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FROM AWARENESS TO ACTION: HOW GREEN MARKETING SHAPES PURCHASE INTENTIONS FOR SUSTAINABLE COSMETICS

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ABSTRACT: Green marketing has intensified as cosmetic companies compete to project environmentally responsible identities, yet converting awareness into actual purchase remains uneven. This study examines the influence of environmental attitude, green brand image, and green perceived value on green purchase intention, drawing on survey data from 150 Body Shop consumers in Indonesia and analyzed with SEM-PLS. Results show that environmental attitude does not significantly predict intention, while both green brand image and green perceived value exert positive effects. These findings indicate that credible brand signals and tangible value perceptions act as more immediate drivers of intention than generalized attitudes, refining how the attitude–behavior gap is understood in sustainable consumption. The study contributes by highlighting the primacy of image and value in shaping intention and provides managerial implications for firms to emphasize credible positioning and consumer value rather than relying solely on environmental appeals to stimulate sustainable purchasing.

Keywords: Green Marketing; Environmental Attitude; Green Brand Image; Green Perceived Value; Green Purchase Intention

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INTRODUCTION

Global demand for environmentally friendly products is rising but remains uneven across markets. In 2023, global spending on sustainable consumer goods exceeded USD 500 billion, with cosmetics accounting for one of the fastest-growing segments (Statista, 2023). A Nielsen survey of 30,000 consumers across 60 countries found that 73% of millennials are willing to pay more for sustainable products, yet only 26% consistently do so when faced with real purchase decisions (NielsenIQ, 2023). In Indonesia, the potential is significant: Euromonitor (2023) reports that eco-friendly cosmetics and personal care grew by 11% annually, but consumer adoption is concentrated among urban middle-class buyers, leaving a large portion of the market untapped. The Body Shop, one of the most recognizable brands in this space, has positioned itself with a clear sustainability ethos, yet the conversion from awareness to actual purchase remains inconsistent. This dissonance highlights the importance of understanding the determinants of green purchase intention in emerging markets, particularly in the cosmetic sector where brand image, perceived value, and environmental attitudes intertwine with consumer behavior.

The literature identifies green marketing as not merely the promotion of environmentally friendly products but as a holistic strategy covering design, production, distribution, and promotion within a sustainable framework (Jamal et al., 2024). Purchase intention, defined as the tendency to buy a specific product or brand, is central to consumer decision-making (Belch & Belch, 2015). Green purchase intention, however, is more complex because it combines rational product evaluations with moral and environmental considerations (Jamal et al., 2021; Mutiara, 2017). Environmental attitude is one such determinant: individuals who value environmental protection are more likely to align their purchasing with those beliefs (Paramita & Yasa, 2015). Yet evidence suggests that positive attitudes do not always convert into behavior, a gap widely recognized in green marketing literature. Similarly, brand image shapes consumer perceptions through associations stored in memory (Kotler, 2012), and when associated with eco-labels, it can strengthen trust and differentiation (Chen, 2012). Green perceived value, meanwhile, reflects the consumer's assessment of benefits relative to sacrifices, encompassing not just utility but also symbolic and emotional gains (Halim & Kempa, 2016; Sweeney & Soutar, 2001). Prior work highlights that when expectations of quality and reliability are met, perceived value fosters long-term trust (Kim et al., 2012). The theoretical debate, therefore, lies in how these constructs—attitude, image, and perceived value—interact and whether they suffice to explain the intention–behavior gap that persists even among environmentally aware consumers.

Despite a growing body of research, significant gaps remain. While green marketing studies have explored consumer attitudes and eco-friendly practices in developed economies, few have examined the combined role of environmental attitude, brand image, and perceived value in the Indonesian cosmetic industry. Existing work often isolates these constructs, failing to capture how they operate simultaneously in shaping purchase intention. Moreover, while firms like The Body Shop have implemented sustainability strategies, it remains unclear whether Indonesian consumers interpret these strategies as credible signals of brand value or merely as peripheral claims. Addressing these gaps is critical, as consumer trust and purchase behavior hinge not on awareness alone but on the credibility and perceived benefits of green marketing initiatives.

