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Eco-friendly marketing analysis on sustainable purchase intentions for Skincare brands the Bodyshop, Avoskin and N'Pure

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ABSTRACT

This study aims to analyze the influence of eco-friendly marketing on sustainable purchase intentions for skincare products from The Body Shop, Avoskin, and N'pure. A quantitative approach was used with a survey method involving 229 skincare users in Indonesia. Data were collected through a questionnaire using a Likert scale and analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The results show that (1) Perceived Sustainable Marketing Activities positively affect brand image; (2) Brand image negatively affects sustainable purchase intentions; (3) Brand image positively affects consumer engagement; (4) Consumer engagement positively affects sustainable purchase intentions; and (5) Corporate Social Responsibility (CSR) positively affects sustainable purchase intentions. This study contributes to the development of marketing literature by highlighting the mediating role of consumer engagement in eco-friendly marketing. Practically, the findings suggest that to strengthen sustainable purchase intentions, companies need to ensure alignment between their brand image and real environmental and social initiatives.

1. Introduction

Public awareness of environmental issues is increasing along with the emergence of the trend of responsible consumption. However, challenges such as high prices and product limitations remain obstacles. Generation Z is the most active group in supporting environmentally friendly marketing, especially in the skincare sector. Consumer behavior in choosing environmentally friendly products is a crucial factor for companies in designing sustainable production and packaging processes (Pramudiastuti et al., 2021). This behavior is often shaped by attitudes toward the environment, which reflect individuals' views, emotions, and beliefs in support of conservation efforts (Baltacı et al., 2025). These attitudes are influenced by knowledge levels, awareness, and cultural or social factors and can manifest in specific behaviors such as recycling or preferring sustainable products (Ratri & Arafah, 2024; Salifu et al., 2024).

Increased environmental awareness is driving the skincare industry to create more sustainable products using natural ingredients, eco-friendly packaging, and cruelty-free policies (Ardiana & Rafida, 2023; Samarah et al., 2022). Brands such as The Body Shop, Avoskin, and N'Pure are adopting sustainability principles by utilizing recyclable materials and conducting environmental

education campaigns to attract concerned consumers (Ardiana & Rafida, 2023; Parilina et al., 2025; Riyanto et al., 2024; Wassmann et al., 2023). These companies also strengthen their image as environmentally conscious entities through corporate social responsibility (CSR) programs, including recycling campaigns and greening initiatives. In line with this, consumer loyalty and sustainable purchase intent are increasingly influenced by the company's digital engagement and environmental initiatives (Ashari & Sitorus, 2023; Pansari & Kumar, 2017).

Nevertheless, despite this growth, many studies tend to examine these variables in isolation focusing only on CSR, brand image, or green marketing, without integrating them into a unified model. For example, research related to green marketing generally focuses on aspects such as eco-friendly production, packaging, and communication (Arianty & Ariska, 2023; Garcia-Salirrosas & Rondon-Eusebio, 2022; Kotler & Armstrong, 2017), while CSR is often viewed narrowly as community service without deeply assessing its role in purchase behavior (Idowu et al., 2023; Nave & Ferreira, 2019; Pinkan, 2023). Furthermore, while engagement and digital interactions are known to foster emotional and behavioral responses (Rachmad, 2024; Savitri Putri Nida & Prianthara, 2022), their relationship to purchase intentions in the context of eco-friendly skincare remains underexplored.

Based on these gaps, this study aims to comprehensively examine the effect of green marketing, brand image, customer engagement, and CSR on sustainable purchase intention among users of The Body Shop, Avoskin, and N'Pure skincare products in Indonesia. This research uses a causal approach with hypothesis testing, employing primary data from an online questionnaire measured on a 7-point Likert scale. Sampling is purposive, targeting individuals who use eco-friendly skincare products and meet criteria related to age, education, occupation, spending, and awareness of green marketing. Data analysis is conducted using PLS-SEM via SmartPLS software.

This study presents a novelty by integrating green marketing, CSR, brand image, and customer engagement into one unified model to assess their influence on sustainable purchase intentions. It goes beyond previous studies by offering a broader and more contextual view of Indonesian consumers, focusing not only on global brands like The Body Shop but also on prominent local brands such as Avoskin and N'Pure. The use of the SEM-PLS method provides both theoretical and practical contributions to understanding environmentally conscious consumer behavior in the beauty industry.

