



## The Influence of Environmental Awareness, Green Marketing, and Green Attribute Transparency on Purchase Intention Through Corporate Brand Image: A Case Study on Sensatia Botanicals Consumers in Indonesia

Eiwanda Magdalena Pasaribu

Faculty of Business, Universitas Katolik Widya Mandala Surabaya, Indonesia

Yulika Rosita Agrippina\*

Faculty of Business, Universitas Katolik Widya Mandala Surabaya, Indonesia

### Article Info

Keywords: Environmental Awareness, Green Marketing, Green Attribute Transparency, Corporate Brand Image, Purchase Intention.

Received: 26-01-2026

Revised: 30-01-2026

Accepted: 26-02-2026

Published: 12-03-2026

JEL ClassificationCode:  
M31, M37, Q50

Corresponding author:  
[agrippina@ukwms.ac.id](mailto:agrippina@ukwms.ac.id)

DOI: [10.24123/jeb.v7i2.8556](https://doi.org/10.24123/jeb.v7i2.8556)

### Abstract

**Purpose:** This study aims to analyze the effects of environmental awareness, green marketing, and green attribute transparency on consumers' purchase intentions toward environmentally friendly personal care products, with corporate brand image as a mediating variable. The novelty of this research lies in emphasizing green attribute transparency as a distinct determinant of purchase intention and in examining the mediating role of corporate brand image within the context of sustainability-oriented personal care brands in Indonesia.

**Method:** This study used primary data collected through an online questionnaire distributed to 306 Indonesian consumers aged 18 years and above who are familiar with environmentally friendly personal care products. A non-probability purposive sampling technique was applied, and the data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS software.

**Results:** The findings indicate that environmental awareness, green marketing, and green attribute transparency positively influence purchase intention, with corporate brand image playing a supporting role in shaping consumer perceptions. Corporate brand image significantly mediates the effects of environmental awareness and green attribute transparency on purchase intention, but does not mediate the relationship between green marketing and purchase intention. These results highlight the importance of transparent environmental information beyond promotional claims, while future studies are encouraged to explore additional variables and alternative research designs to strengthen explanatory power.

### INTRODUCTION

Environmental degradation has emerged as one of the most critical global challenges of the twenty-first century. Climate change, pollution, excessive waste generation, and biodiversity loss increasingly threaten ecological stability and human well-being. The United Nations Development Programme (UNDP, 2024) emphasizes that unsustainable production and consumption patterns remain the primary drivers of environmental deterioration worldwide. Rapid industrialization combined with mass consumption has intensified pressure on natural resources, particularly through the overuse of plastic packaging and chemical-based materials. The Organisation for Economic Cooperation and Development (OECD, 2022) reports that packaging activities contribute nearly 40% of global plastic waste, positioning consumer goods industries, including

beauty and personal care, as major contributors to environmental pollution. This condition underscores that everyday consumption choices play a significant role in exacerbating environmental problems.

In Indonesia, environmental challenges reflect global conditions while presenting distinctive local dynamics. Public awareness regarding environmental sustainability has increased, particularly among younger generations. A survey conducted by Katadata Insight Center (2021) indicates that 61.6% of Generation Z and Generation Y consumers have purchased eco-friendly products, with 57.7% motivated by environmental preservation concerns. Despite this encouraging trend, environmental knowledge remains uneven. Leiserowitz et al. (2021) find that although Indonesians express concern about climate change, their understanding of its causes, impacts, and mitigation strategies is relatively limited. This gap between concern and comprehension suggests that consumers often rely on external signals, such as brand communication, reputation, and perceived credibility, when evaluating product environmental claims.

The beauty and personal care industry has become increasingly central to sustainability discussions due to its rapid expansion and intensive use of packaging and chemical ingredients. Statista (2024) projects that Indonesia's beauty and personal care market will reach USD 9.74 billion by 2025, with skincare contributing USD 2.94 billion. This growth is driven by rising purchasing power, digital exposure, and increasing awareness of health and lifestyle choices. Alongside economic growth, sustainability considerations are increasingly shaping consumer preferences. Studies by Katadata Insight Center (2021) and Rakuten Insight (2023) reveal that a considerable proportion of Indonesian consumers are willing to pay a premium for environmentally friendly products. However, trust remains a critical issue. NielsenIQ (2023) reports that 77% of consumers are willing to stop purchasing from brands that engage in greenwashing. This finding highlights the importance of credible communication, transparency, and trust in sustainability initiatives within the beauty industry.

Previous academic research suggests that consumer responses to sustainable products are shaped by environmental awareness, green marketing, and transparency about green attributes. Environmental awareness reflects individuals' concern for environmental issues and their understanding of environmental consequences, which has been shown to influence green consumption behavior in Indonesia (Amaliah et al., 2023). Riyanto and Pangaribuan (2025) demonstrate that environmental concern affects green purchase intention indirectly through consumer attitudes, emphasizing the role of perception and communication. Fayad and Hairudinor (2024) further report that green packaging enhances perceived value and reduces perceived risk, thereby strengthening purchase intention. Despite these findings, empirical evidence remains inconsistent across contexts, suggesting that additional explanatory mechanisms may be at play.

From a theoretical perspective, corporate brand image plays a pivotal role in translating sustainability-related efforts into consumer behavioral outcomes. Drawing on Signaling Theory (Spence, 1973), consumers rely on credible signals to reduce information asymmetry, particularly when environmental claims cannot be directly verified. Corporate brand image functions as a cumulative signal that reflects a firm's credibility, responsibility, and long-term commitment to sustainability. Empirical studies provide mixed results regarding the direct influence of green marketing on purchase intention. Zahra and Rohman (2024) find that green marketing does not always directly affect purchase intention, whereas Dewi and Sari (2023) report significant direct effects of green branding and packaging. These inconsistencies suggest that corporate brand image may serve as a mediating variable that connects sustainability practices to purchase intention.

