

Sustainable Marketing Strategy: Building Brand Image and Sustainable Purchase Intention in the Cosmetics Industry

Ratna Roostika ^{1*}

¹ Universitas Islam Indonesia

*Corresponding Author: ratna.roostika@uii.ac.id

ABSTRACT

There has been a rise in consumer concern over the safety and sustainability of cosmetic ingredients. Despite the increasing demand for safe cosmetics, there is still limited exploration of the study exploring sustainable marketing variables and brand image on sustainable purchase intentions in the cosmetics industry. Sustainable marketing and brand image have also been lacking in studies when analyzed with multidimensional variables. This study employs a quantitative approach by evaluating responses from 721 respondents who are users of environmentally friendly cosmetics in Indonesia. Using SEM-PLS, the empirical findings reveal a significant positive influence among the three key variables: sustainable marketing, brand image, and sustainable purchase intention. The important theoretical contribution of this study is the multidimensional measurement of sustainable marketing variables (cultural, environmental, economic, and social) and brand image (functional, symbolic, and experiential) in the Indonesian cosmetics market. Managers need to proactively build sustainable marketing to establish trust in the company's environmental responsibility. Informative and engaging marketing campaigns can help consumers understand the importance of choosing environmentally friendly products and their positive impact on the environment. As consumer awareness of environmental issues grows, marketing strategies focused on sustainability will become increasingly relevant and crucial for brand success in this competitive market.

Keywords: Sustainable-marketing, Brand-image, Sustainable-purchase-intention

DOI: <https://doi.org/10.64458/asbnc.v2.74>

INTRODUCTION

In the dynamic landscape of the global cosmetics industry, a paradigm shift is driven by heightened consumer consciousness in the environment. Consumers are increasingly transcending product functionality, demanding that brands demonstrate a genuine commitment to ethical and sustainable practices. This trend is particularly salient in Indonesia, with a growing middle class, higher purchasing power, and becoming more discerning in their consumption choices (Wilson, 2022). Marketing and branding are no longer just selling products, they are communicating their corporate ethos, with sustainable marketing as a strategy for influencing consumer behavior. This research explores the relationship between multidimensional sustainable marketing, multidimensional brand image, and sustainable purchase intention within the competitive Indonesian cosmetics market, focusing on pioneering brands such as The Body Shop, Avoskin, and N'Pure. Cosmetics consumers are more conscious when making purchasing decisions (behavior) and choosing products that do not harm the environment

(Sarari, et al. 2021). The increase in environmental awareness creates new opportunities for businesses and the market in general. Green marketing (sustainable marketing) has become an important strategy for attracting environmentally conscious customers (Majeed, et al., 2022).

Research on sustainable marketing in the context of cosmetic products in Indonesia is still limited, especially in terms of in-depth analysis. Similarly, analyses of the brand image of environmentally friendly cosmetic products mostly only observe a single dimension. Recent research on sustainable marketing is increasingly shifting toward multidimensional analysis (Gong, et al., 2023). The main issue of this study is the limited observation of sustainable marketing and brand image in the context of environmentally friendly cosmetics. This study analyzes sustainable marketing by delving into the dimensions of “economic,” “social,” “environmental,” and “cultural” (Stahl, et al., 2020; Jia, et al., 2023). Brand image is deeply analyzed through observations of the “functional,” “symbolic,” and “experiential” dimensions (Gong, et al., 2023).

The theoretical lens for this study is signaling theory, which posits that in situations of information asymmetry, firms (signalers) send credible cues to consumers (receivers) to convey unobservable qualities, such as a genuine commitment to sustainability (Connelly et al., 2011; Liao et al., 2020; Jia, et al., 2023). While sustainable marketing is often treated as a single dimensional concept, this study deconstructs it into four distinct dimensions: economic, social, environmental, and cultural. These dimensions act as specific signals that collectively shape a consumer's brand image. This study also adopts a multidimensional view of brand image, examining its functional, symbolic, and experiential (sensory and emotional connection) facets. The ultimate dependent variable is sustainable purchase intention, representing the consumer's conscious willingness to buy from brands they perceive as sustainable. A significant research gap exists in understanding how these specific signals of sustainability translate into distinct aspects of brand image, particularly within the unique cultural and economic context of Indonesia. While studies have confirmed the growing importance of green marketing on purchase intention (Sari, 2024), much of the existing literature treats sustainable marketing and brand image as unidimensional constructs.

This study makes an important contribution to the field of marketing, particularly eco-friendly marketing. The multidimensional analysis of sustainable marketing variables and brand image provides more comprehensive information that enriches the marketing literature. From a practical perspective, this study offers several policy guidelines to governments and marketers to emphasize the management and promotion of eco-friendly marketing, which is expected to enhance sustainable purchase intentions.

LITERATURE REVIEW

Signaling Theory

The application of signaling theory to sustainable marketing is a growing area of research. Signaling theory is well-established in the literature on green marketing (Liao et al., 2020). Signaling theory explains the perspective of understanding sustainable consumer behavior (Khan et al., 2021) by ensuring the cause and effect. In the cosmetics industry, companies send specific signals to convey information to consumers, and these signals stimulate consumer behavior regarding the benefits and impacts on the environment (Karasek & Bryant, 2020). In other words, positive signals can influence positive behavior and vice versa (Jia, et al., 2023). Choudury (2024) has conducted a review of signaling theory's use across various business disciplines, including the practices in the cosmetics industry. Umpusinga's (2025) study draws on signaling theory to examine how sustainability labels act as powerful signals that shape consumer perception of premium products. In Indonesia, Sari (2024) has also empirically examined the links between green marketing strategies (the signals) to purchase intention, mediated by factors like brand image and green trust.

