



GREEN MARKETING AND ECO-LABEL IN SUSTAINABLE SKINCARE: HOW ENVIRONMENTAL AWARENESS SHAPES DECISION

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Abstract

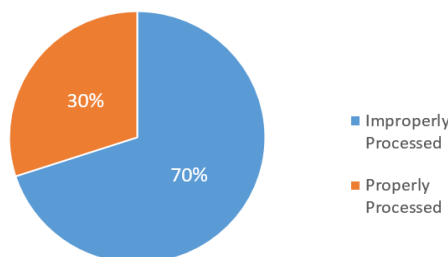
This study examines the effect of green marketing and eco-labels on purchase decisions by considering environmental awareness as a mediating variable using the S-O-R theory (Stimulus-Organism-Response). A sample of 227 The Body Shop at Shopee consumers was selected using purposive sampling. Data analysis using the Structural Equation Model (SEM) method based on Partial Least Squares (PLS). The analysis results show that green marketing and eco-label significantly affect environmental awareness and purchase decisions; environmental awareness significantly affects purchase decisions and mediates the relationship between green marketing and purchase decisions; and eco-label mediates the relationship between purchase decisions. Shows that consumers with higher environmental awareness tend to choose environmentally friendly products. The implications of this study emphasize the importance of green marketing and eco-labeling in shaping environmental awareness to form consumer purchasing decisions. This study has limitations in scope, so the results cannot be generalized. Therefore, future research is recommended to expand the scope of the study and use a qualitative approach to gain a deeper understanding.

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INTRODUCTION

Environmental problems have become an increasingly urgent global challenge, as industrial growth and technological advances, which should benefit human life, have triggered serious environmental issues (Pertiwi & Sulistyowati, 2021; Shafira *et al.*, 2022).



Source: Defitri (2022)

Figure 1. Used Plastic Skincare Waste In Indonesia

Human and industrial activities that pay less attention to environmental aspects are the main root of this problem (Lestari *et al.*, 2020). One industrial sector that contributes to this problem is the skincare industry. The skincare industry, which is experiencing rapid growth, generates huge plastic waste (Alifah & Isnaini, 2024). Annually, the industry produces well over 120 billion packaging units, with a large portion being non-recyclable (Safe, 2022). Data presented in Figure 1 shows that in Indonesia, plastic waste from the beauty industry reaches an alarming 6.8 million tonnes per year, and 70 percent is not adequately handled (Defitri, 2022). The rapid growth of the skincare market has led to an increase in the production of single-use plastic packaging, which is difficult to decompose and pollutes the environment.

Along with that, consumer awareness of the environment is increasing (Alexandre *et al.*, 2024). This awareness encourages consumers to be more sensitive and concerned about the impact of the products they buy (Lestari & Fitriani, 2021). To support sustainability, consumers need to know products that are safe for the environment before deciding to purchase the product. (Nandaika & Respati, 2021). Consumers consider environmental aspects and several other factors in purchasing decisions, such as price, product quality, and the credibility of eco-friendly claims. It has encouraged many companies to apply the concept of green marketing to influence purchasing decisions and encourage consumers to switch to environmentally friendly products. (Setiawan & Yosepha, 2020). Green marketing significantly influences purchase decisions, and this effect is partially mediated by brand image” (Utari & Sukawati, 2023). Green marketing tools such as eco-labels, eco-brands, and environmentally friendly advertisements significantly influence consumer purchasing decisions. Among these, eco-brands play the most dominant role in shaping customer preferences for natural skincare products (Dewi & Aksari, 2018)

The Body Shop is an environmentally friendly beauty and skincare brand that consistently applies an environmentally friendly marketing strategy in all its business activities (Putri *et al.*, 2023). The Body Shop is committed to using sustainable natural ingredients, applying green chemistry principles, and supporting regenerative agriculture to minimize environmental impact. Consumer education through sustainability campaigns is vital. The 'Bring Back Our Bottles' campaign has successfully promoted recycling, and the 'Forever Against Animal Testing' campaign has encouraged people to reject animal testing. The Body Shop implements packaging, supports Community Fair Trade practices, and uses recycled plastic from India. The Body Shop implements a sustainable packaging system and ships boxes for distribution. It reduces plastic usage and carbon emissions every year. A sustainable pricing strategy is to offer premium prices for eco-friendly products and incentives

such as refill discounts and exchange programs. The Body Shop's approach to green marketing aims to minimize the environmental impact of products and production processes. With this approach, skincare products benefit users and contribute to environmental preservation (Nilasari & Setyaning, 2024). Green marketing is one of the many factors significantly impacting the purchase decision (Paramananda & Idawati, 2023; Putra & Djunaid, 2023; Silaban *et al.*, 2021).