Green marketing represents a strategic approach that integrates environmental considerations into product design, pricing, promotion, and distribution (Polonsky, 1994). Lia and Aninda (2024) show that green brand positioning and green brand knowledge significantly influence attitudes toward green brands and green purchase intention among Indonesian consumers. Their findings highlight that green marketing functions not only as a promotional strategy but also as a source of information that shapes consumer perceptions and attitudes. Complementing this perspective, green attribute transparency emphasizes openness and clarity in

communicating environmental product attributes. Christiarini et al. (2024) demonstrate that perceptions of green product attributes, including authenticity and origin, significantly influence Generation Z's evaluation of green products. Transparent disclosure thus becomes increasingly important in building trust, particularly among younger consumers who are highly sensitive to misleading sustainability claims. While green marketing and green attribute transparency are both related to sustainability communication, they represent conceptually distinct constructs. Green marketing refers to a firm's strategic efforts to promote environmentally friendly values through product design, pricing, promotion, and distribution (Polonsky, 1994). Its primary function is to shape consumer perceptions through persuasive communication and branding strategies. In contrast, green attribute transparency emphasizes the clarity, accuracy, and accessibility of factual environmental information related to product attributes, ingredients, and production processes. Rather than persuading consumers, transparency focuses on reducing information asymmetry by enabling consumers to evaluate the credibility of environmental claims. Therefore, while green marketing is promotional in nature, green attribute transparency is informational and evaluative, functioning as a credibility-enhancing mechanism rather than a branding strategy.

The distinction becomes particularly important amid rising consumer skepticism toward green marketing claims. Previous studies highlight that excessive or vague sustainability promotion can lead to perceptions of greenwashing, eroding consumer trust, and weakening brand credibility (Connelly et al., 2010; NielsenIQ, 2023). As a result, promotional green marketing messages alone may no longer be sufficient to influence consumer behavior, especially among environmentally conscious consumers. Green attribute transparency addresses this limitation by emphasizing honest, detailed, and verifiable environmental disclosures. By providing concrete information rather than symbolic claims, transparency serves as a stronger signal of authenticity and corporate responsibility. This study therefore, positions green attribute transparency not merely as an extension of green marketing, but as a distinct determinant that mitigates greenwashing concerns and strengthens corporate brand image and purchase intention.

Despite the growing body of literature on green consumption, several gaps remain. First, many studies examine environmental awareness and green marketing without clearly distinguishing promotional strategies from transparency-based disclosures, potentially overlooking the role of credibility in sustainability communication. Second, empirical studies that explicitly address greenwashing concerns through green attribute transparency remain limited, particularly in emerging markets such as Indonesia. Third, the mediating role of corporate brand image in linking transparency-based environmental signals to purchase intention has received insufficient empirical attention. This study addresses these gaps by integrating green attribute transparency as a distinct construct and examining its indirect effect on purchase intention through corporate brand image. Sensatia Botanicals offers a relevant empirical context to address these gaps. The brand has experienced substantial growth, with domestic sales accounting for approximately 95% of total output and year-on-year revenue growth of around 50% (Lucretie, 2024; Saputra, 2024). Okadiani et al. (2019) further show that Sensatia's green product attributes and brand image significantly influence purchase intention, indicating that consumers actively respond to its sustainability positioning.

Sensatia Botanicals is particularly relevant because it emphasizes transparency, natural ingredient disclosure, refill programs, and ethical narratives rather than formal eco-certification. This reflects a common phenomenon among Indonesian local beauty brands. In such contexts, consumers rely heavily on perceived transparency and brand credibility to evaluate sustainability claims. Consequently, green attribute transparency functions as a critical signal that substitutes for formal certification in reducing information asymmetry.

### **Environmental Awareness and Corporate Brand Image**

Environmental awareness reflects consumers' concern and understanding of environmental issues, which influence how they evaluate companies and their sustainability responsibilities. Consumers with higher environmental awareness tend to form more positive perceptions of companies that demonstrate environmentally responsible practices. Consistent with the Theory of

Planned Behavior (Ajzen, 1991), environmental awareness shapes attitudes that, in turn, influence evaluations of corporate behavior. Empirical evidence supports this relationship, indicating that environmental awareness positively influences corporate brand image (Nisrina et al., 2025; Alamsyah & Hadiyanti, 2017).

H1: Environmental Awareness has a positive influence on corporate brand image.

### **Green Marketing and Corporate Brand Image**

Green marketing refers to marketing activities that integrate environmental considerations into product design, packaging, promotion, and distribution to emphasize a company's commitment to sustainability (Polonsky, 1994). Through green marketing, firms communicate environmentally responsible values that help shape consumers' perceptions of corporate credibility and ethical responsibility. When companies consistently apply green marketing practices, consumers tend to associate the brand with environmental concern and social responsibility, leading to a more favorable corporate brand image (Mursandi et al., 2020; Sudirman & Satryawati, 2022). Empirical studies further confirm that green marketing initiatives strengthen brand reputation and trust by reinforcing positive environmental associations in consumers' minds (Nurapni, 2024). Consequently, the effective implementation of green marketing is expected to enhance consumers' perceptions of a company's overall brand image. Thus, it is reasonable to propose the following hypothesis:

H2: Green marketing positively influences corporate brand image.

### **Green Attribute Transparency and Corporate Brand Image**

Green attribute transparency refers to the extent to which companies openly disclose clear, accurate, and accessible information regarding the environmental attributes of their products and production processes. Transparent communication enables consumers to evaluate the credibility of green claims and reduces uncertainty about environmental performance (Spence, 1973). When companies provide honest and detailed environmental information, consumers are more likely to perceive the brand as responsible, trustworthy, and ethically committed. Previous studies indicate that transparent disclosure of green attributes significantly enhances corporate brand image by strengthening consumer trust and perceived authenticity (Lee & Chen, 2019; Nurapni, 2024). As a result, brands that consistently practice green attribute transparency tend to develop stronger and more favorable corporate images. Thus, the following hypothesis is proposed:

H3: Green attribute transparency positively influences corporate brand image.

