

Research Article

How Sustainability Marketing, Brand Image, and Environmental Awareness Drive Generation Z's Beauty Purchase Decisions

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Abstract

This study examines how green marketing, brand image, and environmental awareness influence Generation Z's purchase decisions for The Body Shop in the Jabodetabek region. It is motivated by younger consumers' growing concern for environmental issues and interest in sustainable beauty brands. Using a quantitative causal design and purposive sampling, data were collected through an online survey from [N respondents] aged 17–27 who live in Jabodetabek, have purchased or used The Body Shop products, and are aware of its sustainability initiatives. The questionnaire used a five-point Likert scale, and the data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The findings show that green marketing, brand image, and environmental awareness each have a positive and significant effect on purchase decisions. Brand image has the strongest influence, followed by green marketing and environmental awareness. These results suggest that Gen Z consumers consider both sustainability concerns and their perceptions of a brand when making purchases. Companies should undertake genuine environmental initiatives, maintain a sustainability-oriented brand image, and communicate their sustainability efforts clearly to engage environmentally conscious young consumers.

Keywords: Green Marketing; Brand Image; Environmental Awareness; Purchase Decision; Generation Z; Sustainability Marketing

JEL Classification: M31, M37, Q56

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1. Introduction

The increasing intensity of environmental problems has encouraged changes in consumer behavior and business practices toward more sustainable patterns. Issues such as plastic waste, environmental degradation, and excessive consumption have increased public concern regarding the environmental consequences of products consumed in daily life. In response, companies are increasingly expected not only to pursue economic performance but also to consider environmental and social responsibilities in their business strategies.

This shift has become particularly relevant in the beauty and personal care industry, where product packaging, production processes, and consumption activities can generate substantial environmental impacts. Consequently, sustainability is increasingly a key consideration in marketing and consumer decision-making rather than merely a corporate social responsibility initiative (Djajadiwangsa & Alversia, 2022; Shevia et al., 2023).

The beauty and personal care industry is an important economic sector in Indonesia, but environmental challenges accompany its continued growth. The increasing consumption of skincare, cosmetics, and personal care products increases packaging waste and strengthens the need for more responsible production and consumption practices. This condition has encouraged the emergence of the sustainable beauty concept, in which companies attempt to integrate environmental considerations into products, packaging, marketing activities, and relationships with consumers. Sustainable beauty is becoming increasingly relevant because consumers are no longer evaluating beauty products solely based on functional benefits, price, or quality, but are also considering environmental attributes and the sustainability values associated with brands (Djajadiwangsa & Alversia, 2022; Juliana & Sijabat, 2023).

This development matters because Generation Z has become one of the dominant consumer groups shaping the future direction of the beauty market. Generation Z is generally characterized by high exposure to digital information and increasing attention to environmental and social issues. In the Indonesian beauty context, this generation represents an important market segment because its consumption decisions can reflect both personal preferences and broader environmental values. Research on Generation Z consumers indicates that environmental concern, environmental knowledge, and attitudes toward green products can influence their intention to purchase environmentally friendly cosmetics and personal care products (Lius et al., 2024; Fahlevi et al., 2024). Therefore, understanding how Generation Z responds to sustainability-oriented marketing is important for companies seeking to maintain competitiveness in the increasingly environmentally conscious beauty market.

But there's still a big problem in the research about sustainability marketing that hasn't been solved yet. Even though Generation Z often says they care about the environment and want to buy things in a sustainable way, their words don't always match what they actually do when they're shopping. This situation is often called the intention-behavior gap. It happens when customers have good feelings about the environment and plan to buy eco-friendly products but still end up buying regular items when they actually go shopping. Previous research shows that just knowing about the environment isn't enough to make someone buy a product. When people choose cosmetics and personal care items, they look at several things at the same time, like how good the product is, how much it costs, how easy it is to get, how much they trust the brand, and what others think about the brand. So, just having strong consumer values isn't enough to fully explain why people make sustainable choices. It also depends on other things, both about the individuals and the companies, that influence what people buy. This uncertainty in theory continues to be a big problem when trying to explain why Generation Z consumers choose to buy green cosmetics.

The Theory of Planned Behavior (TPB) provides a useful framework for understanding this phenomenon by suggesting that behavioral outcomes are influenced not only by individual attitudes and awareness but also by external stimuli that strengthens consumers' evaluations and confidence toward a product or brand. In the context of sustainable beauty products, firm-controlled factors such as green marketing and brand image may serve as external signals that reduce consumer uncertainty about environmental claims. In contrast, environmental awareness is an internal consumer factor that encourages sustainability-oriented evaluations. Therefore, combining company-controlled sustainability initiatives with consumers' environmental consciousness may provide a more comprehensive explanation of how sustainable purchasing decisions are formed among Generation Z consumers. Recent studies also suggest that sustainability-related marketing activities often require supporting cognitive mechanisms, such as favorable brand perceptions and environmental values, before consumers translate sustainability concerns into actual purchasing decisions.