According to Cahyanti and Ekawati (2021), building consumer trust in green products is essential, as it strengthens the relationship between environmental perceptions and repurchase intentions, especially in eco-conscious industries such as skincare. Eco-labels have become vital instruments for helping consumers make sustainable choices. They provide transparent information about a product's environmental impact, allowing consumers to make more informed purchasing decisions. (Sun *et al.*, 2021). Some of The Body Shop's eco-labels include Green Dot, Forest Stewardship Council (FSC), and Polyethylene Terephthalate (PET). Eco-labels are one of the critical parts that significantly drive purchasing decisions (Ayes *et al.*, 2024). Consumer environmental awareness can influence the decision-making process regarding purchases. Environmental awareness is about individuals recognizing the need to protect and be aware of the vulnerability of the surrounding environment. (Irfanita *et al.*, 2021). Environmental awareness increases consumers' ability to assess available environmentally friendly products efficiently and increases consumers' understanding of the effect of products on the environment (Nurapni *et al.*, 2024; Sari & Karsono, 2023).. Khaleeli and Jawabri (2021) confirm that environmental awareness significantly shapes consumer purchasing decisions.

This study uses S-O-R theory to explore how eco-labelling impacts consumer choices, with environmental awareness in the middle. This theory emphasizes that an external stimulus (S) can influence individuals through internal processes (O), which in turn lead to a response (R) in the form of behavioral changes (Sultan *et al.*, 2021).. In this context, green marketing and eco-labels act as a stimulus that influences individuals and then causes a response in the form of a purchase decision. In addition, both also play a role in increasing environmental awareness, which will encourage consumers to consider the sustainability aspects of a product before making purchasing decisions. According to Hartono & Kodrat (2023) The SOR theory consists of three aspects: stimulus (S) as a message that can be accepted or rejected, Organism (O) as a process of individual interpretation and understanding, and Response (R), which shows changes in behavior after information is processed.

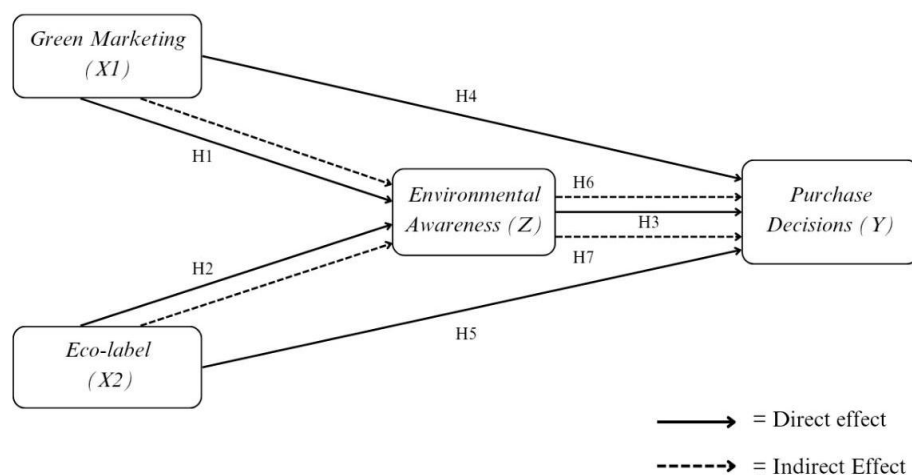
Previous studies show different results on the effect of green marketing and eco-labels on purchase decisions. Paramananda and Idawati (2023) found that green marketing significantly affects purchasing decisions, while Rakhayu and Astuti (2024) found the opposite result. Similarly, Ayes *et al.* (2024) found that eco-labels on products significantly increased purchasing decisions, but Ningtias and Dewi (2023) found that eco-labels had an insignificant effect. Inconsistency is evident in the impact of environmental concerns on purchasing decisions. Paramita *et al.* (2022) found that environmental awareness significantly affects purchase decisions. In contrast, Puspitasari *et al.* (2021) found that environmental awareness had no significant effect. Differences in applied research methods, sample characteristics, and study environment caused the research results to be inconsistent.

In the present study, researchers are interested in this area of inquiry for several reasons. First, researchers seek to propose original concepts concerning the impact of green marketing and eco-labeling with environmental awareness as a mediating variable on consumer decision-making. Second, based on a literature review of previous studies, no researchers have combined green marketing and eco-labels with environmental awareness as a mediating variable. Third, the object of this research is different from the objects used in previous studies, providing a new perspective in this field.

Despite having a strong image in terms of environmental stewardship, The Body Shop also faces some challenges in ensuring that its green marketing strategies and eco-labels can influence consumers' purchasing decisions on digital platforms such as Shopee. The increasing number of similar products with eco-friendly claims in e-commerce raises various consumer doubts in making

choices. This condition creates a gap between the company's green marketing efforts and actual consumer purchasing behavior, so in-depth research is needed to understand the real influence of green marketing and eco-labeling amid increasingly fierce online market competition. Therefore, this research is essential to determine how green marketing and eco-labeling influence consumer purchasing decisions for The Body Shop products amid online market competition.