This study seeks to advance understanding by examining the interplay of environmental attitude, green brand image, and green perceived value in predicting green purchase intention among cosmetic consumers in Indonesia. Unlike prior studies that have treated these constructs separately, this research positions them together in a structural model, enabling assessment of their relative and combined effects. The novel contribution lies in testing whether brand image and perceived value act as more proximate predictors of intention than environmental attitude, thereby addressing the persistent attitude–behavior gap. Hence, the study offers theoretical refinement and practical insights for firms seeking to design marketing strategies that not only raise awareness but also translate sustainability commitments into measurable consumer action.

THEORETICAL REVIEW

Green marketing has been described as a holistic management process that responsibly identifies, anticipates, and satisfies customer and community needs through sustainable

methods (Jamal et al., 2023). Polonsky (1994) defines green marketing as a set of activities that design products and services to meet consumer needs without harming the environment. Similarly, the American Marketing Association (AMA) views green marketing as the development and promotion of products that either reduce negative environmental impacts or enhance environmental quality (Association Editor Marketing USA). In practice, green marketing encompasses environmentally friendly products such as phosphate-free detergents, recyclable and reusable goods, ozone-friendly items, and eco-labeled foods (Jamal et al., 2021).

Green purchase intention refers to the condition that motivates consumers to purchase environmentally friendly products and services (Zhuang et al., 2021). It is also understood as the likelihood or tendency to purchase a particular brand or product (Belch & Belch, 2015). Such intention results from the interaction between consumer needs, attitudes, perceptions of a product, and trust in the producing company (Bradmore, 2004). Consistent with this perspective, Lee (2008) characterizes green purchasing as the effort to prioritize products or services that are least harmful to both the environment and human health. However, Chen (2015) observes that when consumers perceive green products as lower in quality, their purchase intentions may be reduced.

Environmental attitude captures an individual's orientation toward environmental issues. Rashid (2009) defines it as a learned tendency to respond favorably or unfavorably toward the environment. Andrew et al. (2013) further argue that environmental attitude is shaped by cognitive values of environmental protection, where education plays a critical role in forming perceptions and judgments about environmental concerns. Such attitudes provide the foundation for environmentally conscious behavior.

Brand image is another critical determinant of consumer perception and behavior. Keller (1993) defines it as brand awareness reflected through associations stored in consumer memory. Chen (2012) extends this to the concept of green brand image, describing it as consumer perceptions of a brand's environmentally friendly attributes. Yuliati and Aulina (2017) add that green brand image represents consumer beliefs about a brand's commitment to environmental protection. Rahmi et al. (2017) emphasize that green awareness contributes to this image, as consumers who recognize the environmental value of green products are more likely to support and purchase them.

Green perceived value reflects consumers' overall assessment of the benefits of a product or service in light of their environmental expectations and sustainability concerns (Chen & Chang, 2012). Juliana et al. (2020) identify green awareness value as consumers' recognition of the broader benefits of eco-friendly products. Thus, green perceived value is not only about functional benefits but also about the emotional and social satisfaction derived from contributing to environmental preservation. As such, it has a direct influence on green purchase decisions.

Hypothesis Development

Based on the literature, three hypotheses are proposed. First, environmental attitude is expected to influence green purchase intention. Prior studies find that environmental attitudes shape environmentally conscious behavior (Chairul et al., 2019; Altinigne & Bilgin, 2015). Individuals who feel a moral obligation to protect the environment are more likely to translate these attitudes into concrete actions, such as purchasing eco-friendly products. In the context of The Body Shop, purchasing green products becomes one form of environmental commitment.
H1: Environmental attitude has a positive and significant effect on green purchase intention.

Second, brand image is posited to influence consumer intentions. Deccasari et al. (2022) argue that green brand image positively affects green purchase intention, as it represents the values and reputation of a brand that shape consumer behavior. This view is supported by Akbar and Rubiyanti (2023), who find that a strong green brand image builds consumer trust and sustains purchase behavior. Thus, a positive brand image aligns with consumer confidence in the brand's environmental claims and increases willingness to buy.
H2: Green brand image has a positive and significant effect on green purchase intention.

Green perceived value is expected to play a critical role in consumer choice. Yusi Ana et al. (2021) find that green perceived value reflects consumers' overall evaluation of environmental benefits, directly influencing green purchase intention. Meilisa (2020) similarly reports that green

perceived value positively shapes purchase intention at The Body Shop Indonesia. Together, these findings highlight the importance of value perceptions in driving environmentally conscious decisions.

