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THE EFFECT OF GREEN PRODUCTS AND BRAND IMAGE ON PURCHASING DECISIONS FOR THE BODY SHOP INDONESIA PRODUCTS

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Abstract

This study aims to analyse the effect of green products and brand image on consumers' purchasing decisions regarding The Body Shop products in Cirebon City. The PLS-SEM analytical method is used in this quantitative study. The research subjects are consumers who are aware of, exposed to information about, or have used The Body Shop products. The sampling technique uses purposive sampling with a total of 120 participants. An assessment that uses a five-point Likert scale was used to gather data. The findings revealed that green products had a positive and significant effect on consumer purchasing decisions. Brand image was also found to have a positive and significant effect on purchasing decisions, and demonstrated a more dominant influence than green products. The R-Square value of 0.568 indicates that both variables are capable of explaining 56.8% of the variation in purchasing decisions. These results demonstrate that developing eco-friendly products alongside consistent brand image reinforcement can enhance consumer purchasing decisions.

Keywords: Green Products, Brand Image, Purchase Decisions

INTRODUCTION

The era of globalisation has enabled people to easily obtain information on various global environmental issues, such as global warming, which has led to the depletion of natural resources and increased damage to ecosystems. This wider access to information has raised public awareness that consumption activities, including the use of products in everyday life, contribute to pollution and environmental damage. Various environmental reports and campaigns that are easily accessible through digital media have further strengthened public understanding of the importance of preserving the environment. This increased environmental awareness has led to a change in consumer mindsets and behaviour, from one that was originally only oriented towards product function and price, to one that is more considerate of the environmental impact. Consumers have begun to pay attention to environmental friendliness, material safety, and producer responsibility towards the environment when making purchase decisions.

The market for natural skincare products is expanding significantly due to consumer demand for plant-based, non-toxic products. Almost 54% of new skincare product launches worldwide are influenced by the fact that over 68% of customers now look for goods with natural labels. More than 47% of skincare customers worldwide intentionally steer clear of artificial perfumes, sulphates, and parabens. Furthermore, as part of a long-term skincare regimen, roughly 62% of dermatologists advise using natural skincare products. Face care accounts for more than 38% of global demand, with hand care and multipurpose applications coming in second and third. More than 31% of natural skincare sales worldwide come from goods with sustainable packaging claims or organic certification (Industry Research, 2025).

In line with increasing consumer knowledge of environmental concerns and the growth of the natural skincare market, many companies are innovating by creating environmentally friendly products. Through effective marketing, environmentally friendly products can raise consumer understanding of the significance of environmental conservation while reducing the ecological footprint of everyday consumption (Situmorang et al., 2025). This opportunity can be utilised by manufacturers to meet consumer demand and produce ecologically friendly products, often referred to as green products (Shidiq et al., 2024). The existence of environmentally friendly products contributes to sustainable growth and encourages people to consider long-term goals (Kirana et al., 2025).

Another crucial factor in influencing consumer purchasing decisions is brand image. There are several approaches to shaping how consumers view a brand, such as through advertising, promotions, and consumer experiences (Wijaya & Wahyudi, 2023). A strong brand image can make a brand memorable and have a favorable impact on customers. (Ellitan et al., 2023). Brand image reflects a set of perceptions, beliefs, and impressions formed in the minds of consumers about a brand. Brand image is important in marketing because it helps consumers differentiate between products or services (Setiawan et al., 2022). When customers have a positive perception of a brand image in their thoughts, they are more likely to prefer that brand over competing ones when making purchases (Tauran et al., 2022).

Green products and brand image are closely related in influencing purchasing decisions. A purchasing decision can be defined as a decision made by a buyer when purchasing a product, which begins with an understanding of their requirements and preferences (Luhung et al., 2024). When purchasing or using a particular product to make a decision, customers will have to go through a process that reflects how they analyse various

inputs to make purchasing decisions (Abdul et al., 2022). Customers who are environmentally conscious not only consider the functional benefits of a product, but also assess the extent to which the product aligns with their values and concerns for the environment.

