

THE ROLE OF GREEN BRAND IMAGE AWARENESS AND ENVIRONMENTAL AWARENESS ON PURCHASING DECISIONS BY CONTROLLING THE BEHAVIOR OF POTENTIAL CONSUMERS OF THE BODY SHOP MOJOKERTO



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Abstract

The purpose of this study is to investigate the role of environmental knowledge and green brand image awareness in motivating green product purchasing decisions. The purpose of this study is to ascertain the impact of environmental knowledge and green brand image awareness on purchase decisions, both directly and indirectly via behavioral control. The population in this study is 220 potential The Body Shop Mojokerto customers, with the sample used being the younger generation in Mojokerto who are familiar with The Body Shop and are potential customers. The sample in this study falls under the purposive sampling category, with a total sample size of 120 respondents. The descriptive analysis and Partial Least Square (PLS) methods were utilized, with the SmartPLS version 3.0 software application. The study's findings indicate that environmental awareness is vital for improving purchase decisions, as well as the findings of an indirect association via behavioral control. According to these findings, behavioral control is referred to as mediation. Furthermore, understanding of the green brand image is crucial, as it is capable of encouraging positive behavioral control, which can impact purchase decisions.

Keywords: Environmental Awareness, Green Brand Image Awareness, Behavioral Control, Purchasing Decisions

INTRODUCTION

Increased consumption of facial and skin care should be offset by the safety of the product for consumers. With the long-term health risks that may have an impact, this study focuses on the intention to buy environmentally friendly body care and cosmetics, as there is a current imbalance between the increasing interest in the use of organic cosmetics and the minimal attention of consumers to pay attention to safe and environmentally friendly use of products. (Sarasuni, 2021). Despite the global growth trend, the organic cosmetics market is still in scarce demand and investigations about it are still limited. It is important to understand consumer purchasing behavior towards organic body care products and cosmetics as well as the factors that influence purchasing decisions. Natural-based beauty industry trends are beginning to be in demand. Increased market desire for this type of product is a form of consumer concern for health and environmental issues. Since the pandemic, people have become increasingly aware of the importance of health and the environment. This awareness is changing the behavior and way of life of people. Not only are the pandemics, the environmental crises that are the current issue also change the behavior of some people to use more products that implement the concept of sustainability.

Data notes that extensive research has been carried out on green marketing in developed countries and still very little research is carried out in developing countries representing emerging countries (Toha & Habibah, 2023). Research from Malaysia shows that environmental awareness influences purchasing decisions. Research from (Juliana, 2021) inspires authors to undertake similar research in Indonesia precisely in the Mojokerto Area on the influence of environmental consciousness on purchase decisions.

Consumer purchasing decisions are not independent of their environmental consciousness. The concept was described by (Rahayu, 2017) who studied 63 articles on Green Purchase Behavior published during the period 2020. The results confirm that consumer knowledge of environmental and social conditions is one of the factors that most influence their purchasing attitudes and decisions. Environmental awareness is defined as knowledge of what people know about the environment, the relationship that leads to the environmental impact, and the collective responsibility necessary for sustainable development. (Alamsyah, 2020). Meanwhile (Juliana, 2021) defines environmental

awareness as an individual's knowledge of the environment that has a significant impact on a person's decision-making process. When consumers have knowledge of environmental issues, then their level of awareness will increase and potentially have a positive attitude toward green products. (Alamsyah, 2020) found that environmental consciousness has a significant influence on purchasing decisions. Unlike the study, (Lestari, 2021) in his research stated that environmental awareness does not affect purchasing decisions because respondents proved to have a considerable knowledge of life cycle analysis, but consumer spending behavior is relatively uninfluenced by their in-depth knowledge of the environment (Irawan, 2020). The results showed that despite having knowledge of life cycle analysis, it failed to influence daily consumption behavior.

In addition to environmental awareness, green brand image sensitivity is also believed to be one of the determining factors of purchasing decisions. (Kotler & Keller, 2020) defines green brand awareness as an association or perception that consumers make based on their memory of a product. So it can be said that green brand Image Sensitivity isn't depicted on the product itself, but is something produced by the promotion, advertising, or its users. Through green brand imaging, consumers can recognize a product, evaluate quality, and reduce the risk of purchase. If a company is focused on the consumer perspective that is the target of the sale, then consumers will have a high level of confidence in the brand image of a company.

