

## The Influence of Green Brand Knowledge, Attitude Towards Green Brand, and Green Trust on Purchase Intention in the Body Shop Products

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### ABSTRACT

This study aims to investigate the relationship between purchase intention for The Body Shop products and Green Brand Knowledge, Green Brand Attitude, and Green Trust. The sample for this study consisted of 100 responders. This non-probability sampling technique uses a questionnaire as the research tool. The results of the study show that: (1) Purchase intentions for products from The Body Shop are positively and significantly impacted by Green Brand Knowledge. (2) Purchase intentions for products from The Body Shop are positively and significantly impacted by attitudes toward green brands. (3) Green Trust significantly and favorably influences consumers' intentions to purchase items from The Body Shop.

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## **INTRODUCTION**

The range of green products has been impacted and broadened by industrial and technical advancements. From raw materials and production methods to product packaging and distribution, industry has grown more conscious of the significance of preserving the environment and putting into practice eco-friendly business practices.

Customers are more concerned with selecting and consuming goods that might lessen the extent of environmental harm that is harmful to human life because there are several issues with environmental damage. This is brought on by environmentally harmful human activities like trash dumping and deforestation, which also contribute to the greenhouse effect, rising surface temperatures, and ozone layer depletion.

A wide spectrum of consumers, including both adults and children, are very interested in the cosmetics industry. In essence, cosmetics are items designed to improve a person's look. But by their very nature, they are transient, which means that their impacts are fleeting. Cosmetics must therefore be changed or updated after a specific amount of time.

By increasing from 913 firms in 2022 to 1,010 companies in mid-2023, the number of cosmetics industries in Indonesia reached 21.9%, indicating the industry's amazing expansion. Additionally, the export market has been penetrated by the domestic cosmetics business, which is cumulative for the January period. The value of cosmetics, perfumes, and essential oils exported in November 2023 was USD 770.8 million. During a visit to the PT Pillars Cosmetiklon Indonesia factory in Tangerang, Coordinating Minister for Economic Affairs Airlangga Hartanto stated that 95% of the local cosmetics industry is made up of small and medium-sized businesses, and that in 2022, this sector was able to employ about 59,886 people (quoted from the Ministry's press release Coordinator for Economic Affairs of the Republic of Indonesia 03/02/2024).

The procedure of selecting makeup may appear straightforward, but it is actually quite intricate. There are many options available to consumers, which can make decision-making difficult because poor choices can have detrimental effects on the appearance and health of the skin and face. Nonetheless, there are notable distinctions in The Body Shop's strategy. With an emphasis on eco-friendly practices and a stance against animal experimentation, they provide a variety of "green" items created from natural materials. Refill, recycle, and reuse (also known as Reduce, Recycle, and Reuse) are the fundamental eco-friendly tenets of The Body Shop.

One of the values that the Body Shop brand offers its customers is The Body Shop is a cosmetics firm that promotes a return to nature philosophy. It provides customers with high-quality body care, makeup, and scent items.

Established in 1976 by British human rights advocate Dame Anita Roddick, The Body Shop is a leader in eco-friendly cosmetics. Known for its beauty and cosmetics, the company currently sells more than 1,200 goods and runs more than 2,500 outlets in 65 countries (Nilasari et al., 2016).

The Body Shop is an environmentally conscious cosmetics firm that prioritizes customer satisfaction. Purchase intentions are positively influenced by its eco-friendly items. Marketers must set their brands apart from the competition as it intensifies in order to pique consumer interest and influence purchase decisions. Purchase intention is essential for comprehending real purchasing behavior since it indicates a customer's propensity to purchase a product (Lie et al., 2022).

People are becoming more interested in environmentally friendly items as they play a significant part in the modern economy (Putri & Yasa, 2022). Customers can learn more about a product's brand and its advantages for both the environment and themselves by using green brand knowledge. Huang et al. (2014) state that customers' subjective knowledge based on their views of awareness of pertinent environmental concerns is related to green brand knowledge. Knowledge of green brands can affect how consumers feel about eco-friendly goods. Customers are more likely to purchase green products when they are more conscious of environmental issues (Lin et al. 2019).

