

The Influence of Green Marketing, Brand Trust, and Perceived Quality on Consumers Purchase Intention: Evidence from The Body Shop in Samarinda, Indonesia

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Abstract

Researching purchase intentions in the context of environmentally friendly products is important because the effectiveness of green marketing and consumer trust levels determine the extent to which sustainability messages can influence purchasing decisions. This study examines the impact of green marketing, brand trust, and perceived quality on consumers' purchase intentions for The Body Shop products in Samarinda. The research is motivated by the growing shift toward sustainability-based marketing and the inconsistent empirical findings surrounding consumers' intentions to purchase environmentally friendly products. Using a quantitative approach, data were collected from 130 respondents who were familiar with or had purchased The Body Shop products. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that green marketing has a positive and significant impact on purchase intention, while perceived quality also exhibits a significant positive influence. In contrast, brand trust exhibits a positive but non-significant effect, indicating that trust alone may not be sufficient to drive behavioral intention in this context. These findings contribute to the understanding of green consumer behavior in emerging markets and offer practical insights for firms seeking to strengthen sustainability-driven marketing strategies.

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1. Introduction

The increasing global Attention toward environmental sustainability has encouraged firms to adopt green marketing strategies as a means of strengthening competitive advantage and responding to consumers' ecological concerns. In principle, environmentally responsible marketing activities are expected to cultivate favorable consumer attitudes and reinforce behavioral intentions toward eco- friendly products. Although this assumption is widely supported in the literature, empirical evidence shows that consumers' environmental awareness does not always translate into strong purchase intention, particularly in developing markets where economic considerations and brand familiarity remain dominant Genoveva & Levina (2019). This contradiction underscores the need to re-examine how sustainability-oriented marketing practices influence purchasing behavior in specific market contexts.

The Body Shop a pioneer in ethical and environmentally sustainable cosmetics, provides a relevant setting for such inquiry. Despite its global reputation and long-standing commitment to green values, preliminary observations and pre-survey findings in Samarinda reveal a behavioral gap: although consumers acknowledge the brand's environmental commitments, many have not progressed to consistent purchase intention. Moreover, existing studies present mixed findings regarding the influence of green marketing, brand trust, and perceived quality on purchase intention. Some research suggests a strong positive relationship, while others report weak or even non-significant effects particularly for brand trust indicating that the strength of these relationships may vary across demographic groups, cultural contexts, and product categories Nazir et al. (2021). This inconsistency forms a clear empirical gap, highlighting the importance of examining whether these variables function as significant predictors of purchase intention within a local Indonesian market.

Therefore, this study aims to analyze the influence of green marketing, brand trust, and perceived quality on consumers' purchase intention toward The Body Shop products in Samarinda. Using a quantitative approach with Partial Least Squares Structural Equation Modeling (PLS-SEM), this research seeks to provide a more context-specific understanding of how sustainability messaging, credibility perceptions, and product evaluations shape consumer decision-making Nguyen-Viet (2023). The findings are expected to enrich the literature on green consumer behavior by addressing the contextual gap identified above and to offer managerial insights for companies seeking to enhance the effectiveness of sustainability driven marketing strategies in Indonesian urban markets.

1.1. Literature Review

1) Purchase Intention

Purchase Intention Purchase Intention describes the level of consumer readiness to purchase a product in the future Genoveva & Levina (2019). Purchase intent is often used to predict actual purchasing behavior and is an important indicator of the success of a marketing strategy Rinck (2023). Factors such as perception of the company's environmental efforts, trust in the brand, and perception of quality have been proven to have an effect on strengthening consumer purchase intent Asshidin et al (2016); Lee et al. (2019). In the context of eco-friendly beauty products such as The Body Shop, Purchase Intention is formed when consumers consider that the product not only meets personal care needs but also provides sustainability and quality value.

