

The Influence of Green Marketing and Brand Image on Purchase Decisions for Environmentally Friendly Products (A Case Study of The Body Shop in Cirebon)

Meylina Safitri¹, Yusuf Yusuf²

^{1,2}Department of Management, Faculty of Economics and Business, Universitas Swadaya Gunung Jati, Cirebon, Indonesia

Email: ¹⁾ meylina.122020292@ugj.ac.id, ²⁾ yusuf@ugj.ac.id

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Abstract

The growing environmental awareness among consumers has increasingly shifted purchasing preferences toward eco-friendly products, prompting companies to adopt more sustainable business practices. Recognized as two salient factors that may steer consumer purchase decisions, particularly for environmentally oriented retail brands, green marketing and brand image form the focal constructs of this study. The research objective is to analyze their effect on purchase decisions regarding The Body Shop products in Cirebon. A quantitative approach underpins the study, utilizing data from 120 consumers analyzed via Structural Equation Modeling–Partial Least Squares (SEM-PLS). The empirical outcomes show that green marketing positively and significantly affects purchase decisions (T-statistics = 2.087; P-values = 0.037). Brand image also exhibits a positive and significant effect, but with a considerably stronger influence (T-statistics = 4.736; P-values = 0.000). The R-square value of 0.711 signifies that green marketing and brand image jointly explain 71.1 percent of the variance in purchase decisions. Thus, both green marketing and brand image substantively contribute to shaping consumer purchase decisions for The Body Shop products in Cirebon, with brand image holding greater sway. These findings suggest that companies should prioritize strengthening brand image while simultaneously implementing sustainable marketing strategies to more effectively elevate consumer purchase decisions. Future research may consider incorporating additional variables or broader sampling to further extend the generalizability of these findings.

Keywords: Brand Image, Green Marketing, Purchase Decision.

1. Introduction

Global preoccupation with environmental sustainability has continued to intensify amid mounting concerns over climate change, pollution, and the proliferation of plastic waste. In Indonesia, plastic waste is estimated to reach 10.8 million tons, comprising approximately 20% of aggregate national waste, while the recycling rate remains markedly deficient at a mere 22% (KLH-BPLH, 2025). Furthermore, plastic waste entering Indonesian seas is projected to reach 800,000 tons by 2025 (Yulianti, 2025). These conditions underscore the urgency of sustainable environmental management and reflect the growing public awareness of ecological concerns.



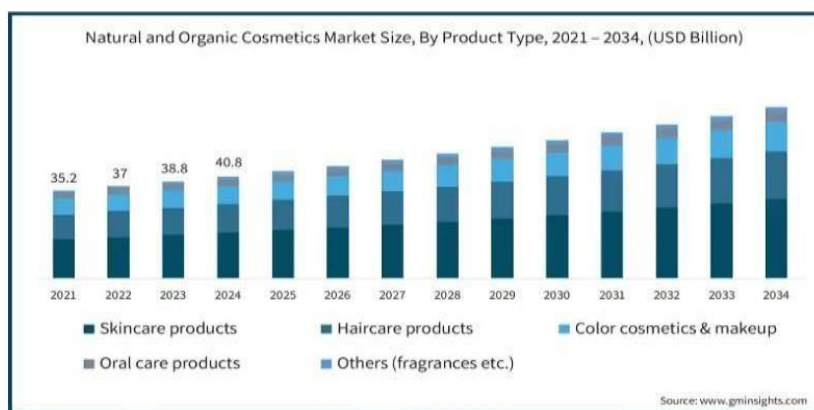


Figure 1. Natural and Organic Cosmetics Market Size, 2021-2034

Source: www.gminsights.com, 2025

As shown in Figure 1, the global natural and organic cosmetics market underwent consistent expansion throughout the 2021-2024 period. This trajectory suggests that consumers are progressively gravitating toward products perceived as safe, health-conscious, and environmentally sustainable. The expansion of the sustainable cosmetics market reflects the growing awareness of environmental issues among consumers, which has become a significant factor affecting purchasing decisions within the cosmetics sector (Limbu & Ahamed, 2023). In response to this shift, companies are increasingly urged to incorporate green marketing practices and cultivate a robust brand image as a means of appealing to environmentally conscious consumers and driving more favorable purchase decisions (Fadilah & Salim, 2025). Consequently, scrutinizing the bearing of green marketing and brand image on consumer purchase decisions has grown increasingly pertinent, particularly within the environmentally conscious cosmetics industry.

