






# “The intervening role of the image of green brands in increasing green brands’ purchasing intention of personal care product”

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# THE INTERVENING ROLE OF THE IMAGE OF GREEN BRANDS IN INCREASING GREEN BRANDS' PURCHASING INTENTION OF PERSONAL CARE PRODUCT

## Abstract

Consumer awareness of environmental issues is increasing, which impacts marketing efforts to encourage consumer buying interest. This study aims to determine the role of the image of green brands in intervening with the influence of green marketing and corporate social responsibility in increasing the purchase intention of green brands of personal care products in Indonesia. This study surveyed 200 adolescent and adult women using Google Forms. The sampling technique employed was regional sampling. The data analysis employed a structural equation model utilizing SMART-partial least square.

The study's findings suggest that green marketing ( $\beta = 0.665$ ,  $p = 0.000$ ) and corporate social responsibility ( $\beta = 0.205$ ,  $p = 0.000$ ) are essential for establishing an image of a green brand. Additional findings indicate that green marketing ( $\beta = 0.399$ ,  $p = 0.000$ ) substantially enhances customer purchase intention, whereas corporate social responsibility ( $\beta = 0.177$ ,  $p = 0.071$ ) does not.

This study further reinforces the image of green brands as an intervening variable in the relationship between green marketing and customer purchase intention ( $\beta = 0.189$ ,  $p = 0.001$ ), while it does not serve as a mediator for corporate social responsibility ( $\beta = 0.058$ ,  $p = 0.052$ ). This research elucidates the significance of marketing managers in the effective creation of green marketing programs to enhance the image of green brands and consumer purchasing intentions.

## Keywords

purchase intention, green marketing, corporate social responsibility, personal care, Indonesia

## JEL Classification

M31, M37, Q56

## INTRODUCTION

Public awareness regarding the significance of eco-friendly products is rising, paralleling the initiatives of numerous organizations dedicated to environmental issues that consistently advocate for the protection of the environment from diverse harms. Manufacturers of various products are no exception to be able to implement environmentally friendly production and manufacturing process policies (Hegab et al., 2023). This motivates corporations to manufacture eco-friendly products (Pan et al., 2022). Consumers, especially in developed countries, who are keenly cognizant of the importance of environmental conservation, propel the demand for eco-friendly products (Hosta & Zabkar, 2021). Consumer awareness in developed countries about the environment triggers the consumerism movement, which aims to defend consumer intentions from violations committed by producers, including violations regarding healthy and eco-friendly products (Karimova et al., 2023). Due to heightened knowledge of environmental protection, consumers in

industrialized nations contemplating purchases will evaluate whether the products are manufactured through eco-friendly techniques (Chanda et al., 2023).

Unfortunately, consumer awareness of healthy and environmentally friendly products is not so high in developing countries. In Indonesia, in 2021, Katadata (<https://katadata.co.id>) conducted an environmental brand awareness survey in the Sustainable Action for the Future Economy (SAFE) 2021 to discuss development issues and solutions for sustainable economic development. Consumers in developing countries such as Indonesia, when intending to buy products, do not consider the environment a determining factor (Hosta & Zabkar, 2021).

An essential question is whether green marketing initiatives and corporate social responsibility programs may improve the image of green brands and the intention to purchase green products, especially personal care products for female consumers in Indonesia.

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## 1. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The initial notion is green marketing, which has recently garnered significant attention and is extensively examined by scholars due to the growing public awareness regarding the necessity for companies to create environmentally sustainable products. Green marketing (GM) is a marketing initiative undertaken by the company to align with customer needs and governmental interactions (Gelderman et al., 2021). GM is categorized into three phases: ecological GM, environmental GM, and sustainability GM (Sharma, 2021). GM, in practice, is often measured by the marketing mix. In GM, green products refer to how a product is made without producing side effects on the environment. A product is said to be green if the performance of the product is both socially and environmentally good in the production process, in its use, and when disposed of, continuously improved and better than conventional products (Nekmahmud & Fekete-Farkas, 2020). The pricing of green products is designed to address consumers' price sensitivity and their readiness to pay a premium for the product's environmental benefits. Generally, the expense of environmentally sustainable products surpasses that of conventional products. Consumers must allocate additional financial resources to obtain environmentally sustainable products (Hasan et al., 2019). GM encompasses green promotion as well. GM pertains to marketers' endeavors to convey green items using promotional media and messaging content

that persuades consumers that purchasing green products benefits the environment (Upadhyay & Jain, 2023). The scope of GM encompasses green distribution. Green distribution encompasses all operations associated with the product delivery process that mitigate environmental impact and waste, including vehicle fuel use, delivery frequency, delivery mileage, and packaging attributes. Consequently, GM represents a strategy employed by marketers to provide eco-friendly items to prospective consumers via the promotion of sustainable products, eco-conscious pricing, ecologically responsible promotion, and green distribution methods.