Green Brand Image A brand is formed on the basis of external and internal information. (Widyastuti, 2019). Internal sources refer to what is in the memory of consumers (can be personal experiences or others), as well as external factors such as word-of-mouth (WOM), electronic word-of-mouth (EWOM) website, or product-related attributes. Green brand image of a brand can be formed both in someone who already has experience with a brand and in a potential buyer. In a study (Hoang, 2023), when someone gets information from EWOM about a brand, it reduces uncertainty in the decision-making process and thus develops their expectations towards the purchase of a brand. Many people believe that vegan also means that the product is a substance that has not been tested on animals. Also, strengthening can be done by fulfilling physiological needs, for example

eating, drinking, toys or needs from values obtained through Handayani's (2020) environmental approach.

Consumers are usually confused in choosing among several brands offered on the market for similar products. Consumers often use Brand Image Awareness to make purchasing decisions. In addition, consumers have a tendency to buy products from well-known brands because they believe that such products can satisfy their satisfaction (Shafa, 2022). This information not only helps potential buyers in decision making, but also helps develop their interpretation of the brand image of a brand. Research from (Almirah, 2022) showed that consumer attitudes in Indonesia towards cosmetic products with organic brand image or label strongly influence the intention of purchasing organic cosmetics products. Research by, (Chen, 2019), as well as (Wijekoon 2021) noted that there is a positive and significant relationship between green brand image awareness and purchase decisions. Research from (Chen, 2019) explains that green brand awareness has a positive influence on cosmetic purchase decisions in Taiwan. It is not the same as research from (Rahmi et al., 2021) that awareness of the green brand image of creative industrial products in Bukittinggi does not affect the purchase decision. The result is insignificant because the brand image used by the creative industry has not yet reflected its environmental problems, so brand performance towards improved purchasing decisions is not achieved.

The Body Shop International plc is the largest cosmetics franchise company in the world. Founded by Dame Anita Roddick in 1976, the company is headquartered in the UK with about 2,800 stores spread across 70 countries. In this study, The Body Shop was chosen to represent body care products and organic cosmetics because the company has implemented five core values: Support Community Trade, Defend Human Rights, Against Animal Testing, Activate Self-Esteem, and Protect Our Planet. Since its inception, the Body Shop has been committed to environmental sustainability in collaboration with Greenpeace. (www.thebodyshop.co.id).

The Body Shop's basic principles of eco-friendliness were born from the idea of recycling and recycling what can be reused, by guiding on "triple bottom lines" to measure business success on the basis of its three pillars: profit, people and the planet. Furthermore,

profit is not the only source of energy for the survival of a company, without human aspects (social aspects) and planet (environment), a company will never survive.

The research was carried out by linking the role of Green Brand Image Awareness and environmental awareness to Purchase Decisions with Behavioral Control as a Mediation to provide information about consumer trends to help companies determine their product marketing strategy.

LITERATURE REVIEW

Consumer Behaviour

There are several definitions of consumer behavior. (Schiffman, 2019) stated that consumer behavior is defined as the behavior displayed by consumers in seeking to buy, use, evaluate and identify the products and services that they expect to satisfy their needs. As part of marketing theory, some of the popular theories used to study purchasing behavior are the Theory of Planned Behavior (TPB) by (Bosnjak, 2020). The theory of planned behavior is used to explain and predict intentions of behaviors as well as actual decisions. Based on the Theories of Planning Behavior, the three variables - attitudes, subjective norms, and perceived behavioral control - can predict purchasing decisions, which further lead to green purchasing behavior (Toha & Supriyanto, 2023). Humans always think rationally through the information they get then consumer decisions to make or not to make a purchase will be formed. (Nawatmi, 2023) in his research mentions that the Theory of Planned Behavior is an appropriate theory to explain consumer behavior on green products.