Sustainable Marketing

Sustainable marketing was introduced by Peattie & Belz (2010) by measuring three dimensions: “economic,” “social,” and “environmental” (Jia, et al., 2023). Sustainable marketing is defined as “the decision-making process and business activities by entrepreneurs, communities, and consumers, such as production and sales, that are ethical and environmentally friendly” (Jung, et al., 2020). In addition to these three dimensions, environmental experts have added the “cultural” dimension, which is considered important and inseparable from environmental conservation. Culture, in this context, is seen as a key factor in sustainable marketing (Kim, 2015). All four dimensions must be managed in harmony to ensure environmental sustainability.

Economic marketing refers to “sharing economic benefits through economic support in a region” (Jung, et al., 2020). According to Choi and Park (2015), a company's economic activities must provide broad benefits both internally and externally to the company, such as partners, employees, and customers, with implications that go beyond the company's growth and profits to the community.

Social marketing is “social contribution activities that are another objective of a company, in addition to the primary business objective of pursuing profit” (Jung, et al., 2020). Consumer trust in a company is influenced by its social activities (Jung, et al., 2020). Previous research has linked a company's social activities as a strong predictor of consumers' behavioral intentions to consume the company's products (Raza, et al., 2020). Even a better brand image can be actively built through social activities, such as active participation in the community, participation in providing free healthcare, healthy food, and so on.

Environmental marketing refers to “all activities designed to generate and facilitate every exchange that satisfies needs, with minimal harmful impact on the natural environment” (Jung, et al., 2020). Some environmentally friendly activities include preserving nature for green growth, using recycled materials, and using environmentally friendly materials. According to Jung et al. (Jung et al., 2020), involvement in environmentally friendly products and processes is a necessity because customers are increasingly interested in consuming environmentally friendly products. Customers' perceptions of organizations involved in addressing environmental issues positively correlate with a superior brand image (Kim & Oh, 2020).

Cultural marketing encompasses “the consideration, preservation, and presentation of tangible and intangible heritage, artistic production, as well as knowledge and skills from various social groups, communities, and nations” (Jung et al., 2020). According to Stylianou-Lambert, et al., (2014), cultural activities are important in environmental conservation because they are closely related to human daily life, which plays an active role in the environment of a particular region. Culture has been agreed upon by environmental experts as a key element of sustainable development (Di-Vaio, et al., 2020). Therefore, companies need to incorporate the role of cultural characteristics prevalent in society into their strategies to align with the location where the company operates. A strong relationship between organizational cultural tendencies and brand image has also been identified in previous research (Jia, et al., 2023).

Brand Image

Brand image is the symbolic meaning associated with certain attributes of a brand (Jung, et al., 2020). According to Cretu and Brodie (2007), the sum of an individual's impressions, thoughts, and beliefs about a particular object gives meaning to the consumer's cognitive image. Brand image can be shaped for companies or government agencies (Faircloth et al., 2001) through promotional strategies and information about the company or product that is easy to remember and evokes certain emotions. Based on signaling theory, brand image can be influenced by environmentally conscious marketing activities (sustainability). Maignan (2001) identified a positive influence of brand image on increased profits and

company growth due to sustainable marketing activities. Jung, et al. (2020) stated that brand image formed based on corporate social responsibility (CSR) activities is preferred by consumers over companies that do not engage in such activities. Similarly, Fuxman, et al. (2022) support the finding that companies that emphasize the importance of sustainability activities in their business operations can stimulate consumer awareness of the benefits of such activities and will be more appreciated by consumers. Jun, et al. (2016) also found that a culture of sustainable marketing can align the diversity within a company's operations and is highly correlated with an improvement in brand image. Based on the above arguments, the following hypothesis is proposed:

H1. Sustainable marketing: (a) economic, (b) social, (c) environmental, and (d) cultural, has a positive effect on brand image.

The Mediating Role of Brand Image

Consumer behavior can be shaped by the brand image built by companies through their concern for addressing environmental and social issues within and outside the company, thereby increasing sustainable consumer behavior (Gong, et al., 2023). According to signaling theory, a company's socially and environmentally responsible activities send signals to consumers about the company's efforts toward social and ecological sustainability, thereby fostering positive consumer attitudes toward more socially and ecologically responsible choices.

Sustainable Purchase Intentions

Sustainable purchase intentions play a crucial role in the success of environmentally friendly marketing strategies. The skincare industry serves consumers who are highly sensitive to the authenticity and safety of cosmetic ingredients and will demonstrate high loyalty if the brand aligns with their values. According to Amalia and Ramli (2024), purchase intention is a situation where consumers are interested in making a purchase or switching to another product. Purchase intention is influenced by several factors such as action, target, context, and time. In the context of sustainable marketing, purchase intention is influenced by factors such as green product, green price, green place, and green promotion. Purchase intention arises when consumers are influenced by the quality, advantages, or disadvantages of competing products, as well as price. Purchase intent tends to align with product quality; the higher the quality, the more consumers are inclined to purchase. One indicator of quality is that the product does not harm the environment (Ardiana & Rafida, 2023). To become an environmentally oriented company, the implementation of green marketing will greatly assist the company in managing green products and communicating them as a strength of the sustainable brand. Green marketing enhances the brand's environmentally conscious image and subsequently influences sustainable purchase intention (Gong et al., 2023; Jia et al., 2023; Jung et al., 2020). Based on these arguments, the following hypothesis is proposed:

H2. Brand image has a positive influence on sustainable purchase intention.

H3. Sustainable marketing has a positive influence on sustainable purchase intention.