Based on the above description, there is still a research gap regarding the influence of green products and brand image on purchasing decisions for natural skincare products, as previous studies have generally only tested variables partially or focused on specific brands. In addition, studies in specific regional contexts such as Cirebon City are still limited. However, The Body Shop, as an international brand known for implementing environmentally friendly marketing and sustainable business concepts, has a significant chance of influencing what customers decide to buy. Therefore, this research was carried out to analyse the simultaneous influence of green products and brand image on purchasing decisions for The Body Shop products in Cirebon City, in order to provide academic contributions and practical implications for sustainable marketing strategies.

REVIEW OF LITERATURE

Green Product

Based on (Ottman, 2011), Green products are safer for both the environment and people, conserve resources, and reduce pollution compared to conventional products. Green products refer to products that are designed with environmental aspects in mind, from natural raw materials and environmentally friendly production processes to recyclability (Oktavia et al., 2025). Environmentally friendly products signify that all of a company's products are produced through environmentally responsible methods (Jamal et al., 2024). Green products typically use high-quality natural resources that support environmental sustainability and consumer health (BQ. Eka Sulistia Rahayu et al., 2023).

Based on Harahap dkk (2018) in (Wulandari & Miswanto, 2022), the dimensions of green products are as follows. Product knowledge encompasses knowledge about product attributes, product benefits, and the level of satisfaction that the product offers to consumers. Purchase location knowledge refers to knowledge about stores, product locations, and product placement within shops, which greatly influences consumers' decisions on where to buy products. Usage knowledge refers to the understanding of how to properly use a product, which should be a key concern for companies.

Brand Image

Based on (Aaker, 1996), Brand associations constitute the brand image embedded in consumers' memories and reflect what consumers associate with a brand. Brand image is a crucial element that influences customers' decision-making process (Varadisa & Kusuma, 2024). Strong brand image plays an important role in maintaining competitiveness in the market (Tahir et al., 2024). Brand image is a mix of consumer feelings towards a product and is pertaining to indirect elements (Ellitan et al., 2022). Based on (Tjiptono, 2015), brand image is a representation of various associations and beliefs that consumers have about a brand, which then influences their attitudes and behaviour when making purchases.

Based on Keller (2013) in (Wahyunda & Wijaya, 2022), Brand image formation is influenced by three main factors. Strength of brand associations indicates how strongly brand information is embedded in consumers' memories and direct experiences. Favorability of brand associations relates to the extent to which consumers view brand attributes and benefits positively, enabling them to meet their needs. Uniqueness of brand associations refers to the

uniqueness of brand attributes that differentiate it from competitors and make it easily recognisable and memorable. Customers typically select goods with a positive brand image because they think that these products are of good quality and can meet their needs well (Sedana & Mahyuni, 2024).

Purchase Decision

Based on (Schiffman & Kanuk, 2007), purchase decisions are choices between two or more brand alternatives made by consumers after evaluating various options. Purchase decisions are a crucial aspect for consumers before transacting on a product (Anggraini et al., 2024). Complex purchasing decision-making processes typically involve choosing between several alternative courses of action. Purchase decisions are steps taken by consumers in determining whether they will buy a product or service (Devi et al., 2023). Purchase decisions are often influenced by consumers' perceptions of product quality, whereby customers typically select goods that are thought to be of high quality and capable of meeting their standards and expectations (Akbarullah & Silitonga, 2024).

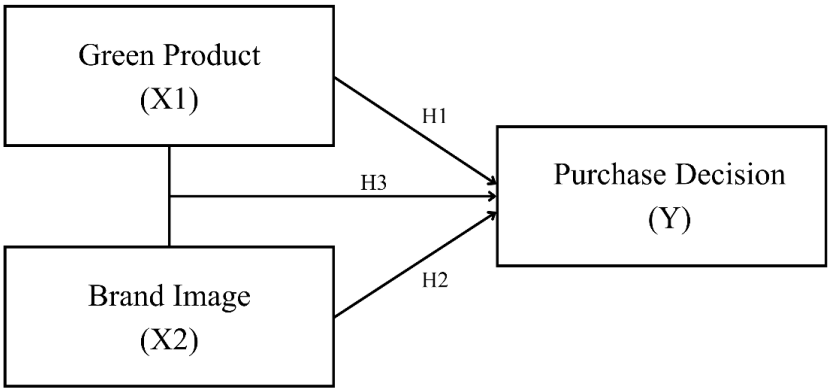
Based on Kotler and Keller (2016) in (Prihadini & Fitra Nanda, 2023), the purchase decision process involves a series of stages that consumers go through before and after making a purchase. These stages include: recognising a need, which occurs when consumers become aware that a need must be fulfilled; searching for information, which refers to the effort to gather relevant product information; evaluating alternatives, which entails comparing available options based on their benefits and costs; making a purchase decision, which is the act of selecting and buying a product; and post-purchase behaviour, which involves the assessment of consumer satisfaction and shapes future purchasing behaviour.