One strategy to address this challenge is green marketing, which integrates environmental considerations into marketing activities and communicates a company's commitment to environmentally responsible products and practices. Green marketing can help companies differentiate their products in a competitive market while simultaneously responding to consumers' environmental concerns. In the beauty industry, green marketing can involve environmentally friendly products, sustainable packaging, recycling programs, cruelty-free practices, and environmental campaigns. Previous research involving The Body Shop consumers in Jabodetabek found that green marketing positively and significantly influenced green purchase decisions, demonstrating the relevance of environmental marketing strategies in the Indonesian beauty market (Juliana & Sijabat, 2023). Research focusing on Generation Z also indicates that green marketing can be an important mechanism for influencing young consumers' responses to environmentally friendly products (Aldaihani & Islam, 2024).

In addition to green marketing, brand image is an important factor in consumer decision-making because sustainability claims need to be supported by a credible and consistent perception of the brand. A strong brand image can build consumer trust and help consumers interpret the environmental values a company communicates. This is particularly important for sustainable products because consumers may question whether environmental claims genuinely reflect a company's business practices. Studies of The Body Shop in Indonesia have found that brand image has a positive and significant relationship with purchase decisions, and that green marketing can strengthen brand image (Khansa & Sigit, 2024; Utari & Sukawati, 2023). Therefore, sustainability-oriented marketing should not only communicate environmental benefits but also build a consistent brand identity that consumers perceive as authentic and responsible.

Environmental awareness plays a key role in understanding why people choose to consume in a sustainable way. People who are more aware of environmental issues tend to think more about the impact their buying choices have on the environment. Environmental awareness means people know about environmental problems, understand how these issues affect the environment, and are ready to choose products that are good for the planet. Even though some studies show that knowing about a product doesn't always make people buy it, there are other factors that can influence their decision, like how much it costs, how easy it is to get, and which brand they prefer. So, to better understand how people's care for the environment affects their buying choices, we should look at environmental awareness together with the sustainability efforts that companies control.

The importance of these factors is evident in The Body Shop, a beauty brand that has historically positioned environmental and social responsibility as part of its business identity. The company's sustainability practices include using recycled materials, refill initiatives, recycling programs, and communicating its environmental responsibility. The Body Shop Indonesia also communicates its sustainability commitments through packaging and corporate sustainability initiatives, showing how environmental values can be incorporated into both operations and marketing communication (The Body Shop Indonesia, n.d.). Such practices provide a relevant business context for examining whether sustainability-oriented strategies are actually capable of influencing consumers' purchasing decisions, particularly among Generation Z consumers who are increasingly exposed to sustainability-related information.

Nevertheless, The Body Shop faces a business challenge in converting its sustainability positioning into strong consumer purchasing behavior. Research on The Body Shop has produced mixed findings about the strength of sustainability-related variables. For example, Juliana and Sijabat (2023) found that green marketing significantly influenced green purchase decisions among The Body Shop customers in Jabodetabek. In contrast, Agustin et al. (2025) reported that green marketing had a positive but insignificant effect on purchasing decisions, while brand image and electronic word-of-mouth had significant effects. These inconsistent findings indicate that the relationship between sustainability-oriented marketing and consumer purchasing decisions remains inconclusive and may depend on consumer characteristics, the variables examined, and the research context.

Furthermore, existing studies have generally examined green marketing, brand image, environmental knowledge, or electronic word-of-mouth separately or through different combinations of variables. Previous research on The Body Shop in Jabodetabek, for example, examined green marketing, green brand image, green perceived value, and environmental knowledge in relation to green purchase decisions (Juliana & Sijabat, 2023). Other studies examined green marketing and brand image or incorporated electronic word-of-mouth as an additional determinant (Khansa & Sigit, 2024; Agustin et al., 2025). Meanwhile, research specifically examining environmental awareness alongside green marketing and brand image in explaining Generation Z's purchase decisions toward The Body Shop in Jabodetabek remains limited. More importantly, limited studies have integrated firm-controlled factors (green marketing and brand image) and individual-level factors (environmental awareness) within a single framework to explain how the intention–behavior gap in sustainable beauty consumption can be reduced. This represents the theoretical and empirical gap this study addresses.