This study examines the effect of green marketing and eco-labeling on purchasing decisions for The Body Shop products at Shopee, using the SOR (stimulus-organism-response) theoretical framework and offering environmental awareness variables as mediation. Thus, the results of this study are expected to contribute theoretically and practically to companies' development of effective green marketing strategies and optimization of the eco-label's role in strengthening consumer trust levels and driving increased purchasing decisions in the e-commerce environment.



Source: Research Data (2025)

Figure 2. Conceptual Framework Model

In his research, Nurhidayat et al. (2023) stated that green marketing and environmental awareness have a significant influence. The results of a study by Risyafani et al. (2024) and Soegesti et al. (2024) also show that green marketing significantly influences environmental awareness. Apart from green marketing, eco-labeling also plays a role in increasing consumer environmental awareness. Research by Carrión-Bósquez et al. (2024) examined the impact of eco-labels on environmental awareness. The study's findings indicated a substantial correlation between eco-labels and environmental awareness. Safitri et al. (2022) also found that eco-labels significantly affect environmental awareness. Eco-labels are considered capable of conveying environmentally friendly product information. The study's findings indicate a substantial correlation between eco-labels and environmental awareness. The findings of previous research lead to the hypothesis that:

H1: Green marketing has a significant effect on environmental awareness.

H2: Eco-labels have a significant effect on environmental awareness.

Research has shown that a person's level of environmental awareness is directly correlated with their sense of ecological concern (Carducci et al., 2021; Hansmann et al., 2020). Conditions such as these prove that ecological influences encourage individuals to purchase pollutant-free products, which is very important. (Yuriev et al., 2020). Research findings by Paramita et al. (2022) show that environmental awareness significantly influences purchasing decisions. Other research conducted by Aurellia and Suryantini (2024) also found that environmental awareness significantly impacts purchasing decisions. On the marketing side, green marketing is a competitive advantage for companies, mainly when producing environmentally oriented products. The high consumer demand

for environmentally friendly products can influence purchasing decisions (Widodo, 2020). Silaban *et al.* (2021) supported it, stating that green marketing significantly increases purchasing decisions. Paramananda and Idawati (2023) also found that green marketing significantly impacts purchasing decisions. Ayes *et al.* (2024) state that environmentally friendly labels on a product greatly influence purchasing decisions. Prihandono *et al.* (2020) also found that eco-labels significantly influence purchasing decisions. Thus, applying eco-labels to products has the potential to encourage consumers to buy them. In addition, consumers with high environmental awareness tend to value eco-label products more because they align with their principles. It will consequently increase the potential for purchasing decisions since they are based on consumers' values and are in line with the products offered. The findings of previous research encourage the hypothesis that:

H3: Environmental Awareness has a significant effect on purchasing decisions.

H4: Green marketing has a significant effect on purchasing decisions.

H5: Eco-label has a significant effect on purchasing decisions.

H6: Environmental Awareness significantly mediates the effect of green marketing on purchase decisions.

H7: Environmental Awareness significantly mediates the influence of eco-labels on purchase decisions.

METHODS

This research applies a quantitative approach with a survey method. The population studied was consumers of The Body Shop on Shopee. The sample was used by employing a purposive sampling technique, with the criteria being that consumers of the Body Shop had purchased at least once on the Shopee platform. The minimum number of samples used in this study was 227 respondents. The questionnaire is a data collection tool and uses a semantic differential scale with a value range of 1-7. If the respondents have between 1-4, they tend to disagree. However, if they choose 5-7, then respondents tend to agree. (Pangestu *et al.*, 2021). The questionnaire was made using Google Forms and shared on social media. The data collected was then analyzed using math and statistics to prove or disprove the hypothesis. The influence test was carried out using the Structural Equation Model (SEM) method based on Partial Least Squares (PLS) and was analyzed using SmartPLS 3.2.9 software. The indicators for each variable in this study are as follows:

Table 1.
Variables and Indicators

Variables	Definition	Indicators
Green Marketing	Green marketing is a new strategy that aims to direct various company practices towards better and more harmonious relationships with the environment (Correia <i>et al.</i> , 2023).	1. Green product 2. Green price 3. Green distribution channels 4. Green promotion (Silaban <i>et al.</i> , 2021)
Eco-label	An eco-friendly label is a form of labeling that informs consumers about an ecological product's impact throughout its life cycle (Wojnarowska <i>et al.</i> , 2021)	1. Comply with standards 2. Inform environmental safety 3. Eco-label credibility 4. Reliable eco information 5. (Taufique <i>et al.</i> , 2019)
Awareness	Environmental awareness is a condition when individuals realize things that are good and need to be done for the environment (Handayani <i>et al.</i> , 2021)	1. Environmental issues 2. Environmental perceptions 3. Environmental attention 4. Environmental knowledge (Muttaqin <i>et al.</i> , 2023)