The three variables of the TPB: attitude, subjective norms, and perceived behavioral control will provide results that match the object of the study. (Kotler & Armstrong, 2018) defines marketing as a social and managerial process in which individuals and groups obtain what they need and want through the creation and exchange of products and values with others.

Consumer Purchase Decisions

Consumer decision making basically begins with the consciousness of the fulfillment of the needs or wishes of the consumer himself (Toha & Supriyanto, 2023). On the realization of those needs and desires, the consumers begin to look for information about the product or service that can satisfy their needs or desires. Based on the information obtained

about a good or service, consumers afterward make a selection of the type of products or services available.

(Tjiptono, 2019) and (Palalic, 2021) stated that in consumer purchase decisions there are often more than two parties involved in the exchange or purchase process. There are generally five different roles that a person can play, and there are times when the five roles are played by several people. An understanding of each of these roles is very useful in order to satisfy the needs and desires of the consumer. These five roles include: a) *initiator*; b) *influencers*; c) *desider*; d) *buyers*; e) *user*.

Green Product Purchase Decisions

Consumer purchasing decisions are known as a subjective and broad field of consumer behavior that is part of the decision-making process. People all over the world tend to demonstrate different responses to the many factors that are believed to influence a person's buying decisions (Toha & Supriyanto, 2023). More and more research is being done to identify the best factors or approaches that can influence consumer purchasing decisions. Generally, (Davaasuren, 2021) agreed that a purchase decision can be defined as a consciously determined plan to make an attempt to purchase a particular product or service. (Dianti, 2021) conceptualized a purchase resolution as the probability of an individual giving preference to a green product over a conventional product in consideration of their purchase. A study on consumers in Pakistan conducted by (Barbu, 2022) showed that purchasing decisions were supported by consumer concerns about the environment. In general, the trend of consumption of green products that is the focus of this study can be seen as one aspect of pro-environmental behavior in addition to recycling, saving energy, reducing waste and so on.

Environmental Awareness

Environmental awareness is the knowledge of the integration of living creatures with their environment. This relationship examines the entire human activity that will affect the environment, as well as efforts to maintain the environmental sustainability. It focuses on protecting the environment from possible damage as a result of the negative impact of human activity. There are three forms of environmental awareness: system knowledge, action related knowledge, and effectiveness. (Wardhana, 2022). For example, before a person can

act, he must have an understanding of the state of the ecosystem and the processes in it (knowledge of the system), and also know what can be done in relation to environmental issues (knows related to action) , as well as knowledge of the benefits (effectiveness) of actions responsible for the environment. Consumers with a high level of environmental awareness tend to buy environmentally friendly products to show their concern for the environment.

The big environmental problems in Indonesia are garbage production, floods, river pollution, global warming, air contamination, damage to marine ecosystems, difficulty with clean water, deforestation, abrasion, and soil contamination. Furthermore, the study defines environmental awareness as consumer perceptions of the various environmental issues that occur and their causes, which will then associate the impact of such knowledge with purchasing decisions. As for the indicators used to measure consumer environmental awareness in this study, namely knowledge of the measures to be taken to preserve the environment, the degradation of plastic waste (as long as plastic waste can be degraded), the causes and effects of global warming , as well as the cause and impact of particulate matter in the air, (Malihah 2022).

Green Brand Image Awareness

According to (Supriyadi, 2022), green brand image awareness is the accumulation of experience in using a brand either directly or indirectly, so consumers record brand identity (logo, color, name, etc.). Based on this explanation, it can be concluded that in relation to green products, Green Brand Awareness is a process to provide information that changes consumer behavior to be more environmentally friendly. (Alamsyah, 2020). As a dimension of brand image, green brand awareness is defined as a set of perceptions of a particular brand in the minds of consumers associated with a brand commitment to protecting the environment. (Chen, 2019).

(Keller, 2020) summarizes the brand image as the perception of a trademark reflected by the brand itself into memory when a consumer sees the brand. A brand image is a perception that exists in the mind of consumers about a brand because of its unique interest and has an intensive marketing communication, (Low & Lamb, 2000) and (Susilowati, 2020)

stated that to understand a brand image well must pay attention to the uniqueness of the brand itself.

