

INTEGRATING GREEN MARKETING AND CSR TO ENHANCE CONSUMER REPURCHASE INTENTION: A STUDY ON WARDAH COSMETICS



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Abstract

Increasing consumer concern of environmental and social issues requires brands to shift their focus beyond profit-making toward ethical values and sustainability. However, it remains unclear how ethical commitments specifically drive consistent repurchase intention in the highly competitive cosmetic industry. This study aims to analyze the effect of CSR and green marketing on repurchase intention, with brand image as a mediating variable among Wardah cosmetic consumers. A quantitative approach was employed by collecting data through online questionnaires from 350 generation Z consumers of Wardah cosmetics. The data were then analyzed using PLS-SEM with SmartPLS. The results indicate that all hypotheses are significantly positive, proving that green marketing and CSR directly influence brand image and repurchase intention. Furthermore, the findings confirm that brand image's role as mediator that strengthens the effect of green marketing and CSR on repurchase intention, indicating that sustainability initiatives strengthen consumers' intention to repurchase through a positive brand image. The strongest total effect was found in the relationship between green marketing and brand image, indicating that environmental concern campaigns are effective in building brand image. These findings highlight the importance of integrating CSR, green marketing, and brand image to foster sustainable consumer repurchase intention.

Keywords: Brand Image, CSR, Green Marketing, Repurchase Intention

INTRODUCTION

The cosmetic industry has become an integral part of daily consumption. On average an individual can use 6-12 cosmetic products (FDA, 2025). In Indonesia, this sector has experienced rapid growth, marked by a significant increase in the number of companies and intensified market competition. Populix (2022) also reported that 54% of 500 Indonesian women prefer local brands that offer competitive quality at accessible prices. Cosmetic consumers are known for their tendency to experiment and switch multiple brands frequently, especially in skincare categories (Sanny et al., 2020). The intensified competition and customers' behavior has shifted managerial focus toward retaining existing consumers by increasing consumer repurchase intention. Repurchase intention has become an important behavioral outcome as it reflects consumers' commitment to repurchase a brand based on their prior satisfying experience (Sherly & Keni, 2022).

Consumers' preferences have also shifted toward more ethical and sustainable business practices. Jakpat (2024) reported that recently consumers consider a brand's commitment to social and environmental issues when making a purchase. This shift has elevated the strategic role of CSR in shaping consumer perception and behavior. CSR initiatives can generate a competitive advantage as consumers tend to appreciate and support brands perceived as socially responsible and also create a sense of consumer involvement to contribute and improving society and environment (Alhares et al., 2021; Islam et al., 2021). Sitanggang & Silintowe (2021) added that CSR can also generate positive impression and attraction that can encourage repurchase intention because the brand is seen as not only profit-oriented but also concerned with social and environmental issues. If developed and communicated well, CSR can have an emotional influence related to brand image (Araújo et al., 2023). Therefore, brands must invest more in CSR initiatives that can create a strong brand image (Ali et al., 2023).

Green marketing also has emerged as a prominent strategy to respond to environmental issues. As a communication tool, green marketing helps brands convey their commitments, differentiate themselves in markets, and attract and retain consumers (Nadanyiova et al., 2020). Brands' contribution to the environmental and social issues can make consumers view the brand as a responsible brand (Mudrika et al., 2024). Green marketing can also enhance brand image by fostering consumers' trust and perception of environmental responsibility (Susilo & Wilujeng, 2023). Green marketing also directly influences repurchase intention by making the brands' campaign more visible and attracting them to repurchase (Hasanah & Aziz, 2021). Repurchase intention also can be enhanced by brand image because it can make consumers not hesitate to repurchases because they are considered to have a good, trustworthy, and quality image (Safari et al., 2024).

This study addresses the gaps of limited research that examining the linkage between green marketing, CSR, brand image, and repurchase intention particularly in the context of the Indonesian cosmetics industry. Focusing on Wardah as a leading local cosmetic brand not only locally but also in South East Asia Campaign Asia (2024), this research targets Generation Z consumers, a segment known for their concern for ethical and environmental issues (Hamizar et al., 2024). Based on TPB, CSR and green marketing are conceptualized as background factors that shape consumer beliefs and attitudes through brand image which influences repurchase intention.