The notion of corporate social responsibility (CSR) evolved until the 1950s, emerging as the obligation of corporate executives to formulate policies aligned with the community's aims and values (Latapí Agudelo et al., 2019). The notion of CSR has attained global prominence and serves as a benchmark for business practices that prioritize environmental sustainability (Carroll, 2021). Modern CSR activities include a variety of acts classified into four dimensions: responsibility of economic, legal, ethical, and philanthropic (Uhlig et al., 2020). At the first level, CSR is perceived economically, underscoring the necessity for the company to earn profits. These profits serve as the basis for other dimensions of CSR, including legal, ethical, and philanthropic considerations. At the second level, CSR is seen from the aspect of compliance with applicable laws. Compliance with rules is a legal aspect of CSR. At the third level, CSR is in the form of ethics, which is how the company tries to meet the ethical expectations of the

community. At the fourth level, CSR in the form of philanthropy, namely, the company strives to be a good citizen by making donations, volunteering, being involved in charity programs, and others (Wagner-Tsukamoto, 2019).

The notion of IGB arose when more corporations adopted environmentally sustainable business practices. The IGB denotes the consumer's opinion of a product brand that complies with recognized environmental standards (Nguyen-Viet et al., 2024). An image of green brand pertains to a brand identity associated with the utilization of eco-friendly raw materials, non-polluting production techniques, sustainable packaging, and marketing that incorporates environmentally conscious (Chung, 2020; Sugandini et al., 2020). Image of a green brand is also shaped by functional and tangible aspects and psychology. The brand image that is formed is the result of interaction between the brand and consumers. The brand experience significantly influences the establishment of a IGB (Zameer et al., 2020). The IGB signifies that the company acknowledges its responsibility for the environmental consequences of its commercial operations. A favorable IGB will appeal to consumers who recognize the significance of environmental protection and sustainability. A IGB needs to be built through proper communication and promotion. The utilization of media and the substance of environmental sustainability communications will be crucial for establishing a IGB (Zhou et al., 2021). The IGB refers to consumer impression of a product brand associated with a firm that demonstrates environmental responsibility and sustainability. To measure a IGB, there are three dimensions, namely functional, tangible, and psychological.

Intention of green purchasing refers to the inclination to acquire things from a brand that is created by an environmentally responsible company. The emergence of green purchase intention is a complex process. First, consumers must be aware of and responsible for the importance of being environmentally and socially active (Kautish et al., 2019). If consumers intend to purchase green items and then do so, it indicates their responsibility and concern for society and the environment (Moslehpour et al., 2023). Green buying intention is based on the comprehension and belief

that the brand of the products being acquired is produced using ecologically sustainable methods. Consumers believe that the products produced use environmentally friendly materials and environmentally friendly production processes, then promote them using environmental themes and distribute them with environmentally friendly devices.

Companies employ GM to achieve a competitive edge, enhance brand image, augment brand value, and align with environmental advancements (Gelderman et al., 2021). The organization's eco-friendly marketing initiatives enhance its sustainable brand identity (Papadas et al., 2019). Studies on university students in Pakistan show that green marketing, assessed by measures of eco-friendly production practices and communication that delivers sustainable themes, significantly influences the purchasing interest in green companies (Jabeen et al., 2023). A study of supermarket visitors in Pakistan, where one of the products they sell is beauty products, found that green packaging, green branding, green products, gifting and pricing exert an important effect on the perception of an eco-friendly brand (Majeed et al., 2022). Green marketing is thought to promote a favorable perception of environmentally friendly brands. Therefore, it is very important that GM efforts are carried out to build a IGB so that consumers who are highly aware will increase their interest in buying green brands.