### **Environmental Awareness and Purchase Intention**

Environmental awareness reflects consumers' concern for and understanding of environmental issues, which influence their attitudes and behavioral intentions toward sustainable products. Individuals who are aware of environmental problems tend to evaluate their consumption choices more carefully and prefer products that align with their environmental values. According to the Theory of Planned Behavior (Ajzen, 1991), heightened awareness contributes to favorable attitudes, which in turn increase purchase intention. Empirical evidence supports this relationship, showing that consumers with greater environmental awareness are more willing to purchase environmentally friendly products to reduce environmental harm (Nuraeni & Harsoyo, 2024; Rahayu et al., 2024). Therefore, environmental awareness is expected to positively influence consumers' intention to buy green products. Hence, the following hypothesis is proposed:

H4: Environmental awareness positively influences purchase intention.

### **Green Marketing and Purchase Intention**

Green marketing represents a strategic effort by companies to communicate their environmental commitment through eco-friendly products, sustainable packaging, and environmental promotion. These practices function as signals that reduce consumer uncertainty and build confidence in the brand's sustainability claims (Spence, 1973). When consumers

perceive green marketing efforts as credible and consistent, they are more inclined to support the brand through purchasing decisions. Previous studies demonstrate that green marketing positively and significantly influences purchase intention, as consumers tend to prefer brands that actively promote environmental responsibility (Markhamah et al., 2024; Nurapni, 2024). Consequently, effective green marketing strategies are expected to strengthen consumers' willingness to purchase environmentally friendly products. Thus, the following hypothesis is proposed:

H5: Green marketing positively influences purchase intention.

### **Green Attribute Transparency and Purchase Intention**

Green attribute transparency refers to the openness with which companies communicate environmental information related to product ingredients, production processes, and packaging. Transparent disclosure reduces information asymmetry and allows consumers to assess the true environmental value of a product (Spence, 1973). When environmental claims are clearly communicated and easily verified, consumers perceive higher value and develop greater trust toward the brand. Empirical studies show that transparent green attributes, such as eco-labels and detailed environmental information, significantly enhance consumers' intention to purchase green products (Xiang, 2022; Sabilla et al., 2022; Pramesti et al., 2025). Therefore, green attribute transparency is expected to positively influence purchase intention. Hence, the following hypothesis is proposed:

H6: Green attribute transparency has a positive influence on purchase intention.

### **Corporate Brand Image and Purchase Intention**

Corporate brand image reflects consumers' overall perceptions and associations toward a company, encompassing credibility, responsibility, and trustworthiness. A strong, positive brand image is an important intangible asset that influences consumers' purchasing decisions. According to Brand Equity Theory (Keller, 1993), favorable brand associations stored in consumers' memory shape attitudes and behavioral intentions. Empirical studies confirm that corporate brand image has a positive and significant impact on purchase intention, as consumers are more likely to purchase products from brands they perceive as reliable and aligned with their values (Taniago & Rodhiah, 2024; Nurapni et al., 2024). Thus, a positive corporate brand image is expected to encourage higher purchase intention. Therefore, the following hypothesis is proposed:

H7: Corporate brand image positively influences purchase intention.

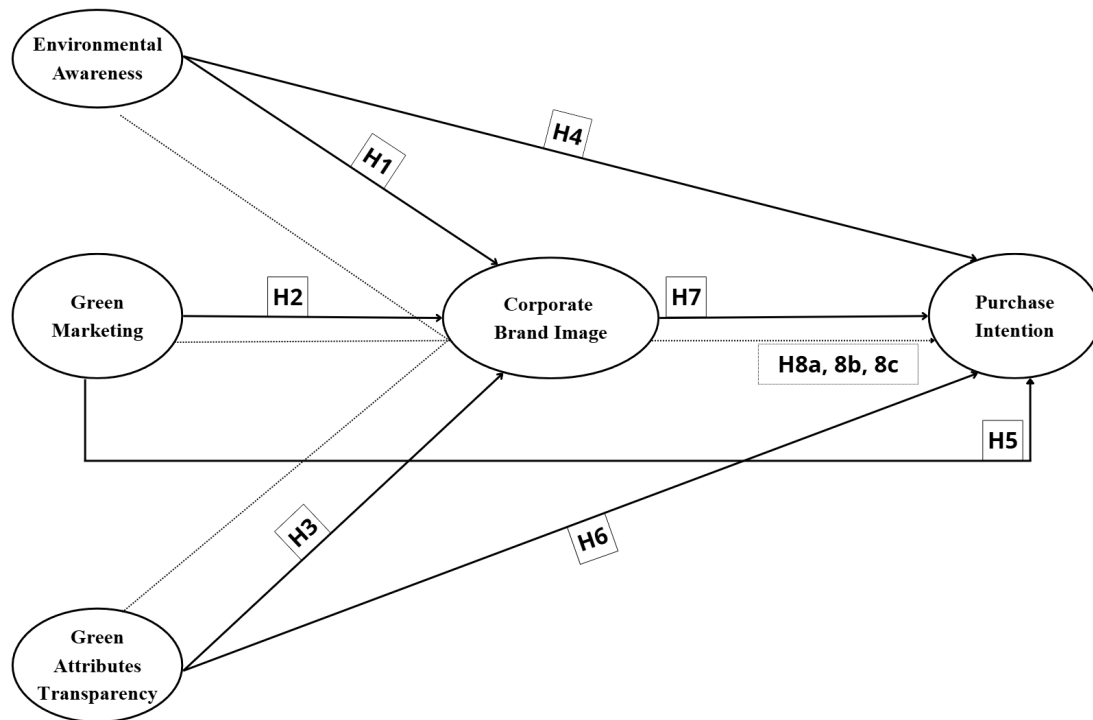
### **The Mediating Role of Corporate Brand Image**

Corporate brand image serves as a mediating factor in explaining how environmental awareness, green marketing, and green attribute transparency influence purchase intention. These factors function as environmental signals that shape consumers' perceptions of a company's credibility and sustainability commitment. When such signals are perceived positively, they strengthen corporate brand image, which subsequently increases consumers' intention to purchase. This mechanism aligns with Signaling Theory (Spence, 1973), which explains how observable corporate actions are interpreted as indicators of underlying quality. Empirical evidence supports this mediating role, showing that brand image strengthens the indirect effects of green-related variables on purchase intention (Nurapni et al., 2024). Accordingly, the mediation hypotheses are proposed as follows:

H8a: Corporate brand image positively mediates the relationship between environmental awareness and purchase intention.