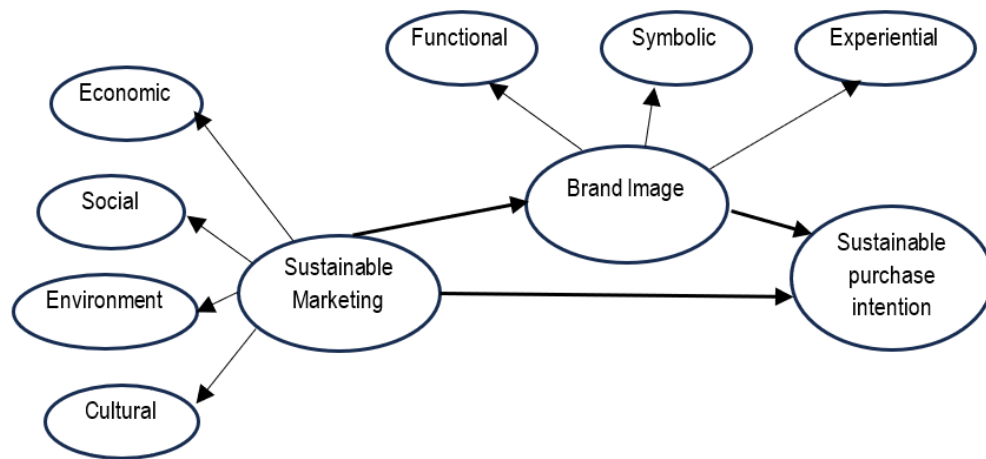


Figure 1. Research model

The objectives of this study are to analyze and explain in greater depth the role of sustainable marketing and brand image on sustainable purchase intention. Using signaling theory, an in-depth analysis is conducted by developing a sustainable marketing model that measures multidimensionally (economic, social, environmental, and cultural), while brand image is also analyzed in depth by examining the dimensions of “functional,” “symbolic,” and “experiential.” This study combines marketing and environmental disciplines in an effort to understand the role of companies in maintaining and encouraging public awareness of environmental issues. Research in the cosmetics industry will enrich the literature on sustainable marketing in its application across various industries and empirically provide insights to managers to better understand the dimensions of sustainable marketing and brand image.

RESEARCH METHOD

This study's goal is to look at and explain the research model that connects sustainable marketing and brand image with sustainable purchasing intent using a quantitative method. The quantitative method involved sending out surveys. The people in this study are all people in Indonesia who use eco-friendly skin care products, such as The Body Shop, Avoskin, and N'Pure. This study's sampling method is purposive sampling, which means that samples are chosen depending on certain criteria (Husna et al., 2024). The sample for this study must meet the following criteria: 1) be at least 20 years old, 2) have used eco-friendly cosmetics from brands like The Body Shop, Avoskin, N'Pure, or other brands, and 3) know what green marketing and being ecologically friendly mean. Researchers will use SEM Partial Least Square (PLS) (Hair et al., 2016; Hair et al., 2019) to look at this environmentally friendly behavior model. This will provide them a general idea of how people act when they buy environmentally friendly cosmetics. The quantitative technique used a Likert scale from 1 (strongly disagree) to 7 (strongly agree) to measure the developed indicators.

RESULTS AND DISCUSSION

Respondent Profile

This study used a sample of Indonesian consumers, mostly under the age of 40, who use environmentally friendly cosmetic products such as The Body Shop, Avoskin, N'Pure, or other environmentally friendly brands. A total of 229 respondents were collected. From the descriptive analysis, the data showed that 202 respondents were women (88.2%), while 27 respondents (11.8%) were men. Most respondents were aged 20–25 years. A total of 101 respondents were aged 20–25 (44.1%). A total of 52 respondents (22.7%) were aged 25–30. 31 respondents (13.5%) were aged 30–35. The rest were aged 35 years and above. Based

on educational background, 126 respondents (55%) had a diploma/bachelor's degree as their highest level of education, 85 respondents (37.1%) had a high school diploma or equivalent, and 16 respondents (7%) had a master's degree as their highest level of education. The majority of respondents' occupational backgrounds were 84 respondents (36.7%) working as private sector employees and 75 respondents (32.7%) as students or learners. In terms of daily expenses, the majority had an average monthly expenditure of Rp. 2,000,000 – Rp. 5,000,000 (46%), less than Rp. 2,000,000 (35.4%), and between Rp. 5,000,000 and Rp. 10,000,000 (17%).

Analysis Measurement Model (Outer Model)

The measurement model is used to test the validity and reliability of each variable analyzed. These variables include perceived sustainable marketing activities, brand image, and sustainable purchase intention.

Reliability

The first step in assessing the measurement model is to evaluate reliability, typically using Cronbach's alpha and composite reliability. Reliability is used to test the internal consistency of the model. The closer the reliability value is to 1, the better, with values above 0.7 considered significant. Composite reliability is preferred because it provides a clearer and more comprehensive picture of internal consistency.

In Table 1, it is shown that the reflective constructs in the model have Cronbach's alpha values above 0.7, and composite reliability is also above 0.7, except for Cronbach's alpha for economic, which has a value of 0.665, which is still considered acceptable. These reliability values indicate internal consistency, meaning that all indicators measuring each construct are aligned.

Convergent Validity

Convergent validity was analyzed by PLS by examining whether the average variance extracted (AVE) was greater than 0.50. A value above 0.50 indicates that these constructs contribute more than half of the variance in the indicators. An AVE value below 0.50 may indicate significant errors in the indicators. The AVE values in Table 1 meet the acceptance level as they are above 0.50.

In addition to AVE, convergent validity analysis was also conducted by evaluating the outer loadings. The outer loading values should also be above 0.5 F. Hair, et al. (2014), in this study, all measured indicators had values above 0.5, as shown in Figure 2. The results of the reliability and convergent validity (AVE) tests are shown in Table 1.