This study aims to address the following research question: In what ways do green marketing, corporate social responsibility (CSR), brand image, and customer engagement affect the intention to purchase eco-friendly skincare products sustainably in Indonesia. This research enhances the existing literature on sustainable consumer behavior by providing a comprehensive framework that illustrates the interaction of these factors in influencing green purchase intentions.

2. Theoretical Framework

Consumer behavior toward eco-friendly products has become increasingly important in guiding companies to adopt sustainable production and packaging practices (Pramudiastuti et al., 2021). This behavior is often rooted in environmental attitudes (defined as individual or collective perceptions, feelings, and beliefs toward the environment). Individuals with strong environmental attitudes are more likely to engage in pro-environmental behavior, including the purchase of green products (Ratri & Arafah, 2024).

Green Marketing is a key strategy in promoting environmentally friendly products. According to the American Marketing Association (AMA), green marketing involves marketing efforts where the product and its processes minimize harm to the environment (Ringold & Weitz, 2007). The strategy

not only addresses the product's ecological impact but also considers consumer expectations and market competition (Netto et al., 2020; Shrivastava, 2018). Identify the four dimensions of green marketing, Green Product, Green Price, Green Place, and Green Promotion, as critical indicators, aligned with the traditional marketing mix (4Ps) (Anjani et al., 2018; Batat, 2024).

The Green Product dimension emphasizes safe, non-toxic ingredients and sustainable packaging (Ibrahim et al., 2022; Saratale et al., 2018). Green Price reflects the cost implications of using sustainable inputs and production methods (Jin & Xu, 2024). Green Place ensures efficient and eco-conscious distribution Jin & Xu, (2024) , while Green Promotion focuses on environmentally aware advertising and campaigns (Sun et al., 2023).

Purchase Intention represents a consumer's likelihood to buy a product based on perceived value, quality, brand reputation, and price (Kotler & Keller, 2016). In the context of green products, intentions are shaped not only by product appeal but also by alignment with environmental values.

Brand image plays a vital role in shaping consumer perception. It is formed through brand associations, trust, perceived quality, and uniqueness (Faircloth et al., 2001; Wardhana, 2022). A strong green brand image can build trust and increase emotional attachment, particularly when consumers believe the brand's environmental claims are authentic.

Consumer Engagement refers to the depth of emotional and behavioral attachment a consumer has with a brand, often expressed through interactions on digital platforms (Ashari & Sitorus, 2023; Savitri Putri Nida & Prianthara, 2022). High engagement levels can lead to brand advocacy, reinforcing sustainable consumption patterns.

Corporate Social Responsibility (CSR), both in its broad and narrow sense, is crucial in enhancing brand legitimacy and consumer trust. In a broader sense, CSR aims to ensure sustainable economic activity and balance social and environmental concerns (Damayanti et al., 2023). A company's commitment to CSR strengthens its sustainability positioning and affects how consumers evaluate its products and ethics (Hasanah et al., 2024).
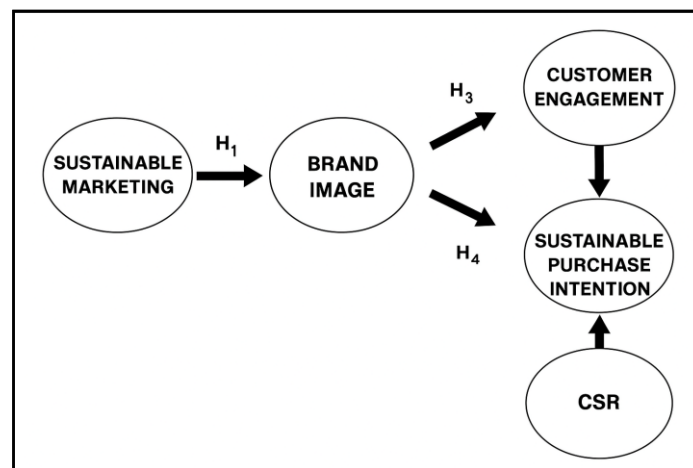

Fig. 1. Relationship Between Variables

As seen in Fig.1, illustrates the relationship between sustainable marketing, brand image, customer engagement, corporate social responsibility (CSR), and sustainable purchase intention. First, sustainable marketing plays a crucial role in shaping brand image (H_1). Environmentally oriented marketing strategies, comprising the four dimensions of green product, green price, green place, and green promotion, help create a positive perception of the brand.