This study looks at three things green marketing, brand image, and environmental awareness and how they affect Generation Z's choices when buying products from The Body Shop in the Jabodetabek area. It does this because there is a gap in existing research on this topic. This study tries to give a better understanding of how people make eco-friendly purchasing decisions by combining the sustainability efforts that companies control with the environmentally aware attitudes of individual consumers in one research approach.

2. Literature Review and Hypothesis

Literature Review

Sustainability Marketing

Sustainability marketing represents an evolution of conventional marketing that incorporates economic, environmental, and social considerations into marketing activities. Unlike traditional marketing, which tends to emphasize short-term consumer satisfaction and economic objectives, sustainability marketing focuses on creating long-term value for consumers, companies, society, and the natural environment. This approach positions environmental and social challenges as integral considerations in the marketing process rather than as external issues that are addressed separately from business activities (Peattie & Belz, 2010). Sustainability marketing therefore requires companies to develop products, communication, and business practices that are consistent with broader sustainability principles. Sustainability marketing is increasingly relevant as consumers become more conscious of the environmental consequences of their consumption. Environmental concerns have encouraged consumers to evaluate not only the functional benefits of products but also the environmental and ethical values associated with the brands they purchase. In the beauty industry, sustainability marketing can be reflected through environmentally friendly products, responsible packaging, recycling programs, cruelty-free practices, and communication of environmental commitments. Such practices are particularly relevant to younger consumers who increasingly encounter sustainability-related information through digital media (Aulia & Putra, 2024; Murti & Ahmadi, 2025).

Green Marketing

Green marketing refers to marketing activities that integrate environmental considerations into product development, promotion, distribution, and positioning. The concept emphasizes the company's responsibility to reduce negative environmental impacts while simultaneously providing value to consumers. Green marketing can include developing environmentally friendly products, sustainable packaging, environmental campaigns, recycling initiatives, and communicating a company's environmental commitments (Agustin et al., 2025).

Within the beauty industry, green marketing has become increasingly important because cosmetics and personal care products are closely associated with packaging waste, resource consumption, and environmental concerns. Companies can use green marketing to communicate their environmental initiatives and differentiate themselves from competitors. The Body Shop, for example, incorporates environmental considerations through recycling initiatives, refill programs,

and communication related to sustainability and animal welfare. These practices illustrate how environmental considerations can become part of a company's marketing strategy rather than merely an operational activity (Isnawati et al., 2022). Green marketing is also relevant to Generation Z because this consumer group is highly exposed to information concerning environmental and social issues. Generation Z consumers increasingly encounter sustainability messages through social media, digital advertising, product packaging, and online communities. Research shows that green marketing strategies can influence young consumers' green attitudes and purchase intentions, although the effectiveness of individual strategies may vary depending on context and consumer characteristics (Aldaihani et al., 2024).

Brand Image

Brand image refers to the perceptions, associations, beliefs, and impressions consumers have of a particular brand. Brand image develops through consumers' experiences with products, marketing communication, corporate activities, and interactions with the brand. A positive brand image gives consumers a basis for evaluating products and differentiating one brand from competing alternatives (Agustin et al., 2025). In the context of sustainability, brand image can also reflect consumers' perceptions of a company's environmental and social responsibility. A brand that consistently communicates and demonstrates environmental responsibility can develop an image associated with sustainability, ethical behavior, and social responsibility. Consistency between a company's sustainability practices and its brand communication matters because consumers increasingly evaluate whether environmental claims are credible and authentic (Juliana & Sijabat, 2023). The Body Shop represents a relevant example of a beauty brand whose identity has been associated with environmental responsibility and ethical business practices. Its sustainability-oriented activities, environmental campaigns, recycling initiatives, and cruelty-free positioning shape consumers' perceptions of the brand. For Generation Z consumers, a brand image that aligns with personal environmental and ethical values can become an important factor in how the brand is evaluated.

Environmental Awareness

Environmental awareness refers to an individual's recognition, concern, knowledge, and sense of responsibility regarding environmental problems and their consequences. Environmental awareness can be reflected in an individual's concern about issues such as pollution, plastic waste, climate change, resource depletion, and environmental degradation. Individuals with stronger environmental awareness tend to recognize the consequences of consumption activities and consider environmental impacts when evaluating products and services (Regina & Tresnawaty, 2024). Environmental awareness has become increasingly relevant among younger consumers as environmental information becomes more accessible through digital platforms and social media. Generation Z has substantial exposure to discussions concerning climate change, plastic pollution, sustainable lifestyles, and responsible consumption. This exposure can shape environmental values and encourage consumers to consider sustainability when evaluating products (Lius & Salim, 2024). In the beauty industry, environmental awareness may be expressed through preferences for products with environmentally responsible ingredients, recyclable packaging, refill systems, cruelty-free practices, and sustainable production processes. Consumers who recognize the environmental consequences of conventional consumption may pay more attention to companies that offer alternatives aligned with environmental values. Consequently, environmental awareness represents an important consumer-level construct for understanding sustainability-oriented consumption behavior (Tanto, 2024).