Table 1. Reliability and Convergent Validity (AVE)

	Cronbach's Alpha	Composite Reliability	AVE
Cultural	0,762	0,863	0,678
Economic	0,665	0,817	0,599
Environment	0,756	0,860	0,672
Experiential	0,729	0,832	0,553
Functional	0,727	0,830	0,552
Social	0,728	0,846	0,648
Sustainable Purchase Intention	0,812	0,889	0,727
Symbolic	0,794	0,867	0,621

Discriminant Validity

Discriminant validity analysis was conducted using the Fornell-Larcker criteria, where the values shown in Table 2 indicate the square root of the AVE value. The bold values in the diagonal indicate that the relationship between the same variables is stronger than that between a variable and other variables. In cross-loading analysis (Table 3), the indicator values must correlate more strongly with their own constructs than with other constructs. This condition indicates evidence of discriminant validity.

Tabel 2. Fornell and Larcker Criterion

	Cultural	Economic	Environment	Experiential	Functional	Social	Sustainable Purchase Intention	Symbolic
Cultural	0,823							
Economic	0,596	0,774						
Environment	0,643	0,609	0,820					
Experiential	0,623	0,618	0,640	0,744				
Functional	0,586	0,673	0,622	0,733	0,743			
Social	0,649	0,578	0,619	0,592	0,550	0,805		
Sustainable Purchase Intention	0,698	0,581	0,588	0,615	0,638	0,557	0,853	
Symbolic	0,543	0,544	0,572	0,700	0,640	0,524	0,678	0,788

Tabel 3 Cross Loadings

	Cultural	Economic	Experiential	Environment	Functional	Social	Symbolic	Sustainable Purchase Intention
C1	0,830	0,488	0,464	0,528	0,449	0,533	0,355	0,514
C2	0,835	0,453	0,576	0,543	0,476	0,509	0,518	0,583
C3	0,805	0,530	0,500	0,517	0,521	0,559	0,466	0,627
E1	0,480	0,776	0,523	0,480	0,539	0,507	0,528	0,522
E2	0,466	0,736	0,440	0,480	0,505	0,344	0,356	0,378
E3	0,438	0,808	0,467	0,456	0,517	0,482	0,373	0,443
EBI1	0,481	0,380	0,731	0,463	0,504	0,449	0,513	0,495
EBI2	0,450	0,435	0,803	0,449	0,535	0,494	0,525	0,458
EBI3	0,485	0,547	0,726	0,500	0,574	0,461	0,542	0,463
EBI4	0,437	0,471	0,711	0,491	0,566	0,355	0,500	0,412
EN1	0,518	0,504	0,557	0,811	0,540	0,458	0,494	0,481
EN2	0,569	0,482	0,482	0,835	0,491	0,519	0,435	0,508
EN3	0,494	0,513	0,538	0,813	0,500	0,542	0,479	0,456
FBI1	0,446	0,510	0,507	0,455	0,716	0,286	0,471	0,466
FBI2	0,402	0,449	0,479	0,420	0,666	0,349	0,380	0,448
FBI3	0,482	0,524	0,622	0,513	0,822	0,528	0,563	0,530
FBI4	0,407	0,515	0,557	0,455	0,758	0,449	0,470	0,450

	Cultural	Economic	Experiential	Environment	Functional	Social	Symbolic	Sustainable Purchase Intention
S1	0,538	0,469	0,485	0,544	0,456	0,781	0,401	0,430
S2	0,514	0,472	0,507	0,468	0,441	0,828	0,449	0,454
S3	0,514	0,454	0,437	0,479	0,430	0,804	0,416	0,460
SBI1	0,468	0,410	0,533	0,432	0,485	0,436	0,831	0,561
SBI2	0,406	0,374	0,472	0,406	0,445	0,368	0,828	0,570
SBI3	0,456	0,465	0,615	0,513	0,544	0,381	0,692	0,472
SBI4	0,376	0,459	0,575	0,444	0,533	0,458	0,793	0,529
SPI1	0,513	0,440	0,559	0,448	0,527	0,441	0,634	0,824
SPI2	0,624	0,508	0,476	0,494	0,513	0,489	0,538	0,855
SPI3	0,646	0,536	0,537	0,558	0,589	0,494	0,563	0,878

This study determined that certain aspects of brand image failed to satisfy the criteria of HTMT. Researchers may utilize the Fornell-Larcker criterion and cross-loadings as alternative methods for evaluating discriminant validity in Structural Equation Modeling (SEM) (Henseler et al., 2015; Hair et al., 2021; Ronkko & Evermann, 2013; Ringle et al., 2012). The Fornell-Larcker criterion and cross-loadings offer further insights into construct differentiation, particularly when the HTMT approach produces ambiguous outcomes. Research indicates that the Fornell-Larcker criterion is an effective measure for assessing discriminant validity. Furthermore, analyzing cross-loadings is essential to confirm that indicators exhibit stronger associations with their designated constructs compared to alternative ones (Hair et al., 2021).

Structural Model (Inner Model)

Subsequently, path coefficients are computed to assess the significance of the relationships among variables. Path coefficients in a structural model quantify the strength of relationships among constructs. Coefficient values vary between -1 and +1, where values approaching +1 signify a strong positive relationship, and those nearing -1 denote a strong negative relationship. The relationship's significance is assessed through the t-value and p-value. The t-value used must be greater than 1.96, and the p-value threshold used is 0.05 as the 5% significance level. If the t-value is less than 1.96 or the p-value is greater than 0.05, the relationship is considered insignificant. Table 4 presents the results of the significance test for all hypotheses constructed in this research model. From H1 to H3, it was found that all influences were positively significant. Table 4 shows that brand image, which is a multidimensional variable, is strongly constructed by dimensions that show positive significant values, namely experiential (0.908), functional (0.882), and symbolic (0.883). Similarly, sustainable marketing is a multidimensional variable constructed by four dimensions, namely economic (0.812), cultural (0.864), environmental (0.855), and social (0.842).