H3: Green perceived value has a positive and significant effect on green purchase intention.

RESEARCH METHOD

Data and Sample

The empirical setting centers on consumers of The Body Shop in Indonesia, a market characterized by high youth demographics and rising awareness of sustainable consumption. The unit of analysis was the individual customer, and the study concentrated on the "DIY" segment, where brand positioning strongly intersects with eco-conscious behavior. The sampling frame followed a purposive strategy (Sugiyono, 2010), reflecting the deliberate selection of respondents who meet defined behavioral and demographic criteria. Eligible participants were (i) 150 existing Body Shop consumers, (ii) at least 17 years of age, and (iii) purchasers who had engaged in one to two transactions within the past year. This focus yields a sharper test of intention formation among consumers who have been exposed to the brand but have not yet established entrenched loyalty.

Sample size determination followed the guidelines of Hair et al. (2014) for structural models, ensuring adequacy for the number of paths estimated. A final sample of 100 respondents was obtained, which aligns with the "10-times rule" standard in PLS-SEM while remaining practical in field implementation. Data collection was conducted through an online questionnaire distributed directly to the target segment. Responses were recorded using a five-point Likert scale, where anchors ranged from "strongly disagree" (1) to "strongly agree" (5). This design allows for the quantification of latent constructs while preserving comparability across respondents.

Measures and Instrumentation

The survey instrument captured four principal constructs: environmental attitude, green brand image, green perceived value, and green purchase intention. All items were adapted from established measures in the literature and refined to fit the cosmetics context. Convergent validity was assessed through indicator loadings, with outer loading thresholds above 0.70 treated as acceptable (Hair et al., 2014). Discriminant validity was examined through cross-loadings and the Fornell–Larcker criterion, while internal consistency was tested via Cronbach's alpha and composite reliability. Following conventional standards, Cronbach's alpha above 0.60 and composite reliability above 0.70 indicated satisfactory reliability (Ghozali, 2015).

Analytical Strategy

The analytical approach employed variance-based structural equation modeling (PLS-SEM) implemented through SmartPLS 4.0. PLS was chosen given its suitability for prediction-oriented research with modest sample sizes and non-normal data distributions. The modeling procedure proceeded in two stages. First, the measurement model was evaluated to establish construct validity and reliability. Second, the structural model was assessed to estimate path coefficients, effect sizes, and explanatory power. Hypotheses were evaluated using a non-parametric bootstrapping procedure with resampling to obtain robust standard errors and *t*-statistics. Statistical significance was determined at the 5% level, with hypotheses accepted if $p < 0.05$ and rejected otherwise (Ghozali, 2015).

RESULTS

Validity measurement ensures that research instruments accurately represent the constructs they are intended to measure. A higher validity score indicates that the instrument better captures the underlying questions or claims (Wijaya, 2019). In structural equation modeling, validity is commonly assessed through Average Variance Extracted (AVE) and discriminant validity, with an AVE threshold above 0.5 serving as evidence of adequate

convergent validity. Using SmartPLS 4, validity can also be examined through the loading factor of each indicator, where values greater than 0.7 indicate acceptable reliability and representation of the construct. Discriminant validity, meanwhile, emphasizes that each indicator should load more strongly on its designated construct than on others. This principle requires that the cross-loading values for reflective indicators exceed 0.7 to confirm distinctiveness across variables (Ghozali, 2015). The results of the validity measurement for this study are summarized in Table 1.

Table 1. Convergent Validity Result

Construct	Item Code	Loading Factor
Environmental Attitude	EA.1	0.863
	EA.2	0.828
	EA.3	0.879
Green Brand Image	GBI.1	0.771
	GBI.2	0.712
	GBI.3	0.757
	GBI.4	0.747
	GBI.5	0.763
Green Perceived Value	GPV.1	0.768
	GPV.2	0.754
	GPV.3	0.774
	GPV.4	0.756
	GPV.5	0.795
Green Purchase Intention	GPI.1	0.810
	GPI.2	0.867
	GPI.3	0.820

As shown in Table 1, all indicators demonstrate satisfactory loading factor values above the recommended threshold of 0.7, confirming that each construct is well represented by its respective items. This result indicates that the measurement model meets the convergent validity requirement, thereby providing a strong foundation for further analysis. To further validate the distinctiveness of each construct, discriminant validity must be examined. Table 2 presents the cross-loading results, demonstrating that the indicators consistently exhibit higher loadings on their respective constructs than on non-associated constructs. This finding confirms that each construct is empirically distinct, thereby supporting the structural soundness of the measurement model and enhancing confidence in subsequent hypothesis testing.

