strong brand position helps increase brand awareness and shapes consumers' perceptions of the quality and value of the products or services offered. A well-defined brand position provides a distinct image that differentiates the product from competitors in the market, which can encourage consumers to choose that brand. Research has shown that brand reputation significantly impacts consumer attitudes and purchase intentions. For example, Jung and Seock (2016) found that company reputation directly influences brand attitudes and purchase intentions, with high brand awareness contributing to consumer decision-making. In other words, the more consumers recognize the brand and positively perceive it, the more likely they are to purchase the product. Furthermore, consumer knowledge about the brand is also a significant factor in shaping their attitude toward it. Consumer knowledge involves understanding various aspects of the product, such as its quality, price, and the values associated with the brand. Research by Shanbhogue and Ranjith (2023) shows that consumer dispositions, such as ethnocentrism and cosmopolitanism, play an important role in shaping brand attitudes and purchase intentions. Consumers who support domestic products (ethnocentrism) or are more open to international products (cosmopolitanism) will exhibit different attitudes and purchase decisions. Therefore, companies must understand the psychographic characteristics of their consumers to design more relevant marketing messages.

In addition to general brand knowledge, consumer knowledge about green or environmentally friendly products can influence purchase decisions. Research by Fatmawati (2023) shows that knowledge of green brands and positive attitudes toward green brands significantly impact the purchase intentions of green products. This finding is reinforced by Suki (2016), who also emphasizes that consumer attitudes and knowledge about green brands contribute to the purchase intention of eco-friendly products. This suggests that consumers consider price and quality and the environmental impact of the products they choose. Beyond brand positioning and consumer knowledge, advertising and the use of endorsers also play an important role in shaping consumer attitudes. Research by Felbert and Breuer (2020) shows that using sports celebrities as endorsers can increase product purchase intentions, especially when consumers have a positive attitude toward the advertised brand. This highlights the importance of aligning the endorser's image with the brand's image, as this alignment can strengthen the message conveyed in the ad and increase its impact on consumer attitudes and purchase intentions.

Social media also plays a significant role in influencing purchase decisions. Research by Melati et al. (2018) found that attitudes toward ads on social media positively impact purchase intentions for smartphone brands, indicating that social media platforms are effective channels for shaping consumer attitudes toward brands. Therefore, using social media in marketing strategies broadens the brand's reach but also strengthens the impact of advertising on consumer attitudes. Effective brand positioning strategies, deep consumer knowledge, and appropriate advertising can significantly influence consumer attitudes toward brands and purchase decisions. Therefore, companies must ensure that these three elements are well-integrated into their marketing strategies to achieve optimal results in influencing consumer behaviour.

2. RESEARCH METHOD

This study uses a quantitative approach to empirically measure the causal relationship between independent variables—brand positioning strategy and consumer knowledge—and dependent variables—attitude toward the brand and purchase decision, as studied by Ismail et al. (2024). The quantitative approach was chosen due to its advantages in providing objective, systematic, and measurable data, allowing the research results to be statistically analyzed to draw conclusions that can be generalized. This approach is also relevant for addressing research questions requiring proof of the relationship between variables through

numerical data analysis. The study is categorized as explanatory research because it aims to explain the causal relationships between variables. The model must demonstrate direct and indirect influences between variables in explanatory research. Therefore, path analysis is applied in this study. Path analysis was chosen due to its strengths in identifying mediator effects and measuring complex relationships between variables that cannot be revealed through simple regression analysis. The population for this study consists of consumers who have purchased electronic products in Indonesia within the last six months. This population was selected because consumers with recent purchase experience are likely to have relevant and up-to-date information about brands, product features, and market dynamics. The research sample consists of 250 respondents who were selected using purposive sampling. This method was employed to ensure that the sample meets specific criteria relevant to the research objectives, such as respondents aged between 18-45 years, having experience purchasing electronic products, and being willing to answer the questionnaire. The sample size was determined using Slovin's formula with a 5% margin of error to ensure the sample's population representativeness. Primary data was collected using an online questionnaire to measure the research variables. The questionnaire was constructed using a 1-5 Likert scale to ensure that the data collected was ordinal and could be statistically analyzed. The questionnaire consists of four main sections: brand positioning strategy, consumer knowledge, attitude toward the brand, and purchase decision. The questionnaire was distributed online for two weeks to reach respondents from various regions in Indonesia. Each respondent was given approximately 15-20 minutes to complete the survey. Validity testing was performed using exploratory factor analysis (EFA) with a factor loading value greater than 0.5 as the minimum threshold.