The structural inner model is demonstrated by three hypotheses, all of which are supported, where the influence of sustainable marketing on brand image is $\beta = 0.784$ with a T-statistic > 1.96, namely 17.706. This indicates a significant positive influence of sustainable marketing on brand image. Brand image has a significant positive effect on sustainable purchase intention, where $\beta = 0.411$ with a T-statistic > 1.96, specifically 3.760. This supports the second hypothesis. The third hypothesis is also supported by a significant positive influence, where $\beta = 0.399$ with a T-statistic > 1.96, namely 3.664. More detailed information is provided in Table 4 and Figure 2.

Table 3. Structural Model Analysis

	β	T Statistics	P Values	Decision
Brand Image -> Experiential	0,908	51,605	0,000	Supported
Brand Image -> Functional	0,882	45,969	0,000	Supported
Brand Image -> Symbolic	0,883	44,793	0,000	Supported
Sustainable Marketing -> Cultural	0,864	41,255	0,000	Supported
Sustainable Marketing -> Economic	0,812	20,550	0,000	Supported
Sustainable Marketing -> Environment	0,855	32,912	0,000	Supported
Sustainable Marketing -> Social	0,842	28,345	0,000	Supported
Sustainable Marketing -> Brand Image (H1)	0,784	17,706	0,000	Supported
Brand Image -> Sustainable Purchase Intention (H2)	0,411	3,760	0,000	Supported
Sustainable Marketing -> Sustainable Purchase Intention (H3)	0,399	3,664	0,000	Supported

The next step in evaluating the structural model is to look at the coefficient of determination (R^2) value. This value shows how much influence the independent (exogenous) variables have on the dependent (endogenous) variables. R^2 ranges from 0 to 1; the higher the value, the greater the influence. In general, an R^2 value of 0.75 is considered strong, 0.50 is considered moderate, and 0.25 is considered weak (Hair et al., 2021; Cohen, 1988).

Table 5. R-Square

	R Square	R Square Adjusted
Brand Image	0,615	0,613
Sustainable Purchase Intention	0,585	0,581

In this study, the R^2 value for Brand Image (GPI) is 0.615, which means that its influence is moderate to strong. Meanwhile, sustainable purchase intention has an R^2 value of 0.585, which also indicates a moderate influence below that of brand image. The difference between the R^2 value and the adjusted R^2 value is not significant, suggesting that the model is efficient and not overly complex.

F^2 quantifies effect size, reflecting the strength of the relationship between a particular independent variable and the dependent variable. The interpretation of F^2 values is as follows: Small effect: 0.02, Medium effect: 0.15, and Large effect: 0.35 (Henseler, et al., 2015; Hair, et al., 2019). The F^2 values obtained in this study are 0.157 for brand image and 0.148 for sustainable marketing. This suggests a small effect size, indicating that the inclusion of this construct has a limited impact on the explained variance of the dependent variable (sustainable purchase intention). F^2 assists researchers in identifying which variables exert a greater influence on the dependent variable, thereby informing decision-making processes.