Green marketing initiatives in India demonstrate that green products, pricing, distribution, and promotion are crucial factors in enhancing consumer interest in personal care products (Kaur et al., 2022). In the study, Kaur et al. (2022) measured green products with four indicators: green products as solutions to environmental problems, green products do not damage the environment, green products are suitable for health, and the quality of green products is better. Green prices are measured by the prices offered in accordance with environmental benefits; product prices must be reasonable to motivate buyers, product prices must be proportional, and product prices must be based on their performance. Green places are measured by their regular availability, ease of access, and distribution coverage. The last is green promotion, measured by advertising messages

with environmental themes, advertising messages used to decide purchases, and messages that increase environmental awareness. Another study on consumers of premium beauty products in India shows that green advertising as part of green promotion plays a significant role in encouraging green buying interest (Lavuri et al., 2022). A study of green cosmetics consumers in Taiwan illustrates that products produced by paying attention to the environment significantly increase interest in green products (Moslehpour et al., 2023). From these various findings, it can be stated that consumer buying interest in green products is increasing. Green marketing, which is in the form of offering environmentally oriented products, determining proportional prices, spreading green products widely, and conveying promotional messages with environmental themes, will be able to increase buying interest in green products.

The relationship between CSR and IGB indicates that CSR in economic, philanthropic, and ethical dimensions positively influences brand image. However, CSR in legal form has no significant impact (Yu et al., 2022). Effective implementation of four CSR KPIs will enhance the brand image. Lu et al. (2020) distinguished between corporate social marketing (campaigns aimed at promoting specific behaviors to enhance safety, environmental sustainability, and community welfare) and corporate social philanthropy, concluding that corporate social philanthropy significantly influences brand image, whereas corporate social marketing does not. Research conducted on buyers of various types of products during the pandemic shows that CSR improves the image of green brands (Araújo et al., 2023). The research on cosmetic products found that CSR significantly affects the image of green brands (Kinasih et al., 2023). Thus, it can be stated that CSR can improve the brand image of green products. Improving this image can be done through CSR activities in the form of social, environmental, ethical, and economic responsibility. Consistency in these four areas will help instill a strong impression on consumers.

Scholars have researched how CSR is related to the buying interest of green brands. Investigation into eco-friendly cosmetics products found that environmental CSR programs run by green beauty companies can increase

non-green consumer buying interest (Munerah et al., 2021). Another study that examines fashion, food, and consumer product consumers shows that consumer awareness of environmental CSR programs will increase the sustainability of purchase intention for green products (Le et al., 2024). CSR, as measured by environmentally friendly products, product impact on consumer health, products produced in good working conditions, and product brands known as brands that pay concern to the effects on the environment show a vital role in growing the buying interest of green products in the coating business in Vietnam (Nguyen-Viet et al., 2024). Research on consumers in Vietnam found that environmental CSR can increase interest in buying green products (Vu et al., 2022). A study of students in Pakistan aged 23-27 found that CSR plays an important role in increasing interest in buying green products. Some studies above, both on personal care or cosmetic products and other products, show that CSR can encourage consumer purchase intention in green products. The CSR program that the company can carry out will increase consumer awareness of the environment, and therefore, consumer buying interest in green products will also increase.

The image of a green brand can be positioned as a variable that mediates the effects of GM and corporate social responsibility (CSR) variables. Research findings indicate that an IGB amplifies the influence of GM and CSR on purchase intention (Jabeen et al., 2023). The GM strategy utilizes green brand awareness, customer perceptions of green brands, and environmental comprehension to improve brand image as a mediating factor affecting purchasing interest (Tan et al., 2022). The IGB serves as a key mediating variable for GM's influence on consumer purchasing interest (Gong et al., 2023). The study by Vu et al. (2022) reinforces the significance of IGB as a mediator between CSR and purchasing interest, revealing that environmental CSR affects green brand attitudes and the desire to acquire green products, which discovered that environmental CSR influences green brand attitudes and the purchasing interest in green products. In this instance, the perception of green brands serves as a moderating variable. Consequently, the IGB serves as a mediating variable between

GM and purchase intention. The IGB influences the effect of CSR on purchase intention (Jabeen et al., 2023). Consequently, it can be asserted that IGB serves as an intervening variable in the impact of GM and CSR on purchasing interest.

