

# THE EFFECT OF GREEN MARKETING AND GREEN PRODUCTS ON THE BODY SHOP CONSUMERS' PURCHASE INTENTION

Siti Putri Luthfiyyah <sup>1\*</sup>, Endang Sulistya Rini <sup>2</sup>,  
Beby Karina Fawzeeza Sembiring <sup>3</sup>

<sup>1,2,3</sup> University of North Sumatra (Indonesia)

\*) email: [sitiputriluthfiyyah@gmail.com](mailto:sitiputriluthfiyyah@gmail.com)

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## Abstract

This study examines the influence of green marketing and green products on purchase intention among The Body Shop consumers. In the context of increasing environmental awareness, companies are increasingly adopting sustainable business practices. The Body Shop, as one of the pioneers in implementing green business strategies, serves as an interesting case study to analyze how green marketing initiatives and environmentally friendly products affect consumer purchase decisions. This research employs a quantitative approach with survey methods involving 150 respondents who are The Body Shop customers in Indonesia. The data were analyzed using multiple linear regression with SPSS 26. The results indicate that both green marketing ( $\beta = 0.412$ ,  $p < 0.01$ ) and green product ( $\beta = 0.386$ ,  $p < 0.01$ ) have significant positive effects on purchase intention. Green marketing shows a slightly stronger influence compared to green products. The coefficient of determination ( $R^2$ ) of 0.634 indicates that 63.4% of the variation in purchase intention can be explained by green marketing and green product, while the remaining 36.6% is influenced by other factors not examined in this study. These findings provide important implications for companies in developing effective green marketing strategies and improving environmentally friendly product attributes to enhance consumer purchase intention.

**Keywords:** Green Marketing, Green Product, Purchase Intention, The Body Shop, Environmental Awareness.

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## 1. INTRODUCTION

Global environmental issues have become a major concern in recent decades, driving significant changes in consumer behavior and corporate business strategies. According to the Intergovernmental Panel on Climate Change (IPCC, 2023) report, climate change and environmental degradation have reached critical levels requiring immediate action from all parties, including the business sector. In this context, consumers are increasingly aware of the environmental impact of their purchasing decisions and are increasingly choosing environmentally friendly products (Joshi & Rahman, 2024).

The Body Shop, founded by Dame Anita Roddick in 1976, has been a pioneer in the beauty industry, integrating sustainability into its business model. The company is known for its commitment to ethical business practices, including the use of natural ingredients, its rejection of animal testing, and its fair trade program with local communities (Kumar & Polonsky, 2024). With over 3,000 stores in 70 countries, The Body Shop has proven that a sustainable business model can be a commercially profitable strategy.

Green marketing, a marketing strategy that emphasizes the environmental attributes of products and business practices, has become an important tool for companies to attract environmentally conscious consumers (Chen & Chang, 2024). Recent research shows that effective green marketing communications can increase consumers' positive brand perceptions and strengthen purchase intentions (Dangelico & Vocalelli, 2024). However, the challenge of greenwashing—the practice of misleading consumers with unsubstantiated environmental claims—has raised consumer skepticism toward companies' green claims (Rahman & Nguyen-Viet, 2024).

On the other hand, green products refer to products designed to minimize negative environmental impacts throughout their life cycle, from raw material procurement, production, distribution, and disposal (Zhang & Dong, 2024). Green product attributes, such as the use of organic materials, recyclable packaging, and energy efficiency in production, have become important factors in modern consumers' purchasing decisions (Wang et al., 2024). The Body Shop products, such as Tea Tree Oil, British Rose, and Vitamin E, claim to use natural and ethical ingredients that align with sustainability principles.

Purchase intention is an important predictor of consumers' actual purchasing behavior (Ajzen, 2023). In the context of green products, purchase intention is influenced by various factors, including environmental awareness, perceived product quality, price, and the credibility of the company's green claims (Sun et al., 2024). Understanding how green marketing and green products influence consumer purchase intention is crucial for companies to develop effective and sustainable marketing strategies.

Although numerous studies have examined the relationship between green marketing, green products, and purchase intention, research specifically analyzing this phenomenon within the context of The Body Shop in the Indonesian market is still limited. Indonesia, as a country with a large population and significant middle-class growth, offers significant market potential for green products (Widodo & Sutanto, 2024). Therefore, this study aims to analyze the influence of green marketing and green products on the purchase intention of The Body Shop consumers in Indonesia, with the hope of providing theoretical and practical contributions to the development of sustainable marketing strategies.

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## 2. METHODOLOGY

This study uses a quantitative approach with a causal research design to analyze the influence of green marketing and green products on purchase intention. The research population is The Body Shop consumers in Indonesia. The sampling technique used is purposive sampling with the following criteria: (1) having purchased The Body Shop products at least twice in the last 6 months, (2) being at least 18 years

old, and (3) knowing about The Body Shop's sustainability practices. Based on the Slovin formula with a margin of error of 5%, a sample of 150 respondents was obtained.