RESEARCH METHOD

This study uses a quantitative approach in order to examine the causal latent variable relationships using a causal research design, namely Green Product, Brand Image, and Purchase Decision. The research population includes all consumers in Cirebon City who are aware of, have seen promotions for, or have used The Body Shop products, which is categorised as an infinite population because the number cannot be determined with certainty. Purposive sampling was used to carry out the sample technique, with the criteria for participants being those who are familiar with The Body Shop brand and have experience or exposure to information related to the product. The recommendations were used to estimate the sample size (Hair et al., 2021), That is, at least 5–10 times as many research indicators with approximately 15–20 indicators, resulting in a sample requirement of between 75–200 respondents. Therefore, this study set 120 respondents to increase the validity and reliability of the results. To collect data, a five-point Likert scale questionnaire was employed. Meanwhile, data analysis was performed using the PLS-SEM method because it is capable of testing the Latent variable relationships simultaneously, is suitable for medium sample sizes, and is effective for use in predictive research models.

Figure 1.
Research Framework

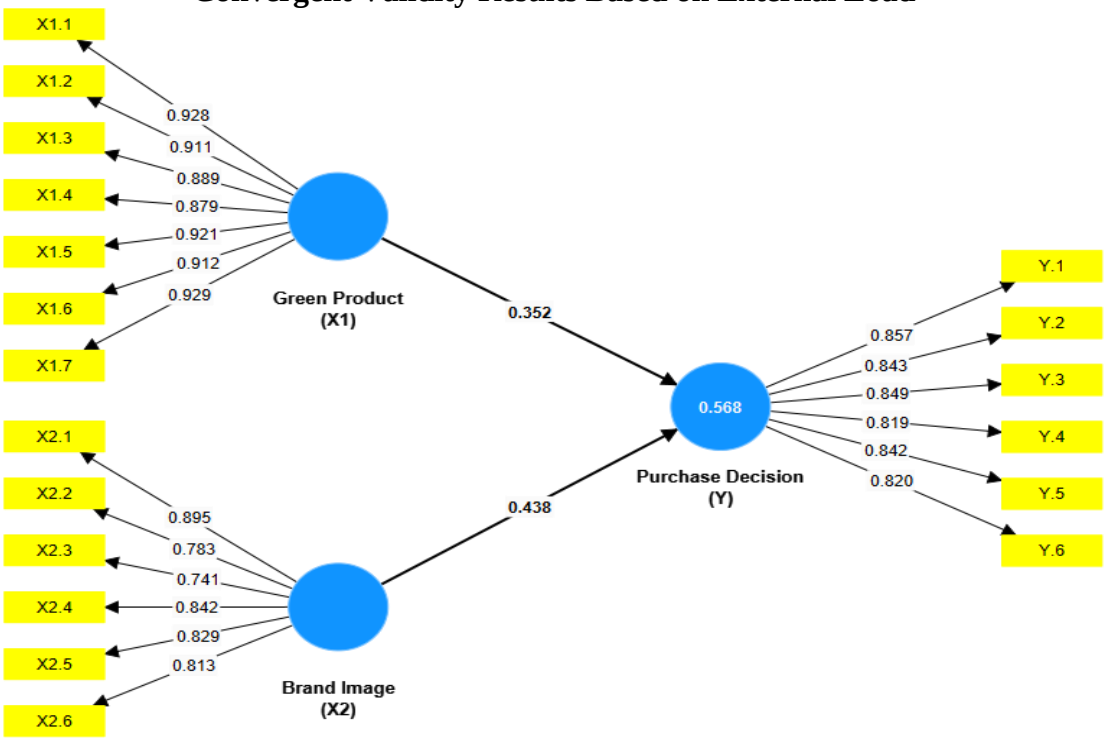
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RESULTS AND DISCUSSION

This research aims to analyse the influence of Green Products and Brand Image on The Body Shop product purchasing decisions among consumers in Cirebon City. Before conducting the structural analysis, the validity, reliability, and viability of the external model measurement were tested to ensure that the research instruments and model met the specified statistical criteria, so that the analysis results obtained could be trusted and accurate in describing how the variables under study relate to one another.