This rising awareness has also driven shifts in consumer behavior, particularly within the beauty industry. Consumers are progressively embedding sustainability considerations into their purchasing behavior. Corroborating evidence suggests that 62% of consumers are willing to pay a premium for eco-friendly products, while 88% express heightened concern over climate-related issues (Ubertrends, 2025). On a global scale, the natural cosmetics market is projected to undergo considerable expansion, reaching USD 42.9 billion by 2025 (Insights, 2025), reflecting a discernible and growing predilection for sustainable products.

In response to this trajectory, firms have increasingly embraced green marketing strategies, broadly understood as marketing approaches that incorporate environmental considerations into their core business operations (Ariani & Kumalasari, 2023). Such strategies are implemented through product innovation, the use of eco-friendly packaging, and environmental awareness campaigns (Pratama & Sarudin, 2023). Consumers with heightened environmental awareness tend to respond more favorably to such initiatives (Kurniawan et al., 2024). In this regard, The Body Shop is widely recognized for its unwavering dedication to sustainability across a broad spectrum of initiatives, which has progressively consolidated its brand image as an environmentally conscientious enterprise.

Although numerous studies have investigated the influence of green marketing and brand image on consumer purchase decisions, research examining the combined effect of these variables on environmentally friendly cosmetic products is still relatively limited, especially in regional areas outside major cities. Previous findings indicate that the implementation of green marketing can enhance purchase decisions and strengthen brand image, which subsequently affects consumer buying behavior (Fadilah & Salim, 2025). Nevertheless, most existing studies have been conducted in wider urban markets and among

skincare or cosmetic consumers in metropolitan regions, leaving limited evidence regarding consumer behavior in smaller cities such as Cirebon (Istanti & Soliha, 2025). Furthermore, studies involving The Body Shop products have generally been carried out in different geographical contexts and often include additional variables beyond green marketing and brand image, creating opportunities for further investigation within a more specific research setting (Agustin et al., 2025). Accordingly, this investigation endeavors to examine the influence of Green Marketing and Brand Image on Purchase Decisions among consumers of The Body Shop in Cirebon, considered both separately and jointly.

2. Literature Review

2.1. Green Marketing

According to Kotler and Keller (2016), green marketing refers to a systematic marketing approach designed to generate favorable responses from target consumers while integrating environmental considerations into business activities. This approach encompasses four key dimensions. First, green product emphasizes the development and delivery of environmentally friendly products and services through initiatives such as paperless operations, digitalization, and waste reduction. Second, green price reflects pricing strategies that incorporate efficiency, sustainability, and social responsibility considerations. Third, green place focuses on the utilization of digital platforms and environmentally conscious distribution channels to improve operational efficiency and accessibility. Finally, green promotion involves the communication of environmental values and sustainability commitments through various digital marketing media. The implementation of these green marketing dimensions is considered essential, as it can strengthen consumers' positive perceptions of a company and encourage purchasing decisions toward products that offer environmental sustainability benefits (Utari & Sukawati, 2023).

2.2. Brand Image

Brand image is construed as a constellation of perceptions and associations entrenched in consumers' minds through accumulated experience, information exposure, and brand evaluation. A robust and favorable brand image assumes a pivotal role in facilitating brand recognition, nurturing constructive consumer attitudes, and steering purchase decisions (Suardana et al., 2024). According to Prayogo et al. (2023), brand image encompasses three principal dimensions: corporate image, which mirrors consumer perceptions of the company as an institution; product image, which pertains to product attributes and their perceived benefits; and user image, which captures associations linked to the individuals or groups who patronize the product or service.