According to the results of a study by Woo & Kim (2019), a consumer's attitude toward buying green items is determined by how much they believe that particular values and behaviors are necessary for them.

The findings of studies by Suki (2016) and Huang et al. (2014) on the relationship between consumer attitudes toward green brands and their intention to buy environmentally friendly products indicate that there is a significant positive correlation between the two. According to the results of both studies, consumers who have favorable opinions about eco-friendly firms are more likely to encourage more eco-friendly behavior and have greater intents to buy eco-friendly goods.

A propensity to rely on a product, service, or brand because of its credibility, truthfulness, and ability to perform in terms of the environment is known as "green trust" (Y.-S. Chen et al., 2015). Akbar et al. (2014) state that one of the factors influencing customers' inclination to make green purchases is green trust. Customers' high level of intention to make green purchases is a result of their positive perception of producers.

According to Dewi and Rastini (2016), the concept of green buying intention refers to a consumer's willingness or desire to acquire ecologically friendly products. consumer satisfaction, according to a number of expert viewpoints, is the outcome of consistently using and buying a product or service that satisfies the needs, wants, and expectations of the consumer.

## **THEORETICAL REVIEW**

### ***Purchase Intention***

The urge to purchase or choose a product based on one's experience, usage, and preference is known as purchase intention (Kotler et al., 2018). Purchase intention, as defined by Stevina (2015), is the propensity to purchase a brand, typically as a result of the alignment of the brand's traits or characteristics with the buying motivations. It can be quantified using factors like likelihood (the likelihood that a consumer would buy the product), want (the consumer's confidence in a product), and preference (the consumer's plan

to buy the product). Purchase intention is determined by a number of metrics, such as: Purba (2021)

1. Transactional Interest
2. Referential Interest
3. Preferential Interest
4. Exploratory Interest

### ***Green Brand Knowledge***

The information and perception that the general public has about a product or brand is referred to as brand knowledge. It includes measuring brand awareness and impressions among consumers. (Setyawati & Rochmah, 2015). Customers' familiarity with a brand can be gauged by brand knowledge (Kotler and Keller, 2016). Green brand knowledge is the awareness of a group of environmentally friendly brands that are ingrained in customers' brains, as well as their connections to sustainability, environmental issues, and environmental concerns (Suki, 2016). markers of green brand knowledge, specifically Chen, K., & Deng, T. (2016).

1. Consumer confidence and intents to buy ecologically friendly items are increased when they comprehend this label information, and this has a significant impact on purchasing decisions.
2. Knowledge about certifying organizations. This measure shows how well customers understand and trust the validity of certificates given to environmentally friendly items.

H1 : Green Brand Knowledge has a positive and significant influence on Purchase Intention of The Body Shop

### ***Attitude Towards Green Brand***

A combination of motivational, emotional, perceptual, and cognitive processes related to different environmental factors make up attitude. It stands for a propensity to react consistently to a certain object in a favorable or negative way. (Mothersbaugh & Hawkins, 2016). A conviction, point of view, or disposition combined with a persistent propensity to either like or detest a particular subject or item is referred to as attitude. (Lestari *et al.*, 2020). Three markers of attitudes toward green brands exist., (Khoiriyah & Toro, 2018) :

1. Health awareness entails concentrating on improving, maintaining, and protecting one's health and quality of life through the adoption of a healthy lifestyle.
2. Consumers' intentions to purchase eco-friendly items are influenced by their environmental views, which show their understanding of the environment. To encourage sustainability, people who care about the environment are more inclined to select eco-friendly products.
3. Value orientation entails customers assessing goods according to their performance, quality, enjoyment, and social impact.