This study aims to determine the role of the image of green brands in intervening with the influence of green marketing and corporate social responsibility in increasing the purchase intention of green brands of personal care products in Indonesia.

Based on a number of previous research, the following research hypotheses can be stated:

- H1: Green marketing exerts a favorable and substantial influence on the image of green brand.*
- H2: Green marketing exerts a positive and substantial influence on the green purchase intention.*
- H3: Corporate social responsibility positively and significantly influences the image of green brand.*
- H4: Corporate social responsibility positively and significantly influences the image of green brand.*
- H5: Corporate social responsibility positively and significantly influences the green buying intention.*
- H6: The image of green brand intervenes the impact of green marketing on the green purchasing intention.*
- H7: The image of green brand intervenes the effect of corporate social responsibility on the green purchase intention.*

## 2. METHODOLOGY

This type of quantitative research intends to test several hypotheses and theories. The study was designed by cross-section surveys, where data are collected at a specific time to capture the current situation.

The respondents of this study are adolescent and adult women who are active users of the Love Beauty and Planet brand and live in Serang, Banten province of Indonesia. The population of adolescent and adult women is determined based on the assumption that women are active users of personal care products. Respondents are welcome to fill out a questionnaire whose answers have been determined. From the results of the questionnaire distribution carried out in June-August 2023, a sample of 200 respondents was obtained per the predetermined sample size. The sample size conformed to the requirements established by the maximum likelihood estimation (MLE) method, with an optimal range of 100 to 200 samples. This study involved a sample of 200 respondents. The data were gathered via an electronic questionnaire utilizing Google Forms and disseminated to respondents through WhatsApp, Instagram, and Facebook groups. The employed sample approach is purposive sampling. The data collection employs questionnaires disseminated using Google Forms. Table 1 shows the characteristics of the participants in this study. Most participants (68.5%) are aged 20-29 years, followed by the age of less than 20 years as much as 20.5%, the age of 30-30 years (8%), and more than 40 years old (3%). Most respondents were undergraduates at 55.3%, followed by high school equivalent education at 30% and postgraduate at 14.7%. Most respondents' jobs are workers (46%), followed by students (29%), entrepreneurs (10%), and housewives (15%). For a long time, Love and Beauty Planet brand has been used for less than one year (49.5%) and more than one year (50.5%). The most used types of products are for the body (49%), followed by for the face (19%), for hair (16%), and for others (16%).

Four variables require examination and measurement: (1) GM, (2) corporate social responsibility, (3) IGB, and (4) purchase intention. GM variables are assessed using four dimensions (green products, pricing, site, and promotion) and eight indicators (Ahmed et al., 2023). CSR is evaluated through three dimensions and nine indicators, as referenced in the research of Jabeen et al. (2023). The IGB is assessed using nine indicators derived from the measures of Nguyen-Viet (2022) and Jabeen et al. (2023). Simultaneously, consumers' purchasing interest in eco-friendly brands is assessed by nine indicators derived from the works

of Moslehpour et al. (2023) and Nguyen-Viet et al. (2024). The Likert scale (1-5) is utilized to assess the indications of each variable.

**Table 1.** Attributes of participants

Characteristics	Frequency	Percent	
Age	< 20	41	20.5
	20-29	137	68,5
	30-39	16	8
	> 39	6	3
Education	High school equivalent	60	30
	Bachelor	111	55.3
	Postgraduate	29	14.3
Jobs	Student	55	29
	Employees	89	46
	Entrepreneurship	19	10
	Housewife	28	15
Length of time using the product	< 1 year	99	49.5
	> 1 year	101	50.5
Type of product used	Products for hair	32	16
	Products for the body	98	49
	Products for the face	38	19
	Other products	32	16

Subsequent to the collection and tabulation of data, data analysis is conducted. The descriptive statistical method was employed for respondent characteristics, whereas structural equation modeling (SEM) using SMART-PLS was utilized for interval scale data. SEM method is applied to determine the coefficient of the relational pathway between variables and to evaluate the study hypotheses. The first stage in SEM is to test the accuracy of the measuring instrument and the consistency of the

measurement results by conducting validity and reliability tests. After the data were declared valid and reliable, then SEM model testing and research hypothesis testing were carried out.

