



Original Article

Exploring the Mediating Effect of Brand Image on the Relationship between Social Media Marketing, Green Marketing, and Purchase Decisions

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Abstract:

Consumer behavior in making decision is becoming increasingly diverse, extending in order to fulfill the functional needs and emotional needs as well. In the process of fulfilling these needs, consumers are influenced by factors that drive their decision making. Social media marketing and green marketing are examples of factors that influence consumers in making purchasing decision. The intention of this study is to examine the effect of social media marketing and green marketing on purchasing decision, with brand image as a mediating variable among consumers of The Body Shop Indonesia in Semarang City. This study was concerned with the growth of intensity of social media usage as a primary source of information and focused on consumers' awareness of environmental sustainability issues in purchasing self-care products. This research used a quantitative approach with an explanatory research design. The sampling technique implemented in this study was purposive sampling, targeting consumers who have previously purchased products from The Body Shop Indonesia. Data for this study were collected through a structured questionnaire and analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method to assess validity, reliability, and the structural relationship between variables. The expected result from this research is showing the positive direct effect of social media marketing and green marketing on purchasing decision and a positive indirect effect through brand image as a mediator. The contribution from this study is expected to provide theoretical contributions to the advancement of sustainable marketing and consumer behavior literature, also offering practical implications for companies in formulating effective and sustainability-oriented marketing strategies.

Keywords: *social media marketing; green marketing; brand image; purchasing decision*

Submitted	: 11 March 2026
Revised	: 13 March 2026
Acceptance	: 21 March 2026
Publish Online	: 22 March 2026

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Introduction

Consumer behavior in purchasing goods and services has become increasingly complex in line with the rapid development of digital technology and environmental changes. Consumer purchasing decisions are no longer determined solely by functional needs but also

influenced by various external stimuli, including marketing strategies that capable of shaping consumers perceptions, attitudes, and preferences. In the context of modern marketing, external factors such as social media marketing and green marketing play an important role in shaping consumers perceptions of a brand ([Adhimusandi et al., 2020](#); [Hikam, 2024](#)). The dissemination of information through social media enables businesses to build interactive two-way communication, increase the accessibility of product information, and strengthen perceived value, which includes both functional and emotional benefits.

The advancement of technology, particularly the rapid development of the digital world, has strengthened the urgency of utilizing social media as a strategic marketing instrument. In Indonesia, by 2025 there are approximately 191.4 million social media users, representing about 68.9 percent of the country's total population of 277.7 million ([The Global Statistics, 2025](#)). The use of social media is no longer limited to sending messages or engaging online interaction, but there has been a growing tendency for users to conduct online transactions through these platforms. Furthermore, the presence of social media enables the public to easily access information about products they want to consume. This development has become an important consideration for product business, as it encourages them to provide accessible and comprehensive product informations both for goods and services, so that potential consumers can obtain it conveniently through social media platforms.

The environmental concern has recently become a significant topic of public attention. According to data from the Ministry of Environment and Forestry of the Republic of Indonesia (KLKH) in 2024, the total national waste accumulation recorded as of July 24, 2024, reached approximately 31.9 tons. Of this amount, 63.3 percents or around 20.5 million tons has been properly managed, while 35.67 percents or about 11.3 million tons remains unmanaged. The increasing awareness of environmental concern has been growing rapidly within society. The public awareness also influences consumer behavior, encouraging individuals to select and use environmentally friendly products as well as brand that demonstrate a commitment to environmental responsibility. Such developments have become particular concern for business actors in introducing their products or brands to consumers and potential consumers. Companies are increasingly required to adopt marketing strategies that align with societal values, particularly by emphasizing environmental responsibility. Through environmentally oriented marketing approaches, businesses can be better accommodate consumers who demonstrate environmental awareness and are more likely to make purchasing decision for eco-friendly products.