Variables	Definition	Indicators
Purchase Decision	Purchase Decision can be interpreted as a decision made by consumers when determining one choice from the many choices they have (Paramita <i>et al.</i> , 2022)	1. steadiness in a product 2. Habits in purchasing products 3. Provide recommendations to 4. Make a repeat purchase (Herispon & Sudriana, 2023)

Source: Research Data (2025)

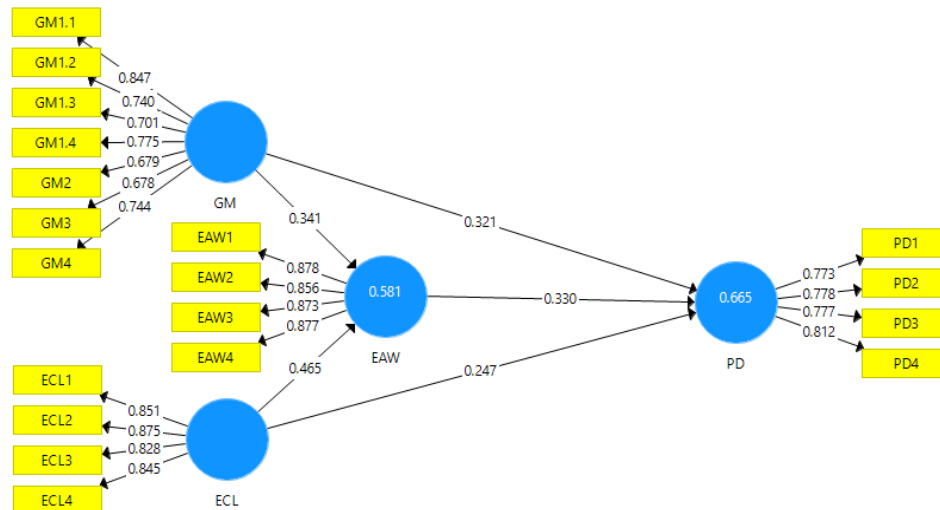
RESULT AND DISCUSSION

Table 2.
Demographics Of Respondents

Variable	Category	Number	Percentage
Gender	Male	52	22,91%
	Female	175	77,09%
Age	17-25 years	166	73,13%
	26-35 years	50	22,03%
	36-45 years	9	3,96%
	≥ 46 years	2	0,88%
Job	Students	120	52,86%
	Freelancers	31	13,66%
	Bumn/Bumd	5	2,20%
	Private Employees	59	25,99%
	Entrepreneurs	12	5,29%
Income (IDR)	< Rp. 1.000.000	99	43,61%
	Rp. 1.000.000 - Rp. 3.000.000	84	37,00%
	Rp. 3.000.000 - Rp. 5.000.000	23	10,13%
	> Rp.5.000.000	21	9,25%
Purchase Frequency	Never Purchased	0	0,00%
	1-2 times	139	61,23%
	3-4 times	74	32,60%
	> 5 times	14	6,17%
Domicile	Kota Surakarta	88	38,77%
	Kab. Boyolali	70	30,84%
	Kab. Sukoharjo	15	6,61%
	Kab. Wonogiri	14	6,17%
	Kab. Klaten	21	9,25%
	Kab. Sragen	6	2,64%
	Kab. Karanganyar	13	5,73%
Total		227	100,00%

Source: Research Data (2025)

Based on Table 2, most respondents are female (77.09 percent). Based on age, the age range is dominated by 17-25 years, with a percentage of 71.13 percent. In terms of occupation, 52.86 percent were students. The majority of respondents have an income of < Rp. 1,000,000, with a percentage of 43.61 percent. Judging from the frequency of purchases, most respondents made purchases 1-2 times (61.23 percent). Most respondents live in Surakarta City, with 38.77 percent.



Source: Research Data (2025)

Figure 2. Outer Loading Test Results

Based on the test results in the figure, all indicators have a loading factor value of > 0.60 , indicating that they are valid and can represent the latent constructs measured significantly. Thus, each indicator can explain its latent variable well.

Table 3.
Construct Reliability and Validity Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Green Marketing (X1)	0,89	0,90	0,93	0,76
Eco-label (X2)	0,87	0,87	0,91	0,72
Environmental Awareness (Z)	0,86	0,87	0,89	0,55
Purchase Decision (Y)	0,79	0,79	0,87	0,62

Source: Research Data (2025)

Test results presented in Table 2 show that all variables have Cronbach's Alpha and rho_A values of 0.7, indicating adequate internal consistency. The Composite Reliability (CR) value is > 0.7 , which indicates high reliability, and the Average Variance Extracted (AVE) value is > 0.5 , which means it has adequate convergent validity. Thus, all variables in this study have adequate validity and reliability.