Purchase Decision

Purchase decision refers to the consumer's process of selecting and purchasing a particular product after evaluating available alternatives. Consumer purchase decisions can involve several considerations, including product characteristics, brand, price, perceived benefits, availability, and individual preferences. In sustainability-oriented consumption, environmental considerations may become an additional factor incorporated into consumers' evaluation of alternatives (Aulia & Putra, 2024). The development of sustainable consumption has expanded the factors that consumers consider when making purchasing decisions. Consumers may evaluate whether a

product corresponds with their environmental values, whether the company demonstrates environmental responsibility, and whether sustainability claims are credible. In the beauty industry, these considerations matter are because consumers are increasingly exposed to products positioned as natural, organic, environmentally friendly, recyclable, or cruelty-free (Mubarokhah et al., 2024). For Generation Z, purchasing decisions can also be influenced by the alignment between personal values and brand values. Digital information enables consumers to access product information, sustainability campaigns, reviews, and brand activities before purchasing. Consequently, companies targeting Generation Z need to provide transparent and consistent information that allows consumers to evaluate both the functional and sustainability-related value of their products (Murti & Ahmadi, 2025).

Hypothesis Development

The Effect of Green Marketing on Purchase Decision

Green marketing can influence the decisions people make when buying things because it tells customers about a company's efforts to reduce its harm to the environment. This allows customers to choose products that fit with their care for the planet. The Theory of Planned Behavior suggests that marketing messages can change how people think about a product and what they want to do, which in turn influences whether they actually make a purchase. When people have a positive view of green marketing, they usually feel more favorable toward eco-friendly products and are more inclined to purchase them. Research indicates that promoting eco-friendly products can affect how people decide what to purchase. Setiawan and Yosepha found in (2019) that green marketing had a positive and significant impact on customers' choices to buy The Body Shop Indonesia products. In 2023, Martianti and others found that green marketing had a strong and positive influence on how people decide to buy The Body Shop products. Juliana and Sijabat (2023) studied The Body Shop customers in Jabodetabek and discovered that green marketing is a major factor in how they decide to buy eco-friendly products. Wijaya (2025) and other researchers studied how green marketing, green products, and the image of a green brand affect customers' decisions when they buy from The Body Shop. These results show that marketing focused on the environment can have a big impact on the decisions people make when they are choosing products.

Nevertheless, empirical findings are not entirely consistent. Agustin et al. (2025), for example, found that green marketing had a positive but insignificant effect on purchasing decisions for The Body Shop Indonesia products, while brand image and electronic word-of-mouth demonstrated significant effects. This inconsistency supports re-examining the relationship between green marketing and purchase decisions, particularly among Generation Z consumers in Jabodetabek. Moreover, Aldaihani et al. (2024) found that different green marketing strategies can produce different effects among Generation Z consumers, suggesting that the effectiveness of green marketing depends on how sustainability messages are perceived and processed by consumers. Based on the theoretical argument and previous empirical findings, green marketing is expected to encourage consumers to make purchasing decisions toward The Body Shop products. Therefore, the first hypothesis is formulated as follows:

H1: Green marketing has a positive and significant effect on Generation Z's purchase decisions toward The Body Shop in JABODETABEK

The Effect of Brand Image on Purchase Decision

Brand image represents the overall perception consumers form regarding a brand based on their experiences, associations, and information received from various sources. A favorable brand image can reduce consumer uncertainty and increase confidence when evaluating products. From a consumer behavior perspective, consumers often use brand-related associations as a key reference when choosing between competing products. Therefore, a positive brand image can create stronger consumer preferences and support purchasing decisions. In the context of The Body Shop, brand image is closely associated with environmental responsibility, ethical practices, natural ingredients, and sustainability initiatives. These associations can provide consumers with additional reasons to select the brand, particularly when sustainability values are consistent with their personal values. Previous research by Setiawan and Yosepha (2019) found that brand image positively and significantly influenced purchase decisions for The Body Shop Indonesia. Utari and Sukawati

(2023) similarly found that brand image positively and significantly influenced purchasing decisions and further demonstrated its role in the relationship between green marketing and purchase decisions.