In comparison, reliability testing was conducted using Cronbach's Alpha coefficient with a cutoff value greater than 0.7. Instruments that met both tests were considered valid and reliable for use in the study. The research was conducted in three main stages: planning, data collection, and analysis. In the planning stage, the questionnaire was developed based on indicators derived from previous literature and pre-tested with 30 respondents. In the data collection stage, the questionnaire was distributed using Google Forms. In the data analysis stage, the collected data was checked for completeness and accuracy, and normality and classical assumption tests were conducted to ensure the data's suitability for multiple regression analysis and path analysis. Statistical analysis was performed using descriptive analysis to describe respondent characteristics and multiple regression analysis to measure the direct effect of independent variables on dependent variables. Additionally, mediation tests were conducted to analyze the role of attitude toward the brand as a mediating variable between brand positioning strategy and purchase decision, as well as between consumer knowledge and purchase decision. The Sobel test was used to evaluate the significance of the mediation effect.

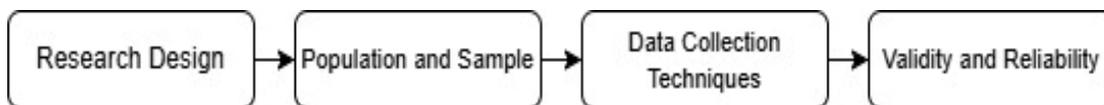


Figure 1. Research Stage Design

This diagram illustrates the research process consisting of four main steps. It starts with Research Design, which determines the structure of the study. Next, Population and Sample explains the selection of relevant respondents. Following that, Data Collection Techniques outlines the methods used to gather data. Finally, Validity and Reliability ensure that the research instruments produce valid and consistent data. These four steps are interrelated and form a systematic research process to obtain reliable results.

3. RESULTS AND DISCUSSION

3.1. Results

The results of this study are presented in four primary analysis stages to address the research objectives: descriptive analysis of respondents, validity and reliability tests, multiple regression analysis, and mediation testing. Each stage provides in-depth insights into the impact of brand positioning strategy and consumer knowledge on brand attitude and purchase decisions. The descriptive analysis of respondents illustrates the demographic characteristics and purchasing experiences of consumers. Most respondents are in the 25-34 age group (62%), with the predominant educational level being a bachelor's degree (48%). Most respondents (70%) purchase electronic products for personal use, while the remaining purchase them for professional use. This proportion indicates that the productive age group with higher education is the primary target for electronic brands. The validity and reliability tests ensure that the research instruments are appropriate. All indicators had factor loadings > 0.5 , indicating good validity. Reliability, measured using Cronbach's Alpha coefficients > 0.7 , demonstrates high consistency among items within the constructs. Multiple regression analysis reveals that brand positioning strategy ($\beta = 0.52$) and consumer knowledge ($\beta = 0.41$) significantly influence brand attitude. Brand attitude also strongly impacted purchase decisions ($\beta = 0.65$). Mediation testing shows that brand attitude significantly mediates the relationship between brand positioning strategy

and purchase decisions and between consumer knowledge and purchase decisions. These findings highlight the importance of brand attitude as a bridge between marketing strategies and purchasing behaviour.