This study is emphasizing on repurchase intention rather than initial purchase intention or decision, addressing an important yet underexplored stage of consumer behavior. Previous studies by Kinasih et al. (2023), Jabeen et al. (2023), and Hartono et al. (2025) integrating CSR, green marketing, and brand image have focused on purchase decision or green purchase intention. By focusing on repurchase intention and examining the mediating role of brand image among Generation Z consumers of Wardah, this research seeks to enrich the sustainability and marketing literature while offering practical insights for cosmetics brand managers seeking to foster consumer repurchase intention.

REVIEW OF LITERATURE

Theory of Planned Behavior (TPB)

TPB explains that an individual behavior is primarily driven by behavioral intention, which is influenced by attitude, subjective norms, and perceived behavioral control (Ajzen & Schmidt, 2020). TPB is frequently used in green marketing research because it provides a clear framework for understanding consumer behavior, intention, and decision to purchase a product (Pulido & Ramon-Jeronimo, 2023). CSR and green marketing act as background factors. Background factor is indirectly influencing behavior by shaping consumers' beliefs and attitudes (Ajzen & Schmidt, 2020). In this study, repurchase intention represents behavioral intention, while CSR and green marketing act as stimuli that form brand image, brand image is an antecedent of attitude which subsequently influences consumers' attitudes and intentions.

Repurchase Intention

Repurchase intention is a positive response and development of a purchase decision. It occurs after the purchase process in the form of an intention to repurchase a product which can foster loyalty to products that meet their needs (Girsang et al., 2020; Mulyaningsih & Meria, 2023). Repurchase intention is also defined as a consumer's action to repeat a purchase that has been made because the consumer considers that the perceived value of the purchased product is able to meet their needs (Nopenita, 2021). A good product and experience from the initial purchase to the emergence of repurchase intention can encourage consumers to recommend the product to others. Therefore, brands must maintain product quality, experience, and efficient marketing strategies to maintain repurchase intention and become more competitive (Adela & Tuti, 2024). The indicators of this variable according to Hasan et al. (2025), Ding et al. (2022), Laparojkit & Suttipun (2022) and Huong et al. (2024) are consumers intend to continue purchasing from the same brand, consumers intend to repurchase products (either the same or different) offered by the same brand, consumers tend to place the brand as the main choice, consumers choose the brand over its competitors, and consumers consider the brand worthy of repurchase.

CSR

CSR refers to a managerial philosophy that emphasizes a brand's responsibility to maximize positive impacts and minimize negative impacts on stakeholders, society, and the environment (Licandro et al., 2023). It can attract consumers because they reflect values that align with consumers' ethical and social expectations (Hur et al., 2020). Moreover, CSR functions as a strategic tool that helps brands differentiate themselves from competitors and gain competitive advantage, especially if it is implemented with consideration of local

context and involves consumers in the program (Bafadal & Roostika, 2025; Koukoulmliakos et al., 2024). According to Tiep Le et al. (2023) the indicators of CSR are using eco-friendly resources or materials, product quality aligns with the stated commitments, product information provided consistently and transparently, the production process doesn't involve child labor, products offered are safe for consumers, product sold include fund for charity or the brand carries out charitable activities, and the brand has good human resource development.

Consumers are starting to pay attention to socially responsible brands, thus emphasizing the importance of CSR. If implemented properly, CSR can encourage consumers to repurchase the brand's products (Sitanggang & Silintowe, 2021). Therefore, CSR can be a strategy to add brand value, which then encourages consumer repurchase intention (Vo Minh et al., 2023). Research by Nguyen et al. (2023) and Sitanggang & Silintowe (2021) indicates that CSR has a significant positive effect on repurchase intention.