Figure 2.
Convergent Validity Results Based on External Load



Convergent Validity

Tabel 1.
Convergent Validity

Variable	Item	Loading Factor	Description
Green Product	X1.1	0.928	Valid
	X1.2	0.911	Valid
	X1.3	0.889	Valid
	X1.4	0.879	Valid
	X1.5	0.921	Valid
	X1.6	0.912	Valid
	X1.7	0.929	Valid
Brand Image	X2.1	0.895	Valid
	X2.2	0.783	Valid
	X2.3	0.741	Valid
	X2.4	0.842	Valid
	X2.5	0.829	Valid
	X2.6	0.813	Valid
Purchase Decision	Y.1	0.857	Valid
	Y.2	0.843	Valid
	Y.3	0.849	Valid
	Y.4	0.819	Valid
	Y.5	0.842	Valid
	Y.6	0.820	Valid

Based on the results of construct testing that refers to the guidelines (Hair et al., 2021) looking at the outer loading or loading factor value. The indicators will be considered to have convergent validity if it has a loading factor value ≥ 0.70. All indicators in the Green Product, Brand Image, and Purchase Decision variables show a loading factor value above 0.70. These findings indicate that each indicator has a strong correlation in reflecting the latent construct being measured.

Discriminat Validity

Tabel 2.
Discriminant Validity

	Green Product	Brand Image	Purchase Decision
X1.1	0.928	0.784	0.653
X1.2	0.911	0.710	0.701
X1.3	0.889	0.747	0.567
X1.4	0.879	0.720	0.645
X1.5	0.921	0.776	0.618
X1.6	0.912	0.720	0.631
X1.7	0.929	0.756	0.690
X2.1	0.616	0.895	0.628
X2.2	0.824	0.783	0.653
X2.3	0.508	0.741	0.508
X2.4	0.654	0.842	0.655

X2.5	0.639	0.829	0.545
X2.6	0.749	0.813	0.544
Y.1	0.655	0.574	0.857
Y.2	0.632	0.648	0.843
Y.3	0.571	0.599	0.849
Y.4	0.581	0.643	0.819
Y.5	0.646	0.571	0.842
Y.6	0.474	0.612	0.820

Based on the test results and referring to the established guidelines, this test aims to verify that each indicator more strongly reflects its intended construct than any other construct. All indicators in the Green Product, Brand Image, and Purchase Decision variables exhibit the highest loading values within their respective constructs compared to loading values in other constructs. This confirms that each indicator can effectively distinguish its own construct and that there is no overlap between variables.

Average Variance Extracted (AVE)

Table 3.
Average Variance Extracted

Variables	AVE
Green Product	0.828
Brand Image	0.670
Purchase Decision	0.703

Based on the test results, all three constructs in this study met the recommended minimum threshold of ≥ 0.50. The Green Product variable has an AVE value of 0.828, Brand Image of 0.670, and Purchase Decision of 0.703. These values indicate that each of the latent constructs is able to account for more than half of the indicator variance. Thus, referring to the criteria (Hair et al., 2021), all constructs in the research model have met adequate construct validity and are suitable for use.

Composite Reliability

Tabel 4.
Composite Reliability

Variabel	Cornbach's Alpha	Composite Reliability
Green Product	0.965	0.971
Brand Image	0.901	0.924
Purchase Decision	0.915	0.934

Based on the criteria (Hair et al., 2021), a construct is considered reliable if the Composite Reliability value exceeds 0.70. The data processing results in Table 4 show that the Green Product variable has a Composite Reliability value of 0.971, Brand Image of 0.924, and Purchase Decision of 0.934. All of these values are above the minimum required limit, reflecting a good level of reliability. In addition, the Cronbach's Alpha values for each construct also show high results, namely 0.965 for Green Product, 0.901 for Brand Image, and 0.915 for Purchase Decision, which further strengthens the internal consistency of each construct.