3.1.1. Descriptive Analysis of Respondents

The descriptive analysis in this study was used to describe the characteristics of respondents based on gender, age, education level, and purchasing experience. This analysis aimed to understand the profile of respondents involved in the study regarding brand positioning strategies, consumer knowledge, brand attitude, and purchase decisions. Among the respondents, 55% were male, while 45% were female. This data indicates that electronic products are popular with both genders in nearly equal proportions. However, the dominance of male respondents may suggest that men are more frequently involved in decisions regarding the purchase of electronic products, both for personal and professional needs. This difference may also reflect gender preferences for certain types of electronic products. The respondents were predominantly in the 25-34 age group, making up 62% of the total sample. This age group is economically active and has high purchasing power. Around 20% of respondents were in the 18-24 age group, which can be assumed to represent early-career workers or students who need electronics to support their activities.

Meanwhile, 18% of respondents were in the 35-45 age group, generally representing consumers with professional needs and the capacity to purchase high-tech electronic products. Most respondents had a bachelor's degree (48%), 30% had a high school diploma, and 22% held a postgraduate degree. This distribution indicates that most respondents have a relatively high level of education, which may influence their ability to understand electronic product features, specifications, and benefits. Higher education is often associated with good analytical skills, which support purchase decisions based on a more critical evaluation of brands and products. Most respondents (70%) purchased electronic products for personal use. This reflects that individual needs, such as entertainment, communication, or light work, primarily drive the electronic product market. The remaining 30% purchased electronics for professional use. This group likely consists of users needing high-spec devices, such as computers or specialized equipment, to support their work activities. The respondents' demographic profile and purchasing experience suggest that the 25-34 age group with higher education is the primary target market for electronics. Their preferences for certain electronic products, whether for personal or professional use, provide important information for companies when designing targeted marketing strategies.

Table 1. Descriptive Analysis of Respondents

Aspect	Category	Information
Gender	Male: 55%, Female: 45%	Electronic products are popular with both genders, but men dominate purchasing decisions.
Age	25–34 years: 62%, 18–24 years: 20%, 35–45 years: 18%	The 25–34 age group dominates and is the primary target market for electronic products.
Education	Bachelor's: 48%, High School: 30%, Postgraduate: 22%	Most respondents have a higher education level, which enhances their analytical ability in evaluating products.
Purchase Experience	Personal use: 70%, Professional use: 30%	The majority of respondents purchase products for personal use, with a smaller proportion buying for professional needs.

The table above presents the descriptive analysis of respondents based on four main aspects: gender, age, education, and purchase experience. The data shows that most respondents are male (55%), with the dominant age group being 25–34 years (62%), representing the primary target market for electronic products. Most respondents hold a bachelor's degree (48%), indicating strong analytical skills when evaluating products. Regarding purchase experience, most respondents buy products for personal use (70%), while the remaining purchase is for professional needs. This information provides strategic insights into the demographic characteristics and consumer behaviour, which are relevant for designing marketing strategies.

3.1.2. Validity and Reliability

Validity and reliability are crucial in ensuring that the research instruments can accurately and consistently measure the intended constructs. This study was conducted by Imilda et al. (2024). Validity testing evaluates the extent to which each item in the research instrument aligns with the theoretical construct being measured, while reliability testing ensures consistency among items within a construct.

- a. **Validity Test.** Validity and reliability are crucial steps in ensuring that the research instruments used can accurately and consistently measure the intended constructs. This study was conducted by Imilda et al. (2024). Validity testing evaluates the extent to which each item in the research instrument aligns with the

theoretical construct being measured, while reliability testing ensures consistency among items within a construct.

- b. **Reliability Tests.** Reliability testing was conducted to assess the internal consistency of the items within each construct. In this study, Cronbach's Alpha coefficient was used to evaluate reliability. The cut-off value used was > 0.7 , which is the commonly accepted standard in quantitative research to indicate a high level of consistency. The analysis results showed that all constructs in the study had Cronbach's Alpha values above 0.7, with some variables, such as "attitude toward the brand" and "purchase decision," achieving even higher reliability values, above 0.8. This indicates that the items within these variables have excellent internal consistency, making the research instrument reliable for use.

