

THE INFLUENCE OF GREEN MARKETING AND GREEN PRODUCTS ON PURCHASE DECISIONS WITH BRAND IMAGE AS A MEDIATING VARIABLE AMONG THE BODY SHOP CUSTOMERS IN MADIUN CITY

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Abstract

This study aims to examine the effect of green marketing and green product on purchase decisions, with brand image as a mediating variable among The Body Shop consumers in Madiun City. This study employed a quantitative approach using a survey method. Data were collected from 384 respondents selected using purposive sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The results indicate that green marketing has a positive and significant effect on brand image and purchase decisions. Green product also has a positive and significant effect on brand image and purchase decisions. Furthermore, brand image has a positive and significant effect on purchase decisions. The mediation analysis shows that brand image significantly mediates the effects of green marketing and green product on purchase decisions. Among the relationships examined, green product has the strongest effect on brand image, while brand image has a strong direct effect on purchase decisions. These findings indicate that environmentally oriented product characteristics and marketing activities can contribute to favorable brand perceptions and purchase decisions. The study suggests that The Body Shop should strengthen its green product characteristics, maintain consistent green marketing communication, and preserve a favorable brand image to support consumers' purchase decisions.

Keywords: Green Marketing, Green Product, Brand Image, Purchase Decision, The Body Shop.

A. INTRODUCTION

Environmental sustainability has become increasingly relevant to marketing practices and consumer decision-making. In response to growing environmental concerns, companies have increasingly incorporated environmental considerations into their marketing strategies and product development. One approach is green marketing, which integrates environmental considerations into marketing activities, including products, promotion, pricing, and distribution. Kiyak and

Grigoliene (2023) explain that green marketing involves a broader marketing framework that incorporates environmental sustainability into business and marketing activities.

Another important component of environmentally oriented marketing is the development of green products. Green products are designed by considering environmental sustainability throughout their life cycle, from production and distribution to use and final disposal (Sdrolia & Zarotiadis, 2019). These products emphasize resource conservation, energy efficiency, waste reduction, and the minimization of hazardous materials. Rath (2016) similarly emphasizes the relevance of environmentally oriented product and marketing practices within sustainable business activities.

The relationship between green marketing, green products, and consumer responses is particularly relevant in the beauty and personal care industry. In this study, The Body Shop was selected as the research object because the research focuses on consumers who have purchased The Body Shop products in Madiun City. The research model examines whether consumers' perceptions of green marketing and green products contribute to the formation of a favorable brand image and subsequently influence their purchase decisions. The thesis specifically positions brand image as an intervening variable between green marketing, green product, and purchase decision.

Brand image is important because consumers form perceptions and associations toward a brand through their experiences and interpretations of the values communicated by the company. In the context of this study, environmentally oriented marketing activities and product attributes can become sources through which consumers evaluate a brand. The thesis conceptualizes green marketing as an environmental marketing strategy and green product as a product developed according to environmental sustainability principles, while brand image functions as an intervening construct connecting these variables with purchase decisions.

Previous empirical research provides support for the relationships among the variables examined in this study. Asyhari and Yuwalliatin (2021) found that green marketing and other environmentally oriented variables positively influenced brand image and that brand image was associated with purchase decisions. However, their findings also indicated that brand image did

not mediate the relationship between green marketing and purchase decisions in their research context. This finding is important because it suggests that the role of brand image as a mediator may not be consistent across different research contexts.

Other research has reported positive relationships between green marketing, brand image, and purchase-related outcomes. Khansa and Sigit (2024), for example, examined green marketing in the context of The Body Shop in Indonesia and reported relationships involving green marketing, brand image, and purchase decisions. Their study therefore provides a particularly relevant empirical reference for the present research because it examines the same brand context. Murtiningsih (2025) also examined green marketing and green purchase intention, with brand perception serving as a mediating variable. Meanwhile, Sari et al. (2025) examined the effect of green product on purchase decision with brand image and perceived value as mediating variables.

These previous findings indicate that green marketing and green product may contribute to consumers' perceptions of brands and their purchase decisions. However, differences in research objects, contexts, and findings indicate that the relationships among these constructs still warrant further examination. This is particularly relevant for the role of brand image as a mediating variable. The thesis identifies that previous research has not consistently produced the same conclusions regarding the mediating role of brand image. For example, Asyhari and Yuwalliatin (2021) found that brand image did not mediate the effect of green marketing on purchase decisions, while other studies cited in the thesis report mediation effects in different contexts.