More recent evidence also supports the importance of brand image. Agustin et al. (2025) found that brand image positively and significantly influenced purchasing decisions for The Body Shop Indonesia products. Also specifically examined brand image and consumer purchasing decisions in the context of The Body Shop Indonesia, emphasizing the importance of brand perception in a competitive cosmetics market. Further examined green marketing and brand image as determinants of purchasing decisions for The Body Shop products, indicating the continued relevance of brand-related perceptions in sustainability-oriented beauty consumption. Therefore, when Generation Z consumers perceive The Body Shop as a credible, responsible, environmentally conscious, and trustworthy brand, such perceptions are expected to strengthen their willingness to select and purchase its products. Based on the theoretical reasoning and empirical evidence, the second hypothesis is formulated as follows:

H2: Brand image has a positive and significant effect on Generation Z's purchase decisions toward The Body Shop in Jabodetabek

The Effect of Environmental Awareness on Purchase Decision

Environmental awareness means people know about environmental issues and understand how their everyday buying and using things can affect the environment. People who care more about the environment are likely to look closely at how eco-friendly a product is and what steps the companies take to protect the planet. According to the Theory of Planned Behavior, being aware of environmental issues can help form positive attitudes and encourage people to intend to make eco-friendly purchasing choices. When people start caring about the environment as part of their personal beliefs, they might find it more appealing to buy products that match those beliefs. Previous research shows that being aware of the environment influences people's choices when they buy eco-friendly products. Lius and Salim studied Generation Z customers in Jabodetabek. They discovered that having knowledge about the environment and being concerned about it were linked to a higher chance of buying eco-friendly cosmetics, showing how important environmental factors are when it comes to what people buy in the cosmetics industry. Tanto (2024) looked specifically at how environmental awareness affects Generation Z's desire to buy eco-friendly products in Indonesia and placed environmental awareness within the Theory of Planned Behavior framework.

Research on environmentally sustainable beauty consumption further supports this. Aulia and Putra (2024) reported that environmentally sustainable practices in the beauty industry provide an attractive basis for purchase intention among Indonesian Generation Z consumers. Regina and Tresnawaty (2024) also examined environmental concern in relation to purchase intention for organic skincare products, demonstrating the relevance of environmental considerations within sustainable beauty consumption. Meanwhile, Mubarakhah et al. (2024) emphasized the growing importance of sustainable beauty practices as consumers become increasingly attentive to environmental considerations in beauty products. These studies collectively indicate that environmental values can become an important consideration in consumers' evaluations of sustainable beauty products. Therefore, Generation Z consumers who possess stronger environmental awareness are expected to be more attentive to the sustainability practices of The Body Shop and more likely to incorporate environmental considerations into their purchase decisions. Based on the theoretical reasoning and findings of previous research, the third hypothesis is formulated as follows:

H3: Environmental awareness has a positive and significant effect on Generation Z's purchase decisions toward The Body Shop in Jabodetabek

3. Data and Method

Research Design and Data

This study used a numbers-based approach with a cause-and-effect setup to examine how green marketing, brand image, and environmental awareness affect the purchasing decisions of Generation Z when buying products from The Body Shop in the JABODETABEK area. A quantitative approach was selected because the study aims to examine how various factors in the research are related by using real numbers gathered from the participants. The study used an online survey where people were asked to agree or disagree with different statements. They gave each statement a score from 1 to 5, with 1 meaning they strongly disagreed and 5 meaning they strongly agreed. The people in this study are young adults from Generation Z, aged 17 to 27, who live in the Jabodetabek region and have previously bought or used The Body Shop products. People were selected on purpose following specific rules that align with the study's goals. The people who answered had to be from Generation Z, live in Jabodetabek, have used The Body Shop products before, and are aware of the company's work to be sustainable and eco-friendly. These rules ensured that the people providing answers had enough experience and knowledge to evaluate green marketing, how the brand is perceived, their understanding of environmental issues, and how their purchasing decisions connect to The Body Shop.

Primary data were collected through an online questionnaire distributed to respondents who met the predetermined criteria. Each research variable was measured using several indicators representing the underlying construct. The questionnaire included statements measuring green marketing, brand image, environmental awareness, and purchase decisions. Using multiple indicators enables each latent construct to be measured more comprehensively and supports assessment of the measurement model's reliability and validity.