H1: CSR has positive effect on repurchase intention

CSR also influences brand image because it will be more easily remembered by consumers, thereby improving its image (Sitanggang & Silintowe, 2021). This is because CSR can help reach wider consumers, provide added value, and positively viewed by consumers as a responsible brand (Koukoulmliakos et al., 2024). According to research by Huang et al. (2022), Kinasih et al. (2023), Nguyen-Viet et al. (2024), and Hartono et al. (2025), CSR has a significant and positive influence on brand image. Therefore, brands should strive to invest more in CSR that can create a strong brand image (Ali et al., 2023).

H2: CSR has positive effect on brand image

Brand Image

Brand image represents consumers' overall perceptions and associations toward a brand, which are formed through information exposure and experience (Prihatini & Gumilang, 2021). Girsang et al. (2020) defined brand image as a consumer's perception of the distinctive characteristics of a product or brand that differentiates it from competitors and instills consumer trust. Brands need to maintain and enhance their image because it is a key factor that consumers consider before making a purchase (Khoirunnisa & Albari, 2023). The indicators of this variable according to Jabeen et al. (2023) are that the brand is considered to have an environmental commitment, the brand has a good reputation related to the environment, the brand has good environmental performance, the brand's image is caused by the brand's efforts in protecting the environment, and the brand's commitment is trustworthy.

A good brand image can shape consumers' repurchase intention both to purchase the same or different products (Paramananda & Sukaatmadja, 2018). This is because brand image can create emotional bonds with consumers, so brands must understand their consumers' image to then create a suitable brand image and encourage repurchase intention (Aslam et al., 2018). Brands that are perceived to have a good, trustworthy, and quality image will cause consumers to not hesitate to make repurchases from that brand (Safari et al., 2024). According to research results from Girsang et al. (2020), Safari et al. (2024), and Sitanggang & Silintowe (2021) brand image has significant positive influence on repurchase intention.

H3: Brand image has positive influence on repurchase intention

Green Marketing

Green marketing is a strategy that can be done to meet consumer demands and needs in a sustainable manner (Mahmoud et al., 2024). Green marketing refers to promotional strategy that emphasizes environmental sustainability (Berlian et al., 2024). Some examples of green marketing are eco-friendly packaging, waste management, reducing plastic materials, packaging innovation, etc (Susilo & Wilujeng, 2023). The indicator of this variable according to Jabeen et al. (2023) are manufacturing eco-friendly products, manufacturing products through eco-friendly process, promoting through eco-friendly communication, associating brand with green marketing practices, educating consumer to use product in an eco-friendly way, and using green supply chain in procurement and distribution process.

The increase in consumer awareness of the environment and eco-friendly products can improve the brand image of brands that implement green marketing (Susilo & Wilujeng, 2023). Anjani & Santika (2024) stated that green marketing efforts by stating that the products offered are environmentally friendly can improve the brand's image. Green marketing can foster consumer trust and create a positive impression in the form of a brand's commitment to run a sustainable business (Susilo & Wilujeng, 2023). According to research by Jinan et al. (2022), Kinasih et al. (2023), Susilo & Wilujeng (2023), and Hartono et al (2025), green marketing has a significant and positive influence on brand image.

H4: Green marketing has positive influence on brand image

Green marketing and CSR are important because they demonstrate a brand's strong commitment to sustainable business practices. Implementing both can be a brand's response to meet consumer demand which is increasingly concern about environmental, moral, ethical, and social issues (Deshmukh & Tare, 2024). The integration of both is necessary, given the role of green marketing as a communication tool for brands implementing responsible business practices with their target consumers (Nadanyiova et al., 2020). Green marketing can help brands develop CSR, enabling them to build a more trustworthy image and become value-focused brand (Alkandi, 2025). Research conducted by Suki et al. (2016), Zhang & Berhe (2022), Mudrika et al. (2024) and Alkandi (2025) shows that green marketing can positively influence CSR.