RESEARCH METHOD

The research approach used in this study is, a quantitative approach, aimed at describing, confirming, and proving hypotheses of observed phenomena. Based on the problem formula and the purpose of the research that has been presented at the introduction then this type of research is explanatory research. Explanatorial research is research that means to explain the position of the variables studied as well as the relationship between one variable and the other. This type of research is consistent with the purpose of this research, namely, to find out the influence of environmental awareness, green product image consciousness, and behavioral control, on purchasing decisions through hypothetical testing.

The total population based on The body Shop Mojokerto members is 220. Sugiyono (2019) stated the reason for targeting this population because this age group is the consumers of the future, and they are able to make a difference in the next few years. And the higher the consumer behavior of this generation, the higher the level of purchasing decisions Purwanto (2022).

The sample of this research is a cosmetic consumer who knows The Body Shop products in the Mojokerto region. The sampling technique used is based on the sample measurement guidelines of Ferdinand (2019), using the Hair formula. The Hair formula is used because the size of the population is unknown and suggests that the minimum sample size is 5-10 times the number of estimated parameters. Therefore, the number of samples required in this study is $12 \times 10 = 120$ respondents. The inferential statistical analysis approach in this research is the Partial Least Square (PLS) calculated using the Smart PLS 3.0 software. PLS is a Structural Equation Model (SEM) equation model that undergoes a shift from covariant-based to variance-based. (Ghozali, 2018).

RESULTS AND DISCUSSION

The analysis of the model in this study uses the PLS-SEM method. The analysis using the method PLS-SEM covers two stages namely the evaluation stage of the reflective measurement model, and the evaluation stage of the structural model. Evaluation of

reflective measurement models consists of testing the validity and reliability of research indicators. The evaluation aims to measure the relationship between the variable and its constituent indicators, i.e. how much the latent variable is capable of containing the diversity of data present in each indicator and how much of the relationship between the late variables and the indicators. In this case, there are three aspects that are assessed: Convergent Validity, discriminant validity, and composite reliability. Meanwhile, the evaluation of structural models aims to test research hypotheses. The model to be tested is like the picture below:

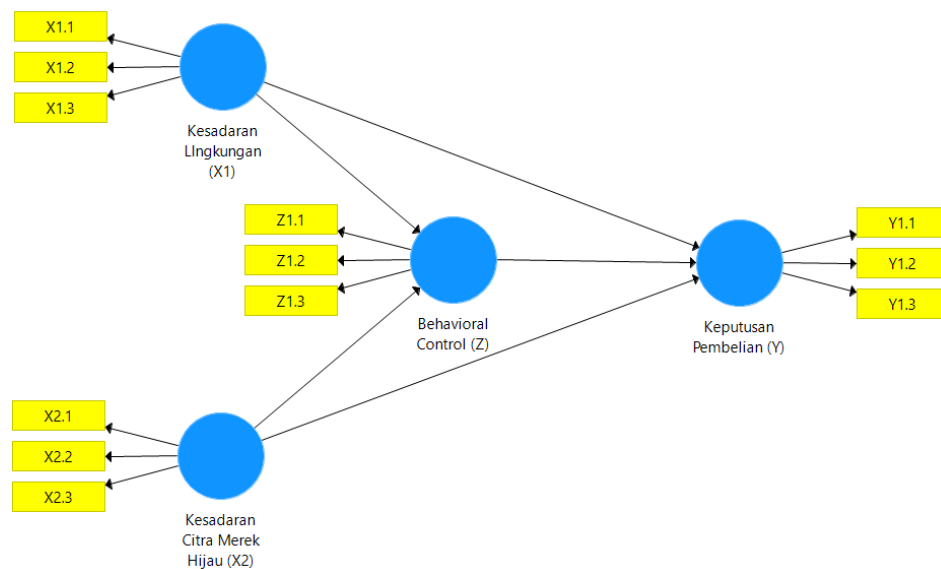


Figure 1
Conceptual Model of Track Diagram

Evaluation of Reflective Measurement Models

Reflective measurement model evaluation is an evaluation of the relationship between variables and their indicators where the depiction is shown by arrows from the construct (ellipse-shaped) to several indicators (box-shaped). This evaluation includes two stages, namely the Convergent Validity test and discriminant validity test.