Measurement of Research Variables

Green marketing was operationalized as consumers' perceptions of The Body Shop's marketing activities that emphasize environmental considerations, including environmentally friendly products, sustainable practices, and communication of environmental benefits. The green marketing construct was measured using three indicators, namely GM1, GM2, and GM3. These indicators were designed to capture respondents' perceptions regarding the environmentally oriented marketing practices implemented by The Body Shop. Brand image refers to the overall perception and associations that consumers hold toward The Body Shop as a brand. In this study, brand image was measured using three indicators: BI1, BI2, and BI3. The indicators reflect the extent to which respondents perceive The Body Shop as a positive, trustworthy, distinctive, and environmentally responsible brand. Environmental awareness refers to the extent to which consumers recognize environmental problems, understand the consequences of environmentally harmful consumption, and demonstrate concern for environmental sustainability. Environmental awareness was measured using three indicators, namely EA1, EA2, and EA3. These indicators were intended to capture respondents' awareness and concern about environmental issues associated with consumption. Purchase decision refers to the consumer's decision-making process in selecting and purchasing The Body Shop products. The construct was measured using three indicators, namely PD1, PD2, and PD3. These indicators represent respondents' tendency to select, purchase, and consider The Body Shop products based on their perceptions and evaluations of the products and brand.

All indicators were measured using a five-point Likert scale. The scale ranged from 1 (strongly disagree) to 5 (strongly agree). Using a consistent measurement scale allowed responses across the four constructs to be quantified and analyzed using the PLS-SEM approach.

Data Analysis Method

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. PLS-SEM was chosen because the research model includes several hidden factors that are measured using different indicators, and it aims to look at how green marketing, brand image, environmental awareness, and purchase decisions are connected. PLS-SEM uses the

indicators to find scores for the latent variables and then looks at how the different constructs are connected in the structural model (Hair et al., 2019). This approach works well for studies that use more complicated models and aim to make predictions (Hair & Alamer, 2022).

The analysis had two main parts: checking the measurement model and checking the structural model. The measurement model, also called the outer model, was checked to see if the indicators properly measured the concepts they were meant to represent. The structural model, also called the inner model, was then checked to look at how the hidden variables are connected. This difference is very important in PLS-SEM because the measurement model looks at how constructs are connected to their indicators, while the structural model shows how constructs are related to each other (Hair et al., 2019).

Measurement Model Evaluation

The model was tested by checking the reliability of the indicators, how consistent the items were, how well they measured related concepts, and how different they were from unrelated concepts. To see how dependable each indicator was, we checked their outer loading values. Indicators with very high loadings mean that each of these indicators is good at showing the related concept. To check how consistent the indicators are within each construct, internal consistency reliability was measured using Cronbach's alpha and composite reliability.

Convergent validity was checked using the Average Variance Extracted method. A construct is seen as having good convergent validity when its indicators have a large amount of shared variation. Discriminant validity was checked to make sure that each concept was clearly different from the other concepts in the research model. In this study, discriminant validity was checked using the Fornell–Larcker criterion and the Heterotrait–Monotrait ratio (HTMT). These steps follow the standard methods used to assess reflective measurement models in PLS-SEM, as outlined by (Hair et al., 2019).

Common Method Bias Assessment

Since we gathered all the variables from the same group of people using one survey, we checked for Common Method Bias (CMB) before testing our hypotheses. The Full Collinearity Variance Inflation Factor (VIF) method was applied in SmartPLS. This method checks if hidden factors show too much overlap, which might suggest that the data is influenced by the same method in a biased way. A high VIF value under 3.3 shows that the model doesn't have much common method bias. The results showed that all Full Collinearity VIF values were under the suggested limit of 3.3, meaning that common method bias wasn't a big problem in this study and the survey data were mostly free from bias coming from a single source.

Structural Model Evaluation

Once the measurement model met the necessary reliability and validity standards, the structural model was checked to see if the hypotheses were supported. The structural model evaluation involved checking the coefficient of determination (R^2), the path coefficients, and whether the proposed relationships were statistically significant. The R^2 value shows how much of the variation in the purchase decision is explained by green marketing, brand image, and environmental awareness.

The importance of the structural connections was checked using the bootstrapping method in SmartPLS. Bootstrapping helps calculate standard errors and lets you check if path coefficients are statistically significant, even if the data doesn't follow a normal distribution. The path coefficient shows how strongly and in which direction the independent construct is connected to the dependent construct. At the same time, the t-statistics and p-value are used to check if the proposed relationship is statistically significant. The PLS-SEM guidelines stress the importance of looking at both how important and how relevant the connections between variables are when understanding the results (Hair et al., 2019). The structural model in this study can be explained like this:

$$\text{Purchase Decision} = \beta_0 + \beta_1 \text{ Green Marketing} + \beta_2 \text{ Brand Image} + \beta_3 \text{ Environmental Awareness} + \varepsilon \quad (1)$$

where Purchase Decision represents the endogenous construct, Green Marketing represents the first exogenous construct, Brand Image represents the second exogenous construct, Environmental Awareness represents the third exogenous construct, β_0 represents the intercept, β_1 – β_3 represent the structural path coefficients, and ε represents the residual term. The model was estimated to be using the PLS-SEM algorithm implemented in SmartPLS.