H2 : Attitude towards Green Brand has a positive and significant influence on Purchase Intention of The Body Shop

### *Green Trust*

One important element influencing consumers' intention to make green purchases is green trust. Customers that have a high degree of faith in the producers are more likely to make green purchases. (Akbar *et al.*, 2014). According to Lee (2020), green trust is the conviction or optimism brought about by the legitimacy, kindness, and aptitude of foreign goods' pro-environmental behavior. Chen *et al.* (2015) list the following as indicators of green trust:

- a. Trust in the environment
- b. Trust in the functionality of the surroundings
- c. Belief in environmental assertions
- d. Confidence in environmental outcomes

H3 : Green Trust has a positive and significant influence on Purchase Intention of The Body Shop

According to the author's description of the problem's theoretically created backdrop, the following conceptual framework is developed by the author:

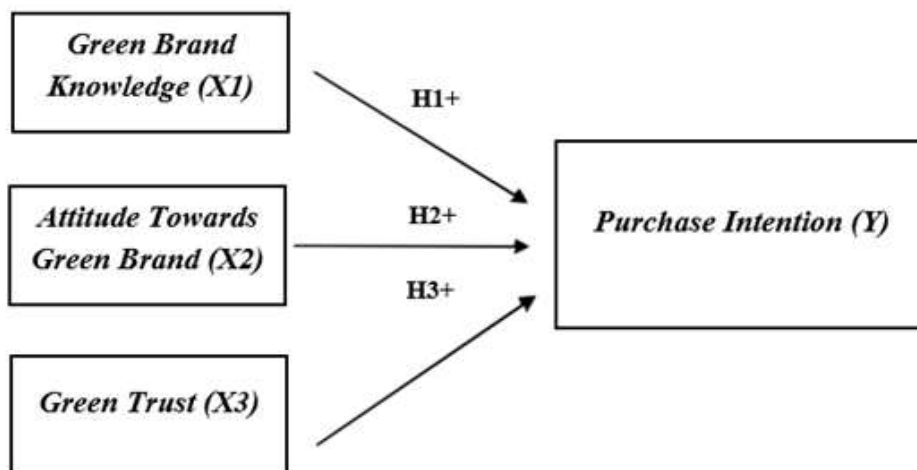


Figure 1. Conceptual Framework

### METHODOLOGY

According to the methodology, this study used a quantitative research design. The quantitative approach uses statistical techniques as an analysis tool and presents research data as numerical values. (Sugiyono, 2019). Customers who are aware of The Body Shop items but have never bought them make up the study's demographic. It is regarded as an unlimited population because the precise size is unknown. In this investigation, non-probability sampling is employed. The sample technique used was called purposeful sampling. Roscoe's method was used to determine the study's sample size (Sugiyono, 2017). The sample employed in this study consisted of 100 responders. The data measurement process uses a questionnaire that includes respondent profiles and evaluations of study factors. The measuring scale is a 5-level Likert scale.

If  $r$  count  $>$   $r$  table, the validity test—the tool test that is used—is considered valid. However, the reliability test is evaluated using the Cronbach Alpha test, and it is considered flawed if  $r$  count is less than  $r$  table. The traditional assumption tests used in this work were the multicollinearity test, the normalcy test, and the assumption test. Heteroscedasticity test. The data analysis technique used in this study is descriptive statistical analysis. The respondent profile and assessment of the research variables will be described using descriptive analysis. The inferential analytical methods used are the coefficient of determination, the  $t$  test, and multiple linear regression.

## RESEARCH RESULTS

### *Data Instrument Test*

#### *Validity Test*

Table 1. Validity Test Results

Variable	r count	Sig	Information
<b><i>Green Brand Knowledge (X1)</i></b>			
X1.1	0,888	0,000	Valid
X1.2	0,911	0,000	Valid
X1.3	0,909	0,000	Valid
X1.4	0,895		Valid
<b><i>Attitude Towards Green Brand (X2)</i></b>		0,000	
X2.1	0,905	0,000	Valid
X2.2	0,876	0,000	Valid
X2.3	0,898	0,000	Valid
<b><i>Green Trust (X3)</i></b>			
X3.1	0,923	0,000	Valid
X3.2	0,878	0,000	Valid
X3.3	0,883	0,000	Valid
X3.4	0,877	0,000	Valid
<b><i>Purchase Intention (Y)</i></b>			
Y1	0,875	0,000	Valid
Y2	0,890	0,000	Valid
Y3	0,868	0,000	Valid
Y4	0,869	0,000	Valid

(Source: processed research data, 2024)

Since each item's significance value is 0.000, or less than 0.05 (5%), it can be concluded that every questionnaire question is deemed legitimate.