In addition, the formation of brand image becomes a central factor in mediating the influence of marketing strategies on purchasing decisions. A strong brand image is capable of building consumer trust, enhancing perceived quality, and strengthening differentiation amid increasingly competitive industry conditions. In the cosmetics and self-care industry, this dynamic can be observed in the competition among brands within the body mist product segment. The Body Shop Indonesia has consistently maintained its position as a market leader compared to other brands segment, recording a Top Brand Index value of 49.60 percents in 2021. However, in 2022 and 2023 index gradually declined to 44.90 percents and 44.30 percents, respectively, in line with the increasing intensity of competition and shifts in consumer preferences. A more significant decrease occurred in 2024m when The Body Shop's market share fell to 36.50 percents, indicating stronger competitive pressure from natural beauty-based brands, products offered at more affordable, and a shift in consumer behavior toward local brands and more aggressive digital marketing strategies. Nevertheless, in 2025 The Body Shop demonstrated a recovery in market share to 39.10

percents, reflecting the success of the company's adaptive strategies through strengthen brand image, product innovation, and consistent sustainability campaigns ([Top Brand Index, 2025](#)). These conditions highlight the importance of maintaining the consistent digital strategies and environmental responsibility initiatives in sustaining brand image and influencing consumer purchasing decision.

Previous studies have also demonstrated that social media marketing and green marketing influence purchasing decision both directly and indirectly through brand image. Through consistent communication, interactive engagement, and the dissemination of relevant content on social media platforms, companies are able to build stronger brand perceptions among consumers ([Afifah & Utari, 2025](#); [Ali, 2023](#); [Hikam, 2024](#); [Nurlatifah et al., 2025](#)). In addition, it was found that social media marketing has positive influence on purchasing decision ([Gshayyish, 2025](#); [I Wayan Prawira, 2025](#); [Nurhaliza et al., 2023](#); [Rachman et al., 2024](#)). The implementation of green marketing can enhance the brand image of a business. Several studies indicate that there is a positive relationship between green marketing and brand image ([Rahmadhani et al., 2024](#); [Stella et al., 2021](#); [Sudirman, 2022](#); [Wibowo & Santoso, 2024](#)). The application of green marketing strategies have positive influence on purchasing decisions ([Cruisietta Kaylana Setiawan & Sri Yanthy Yosepha, 2020](#); [Kurniawan et al., 2024](#); [Zahara, 2024](#)). Brand image can also have positive influence on consumer purchasing decisions ([Aeni, 2021](#); [Hermiyenti & Wardi, 2019](#); [Mahri et al., 2023](#); [Widodo et al., 2023](#)) Brand image can be mediator between social media marketing on purchasing decision ([Akbari et al., 2024](#); [Nabilla & Saputro, 2025](#); [Narayana, 2020](#); [Purwanto, 2025](#); [Swasti et al., 2024](#)). Brand image also can be mediator between green marketing on purchasing decision ([Adhimusandi et al., 2020](#); [Asyhari, 2020](#); [Ayu et al., 2023](#); [Kurniawan et al., 2024](#); [Salsa Jihan Fadilah, 2025](#)).

Based on this phenomenon, this study is conducted with a focus on analyzing the influence of social media marketing and green marketing that implemented by The Body Shop Indonesia on consumers purchasing decisions, both through direct effects and indirect effects mediated by brand image. Social media marketing is viewed as a strategic medium for establishing interactive communication, enhancing consumer engagement, and strengthening brand perceptions in this digital era. Meanwhile, green marketing represents the company's commitment to environmental sustainability, which is increasingly aligned with the values and awareness of modern consumers. Through this approach, the study aims to provide a comprehensive understanding of role of these two marketing strategies in influencing purchasing decisions, while also explaining how brand image functions as psychological mechanism that mediates the relationship between marketing activities and consumer behavior. Furthermore, the findings of this study are expected not only to serve as a practical reference for companies in construct effective and sustainable marketing strategies but also to contribute academically by enriching the marketing literature, particularly in this areas of social media marketing, green marketing, brand image, and purchasing decision.