Hypothesis Testing

Hypothesis testing was used to find out if green marketing, brand image, and environmental awareness have had a big impact on Generation Z's choice to buy products from The Body Shop in the Jabodetabek area. The hypotheses were checked by looking at the direction and importance of the estimated path coefficients. A positive and significant path coefficient means that when the independent construct increases, it also leads to an increase in the purchase decision.

This study tested structural relationships through three hypotheses. The first hypothesis examined the effect of green marketing on purchase decision. The second hypothesis examined the effect of brand image on purchase decision. The third hypothesis examined the effect of environmental awareness on purchase decisions. The hypotheses were assessed using the bootstrapping results generated by SmartPLS, with statistical significance determined according to the conventional significance level adopted in the study.

4. Results

Table 1. Convergent Validity, Discriminant Validity, and Reliability Test

	BI	EA	GM	PD
BI1	0.792			
BI2	0.831			
BI3	0.839			
EA1		0.862		
EA2		0.824		
EA3		0.845		
GM1			0.812	
GM2			0.833	
GM3			0.819	
PD1				0.865
PD2				0.853
PD3				0.862

Convergent Validity Interpretation

The SmartPLS results show that each indicator has a strong connection to its underlying construct, with Outer Loading values above 0.70 for all. Additionally, the Average Variance Extracted (AVE) for each variable is more than 0.50, indicating they effectively measure the construct they are supposed to. So, the indicators and variables satisfy the criteria for convergent validity. In a structural model, the estimated relationships between variables need to be statistically significant. To check this, scientists often use a method called bootstrapping and look at both the coefficient of the parameter and the t-statistics from the bootstrapping results. A relationship is seen as important in statistics when the t-statistics are higher than the value from the t-distribution table. This value is 1.65 when the significance level is set at 5%, or alpha of 0.05. So, the t-statistics are checked against this limit to see if the connection is important.

Discriminant Validity Interpretation

The SmartPLS results indicate that all the Heterotrait-Monotrait (HTMT) ratios of correlations between the constructs are below 0.90. Also, according to the Fornell-Larcker criterion, the square root of the average variance extracted for each construct is greater than its strongest link with any other construct. Because each indicator shows a stronger link to its own concept than to any other, it is clear that the indicators and variables used in this study meet the standards for discriminant validity.

Reliability Test Interpretation

The SmartPLS output indicates that all Cronbach's Alpha and Composite Reliability values for each variable are above 0.70. Therefore, the variables meet the reliability requirements.

Table 2. Model Fit Test

	Saturated Model	Estimated Model
SRMR	0.078	0.078
d_ ULS	0.476	0.476
d_ G	0.224	0.224
Chi-Square	206.059	206.059
NFI	0.748	0.748

The SmartPLS output indicates a Standardized Root Mean Square Residual (SRMR) value of 0.078, below the 0.08 threshold. Therefore, the research model meets the model-fit requirements.

Table 3. The Coefficient of Determination

	R-Square	R-Square Adjusted
PD	0.508	0.498

The R-Square value for Purchase Decisions in the SmartPLS output is 0.508, which shows how much of the variation in Purchase Decisions is explained by the model. This shows that 50.8% of the changes in how people decide to buy things can be explained by green marketing, the image of the brand, and how people are aware of environmental issues. Other things not covered in this study account for the remaining 49.2%.

In a structural model, the estimated connections between variables need to be statistically significant. To check this, researchers often use a method called bootstrapping. They look at both the coefficient of the parameter and the t-statistics from the bootstrapping results. A relationship is considered important in statistics when the t-statistic is higher than the value from the t-distribution table. This value is 1.65 when the significance level is set at 5%, which means there's a 5% chance the result happened by chance. So, the t-statistics are checked against this limit to see if the relationship is important.

Table 4. Hypothesis Testing

	Hypothesis	Path Coefficients	T-Statistics	P-Values	Explanation
H1	Green Marketing - Purchase Decisions	0.258	3.348	0.001	Significant and Positive
H2	Brand Image - Purchase Decisions	0.380	4.074	0.000	Significant and Positive
H3	Environmental Awareness - Purchase Decisions	0.217	2.949	0.003	Significant and Positive

The hypothesis testing results from the SmartPLS output demonstrate that H1, H2 and H3 have a significant and positive effect, as the P-values are less 0.05 and the T-statistics exceed 1.65