H5: Green marketing has positive influence on CSR

Green marketing can shape consumer perceptions and behavior because one of the impacts of implementing it is increased repurchase intention felt by consumers (Pancić et al., 2023). Positive consumer attitudes toward environmental issues lead to their willingness to purchase and use eco-friendly products (Susilo & Wilujeng, 2023). Furthermore, according to Hasanah & Aziz (2021), green marketing makes it easier for consumers to discover brand campaigns, which can attract and cause consumers' positive responses in the form of increased repurchase intention. Research by Hasanah & Aziz (2021) and Pancić et al. (2023) shows that green marketing has a significant positive influence on repurchase intention.

H6: Green marketing has positive influence on repurchase intention

RESEARCH METHOD

This study employed a quantitative method to examine the relationship among CSR, green marketing, brand image, and repurchase intention. It focuses on consumers of Wardah cosmetics in Indonesia particularly on Generation Z (17-28 years old). This generation was chosen because of their high level of awareness of environmental issues and social

responsibility and tend to consider the brand's commitment to these 2 issues as one of the determinants of their decision-making (Hamizar et al., 2024).

The sampling process was conducted using a non-probability sampling method, specifically convenience sampling. The data resource in this study is primary data collected directly using online questionnaire distributed to respondents who had previously purchased Wardah products. A total of 350 valid responses were obtained and analyzed. The measurement items were adapted and modified from prior studies, 7 items of CSR were adapted from Tiep Le et al. (2023), 6 items of green marketing (GM) and 5 items of brand image (BI) were adapted from Jabeen et al. (2023), and 5 items of repurchase intention (RPI) were adapted from Hasan et al. (2025), Ding et al. (2022), Laparojkit & Suttipun (2022) and Huong et al. (2024). Responses were measured using a 5-point Likert scale with point 1 indicating strongly disagree to point 5 indicating strongly agree. Before the distribution, the questionnaire was tested for validity and reliability and the result showed that all items are valid and had Pearson Correlation values above the T-table value= 0.279 (Steinberg & Price, 2008). Furthermore, the reliability test showed a Cronbach's alpha value above 0.7, ranging between 0.887 and 0.934, indicating each variable is reliable.

The analysis technique used in this study is PLS-SEM, conducted with SmartPLS 3. The analysis was conducted in two stages, evaluation of the measurement model to assess reliability and validity then followed by evaluation of the structural model to test the proposed hypotheses.

Research Hypothesis

This study aims to analyze the effect of CSR and green marketing on repurchase intention, with brand image as a mediating variable among consumers of Wardah cosmetics. Based on the review of the literature and previous research, the hypothesis proposed in this study are as follows:

- H1: CSR has positive effect on repurchase intention.
- H2: CSR has positive effect on brand image.
- H3: Brand image has positive effect on repurchase intention.
- H4: Green marketing has positive effect on brand image.
- H5: Green marketing has positive effect on CSR.
- H6: Green marketing has positive effect on repurchase intention.

Research Model

This research model describes the relationships among the variables examined in this study. Green marketing and CSR are proposed as the independent variables that influence repurchase intention as the dependent variable. In addition, brand image is proposed as a mediating variable that links green marketing and CSR with repurchase intention. The model suggests that green marketing and CSR may influence repurchase intention both directly and indirectly through brand image. This model can be illustrated as follows:

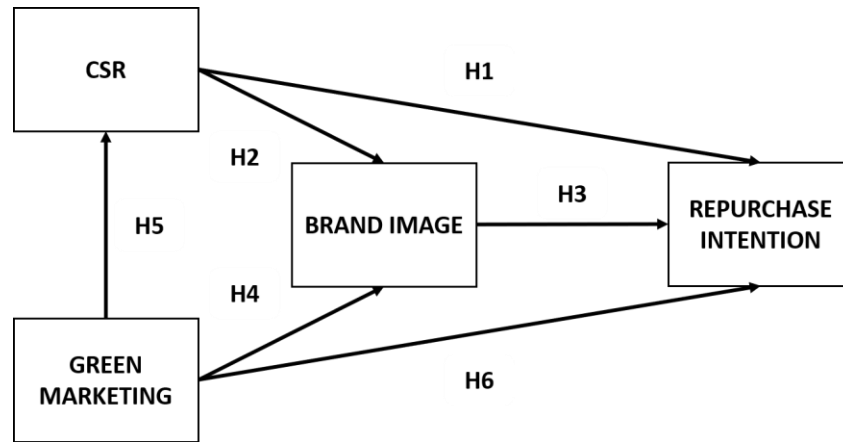


Figure 1.
Research Framework

RESULTS AND DISCUSSION

Characteristic of Respondents

The collected data, which can be processed as the primary data for this study was obtained from 350 respondents. The information regarding the characteristics of respondents such as gender, age, education, monthly income, and frequency of Wardah purchases made in the last 6 months are presented in Table 1. The respondents were predominantly female, reflecting the primary consumer segment of Wardah. Most respondents were aged 21-24 years old indicating that the sample was largely composed of young adults. In terms of occupation, the largest proportion is students, which is consistent with the dominance of the respondents with monthly income of $\leq$ IDR 2,000,000. Regarding purchasing behavior, most respondents had purchased the products more than once within the last 6 months. Specifically, 33.14% had made 2 purchases, while 21.71% purchased more than 3 times. This pattern indicates a relatively strong tendency toward repurchase behavior among the respondents.

Table 1.
Characteristics of Respondents

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	21	6.00
	Female	329	94.00
Age	17-20 years old	101	28.86
	21-24 years old	141	40.29
	25-28 years old	108	30.86
Occupation	Student	216	61.71
	Private/BUMN employee	66	18.86
	Entrepreneur/Freelancer	38	10.86
	Civil servant	20	5.71
	Housewife	10	2.86

Characteristics	Category	Frequency	Percentage (%)
Education	Junior – senior high school	193	55.14
	Diploma/Bachelor's degree	137	39.14
	Postgraduate	20	5.71
Monthly Income	≤ IDR 2,000,000	203	58.00
	IDR 2,000,001 – 4,000,000	71	20.29
	IDR 4,000,001 – 6,000,000	36	10.29
	≥ IDR 6,000,001	40	11.43
Purchase frequency	Once	101	28.86
	Twice	116	33.14
	3 times	57	16.29
	≥ 3 times	76	21.71

Source: Data processed (2025)

Item Validity, Construct Reliability, and Convergent Validity

This test was conducted by analyzing the outer loading values obtained for each item, the results of which are presented in Table 2. Based on the results obtained, it can be concluded that all items in the study are valid because the value of all items is >0.7 . the items that provide the largest contribution to each variable when viewed from their loading values are BI1, CSR2, GM3, and RPI5.

Reliability test was conducted using composite reliability and Cronbach's alpha to ensure the data was reliable and consistent for further evaluation. The results presented in Table 2 shows that the composite reliability values obtained align with the recommendation from Hair et al. (2019), and the Cronbach's alpha values are also in accordance with the recommendation from Hair et al. (2017). The conclusion from this test is that all indicators used are consistent and reliable.

Convergent validity test is conducted to ensure that the constructs can explain the variance of their items (Hair et al., 2019). This test is conducted by analyzing AVE and can be considered valid if it has a value ≥ 0.5 . The results presented in Table 2 shows that the AVE of all constructs has met the minimum required value, so it can be said that the existing constructs have been able to explain the variance of their items.

Table 2.
Result of Item Validity, Construct Reliability, and Convergent Validity Tests

Variable	Item	Outer Loading	Cronbach's alpha	Composite Reliability	AVE
BI	BI1	0.847	0.874	0.909	0.666
	BI2	0.797			
	BI3	0.844			

Variable	Item	Outer Loading	Cronbach's alpha	Composite Reliability	AVE
CSR	BI4	0.836	0.886	0.911	0.595
	BI5	0.754			
	CSR1	0.724			
	CSR2	0.809			
	CSR3	0.795			
	CSR4	0.704			
	CSR5	0.791			
	CSR6	0.787			
	CSR7	0.783			
GM	GM1	0.776	0.897	0.921	0.660
	GM2	0.818			
	GM3	0.841			
	GM4	0.798			
	GM5	0.833			
	GM6	0.807			
RPI	RPI1	0.859	0.885	0.916	0.686
	RPI2	0.851			
	RPI3	0.801			
	RPI4	0.762			
	RPI5	0.863			