Subsequently, brand image influences two pathways: Toward sustainable purchase intention (H_2), where a strong and credible brand image enhances consumers' willingness to purchase environmentally friendly products. Toward customer engagement (H_3), where a favorable green brand image fosters deeper emotional and behavioral attachment, particularly through digital interactions. Furthermore, customer engagement positively affects sustainable purchase intention (H_4). Consumers who are more engaged with a brand are more likely to translate their attachment into sustainable consumption behavior.

Finally, corporate social responsibility (CSR) directly strengthens sustainable purchase intention (H_5). A company's commitment to CSR enhances brand legitimacy, builds consumer trust, and reinforces positive evaluations of products and business ethics. Overall, this conceptual model emphasizes that sustainable purchase intention is shaped not only by brand image but also by consumer engagement and CSR credibility, with sustainable marketing serving as the foundational driver.

3. Method

This research uses a quantitative methodology with a causal design to explore the relationships among key variables (Ingleby, 2012). The main goal is to evaluate how green marketing, brand image, customer engagement, and corporate social responsibility (CSR) influence purchasing intentions for sustainable skincare products in Indonesia. Data was collected via online questionnaires using a 7-point Likert scale, with responses from 1 (strongly disagree) to 7 (strongly agree). The purposive sampling method targeted participants aged 18-45, with at least a high school education, a minimum monthly spending of IDR 1,000,000, knowledge of green marketing, and recent use of skincare products from The Body Shop, Avoskin, or N'Pure. A total of 229 respondents met the criteria for analysis.

The research framework includes five constructs: green marketing, brand image, customer engagement, CSR, and sustainable purchasing intention, assessed through adapted statement items. Before structural analysis, the instrument was validated for reliability and validity, with construct validity confirmed by outer loading values over 0.7 and Average Variance Extracted (AVE) above 0.5. Discriminant validity was checked using the Fornell-Larcker criterion and HTMT values below 0.9. Construct reliability was established through Composite Reliability and Cronbach's Alpha, both exceeding 0.7. Data analysis is performed using PLS-SEM with SmartPLS, involving descriptive analysis, measurement model evaluation, and hypothesis testing through the structural model. Using PLS-SEM software for its effectiveness in analyzing complex models with multiple latent variables like green marketing, CSR, brand image, customer engagement, and sustainable purchase intention (Sari et al., 2022). It enables simultaneous testing of these relationships and accommodates non-normal data and smaller sample sizes.

4. Result and Discussion

Convergent Validity, Discriminant Validity and Reliability of Construct

The initial analysis phase tests the validity and reliability of indicators for each research construct, ensuring that questionnaire items accurately measure their intended constructs. A key indicator is the outer loading value, which shows each indicator's contribution to its construct. Below are the results of the outer loading analysis for all variables in the research model.

Table 1. Outer Loading Convergent Validity Test

Code	BI	CSR	CE	PSMA	SPI
B1				0,700	
B2				0,704	
B3				0,717	
CSR1		0,820			
CSR2		0,849			
CSR3		0,879			
E1				0,667	
E2				0,595	
E3				0,637	
FBI1	0,629				
FBI2	0,569				
FBI3	0,745				
FBI4	0,659				
KACE1			0,805		
KACE2			0,805		
KACE3			0,764		
KKCE1			0,754		
KKCE2			0,783		
KKCE3			0,791		
KKCE4			0,788		
KPCE1			0,759		
KPCE2			0,795		
KPCE3			0,784		
L1				0,691	
L2				0,715	
L3				0,705	
PBI1	0,655				
PBI2	0,691				
PBI3	0,687				
PBI4	0,655				
S1				0,685	
S2				0,674	
S3				0,659	
SBI1	0,705				
SBI2	0,671				
SBI3	0,691				
SBI4	0,720				
SPI1					0,837
SPI2					0,847
SPI3					0,873

Source: Processed Data (2025)

BI = Brand Image, CSR = Corporate Social Responsibility, CE = Customer Engagement, PSMA = Perceived Sustainable Marketing Activities, SPI = Sustainable Purchase Intention.