Data collection was conducted through an online questionnaire distributed during the period of October-November 2024. The research instrument adopted validated scales from previous studies: the Green Marketing Scale from Chen & Chang (2024) with 12 items, the Green Product Scale from Zhang & Dong (2024) with 10 items, and the Purchase Intention Scale from Joshi & Rahman (2024) with 8 items. All items were measured using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). Validity test Using Confirmatory Factor Analysis (CFA), the factor loading value was > 0.6 for all items. Reliability testing using Cronbach's Alpha showed an  $\alpha$  value > 0.8 for all variables, indicating good reliability.

Data analysis was performed using multiple linear regression techniques with SPSS 26 software. Before conducting the regression analysis, classical assumption tests were conducted including normality tests (Kolmogorov-Smirnov), multicollinearity tests (VIF), heteroscedasticity tests (Glejser), and autocorrelation tests (Durbin-Watson). The regression model used is:  $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$ , where Y = Purchase Intention,  $X_1$  = Green Marketing,  $X_2$  = Green Product,  $\alpha$  = constant,  $\beta_1$  and  $\beta_2$  = regression coefficients, and  $\varepsilon$  = error term.

### 3. FINDINGS AND DISCUSSION

#### 3.1 Respondent Profile

Based on data collected from 150 respondents, the demographic profile of respondents is shown in Table 1 below.

**Table 1. Demographic Profile of Respondents**

Characteristics	Category	Amount (%)
Gender	Man	45 (30%)
	Woman	105 (70%)
Age	18-25 years old	68 (45.3%)
	26-35 years old	52 (34.7%)
	36-45 years old	23 (15.3%)
	> 45 years	7 (4.7%)
Education	High School/Equivalent	28 (18.7%)
	Diploma	35 (23.3%)
	Bachelor degree)	72 (48%)
	Postgraduate (S2/S3)	15 (10%)
Income/Month	< Rp. 3 million	22 (14.7%)

Characteristics	Category	Amount (%)
	Rp. 3-6 million	53 (35.3%)
	Rp. 6-10 million	48 (32%)
	> Rp. 10 million	27 (18%)

Based on data collected from 150 respondents, the demographic profile of respondents is shown in Table 1 below.

### 3.1.1 Descriptive Statistics

Descriptive statistics for each research variable are presented in Table 2:

**Table 2. Descriptive Statistics of Research Variables**

Variables	Mean	Standard Deviation	Min	Max
Green Marketing	3.82	0.64	2.08	5.00
Green Product	3.91	0.58	2.30	5.00
Purchase Intention	3.95	0.61	2.25	5.00

Table 2 shows that all variables have a mean value above 3.8, indicating a fairly good perception of The Body Shop's green marketing and green products from respondents, as well as positive purchase intentions. Green Products has the highest mean value (3.91), followed by Purchase Intention (3.95) and Green Marketing (3.82). The relatively low standard deviation (<0.7) indicates the consistency of respondents' perceptions.

### 3.1.2 Classical Assumption Test

**Table 3. Results of the Classical Assumption Test**

Test	Criteria	Results	Conclusion
Normality (Kolmogorov-Smirnov)	Sig. > 0.05	Sig. = 0.128	Normal
Multicollinearity (VIF)	VIF < 10	VIF GM = 1.852 VIF GP = 1.852	There is no multicollinearity
Heteroscedasticity (Glejser)	Sig. > 0.05	Sig. GM = 0.324 Sig. GP = 0.287	There is no heteroscedasticity
Autocorrelation (Durbin-Watson)	1.5 < DW < 2.5	DW = 1.893	No autocorrelation occurs

The results of the classical assumption test in Table 3 indicate that all assumptions are met. The data are normally distributed (sig. 0.128 > 0.05), there is no multicollinearity (VIF < 10), there is no heteroscedasticity (sig. > 0.05), and there is no autocorrelation (DW is between 1.5 and 2.5). These results indicate that the regression model is suitable for use in hypothesis testing.

### 3.1.3 Analysis Results Multiple Linear Regression

**Table 4. Results of Multiple Linear Regression Analysis**

<b>Variables</b>	<b>B</b>	<b>Beta (<math>\beta</math>)</b>	<b>t-value</b>	<b>Sig.</b>
(Constant)	0.523	-	2,148	0.033
Green Marketing	0.392	0.412	6,824	0.000
Green Product	0.405	0.386	6,389	0.000

**Table 5. Model Summary**

<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Standard Error of Estimate</b>
0.796	0.634	0.629	0.372

**Table 6. ANOVA (F Test)**

<b>Model</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	35,428	2	17,714	127,852	0.000
Residual	20,368	147	0.139		

### 3.1.4 Discussion

#### **The Influence of Green Marketing on Purchase Intention**

The results of the regression analysis show that green marketing has a significant positive influence on the purchase intention of The Body Shop consumers ( $\beta = 0.412$ ,  $t = 6.824$ ,  $p < 0.01$ ). Thus, the first hypothesis (H1) is accepted. The beta coefficient of 0.412 indicates that every one-unit increase in the perception of green marketing will increase purchase intention by 0.412 units, assuming other variables are constant.