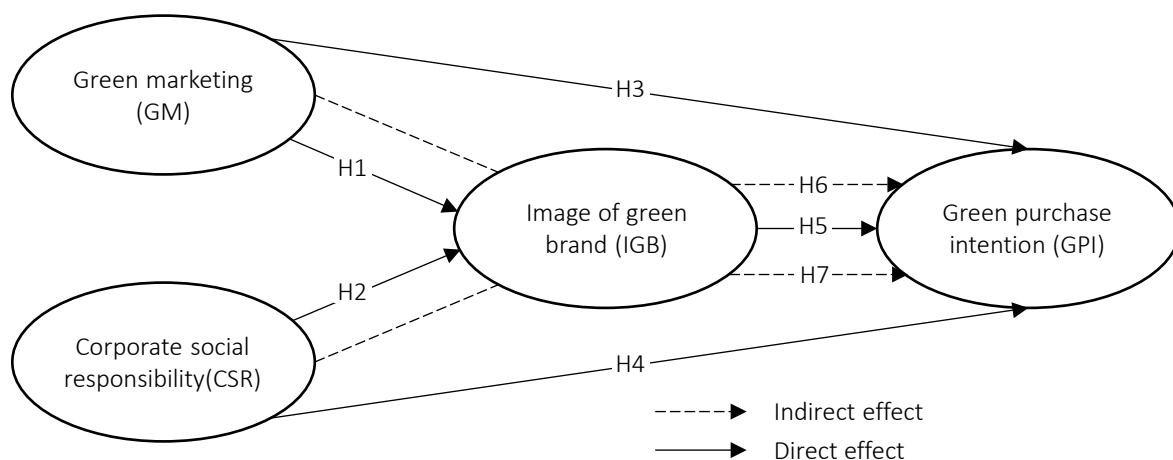
From several research variables, a model of the relationship between variables can be described as shown in Figure 1.

### 3. RESULTS

The instruments used need to be tested for validity and reliability. To measure validity, the loading factor will be used, with the criterion that if the loading factor for each indicator is more significant than 0.7, the instrument is declared valid. Besides, it will be measured using the Average Value Extracted (AVE).

Table 2 shows that the instrument to measure GM is valid because each indicator's (GMR1-GMR8) loading factor is more than 0.7. The CSR variable also has a valid measurement tool because the loading factor for all indicators (CSRS1-CSRS5) is more than 0.7. The instrument for assessing IGB (GBIM1-GBIM9) was deemed acceptable due to a loading factor exceeding 0.7. The green purchasing intention of the instrument (GPI1-GPI9) was deemed valid due to a loading factor exceeding 0.7.

Reliability evaluations were conducted to assess the repeatability of measurement results. This research assessed dependability by composite reliability and Cronbach's alpha coefficient. The advised values for composite reliabil-



**Figure 1.** Research model

ity and Cronbach’s alpha exceed 0.7 (Hair et al., 2020). The outcomes of the composite reliability and Cronbach’s alpha reliability assessments are shown in Table 3.

**Table 2.** Loading factor of each variable

Green marketing	
GM1	0.744
GM2	0.806
GM3	0.717
GM4	0.727
GM5	0.770
GM6	0.724
GM7	0.757
GM8	0.774
Corporate social responsibility	
CSR1	0.786
CSR2	0.826
CSR3	0.857
CSR4	0.779
CSR5	0.814
IGB	
IGB1	0.823
IGB2	0.729
IGB3	0.708
IGB4	0.819
IGB5	0.731
IGB6	0.761
IGB7	0.791
IGB8	0.795
IGB9	0.831
Purchase intention	
GPI1	0.723
GPI2	0.761
GPI3	0.705
GPI4	0.708
GPI5	0.778
GPI6	0.733
GPI7	0.827
GPI8	0.733
GPI9	0.706

**Table 3.** Reliability test

Variables	Composite reliability	Cronbach’s alpha reliability
CSR	0.907	0.871
IGB	0.932	0.918
GM	0.913	0.891
GPI	0.917	0.899

Table 3 indicates that the instruments for green marketing, CSR, IGB, and green purchase intention have a high degree of reliability, as both composite reliability and Cronbach’s alpha scores exceed 0.7. The equipment is expected to yield reliable measurement results when utilized in various research and at varied intervals.