Methods

Theory

This study employs a consumer behavior theory approach, which explains the process by which individuals or group select, purchase, and use product in order to fulfill their needs and desires. This decision making process is influenced by several factors, including social and cultural factors that shape consumers perceptions, preferences, and consumption patterns ([Kotler, P., & Keller, 2016](#)). This perspective is consist with the Theory of Planned

Behavior (TPB), which posits that human behavior does not occur spontaneously but is preceded by behavioral intention. Intention itself is influenced by three main factors, the individuals evaluation of a behavior, reflected in the extent to which a person agrees or disagrees with performing the behavior or attitude, perceived social pressure or the perception that others support the behavior or subjective norm, and an individual's belief regarding the ease or difficulty of performing the behavior based on the resources and capabilities they possess or perceived behavioral control (Ajzen, 1991).

Research Design

The research design used in this study explains the relationship between social media marketing, green marketing, brand image, purchasing decision among consumers of The Body Shop Indonesia products in Semarang City. The research model is developed by integrating insights from two prior studies that emphasize the relationship between social media marketing and purchasing decision through brand image as a mediating variable (Swasti et al., 2024) and the relationship between social media marketing and purchasing decision through brand image as a mediating variable (Ayu et al., 2023). Based on the following research framework, several hypotheses are proposed and presented in Figure 1.

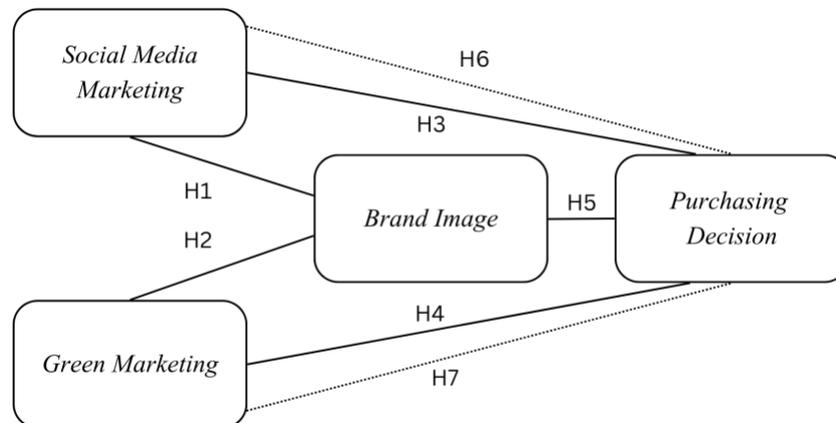


Figure 1. Research Framework

In the research framework, seven hypotheses are formulated, namely:

H1 : Social Media Marketing has positive and significant influence on Brand Image

H2 : Green Marketing has positive and significant influence on Brand Image

H3 : Social Media Marketing has positive and significant influence on Purchasing Decision

H4 : Green Marketing has positive and significant influence on Purchasing Decision

H5 : Brand Image has positive and significant influence on Purchasing Decision

H6 : Brand Image is able to positively and significantly mediate the effect of social media marketing on Purchasing Decision

H7 : Brand Image is able to positively and significantly mediate effect of green marketing Purchasing Decision

Research Methodology

This study employs a quantitative approach using a correlational research method. The purpose of this research is to examine the relationship between social media marketing

and green marketing on purchasing decisions through brand image. The respondents in this study focus on users of The Body Shop Indonesia products in Semarang City, with a total of 191 respondents. With a sample size exceeding 150 respondents, it can be considered sufficient to meet the criteria for producing stable parameter estimates and enhancing the reliability of the analysis results, particularly for Structural Equation Modeling (SEM) techniques. ([Hair, J. F., Black, W. C., Babin, B. J., & Anderson, 2010](#)). This study employs a purposive sampling technique, which is a non-probability sampling method in which the researcher deliberately selects respondents who possess specific characteristics and are considered relevant to the objectives of the research. ([Sekaran, U., & Bougie, 2016](#)). The sample criteria in this study consist of several requirements respondents must be at least 17 years old, have used products from The Body Shop Indonesia within the last two months, be active users of social media, and reside in Semarang City.

The data collection method employed a questionnaire as the primary instrument, distributed to respondents who are users of The Body Shop Indonesia products in Semarang City. The questionnaire was designed in the form of a Google Form and disseminated through various social media platforms, including WhatsApp, Instagram, and other social networking channels. This study utilized a Likert scale to measure the indicators of the variables included in the questionnaire, consisting of five response options..