Convergent Validity Test

Convergent Validity aims to measure the suitability between the indicators resulting from measuring variables and the theoretical concepts that explain the existence of indicators for these variables. The Convergent Validity test can be evaluated in three stages, namely by looking at outer loadings, composite reliability, and Average Variance Extracted (AVE).

Outer loadings is a table containing loading factors to show the magnitude of the correlation between indicators and latent variables. The weakest loading factor whose validity can be accepted is 0.5. The outer loadings output can be obtained from the PLS Algorithm Report SmartPLS. To make it easier to see the outer loadings of the indicator blocks that measure the construct, a path diagram (Inner Model) is presented in Figure following:

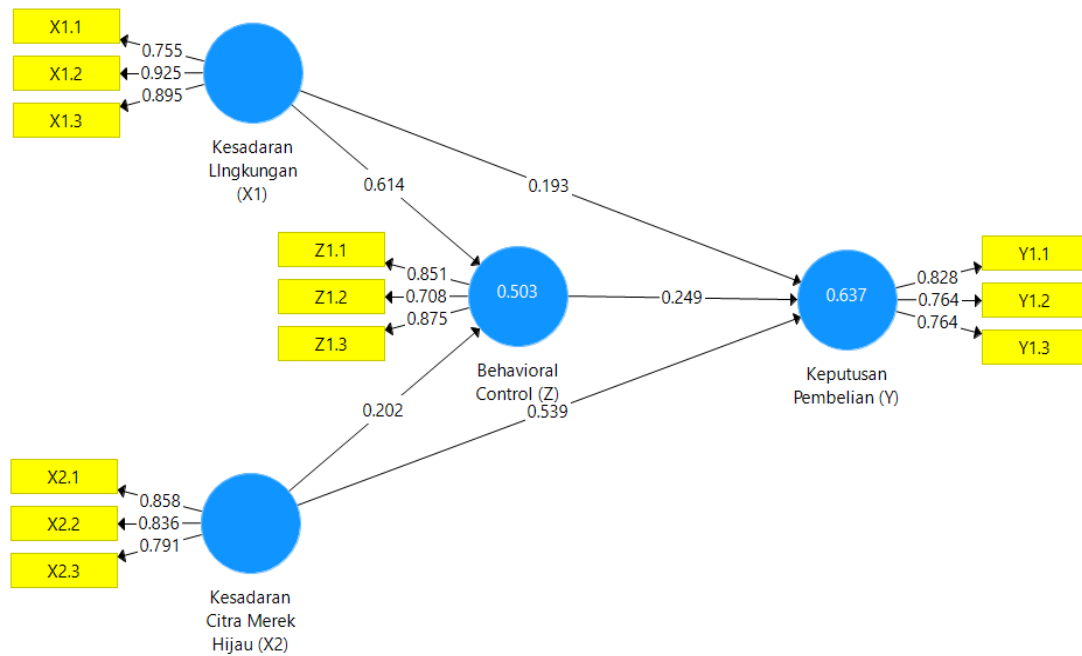


Figure 2
Track Diagram Output (Inner Model)

Because the validity test with outer loadings has been fulfilled, the measurement model has the potential to be tested further. Next check of Convergent Validity is reliability. Reliability is defined as the ability of an instrument indicator to produce the same value repeatedly (consistency) for each research activity. The level of reliability is measured by the Composite Reliability value, Cronbach Alpha and the Average Variance Extracted (AVE) value. The composite reliability and Cronbach alpha values assume that all indicators have unequal assessment weights. If the composite reliability and Cronbach alpha values are greater than 0.6, it indicates that the construct has reliable reliability. The composite reliability and Cronbach alpha output obtained from the PLS Algorithm Report SmartPLS composite reliability and Cronbach Alpha test results show that all constructs are reliable or

have acceptable composite reliability and Cronbach Alpha values. This is because the composite reliability and Cronbach Alpha values for each construct are greater than 0.7. Another measurement that is also used to test reliability and validity is Average Variance Extracted (AVE). The AVE value aims to measure the level of variance of a construct component which is collected from its indicators by adjusting for the error level. Testing with AVE values is more critical than composite reliability. The minimum recommended AVE value is 0.50. AVE output obtained from PLS Algorithm Report SmartPLS.