Source: Data processed (2025)

Discriminant Validity

According to Hair et al. (2019), this test is conducted to determine whether a construct differs from other constructs in a structural model. This test is conducted using Heterotrait-Monotrait (HTMT) method, with values that must be below the threshold of 0.85 or 0.9. the test results presented in Table 3 indicates that all constructs have met these requirements. Therefore, it can be concluded that empirically, the constructs used in this study can be distinguished from each other.

Table 3.
Result of HTMT Test

Variable	BI	CSR	GM	RPI
BI				
CSR	0,717			
GM	0,848	0,691		
RPI	0,611	0,619	0,569	

Source: Data processed (2025)

Hypothesis Test

Prior to evaluating the structural model, multicollinearity was assessed using VIF. The results indicate that all VIF values were below the recommended threshold, suggesting

that multicollinearity is not a concern in this study. After ensuring that there are no multicollinearity problems, the hypothesis test is continued with the results as shown in Table 4. A hypothesis can be considered significant if the t-value obtained is ≥ 1.645 and the p-value < 0.05 (Osman et al., 2025). The results of the hypothesis test can be seen in Table 4. These results show that all hypotheses in this study can be supported.

Table 4.
Result of Hypothesis Test

Hypothesis	Original Sample	T Statistics	P Value	Information
H1: CSR $\rightarrow$ RPI	0.341	5.059	0.000	Supported
H2: CSR $\rightarrow$ BI	0.275	5.601	0.000	Supported
H3: BI $\rightarrow$ RPI	0.227	3.017	0.001	Supported
H4: GM $\rightarrow$ BI	0.581	11.226	0.000	Supported
H5: GM $\rightarrow$ CSR	0.623	15.582	0.000	Supported
H6: GM $\rightarrow$ RPI	0.120	1.699	0.045	Supported

Source: Data processed (2025)

Mediation Effect

To further examine the mediating roles of CSR and BI, the indirect and total effects were analyzed. The results are presented in Table 5. The findings indicate that GM significantly affects BI indirectly through CSR. GM also significantly affects RPI indirectly through CSR and BI. CSR has a significant indirect effect on RPI through BI. All indirect effects are significant. Since the direct effects are also significant, the mediation effects identified in this study are classified as partial mediation.

Regarding total effects, GM has the strongest effect on BI. The total effect of GM on RPI is considerably higher than its direct effect. This difference reflects the strong contribution of the indirect effect through the mediating variables.

Table 5.
Summary of Direct, Indirect, and Total Effects

	Total Effect			Direct Effect			Total Indirect Effect		
	CSR	BI	RPI	CSR	BI	RPI	CSR	BI	RPI
GM	0.623	0.752	0.504	0.623	0.581	0.121	0.000	0.171	0.383
CSR	0.000	0.275	0.404	0.000	0.275	0.341	0.000	0.000	0.062
BI	0.000	0.000	0.227	0.000	0.000	0.227	0.000	0.000	0.000

Note: The variables listed in the first column are independent variables

Source: Data processed (2025)

The Effect of CSR on Repurchase Intention

The findings indicate that CSR positively and significantly influences RPI. In line with TPB, CSR activities may shape consumers' positive attitudes toward the brand, which in turn strengthen their intention to repurchase. When consumers perceive a brand as socially responsible, purchasing from that brand is viewed as favorable and a meaningful action. This result supports prior studies by Nguyen et al. (2023) and Sitanggang & Silintowe (2021), which also found that CSR enhances RPI. In the context of Wardah, CSR initiatives covering social, educational, environmental, and community empowerment programs appear to contribute to consumers' positive perceptions. As suggested by Vo Minh et al., (2023), CSR

can function as a value-adding strategy that strengthens consumers' intention to continue purchasing from the brand.