Table 4.
Heterotrait-Monotrait Test Results (HTMT)

	Environmental Awareness	Eco-label	Green Marketing
Eco-label	0,82		
Green Marketing	0,79	0,89	
Purchase Decision	0,87	0,88	0,89

Source: Research Data (2025)

Discriminant validity is evident in the Heterotrait-Monotrait Ratio (HTMT) value. This value quantifies the degree to which distinct constructs are independent. The HTMT value of < 90 reflects good discriminant validity. The HTMT test results in Table 3 show that all HTMT values are < 90 , which indicates that the constructs have adequate discriminant validity.

Table 5.
R Square and Q Square Results

	R Square	Q Square
<i>Environmental</i>	0,59	0,43
<i>Purchase</i>	0,66	0,40

Source: Research Data (2025)

The R-square test results in the table show that Green Marketing, Eco Label, and Environmental Awareness moderation on Purchase Decisions are in the high influence category, with a value of 58.1%. The test results also show that green marketing, eco-labeling, and environmental awareness on purchase decisions have a high influence, with a value of 66.5 percent. Meanwhile, the Q-square test results in the table show that the Environmental Awareness variable has a moderate prediction accuracy close to high, with a value of $0.43 > 0.25$. Furthermore, the purchase decision variable demonstrates a moderate level of prediction accuracy, with a value of 0.40, which is greater than the 0.25 threshold, which usually indicates a high level of accuracy.

Table 6.
GoF Index Result

Average Community	Average R²	GoF Index
0,64	0,62	0,63

Source: Research Data (2025)

The following are the results of the calculation of the Goodness of Fit Index (GoF Index) used to assess the suitability of the model in this study:

$$\text{GoF} = \sqrt{(\text{Community} \times R^2)}$$

$$\text{GoF} = \sqrt{(0,643 \times 0,622)}$$

$$\text{GoF} = \sqrt{0,400}$$

$$\text{GoF} = 0,632$$

The table shows that the goodness of fit index value is 0.632. It indicates that the tested model has a high level of fit and is reliable in explaining the relationship between variables in this study.

Table 7.
Hypothesis Test Results

	Path Coefficient	P-value	95% Confidence Intervals	
			Lower Limit	Upper Limit
H1. GM – LAW	0,34	0,00	0,20	0,50
H2. ECL – EAW	0,46	0,00	0,30	0,61
H3. EAW – PD	0,33	0,00	0,16	0,46
H4. GM – PD	0,32	0,00	0,18	0,50
H5. ECL – PD	0,24	0,00	0,09	0,38
H6. GM - EAW - PD	0,11	0,00	0,05	0,18
H7. ECL - EAW - PD	0,15	0,00	0,06	0,25

Source: Research Data (2025)

Based on the results presented in Table 6 regarding hypothesis testing, H1 is accepted. Thus, green marketing significantly influences consumer environmental awareness. With a p-value of ($0.000 < 0.050$). The path coefficient value of 0.341 indicates a positive relationship between green marketing and environmental awareness. In the 95 percent confidence interval, the effect of green marketing on increasing consumer environmental awareness is in the range of 0.207 to 0.504.

Some aspects of green marketing practiced by The Body Shop that contribute to consumer environmental awareness include green products, green promotion, green distribution channels, and

green prices. In the green product aspect, The Body Shop uses main ingredients sourced from Community Fair Trade, such as shea butter from Ghana and argan oil from Morocco, which are processed with sustainable practices and empower local communities. In addition, the packaging used is also made from recycled plastic and glass to reduce waste. In green promotion, The Body Shop applies soft selling strategies by building sustainability narratives such as the "Bring Back Our Bottles" campaign that invites consumers to return packaging waste. Instead of aggressive promotion, The Body Shop focuses more on reducing plastic waste and involving consumers in sustainability efforts. Marketing significantly influences environmental awareness. These results align with research conducted by Nurhidayat *et al.* (2023) and Risafani *et al.* (2024), which shows that green marketing can convey information regarding eco-friendly products and environmental issues. With this approach, consumers' environmental awareness and insight into the relationship between their consumption patterns and their impact on the broader environment can increase.

When it comes to distribution, The Body Shop uses reusable shipping boxes that reduce the use of adhesive tape, plastic, and carbon emissions generated annually. Not only does it reduce packaging waste, but this innovation can also increase consumers' environmental awareness by proving that sustainability applies to business aspects, including logistics. In terms of green prices, The Body Shop offers prices that tend to be higher due to the premium raw materials used, such as pure essential oils and certified natural ingredients. As an incentive given to consumers concerned about the environment, The Body Shop provides special discounts to consumers who return empty packaging to The Body Shop through the "Return, Recycle, Repeat" program. With this policy, The Body Shop seeks to build awareness in consumers that their every consumption behavior directly impacts reducing plastic waste. Thus, green marketing is a marketing strategy and an effective educational tool in shaping environmental awareness and more responsible consumption patterns.