Therefore, examining these relationships among The Body Shop consumers in Madiun City provides an opportunity to further assess whether green marketing and green product influence purchase decisions directly and whether these effects are transmitted through brand image. The research context is also relevant because the thesis reports significant relationships between green marketing, green product, brand image, and purchase decisions among its respondents. The empirical results reported in the thesis indicate that green marketing significantly affected brand image and purchase decisions, green product significantly affected brand image and purchase decisions, and brand image significantly affected purchase decisions.

Based on this research gap, this study aims to examine the effects of green marketing and green product on purchase decisions through brand image as a mediating variable among The Body Shop consumers in Madiun City. Specifically, the study examines the effects of green marketing and green product on brand image, the effects of green marketing, green product, and brand image on purchase decisions, and the mediating effects of brand image in the relationships between green marketing and purchase decisions and between green product and purchase decision. These relationships are formulated into seven research hypotheses.

B. METHOD

This study employed a quantitative survey approach to examine the effects of green marketing and green product on purchase decisions, with brand image as a mediating variable among The Body Shop consumers in Madiun City. Primary data were collected through questionnaires distributed to consumers who met the predetermined criteria.

The population consisted of The Body Shop consumers in Madiun City who had previously purchased the products. Because the population size was not known with certainty, the sample size was determined using the Rao Purba formula with a 5% margin of error, resulting in 384 respondents. The sampling technique was purposive sampling, with the criteria that respondents were domiciled in Madiun City, had purchased The Body Shop products at least once, were aged 17–45 years, and could be either male or female.

Data were collected using a questionnaire measured on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The research model consisted of four variables: green marketing (X1), green product (X2), brand image (Z), and purchase decision (Y). The constructs were measured using reflective indicators.

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The analysis included measurement model evaluation through outer loading, Average Variance Extracted (AVE), Cronbach's alpha, and Composite Reliability, followed by structural model evaluation using R^2 and Q^2 . Hypotheses were tested using

bootstrapping based on path coefficients and t-statistics. A significance level of 5% and a critical t-value of 1.96 were used to determine statistical significance.

C. RESULTS AND DISCUSSIONS

1. Respondent Characteristics

The study involved 384 respondents who met the predetermined sampling criteria. Respondents were characterized based on age, gender, and residential location. The largest age group was 17–22 years, consisting of 132 respondents (34%), followed by respondents aged 23–28 years with 107 respondents (28%). Respondents aged 35–45 years accounted for 80 respondents (21%), while those aged 29–35 years accounted for 65 respondents (17%).

In terms of gender, female respondents represented the majority of the sample, with 269 respondents (70%), while male respondents accounted for 115 respondents (30%). Regarding residential location, respondents were distributed across the three districts of Madiun City. Kartoharjo contributed the largest proportion with 140 respondents (37%), followed by Manguharjo with 124 respondents (32%) and Taman with 120 respondents (31%).

Table 1. Characteristics of Respondents

Characteristic	Category	n	%
Age	17–22 years	132	34
	23–28 years	107	28
	29–35 years	65	17
	35–45 years	80	21
Gender	Male	115	30
	Female	269	70
Residence	Manguharjo	124	32
	Kartoharjo	140	37
	Taman	120	31
Total		384	100

Source: Processed primary data, 2026.

2. Measurement Model

The measurement model was evaluated using outer loading, Average Variance Extracted (AVE), discriminant validity, Cronbach's alpha, and Composite Reliability.

All indicators demonstrated outer loading values above 0.70. The outer loading values ranged from 0.747 to 0.827 for green marketing, 0.718 to 0.847 for green product, 0.797 to 0.844 for brand image, and 0.791 to 0.882 for purchase decision. These results indicate that all indicators met the loading criterion used in the study.

Table 2. Outer Loading and Convergent Validity

Construct	Number of Indicators	Outer Loading Range	AVE
Green Marketing	10	0.747–0.827	0.628
Green Product	8	0.718–0.847	0.642
Brand Image	6	0.797–0.844	0.677
Purchase Decision	10	0.791–0.882	0.708

Source: SmartPLS output.