The test results of the instrument show that all measurement indicators are valid and reliable. Furthermore, an inner model test was carried out. Namely, the model fit test of the SEM was produced. The model of structural equations is presented in Figure 2.

Figure 2 illustrates the resultant structural equation model. The model indicates that all indicators possess a loading factor value over 0.7, thereby confirming their validity. The aforementioned model generates a route coefficient that indicates the extent of one variable’s influence on another. The impact of green marketing on IGB is quantified at 0.665. The extent of CSR’s impact on GBI is 0.205. The magnitude of GM’s influence on GPI was 0.399, the magnitude of CSR’s influence on GPI was 0.177, and the magnitude of GBI’s influence on GPI was 0.284. In the model, the magnitude of R<sup>2</sup> is also shown, which shows the magnitude of the simultaneous influence of GM and CSR on GBI, which is 0.717. At the same time, the magnitude of the simultaneous influence of GM, CSR, and GBI on GPI was 0.660. A model fit test was conducted to determine the appropriateness of the aforementioned model, utilizing the criteria of Standardized Root Mean Square Residual (SRMR), Squared Euclidean Distance (d\_LUS), Geodesic Distance (d\_G), and Goodness of Fit (GoF).

The model fit test aims to determine if SEM is the appropriate data analysis technique. In the inner model assessment, the SRMR criterion mandates that the SRMR value must be below 0.1. The additional model matching criteria are (d\_ULS) and d\_G. The d\_ULS and d\_G values must exceed 0.05 (Henseler et al., 2014). Another criterion is to employ the Chi-squared test, wherein the Chi-squared value should be minimal. Table 4 presents the outcomes of the model fit assessment utilizing these five criteria.

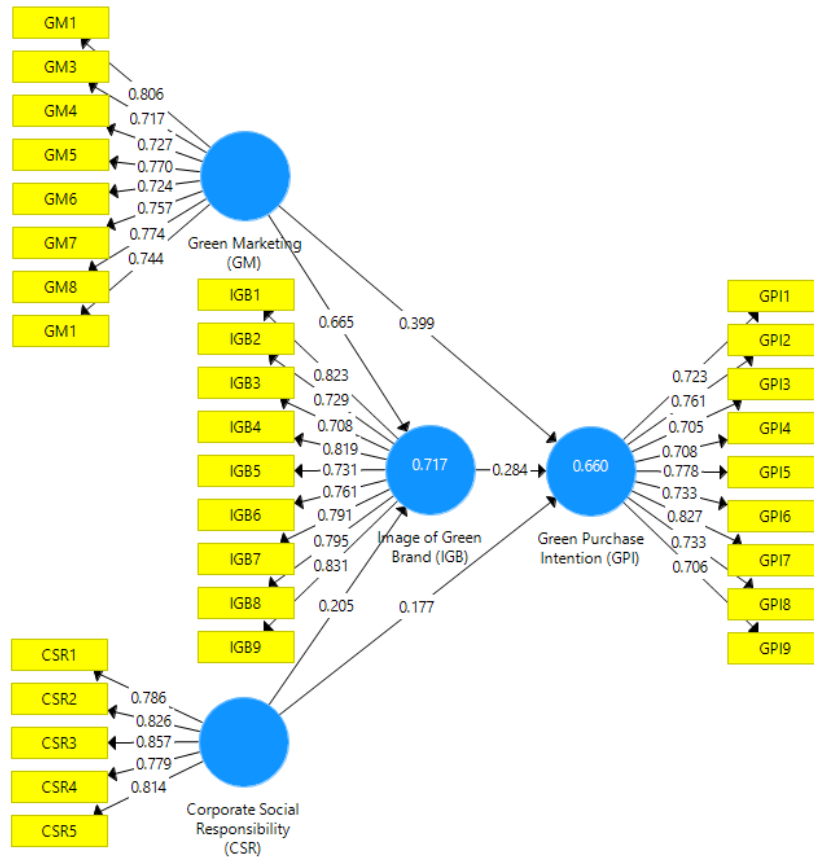


Figure 2. Structural model

Table 4. Model fit test

Criteria	Concentrated model	Predicted model	Meaning
SRMR	0.089	0.089	Model fit
d_ ULS	3.895	3.985	Model fit
d_ G	2.696	2.696	Model fit

According to the model fit test findings, the SRMR and d\_ ULS requirements are satisfied, thus concluding that Structural Equation Modeling (SEM) is an appropriate structure for clarifying the interrelationship among variables. This model is deemed very suitable, particularly when applying the Goodness of Fit (GoF) criteria, as the GoF value is 0.64, which exceeds 0.36 (Hair et al., 2020).