Discriminant Validity Test

Discriminant validity is the level of differentiation of an indicator in measuring instrument constructs. The following are the cross loading output results obtained from the SmartPLS PLS Algorithm Report presented in the table

Table 1
Cross Loading

	Behavior Control (Z)	Purchase Decision (Y)	Green Brand Image Awareness (X2)	Environmental Awareness (X1)
X1.1	0.445	0.269	0.041	0.755
X1.2	0.583	0.503	0.309	0.925
X1.3	0.693	0.575	0.436	0.895
X2.1	0.396	0.647	0.858	0.386
X2.2	0.296	0.561	0.836	0.233
X2.3	0.323	0.542	0.791	0.212
Y1.1	0.412	0.828	0.656	0.353
Y1.2	0.420	0.764	0.476	0.376
Y1.3	0.579	0.764	0.523	0.551
Z1.1	0.851	0.518	0.415	0.586
Z1.2	0.708	0.420	0.139	0.434
Z1.3	0.875	0.528	0.405	0.628

The next examination is to compare the correlation between variables with . The measurement model has good discriminant validity if each variable is greater than the correlation between variables. The value can be seen from the Fornell-Larcker Criterion SmartPLS output. $\sqrt{AVE} \sqrt{AVE} \sqrt{AVE}$

The R Square value is used to explain the influence of exogenous variables on endogenous variables. The R Square value is obtained from the PLS Algorithm Report

SmartPLS. To conclude whether the hypothesis is accepted or rejected, the p-value value is used at a significance of $\alpha = 5\%$ or 0.05. If p-value < 0.05 then H0 is rejected, meaning there is an influence. Conversely, if p-value > 0.05 then H0 is accepted meaning there is no influence. The following are the results of the structural model evaluation obtained from the SmartPLS Bootstrapping Report presented in the table

Table 2
Path Coefficients T-Values, P-Values Direct Effect

	Path Coefficients	T Statistics	P Values	Information
ENVIRONMENTAL AWARENESS (X1) -> Purchase Decision (Y)	0.193	2,347	0.019	There is influence
Green Brand Image Awareness (X2) -> Purchase Decision (Y)	0.539	6,637	0,000	There is influence
Behavior Control(Z) -> Purchase Decision (Y)	0.249	2,788	0.006	There is influence
ENVIRONMENTAL AWARENESS (X1) -> Behavior Control (Z)	0.614	6,896	0,000	There is influence
Green Brand Image Awareness (X2) -> Behavior control (Z)	0.202	2,112	0.035	There is influence

Evaluation of the significance of the indirect path relationship / indirect effect (mediation effect)

To conclude the indirect effect or mediation effect (intervening) whether the hypothesis is accepted or rejected, the p-value is used at a significance value of $\alpha = 5\%$ or 0.05. If p-value < 0.05 then H0 is rejected, meaning there is an indirect effect (mediation effect). Conversely, if p-value > 0.05 then H0 is accepted meaning there is no mediation effect. The following are the results of the structural model evaluation obtained from the SmartPLS Bootstrapping Report presented in table.

Table 3
P-Values (Indirect Influence)

	Path Coefficients	T Statistics	P Values	Information
Green Brand Image Awareness (X2) -> Behavior Control (Z) -> Purchase Decision (Y)	0.150	2,051	0.043	There is influence
ENVIRONMENTAL AWARENESS (X1) -> Behavior Control (Z) -> Purchase Decision (Y)	0.153	2,569	0.010	There is influence

The bootstrapping output for evaluating direct effects by looking at the path coefficient values and P-values is presented in the following figure