R-Square

Tabel 5.
R-Square

Variable	R Square	R Square Adjusted
Purchase Decision (Y)	0.568	0.560

Considering the findings, the Purchase Decision variable obtained an R Square value of 0.568 and an Adjusted R Square of 0.560. These results show that 56.8% of the variation in consumer purchase decisions regarding The Body Shop products in Cirebon City can be explained by the Green Product and Brand Image variables. Meanwhile, the remaining 43.2% is influenced by other factors outside this research model that were not further investigated. This value falls into the moderate to strong category, indicating that the developed structural model has fairly good predictive power in explaining consumer purchasing decisions. Thus, referring to the guidelines (Hair et al., 2021), this research model has adequate explanatory power and is suitable for use as a basis for drawing conclusions and formulating managerial implications.

Path Coefficient

Tabel 6.
Path Coefficient

Variables	Original Sample (O)	T statistics	P Values	Description
Green Product (X1) -> Purchase Decision (Y)	0.352	2.888	0.002	Positive and Significant
Brand Image (X2) -> Purchase Decision (Y)	0.438	3.564	0.000	Positive and Significant

Based on the test results, the relationship between variables in this research model proved to be statistically significant. Referring to (Hair et al., 2021), With a significance level of $\alpha = 0.05$, a relationship is considered significant if the T-statistic value is > 1.96 and the P-value is < 0.05. The test results show that Green Product has a positive and significant effect on Purchase Decisions, with a T-statistic value of 2.888 and a P-value of 0.002. In addition, Brand Image also has a positive and significant effect on Purchase Decisions, with a T-statistic value of 3.564 and a P-value of 0.000. Since all T-statistic values are > 1.96 and P-values are < 0.05, all research hypotheses are accepted.

The Influence of Green Products on Purchase Decisions

The findings indicate that Green Products have a positive and significant effect on purchasing decisions, with a T-statistic value of 2.888 and a P-value of 0.002. These results suggest that eco-friendly product attributes—such as the use of natural ingredients, sustainable production processes, recyclable packaging, and the company's dedication to environmental sustainability—play an important role in shaping consumers' purchasing decisions regarding The Body Shop products. These findings are consistent with those of earlier studies (Augtiah et al., 2022) which states that environmentally friendly products have a positive influence on purchasing decisions.

The Influence of Brand Image on Purchase Decisions

Brand image has also been proven to have a positive and significant impact on purchasing decisions, with a T-statistic value of 3.564 and a P-value of 0.000. These results show that The Body Shop's positive brand image, which is reflected in its perceived quality, consumer trust, reputation as an environmentally friendly brand, and product uniqueness, is able to increase consumer confidence in making purchasing decisions. These research findings are consistent with the findings (Zahara Maulidya et al., 2025) which shows that brand image has a positive and significant effect on purchasing decisions. A strong brand image can increase consumer trust, confidence, and positive perceptions of the product.

The Influence of Green Products and Brand Image on Purchase Decisions

The findings of this study confirm that Green Product and Brand Image are two major factors in shaping consumer purchasing decisions regarding The Body Shop products in Cirebon City. An R Square value of 0.568 indicates that both variables possess moderate to strong explanatory power within the model, collectively accounting for 56.8% of the variation in purchasing decisions. Meanwhile, the remaining 43.2% is attributed to variables not included in the study model. The results of this study are consistent with previous research findings (Adellia Permana Sari et al., 2025) shows that environmentally friendly products supported by a positive brand image are simultaneously capable of increasing consumer purchasing decisions.

CONCLUSION

Considering the findings of path analysis using PLS-SEM, this study concludes that Green Product and Brand Image have a positive and significant effect on the Purchase Decision of consumers of The Body Shop products in Cirebon City. Environmentally friendly products through the use of natural ingredients, sustainable processes, and recyclable packaging can encourage purchasing decisions, while a strong brand image, characterised by perceptions of quality, trust, and reputation as an environmentally conscious brand, further increases consumer confidence in choosing products. It has been demonstrated that brand image has a stronger impact than Green Product, and simultaneously, both variables explain 56.8% of the variation in purchasing decisions. These results highlight the significance of integrating environmentally friendly product strategies and strengthening brand image to drive purchasing decisions, while enriching empirical studies on the relationship between green products, brand image, and purchase decisions in the sustainable skincare industry.

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