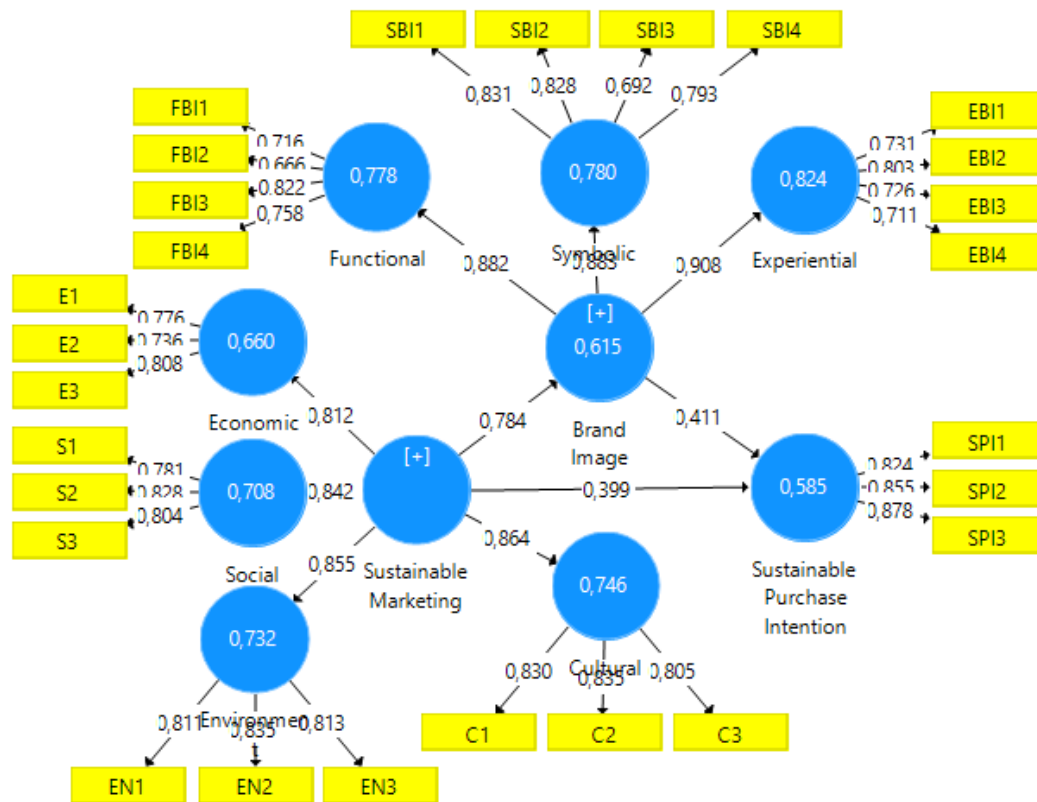


Figure 2. PLS Result

DISCUSSION AND IMPLICATIONS

Signaling Theory

This study uses signaling theory to explain how companies, including cosmetics companies, develop various signals that can foster market understanding of the company's commitment to sustainability. Companies that implement environmentally friendly strategies in practice, for example in the cosmetics industry, emphasize the use of natural ingredients and are open about their production processes to the public. This includes efforts to send signals of corporate social responsibility to the environment.

The success of conveying messages in the context of environmentally friendly companies will be able to build trust and create a strong foundation for developing a positive corporate image. Consumers who are continuously exposed to pro-environmental messages from companies will gradually develop a positive impression of the company, which will ultimately encourage purchasing decisions. The environmentally friendly signals launched by the company help consumers make sharp analyses to understand the company's position, environmentally friendly products, and ultimately positive behavior toward the company.

Sustainable Marketing and Brand Image

The increasingly educated middle class is becoming more critical and appreciative of environmentally friendly marketing. In the cosmetics industry, which is closely related to aesthetic performance, well-known brands in Indonesia such as The Body Shop, Avoskin, and N'Pure also prioritize sending environmentally friendly signals, including the cultural values implemented within the company. Research data in the environmentally friendly cosmetics industry in Indonesia indicates the role of sustainable marketing in brand image, with a result of $\beta = 0.784$ ($T = 17.706$, $P = 0.000$). These results align with previous research identified by Maignan (2001), Jung et al. (2020), and Fuxman et al. (2022).

Companies committed to sustainable marketing reflect this in their integrated strategies, which include using natural raw materials, implementing zero-waste waste management, and demonstrating concern for local communities. In sustainable marketing, companies not only focus on environmentally friendly products but also on building consumer awareness and encouraging them to care for the environment. This sustainable marketing strategy can build public appreciation for the company and ultimately lead to a positive image of the company's concern. Consumers tend to appreciate and choose companies that demonstrate concern and responsibility, especially toward society and the environment.

In Indonesia, particularly in the cosmetics market, strategies focused on environmental concern are quite effective, especially in influencing customer emotions. Especially in this competitive market environment, companies must have a unique edge over their competitors. This pro-environment strategy is well understood by The Body Shop, Avoskin, and N'Pure, enabling them to become leading cosmetic companies, conduct business ethically, and achieve a strong positive image in the eyes of both the cosmetic market and their loyal customers.

Brand Image and Sustainable Purchase Intention

The results of this study indicate a significant positive effect of brand image on sustainable purchasing decisions for N'Pure, Avoskin, and The Body Shop products. These brands have been able to build a strong reputation in the Indonesian cosmetics market through their ongoing commitment to corporate social responsibility. The findings of this study ($\beta = 0.411$, $T = 3.760$, $p = 0.000$) highlight the role of brand image in influencing sustainable purchasing decisions within the cosmetics industry. This research confirms previous studies (Jia et al. 2023; Jung et al. 2020; Gong et al. 2023) regarding consumers' tendency in the cosmetics industry to prioritize environmentally friendly products from brands perceived as environmentally conscious.

Transparent corporate communication can build consumer trust. Consumers value companies that are perceived as honest and caring toward society and the environment. Concern for environmental sustainability is a key factor influencing cosmetic purchasing decisions. Customer loyalty is built when a company can maintain its corporate image over the long term. Consumers who feel that a company can represent their concern for the environment will gain customer sympathy, and as a result, customers become loyal and even willing to become partners with the company.

Sustainable Marketing and Sustainable Purchase Intention

Both global and Indonesian cosmetic companies have emphasized environmentally friendly management strategies. Companies such as N'Pure, Avoskin, and The Body Shop actively campaign for environmental awareness and instill concern for environmental issues. Sustainable marketing strategies do not necessarily mean communicating environmentally friendly cosmetic products but rather involve fostering a sense of responsibility toward environmental preservation within society. Statistical results showing a value of $\beta = 0.399$, with a P-value of 0.000, indicate the role of communication and sustainable marketing activities in influencing consumers' pro-environmental behavior in the cosmetic industry. In line with previous research findings (Jung et al. 2020; Jia et al. 2023; Gong et al. 2023), customers' intention to purchase in the cosmetics industry is influenced by the success of the marketing team in communicating environmental concern.

Sustainable marketing strategies are quite effective in driving cosmetic purchases in the Indonesian market. Moreover, these pro-environmental strategies can also strengthen the emotional bond between the brand and cosmetic customers. Sustainable marketing, under certain conditions, can change consumer behavior from purchasing solely for functional reasons to purchasing due to a stronger emotional connection stemming from a sense of involvement in environmental conservation.

Implications

This study contributes to marketing practices in the cosmetics sector, where managers and marketing teams need to take seriously not only communicating environmentally conscious marketing messages but also encouraging the public to behave in an environmentally friendly manner. To build an environmentally friendly image and reputation among the public, companies must consistently demonstrate tangible practices of corporate environmental responsibility. It is not just about producing products made from environmentally friendly materials; corporate social responsibility must be a consistent strategic choice. Today's increasingly informed consumers will choose companies that are environmentally conscious over those that merely communicate product quality.