The results of hypothesis testing also show that H2 is accepted. Eco-label significantly influences environmental awareness with a p-value of ($0.000 < 0.050$). The path coefficient value of 0.465 indicates a positive relationship between Eco-Label and Environmental Awareness. In the 95% confidence interval, the influence of eco-labeling in increasing consumers' environmental awareness ranges from 0.307 to 0.613.

The analysis found that Eco-Label has a significant effect on environmental awareness. This finding is consistent with the study conducted by Carrión-Bósquez *et al.* (2024) and Safitri *et al.* (2022), which highlights the role of eco-labelling in increasing environmental awareness. Verified information on the ecological impact of products pushes consumers to care more about sustainability and the environment. Among various green marketing tools, eco-branding has the strongest effect on consumer purchasing behavior (Dewi & Rahyuda, 2018). The Body Shop has various eco-labels that make consumers understand the impact of their products. For example, the Vegan Society label guarantees that the products are animal-free, and the FSC (Forest Stewardship Council) signifies that the packaging comes from responsibly and sustainably managed wood sources. In addition, the leaping bunny label from Cruelty-Free International confirms that all The Body Shop products are free from animal testing at every stage of production, which is a significant concern for consumers concerned about morality and sustainability. The Body Shop further emphasizes sustainability, well-being, and ethical business practices with this eco-label. It is important to emphasize that the product has met environmental and social standards. Consumers can, therefore, rest assured that the product is safe and socially responsible. The information from the label encourages them to be more critical in their product choices, thus raising awareness about the environmental impact of their consumption decisions.

The eco-label's implications can also be observed in the changes in consumer behavior and sustainability policies implemented by The Body Shop. By including the eco-label on packaging and promotions, consumers can more easily recognize environmentally friendly products and the importance of certification to ensure a better ecological impact. Through the eco-label, The Body Shop

is increasingly focusing on the transparency of its supply chain, ensuring every material used comes from an accountable and sustainable source. Transparency on raw materials and production practices, such as using FSC-certified packaging, assures consumers that the raw materials come from responsibly and sustainably managed forests. Education through social and community campaigns also reinforces the understanding that choosing eco-labeled products is about quality and environmental responsibility. Thus, by applying environmentally friendly labels, The Body Shop raises environmental awareness and encourages a change toward consuming more sustainably.

Furthermore, the results of hypothesis testing show that H3 is accepted. Environmental awareness significantly influences purchase decisions with a p-value of ($0.000 < 0.050$). The path coefficient value of 0.330 indicates a positive relationship between environmental awareness and purchase decisions. In the 95 percent confidence interval, the effect of environmental awareness on increasing consumer purchase decisions is in the range of 0.164 to 0.467. These results accord with studies conducted by Paramita *et al.* (2022), emphasizing that the level of environmental awareness among consumers has an essential effect on purchasing. Research by Aurellia and Suryantini (2024) also supports these results, stating that consumers with high environmental awareness tend to choose products with environmentally friendly management. Consumers tend to prefer products with responsible business practices when they understand a product's ecological impact. The Body Shop builds this awareness by conducting educational campaigns such as "How Sustainable Are You?", which invites consumers to evaluate their consumption patterns and understand the importance of choosing environmentally friendly products. The "Return, Recycle, Repeat" scheme incentivizes consumers to return empty packaging, thus encouraging active participation in sustainability practices. This approach makes consumers realize that every purchase decision impacts the environment. By doing so, The Body Shop is not just selling products but also encouraging consumers to change towards a more sustainable lifestyle.

Efforts to increase environmental awareness are also evident in the "Bring Back Our Bottle" program, which is part of the "Return, Recycle, Repeat" concept. This program aims to encourage consumers to return empty packaging and educate them to raise environmental awareness. By understanding that the returned packaging will be recycled instead of ending up in the trash, consumers will realize that they play a role in reducing plastic waste. This awareness will shape a more critical mindset in choosing the products they buy, so they will select products that contribute to environmental issues. Active involvement in the program also makes consumers increasingly consider sustainability factors in their purchasing decisions, from packaging to the products' raw materials. Consumers buy based on immediate benefits as environmental awareness grows, and want to contribute to broader sustainability. With this increasing awareness, consumers' purchasing decisions will be affected by sustainability factors, so they choose products in terms of quality and their environmental impact.

The findings of this study also show that H4 is accepted. Green marketing significantly influences purchase decisions with a p-value ($0.000 < 0.050$). The path coefficient value of 0.321 indicates a positive relationship between green marketing and purchase decision. In the 95 percent confidence interval, the effect of green marketing on increasing consumer purchase decisions is in the range of 0.188 to 0.503.