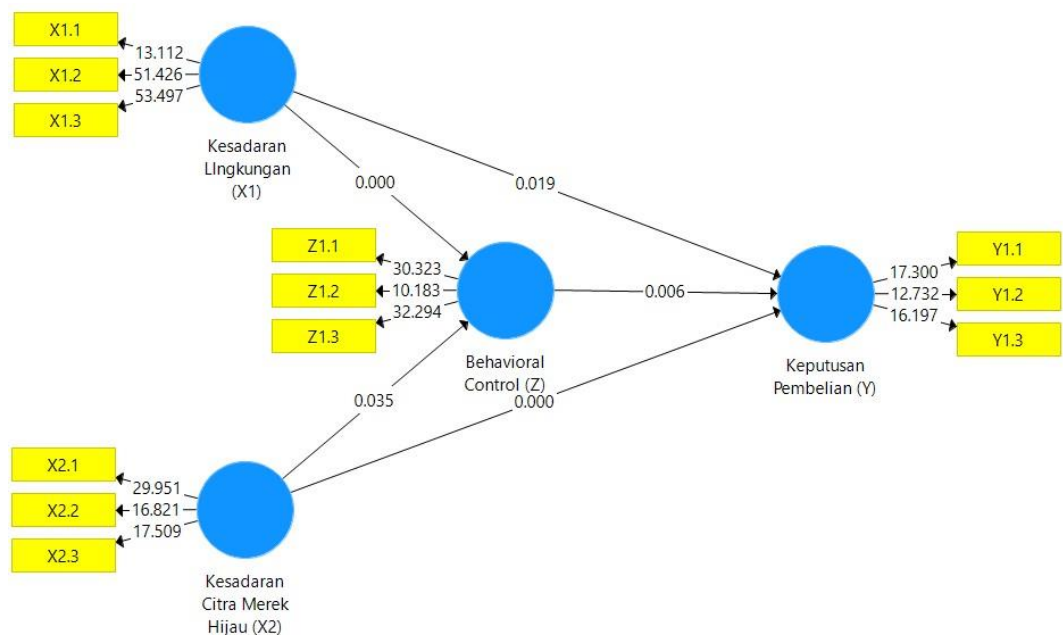


Figure 3
Bootstrapping output with P-Value value

The Influence of Environmental Awareness on Purchasing Decisions

Based on the results of research that has been carried out, the results obtained show that environmental awareness has a positive effect on purchasing decisions. It can be understood that the higher the environmental awareness, the higher the consumer's

purchasing decisions. This can be interpreted that environmental awareness can increase purchasing decisions, in this case the decision to purchase green products *The Body Shop*.

Consumer decision making basically begins with awareness of fulfilling the consumer's own needs or desires. With this awareness of fulfilling needs and desires, consumers begin to look for information about products or services that can fulfill their needs or desires. Based on the information obtained about a good or service, consumers then make a selection on the type of product or service available.

The Influence of Green Brand Image Awareness on Purchasing Decisions

Based on the results of research data that has been carried out, it shows that brand image awareness influences purchasing decisions. This can be interpreted that the better/higher the awareness of the green brand image, the greater the consumer purchasing decisions.

Green brand image awareness is the perception of a brand in someone's memory that is related to sustainability and environmental issues. The Body Shop ensures their image by guaranteeing that all the body care products and cosmetics they offer are not tested on animals, and contain sustainably sourced oils or other plant-based ingredients. The campaign in which The Body Shop is participating is another step they are taking to make a difference both from an environmental perspective and for the brand itself

The Influence of Behavioral Control in Green Products on Purchasing Decisions

Based on the research results, the results obtained were that Behavioral control towards green products has a positive effect on consumer purchasing decisions. It can be understood that high levels of consumer behavioral control on green products will also have a high influence on purchasing decisions.

From field observations, it can be explained that controlling consumer behavior regarding green products makes consumers have the desire to continue using The Body Shop products. That this has created and formed a habit of making purchasing decisions where consumers with environmental awareness and high awareness of the green brand image are enthusiastic about continuing to use products that are environmentally friendly and good for the body.