2) Green Marketing

Green Marketing is a marketing activity that emphasizes environmental sustainability through product attributes, production processes, promotions, and environmentally friendly distribution strategies Nguyen-Viet (2023). This strategy serves to build a responsible brand image and attract consumers who care about environmental issues. Previous research has consistently shown a significant influence of green marketing on purchase intent. Tan et al (2022) found that green knowledge, attitudes towards the environment, and green brand image play an important role in increasing purchase intention. Similar findings are shown by Hengboriboon et al (2022) who affirm that a company's reputation and sustainability practices increase credibility and willingness to buy organic products. In the context of The Body Shop, strategies such as the use

of natural ingredients, environmentally-themed promotions, and stores with the concept of sustainability are factors that strengthen consumer perception so as to encourage purchase intent.

3) Brand Trust

Brand Trust refers to consumers' belief in the reliability, integrity, and honesty of a brand Melinda et al (2024). Consumers tend to have higher purchase intent when they believe that the brand consistently delivers on promises and provides security in the consumer experience Hernandez-Fernandez & Lewis (2019). Arachchi (2022) emphasized that brand trust is an important psychological asset that mediates the relationship between company image and purchase intention. Another study by Husain et al (2022) also showed that trust has a significant effect on increasing purchase intention, especially in products with emotional value and high quality. However, some studies show different dynamics based on the market context. In the young age segment or market with limited brand penetration, brand trust is not necessarily the main determinant of purchase intention. This is relevant to the context of Samarinda, where some consumers have high awareness of The Body Shop but direct interaction with brands is still limited.

4) Perceived Quality

Perceived Quality is a consumer's subjective assessment of the excellence or overall quality of a product Asshidin et al (2016). Consumers usually make the perception of quality the basis for purchasing decisions, especially in skincare product categories that are highly sensitive to ingredients, effectiveness, and brand reputation (Lee et al., 2019). Rosillo-Díaz et al (2024) found that positively perceived quality can reduce perceived risk and increase consumer desire to buy, especially on e-commerce platforms. Research in the beauty sector also shows that quality perception is more dominant than brand awareness in building purchase intent (Lee et al., 2019). For The Body Shop, the perception of high quality is supported by the use of natural ingredients, ethical production processes, and consistency of store services. This strengthens consumer confidence while increasing buying intent.

1.2. Hypothesis Development

1) Green Marketing for Purchase Intention

Green marketing is a marketing strategy that focuses on using environmentally-based attributes, production processes, and promotional messages to build a positive image and increase consumer interest in environmentally friendly products. Literature shows that green marketing is able to form the perception that products have sustainability value, thereby increasing consumers' tendency to make purchases (Hengboriboon et al., 2022; Tan et al., 2022). When consumers believe that a brand is consistently adopting eco-friendly practices, trust in the company's ethical commitments increases and drives purchasing decisions. In the context of The Body Shop, the use of natural ingredients, environmental campaigns, and sustainability-based store concepts reinforce consumers' positive perceptions of product quality and ethical value. This ultimately triggers the intention to buy.

H1: Green Marketing has a positive and significant effect on Purchase Intention.

2) Brand Trust for Purchase Intention

Brand trust describes consumers' belief that a brand is reliable, has integrity, and is able to provide benefits as expected (Melinda et al., 2024). A number of studies state that the higher the level of trust in a brand, the greater the tendency of consumers to make a purchase because the perceived risk becomes lower (Hernandez-Fernandez & Lewis, 2019; Husain et al., 2022). However, some studies have also revealed that the influence of brand trust on purchase intent can vary depending on demographics and market contexts. In young consumers or markets with a high level of product exploration, trust in brands is not always the dominant factor in shaping purchase intent (Arachchi, 2022). In the context of Samarinda, even though consumers are aware of The Body Shop's reputation, this level of trust has not fully driven purchase intent strongly.

H2: Brand Trust has a positive effect on Purchase Intention.

3) Perceived Quality for Purchase Intention

Perceived quality refers to the consumer's subjective perception of product excellence, which includes effectiveness, safety, materials used, and consistency of performance (Asshidin et al., 2016; Lee et al., 2019). In the skincare and beauty product category, quality perception is a very important factor because consumers tend to choose products that provide real results and according to the needs of the skin. The literature shows that positively perceived quality can increase consumer confidence and reduce risk perception, thereby encouraging purchase intention (Rosillo-Díaz et al., 2024). At The Body Shop, the reputation of natural and ethical products reinforces the perception of quality which ultimately influences purchase intent.
 H3: Perceived Quality has a positive and significant effect on Purchase Intention.