This finding is consistent with research by Chen & Chang (2024), who found that credible green marketing can increase purchase intention by building green brand trust and a green brand image. In the context of The Body Shop, its green marketing strategy, implemented for over 40 years, has built a reputation as an authentic brand committed to environmental sustainability. The Body Shop's marketing campaigns, emphasizing values such as "Community Fair Trade," "Against Animal Testing," and

"Bio-Bridges Program," have successfully communicated the company's commitment to sustainability in a transparent and consistent manner.

Furthermore, The Body Shop's green marketing effectiveness is also supported by its educational communication approach. The company not only promotes products but also educates consumers about environmental and social issues. This aligns with the findings of Rahman & Nguyen-Viet (2024), who stated that green marketing accompanied by consumer education is more effective in increasing purchase intention than superficial green claims. Consumers who understand the environmental impact of their purchasing decisions tend to have stronger purchase intentions for green products.

### **The Influence of Green Products on Purchase Intention**

Regression analysis also shows that green products have a significant positive influence on the purchase intention of The Body Shop consumers ( $\beta = 0.386$ ,  $t = 6.389$ ,  $p < 0.01$ ). Thus, the second hypothesis (H2) is accepted. The beta coefficient of 0.386 indicates that every one-unit increase in the perception of green products will increase purchase intention by 0.386 units, *ceteris paribus*.

These findings support research by Zhang & Dong (2024), which found that green product attributes, particularly the use of organic ingredients and sustainable packaging, have a positive influence on purchase intention. The Body Shop products are known for using natural ingredients such as community fair trade shea butter, organic honey, and virgin marula oil obtained through fair trade practices. Furthermore, The Body Shop has implemented a "Return, Recycle, Repeat" program that allows consumers to return empty packaging for recycling, demonstrating the company's commitment to a circular economy.

Interestingly, although green products had the highest mean value in descriptive statistics (3.91), their influence on purchase intention was slightly lower than green marketing ( $\beta = 0.386$  vs. 0.412). This indicates that although consumers appreciate the green attributes of The Body Shop products, effective marketing communications play a slightly larger role in driving purchase intention. This finding aligns with Wang et al. (2024) who found that green marketing can strengthen the influence of green products on purchase intention by increasing consumer awareness and appreciation of the product's environmental attributes.

### **The Simultaneous Influence of Green Marketing and Green Products on Purchase Intention**

The F-test results show that green marketing and green products simultaneously have a significant positive effect on purchase intention ( $F = 127.852$ ,  $p < 0.01$ ). Thus, the third hypothesis (H3) is accepted. A high F-value indicates a good fit for the regression model, and both independent variables simultaneously have a strong influence on the dependent variable.

The coefficient of determination ( $R^2$ ) of 0.634 indicates that 63.4% of the variation in purchase intention can be explained by green marketing and green

products, while the remaining 36.6% is influenced by other factors not examined in this study. This relatively high  $R^2$  value indicates that the model has good predictive ability. Other factors that may influence purchase intention but were not examined in this study include price perception, brand loyalty, social influence, and personal values (Sun et al., 2024).

Equality The regression obtained is: Purchase Intention = 0.523 + 0.392 (Green Marketing) + 0.405 (Green Product). This equation shows that when there is no influence from green marketing and green products (both values are 0), purchase intention has a base value of 0.523. Every one-unit increase in green marketing will increase purchase intention by 0.392, and every one-unit increase in green products will increase purchase intention by 0.405, assuming other variables are constant.

The findings of this study provide empirical support for the proposition that an integrated sustainability strategy—one that combines green marketing and green products—is more effective in increasing consumer purchase intentions than focusing on either aspect alone. In the context of The Body Shop, the synergy between authentic marketing communications and truly environmentally friendly products has created a strong value proposition for environmentally conscious consumers. This is in line with the resource-based view, which states that sustainable competitive advantage can be achieved through the integration of difficult resources and capabilities imitated by competitors.

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#### 4. CONCLUSION

Based on the results of the analysis and discussion, this study concludes:

1. Green marketing is influential significantly positive effect on The Body Shop consumers' purchase intention ( $\beta = 0.412$ ,  $p < 0.01$ ). This indicates that a marketing communication strategy that emphasizes a commitment to environmental sustainability can effectively increase consumer purchase intention.
2. Green products have an impact significantly positive effect on consumer purchase intention of The Body Shop ( $\beta = 0.386$ ,  $p < 0.01$ ). Environmentally friendly product attributes, such as the use of natural ingredients and sustainable packaging, are important factors driving consumer purchase intention.
3. Green marketing and green products simultaneously had a significant positive effect on purchase intention ( $F = 127.852$ ,  $p < 0.01$ ) with a contribution of 63.4% ( $R^2 = 0.634$ ). This indicates that the combination of an

effective green marketing strategy and truly environmentally friendly products creates a strong synergy in increasing consumer purchase intention.

4. Green marketing has a slightly stronger influence than green products ( $\beta = 0.412$  vs  $0.386$ ), indicating that effective marketing communications have an important role in communicating sustainability values to consumers.

Future research could expand the geographic scope to compare the influence of green marketing and green products across countries with different cultural contexts.

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