**Reliability Test**

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Critical value	Information
<i>Green Brand Knowledge (X1)</i>	0,922	0,60	<i>Reliable</i>
<i>Attitude Towards Green Brand (X2)</i>	0,873	0,60	<i>Reliable</i>
<i>Green Trust (X3)</i>	0,912	0,60	<i>Reliable</i>
<i>Purchase Intention (Y)</i>	0,898	0,60	<i>Reliable</i>

(Source: processed research data, 2024)

Using IBM SPSS Statistics 19, the Cronbach's Alpha value is displayed. The variables Green Brand Knowledge, Attitude Towards Green Brand, Green Trust, and Purchase Intention all have Cronbach's Alpha values > 0.60, indicating that all of the questionnaire's questions are trustworthy. for the purpose of measuring every research variable.

**Inferetial Analyisyis Results**

*Multiple Linear Regression Analysis*

Multiple linear regression analysis is used to examine the relationship between purchase intention (Y) and attitudes toward green brands (X2), green trust (X3), and green brand knowledge (X1).

Table 3. Results of Multiple Regression Analysis

<i>Coefficients<sup>a</sup></i>						
Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
		B	Std. Error	Beta		
1	<i>(Constant)</i>	1.313	.648		2.025	.046
	<i>Green Brand Knowledge</i>	.284	.096	.302	2.963	.004
	<i>Attitude Towards Green Brand</i>	.268	.124	.208	2.161	.033
	<i>Green Trust</i>	.434	.095	.445	4.558	.000

a. Dependent Variable: Purchase Intention

(Source: processed research data, 2024)

The multiple linear regression equation is as follows:

$$Y = 1,313 + 0,284 X_1 + 0,268 X_2 + 0,434 X_3 + e$$

Using the derived multiple linear regression equation, the meaning of the constant values and standardized regression coefficient values can be explained as follows:

1. The constant ( $\beta$ ) is valued at 1.313, indicating that if the variables Green Brand Knowledge (X1), Attitude Towards Green Brand (X2), and Green Trust (X3) are all set to zero, the Purchase Intention variable would still register a value of 1.313.
2. The regression coefficient for the Green Brand Knowledge variable (X1) is 0.284, reflecting a positive effect. This suggests that a 1-unit increment in Green Brand Knowledge will result in a corresponding 0.284 increase in the Purchase Intention variable.
3. The regression coefficient for the Attitude Towards Green Brand variable (X2) is 0.268, signifying a positive correlation. Consequently, each 1-unit enhancement in Attitude Towards Green Brand is expected to elevate the Purchase Intention variable by 0.268.
4. The regression coefficient for the Green Trust variable (X3) stands at 0.434, demonstrating a positive association. This denotes that a 1-unit augmentation in Green Trust will contribute to a 0.434 rise in the Purchase Intention variable.

### *T-Test Results*

The purpose of this t test is to partially investigate the factors – green brand awareness (X1), attitude toward green brands (X2), and green trust (X3) – that influence purchasing intention (Y). The relevance level serves as the foundation for decision-making. Ho is rejected and Ha is accepted if the significance value (sig.) is less than 0.05, indicating that the independent variable has a substantial impact on the dependent variable. Ho is accepted and Ha is rejected if the significance value (sig.) is greater than 0.05, indicating that the independent variable has no discernible impact on the dependent variable. The results of Table 3's 12 t test enable the following deductions to be made:

1. The t-test results indicate that the Green Brand Knowledge variable (X1) has a significance value of 0.004, which is below the 0.05 threshold. Consequently, Ho1 is rejected, and Ha1 is accepted, confirming that Green Brand Knowledge (X1) exerts a positive and significant influence on Purchase Interest in The Body Shop products.
2. According to the t-test outcomes, the Attitude Towards Green Brand variable (X2) exhibits a significance value of 0.033, which is less than 0.05. Therefore, Ho2 is rejected, and Ha2 is accepted, demonstrating that Attitude Towards Green Brand (X2) positively and significantly affects Purchase Intention for The Body Shop products.
3. The t-test findings reveal that the Green Trust variable (X3) has a significance value of 0.000, which is well below 0.05. As a result, Ho3 is rejected, and Ha3 is accepted, indicating that Green Trust (X3) has a positive and significant impact on Purchase Intention for The Body Shop products.

**Coefficient of Determination Results (R<sup>2</sup>)**

The coefficient of determination aims to ascertain the degree to which the independent variable influences the dependent variable with the following results:

Table 4. Results of Determination Coefficient Analysis (R<sup>2</sup>)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921 <sup>a</sup>	.849	.844	1.090
.1 Predictors: (Constant), Green Trust (X3), Attitude Towards Green Brand (X2), Green Brand Knowledge (X1)				

(Source: processed research data, 2024)

It is evident that the independent variables Green Brand Knowledge, Attitude Towards Green Brand, and Green Trust can account for 84.4% of Purchase Intention, with the remaining 15.6% being influenced by variables not included in this study. The Adjusted R Square value is 0.844, or 84.4%.

**DISCUSSION**

***The Influence of Green Brand Knowledge on Purchase Intention***

The results of the hypothesis test show that purchase intention for The Body Shop items is positively and significantly impacted by green brand knowledge. The findings of the hypothesis test indicate that consumers' purchase intentions for The Body Shop items will increase in proportion to their level of Green Brand Knowledge. Knowledge of green brands can strengthen the link between environmental consciousness and the desire to purchase green products, claim Siyal et al. (2021). Environmental consciousness has a greater influence on consumers' buying intentions the more they are aware of green brands.

***The impact of Attitude Towards Green Brand on Purchase Intention.***

Purchase Intention for The Body Shop items is favorably and significantly influenced by Attitude Towards Green Brand, according to the hypothesis test results. According to tests, consumers' purchase intentions for The Body Shop items would increase with their level of influence on green brands. Customers with more positive environmental attitudes are more likely to purchase green items, as attitude is seen as the appropriate component that is crucial to executing specific activities. (Siyal et al., 2021)

***The effect of Green Trust on Purchase Intention.***

The intention to purchase products from The Body Shop is significantly and favorably impacted by green trust. The findings of the hypothesis test indicate that a consumer's intention to buy products from The Body Shop will increase with their level of Green Trust. This demonstrates how customer trust in environmental promises, such as the advantages to the environment and the reduction of environmental issues (such as waste, carbon emissions, and the

energy crisis) offered by green businesses, can positively impact the degree of interest in buying green items.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study looked at the factors influencing purchasing intention and came to the following conclusions:

1. Purchase intention for products from The Body Shop is positively and significantly impacted by green brand knowledge. The study's findings indicate that knowledge of green brands influences consumers' intentions to make purchases.
2. Purchase intention for products from The Body Shop is strongly and favorably impacted by attitudes toward green brands. This indicates that consumers' purchase intentions for products from The Body Shop will increase in proportion to their level of influence over green brands.
3. The intention to purchase products from The Body Shop is significantly and favorably impacted by green trust. This suggests that a consumer's intention to buy products from The Body Shop increases in tandem with their level of Green Trust.

## **FURTHER STUDY**

Future research could use a larger sample size than the one used in this study in order to improve the accuracy of the research findings. Furthermore, carrying out longitudinal study could shed light on how respondents' attitudes toward this matter change over time, from the present to the future.

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