The data collection period took place in January 2026, during which a total of 191 respondents were successfully obtained. All respondents who completed the questionnaire were included as research samples, as they met the required criteria and represented users of The Body Shop Indonesia products in the city of Semarang, making them relevant to the objectives of the study.

Tabel 1. Questionnaire Indicators

Variables	Measurement Item	Source
Social Media Marketing	I feel attracted with content from The Body Shop Indonesia	(Alnaser et al., 2024)
	I find The Body Shop's social media content makes it easy for me to find products that suit my preferences.	
	I feel like the content The Body Shop shares encourages me to interact with the brand, such as giving likes or leaving a comment.	
	I feel the information I got from The Body Shop influenced my view of this brand	
Green Marketing	I choose The Body Shop products because this product is environment friendly	(Ayu et al., 2023)
	I choose The Body Shop products because the price was match with the quality of product	
	I choose The Body Shop products because The Body Shop Indonesia promotes content about protecting the environment	
	I choose The Body Shop products because the product has environment friendly packaging	
	I choose The Body Shop products because The Body Shop Indonesia have recycleable	

	packaging	
	I choose The Body Shop products because the brand was easy to recognize	
	I will make this product my first choice when I purchase self-care product	
	I feel this product can fulfill my desire for self-care product everyday	
	I feel this product was suitable with my desire as a consumer	(Miranda-Guerra et al., 2023)
Brand Image	I choose this product because it has a unique compared to another brand	
	I feel the benefit that suitable with my needed	
	I can rely on this product because of the product quality	
	I had a pleasant experience using this product.	
	I feel comfortable using this product on a daily basis.	
	I feel a personal need to use eco-friendly self-care.	
	I feel that the promotional information about environmentally friendly products has attracted my interest in trying this product.	
	I feel that public opinion may influence my choice of this product.	
	I considered the eco-friendly aspect in choosing this product.	
	I find product reviews on the internet helpful in making my purchasing decisions.	
Purchasing Decision	I feel that content from influencers or The Body Shop's official social media accounts influences my purchasing decisions.	(Mahri et al., 2023)
	I often see or hear information about The Body Shop on social media.	
	I choose this product as my first choice when buying self-care products.	
	I feel that having an eco-friendly label increases my confidence in this product.	
	I feel that The Body Shop products have the quality that meets my expectations.	
	I would recommend this product to others	

Source : Author notes

This study employs Structural Equation Modeling–Partial Least Squares (SEM-PLS) using SmartPLS 4 to analyze, process, and test the collected data, ensuring its validity and the accuracy of the research findings. The indicators in this study are assessed for validity and reliability within the SEM-PLS framework. Meanwhile, the hypotheses are tested through inner model analysis using the bootstrapping method in SmartPLS 4.

Results & Discussion

Respondent Characteristic

The characteristics of the respondents are presented based on gender, age, educational background, occupation, income, and domicile. The characteristics of the respondents in this study are summarized in the following table:

Tabel 2. Respondent Characteristic

No	Characteristic	Category/Group	Respondent	Percentage
1	Gender	Female	162	84.8%
		Male	29	15.2%
2	Age	< 17	4	2.1%
		17 - 25	104	54.5%
		26 - 35	68	35.6%
		36 - 45	15	7.9%
		> 45	0	0%
3	Educational Background	Elementary School (SD)	0	0%
		Junior High School (SMP)	1	0.5%
		Senior High School (SMA)	75	39.3%
		Bachelor (S1)	115	60.2%
		Students	81	42.4%
		Civil Servant	21	11%
4	Occupation	Lecture	15	7.9%
		Private Employee	35	18.3%
		Self-Employed	32	16.8%
		Laborer	1	0.5%
		Others	6	3%
5	Income (in month)	< Rp.1.500.000	41	21.5%
		Rp.1.500.000 - Rp.3.500.000	89	46.6%
		Rp.3.500.000 -	42	22%
		Rp.5.500.000	19	9.9%
		> Rp.5.500.000	20	10.5%
6	Residence	Kecamatan Banyumanik	5	2.6%
		Kecamatan Candisari	12	6.3%
		Kecamatan Gajah Mungkur	9	4.7%
		Kecamatan Gayamsari	34	17.8%
		Kecamatan Gunung Pati	8	4.2%
		Kecamatan Mijen	7	3.7%
		Kecamatan Ngaliyan	9	4.7%
		Kecamatan Pedurungan	17	8.9%
		Kecamatan Semarang Barat	13	6.8%
		Kecamatan Semarang Selatan	11	5.8%
		Kecamatan Semarang Tengah	9	4.7%
		Kecamatan Semarang Timur	11	5.8%
Kecamatan Semarang Utara	23	12%		
Kecamatan Tembalang	3	1.6%		
Kecamatan Tugu				