2. Method

2.1. Research Design

The theoretical framework illustrates the relationship between the independent variables Green Marketing (X1), Brand Trust (X2), and Perceived Quality (X3) and the dependent variable, Purchase Intention (Y). Each variable is measured using reflective indicators that capture consumers' perceptions of sustainability based marketing, brand credibility, product quality, and their intention to purchase.

This framework serves as the foundation for hypothesis testing, where each path represents the assumed direct influence among the variables.

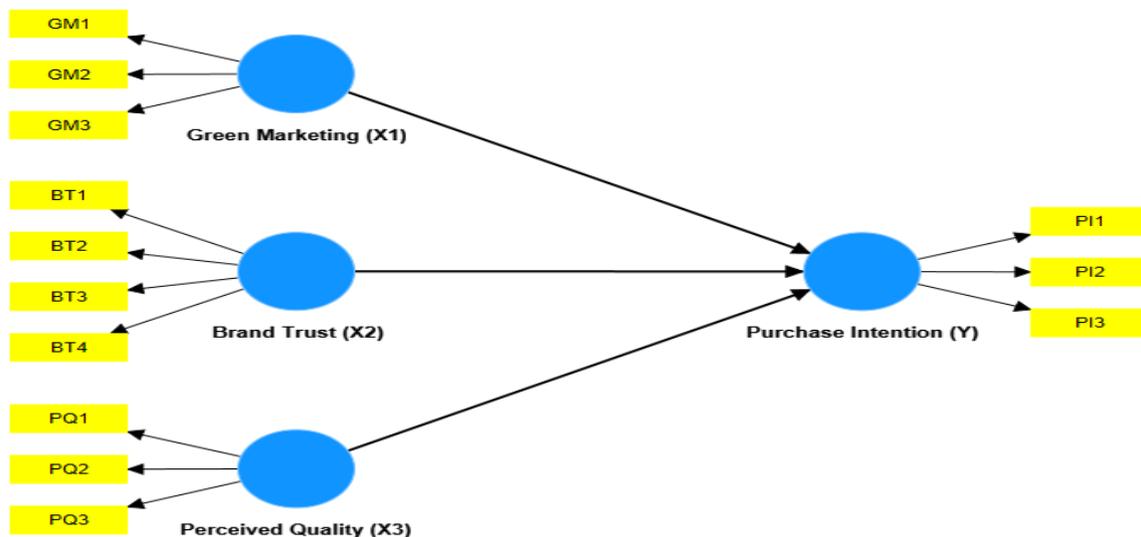


Figure 1. Theoretical Framework

Table 1. Variable Operational Definitions

Variable (Sources)	Indicators	Items
Purchase Intention (Macheka et al., 2024)	Environmental Awareness (PI1) Requirements (PI2) Pricing (PI3)	I have a very strong intention to buy The Body Shop products because the products are eco-friendly, their company is environmentally conscious. I bought it because it was one of my beauty and care needs. The price of The Body Shop products is within my Budget.
Green Marketing (Nguyen-Viet, 2023)	Green Products (GM1) Green Place (GM2) Green Promotion (GM3)	Contents, materials, and raw materials of products to be environmentally friendly. The Body Shop products can be found in stores that are known to support eco-friendly goals. Visuals in in-store promotions are in line with the theme of caring for the environment.
Brand Trust (Tong et al., 2023)	Confidence (BT1) Counted (BT2) Honest Brand (BT3) Safe Brand (BT4)	I feel confident in The Body Shop brand. I can count on The Body Shop. I think The Body Shop is an honest brand. I think The

Variable (Sources)	Indicators	Items
Perceived Quality (Cassia, 2020)	Product Quality (PQ1)	Body Shop is a safe brand.
	Quality of Service (PQ2)	The quality of the product is in line with my expectations as a buyer.
	Conformity with Specifications (PQ3)	The service provided in terms of discount promotions and product offers in offline stores is excellent.
		The specifications provided are in accordance with what is promoted, which is environmentally friendly.

2.2. Sample Profile

The demographic profile provides an overview of the characteristics of the respondents involved in this study. It includes information on gender, age distribution, and profession to illustrate the composition and representativeness of the sample. Understanding these characteristics is important because they offer contextual insights into the consumer group being analyzed and support the interpretation of the research findings.