Table 1 shows that all variable items have a value that meets the criteria, which is more than 0.50 (Hair Jr *et al.* 2014). It can be concluded that all indicators have met the criteria above the

criteria (>0.50). So based on it, it can be interpreted that all indicators have *a good* loading factor value.

Table 2. Average Variance Extracted (Ave)

Description	Average Variance Extracted (AVE)
Brand Image	0,455
Corporate Social Responsibility	0,721
Customer Engagement	0,613
Perceived Sustainable Marketing Activities	0,462
Sustainable Purchase Intention	0,727

Source: Processed Data (2025)

As seen in Table 2, Average Variance Extracted (AVE) above some variables has a value greater than 0.50, namely corporate social responsibility (0.721), customer engagement (0.613) and sustainable purchase intention (0.727). On the other hand, the variables of brand image and perceived sustainable marketing activities have an Average Variance Extracted (AVE) value below 0.5, namely 0.455 and 0.462, respectively. According to Maruf et al. (2021) the Average Variance Extracted (AVE) should be at least 0.50 or more, however, an AVE value of more than 0.40 is acceptable if the composite reliability (CR) value is adequate. In the discriminant validity test, it is carried out by analyzing the HTMT, the result is provided in Table 3.

The HTMT value must be less than 0.9 to ensure the discriminant validity between the two reflective constructs The HTMT table above shows that all HTMT values are < 0.9 then it can be stated that all constructs have been valid in discriminant validity based on the HTMT calculation.

Table 3. Heterotrait-Monotrait Ratio (Htmt)

Code	BI	CSR	CE	PSMA	SPI
Brand Image					
Corporate Social Responsibility	0,825				
Customer Engagement	0,882	0,729			
Perceived Sustainable Marketing Activities	0,879	0,889	0,751		
Sustainable Purchase Intention	0,852	0,872	0,866	0,842	

Source: Data processed (2025)

Table 4. Cronbach's Alpha and Composite Reliability

Code	Cronbach's Alpha	Composite Reliability
Brand Image	0,890	0,909
Corporate Social Responsibility	0,807	0,886
Customer Engagement	0,930	0,941
Perceived Sustainable Marketing Activities	0,894	0,911
Sustainable Purchase Intention	0,812	0,889

Source: Data processed (2025)

As seen in Table 4, it is found that the Cronbach's alpha value of each variable is reliable because each variable has met. This means that the results of this test are accepted. The higher the Cronbach's alpha and composite reliability values indicate a higher level of reliability. Such as Customer Engagement (0.930), and Perceived Sustainable Marketing Activities (0.894). Thus, it can be concluded that all variables are declared reliable.

Inner Model

The structural model test in this study as seen in Fig. 2, was carried out by collinearity test, path coefficient test, determination coefficient test, and Q-square test. The *bootstrapping* image in the structural model test can be seen in the following image.
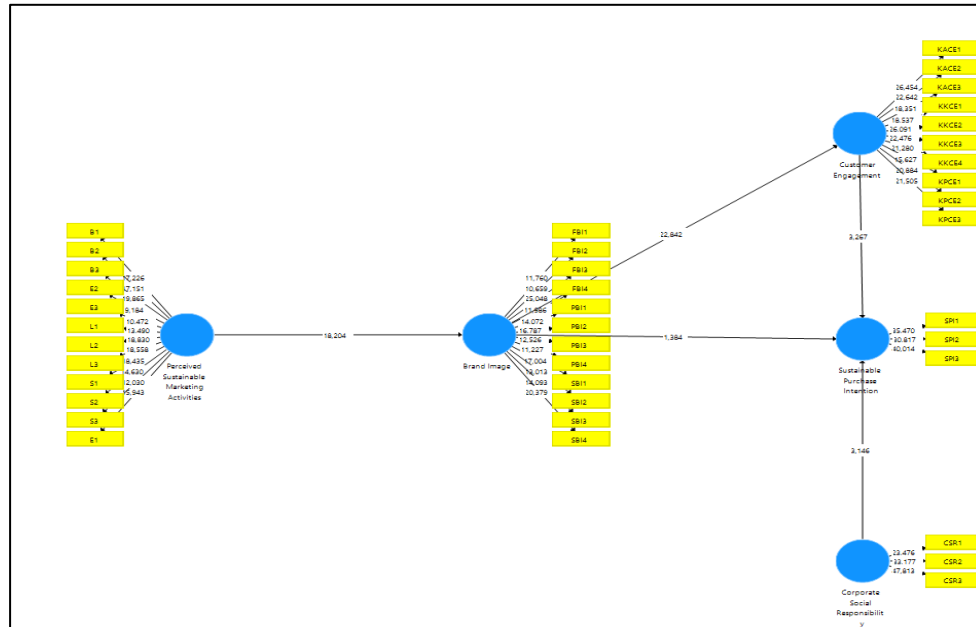