The Effect of CSR on Brand Image

The results confirm that CSR has a positive effect on BI. CSR as a factor that provides consumers with information can shape their positive attitudes in the form of BI. This finding aligns with research conducted by Huang et al. (2022), Kinasih et al. (2023), Nguyen-Viet et al. (2024), and Hartono et al. (2025) which states that CSR has a significant and positive influence on BI. Koukoumpliakos et al. (2024) and Sitanggang & Silintowe (2021) states that CSR strategies encourage consumers to perceive the brand as responsible, making it easier to recognize and remember. In this case, Wardah's consistent social initiatives appear to strengthen its image as a socially responsible brand.

The Effect of Brand Image on Repurchase Intention

BI was found to positively influence RPI. Consistent with TPB, a positive attitude toward the brand increases behavioral intention in the form of RPI. The result aligns with studies by Girsang et al. (2020), Safari et al. (2024), and Sitanggang & Silintowe (2021), which states that a strong BI encourages repurchase intention. This means that Wardah's positive BI in their consumers' eyes can eliminate their hesitation to repurchase. Safari et al. (2024) states that if the brand is considered as a good, trustworthy, and high-quality brand, consumers will not hesitate to repurchase. Furthermore, BI also can create an attachment between brand and consumers in the form of emotional connection (Aslam et al., 2018) and foster trust between each other, which then creates an intention to repurchase (Jihan & Albari, 2023).

The Effect of Green Marketing on Brand Image

The results show that GM can positively influence BI, this result is also supported by Jinan et al. (2022), Kinasih et al. (2023), Susilo & Wilujeng (2023), dan Hartono et al (2025). Roostika (2025) and Anjani & Santika (2024) states that strategies related to environmental concern like giving various green statements and marketing efforts made by brands will effectively improve its BI by influencing their emotion, trust, and creating positive image. This happens because consumers are continuously exposed to brand's messages and these messages will then succeed in forming an impression. Wardah implements this by consistently stating and adhering to the principle of using natural, halal, safe ingredients, and not testing on animals as can be seen on labels printed on packaging and advertisements. Another example is Wardah's efforts to reduce waste by providing refills and utilizing collected packaging waste to process it into gifts for consumer purchases. These efforts can instill consumer trust in a brand and create a positive image in the form of a brand's commitment to running a sustainable business (Susilo & Wilujeng, 2023).

The Effect of Green Marketing on CSR

GM was found to significantly influence CSR. This result is supported by Suki et al. (2016), Zhang & Berhe (2022), Mudrika et al. (2024) and Alkandi (2025). Wardah's simultaneous implementation of GM and CSR demonstrates its commitment to sustainability and responsiveness to trends, the environment, and society. Nadanyiova et al. (2020) states that this integration is important because GM can help brands to communicate their commitment as a responsible brand. Alkandi (2025) also adds that GM can help to develop CSR strategies. This means that if Wardah utilizes GM as a communication tool to

communicate its well-executed CSR programs, it will have a positive impact on the brand in the form of improved CSR development and the perception of being a responsible brand.

The Effect of Green Marketing on Repurchase Intention

The results show that GM has positive impact on RPI and this finding aligns with Hasanah & Aziz (2021) and Pancić et al. (2023). Hasanah & Aziz (2021) stated that the implementation of GM accompanied by targeted objectives can facilitate the campaign's visibility and discovery by consumers and encourage repurchases. Abdullah & Donald (2025) and Simanjuntak et al. (2023) add that GM initiatives such as eco-friendly packaging, transparent environmental information, recycling programs, and sustainable promotions can foster emotional attachment and strengthens repurchase intention. However, this marketing strategy is not only limited to marketing but also to educating consumers. (Sunarto et al., 2025) states that to encourage consumer intention, brands with eco-friendly label products needs to actively cultivate their consumers' awareness and knowledge related to the eco-label and environment.