Source: Primary data collection in January – February 2026

The characteristics of the respondents indicate a dominance of females (84.8%), with the majority aged 17–25 years (54.5%), followed by those aged 26–35 years (35.6%), suggesting that this study is largely represented by the young productive generation. Most respondents hold a bachelor's degree (60.2%) or a high school diploma (39.3%), with the largest occupational group being students (42.4%), followed by private sector employees (18.3%) and entrepreneurs (16.8%), indicating a relatively good level of literacy and economic independence. In terms of income, the majority fall within the range of IDR 1,500,000–3,500,000 (46.6%), reflecting a middle purchasing power segment. Geographically, respondents are distributed across various districts in Semarang City, with the highest concentrations in Gunung Pati (17.8%), Tembalang (12%), and Banyumanik (10.5%), while other districts show a more even distribution with smaller proportions.

Outer Model

In PLS-SEM analysis, the outer model represents the measurement model that explains the relationship between latent variables and their corresponding indicators. The outer model is employed to assess the extent to which the indicators are capable of measuring the constructs through validity and reliability testing. (Ghozali, 2021).

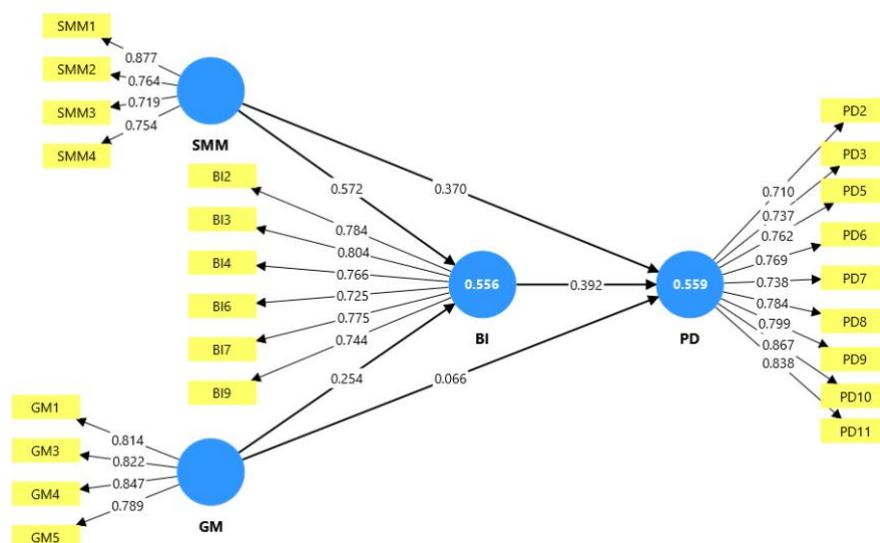


Figure 2. Outer Model

Validity Test

In this study, convergent validity was assessed using the loading factor values. Indicators are considered valid when they have a correlation value above 0.7. The results of the convergent validity test are presented in the following table.