Fig. 2. Bootstraping Inner Model Test

Table 5. Collinearity Test

CODE	BI	CSR	CE	PSMA	SPI
Brand Image			1,000		3,450
Corporate Social Responsibility					2,029
Customer Engagement					2,906
Perceived Sustainable Marketing Activities	1,000				
Sustainable Purchase Intention					

Based on Table 5, the results of the collinearity test in this study do not indicate the existence of a critical multicollinearity problem. This is because the *value of variance inflation factor* (VIF) in all variables is no more than 5 (VIF < 5). As for this study, the relationship between *the customer engagement* variable and *brand image* has a value of 1,000; the *brand image variable* and *perceived sustainable marketing activities* have a value of 1,000. Thus, these results state that there is no problematic multicollinearity between the research variables.

Table 6. Determination Coefficient Test (R-Square)

Code	R Square	R Square Adjusted
Brand Image	0,620	0,618
Customer Engagement	0,647	0,646
Sustainable Purchase Intention	0,666	0,661

It can be seen from Table 6, that Brand Image is described by its antecedent variable of 61.8%. This means that there is still an influence of 38.2% of other variables outside of the Brand Image variable. Then, Customer Engagement is described by the antecedent variable of 64.6%. This means that there is still an influence of 35.4% on other variables outside of the Customer Engagement variable. Meanwhile, Sustainable Purchase Intention is described by its antecedent variable of

66.1%. This means that there is still an influence of 33.9% of other variables outside the Sustainable Purchase Intention variable.

Table 7. Predictive Relevance Test (Q-Square)

Code	SSO	SSE	Q^2 (=1-SSE/SSO)
Brand Image	2748,000	1987,183	0,277
Corporate Social Responsibility	687,000	687,000	
Customer Engagement	2290,000	1394,080	0,391
Perceived Sustainable Marketing Activities	2748,000	2748,000	
Sustainable Purchase Intention	687,000	367,215	0,465

It can be seen in Table 7, that the *Brand Image* variable has a *Q-square* value of 0.277; *Customer Engagement* has a *Q-square* value of 0.391; and *Sustainable Purchase Intention* has a *Q-square value* of 0.465. As for the variables Corporate *Social Responsibility* and *Perceived Sustainable Marketing Activities*, a *Q-square* has a value of 0. Although it is 0, the result is normal because the *variables Corporate Social Responsibility* and *Perceived Sustainable Marketing Activities* are independent variables.

Based on the results of the hypothesis test in Table 8 shows that H1, H3, H4 and H5 are supported, while H2 is not supported. This is because it is in line with the principles Hair *et al.* (2016), which says that the *T-value of the statistics* must be more than 1.96; and the value of the *P-value* must be less than 0.05. Therefore, all H1, H3, H4 and H5 are supported, while H2 is not supported. The explanation of the results of testing the hypothesis of variable relationships without a mediator is explained as follows. Based on the hypothesis testing results, it was found that the relationship between continuous marketing and brand image (H1) was acceptable and significant, with a T-statistic value of 18.204 (> 1.96) and a P-value of 0.000 (< 0.05). This indicates that sustainable marketing has a significant effect on brand image.