Mediation and Total Effects

The mediation analysis indicates that CSR and BI play significant mediating roles in the model. This study has 3 mediation pathways. The first pathway is the GM-BI pathway through CSR, which demonstrates that GM strategies can strengthen BI with the assistance of CSR. GM is a background factor that strengthens consumer confidence in a brand's CSR practices, which in turn can drive BI. This means that the success of Wardah's GM in increasing BI depends on how consumers perceive their CSR activities as a part of a genuine social responsibility, not merely a marketing strategy.

The second pathway is CSR-RPI pathway through BI, which demonstrates that CSR can indirectly influence RPI through BI. CSR creates a positive impression and image in the eyes of consumers, which is then processed into RPI. Therefore, BI acts as an attitude that converts perceptions of social responsibility from CSR programs into RPI. Which means that Wardah consumers will perceive that supporting Wardah as a brand that implements CSR aligns with their attitudes, thereby enhancing their emotional connection (Aslam et al., 2018) which then encourages RPI.

The last pathway is GM-RPI pathway through CSR and BI. This mediation demonstrates that GM influences RPI through a process involving CSR perception and BI formation. GM serves as a communication tool that shapes consumers' evaluation of the CSR initiatives. When consumers perceive that GM reflects genuine environmental commitment, they will develop stronger CSR perceptions. These positive CSR perceptions strengthen BI, as consumers view the brand as ethical, responsible, and trustworthy. A positive BI then increases consumers' intention to repurchase. This finding indicates that GM's effectiveness is enhanced when supported by CSR initiatives and reflected in a positive BI.

Total effects represent the overall influence of an independent variable on a dependent variable, including both direct and indirect effects. GM demonstrates the strongest total effect on BI, indicating that environmental-based marketing strategies act as an important role in shaping consumers' perceptions of the brand. Furthermore, the total effect of GM on RPI is strong because of the support from the indirect effect. This confirms that the impact of GM on RPI becomes stronger when mediation is considered. CSR also shows a meaningful total effect on RPI, indicating that social responsibility initiatives remain an important driver of repurchase intention. Overall, these findings suggest that RPI is shaped

not merely by marketing actions, but through the integration of GM, CSR, and BI that collectively form positive consumer evaluations and repurchase intention.

CONCLUSION

The findings in this study demonstrate that all proposed direct relationships are positive and significant. Green marketing and CSR not only strengthen brand image but also directly enhance repurchase intention. Furthermore, the mediation analysis reveals that CSR and brand image partially mediate the relationships among the variables. The influence of green marketing on repurchase intention becomes stronger when CSR and brand image are incorporated into the model, indicating that environmentally oriented marketing efforts are more effective when supported by CSR initiatives and reflected in a positive brand image.

Total effect analysis further shows that green marketing has the strongest influence on brand image, indicating its strategic role in shaping consumers' brand perceptions. Although the direct effect of green marketing on repurchase intention is relatively smaller, its total effect increases when mediating variables are considered. This suggests that the impact of green marketing on behavioral intention depends on its ability to enhance CSR perceptions and strengthen brand image.

Theoretically, this study contributes to the development of TPB by positioning green marketing and CSR as background factors that shape attitude, which then influence behavioral intention. Brand image functions as attitude that translates CSR perceptions into repurchase intention. By integrating green marketing and CSR in the TPB framework, this research provides an explanation of how sustainability-oriented strategies are transformed into consumer behavioral intention in the form of repurchase intention.

Practically, the findings imply that cosmetic brands should not rely solely on green marketing to stimulate repurchases. Instead, it must be integrated with CSR and consistently reflected in a strong and positive brand image. Therefore, brands should view green marketing and CSR as long-term strategic investments rather than promotional tools.

Despite its contributions, this study has several limitations. First, it focuses on repurchase intention rather than actual behavior, future studies may extend the model to examine behavioral outcomes. Second, not all components of TPB were incorporated. Including other components of TPB could provide a more comprehensive understanding of consumer decision-making process. Third, the study is limited to a single cosmetic brand, which may affect generalizability. Future research may conduct comparative studies across different brands or industries to validate and extend these findings.

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