H8b: Corporate brand image positively mediates the relationship between green marketing and purchase intention.

H8c: Corporate brand image positively mediates the relationship between green attribute transparency and purchase intention.



**Figure 1.**  
**Research Framework**

## RESEARCH METHODS

This study employs a quantitative, explanatory design to examine the effects of environmental awareness, green marketing, and green attribute transparency on purchase intention, with corporate brand image as a mediating variable. Data were collected using an online questionnaire distributed via Google Forms to respondents in Indonesia who are aware of environmental issues and familiar with eco-friendly personal care products, particularly Sensatia Botanicals. A purposive sampling technique was applied to ensure that respondents met specific criteria: being at least 18 years old, being aware of sustainability issues, and having knowledge of the selected brand. A total of 306 valid responses were obtained, exceeding the minimum sample size requirement for Partial Least Squares Structural Equation Modeling (PLS-SEM).

The questionnaire was developed based on measurement indicators adapted from previous studies and measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The collected data were analyzed using Structural Equation Modeling with the Partial Least Squares approach (SEM-PLS) in SmartPLS. This method was chosen due to its suitability for prediction-oriented research and its ability to analyze complex models involving multiple constructs and mediating relationships. The analysis involved evaluation of the measurement model (validity and reliability tests) and the structural model, including path coefficients, coefficient of determination ( $R^2$ ), effect size ( $f^2$ ), and mediation effects using bootstrapping procedures.

Although some measurement items for Environmental Awareness and Purchase Intention are framed in a general context of eco-friendly products, respondents were explicitly instructed to answer all questions with reference to Sensatia Botanicals as an environmentally friendly personal care brand. Therefore, purchase intention in this study reflects consumers' intention to purchase products from Sensatia Botanicals based on their evaluation of its green attributes and corporate brand image, rather than green products in general. This approach is consistent with prior green consumption studies that integrate general environmental attitudes with brand-specific evaluations in explaining purchase intention.

## RESULTS & DISCUSSION

Table 1 presents a descriptive analysis of the 306 respondents in this study. The majority of respondents were female (75.2% of the total sample), while male respondents accounted for 24.8%. Most respondents were aged 20-29 (87.6%), indicating that young adults dominate the consumer segment for eco-friendly personal care products. In terms of education, the majority of respondents had completed senior high school (59.8%), followed by those holding a bachelor's degree (35.9%). Regarding occupation, students constituted the largest group, representing 75.8% of respondents, followed by private employees at 12.4%. All respondents resided in Indonesia, were aged 18 or older, were aware of environmental issues, and were familiar with Sensatia Botanicals as an eco-friendly personal care brand, indicating that the sample was appropriate and relevant to the research objectives.

**Table 1.**  
**Distribution of Respondent Data**

Characteristics		Frequency	Percentage
Live in Indonesia	Yes	306	100%
	No	0	0%
Age	18-19 years	30	9.8%
	20-29 years	268	87.6%
	30-39 years	4	1.3%
	40-49 years	4	1.3%
	≥ 50 years	0	0%
Know Sensatia Botanicals	Yes	306	100%
	No	0	0%
Gender	Female	230	75.2%
	Male	76	24.8%
Education Level	SMA/SMK/MA	183	59.8%
	Diploma (D1/D2/D3)	9	2.9%
	Bachelor's Degree (S1)	110	35.9%
	Master/Doctoral (S2/S3)	4	1.3%
Occupation	Student	232	75.8%
	Private Employee	38	12.4%
	Government Employee	8	2.6%
	Entrepreneur	9	2.9%
	Others	19	6.2%

Item reliability is reflected in the standardized outer loadings presented in Table 2. Following the guideline proposed by Hair et al. (2021), indicator loadings of 0.708 or higher are considered ideal. As shown in Table 2, most indicators meet or are close to this recommended threshold, indicating acceptable levels of indicator reliability. Indicators with loading values slightly below 0.708 were retained because their values remain within the acceptable range for exploratory research and do not indicate serious measurement issues (Hair et al., 2021).

**Table 2.**  
**Outer Loading Factor**

Variable	Item	Outer Loading Factor
Environmental Awareness (EA)	I know that eco-friendly products are made to reduce negative impacts on the environment.	0.707
	I feel concerned about environmental damage	0.666
	I try to choose products that don't harm the environment.	0.766
	I plan to buy eco-friendly products to help preserve the environment.	0.792

Variable	Item	Outer Loading Factor
Green Marketing (GM)	I pay attention to product labels that provide environmental impact information.	0.801
	I feel that the price of eco-friendly products is worth it for the sustainability benefits they offer.	0.707
	I pay attention to whether products are packaged and delivered in an eco-friendly way.	0.776
	I pay attention to ads or promotions promoting an eco-friendly lifestyle.	0.756
Green Attribute Transparency (GAT)	I believe it is important for Sensatia Botanicals to provide clear information about the environmental aspects of its products.	0.700
	I often see eco-friendly labels or notes on Sensatia Botanicals products.	0.751
	I know that Sensatia Botanicals products use natural and eco-friendly ingredients.	0.793
	I trust that Sensatia Botanicals is honest and responsible about its environmental claims.	0.743
Corporate Brand Image (CBI)	I believe Sensatia Botanicals is a credible and trustworthy company.	0.816
	I believe Sensatia Botanicals is responsible and trustworthy in protecting the environment.	0.787
	I believe the company acts ethically and implements environmentally friendly practices	0.801
	I feel proud to support a brand that cares about the environment.	0.695
Purchase Intention (PI)	I want to buy eco-friendly products because they can reduce negative impacts on the environment.	0.763
	I prefer eco-friendly brands over regular brands.	0.790
	I am willing to buy eco-friendly products if the brand shows care for the environment.	0.799
	I believe eco-friendly products can meet my daily needs.	0.805

### Structural Model Evaluation

Collinearity among predictor constructs was assessed using the inner variance inflation factor (VIF) values presented in Table 3. Following the guidelines proposed by Hair et al. (2014, 2022), VIF values below 5.0 indicate that multicollinearity is not a concern in PLS-SEM models. The results show that all inner VIF values in this study range from 1.859 to 3.164, which are below the recommended threshold. Therefore, the structural model meets the collinearity assessment criteria, indicating that no multicollinearity issues are present.