Tabel 3. Validity Test

Variables	Indicators	Outer Loading	Description
Social Media Marketing	Entertainment	0.877	Valid
	Customization	0.764	Valid
	Interactions	0.719	Valid
	E-WOM	0.754	Valid
Green	Environmentally Friendly Product	0.814	Valid

Marketing	Promotional content to protect the environment	0.822	Valid
	Eco-friendly packaging label	0.847	Valid
	Packaging material is recycleable	0.789	Valid
	Product will always be purchased	0.784	Valid
	Product can meet daily needs	0.804	Valid
Brand Image	Product can fulfill consumers desire	0.766	Valid
Brand Image	Suitability results	0.725	Valid
	Reliability	0.775	Valid
	Comfort using	0.744	Valid
	External stimulus	0.710	Valid
	External influence	0.737	Valid
	Search on internet	0.762	Valid
	Search through social networks	0.769	Valid
	Purchasing Decision	Brand preference	0.738
Purchasing Decision	Brand awareness	0.784	Valid
	Consideration of sustainability certification	0.799	Valid
	Quality	0.867	Valid
	Brand recommendation	0.838	Valid

Source: Processed Data, 2026

The validity test was conducted in two stages. In the first stage, the loading factor results indicated that one item in the Green Marketing variable had a value of 0.580. Additionally, the Brand Image variable showed loading factor values of 0.617, 0.627, and 0.700 for items 1, 5, and 8, respectively. Furthermore, the Purchasing Decision variable had loading factor values of 0.558 and 0.593 for items 1 and 4. These values were below the recommended threshold of 0.7, indicating that several indicators did not meet the validity criteria. Therefore, these items were considered invalid and subsequently removed, necessitating a second-stage validity test. In the second stage, the loading factor results demonstrated that all indicators for the Social Media Marketing, Green Marketing, Brand Image, and Purchasing Decision variables exceeded the 0.7 threshold. This indicates that all remaining items are valid, suggesting that the indicators effectively measure the correlation between indicator scores and their respective constructs, thereby supporting the construct validity of the measurement model.

Reliability Test.

Construct reliability can be assessed by analyzing the values of Cronbach's Alpha and Composite Reliability. Both approaches are commonly used to evaluate the reliability of indicators in measuring a particular variable.

Tabel 4. Reliability Test

Variables	Cronbach's alpha	Composite reliability	Keterangan
Social Media Marketing	0.784	0.861	Reliabel
Green Marketing	0.836	0.890	Reliabel
Brand Image	0.860	0.895	Reliabel

Purchasing Decision	0.919	0.933	Reliabel
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Source: Processed Data, 2026

Based on the results of the Cronbach's Alpha test, all variables can be considered reliable as they exceed the threshold value of 0.70. Specifically, social media marketing has a value of 0.784, green marketing 0.836, brand image 0.860, and purchasing decision 0.919. Furthermore, the Composite Reliability analysis indicates that the values for social media marketing, green marketing, brand image, and purchasing decision are 0.861, 0.890, 0.895, and 0.933, respectively. All Composite Reliability values are above 0.70, indicating that all variables demonstrate good reliability.

Hypothesis Testing

The significance test of relationships in PLS-SEM is conducted to determine whether the relationships between latent variables in the model can be considered statistically significant. This process employs a bootstrapping technique, in which the data are resampled to estimate path coefficients and their standard errors. The results are reported in the form of t-statistics or p-values. A relationship is considered significant if the p-value is lower than the predetermined significance level ($p < 0.05$). Significant path coefficients indicate that the relationship between independent and dependent latent variables has strong statistical support, thereby confirming that the proposed hypotheses can be accepted.

Tabel 5. Bootstrapping Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Social Media Marketing - > Brand Image	0.572	0.572	0.078	7.334	0.000
Green Marketing -> Brand Image	0.254	0.256	0.072	3.500	0.000
Social Media Marketing - > Purchasing Decision	0.370	0.366	0.073	5.092	0.000
Green Marketing -> Purchasing Decision	0.066	0.073	0.057	1.141	0.127
Brand Image -> Purchasing Decision	0.392	0.393	0.066	5.969	0.000
Social Media Marketing - > Brand Image -> Purchasing Decision	0.224	0.225	0.051	4.405	0.000
Green Marketing -> Brand Image -> Purchasing Decision	0.099	0.100	0.032	3.089	0.001

Source: Processed data, 2026

Hipotesis 1

Social media marketing have a positive and significant influence on brand image.