Based on the results of the validity and reliability tests, it can be concluded that the research instrument used in this study is both valid and reliable. The factor analysis demonstrates that all indicators are capable of significantly measuring the intended constructs, while the reliability results show a high level of consistency among items. Therefore, this instrument can be used to collect accurate and consistent research data, as well as support the testing of relationships between variables in the research model. The good validity and reliability also enhance confidence in the research findings and provide a solid foundation for drawing conclusions and making strategic recommendations based on the results.

3.1.3. Multiple Regression Analysis Results

Multiple regression analysis is employed to assess the direct influence of independent variables on both the mediating and dependent variables. This approach helps explain the extent to which brand positioning strategies and consumer knowledge affect brand attitudes, which in turn impact consumer purchasing decisions. This study, conducted by Riza et al. (2024), provides significant empirical evidence supporting the research hypotheses.

- a. **Brand Positioning Strategy on Brand Attitude.** The analysis reveals that brand positioning strategy has a positive and significant effect on brand attitude, with a regression coefficient (β) of 0.52 and a significance level of $p < 0.05$. This result indicates that brand positioning plays a major role in shaping a positive consumer attitude towards the brand. Effective brand positioning involves product differentiation, relevance to consumer needs, and the added value offered. Product differentiation enables consumers to recognize the uniqueness of a brand compared to competitors, while relevance ensures the brand meets their needs or preferences. Added value, such as innovative features or superior quality, further strengthens the emotional connection between the consumer and the brand. Brands that communicate their product advantages clearly are more likely to create a positive image in the minds of consumers. These findings support brand equity theory, which posits that a strong brand position can enhance consumer loyalty and purchase intention.
- b. **Consumer Knowledge on Brand Attitude.** Consumer knowledge also demonstrates a positive and significant effect on brand attitude, with a regression coefficient (β) of 0.41 and a significance level of $p < 0.05$. This result suggests that consumers who have a better understanding of the features, advantages, and benefits of a product tend to hold a more favorable perception of the brand. Consumer knowledge includes their awareness of the technology used, the product's key benefits, and comparisons with other products in the market. Consumers who are more informed about these factors tend to trust the brand more. Additionally, a solid understanding of the product can reduce uncertainty and increase confidence in their decision to choose the brand. This finding highlights the importance of consumer education and knowledge in shaping positive brand perceptions, which ultimately influences their purchasing decisions.
- c. **Brand Attitude on Purchase Decision.** Brand attitude is found to have the most significant impact on purchase decision, with a regression coefficient (β) of 0.65 and a significance level of $p < 0.05$. This result underscores the crucial role of positive brand perceptions in driving consumer purchases. Brand attitude reflects a combination of cognitive evaluation (belief in the brand's quality and features), affective evaluation (positive emotions toward the brand), and conative evaluation (the tendency to support the brand). Consumers who hold a positive attitude towards a brand are more likely to feel confident and loyal, increasing the likelihood of repeat purchases. This finding aligns with the Theory of Planned Behavior (Ajzen, 1991), which asserts that a person's attitude towards an object is a strong predictor of their intention and behavior. In marketing contexts, creating a positive brand experience is key to fostering consumer loyalty and the success of sales strategies.

The multiple regression results confirm that both brand positioning strategy and consumer knowledge are significant factors influencing brand attitude, while brand attitude has a direct and substantial impact on purchase decisions. These findings suggest that businesses can leverage this information to design more effective marketing strategies, such as enhancing consumer education and strengthening communication of their products' added value. As such, these results offer strategic guidance for optimal brand management, ultimately driving consumer purchasing decisions.