**Table 3.**  
**Collinearity Assessment (Inner VIF)**

Endogenous Construct	Predictor Construct	VIF
Corporate Brand Image (CBI)	Environmental Awareness (EA)	1.859
Corporate Brand Image (CBI)	Green Attribute Transparency (GAT)	2.298
Corporate Brand Image (CBI)	Green Marketing (GM)	2.330
Purchase Intention (PI)	Environmental Awareness (EA)	1.916
Purchase Intention (PI)	Green Attribute Transparency (GAT)	3.164
Purchase Intention (PI)	Green Marketing (GM)	2.441
Purchase Intention (PI)	Corporate Brand Image (CBI)	2.857

**Predictive Relevance (Q<sup>2</sup>) & Model Fit (SRMR)**

The predictive relevance of the model was assessed using the Stone–Geisser Q<sup>2</sup> statistic obtained via the blindfolding procedure. The Q<sup>2</sup> values for Corporate Brand Image and Purchase Intention were greater than zero, indicating that the model has satisfactory predictive relevance. In addition, the standardized root mean square residual (SRMR) value was below the recommended threshold of 0.08, suggesting an acceptable model fit in the PLS-SEM framework.

**Table 4.**  
**Square Root of AVE (Fornell-Larcker Criterion)**

Variable	CBI	EA	GAT	GM	PI
CBI	0.776				
EA	0.608	0.734			
GAT	0.770	0.618	0.747		
GM	0.662	0.620	0.698	0.761	
PI	0.682	0.609	0.705	0.686	0.789

Discriminant validity was assessed using the Fornell–Larcker criterion, as presented in Table 4. The square root of the Average Variance Extracted (AVE) for each construct is higher than its correlations with other constructs, indicating satisfactory discriminant validity. Reliability testing further shows that all constructs have Cronbach's Alpha and Composite Reliability values above the recommended threshold of 0.70, as presented in Table 5. In addition, all AVE values exceed 0.50, confirming adequate convergent validity. Therefore, it can be concluded that all constructs in this study are valid and reliable.

**Table 5.**  
**Construct Reliability and Validity**

Variable	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)	Result
CBI	0.778	0.858	0.603	Valid and Reliable
EA	0.717	0.823	0.539	Valid and Reliable
GAT	0.736	0.835	0.559	Valid and Reliable
GM	0.757	0.846	0.579	Valid and Reliable
PI	0.798	0.869	0.623	Valid and Reliable

The Inner Model test in this study incorporates the R-square and effect size analysis, as presented in Table 6. According to Hair et al. (2021), an R-square value of 0.75 indicates substantial explanatory power, 0.50 indicates a moderate level, and 0.25 indicates a weak level.

**Table 6.**  
**R-Square Model**

Variable	R-Square	R-Square Adjusted
CBI	0.637	0.633
PI	0.605	0.600

Based on Table 6, the R-square value for Corporate Brand Image is 0.637, indicating a moderate explanatory level, where 63.7% of its variance is explained by Environmental Awareness, Green Marketing, and Green Attribute Transparency. The R-square value for Purchase Intention is 0.605, also categorized as moderate, with 60.5% of its variance explained by Environmental Awareness, Green Marketing, Green Attribute Transparency, and Corporate Brand Image. Table 7 presents the effect size ( $f^2$ ) results. Green Attribute Transparency shows a large effect on Corporate Brand Image ( $f^2 = 0.371$ ), while Green Marketing ( $f^2 = 0.042$ ) and Environmental Awareness ( $f^2 = 0.038$ ) exhibit small effects. Corporate Brand Image also has a small effect on Purchase Intention ( $f^2 = 0.040$ ). These findings highlight Green Attribute Transparency as the strongest predictor of Corporate Brand Image in the model.

**Table 7.**  
**Effect Size (f<sup>2</sup>) Model**

	CBI	PI
EA	0.038	0.032
GM	0.042	0.081
GAT	0.371	0.057
CBI	-	0.040

Table 8 presents the results of hypothesis testing using the bootstrapping procedure in SmartPLS. In accordance with Hair et al. (2021), a hypothesis is considered supported when the t-statistic value is equal to or greater than 1.96 and the p-value is less than or equal to 0.05. Based on the results, seven direct hypotheses and three indirect hypotheses were examined. The findings indicate that most of the proposed relationships are statistically significant, while one mediating relationship is not supported.

**Table 8.**  
**Structural Hypothesis Model Test**

Hypothesis	Path Coefficient	T Statistics	P Value	Result
EA → CBI	0.159	2.670	0.008	H1 Accepted
GM → CBI	0.184	2.738	0.006	H2 Accepted
GAT → CBI	0.543	7.852	0.000	H3 Accepted
EA → PI	0.154	2.530	0.011	H4 Accepted
GM → PI	0.271	4.309	0.000	H5 Accepted
GAT → PI	0.260	3.327	0.001	H6 Accepted
CBI → PI	0.209	2.896	0.004	H7 Accepted
EA → CBI → PI	0.033	1.980	0.048	H8a Accepted
GM → CBI → PI	0.038	1.867	0.062	H8b Not Accepted
GAT → CBI → PI	0.113	2.711	0.007	H8c Accepted

The positive effect of environmental awareness on corporate brand image indicates that environmentally conscious consumers tend to evaluate sustainability-oriented brands more favorably. This supports the Theory of Planned Behavior, where environmental concern shapes evaluative beliefs toward brands, and reinforces prior findings that awareness enhances positive brand perceptions (Alamsyah & Hadiyanti, 2017; Nisrina et al., 2025). The positive influence of green marketing on corporate brand image suggests that sustainability-oriented promotional activities function as persuasive signals that shape consumers' perceptions of a brand's environmental commitment. From a signaling theory perspective, green marketing communications help reduce information asymmetry by conveying pro-environmental values and corporate responsibility. As a result, consumers interpret these promotional efforts as indicators of ethical and sustainable business practices, which strengthen brand image evaluations. In the context of sustainable personal care products, environmentally themed advertising, eco-label messaging, and sustainability campaigns may enhance brand positioning as an environmentally responsible firm. This finding supports prior studies (Mursandi et al., 2020; Sudirman & Satryawati, 2022), reinforcing the role of green marketing as an important brand image-building mechanism.