This study highlights the mediating role of brand image in the relationship between sustainable marketing and sustainable purchasing. By analyzing data from 721 respondents, this quantitative study provides insights into Indonesian society's appreciation for cosmetic companies committed to environmental preservation and social responsibility toward the community. Environmental and social concern is an effective way to build trust and market sentiment. A strong strategy in demonstrating positive business responsibility and ethics will be appreciated by the public and lead to better loyalty compared to competitors. This applies not only to the cosmetics industry but also to all industries.

CONCLUSION

This study explores the role of sustainable marketing, specifically in the cosmetics industry in Indonesia. The use of three environmentally friendly cosmetic brands in Indonesia was tested, particularly how consumers responded to the companies' decisions to maintain their commitment as pro-environmental companies. This quantitative study tested 721 respondents who had experience using these environmentally friendly cosmetics. Statistical tests were performed using SEM-PLS. The study shows that proactive sustainable marketing efforts have been proven to influence company image and the intention to purchase sustainable cosmetics. A brand image positively associated with being an environmentally conscious company also significantly helps the company to excel in competition compared to other companies in its industry. Environmental awareness strategies are considered capable of evoking customer emotions and trust, thereby increasing consumer loyalty.

Sustainable marketing can also serve as an educational tool for the public to care about the environment. Companies perceived by the public as actively participating in environmental and community preservation hold greater value that resonates with humanity compared to mere business transactions. Many companies with long-standing pro-environmental strategies have thrived because such strategies earn public trust. Academic research has also identified the positive impact of sustainable marketing and sustainable purchasing intentions. The cosmetics industry or any other industry should not hesitate to refine their environmentally friendly marketing strategies, as the current market increasingly demands a balance of emotional appeal and market-sensitive logic.

ACKNOWLEDGEMENTS

We are grateful for the financial support of the ASBN-2 research and international conference provided by the Center for Development of Management Studies, Department of Management, Faculty of Business and Economics, Universitas Islam Indonesia.

REFERENCES

Alsaggaf, M.A. & Althonayan, A. 2018. An empirical investigation of customer intentions influenced by service quality using the mediation of emotional & cognitive responses. *Journal of Enterprise Information Management*. 31(1), 194-223. doi.org/10.1108/JEIM-04-2017-0048.

- Amalia, S., & Ramli, R. 2024. Pengaruh Green Marketing Terhadap Minat Beli Pada Produk Fore Coffee Di Bandung. *Edunomika*, 8(1), 1-14. <https://doi.org/10.29040/jie.v8i1.12167>
- Ardiana, I. Nopita, & Rafida, V. 2023. Pengaruh Green Marketing Dan Brand Image Terhadap Minat Beli Skincare Avoskin (Studi Pada Mahasiswa Di Kota Surabaya). *Jurnal Pendidikan Tata Niaga (JPTN)*, 11(3), 253-261. <https://ejournal.unesa.ac.id/index.php/jptn/article/view/55344>
<https://ejournal.unesa.ac.id/index.php/jptn/article/download/55344/44065>
- Belz, F.M. & Peattie, K. 2009. *Sustainability Marketing*, Wiley, & Sons: Glasgow, Hoboken.
- Choi & Park. 2015. ISO 26000 implementation and purchase intention: a moderated mediation model of corporate image and CSR authenticity/fit. *Journal of Product Research*, 33(1), 133-143.
- Choudhury, M. 202). Signaling Theory: An Approach to Organizational Behavior Research. *Journal of Accounting, Business and Management (JABM)*, 31(2), 98-120. <https://doi.org/10.31966/jabminternational.v31i2.1199>
- Cohen, J. 1988. *Statistical power analysis for the behavioral sciences* (2nd ed.). Lawrence Erlbaum Associates. <https://doi.org/10.4324/9780203771587>
- Cretu, A.E. & Brodie, R.J. 2007. The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36(2), 230-240. <https://doi.org/10.1016/j.indmarman.2005.08.013>
- Di-Vaio, A, Palladino, R, Hassan, R & Escobar, O. 2020. Artificial intelligence and business models in the sustainable development goals perspective: A systematic literature review. *Journal of Business Research*. 121, 283-314.
- Faircloth, J.B., Capella, L.M., & Alford, B.L. 2001. The effect of brand attitude and brand image on brand equity. *Journal of Marketing Theory and Practice*. 9, 61-75. <https://doi.org/10.1080/10696679.2001.11501897>
- Fuxman, L., Mohr, I., Mahmoud, A.B., & Grigoriou, N. 2022. The new 3Ps of sustainability marketing: The case of fashion. *Sustainable Production and Consumption*. 31, 384-396. <https://doi.org/10.1016/j.spc.2022.03.004>
- Gong Y, Xiao J, Tang X & Li J. 2023. How sustainable marketing influences the customer engagement and sustainable purchase intention? The moderating role of corporate social responsibility. *Frontier in Psychology*. 14:1128686. doi: 10.3389/fpsyg.2023.1128686
- Hair Jr, J., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. 2014. Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool In Business Research. *European Business Review*, 26(2), 106-121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hair, J.F., Risher, J.J., Sarstedt, M., & Ringle, C.M. 2019. When To Use And How To Report The Results Of PLS-SEM. *European Business Review*, 31(1), 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J.F., Hult, G.T.M., Ringle, C., & Sarstedt, M. 2016. *A Primer On Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publications.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Henseler, J., Ringle, C. M., & Sarstedt, M. 2015. A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135. <https://doi.org/10.1007/s11747-014-0403-8>