3.1.4. Results of Mediation Testing

Mediation testing was conducted to understand the role of brand attitude as a mediator variable that connects the independent variables (brand positioning strategy and consumer knowledge) with the dependent variable (purchase decision). This study by Sri Sulistyawati et al. (2024) employed the Sobel Test method, which is designed to evaluate the significance of indirect relationships within a mediation model. The findings prove that brand attitude is a significant mediator variable. The Sobel test results indicate that brand attitude significantly mediates the relationship between brand positioning strategy and purchase decision, with a significance value of $p < 0.01$. These findings affirm that brand positioning strategy not only directly influences purchase decisions but also does so indirectly by forming a positive attitude toward the brand. An effective brand positioning strategy includes product differentiation, relevance to consumer needs, and the added value offered. Differentiation allows consumers to recognize the brand as unique compared to competitors, while relevance ensures that the product meets specific consumer needs. Consumers will likely develop a more positive attitude toward the brand when they perceive these benefits. This positive attitude, in turn, increases the likelihood of consumers purchasing. For example, an electronics brand positioning itself as innovative and focused on advanced technology can create a perception that its products are superior, indirectly influencing purchase decisions through the formed attitude. The Sobel test also demonstrates that brand attitude mediates the relationship between consumer knowledge and purchase decision, with a significance value of $p < 0.01$. Consumer knowledge has an indirect influence on purchase decisions through brand attitude. Consumer knowledge encompasses understanding product features, key benefits, and the brand's competitive advantages. When consumers possess good product knowledge, they are more confident in evaluating the brand. This confidence cultivates a more positive attitude toward the brand, ultimately driving the purchase decision. For instance, consumers who understand that a product features the latest technology or high energy efficiency are likelier to develop a positive attitude toward the brand offering that product. This attitude increases the likelihood of the consumer choosing that brand over alternatives.

The mediation test results emphasize the importance of brand attitude as a key element linking independent variables to purchase decisions. In the relationship between brand positioning strategy and purchase decision, brand attitude plays a vital role as a bridge that strengthens the impact of marketing strategies. Similarly, in the relationship between consumer knowledge and purchase decision, brand attitude drives consumers to make purchases.

Table 2. Results of Mediation Testing

Relationship	Mediation Test Result	Explanation
Brand Positioning Strategy → Brand Attitude → Purchase Decision	Significant ($p < 0.01$)	Brand attitude mediates the relationship between brand positioning strategy and purchase decision. A strong brand positioning strategy enhances positive brand attitudes, which drive purchase decisions.
Consumer Knowledge → Brand Attitude → Purchase Decision	Significant ($p < 0.01$)	Brand attitude mediates the relationship between consumer knowledge and purchase decision. Consumer knowledge creates positive attitudes that increase the likelihood of purchase decisions.

The table above presents the results of the mediation test, highlighting the role of brand attitude in connecting brand positioning strategy and consumer knowledge to purchase decisions. The relationship between brand positioning strategy and purchase decision is significantly mediated by brand attitude ($p < 0.01$), emphasizing the importance of an effective strategy in shaping positive perceptions. Similarly, brand attitude also mediates the relationship between consumer knowledge and purchase decision ($p < 0.01$), indicating that consumer understanding of a product contributes to increased purchase intentions through the formed attitude.

3.2. Discussion

This study provides important insights into the influence of brand positioning strategies and consumer knowledge on brand attitude and purchasing decisions, as revealed through descriptive analysis, validity and reliability tests, multiple regression analysis, and mediation tests. The results offer a deeper understanding of the relationships between these factors and how they influence consumer purchasing decisions. The respondents' demographic analysis revealed that most respondents were male (55%) and within the dominant age group of 25–34 years (62%), representing a productive age segment with high purchasing power. This age group is highly relevant because they are active consumers with significant potential to make purchasing decisions for electronic products, which is the focus of this study. These findings are consistent with research by Yuono (2023), which shows that younger age segments are more frequently involved in product purchase decisions. This group tends to focus on products that align with their lifestyle and personal needs. In addition, most respondents had higher education, with 48% holding a bachelor's degree. This supports the finding that consumers with higher education levels tend to have better analytical abilities when assessing brands and