2.3. Purchase Decision

According to Sihombing et al. (2023), a purchase decision is understood as a central element in consumer behavior, representing a series of cognitive and emotional processes through which individuals determine their choice of a particular product or service. This process is initiated by the recognition of an unmet need, followed by the search for relevant information and the appraisal of available alternatives, ultimately culminating in the act of purchase. Throughout this process, consumers consider not only the functional utility of a product but also the perceived value and prior consumption experiences. Therefore, purchase decisions are not purely rational; they are also influenced by perceptions, individual preferences, and the level of satisfaction expected. Furthermore, consumers' purchase decisions are shaped by various marketing-related factors, including brand image, perceived

value, and promotional activities, which influence how consumers evaluate available alternatives and ultimately select a product or service (Kamila & Hartono, 2022).

2.4. Hypothesis Development

Drawing upon the theoretical foundation and empirical evidence from prior studies, Green Marketing and Brand Image are identified as consequential determinants shaping consumer Purchase Decisions. Environmentally based marketing strategies have been proven to increase consumers' propensity to make purchases, both through direct effects and indirectly by strengthening perceptions of brand image (Sollu & Hendratmoko, 2024). In addition, a positive Brand Image is also one of the key considerations for consumers in determining which products to purchase (Ariani & Kumalasari, 2023). Accordingly, both variables are anticipated to exert a positive influence on Purchase Decisions, whether individually or in combination, as shown in Figure 2.

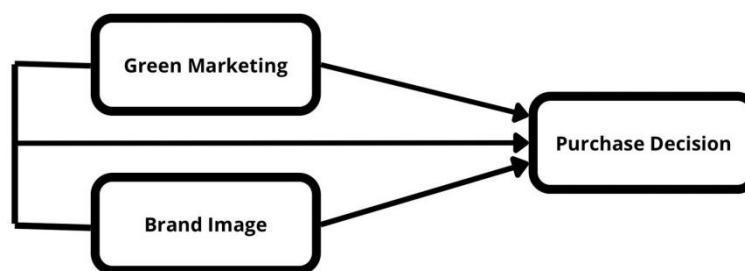


Figure 2. Framework of Thought

2.4.1. Green Marketing toward Purchase Decision

Green marketing embodies a company's commitment to embedding environmental responsibility into its operational fabric through the cultivation of eco-friendly products, sustainable packaging, and environmentally conscientious promotional strategies. Consumers who place considerable value on environmental sustainability tend to respond favorably to such initiatives, which can motivate them to select and purchase products that resonate with their personal values.

This finding may be ascribed to the burgeoning environmental consciousness among The Body Shop consumers in Cirebon, who increasingly gravitate toward products that demonstrate a tangible commitment to sustainability. The operationalization of eco-friendly initiatives, such as recyclable packaging, the utilization of environmentally conscientious ingredients, and sustainability-oriented campaigns, serves to engender the perception that the company is both socially and environmentally accountable. Consequently, these practices bear a favorable influence on consumers' inclinations to purchase the company's products.

2.4.2. Brand Image toward Purchase Decision

Brand image encapsulates the constellation of perceptions, convictions, and impressions that consumers harbor toward a particular brand. A favorable brand image can bolster consumer confidence, mitigate uncertainty surrounding product quality, and foster stronger purchase intentions, thereby elevating the likelihood of a positive purchase decision.

The greater influence of brand image suggests that consumers place substantial importance on their perceptions of The Body Shop as a reliable and environmentally conscious brand. In the cosmetics sector, consumers frequently encounter uncertainty related to product quality and safety. Therefore, a positive brand image can minimize these concerns, strengthen consumer trust, and ultimately encourage purchasing decisions.

2.4.3. Green Marketing and Brand Image toward Purchase Decision

Green marketing and brand image are perceived as consequential determinants that can conjointly mold consumers' purchase decisions. The application of environmentally oriented marketing strategies can enhance public perception of a brand, while a robust brand image can in turn amplify the impact of green marketing initiatives. As a result, the interaction between these two variables is expected to positively contribute to consumers' decisions when selecting and purchasing products.

The results indicate that green marketing initiatives alone are unlikely to shape consumer decisions without the reinforcement of a strong brand image. Favorable responses to sustainability communications are more readily elicited from consumers who already hold the brand in trust and perceive its dedication to ecological responsibility as authentic.