Table 8. Line Coefficient Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Conclusion
PSMA -> BI	0,787	0,788	0,043	18,204	0,000	H1 Supported
BI -> SPI	0,158	0,149	0,114	1,384	0,167	H2 Not Supported
BI -> CE	0,804	0,808	0,035	22,842	0,000	H3 Supported
CE -> SPI	0,420	0,441	0,129	3,267	0,001	H4 Supported
CSR -> SPI	0,330	0,316	0,105	3,146	0,002	H5 Supported

However, the second hypothesis (H2), which tested the relationship between brand image and continuous purchase intention, was rejected as it was not significant, with a T-statistic value of 1.384 (< 1.96) and a P-value of 0.167 (> 0.05). This result suggests that brand image does not influence sustainable purchase intention. Furthermore, the third hypothesis (H3) confirmed that brand image has a significant effect on consumer engagement, as evidenced by a T-statistic value of 22.842 (> 1.96) and a P-value of 0.000 (< 0.05). The fourth hypothesis (H4) also showed a significant

relationship between consumer engagement and continuous purchase intention, with a T-statistic value of 3.267 (> 1.96) and a P-value of 0.001 (< 0.05), indicating that consumer engagement positively influences sustainable purchase intention. Lastly, the fifth hypothesis (H5) revealed that Corporate Social Responsibility (CSR) significantly affects sustainable purchase intention, with a T-statistic value of 3.146 (> 1.96) and a P-value of 0.002 (< 0.05). These findings highlight the critical roles of sustainable marketing, brand image, consumer engagement, and CSR, although brand image does not directly affect sustainable purchase intention.

Discussion

From the results of the structural regression test, it is known that the environmental awareness and green perceived value variables have a significant influence on purchase intention, while brand image does not show a significant influence (p > 0.05). This result is interesting and requires further study. Several possibilities can explain why brand image does not affect sustainable purchase intention.

First, there is a perception of greenwashing in certain brands, where consumers feel that the green brand image displayed is manipulative or inconsistent with the company's actual practices. This is in line with research by (Delmas & Burbano, 2011) which shows that the perception of greenwashing can reduce consumer trust, even though the brand is widely known.

Second, this result can also be explained through the mediation effect of other variables, such as green perceived value. In this case, brand image may only have an indirect impact on purchase intention through the perception of the value of environmentally friendly products, but is not strong enough directly. A study by (Chen & Chang, 2013) showed that green perceived value is often a stronger intermediary variable in forming environmentally friendly purchase intention than the brand image itself.

Third, the segmentation of respondents also has the potential to influence the results. For example, the Gen Z and early millennial age groups who are more exposed to environmental issues may rely more on brand credibility and transparency than just the image formed through advertising or social media. These consumers tend to conduct independent research and are more skeptical of green campaigns that are not supported by real evidence.

This finding supports several previous studies such as by (Testa et al., 2024), which stated that sustainable purchase intentions are more influenced by perceived value and environmental awareness than brand image. Meanwhile, this finding contradicts studies such as by (Hartmann & Apaolaza-Ibanez, 2012) which stated that green brand image can be a strong determinant of purchase intentions. Thus, it is important for companies not only to build a green image on the surface, but also to show the real value of the products they offer, as well as increase consumer awareness of the concrete environmental benefits of the products.

5. Conclusion

This research contributes to a deeper understanding of the main factors influencing sustainable purchase intentions for eco-friendly skincare products. It investigates the effects of green marketing, brand image, customer engagement, and corporate social responsibility (CSR) on consumer intentions to make sustainable purchases. The findings can be summarized as follows: First, green marketing has a positive effect on brand image. Second, brand image does not significantly influence sustainable purchase intention. Third, brand image positively influences customer engagement. Fourth customer engagement positively influences sustainable purchase intention and fifth, CSR has a positive influence on sustainable purchase intention.

From a managerial perspective, the findings suggest that companies in the skincare industry should not rely solely on image-based branding or symbolic environmental claims. Instead, they should invest in real, transparent, and consistent sustainable practices to build genuine customer engagement and long-term loyalty. Enhancing CSR programs with local relevance and active consumer involvement may serve as a key differentiator in a competitive market where consumers are increasingly skeptical of greenwashing. For future research, scholars may consider exploring different consumer segments especially among varying age groups or regions to better understand differences in sustainability perceptions and behavior. In addition, a deeper investigation into the perceived authenticity of CSR initiatives and their cultural relevance, particularly in the Indonesian context, could offer richer insights and stronger implications for policy and practice.

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