Based on the result of bootstrapping testing in the table above, it can be seen that the influence of social media marketing on brand image obtained a t-statistic value of $7.334 > 1.65$ and p-value of $0.000 < 0.05$. These results indicate that social media marketing have significant effect on brand image. The original sample of social media marketing on brand image variable is 0.572, which indicates that social media marketing have positive and significant effect on brand image, also it can concluded that social media marketing have positive and significant effect on brand image, so it can concluded that **H1 is accepted**.

Hipotesis 2

Green marketing have a positive and significant influence on brand Image. Based on the result of bootstrapping testing in the table above, it can be seen that the influence of green marketing on brand image obtained a t-statistic value of $3.500 > 1.65$ and p-value of $0.000 < 0.05$. These results indicate that social media marketing have significant effect on brand image. The original sample of green marketing on brand image variable is 0.254, which indicates that green marketing have positive and significant effect on brand image, also it can concluded that green marketing have positive and significant effect on brand image, so it can concluded that **H2 is accepted**.

Hipotesis 3

Social media marketing have a positive and significant influence on purchasing decision. Based on the result of bootstrapping testing in the table above, it can be seen that the influence of social media marketing on purchasing decision obtained a t-statistic value of $5.092 > 1.65$ and p-value of $0.000 < 0.05$. These results indicate that social media marketing have significant effect on purchasing decision. The original sample of social media marketing on purchasing decision variable is 0.370, which indicates that social media marketing have positive and significant effect on purchasing decision, also it can concluded that social media marketing have positive and significant effect on purchasing decision, so it can concluded that **H3 is accepted**.

Hipotesis 4

Green marketing have a positive and significant influence on purchasing decision. Based on the result of bootstrapping testing in the table above, it can be seen that the influence of green marketing on purchasing decision obtained a t-statistic value of $1.141 < 1.65$ and p-value of $0.127 > 0.05$. These results indicate that green marketing have not significant effect on purchasing decision. The original sample of green marketing on purchasing decision variable is 0.066, which indicates that green marketing have positive and not significant effect on purchasing decision, also it can concluded that green marketing have positive and not significant effect on purchasing decision, so it can concluded that **H4 is rejected**.

Hipotesis 5

Brand images have a positive and significant influence on purchasing decision. Based on the result of bootstrapping testing in the table above, it can be seen that the influence of brand image on purchasing decision obtained a t-statistic value of $5.969 > 1.65$ and p-value of $0.000 < 0.05$. These results indicate that brand image have significant effect on purchasing decision. The original sample of brand image on purchasing decision variable is 0.392, which indicates that brand image have positive and significant effect on purchasing decision, also it can concluded that brand image have positive and significant

effect on purchasing decision, so it can be concluded that **H5 is accepted**.

Hipotesis 6

Brand image can mediating the influence of social media marketing on purchasing decision. Based on the result of bootstrapping testing in the table above, it can be seen that brand image can mediating the influence of social media marketing on purchasing decision obtained a t-statistic value $4.405 > 1.65$ and p-value of $0.000 < 0.05$. These results indicate that brand image can mediating the influence of social media marketing on purchasing decision with the original sample value is 0.224. it can be concluded that **H6 is accepted**.

Hipotesis 7

Brand image can mediating the influence of green marketing on purchasing decision. Based on the result of bootstrapping testing in the table above, it can be seen that brand image can mediating the influence of green marketing on purchasing decision obtained a t-statistic value $3.089 > 1.65$ and p-value of $0.001 < 0.05$. These results indicate that brand image can mediating the influence of green marketing on purchasing decision with the original sample value is 0.099. it can be concluded that **H7 is accepted**.