products (Anggraeni & Soliha, 2020). Higher education allows consumers to be more critical in evaluating the products' features and benefits, leading to more informed purchasing decisions. The validity and reliability of the research instruments were well-established. The validity test showed that all research indicators had factor loadings greater than 0.5, confirming that the instruments were statistically valid. In other words, each item in the questionnaire could measure the intended variables effectively. Furthermore, the reliability test, with a Cronbach's Alpha coefficient greater than 0.7, indicated that the research instruments had high internal consistency. This means that the items within each construct provided consistent and reliable results. These findings align with Shanbhogue and Ranjith (2023), who emphasized the importance of consistency in measuring research variables to ensure valid and generalizable results. The results of the multiple regression analysis revealed that brand positioning strategy ($\beta = 0.52$) and consumer knowledge ($\beta = 0.41$) significantly influenced brand attitude. This finding indicates that brands with precise and relevant positioning are more likely to create positive consumer attitudes. This supports the findings of Jung & Seock (2016), which state that brand reputation and positioning significantly impact consumers' attitudes and purchase intentions. Additionally, brand attitude itself strongly influences purchase decisions ($\beta = 0.65$), consistent with Suki (2016), who found that positive attitudes towards green brands increase consumers' intention to purchase environmentally friendly products. This highlights that consumer attitudes towards a brand are subjective evaluations and strong predictors of their purchasing decisions.

The mediation test revealed that brand attitude was a significant mediator between brand positioning strategy, consumer knowledge, and purchase decisions. This finding supports the theory that brand attitude bridges various external factors (such as brand positioning and consumer knowledge) and consumer purchasing behaviour. Research by Felbert and Breuer (2020) also revealed that endorsers that align with the brand can strengthen emotional connections with consumers, influencing their purchasing decisions. This suggests that marketing strategies involving relevant endorsers or public figures accelerate the formation of positive attitudes towards the brand, ultimately driving consumers to choose that brand's products. This study emphasizes that companies should focus on strengthening their brand positioning in a clear and relevant way and enhancing consumer knowledge about their brand. Brand attitude functions as a key link that amplifies the impact of both factors on purchase decisions. This aligns with Fatmawati's (2023) findings, which highlight the importance of consumer understanding of green products in influencing purchasing decisions. Companies that can strengthen consumers' positive attitudes toward the brand through effective marketing strategies and consumer education can increase customer loyalty and encourage more frequent purchase decisions. The findings of this study underscore that an effective marketing strategy needs to combine precise and relevant brand positioning with enhanced consumer knowledge. Brand attitude is key to connecting these two variables with consumer purchase decisions. As demonstrated in this research, these findings guide companies to design more targeted marketing strategies based on consumer behaviour.

4. CONCLUSION

This study profoundly explains how brand positioning strategies and consumer knowledge influence consumer attitudes towards brands and purchasing decisions. Based on the analysis, both factors significantly affect consumer attitudes towards brands and, ultimately, their purchasing decisions. A clear and strong brand positioning strategy has a significant positive impact on consumer attitudes towards the brand. This suggests that brands that position themselves clearly in the market are more likely to be remembered and accepted by consumers. A brand position that aligns with consumer needs and preferences and reflects product strengths can enhance consumer trust and strengthen their emotional connection with the brand. On the other hand, consumer knowledge also plays a crucial role in shaping positive attitudes towards the brand. Consumers with a deeper understanding of a product or brand tend to have more positive perceptions, ultimately affecting their purchasing decisions. This knowledge stems not only from direct experiences but is also influenced by external factors such as advertisements, social media, and recommendations from others, all of which contribute to shaping attitudes and consumer decisions. The study also shows that consumer attitude is an important mediator between brand positioning strategy and consumer knowledge in purchasing decisions. This underscores the importance of companies focusing on developing strong products and creating positive brand attitudes to encourage better purchasing decisions. Therefore, companies aiming to boost their sales performance must ensure their marketing strategies strengthen precise brand positioning and deep consumer knowledge. This research offers valuable guidance for companies in designing more effective marketing strategies, emphasizing the importance of strengthening precise brand positioning, enhancing consumer knowledge, and managing consumer attitudes towards the brand to drive more profitable purchasing decisions.

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