Environmental Awareness Influences Behavioral Control

Based on the results of research data, environmental awareness influences behavioral control. Where controlling consumer behavior who are aware of the importance of environmental preservation will form a behavior that supports environmental awareness campaigns. This research is also supported by previous research, namely the results of research conducted by Pawistri in 2020 showing that Environmental Awareness has a significant positive effect on purchasing decisions and behavior control for Nature Republic's environmentally friendly products in Surabaya. The significant impact of environmental awareness shows the importance of personal commitment to ensuring a better environment in shaping behavioral control among consumers

Green Brand Image Awareness Influences Behavioral Control

Based on the results of research data, green brand image awareness has an effect on behavioral control. Where the existence of high awareness of the green brand image will influence consumer behavior control regarding the product The Body Shop. A green brand image will make consumers realize that the brand is different from other brands. The green brand image gives rise to evidence that the brand has stated the benefits of the product.

Brand image is one of the dimensions of brand image awareness, in addition to green brand image awareness. According to (Supriyadi, 2022), green brand image awareness is the accumulation of experience in using the brand either directly or indirectly, so that consumers note the brand identity (logo, color, name, etc.). Green Brand Image Awareness is the process of providing information that changes consumer behavior to be more environmentally friendly Alamsyah (2020). As a dimension of brand image, green brand image awareness is defined as a collection of perceptions about a particular brand in consumers' minds that are related to the brand's commitment to protecting the environment Chen (2019). It was stated in previous research that green brand image awareness is the ability of a consumer's memory to remember environmentally friendly brands Huda (2019). Self-control is the ability to restrain one's behavior to achieve certain goals. Self-control shows that before acting, a person considers what is good and right in the situation Pertiwi (2023). Based on this explanation, it can be concluded that in relation to green products.

Environmental Awareness Influences Purchasing Decisions Mediated by Behavioral Control

Based on the results of research data processing Environmental awareness influences purchasing decisions which are mediated by acceptable behavioral control. It can be understood that high environmental awareness will have a high influence on purchasing decisions which is also mediated by behavioral control.

Observations in the field also found many reasons that support consumers in realizing their environmental understanding in purchasing The Body Shop products which have been tested and consumers feel the benefits of care products made from organic, environmentally friendly ingredients. This further encourages consumer behavior to continue to increase their belief in a good environment and healthy living through purchasing/using green products.

Green Brand Image Awareness Influences Purchasing Decisions Mediated by Behavioral Control

From the results of research data processing, it can be understood that green brand image awareness influences purchasing decisions which are mediated by acceptable behavioral control. It can be said that a high level of awareness of the green brand image will increase purchasing decisions by consumers which is mediated by consumer behavioral control.

Field observations revealed that The Body Shop consumers are consumers who have green brand awareness. Where consumers generally believe in and need these products for their skin care, cosmetics and body care needs. This behavior is ultimately able to lead consumers to the decision to purchase The Body Shop products.

CONCLUSION

Based on the test results using the PLS analysis method to test the role of green brand image awareness and environmental awareness on purchasing decisions with behavioral control as mediation (study on potential consumers of the body shop in Mojokerto), it can be concluded that environmental awareness is able to make a significant contribution direct impact on purchasing decisions. The level of potential consumers' knowledge of current environmental issues is high, which can encourage their intention to buy green products. Awareness of The Body Shop's green brand image can contribute to potential consumers' purchasing decisions. This shows that The Body Shop has succeeded in building an image as

a pro-environmental company. When looking for references about organic body care and cosmetic products, The Body Shop always appears in the minds of potential consumers as a purchasing reference. Behavioral control on green products can encourage purchasing decisions. This shows that the good attitude of potential consumers drives their intention to purchase green products / The Body Shop. Environmental Awareness contributes to Behavioral Control. The level of consumer awareness of the environment can actually control consumer behavior

Green brand image awareness contributes to consumer Behavioral Control. Where consumers are aware of the existence of a green brand image which is able to control consumer behavior. Environmental awareness successfully provides a role in the purchasing decision relationship which is mediated by full behavioral control. This means that potential consumers' knowledge of various environmental issues forms a positive attitude to be able to make purchasing decisions regarding green products / The Body Shop. Green brand image awareness has an influential role in purchasing decisions which is mediated by behavioral control. This means that an environmentally friendly (organic) brand image can contribute to potential purchasing decisions towards green products/The Body Shop.

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