The strong effect of green attribute transparency on corporate brand image highlights the critical role of credibility-based communication in sustainability marketing. Unlike promotional messaging, transparency provides concrete and verifiable information regarding product ingredients, sourcing, and environmental practices. According to signaling theory, such transparent disclosures represent high-quality signals that enhance trust and authenticity perceptions. This relationship is particularly relevant in environmentally sensitive product categories such as personal care, where consumers are highly attentive to ingredient safety and environmental impact. By openly disclosing environmental attributes, firms strengthen brand credibility and foster more favorable brand image evaluations. This finding is consistent with

previous studies (Lee & Chen, 2019; Nurapni, 2024), which identify transparency as a key driver of corporate brand credibility. The strong effect of green attribute transparency on corporate brand image highlights the importance of credibility-oriented communication in the context of environmentally conscious consumption. Unlike green marketing, which relies on promotional messaging, transparency provides consumers with concrete and verifiable information regarding product ingredients and environmental practices. From a signaling theory perspective, such transparent disclosures function as high-quality signals that reduce information asymmetry and mitigate skepticism related to greenwashing. This finding is particularly relevant in the Indonesian beauty industry, where formal eco-certifications are not always present and consumers rely heavily on brand credibility to evaluate sustainability claims. The significant mediating role of corporate brand image further suggests that transparency strengthens purchase intention indirectly by enhancing trust and perceived authenticity, rather than merely influencing consumers through persuasive appeals.

The positive influence of environmental awareness on purchase intention indicates that consumers who possess stronger environmental concern are more inclined to engage in sustainable purchasing behavior. This finding supports the Theory of Planned Behavior, where pro-environmental knowledge and concern shape favorable attitudes and behavioral intentions. Environmentally aware consumers tend to perceive eco-friendly products as aligned with their personal values, thereby increasing their willingness to purchase. This result reinforces prior findings that environmental awareness functions as a key cognitive driver of sustainable consumption behavior (Nuraeni & Harsoyo, 2024; Rahayu & Novitasari, 2024).

The significant effect of green marketing on purchase intention suggests that sustainability-oriented promotional strategies serve as persuasive communication tools that directly stimulate consumers' buying interest. From a signaling theory perspective, green marketing messages act as symbolic cues that communicate environmental responsibility and product sustainability. These promotional signals can trigger immediate purchase motivation, particularly when consumers are exposed to eco-labels, green advertising, or sustainability campaigns. This finding supports previous studies highlighting the role of green marketing in encouraging eco-friendly purchasing decisions (Markhamah et al., 2024; Nurapni, 2024).

The positive relationship between green attribute transparency and purchase intention highlights the importance of credibility-based information in shaping consumer decisions. Transparent disclosure regarding product ingredients, sourcing, and environmental impact reduces information asymmetry and enhances consumer trust. According to signaling theory, transparency represents a high-quality signal that strengthens perceived authenticity and lowers skepticism toward green claims. As a result, consumers feel more confident in purchasing environmentally friendly products. This finding aligns with prior research identifying transparency as a critical determinant of green purchase intention (Xiang, 2022; Pramesti et al., 2025).

The significant influence of corporate brand image on purchase intention indicates that favorable brand perceptions play a central role in driving sustainable purchasing behavior. A strong environmental brand image signals credibility, ethical responsibility, and long-term commitment to sustainability, which enhance consumer trust and emotional attachment to the brand. Consequently, consumers are more willing to support brands that are perceived as environmentally responsible. This finding is consistent with prior studies demonstrating that corporate brand image serves as an important attitudinal pathway influencing purchase intention (Taniago & Rodhiah, 2024; Nurapni et al., 2024).

### **Mediating Effect of Corporate Brand Image**

The results indicate that Corporate Brand Image (CBI) plays a significant mediating role in the relationships between Environmental Awareness and Purchase Intention, and between Green Attribute Transparency and Purchase Intention, but not in the relationship between Green Marketing and Purchase Intention. Specifically, CBI significantly mediates the effects of Environmental Awareness on Purchase Intention ( $t(1, 1) = 1.980, p = 0.048$ ) and Green Attribute Transparency on Purchase Intention ( $t(1, 1) = 2.711, p = 0.007$ ). However, the mediation effect

of Green Marketing on Purchase Intention through CBI is not significant, as shown by a t-statistic of 1.867 and a p-value of 0.062. These findings suggest that corporate brand image serves as a key mechanism through which authentic environmental values and transparent information influence purchase intention, while promotional green marketing messages exert a more direct effect. The absence of a significant mediating effect of corporate brand image in the relationship between green marketing and purchase intention suggests that promotional sustainability messages influence consumer decisions more directly. This may indicate that consumers perceive green marketing communications as short-term cues that trigger purchase intention without necessarily reshaping long-term brand perceptions. In contrast, transparency-based information appears to contribute more strongly to brand image formation, reinforcing the distinction between promotion-driven and credibility-driven sustainability strategies.

To further assess the mediation effects, bias-corrected bootstrapping confidence intervals were examined. The indirect effect of Environmental Awareness on Purchase Intention through Corporate Brand Image was significant, as the confidence interval did not include zero, indicating partial mediation. Similarly, Corporate Brand Image partially mediates the relationship between Green Attribute Transparency and Purchase Intention. In contrast, the indirect effect of Green Marketing on Purchase Intention through Corporate Brand Image was not significant, as the confidence interval included zero. This suggests that Green Marketing exerts a stronger direct influence on Purchase Intention than on brand image formation.