Green marketing has a significant effect on Purchase Decisions. These results align with research conducted by Widodo (2020) and Silaban *et al.* (2021). Thus, implementing green marketing strategies can be a determinant factor in shaping consumer preferences for environmentally oriented products. Paramananda and Idawati (2023) also state that green marketing has a significant effect directly on purchasing decisions. The present study hypothesizes that the presence of a green product is a significant contributing factor in the decision process leading to the acquisition of a good or service. The Body Shop uses ethically sourced natural raw materials, such as argan oil from Morocco, shea butter from Ghana, and tea tree oil from Kenya, all obtained from sustainability-certified

suppliers. The products are formulated free of harmful chemicals, such as parabens and silicones, that can harm the environment. This choice of ingredients gives consumers confidence that the products are not only safe for their skin but also safe for the ecosystem. Environmentally friendly promotions also play an essential role in shaping consumer behavior patterns, examples of which are campaigns such as 'Bring Back Our Bottle.' This campaign encourages consumers to return unused packaging and educates them about reducing plastic. As a result, consumers are becoming increasingly aware that purchasing and using products directly impact the environment.

Green distribution channels consist of packaging innovations and more environmentally friendly delivery systems. The Body Shop uses recyclable shipping boxes and refillable packaging, thus reducing the amount of single-use plastic. The ink on the packaging is also plant-based, making it more biodegradable. All of these efforts provide transparency to consumers that every product they buy goes through a distribution stage that is more responsible for the environment. Another factor that influences purchasing decisions is green price. The Body Shop sets a premium price on its products, reflecting its sustainable raw materials and more ethical production process. However, to maintain consumer engagement, the company has implemented several incentive measures, including discounts for refills and the exchange of empty packaging. Consumers who participate in these programs benefit financially and have the opportunity to contribute to reducing waste. With this comprehensive and sustainable marketing strategy, The Body Shop can shape a more caring consumer mindset and encourage sustainability-oriented purchasing decisions.

Hypothesis analysis in this study also shows that H5 is accepted. Eco-label significantly influences purchase decisions with a p-value of ($0.000 < 0.050$). The path coefficient value of 0.247 indicates a positive relationship between Eco-Label and Purchase Decision. In the 95% confidence interval, the effect of Eco-Label in increasing purchase decisions among consumers is in the range of 0.090 to 0.385.

Eco-label has a significant influence on purchase decisions. This finding aligns with the results of research conducted by Ayes *et al.* (2024). Prihandono *et al.* (2020) also found that eco-labeling has a significant effect directly on purchasing decisions. It shows that the Eco-Label can increase consumer confidence in the product; transparent and credible environmentally friendly certification can be one factor driving purchasing decisions. The Body Shop has several certifications that have become the primary benchmark for consumers in assessing the sustainability of its products. Vegan Society certification assures that The Body Shop products are free from animal ingredients, thus reassuring consumers concerned about animal welfare. In addition, the FSC (Forest Stewardship Council) certification guarantees that the packaging comes from managed sources, giving consumers confidence in their deforestation-free choices. It has become evident that eco-labels are not merely supplementary information. However, they can also influence consumers' decision-making process, encouraging the adoption of products more aligned with ecological principles.

Implementing the Eco-Label also strengthens The Body Shop's reputation as a company committed to sustainability, giving consumers greater confidence when making purchasing decisions. The label provides transparency regarding the company's business practices, reinforced through The Body Shop's education and campaigns. In addition, the leaping bunny label from Cruelty-Free International guarantees that all The Body Shop products are free from animal testing, strengthening the trust of consumers who oppose testing. Confidence in these labels plays a role in building more environmentally conscious purchasing decisions because consumers will feel that their choices are excellent for themselves and positively impact global sustainability. With more consumers considering the ecological and ethical impact of their purchasing decisions, the presence of the Eco-Label on The Body Shop products is one factor that increases confidence in choosing products that are in line with sustainability principles.

The results of the mediation test calculation with the intervening variable Environmental Awareness on the effect of Green Marketing on Purchase Decisions are as follows:

$$\begin{aligned}
 &= \beta^2_{MX} \beta^2_{YM.X} \\
 &= (0,341)^2 \times (0,330)^2 \\
 &= 0,116 \times 0,108 \\
 &= 0,026
 \end{aligned}$$

The mediation test results presented in Table 6 show that H6 is accepted. In other words, environmental awareness significantly mediates the effect of green marketing on purchase decisions. The p-value was 0.000, and the path coefficient was 0.112. However, as a mediator between Green Marketing and Purchase Decision, Environmental Awareness is in the low mediation effect category with a mediation effect value of 0.026.

Environmental awareness significantly mediates the effect of green marketing on purchase decisions. It shows that environmental awareness contributes enormously to increasing the effectiveness of green marketing implemented by The Body Shop. Consumers with high environmental awareness tend to understand and accept green marketing initiatives better, so these strategies are more effective in driving consumer purchasing decisions. Thus, environmental awareness is a mediator that strengthens the correlation between green marketing and purchasing. Steps to increase environmental awareness through education, social campaigns, and transparent product information are strategic steps for The Body Shop in optimizing the effectiveness of green marketing.