H1: It is hypothesized that there is a positive and significant effect of Green Marketing on Purchase Decision.

H2: It is hypothesized that there is a positive and significant effect of Brand Image on Purchase Decision.

H3: It is hypothesized that Green Marketing and Brand Image simultaneously have a positive and significant effect on Purchase Decision.

3. Methods

A quantitative methodology grounded in a causal research design is adopted by this study to examine the influence of Green Marketing and Brand Image on Purchase Decisions (Creswell, 2003). This approach is selected as the data are presented in numerical form and analyzed using statistical techniques to ensure objective measurement (Sugiyono, 2019), while also enabling the assessment of the influence of independent variables on the dependent variable (Creswell, 2003). The population consists of The Body Shop consumers in Cirebon City aged 17-35 years who have previously purchased the products; however, due to the absence of precise population data, it is categorized as an infinite population.

Consistent with the SEM-PLS guidelines established by Hair et al. (2019), the sample size calculation yielded a minimum threshold of 120 respondents. The research utilizes a combination of primary and secondary data sources. Between November 2025 and January 2026, primary data were amassed by administering questionnaires directly and through Google Forms, with responses measured on a five-point Likert scale. Supporting secondary data were extracted from relevant scholarly works and previous studies. The analytical framework employed Structural Equation Modeling (SEM) via SmartPLS to scrutinize the interconnections and causal effects linking the variables. The research instrument was devised upon indicators encompassing Green Marketing, Brand Image, and Purchase Decision.

4. Results and Discussions

4.1. Research Results

4.1.1. Convergent Validity

The concept of convergent validity addresses the consistency with which a set of indicators jointly captures and represents the same underlying construct. Assessment of this validity form relies upon the inspection of individual indicator loading factors. A loading factor value greater than 0.5 indicates that the indicator sufficiently embodies the targeted construct and therefore meets the required standard for convergent validity (Ekawanti et al., 2024).

Table 1. Outer Loading Results

Item	Variable	Outer Loading	Description
X1.1	Green Marketing	0.891	Valid
X1.2		0.922	
X1.3		0.846	
X1.4		0.870	
X1.5		0.912	
X1.6		0.891	
X1.7		0.912	
X1.8		0.830	
X1.9		0.927	
X2.1	Brand Image	0.786	
X2.2		0.834	
X2.3		0.852	
X2.4		0.781	
X2.5		0.769	
X2.6		0.787	
X2.7		0.772	
X2.8		0.741	
Y.1	Purchase Decision	0.770	
Y.2		0.865	
Y.3		0.890	
Y.4		0.798	
Y.5		0.891	
Y.6		0.844	
Y.7		0.864	
Y.8		0.864	

This research evaluated construct validity by applying the standards set forth by Hair et al. (2019) relying upon loading factor values as the principal metric. Convergent validity is established for any indicator whose loading factor equals or exceeds 0.70. The outcomes delineated in Table 1 disclose that all indicators pertaining to the Green Marketing, Brand Image, and Purchase Decision variables exhibit loading factor values surpassing the designated threshold. This finding corroborates that each indicator is sufficiently capable of embodying its corresponding latent construct. Hence, the conclusion stands that each indicator in the research model meets the requirements of convergent validity and merits inclusion in subsequent analytical steps.

4.1.2. Reliability Test

Reliability testing is undertaken to appraise the internal consistency of the research instrument. Within the SmartPLS framework, construct reliability is ascertained through Composite Reliability and Cronbach's Alpha, both of which must attain a minimum threshold of ≥ 0.70 . When both criteria are satisfactorily fulfilled, the construct is deemed to possess requisite reliability.