## CONCLUSION

This study concludes that environmental awareness, green marketing, and transparency of green attributes play important roles in shaping corporate brand image and purchase intention for green personal care products. The findings demonstrate that consumers who are more aware of environmental issues, exposed to sustainability-oriented marketing, and provided with transparent green information tend to perceive the brand more positively and show stronger purchase intention. Corporate brand image is confirmed as a key mechanism that translates environmental awareness and green attribute transparency into purchase intention, while its mediating role in the relationship between green marketing and purchase intention is not supported, indicating that green marketing influences consumer decisions more directly rather than through brand image formation. These results contribute to the development of green marketing and branding literature by clarifying the distinct roles of cognitive awareness, communication strategies, and transparency in driving consumer behavior. More importantly, this study highlights a clear distinction between sustainability promotion and sustainability transparency. While green marketing remains effective in directly stimulating purchase intention, green attribute transparency plays a more critical role in building corporate brand image and generating trust-based purchasing decisions. This finding reinforces the argument that, in an era of increasing skepticism toward greenwashing, transparency is a more credible and enduring mechanism than promotional claims alone.

Limitations in this research include that although the sample size meets the minimum requirements for PLS-SEM, this study employed purposive online sampling, resulting in a respondent profile dominated by young adults aged 20–29 and students. This reflects the primary consumer segment of eco-friendly personal care products in Indonesia, particularly among Generation Z and young Millennials. However, this demographic concentration may limit the generalizability of the findings to older consumer groups or consumers with different occupational backgrounds. Future studies are encouraged to apply probability sampling techniques or include more diverse demographic segments to enhance external validity.

## REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
- Alamsyah, D. P., & Hadiyanti, D. (2017). Green Awareness, Brand Image dan Niat Pembelian. *Jurnal Ekonomi Modernisasi*, 13(3), 119–130. <https://doi.org/10.21067/jem.v13i3.1862>

- Amaliah, N. A. N. S., Jannah, M., & Gunawan, N. M. T. (2023). The role of environmental awareness and green product literacy on green purchase behavior in Indonesia. *Journal of Economics Entrepreneurship Management Business and Accounting*, 1(2), 115–121. <https://doi.org/10.61255/jeemba.v1i2.159>
- Christiarini, R., Pratama, D., & Putra, E. Y. (2024). The Influence of Perceived Country Origin of Green Products Towards Generation Z: Local vs. Global. *Journal of Entrepreneur & Business*, 5(3), 247–262. <https://doi.org/10.24123/jeb.v5i3.6878>
- Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2010). Signaling theory: A review and assessment. *Journal of Management*, 37(1), 39–67. <https://doi.org/10.1177/0149206310388419>
- with green brand image as a mediator: Study at Love Beauty and Planet of Gen Z in West Java. *Journal of Business Studies and Management Review*, 7(1), 1–9. <https://doi.org/10.22437/jbsmr.v7i1.29550>
- Fayad, N. M. R., & Hairudinor, N. (2024). Pengaruh Green Packaging Terhadap Green Perceived Value dan Green Perceived Risk Serta Dampaknya Pada Green Purchase Intention. *Jurnal Bisnis dan Pembangunan*, 13(2), 129–140. <https://doi.org/10.20527/mj59ht03>
- Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., Ray, S. (2021). Partial least squares structural equation modeling (PLS-SEM) using R: A Workbook. *Classroom Companion: Business*. <https://doi.org/10.1007/978-3-030-80519-7>
- Hair, J., Sarstedt, M., Hopkins, L., Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool for business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Katadata Insight Center. (n.d.). *Katadata consumer survey on sustainability*. Safe Forum 2021.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of marketing*, 57(1), 1-22.
- Kementerian Lingkungan Hidup dan Kehutanan Republik Indonesia. (n.d.). *Sistem Informasi Pengelolaan Sampah Nasional (SIPSN)*. <https://sipsn.menlhk.go.id/>
- Lee, Y.-H., & Chen, S.-L. (2019). Effect of Green Attributes Transparency on WTA for Green Cosmetics: Mediating Effects of CSR and Green Brand Concepts. *Sustainability*, 11(19), 5258. <https://doi.org/10.3390/su11195258>
- Leiserowitz, A., Rosenthal, S., Verner, M., Lee, S., Ballew, M., Carman, J., Goldberg, M., Marlon, J., Development Dialogue Asia, Yale Program on Climate Change Communication, Communication for Change, Kantar Indonesia, & Daggett, M. (2021). *Climate Change in the Indonesian Mind*. Yale University. <https://climatecommunication.yale.edu/wp-content/uploads/2023/09/climate-change-in-the-indonesian-mind-e.pdf>
- Lia, D. a. Z., & Aninda, M. S. (2024). Assessing the impact of green brand positioning and knowledge on attitudes towards green brands: A study of branded coffee consumer in Indonesia and their green purchase intentions. *Journal of Entrepreneur & Business*, 5(3), 188–200. <https://doi.org/10.24123/jeb.v5i3.6475>
- Lucretie, A. (2024, March 29). Omzet naik 50% tahun lalu, intip strategi Sensatia Botanicals. *PT. Kontan Grahana Mediatama*. <https://lifestyle.kontan.co.id/news/omzet-naik-50-tahun-lalu-intip-strategi-sensatia-botanicals?>
- Markhamah, S., Sudarmiatin, S., & Wardana, L. W. (2024). The impact of green marketing on purchase intention of natural beauty products from MSMEs in Indonesia. *Nusantara Economics and Entrepreneurship Journal*, 2(3), 606–619. <https://doi.org/10.59971/necent.v2i3.59>
- Mursandi, D. A., Sudirman, H. A., & Militina, T. (2020). The impact of green marketing and corporate social responsibility on brand image, purchase intention, and purchase decision (study on The Body Shop in Samarinda). *International Journal of Economics, Business and Accounting Research (IJEBAAR)*, 4(4), 411–423. <https://doi.org/10.29040/ijebar.v4i4.1422>