Table 2. Cross Loading of Discriminant Validity

Indicator	Environment Attitude	Green brand Image	Green Perceived Value	Green Purchase Intention
EA.1	0.863	0.221	0.212	0.137
EA.2	0.823	0.202	0.231	0.174
EA.3	0.879	0.204	0.236	0.247
GBI.1	0.216	0.771	0.569	0.578
GBI.2	0.068	0.712	0.603	0.463
GBI.3	0.083	0.757	0.531	0.468
GBI.4	0.277	0.747	0.543	0.495
GBI.5	0.244	0.763	0.559	0.523
GPV.1	0.147	0.562	0.768	0.585
GPV.2	0.251	0.588	0.754	0.586
GPV.3	0.197	0.523	0.774	0.499
GPV.4	0.095	0.591	0.756	0.427
GPV.5	0.307	0.610	0.795	0.578
GPI.1	0.256	0.584	0.610	0.800
GPI.2	0.239	0.528	0.579	0.867
GPI.3	0.071	0.570	0.560	0.820

Beyond validity, however, measurement quality also requires evidence of reliability, which describes the extent to which scores on a measurement scale remain consistent and stable over repeated applications. In this study, reliability was examined using the SmartPLS 4 procedure, which provides composite reliability and Cronbach's alpha as standard criteria. Reliability levels are typically categorized as excellent when values exceed 0.90, high when ranging from 0.70 to 0.90, moderate when between 0.50 and 0.70, and weak when falling below 0.50. The results of these assessments for each construct are summarized in Table 3.

Table 3. Reliability Measurements

Construct	Cronbach Alpha	Composite Reliability (rho-c)	AVE	Conclusion
EA (X1)	0.824	0.891	0.732	Reliable
GBI (X2)	0.806	0.866	0.563	Reliable
GPV (X3)	0.828	0.879	0.592	Reliable
GPI (Y1)	0.773	0.869	0.688	Reliable

As reported in Table 3, all constructs surpass the minimum thresholds for Cronbach's alpha and composite reliability, with values consistently above 0.70. The AVE scores also exceed the recommended cutoff of 0.50, thereby confirming convergent validity alongside internal consistency. This evidence indicates that the constructs not only capture the underlying theoretical domains but also do so with stability across measurement. From a finance perspective, these results echo the principle that robustness in measurement parallels robustness in markets—where reliability underpins credibility in both empirical modeling and investment signaling.

With measurement properties secured, the next step addresses explanatory power and effect strength. Structural equation models require not only reliable constructs but also evidence that exogenous variables meaningfully contribute to endogenous outcomes. Accordingly, Table 4 presents the f^2 effect size and R^2 values for the structural model. The f^2statistic quantifies the magnitude of each exogenous construct's contribution to the dependent variable, while the R^2statistic captures the proportion of variance explained. Together, they indicate whether the model achieves substantive explanatory adequacy or merely statistical sufficiency.

Table 4. Correlation Revelation

Endogenous Construct	Exogenous Variable	f^2 Effect Size	R^2	Adjusted R^2
Green Purchase Intention	Environmental Attitude (EA)	0.002		
	Green Brand Image (GBI)	0.112		
	Green Perceived Value (GPV)	0.190		
	Model Summary		0.549	0.535

Notes. f^2 values indicate the relative contribution of each exogenous construct to Green Purchase Intention. According to Cohen's (1988) guidelines, 0.02 = small, 0.15 = medium, and 0.35 = large effects. The R^2 value of 0.549 suggests that approximately 55% of the variance in Green Purchase Intention is explained by the model, with an adjusted R^2 of 0.535 accounting for model parsimony.