All constructs achieved AVE values above the minimum criterion of 0.50. The AVE values were 0.628 for green marketing, 0.642 for green product, 0.677 for brand image, and 0.708 for purchase decision. Thus, the constructs demonstrated adequate convergent validity.

Discriminant validity was assessed using cross-loading values. The results showed that each indicator had the highest loading on its respective construct compared with the other constructs, indicating that the indicators adequately discriminated among the four constructs.

Table 3. Construct Reliability

Construct	Cronbach's Alpha	Composite Reliability
Green Marketing	0.934	0.936
Green Product	0.920	0.922
Brand Image	0.905	0.906
Purchase Decision	0.954	0.954

Source: SmartPLS output.

All constructs achieved Cronbach's alpha and Composite Reliability values above 0.70. Therefore, the measurement model demonstrated satisfactory internal consistency.

3. Structural Model

The structural model was evaluated using R^2 and Q^2 . The R^2 value for brand image was 0.676, indicating that green marketing and green product jointly explained 67.6% of the variance in brand image. Meanwhile, the R^2 value for purchase decision was 0.794, indicating that green marketing, green product, and brand image jointly explained 79.4% of the variance in purchase decision.

Table 4. Coefficient of Determination

Endogenous Construct	R ²	Adjusted R ²
Brand Image	0.676	0.675
Purchase Decision	0.794	0.793

Source: SmartPLS output.

The Q² values were 0.452 for brand image and 0.557 for purchase decision, both exceeding zero. This indicates predictive relevance of the structural model for the endogenous constructs.

4. Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS. The study used a significance level of 5%, with a critical t-statistic of 1.96.

Table 5. Hypothesis Testing

Hypothesis	Relationship	β	t-statistic	p-value	Decision
H1	Green Marketing → Brand Image	0.148	4.436	<0.001	Supported
H2	Green Product → Brand Image	0.697	13.810	<0.001	Supported
H3	Green Marketing → Purchase Decision	0.191	4.436	<0.001	Supported
H4	Green Product → Purchase Decision	0.150	2.432	0.015	Supported
H5	Brand Image → Purchase Decision	0.610	11.327	<0.001	Supported
H6	Green Marketing → Brand Image → Purchase Decision	0.090	2.583	0.010	Supported
H7	Green Product → Brand Image → Purchase Decision	0.425	8.410	<0.001	Supported

Source: SmartPLS output.

The results indicate that all seven hypotheses were statistically supported. Green marketing had a positive and significant effect on brand image ($\beta = 0.148$, $t = 4.436$, $p < 0.001$), while green product had a stronger positive effect on brand image ($\beta = 0.697$, $t = 13.810$, $p < 0.001$). Green marketing also positively affected purchase decision ($\beta = 0.191$, $t = 4.436$, $p < 0.001$), while green product had a positive effect on purchase decision ($\beta = 0.150$, $t = 2.432$, $p = 0.015$).

Brand image demonstrated a strong positive effect on purchase decision ($\beta = 0.610$, $t = 11.327$, $p < 0.001$). Furthermore, brand image significantly mediated the relationships between green marketing and purchase decision ($\beta = 0.090$, $t = 2.583$, $p = 0.010$) and between green product and purchase decision ($\beta = 0.425$, $t = 8.410$, $p < 0.001$).

5. Discussion

The Effect of Green Marketing on Brand Image

The results show that green marketing has a positive and significant effect on brand image, with a path coefficient of 0.148, a t-statistic of 4.436, and a p-value below 0.001. Therefore, H1 is supported. This finding indicates that consumers' perceptions of The Body Shop's environmentally oriented marketing activities contribute to the formation of a favorable brand image.

Green marketing can communicate a company's environmental values to consumers through marketing activities that emphasize environmental responsibility. When consumers perceive that a company consistently incorporates environmental considerations into its marketing activities, these perceptions may strengthen the associations attached to the brand. Kiyak and Grigoliene (2023) explain that green marketing encompasses marketing activities that integrate environmental considerations into business practices. Thus, the implementation of green marketing can become an important means of communicating a brand's environmental positioning.