Table 2. Demographic Profile of the Respondents

Demographic	Frequency	Percentage
<i>Gender</i>		
Male	54	41.54%
Female	76	58.46%
<i>Age</i>		
18-24	115	88.46%
25-35	10	7.69%
36-45	3	2.31%
>45	2	1.54%
<i>Profession</i>		
Students	114	87.69%
Private Sector Employees	11	8.46%
Others	5	3.83%

2.3. Measurement

The measurement in this study was carried out using a questionnaire instrument in the form of a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Each variable was measured using several indicators that had been adjusted to previous theories and research. The Purchase Intention variable is measured through three indicators that describe the interest, needs, and price suitability of The Body Shop products. Green Marketing variables are measured through three indicators related to green product attributes, environmentally friendly sales locations, and promotional messages with sustainability nuances. The Brand Trust variable is measured through four indicators regarding trust, reliability, honesty, and a sense of security towards the brand. Meanwhile, the Perceived Quality variable is measured through three indicators that assess product quality, service quality, and the suitability of specifications with the promoted information. All indicators are compiled based on previous research so that the instrument has strong theoretical validity.

2.4. Technical Analysis

The analysis technique used in this study is Structural Equation Modeling based on Partial Least Squares (PLS-SEM). The analysis is carried out through two main stages, namely testing the measurement model (outer model) and the structural model (inner model). The outer model is used to evaluate the validity and reliability of indicators through convergent validity, discriminant validity, and composite reliability tests. The indicator is declared valid if it has a loading factor above 0.70 and an Average Variance Extracted (AVE) value of at least 0.50. Reliability was tested using Cronbach's Alpha and Composite Reliability with a limit value of ≥ 0.70 . After the measurement

model meets the criteria, testing is continued on the inner model to see the strength of the relationship between variables through R-square, Q-square, path coefficient, and significance testing using T-statistic and P-value. The hypothesis is stated to be accepted if *the* P-value < 0.05.

3. Results and Discussion

3.1. Convergent Validity

The assessment of convergent validity indicates that all indicator loading values exceed 0.70, meeting the acceptable threshold recommended by Hair & Alamer (2022). This shows that each indicator reflects its intended construct adequately. Similar findings are also emphasized in the work of Nguyen-Viet (2023), who notes that strong item loadings reinforce construct reliability in green marketing research.

3.2. Discriminant Validity

Discriminant validity was assessed using cross-loading and the Fornell-Larcker criteria. The results show that each indicator loads higher on its corresponding construct than on any other construct, indicating sufficient discriminant validity. This pattern aligns with recommendations by Tong et al (2023) who highlight the importance of clear construct separation in brand trust and consumer perception studies.

3.3. Composite Reliability

All constructs demonstrate composite reliability values above 0.70, confirming strong internal consistency. Specifically, Green Marketing (0.904), Brand Trust (0.937), Perceived Quality (0.928), and Purchase Intention (0.870) fall within the acceptable reliability range. These results are aligned with the standards suggested by Asshidin et al (2016), who report similar reliability patterns in consumer behavior and quality perception studies.

Table 3. Construct Validity and Realibility

Constructs	Items	Factor Loadings	AVE	Cronbach's Alpha
Green Marketing (GM)	GM1 GM2 GM3	0.889	0.758	0.904
		0.832		
		0.889		
		0.870		
Brand Trust (BT)	BT1 BT2 BT3 BT4	0.890	0.789	0.937
		0.908		
		0.886		
		0.869		
Perceived Quality (PQ)	PQ1 PQ2 PQ3	0.912	0.812	0.928
		0.921		
		0.874		
Purchase Intention (PI)	PI1 PI2 PI3	0.791	0.692	0.870
		0.828		
		0.828		

Table 4. Discriminant Validity Matrix

	BT	GM	PQPI
BT			
GM	0.891		
PQ	0.936	0.960	
PI	0.834	0.908	0.895

The discriminant validity results indicate that each construct is empirically distinct from the others. This is shown by the square root of the AVE values on the diagonal, which are higher than the correlations between constructs in the corresponding rows and columns. These results confirm that

Brand Trust, Green Marketing, Perceived Quality, and Purchase Intention measure different conceptual dimensions and do not overlap, fulfilling the discriminant validity criteria.