- NielsenIQ. (2023). *How to turn green consumer intentions into sustainable actions - NIQ*. NIQ. <https://nielseniq.com/global/en/insights/report/2023/how-to-turn-green-consumer-intentions-into-sustainable-actions/>
- Nisrina, F., Nurhayati, & Noegroho, A. D. (2025). Green marketing dan environmental awareness terhadap keputusan pembelian Avoskin dengan brand image sebagai mediator. *Value Added: Majalah Ekonomi dan Bisnis*, 21(1), 45–59.
- Nuraeni, P., & Harsoyo, T. D. (2024). The influence of environmental awareness, consumption values, and price perception on the purchase intention of Avoskin Green Skincare. *East Asian Journal of Multidisciplinary Research*, 3(7). <https://doi.org/10.55927/eajmr.v3i7.9922>
- Nurapni, S., Ibrahim, S. S., Pratiwi, D., & Munawar, M. R. K. (2024). The influence of environmental awareness, green marketing, and green attributes transparency on purchase intention through corporate brand image as a mediating variable: A case study on Unilever consumers. *International Journal of Business, Law, and Education*, 5(1), 486-500. <https://doi.org/10.56442/ijble.v5i1.412>
- OECD. (2022). *Global Plastics Outlook*. OECD Publishing. <https://doi.org/10.1787/de747aef-en>
- Okadiani, N. L. B., Mitriani, N. W. E., & Imbayani, I. G. A. (2019). Pengaruh green product dan social media marketing terhadap keputusan pembelian produk pada PT Sensatia Botanicals. *JUIMA: Jurnal Ilmu Manajemen*, 9(1), 64–68. <https://doi.org/10.36733/juima.v9i1.473>
- Polonsky, M. J. (1994). An introduction to green marketing. *Electronic Green Journal*, 1(2). <https://doi.org/10.5070/g31210177>
- Pramesti, N. C., & Nuvriasari, A. (2025). The Influence of Green Product Attributes, Consumer Characteristics, and Environmental Awareness on Sosoft Detergent Purchase Intention. *Arthatama: Journal of Business Management and Accounting*, 9(2), 420–433. Retrieved from <https://journal.lifescifi.com/index.php/art/article/view/772>
- Rahayu, S., Vedy, N. K., & Novitasari, E. (2024). Impact of environmental knowledge toward green purchase intention: Attitude as mediator. *Journal of Business and Information Systems (e-ISSN 2685-2543)*, 6(2), 224–237. <https://doi.org/10.31316/jbis.v6i2.255>
- Rakuten Insight. (2024). *Sustainable consumption in APAC*. <https://insight.rakuten.com/wordpress/wp-content/uploads/Report-Sustainable-consumption.pdf>
- Riyanto, R. R., Pangaribuan, C. H. (2025). The effect of environmental concern on green purchase intention mediated by attitude towards green product, and subjective norm in Sensatia Botanicals Gen Z cosmetic users in Indonesia. *Journal of Management Economic and Financial*, 3(3), 214–230. <https://doi.org/10.46799/jmef.v3i3.141>
- Sabilla, R. U., Hendayani, R., & Universitas Telkom. (2022). Pengaruh Eco-Label terhadap Green Purchase. *Fair Value: Jurnal Ilmiah Akuntansi Dan Keuangan*, 5(3), 1487–1488. <https://journal.ikopin.ac.id/index.php/fairvalue> (Original work published 2022)
- Saputra, H. N., & Simamora, N. S. (2024a, August 19). Produk kosmetik asli Bali (Sensatia), perluas pangsa pasar. *Bisnis.com*. <https://lifestyle.bisnis.com/read/20240819/104/1792218/produk-kosmetik-asli-bali-sensatia-perluas-pangsa-pasar>
- Sensatia Botanicals. (n.d.). *Sensatia Botanicals introduces bath care refill pouches*. <https://www.sensatia.com/id/news/sensatia-botanicals-rilis-varian-produk-dalam-kemasan-isi-ulang/>
- Sensatia Botanicals Wraps Up the Year with a Commitment to Sustainability*. (2024, December 18). Sensatia Botanicals Wraps up the Year With a Commitment to Sustainability | What's New Indonesia. <https://whatsnewindonesia.com/bali/feature/news/sensatia-botanicals-wraps-year-commitment-sustainability>
- Spence, M. (1973). Job market signaling. *The Quarterly Journal of Economics*, 87(3), 355. <https://doi.org/10.2307/1882010>
- Statista. (n.d.-a). *Beauty & personal care - Indonesia: Market forecast*. <https://www.statista.com/outlook/cmo/beauty-personal-care/indonesia?>

- Sudirman, H., & Satryawati, S. (2022). Effect of green marketing and corporate social responsibility on brand image of the cosmetic brands. *Proceedings of the 3rd International Conference of Business, Accounting, and Economics (ICBAE 2022)*. <https://doi.org/10.4108/eai.10-8-2022.2320832>
- Taniago, B., & Rodhiah, R. (2024). Factors influencing purchase intention for PIK house properties in Jakarta. *International Journal of Management Science and Application*, 3(2), 157–167. <https://doi.org/10.58291/ijmsa.v3i2.329>
- United Nations Development Programme. (2024). *2024 UNDP Trends Report: The landscape of development. Strategy & Futures* Team. [https://www.undp.org/sites/g/files/zskgke326/files/2024-02/undp\\_trends\\_report\\_2024\\_0.pdf](https://www.undp.org/sites/g/files/zskgke326/files/2024-02/undp_trends_report_2024_0.pdf)
- WWF-Indonesia, Universitas Pembangunan Nasional “Veteran” Jakarta, & World Wide Fund for Nature (WWF). (2025). Rekomendasi kebijakan konten daur ulang di Indonesia untuk material PET pada aplikasi kemasan air minum dalam kemasan (AMDK), minuman berpemanis dalam kemasan (MBDK), dan kemasan galon serta material HDPE dan LDPE untuk aplikasi personal care dan homecare. *Plastic Smart Cities Indonesia*. [https://plasticsmartcities.wwf.id/storage/user\\_uploads/9bbb1a4f398155875a796ffab629b1ff.pdf?](https://plasticsmartcities.wwf.id/storage/user_uploads/9bbb1a4f398155875a796ffab629b1ff.pdf?)
- Xiang, J. (2022). Study on the Influence of Green Advertising Claims on Green Purchase Intention Under Different Product Green Attribute Information. *Frontiers in Business, Economics and Management*, 6(3), 152-156. <https://doi.org/10.54097/fbem.v6i3.3333>
- Zahra, S. K., & Rohman, F. (2024). Pengaruh green marketing, green perceived value, dan green brand image terhadap purchase intention. *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, 3(1), 135–144. <https://doi.org/10.21776/jmppk.2024.03.1.14>