The Body Shop plays an active role in raising consumers' environmental awareness through various initiatives. One is through the "Bring Back Our Bottles" program, which invites consumers to return empty product packaging waste to the store for recycling. This program helps reduce plastic waste and educates consumers about environmental responsibility. The Body Shop is also committed to using recyclable packaging and increasing the use of recycled plastic in its products. With these measures, The Body Shop can increase consumers' environmental awareness, increase the effectiveness of green marketing strategies, and encourage sustainable purchasing decisions.

The results of the mediation test calculation with the intervening variable, Environmental Awareness, on the effect of Eco-Label on Purchase Decision are as follows:

$$\begin{aligned}
 &= \beta_{MX} \beta_{2YM.X} \\
 &= (0,465)^2 \times (0,330)^2 \\
 &= 0,216 \times 0,108 \\
 &= 0,023
 \end{aligned}$$

The mediation test results also show that H7 is accepted. In other words, environmental awareness significantly mediates the eco-label effect on purchase decisions, with a p-value of 0.002 and a path coefficient of 0.153. However, as a mediator between Eco-Label and Purchase Decision, Environmental Awareness is in the low mediation effect category, with a mediation effect value of 0.023.

Eco-labels on The Body Shop's products are essential in building trust among consumers regarding the sustainability claims of the products. Labels such as Vegan Certified and Cruelty-Free International indicate that products have met specific environmental standards, from raw materials to production processes, with little ecological impact. However, eco-labels' effectiveness in influencing purchasing decisions does not stand alone; it also depends on the level of consumers' environmental awareness. Consumers with high environmental awareness better understand the meaning of certification and tend to trust products with eco-labels more than those without eco-labels. Environmental awareness can significantly mediate between the influence of eco-labels and purchasing decisions. It shows the important role of environmental awareness in increasing eco-label effectiveness and driving consumer purchasing decisions. Thus, an eco-label is a symbol and a more effective educational tool for consumers concerned about sustainability.

Based on the results of this study, The Body Shop has not only established the eco-label as a product attraction. However, it is also committed to raising the environmental awareness of its consumers through educational efforts. Educational campaigns such as supply chain transparency in the Community Fair Trade program and detailed product composition information on websites and packaging make consumers more aware of the ecological impact of their choices. Highly environmentally conscious consumers tend to consider eco-labels when choosing products because they understand these certifications demonstrate a real commitment to sustainability. This awareness encourages them to be more selective in choosing products that are not only of high quality but also positively impact the environment. Thus, environmental awareness acts as a mediator between eco-labels and purchasing decisions, indicating that the effects of eco-labels depend on the level of environmental awareness among consumers. It further strengthens The Body Shop's strategy of educating consumers, ensuring that sustainability messages are received, and influencing their purchasing behavior.

CONCLUSION AND RECOMMENDATION

Based on the results of this study, green marketing and eco-labeling significantly affect purchase decisions, both directly and through environmental awareness, as a mediating variable. Green marketing and eco-labeling can increase environmental awareness, significantly impacting purchase decisions. Directly, green marketing and eco-labeling affect purchase decisions, which shows that green marketing strategies and the existence of eco-labeling can increase consumer confidence. Furthermore, an increased level of environmental awareness is proven to mediate the effect of green marketing on purchase decisions and the impact of eco-labels on purchase decisions. In addition, environmental awareness mediates the effect of green marketing on purchase decisions and the eco-label impact on purchase decisions, indicating that the effectiveness of these two factors is more potent when consumer environmental awareness increases. This study supports the S-O-R (stimulus-organism-response) theory. It states that eco-marketing and labeling can raise environmental awareness among consumers, which in turn may influence their purchasing decisions and encourage them to adopt eco-friendly practices.

To continuously improve the effectiveness of its Green Marketing strategy, The Body Shop can make innovations that have a more significant impact on building environmental awareness and driving consumer purchasing decisions. One such initiative pertains to supply chain transparency, wherein blockchain technology facilitates consumers' direct tracking of raw materials through QR codes affixed to the packaging. It will increase consumer trust and encourage them to consider sustainability in purchasing decisions. In addition, The Body Shop can develop the circular economy concept by implementing a product take-back system, which allows the return of old and unused products to be recycled or processed into new products. With this strategy, not only will it reduce waste, but it can also increase environmental awareness through a deeper understanding of the importance of sustainable consumption. The heightened awareness among consumers has led to an increased inclination towards selecting environmentally sustainable products, thereby influencing an escalation in purchasing decisions that favor The Body Shop products. In terms of research, future studies can expand the sample range by considering various distribution channels, such as physical stores and other e-commerce platforms, to gain a more comprehensive understanding of purchasing decisions on environmentally friendly products. In addition, a qualitative approach using interviews or focused group discussions (FGDs) is a method to explore the psychological and emotional factors that influence purchasing decisions for green products.

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