Table 2. Cronbach's Alpha, Composite Reliability & Average Variance Extracted

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BM	0.915	0.921	0.930	0.626
GM	0.967	0.969	0.972	0.791
PD	0.946	0.947	0.955	0.726

The outcomes delineated in Table 2 disclose that all constructs satisfactorily meet the reliability criteria, as substantiated by Cronbach's Alpha values surpassing 0.70, namely Brand Image (0.915), Green Marketing (0.967), and Purchase Decision (0.946), alongside Composite Reliability (rho_a and rho_c) values that likewise exceed the designated threshold (> 0.70), with the most elevated value observed in Green Marketing (rho_c = 0.972). Furthermore, convergent validity is corroborated, as all Average Variance Extracted (AVE) values transcend 0.50, specifically Brand Image (0.626), Green Marketing (0.791), and Purchase Decision (0.726). Consequently, all constructs encompassed within the model are warranted to possess both requisite validity and reliability.

4.1.3. R-square

Hair et al. (2019) propose that R Square values of 0.67, 0.33, and 0.19 are indicative of strong, moderate, and weak explanatory capacity of a model in accounting for variability within the endogenous construct, respectively.

Table 3. R-square & R-square adjusted

	R-square	R-square adjusted
PD	0.711	0.706

The outcomes of the structural model assessment delineated in Table 3 reveal that the Purchase Decision (PD) variable yields an R Square value of 0.711 and an Adjusted R Square value of 0.706. This denotes that the independent variables subsumed within the model collectively elucidate 71.1% of the variability in Purchase Decision, while the residual 28.9% is attributable to extraneous factors beyond the purview of the research model.

The coefficient of determination registers at a level that may be classified as moderate to strong, indicating that the model holds a reasonably robust capacity to represent and explain the phenomenon under investigation. Accordingly, with reference to the criteria propounded by Hair et al. (2019), this research model may be regarded as possessing an adequate level of explanatory power, and may therefore serve as a tenable basis for deriving conclusions and formulating managerial implications.

4.1.4. Inner model

The inner model functions to expound the causal interrelationships among latent variables as delineated by their respective measurement indicators. The visual depiction (Figure 3) illuminates the intricate interrelationships between variables and conveys both the directionality and magnitude of the effects operating within the research framework.

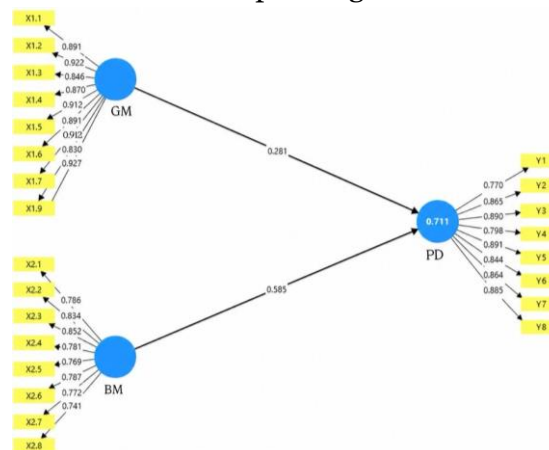


Figure 3. Structural Models

The outcomes of the PLS-SEM analysis disclose that Purchase Decision (PD) is favorably shaped by both Green Marketing (GM) and Brand Image (BM). Premised upon the magnitude of the path coefficients, Brand Image exerts a more pronounced effect with a value of 0.585, while Green Marketing yields a coefficient of 0.281. The R-square value of 0.711 denotes that the independent variables subsumed within the model collectively elucidate 71.1% of the variability in Purchase Decision, with the residual 28.9% ascribable to extraneous factors beyond the purview of the research model. Furthermore, the outer loading values of all indicators across each construct attain or approximate the 0.70 threshold, corroborating that the criteria for convergent validity have been satisfactorily fulfilled. The model employed in this study is therefore regarded as statistically sound and appropriate for further analytical purposes.

4.1.5. Hypothesis Test

This study employs path coefficient estimates (original sample), T-statistics, and P-values as the criteria for hypothesis testing. A hypothesis receives empirical support when the T-statistics value is greater than 1.96 and the associated P-value is less than 0.05.