The strength of a structural model lies not only in its explanatory power but also in the confirmation of its hypothesized relationships. Hypothesis testing serves to verify whether the proposed links between constructs hold under empirical scrutiny, thereby lending credibility to the theoretical framework. In this study, the bootstrapping procedure in SmartPLS 4.0 provides a rigorous basis for assessing the stability of parameter estimates and the reliability of the inferences drawn. By resampling the data, this approach allows a sharper view of how consistently the observed relationships emerge across iterations. The results of this procedure, which highlight which paths are statistically meaningful and which fail to gain support, are depicted in Figure 2, offering a visual summary of the tested structural model, and detailed in Table 5.

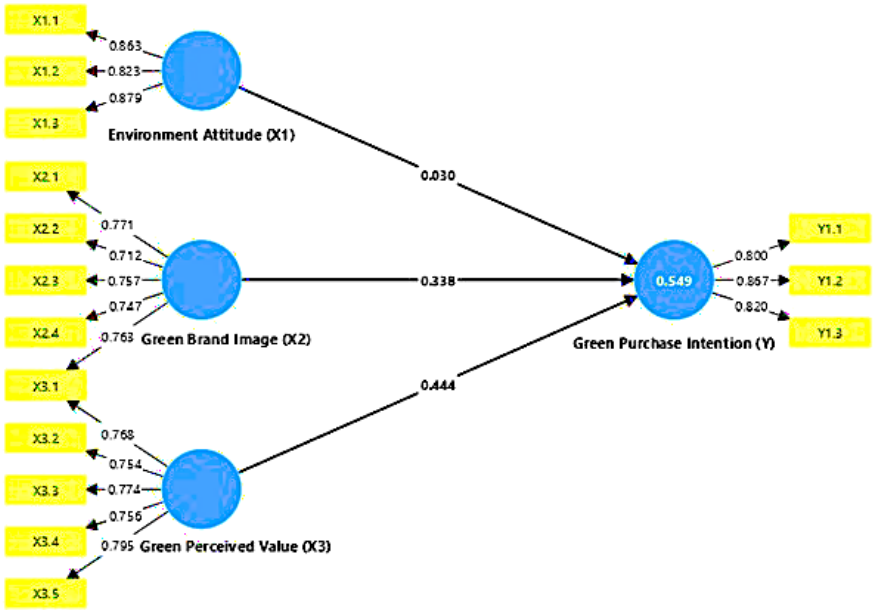

Figure 2. Structural Model

Table 5. The Summary of Hypothesis Testing

Construct	Path Coefficient	*t*-value	p-value	Decision
Environmental Attitude → Green Purchase Intention	0.030	0.412	0.680	Rejected
Green Brand Image → Green Purchase Intention	0.338	2.207	0.027	Supported
Green Perceived Value → Green Purchase Intention	0.444	2.979	0.003	Supported

DISCUSSION

The findings challenge assumptions about simple attitude–intention links. Environmental attitude fails to influence green purchase intention in this context. Green brand image and green perceived value drive intention. This pattern underscores why attitude alone does not suffice (Guagnano et al., 1995; Vermeir & Verbeke, 2006). As such, scholars and practitioners must account for more proximal drivers.

Green perceived value exerts the strongest influence on green purchase intention. Consumers react when they perceive tangible benefits that outweigh costs. They weigh functional performance, emotional satisfaction, and social approval (Zeithaml, 1988; Chen & Chang, 2012). Recent field evidence supports this. A study in Indonesia found that green perceived value positively shapes purchase intention via green lifestyle among Gen Z (Yulianingsih et al., 2025). A study in bottled water shows that green perceived value significantly enhances intention, mediated by trust (Afianto & Waskito, 2025). These results reinforce perceived value as a central motivator.

Green brand image matters as the statistical finding implied. It provides a visible, credible cue for consumers navigating green claims. It acts as a heuristic for authenticity and reliability (Connelly et al., 2011). Recent research finds that green marketing and green innovation only improve green purchase intention when they build a strong green brand image (Putri et al., 2024). Another study shows that green brand image mediates the effect of CSR and general green marketing on intention (Jabeen et al., 2023 as cited in Jabeen et al., 2025). This confirms the importance of image as a necessary conduit between strategy and behavior.