The structural equation model has been deemed appropriate for elucidating the relationship between variables, and the subsequent stage is to evaluate the presented study hypothesis. The proposed hypothesis is evaluated using the criterion:  $H_0$  is not accepted if the probability value (p-value) is less than or equal to the alpha error of 5%. The outcomes are presented in Table 5.

Table 5. Hypothesis testing

Hypotheses	Path coefficient	p-values	Result
H1: GM → IGB	0.665	0.000	Approved
H2: GM → GPI	0.399	0.000	Approved
H3: CSR → IGB	0.205	0.005	Approved
H4: CSR → GPI	0.177	0.071	Declined
H5: IGB → GPI	0.284	0.001	Approved
H6: GM → IGB → GPI	0.189	0.002	Approved
H7: CSR → IGB → GPI	0.058	0.052	Declined

Table 5 presents the outcomes of the hypothesis testing. Hypothesis 1 (H1), specifically regarding GM, was shown to exert a positive and significant influence of 0.665 on the IGB of Love and Beauty Planet, as indicated by a p-value of 0.000. Hypothesis 2 (H2), pertaining to GM, demonstrated a beneficial and substantial effect of 0.399 on purchase intention of green brand, as the p-value was less than 0.05. Hypothesis 3 (H3), concerning corporate social responsibility, exhibited a significant positive effect of 0.205 on IGB, with a p-value of 0.005, which is also less than 0.05. Hypothesis 4 (H4), pertaining to corporate social responsibility, was determined to have no substantial effect

on the purchasing intention of green brand, as the p-value was 0.071. Hypothesis 5 (*H5*), concerning IGB, demonstrated a significant effect of 0.284 on green purchase intention, as the p-value was 0.001, which is less than 0.05. Hypothesis 6 (*H6*), regarding GM, exhibited an indirect effect on green purchase intention through the mediation of IGB, quantified at 0.189, with a p-value of 0.002, also less than 0.05. Hypothesis 7 (*H7*), pertaining to corporate social responsibility, showed no indirect effect on green purchase intention via IGB, given that the p-value was 0.052, exceeding 0.05.

## 4. DISCUSSION

The first hypothesis test indicated that GM directly and considerably influences the IGB. This suggests that if the company augments its marketing techniques to emphasize environmentally sustainable activities, the brand image of the product or company will improve. On the other hand, if marketing efforts are inadequate and do not lead to GM, then the consumer's brand image will also be bad/negative. This study strengthens the research position, which concludes that GM contributes significantly to the IGB carried out by Jabeen et al. (2023) and Majeed et al. (2021). Along with increasing public awareness about environmental conservation, environmental themes in marketing will become increasingly crucial in the growing image of green brands.

The second hypothesis test results in the conclusion that GM directly affects and significantly influences purchase intention. This means that if the company can improve environmentally friendly marketing, consumer purchase intention will increase. If marketing neglects the notion of environmental sustainability and ecological care, consumer purchase intentions and public interest will therefore diminish. The results of this study reinforce the findings (Kaur et al., 2022; Lavuri et al., 2022; Moslehpour et al., 2023). When companies increase their marketing activities through environmentally friendly products, environmentally friendly prices, product distribution that pays attention to the environment, and promotions that convey environmental messages, as well as care for the surrounding environment, then the company benefits in increasing consumer purchase intentions.

The examination of the third hypothesis revealed that CSR exerts a lineal and significant contribution to the IGB. This indicates that enhancing social responsibility will concurrently elevate the brand image of a product or firm. Conversely, if CSR is inadequate and the corporation neglects the surrounding environment, the brand image will be adversely affected in the consumer opinion and the public. The findings of this investigation are pertinent to the research (Araújo et al., 2023; Bianchi et al., 2019; Kinasih et al., 2023). When corporations enhance their social duty, comprehend its significance, and prioritize environmental stewardship, they cultivate an improved brand image. The results of this investigation differ from the research undertaken by Koh et al. (2022), which asserts that environmental CSR does not influence the perception of a green brand. Although there are differences in results, along with increasing environmental awareness, CSR in the form of concern for the environment will improve the image of a green brand.