The finding is consistent with Asyhari and Yuwalliatin (2021), who found that green marketing strategy has a positive and significant effect on brand image. It is also consistent with Khansa and Sigit (2024), who examined The Body Shop and found a significant relationship between green marketing and brand image. These findings reinforce the view that environmentally oriented marketing activities can contribute to strengthening consumers' perceptions of a brand.

The Effect of Green Product on Brand Image

The results demonstrate that green product has a positive and significant effect on brand image, with a path coefficient of 0.697, a t-statistic of 13.810, and a p-value below 0.001. Therefore, H2 is supported.

The relatively large coefficient indicates that green product is an important factor in shaping brand image among the respondents. Consumers may evaluate a brand's environmental positioning not only through its promotional communication but also through the environmental characteristics of the products offered. Sdrolia and Zarotiadis (2019) describe green products as products whose development and evaluation incorporate environmental considerations.

Consequently, consumers' perceptions of environmentally friendly product characteristics can become an important basis for forming brand associations.

This finding is also consistent with the research direction identified in previous studies concerning the relationship between green products and brand-related perceptions. The result suggests that tangible product characteristics may provide consumers with more direct evidence of a company's environmental positioning. In the context of The Body Shop, stronger perceptions of green products can therefore contribute to a more favorable brand image.

The Effect of Green Marketing on Purchase Decision

The results indicate that green marketing has a positive and significant effect on purchase decision, with a path coefficient of 0.191, a t-statistic of 4.436, and a p-value below 0.001. Thus, H3 is supported.

This finding indicates that environmental considerations communicated through marketing activities can directly influence consumers' purchase decisions. Green marketing provides consumers with information regarding a company's environmental orientation and may help them evaluate whether a product is consistent with their environmental expectations.

The finding supports the results of Khansa and Sigit (2024), who examined The Body Shop in Indonesia and reported a positive relationship involving green marketing and purchase decisions. It is also consistent with the findings of Asyhari and Yuwalliatin (2021), which demonstrate the relevance of green marketing in explaining consumer purchasing decisions.

Therefore, green marketing should not be viewed solely as a communication instrument for building environmental awareness. In this research context, it also represents a factor that is directly associated with consumers' decisions to purchase The Body Shop products.

The Effect of Green Product on Purchase Decision

The results show that green product has a positive and significant effect on purchase decision, with a path coefficient of 0.150, a t-statistic of 2.432, and a p-value of 0.015. Therefore, H4 is supported.

The finding indicates that consumers' perceptions of environmentally friendly product characteristics contribute to their purchase decisions. Green products can provide consumers with product-related environmental attributes that become an additional consideration when selecting products. Sdrolia and Zarotiadis (2019) emphasize that the concept of green products involves environmental considerations throughout the product's development and evaluation.

The result is also consistent with Sari et al. (2025), who examined the effect of green product on purchase decision with brand image and perceived value as mediating variables. The present finding therefore adds empirical support to the relationship between green product and purchase decision.

However, the direct effect of green product on purchase decision ($\beta = 0.150$) is substantially lower than its effect on brand image ($\beta = 0.697$). This pattern suggests that the influence of green product on purchase decision may operate more strongly when consumers first develop favorable perceptions of the brand.

The Effect of Brand Image on Purchase Decision

The results demonstrate that brand image has a positive and significant effect on purchase decision, with a path coefficient of 0.610, a t-statistic of 11.327, and a p-value below 0.001. Therefore, H5 is supported.

The relatively large path coefficient indicates that brand image plays an important role in consumers' purchase decisions. A favorable brand image can provide consumers with positive associations toward the products offered by the company and may increase their confidence when making purchasing decisions.

This finding is consistent with Asyhari and Yuwalliatin (2021), who identified the importance of brand image in explaining purchasing decisions. It is also consistent with the findings of Khansa and Sigit (2024) in the context of The Body Shop.

The finding further demonstrates that environmental marketing strategies and green product characteristics need to be supported by a favorable brand image. Environmental attributes

may attract consumer attention, but the resulting perception of the brand can become an important factor in translating those perceptions into purchase decisions.

The Mediating Effect of Brand Image on Green Marketing and Purchase Decision

The results show that brand image significantly mediates the relationship between green marketing and purchase decision. The indirect effect coefficient is 0.090, with a t-statistic of 2.583 and a p-value of 0.010. Therefore, H6 is supported.