- Husna, N., Wardana, C. K., Dewi, K., & Ramadani, N. 2024. Pengaruh Mediasi Pemasaran Hijau Terhadap Niat Pembelian Online Pada Pembelian Skincare Di Indonesia. *Benefit: Jurnal Manajemen Dan Bisnis*, 9(1), 115-134. <https://doi.org/10.23917/benefit.v9i1.6310>
- Jia, T., Iqbal, S.; Ayub, A, Fatima, T., & Rasool, Z. 2023. Promoting Responsible Sustainable Consumer Behavior through Sustainability Marketing: The Boundary Effects of Corporate Social Responsibility and Brand Image. *Sustainability*, 15, 6092. <https://doi.org/10.3390/su15076092>
- Jun, S.Y.; Kim, K.H.; Yi, H.; Park, H.K. The effects of McNat on corporate brand image. *Journal of Korean Marketing Association*. 2016, 31, 1-23.
- Jung, J., Kim, S.J., & Kim, K.H. 2020. Sustainable marketing activities of the traditional fashion market and brand loyalty. *Journal of Business Research*, 120, 294-301. <https://doi.org/10.1016/j.jbusres.2020.04.019>
- Karasek, R., III & Bryant, P. 2012. Signaling theory: Past, present, and future. *Academy of Strategic Management*, 11(1), 27-32.
- Khan, M.I., Khalid, S., Zaman, U., José, A.E., & Ferreira, P. 2021. Green Paradox in Emerging Tourism Supply Chains: Achieving Green Consumption Behavior through Strategic Green Marketing Orientation, Brand Social Responsibility, and Green Image. *International Journal of Environmental Research and Public Health*, 18, 9626. <https://doi.org/10.3390/ijerph18189626>
- Kim, J. 2015. Sustainability in social brand communities: Influences on customer equity. *Journal of Global Scholars of Marketing Science*, 25(3), 246-258. <https://doi.org/10.1080/21639159.2015.1041783>
- Kim, Y. & Oh, K.W. 2020. Which consumer associations can build a sustainable fashion brand image? Evidence from fast fashion brands. *Sustainability*, 12, 1703. <https://doi.org/10.3390/su12051703>
- Liao, Y.K., Wu, W.Y. & Pham, T.T. 2020. Examining the moderating effects of green marketing and green psychological benefits on customers' green attitude, value, and purchase intention. *Sustainability*, 12, 7461. <https://doi.org/10.3390/su12187461>
- Maignan, I., Gonzalez-Padron, T.L., Hult, G.T.M. & Ferrell, O.C. 2011. Stakeholder orientation: Development and testing of a framework for socially responsible marketing. *Journal of Strategic Marketing*. 19, 313-338. <https://doi.org/10.1080/0965254X.2011.581384>
- Majeed, M. U., Aslam, S., Murtaza, S. A., Attila, S. & Molnár, E. 2022. Green Marketing Approaches & Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image & Consumer Beliefs towards the Environment. *Sustainability*, 14(18), 11703. doi.org/10.3390/su141811703.
- Raza, A., Saeed, A., Iqbal, M.K., Saeed, U., Sadiq, I., & Faraz, N.A. 2020. Linking corporate social responsibility to customer loyalty through co-creation and customer company identification: Exploring sequential mediation mechanisms. *Sustainability*, 12, 2525. <https://doi.org/10.3390/su12062525>
- Ringle, C. M., Sarstedt, M., & Straub, D. W. (2012) A critical look at the use of PLS-SEM in MIS quarterly. *MIS Quarterly*, 36(1), iii-xiv. <https://www.jstor.org/stable/41410402>
- Ronkko, M., & Evermann, J. (2013) A critical examination of common beliefs about formative and reflective measurement. *Journal of Business Research*, 66(2), 242-247. <https://doi.org/10.1016/j.jbusres.2012.07.006>
- Sarari, T., Gorbani, B. & Kolahi, M. 2021. Factors affecting the behavior of environmentally friendly consumers (Case study: environmental non-governmental organizations of Mashhad. *Contemporary Sociological Research*. 10(19); 295-320. (in Persian). doi: 10.22084/csr.2022.24629.1989

- Sari, A. P. 2024. Sustainable Branding: How Green Marketing Influences Consumer Purchase Intentions. *YUME: Journal of Management*, 7(2). DOI: <https://doi.org/10.37531/yum.v8i1.9059>
- Seifollahi, N. 2023. Analysis of the Effect of Green Packaging on Attracting and Retaining Environmentally Friendly Customers with the Mediating Role of Green Brand Image. *Pollution*, 9 (3), 950-964. <https://doi.org/10.22059/poll.2023.352529.1723>
- Stahl, G.K., Brewster, C.J., Collings, D.G., & Hajro, A. 2020. Enhancing the role of human resource management in corporate sustainability and social responsibility: A multi-stakeholder, multidimensional approach to HRM. *Human Resource Management Review*. 30(3), 100708. <https://doi.org/10.1016/j.hrmr.2019.100708>
- Stylianou-Lambert, T., Boukas, N., & Christodoulou-Yerali, M. 2014. Museums and cultural sustainability: Stakeholders, forces, and cultural policies. *International Journal of Cultural Policy*, 20, 566–587. <https://doi.org/10.1080/10286632.2013.874420>
- Umpusinga, H. A. 2025. How Sustainability Labels, Minimalist Design, and Brand Activism Influence Premium Product Perception. *International Journal of Business and Economics Research*, 6(1), 844-854. DOI: <https://doi.org/10.56442/ijble.v6i1.1107>
- Wilson, N. 2022. Predicting Indonesian Consumers' Intention to Buy Green Cosmetics Using The Modified TPB Framework. *Journal of Business & Applied Management*, 15(1). DOI: <http://dx.doi.org/10.30813/jbam.v15i2.3137>