The testing of the fourth hypothesis indicated that CSR did not substantially impact the purchase intention of green brands. This indicates that an increase in the company's social responsibility correlates with a diminished purchasing intention for the brand. This study's results corroborate previous research indicating that environmental responsibility and favorable opinions toward green items do not directly contributed to the purchase intentions of green brands (Duong et al., 2022). Nonetheless, the findings of this study contradict those of prior research, which asserts that CSR significantly influences intention of buying (Ahmad et al., 2023; Bianchi et al., 2019). Consequently, most studies indicate that CSR influences the buying intention of green products, while only a minority have shown that CSR does not enhance buy intention. The absence of CSR influence on purchasing intention in this study may be strongly linked to the insufficient consumer awareness in developing nations like Indonesia, as noted in the introduction. The assertion is further corroborated by the findings of the seventh hypothesis test, which indicates that CSR does not indirectly influence the IGB. This study deduces that IGB does not intervene in the impact of CSR on purchase intention, contrary to the conclusion of Jabeen et al. (2023) and Nguyen-Viet et al. (2024).

The fifth hypothesis test demonstrates that IGB exerts a direct and significant influence on the purchasing intention of green brand. Creating a company image focused on sustainable products will increase consumer intent to buy green brands. The invention of this study corroborates the conclusions of Bianchi et al. (2019) and Lavuri et al. (2022) that the perception of an environmentally friendly brand substantially affects purchasing intention. A corporation enhances its product brand image by adopting an environmentally sustainable concept, resulting in heightened consumer buy intention. The outcome of testing the sixth hypothesis indicates that GM exerts an indirect influence on purchase inten-

tion via the IGB. Consumers will be motivated to purchase items with an IGB, as these items improve aesthetic appeal and promote environmental sustainability. Consumers are more intent on buying products when a company's brand image is getting better. Therefore, a GM program will be very important to build a IGB.

This research also raises various opportunities for further, more specific research regarding the analysis of what GM mix is most significant in developing a green image and consumer purchase intention. A more significant topic is the function of the communication mix in establishing a IGB and influencing consumer purchase intention.

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## CONCLUSION

This study aims to determine the role of the image of green brands in intervening with the influence of green marketing and corporate social responsibility in increasing the purchase intention of green brands of personal care products in Indonesia. The study results show that green marketing plays a role in improving the image of green brands. Green marketing is also able to increase the purchase intention of green brands. The CSR program run by the company in the form of environmental, social, ethical, and economic responsibility can improve the image of the green brand but cannot increase green purchase intention. IGB significantly affects purchase intention. IGB is also a significant intervening variable for the effects of green marketing on the purchase intention of green brands. On the other hand, IGB is not significant as an intervening variable for the influence of CSR on the purchase intention of green brands.

The results of this study show that green marketing plays a more decisive role in shaping a green brand image than CSR. This can inspire decision-makers in the marketing field to form a positive image of green brands to use themes about environmental conservation in their marketing activities, especially in promoting green products. This research also provides insight into how building a green brand image is very important because the green brand image is a variable that will be able to increase the role of other variables in encouraging green brand buying interest.

This research, of course, has some limitations. First, the participants in this study are classified as educated people, so they are less representative of the characteristics of Indonesian consumers. Second, geographically, this study is less representative of all provinces in Indonesia because it only represents the province of Banten. Third, the object of this research focuses more on physical products, in this case, personal care products. Therefore, scholars can be conducted on a broader population with more diverse participant characteristics at the education level. Besides, researchers can then research the research object of the service company.

## AUTHOR CONTRIBUTIONS

Conceptualization: Sutisna, Elisyiah, Umaliyahati, Syamsul Hidayat.

Data curation: Sutisna, Elisyiah, Umaliyahati, Syamsul Hidayat.

Formal analysis: Sutisna, Elisyiah, Umaliyahati, Syamsul Hidayat.

Methodology: Sutisna, Elisyiah.

Supervision: Sutisna.

Validation: Sutisna, Umalihayati, Syamsul Hidayat, Theresia Gunawan.

Original drafts: Elisyiah, Sutisna.

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