Table 4. Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BM -> PD	0.585	0.600	0.123	4.736	0.000
GM -> PD	0.281	0.269	0.135	2.087	0.037

Empirical evidence from the hypothesis tests confirms that Brand Image has a positive and significant effect on Purchase Decision, with an original sample coefficient of 0.585 and a P-value of 0.000, positioning it as the most dominant predictor among the variables studied. Green Marketing also demonstrates a positive and significant relationship with Purchase Decision, indicated by a coefficient of 0.281 and a P-value of 0.037, though its relative impact is smaller. The R² value of 0.711 reveals that the combined explanatory power of Green Marketing and Brand Image reaches 71.1 percent of the variance in Purchase Decision, with the remaining 28.9 percent accounted for by factors external to the specified model. These findings affirm that the two predictors jointly furnish substantial explanatory power in elucidating Purchase Decision, thereby warranting the acceptance of H₃.

4.2. Discussion

4.2.1. The Effect of Green Marketing on Purchase Decision

As revealed by the test results, Green Marketing exercises a significant positive effect on Purchase Decision, with a T-statistics figure of 2.087 and a P-value of 0.037 providing empirical confirmation. This finding intimates that the operationalization of environmentally oriented marketing strategies substantively contributes to fortifying consumers' purchase decisions.

Practices such as the utilization of eco-friendly materials, sustainable packaging, and the dissemination of marketing messages underscoring environmental responsibility have been demonstrated to reinforce consumers' inclinations toward making purchasing decisions. Support for this result is found in the study by Fadilah and Salim (2025), which established that green marketing execution positively and significantly affects consumer purchase decisions. Likewise, Gultom and Widodo (2022) determined that the adoption of green marketing holds a positive and significant function in influencing consumer purchase

decisions. Green marketing may therefore be regarded as a consequential determinant in shaping consumer predilections and precipitating the emergence of purchase decisions at an incipient stage.

4.2.2. The Effect of Brand Image on Purchase Decision

Results from the analysis affirm that Brand Image significantly and positively impacts Purchase Decision, with a T-statistics value of 4.736 and a P-value of 0.000 providing robust validation. The result affirms that the perceived strength of brand image, encompassing corporate, product, and user dimensions, meaningfully contributes to the consolidation of purchase decisions.

Consonant with these findings, Putri et al. (2023) established a positive and significant link between brand image and consumer purchase decisions. The empirical contribution of Alam and Hasan (2025) reinforces this conclusion by demonstrating that brand image positively and significantly influences consumer purchase decisions, an indication that a formidable brand image can energize consumers as they navigate the various stages of reaching a purchase decision. Brand image therefore plays an essential psychological role, shaping evaluative judgments and channeling consumer preferences prior to the culmination of a purchase decision.

4.2.3. The Relationship between Green Marketing and Brand Image on Purchase Decision

Green Marketing and Brand Image emerge from the analysis as central forces shaping consumer Purchase Decision. The R Square coefficient of 0.711, which falls in the moderate to strong spectrum, indicates that together they explain 71.1 percent of the variability inherent in Purchase Decision. This finding is consonant with antecedent research by Asyhari and Yuwalliatin (2025), which established that Green Marketing and Brand Image, together and simultaneously, exercise a favorable influence on consumer purchase decisions.

5. Conclusion

The findings of this study verify that both Green Marketing and Brand Image contribute meaningfully to how consumers formulate purchase decisions regarding eco-friendly offerings from The Body Shop in Cirebon. Evidence suggests that consumers react favorably to firms whose marketing efforts are anchored in sustainability and whose brand reputation remains strong, factors that in turn affect their buying behavior.

Furthermore, Brand Image was found to exert a more dominant influence relative to Green Marketing, suggesting that consumers are more inclined to arrive at purchase decisions when they perceive a brand as trustworthy, socially responsible, and genuinely committed to environmental sustainability. Consequently, organizations should focus on strengthening their brand image while consistently applying sustainable marketing practices to foster consumer confidence and support responsible consumption patterns.

From a managerial standpoint, companies are encouraged to align sustainability programs with robust brand development strategies in order to fortify their competitive standing within the expanding green product market. For prospective investigations, it is advisable to subsume additional variables, such as environmental awareness, perceived value, customer satisfaction, and consumer trust, to attain a more exhaustive comprehension of the determinants underpinning purchase decision behavior.

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