This empirical pattern prompts theoretical refinement. The theory of planned behavior assumes that attitude predicts intention (Ajzen, 1991). The evidence here reveals that attitude plays an indirect, distal role. Perceived value and brand image occupy the more immediate, proximal positions in the causal chain. Value–belief–norm theory emphasizes values, but the current results say that perceived value is more concrete and actionable in purchase contexts (Stern, 2000). Cue utilization theory helps explain why brand image matters: it simplifies complex environmental information into trustable signals (Olson & Jacoby, 1972). Recent S-O-R research illustrates that brand image and social presence boost green purchase intention via green

perceived value and emotional attitude (Zhu et al., 2025). This S-O-R support further underscores the mediating role of value and emotion.

Managers should shift strategy accordingly. Investment in broad-attitude appeals provides limited return. Firms should instead build value propositions that customers experience at point of choice. They should articulate benefits such as durability, performance, convenience, and cost savings. They should also cultivate brand image through storytelling, certification, transparency, and design cues that signal authenticity. They should embed green touchpoints—packaging, seals, digital narratives—that consumers can recognize under time pressure. They should align pricing, trials, and guarantees to lower perceived sacrifice.

These practical shifts echo recent managerial evidence. Firms that emphasize green perceived value alongside brand trust significantly boost green purchase intentions (Afianto & Waskito, 2025). Luxury brands that launch green new products build value, brand attitude, and trust—enhancing intention—especially when they engage digitally (Liu, 2025). These cases show the real-world effectiveness of a value-signal strategy.

The study suggests several future research directions. Researchers should test a fully mediated model where environmental attitude influences intention only through brand image and perceived value. They should probe moderators such as identity centrality, normative pressure, or product involvement. They should examine contexts with high skepticism or uncertainty, where image cues or trust may be more pivotal. These findings urge for future researchers to observe across cultures and product categories whether value or image shifts in importance. They should also explore digital engagement as a moderator—as seen in luxury contexts (Liu, 2025). As green purchase intention depends more on value delivery and image credibility than on abstract environmental attitudes, Scholars should rethink models of sustainable consumption accordingly. Practitioners should design green marketing that persuades with product benefits and trustworthy signals, not with virtue alone.

CONCLUSION AND FURTHER STUDY

This study set out to examine how environmental attitude, green brand image, and green perceived value shape green purchase intention. The evidence demonstrates that environmental attitude exerts no significant influence, while green brand image and green perceived value strongly predict intention. The results add nuance to the literature on sustainable consumption by showing that generalized pro-environmental beliefs do not readily translate into market behavior unless mediated by credible brand signals and concrete perceptions of value. In this respect, consumer choice mirrors investment behavior: conviction requires both reliable signals and demonstrable returns.

The findings advance theory by repositioning perceived value as the most proximal antecedent of intention and brand image as a key diagnostic cue. They also refine the theory of planned behavior by revealing limits to attitude's predictive power and by highlighting the conditions under which value and signaling mechanisms carry more explanatory weight. From a managerial vantage, the evidence urges firms to look beyond campaigns that elevate environmental awareness and instead channel resources into constructing credible brand images and embedding tangible value propositions into their offerings. At the same time, several limitations should temper the strength of the inferences. The study relies on self-reported purchase intentions, which may diverge from actual purchase behavior due to social desirability bias or contextual constraints. The sample is also confined to a single regional market, thereby limiting the generalizability of the results across cultures, product categories, or regulatory environments. Moreover, the cross-sectional design restricts the ability to trace dynamic changes in consumer preferences or to establish causal direction beyond the model's structure.

Future research should address these constraints by employing longitudinal data or experimental designs that capture actual purchase decisions rather than stated intentions. Comparative studies across industries and geographies could further illuminate whether the dominance of perceived value and brand image is context-specific or generalizable across markets. Scholars may also explore moderating variables such as income heterogeneity, generational cohort, or regulatory cues, which could alter the weight of environmental attitudes in shaping intention. Finally, given the growing role of digital platforms, future inquiry could

investigate how online engagement, algorithmic personalization, and social media signalling reshape the pathways from environmental concern to consumer action.

ETHICAL DISCLOSURE

All participants provided written informed consent prior to participation. They were informed about the study's purpose, their voluntary participation, the right to withdraw at any time, and the confidentiality of their responses.

CONFLICT OF INTERESTS (one space between each section)

The authors declare no conflict of interest.

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