Conclusion

Based on the results and discussion regarding the influence of social media marketing and green marketing on purchasing decisions with brand image as a mediating variable, several conclusions can be drawn. The implementation of social media marketing by The Body Shop Indonesia is able to shape positive perceptions embedded in consumers' minds. This is reflected in the tendency of respondents in this study to perceive that the content or information shared by The Body Shop Indonesia influences their perception of the brand. Furthermore, interactions such as liking posts from The Body Shop Indonesia indicate a consumer tendency to positively evaluate the campaigns conducted by the brand. This study also examines whether the content shared by The Body Shop Indonesia is appealing to consumers, and the results show that consumers generally perceive the content as attractive. The use of social media marketing by The Body Shop Indonesia focuses on facilitating easy access to product education for consumers. In addition, providing engaging content influences consumers' tendencies to make purchasing decisions. The Body Shop Indonesia also aims for its social media marketing campaigns to help consumers find products that match their preferences, thereby giving consumers a clearer understanding when making purchasing decisions and ensuring that their needs are met through suitable product choices. Moreover, the implementation of social media marketing concepts can influence consumers' overall perception of the brand, as consumers consider the information obtained from The Body Shop Indonesia to shape their views toward the brand.

The implementation of green marketing strategies generates positive consumer evaluations toward the brand, as consumers perceive that The Body Shop Indonesia demonstrates environmental concern and contributes to reducing ecological issues through its green marketing initiatives. This is further supported by respondents in the study, who tend to prefer The Body Shop Indonesia's products due to their environmentally friendly characteristics. In addition, the company actively communicates its environmental commitment through campaigns such as Bring Back Our Bottle (BBOB). The brand also utilizes eco-friendly and recyclable packaging, which becomes an important consideration for consumers in choosing its products. However, the empirical results indicate that green marketing has a non-significant relationship with purchasing decisions, implying that any

incremental increase in green marketing does not directly influence consumers' purchasing decisions. In other words, the presence or absence of green marketing strategies implemented by The Body Shop Indonesia does not significantly affect consumer purchasing decisions. Nevertheless, The Body Shop Indonesia maintains a strong brand image among respondents, as evidenced by their tendency to select the brand as a primary choice for personal care products. This is further supported by the 2025 Top Brand Index data, where The Body Shop dominates the personal care segment, achieving a market share of 36.50% for body mist and 38.40% for body cream. Moreover, The Body Shop's products effectively fulfill consumers' daily personal care needs while also providing a pleasant user experience. For instance, through the Bring Back Our Bottle (BBOB) campaign, consumers can exchange three empty product bottles for reward points, which can then be redeemed for discounts or other incentives, thereby enhancing customer engagement and perceived value.

Consumer purchasing behavior is significantly influenced by the narratives and information they receive. When consumers obtain product information that aligns with their preferences and needs, it can stimulate the formation of purchase intention and ultimately lead to purchasing decisions. Therefore, the implementation of social media marketing is considered highly effective, as it enables firms to reach a broad audience while providing comprehensive product education. The application of social media marketing strategies can enhance consumers' purchasing decisions, particularly when supported by a strong brand image. Furthermore, the implementation of green marketing strategies by The Body Shop Indonesia fosters positive attitudes and perceptions toward the brand image, which in turn influences consumers' purchase intentions and decisions. Thus, brand image functions as a psychological mechanism that mediates the effect of green marketing strategies on purchasing decisions, thereby strengthening both cognitive and affective factors in the consumer decision-making process.

Suggestion

The Body Shop Indonesia has implemented an effective social media marketing strategy, as evidenced by consumers' tendency to perceive the information provided as highly informative and aligned with their preferences. This facilitates consumers in selecting products, thereby enhancing their purchasing decisions. In addition, the company has demonstrated strong green marketing initiatives through the Bring Back Our Bottle (BBOB) program, which has successfully influenced consumers psychologically to develop a positive brand image of The Body Shop Indonesia.

For future research, the scope of the study can be expanded. This study focuses on users of The Body Shop in the city of Semarang; therefore, the research scope can be developed to a provincial or even national level. In addition, the level of variance influencing the brand image and purchasing decision variables falls into a moderate category, indicating that the strength of influence on these variables can be enhanced by adding or substituting variables. For instance, future studies may incorporate variables such as corporate social responsibility (CSR) or further decompose green marketing into more specific dimensions, such as green product, green pricing, or other relevant instruments.

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