This result indicates that green marketing affects purchase decision through the formation of brand image. In other words, consumers' perceptions of environmentally oriented marketing activities can contribute to a favorable brand image, which subsequently contributes to their purchase decisions.

This finding is particularly important because it differs from the result reported by Asyhari and Yuwalliatin (2021), whose study found that brand image did not mediate the relationship between green marketing and purchasing decisions. The difference indicates that the mediating role of brand image may vary according to the research context and characteristics of the consumers studied.

In the present study, the focus on The Body Shop consumers provides a specific context in which environmental positioning is closely associated with the brand. Therefore, consumers may interpret green marketing activities as part of the brand's identity, allowing green marketing perceptions to influence purchase decisions indirectly through brand image.

The Mediating Effect of Brand Image on Green Product and Purchase Decision

The results demonstrate that brand image significantly mediates the relationship between green product and purchase decision. The indirect effect coefficient is 0.425, with a t-statistic of 8.410 and a p-value below 0.001. Thus, H7 is supported.

The indirect effect of green product through brand image is considerably stronger than the indirect effect of green marketing through brand image. This finding is consistent with the strong direct relationship between green product and brand image ($\beta = 0.697$).

The result indicates that consumers' perceptions of environmentally friendly product characteristics may first shape their overall perception of The Body Shop and subsequently influence their purchase decisions. Thus, green product characteristics can have both a direct relationship with purchase decision and an indirect relationship through brand image.

This finding is consistent with Sari et al. (2025), who examined green product, purchase decision, brand image, and perceived value within a mediation framework. The present study further indicates that brand image can serve as an important mechanism connecting consumers' perceptions of green products with their purchase decisions.

Overall Discussion

Overall, the results support all seven hypotheses proposed in this study. Green marketing and green product both have significant relationships with brand image and purchase decision, while brand image has a significant relationship with purchase decision. Furthermore, brand image significantly mediates the relationships between green marketing and purchase decision and between green product and purchase decision.

The results also reveal differences in the strength of the relationships. Green product has the strongest effect on brand image ($\beta = 0.697$), while brand image has a strong effect on purchase decision ($\beta = 0.610$). The indirect effect of green product through brand image ($\beta = 0.425$) is also substantially greater than the indirect effect of green marketing through brand image ($\beta = 0.090$).

These findings suggest that, among The Body Shop consumers examined in Madiun City, environmentally friendly product characteristics may be particularly important in shaping brand perceptions, while brand image plays an important role in translating those perceptions into purchase decisions. Therefore, environmental marketing strategies may be most effective when supported by tangible green product characteristics and a consistent brand image.

D. CONCLUSIONS

This study examined the effects of green marketing and green product on purchase decisions, with brand image serving as a mediating variable among The Body Shop consumers in Madiun City. Based on the results of the hypothesis testing, all seven proposed hypotheses were supported.

The findings demonstrate that green marketing has a positive and significant effect on brand image and purchase decisions. Similarly, green product has a positive and significant effect on brand image and purchase decisions. Brand image also has a positive and significant effect on purchase decisions. Furthermore, brand image significantly mediates the effects of both green marketing and green product on purchase decisions.

Among the relationships examined, green product demonstrated the strongest effect on brand image, while brand image showed a strong direct effect on purchase decisions. The mediation results further indicate that brand image plays an important role in translating consumers' perceptions of environmentally friendly products and marketing activities into purchase decisions.

Overall, the findings indicate that environmental marketing practices and environmentally oriented product characteristics can contribute to stronger brand perceptions and favorable purchase decisions among The Body Shop consumers in Madiun City.

E. SUGGESTIONS

The Body Shop is recommended to strengthen its green product strategy by maintaining environmentally friendly product characteristics and providing clear information regarding their environmental attributes. The company should also develop consistent and credible green marketing communication that is aligned with the actual characteristics of its products. In addition, maintaining a favorable brand image should remain a priority because brand image has an important role in influencing purchase decisions and mediating the effects of green marketing and green products on purchase decisions.

Future researchers are encouraged to expand the research context by involving consumers from different geographical areas or other environmentally oriented brands. Further studies may also incorporate additional variables and broader sampling approaches to provide a more comprehensive understanding of factors influencing green purchase decisions.

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