3.4. Structural Model

The R^2 value for Purchase Intention is 0.624, indicating that Green Marketing, Brand Trust, and Perceived Quality collectively explain 62.4% of the variance in Purchase Intention. This falls within the moderate category based on guidelines by Hair & Alamer (2022). Similar explanatory power has been reported in studies examining eco-friendly product contexts (Tan et al., 2022). The Q^2 value of 0.587 indicates that the model has strong predictive relevance. A Q^2 value greater than zero suggests that the model provides predictive accuracy for endogenous variables, consistent with the recommendations of Rinck (2023) in predictive behavioral research.

3.5. Hypothesis Testing

Based on the results of the path coefficient test in Table 5, information was obtained about the influence of each independent variable on the dependent variable. The test results showed that $X1 \rightarrow Y$ had a *t-statistic* value of 2.923 and a *p-value* of 0.003, which was below the significance limit of 0.05. This finding indicates that $X1$ has a significant effect on Y . Thus, the first hypothesis is declared accepted. Meanwhile, the influence of $X2 \rightarrow Y$ shows a *t-statistic* value of 1.490 with a *p-value* of 0.136, which is greater than 0.05. That is, $X2$ does not exert a significant influence on Y , so the second hypothesis is rejected. This indicates that $X2$ is not a strong factor in explaining the change in variable Y in the context of this study.

Furthermore, the influence of $X3 \rightarrow Y$ resulted in a *t-statistic* of 2.488 and a *p-value* of 0.013, which was below 0.05. Thus, $X3$ was shown to have a significant influence on Y , so the third hypothesis was accepted. Overall, the hypothesis test findings indicate that only two variables, namely $X1$ and $X3$, significantly affect Y , while $X2$ shows no significant relationship.

Table 5. Path Coefficient

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value	Results
$X1 \rightarrow Y$	0.334	0.338	0.114	2.923	0.003	Significant
$X2 \rightarrow Y$	0.178	0.176	0.120	1.490	0.136	Not Significant
$X3 \rightarrow Y$	0.328	0.332	0.132	2.488	0.013	Significant

4. Conclusions

This study aimed to analyze the influence of Green Marketing, Brand Trust, and Perceived Quality on consumers' Purchase Intention toward The Body Shop products in Samarinda. Based on the results of the PLS-SEM analysis, several important conclusions can be drawn. First, Green Marketing has a positive and significant effect on Purchase Intention. This finding suggests that environmentally oriented marketing activities such as the use of natural ingredients, sustainability-driven promotions, and eco-friendly store concepts effectively encourage consumers to develop stronger purchase intentions.

Second, Brand Trust shows a positive but non-significant influence on Purchase Intention. This result indicates that although consumers generally perceive The Body Shop as reliable, honest, and safe, such trust does not independently translate into a strong intention to purchase. This may be due to the characteristics of the respondent group, which is dominated by young consumers who tend to focus more on product attributes and functional value than on long-term trust factors.

Third, Perceived Quality has a positive and significant effect on Purchase Intention. This implies that consumers' evaluations of product quality, service quality, and alignment between product specifications and promotional claims play an essential role in shaping their purchase decisions. Overall, the three variables collectively explain 62.4% of the variance in Purchase Intention, indicating that sustainability messaging and product evaluations are critical determinants of consumer behavior in this context.

Limitations

Several limitations should be acknowledged in interpreting the results of this study. First, the sample is dominated by young respondents aged 18–24, which may limit the generalizability of the findings to broader age groups. Older consumers or those with higher purchasing power may exhibit different patterns of trust and intention. Second, this study focuses on a single brand The Body Shop within the specific geographic context of Samarinda. Consumer perceptions in other cities or regions may differ based on varying levels of brand exposure, income, and environmental awareness. Third, the study only examines three predictor variables. Other relevant factors such as environmental knowledge, green brand image, social influence, or price sensitivity were not included, even though they may play substantial roles in shaping purchase intention. Finally, the cross-sectional design of the research limits the ability to observe changes in consumer behavior over time.

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