5. Discussion

The Effect of Green Marketing on Purchase Decisions

The findings indicate that green marketing positively influences Generation Z's purchase decisions toward The Body Shop products. This result supports Juliana and Sijabat (2023), Mubarakhah et al. (2024), and Dakshayani and Rajendran (2024), who found that sustainability-oriented marketing activities encourage environmentally responsible consumption behavior. However, green marketing's influence is weaker than brand image, suggesting that Generation Z consumers do not automatically accept environmental claims communicated through marketing campaigns. As digital-native consumers, Generation Z is highly exposed to sustainability information and is increasingly aware of greenwashing practices, causing them to evaluate the credibility of environmental messages more critically. This finding also helps explain the inconsistent results reported by Agustin et al. (2025), who found an insignificant effect of green marketing, indicating that environmental marketing is more effective when consumers perceive sustainability claims as authentic and supported by actual corporate practices rather than promotional messages alone.

The Effect of Brand Image on Purchase Decisions

The findings show that brand image positively influences purchase decisions and emerges as the strongest determinant among the variables examined. This result is consistent with Agustin et al. (2025), Setiawan and Yosepha (2019), and Utari and Sukawati (2023), who highlighted the important role of brand image in shaping consumer purchasing behavior. The stronger influence of brand image than green marketing suggests that Generation Z consumers trust a brand's long-term reputation more than sustainability-related promotional claims. Because Generation Z is highly sensitive to greenwashing, consumers tend to evaluate whether environmental commitments are consistently reflected in a company's values and business practices. The Body Shop's long-standing reputation for cruelty-free products, recycling initiatives, refill programs, and environmentally responsible practices may therefore strengthen perceptions of authenticity and credibility. Consequently, brand image functions as a trust-building mechanism that reduces uncertainty about sustainability claims and helps translate environmental preferences into purchasing decisions.

The Effect of Environmental Awareness on Purchase Decisions

The findings also indicate that environmental awareness positively influences Generation Z's purchase decisions toward The Body Shop products. This result supports Dakshayani and Rajendran (2024), Regina and Tresnawaty (2024), Aulia and Putra (2024), and Juliana and Sijabat (2023), who emphasized the importance of environmental values in sustainable consumption behavior. Nevertheless, environmental awareness alone may not be sufficient to encourage actual purchasing behavior because consumers often consider additional factors such as product quality, convenience, and brand credibility. Therefore, environmental awareness can be viewed as an internal motivation that encourages consumers to support environmentally responsible products. At the same time, green marketing provides sustainability information, and brand image provides the credibility needed to convert environmental concern into actual purchasing decisions. These findings suggest that the interaction between individual environmental values and perceptions of corporate authenticity shapes Generation Z's sustainable purchasing behavior.

6. Conclusion

This study shows that green marketing, brand image, and environmental awareness play a big role in how Generation Z customers in the Jabodetabek area decide to buy products from The Body Shop. The results show that when people make buying choices, they consider more than just how well a product works. They also think about how sustainable the product is and whether they trust the brand's claims about being eco-friendly. Green marketing helps consumers recognize and support sustainable practices. It improves the brand's image, making people trust the brand more

and think positively about it. At the same time, when people are more aware of environmental issues, they are more likely to consider the environment when making buying decisions. The results show that combining honest sustainability efforts with a solid brand image is key to making Generation Z more likely to buy beauty products.

From a managerial perspective, The Body Shop should strengthen sustainability-oriented marketing by communicating concrete and verifiable environmental initiatives through digital platforms that Generation Z frequently accesses. The company should also maintain a consistent brand image by ensuring that sustainability claims are supported by tangible practices, such as recycling, refill programs, environmentally responsible packaging, and cruelty-free products. Furthermore, the company can develop environmental education and consumer engagement programs to encourage sustainable consumption. Integrating these strategies can help the company strengthen consumer trust, differentiate its brand, and maintain long-term relevance among environmentally conscious Generation Z consumers.

Recommendation

Based on the findings, The Body Shop should implement digital supply-chain transparency through QR codes displaying ingredient origins, packaging materials, and recycling information. Retail managers should introduce refill-station gamification, such as loyalty points, badges, and rewards for repeat refills and packaging returns. Sustainability campaigns should also use interactive social-media content linked directly to in-store programs, enabling Generation Z consumers to track their environmental contributions and receive personalized incentives for sustainable purchases.

Limitations and avenues for future research

This study focuses on young people aged 17 to 27 who live in Jabodetabek and know about The Body Shop's efforts to be sustainable. The study also looks only at green marketing, brand image, and environmental awareness as factors that influence buying choices. Future studies should look at more places and different groups of people and also take into account other factors like how much people value green options, their knowledge about the environment, how much they trust eco-friendly brands, their loyalty to green products, and how they interact with social media.

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