

## **THE INFLUENCE OF GREEN MARKETING, BRAND IMAGE, AND ONLINE CUSTOMER REVIEWS ON PURCHASE DECISION OF THE BODY SHOP PRODUCTS IN THE CITY OF YOGYAKARTA**

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### **ABSTRACTS**

Environmental concerns have increased public awareness about the importance of preserving the environment by encouraging the use of green products. As the climate change and pollution become a global issue, consumers are seeking out products that are environmentally friendly. With the increasing awareness of environmental preservation among the community, the use of green products is also rising, including beauty products. As environmental consciousness grows, green marketing becomes increasingly influential in appealing to eco-conscious customer. Green marketing highlights the use of sustainable material, ethical sourcing, and green production process. A good brand image helps the brand to attract an eco-conscious customer while online customer reviews support a social proof and real feedback on the product that can influence the customer purchase decisions. This study explores the issue of identifying how Jogjakarta customer's purchasing behaviour is influenced by these three variables: green marketing, brand image, and online customer review. By examining how these elements interact, the study aims to fill a gap in existing research, where no prior study has combined these three variables within the context of The Body Shop in the city of Jogjakarta. This study utilized a quantitative survey method and data were collected using questionnaire to capture consumer perceptions of green marketing, brand image, and online customer reviews. The collected data were then analyse using descriptive analysis and multiple linear regression. This study used purposive sampling technic, administered to 105 respondents who had purchased The Body Shop products. The conclusion is that online customer review does have influenced on customer purchasing behaviour, while green marketing and brand image does not have significant influenced on customer purchasing behaviour on The Body Shop products in Jogjakarta.

***Keywords: Green Marketing, Brand Image, Online Customer Review, Purchasing Behavior***

### **INTRODUCTION**

Climate crisis, pollution, and ecosystem damage call on society to better preserve the environment, one of which is waste pollution that continues to be a topic worth highlighting. 70% of the waste ends up in Indonesian waters, which is certainly very dangerous for the environment. One of the consequences is water contaminated by microplastics, which can cause chronic diarrhoea and, in the worst cases, stunting and cancer (Komalasari, 2024). According to CH Nety, Director of Water Pollution Control at the Ministry of Environment and Forestry (KLHK), household waste is the largest source of water pollution in Indonesia,

where much of the untreated domestic waste is directly dumped into rivers, contaminating the water and threatening the quality of clean water and public health (Komalasari, 2024).

According to data from the Indonesian Plastic Industry Association (Inplas), Indonesia is said to produce 64 million tons of non-recyclable plastic waste each year, and only a small portion of it is managed properly. The packaging of cosmetic products, including makeup and skincare, is one of the main contributors to plastic waste. The process of production, consumption, and disposal of plastic generates significant carbon emissions, which significantly impact global climate change (Yustina, 2023).

In the city of Yogyakarta, waste remains a problem where the Integrated Waste Disposal Site (TPST) Piyungan can no longer accommodate the community's waste, resulting in a buildup of garbage. This accumulation of waste leads to a decline in public health. One of the things that the community has done as a form of contribution to reducing waste is by using environmentally friendly products (Amallia, Effendi, & Ghofar, 2021).

One part of the green product line is beauty products, which have rapidly developed in recent times. Body and facial care have become the most important needs for some people, where the facial care business has rapidly developed and facial care companies continue to grow, with products ranging from make-up, skin care, hair care, and body care increasingly widely used by the public. The Body Shop first entered Indonesia in 1992 and is one of the successful examples of a brand that effectively utilizes green marketing (Nur, 2019).

According to Malyan dan Duhan (2018), Green marketing is an effort to market environmentally friendly products, aimed at minimizing the negative impact on the environment. Green marketing considers everything from product development, product promotion, to product distribution, all considering environmental protection (Soeltom, Rohman, & Asih, 2020). In line with The Body Shop's vision and mission of making the world a better place, green marketing helps align with that vision and mission. The Body Shop uses green marketing techniques in marketing its products from the perspective of green products, where The Body Shop supports refill schemes and limits the use of oil-based plastics, switching to plant-based plastics that are easy to decompose and recycle. The Body Shop also formulates its products to be 60% vegan (The Body Shop, 2024). Green products help save energy and reduce the use of toxic substances, pollution, and waste, and help in conserving and preserving environmental resources. From the perspective of green pricing, The Body Shop is classified as a brand that sets high prices for its products because it aligns with the quality of raw materials, the manufacturing process, marketing, and product distribution. From the perspective of green promotion, The Body Shop promotes its products by embracing green issues and sustainability, where The Body Shop advocates the importance of environmental preservation and sustainability by conducting campaigns on community fair trade recycled plastics, the wellbeing of future generations bill, and advocating for the cessation of animal testing in cosmetics. From the green place perspective, The Body Shop makes its outlets comfortable and accessible to the public. Green product, green price, green promotion, and green place have the potential to increase sales and encourage consumers to make purchases. The high level of pollution encourages society to care about the environment, which brands use as a method to create a good brand image by promoting eco-friendly products and taking environmental care actions to attract environmentally conscious customers. Using customer reviews that express satisfaction with green products can also be a tool to build a brand image.

Brand image of The Body Shop is to care for the earth by using environmentally friendly materials in both products and packaging and does not conduct animal testing. According to Kotler dan Keller (2009), brand image involves the feelings of consumers when they see or hear about a brand, which relates to how consumers describe a brand. In this context, a brand that builds an image supporting the preservation and sustainability of the environment can attract consumers to care about environmental issues. The Body Shop, as an environmentally conscious brand, leverages the emotional connection of environmentally conscious consumers to purchase The Body Shop products. The perception that The Body Shop consumers not only buy body care products but also contribute to environmental preservation

greatly influences their decision to purchase their products. By offering products made from natural ingredients while also advocating for environmental preservation through environmental rescue actions, The Body Shop encourages environmentally conscious consumers to buy their products.

Besides green marketing and brand image, online customer reviews also influence customers' decisions in purchasing a product, according to Venkatesakumar (2020), online customer review can be understood as an assessment of a business, product, or service made voluntarily by customers who purchase, use, or have experience with a particular product or service Chen et al. (2022) opine that almost 60% of consumers look for other consumer reviews before purchasing an item. Online Customer Review helps consumers decide to make a purchase by providing information about a product from a brand. Based on the above explanation, a study was conducted titled "The Influence of Green Marketing, Brand Image, and Online Customer Review on Purchase Decisions of The Body Shop Products in The City of Yogyakarta."

## **LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

### **Literary Studies Sub**

#### **Green Marketing**

According to the American Marketing Association (AMA), green marketing has three distinct meanings. First, Retailing definition where green marketing is defined as marketing that is environmentally friendly. Second, the Society-Based Marketing definition states that green marketing creates and offers products that reduce negative consequences and improve environmental quality. Third, the Environmental definition, where green marketing practices are carried out by organizations to manufacture, sell, package, and promote products in a highly sensitive approach to environmental challenges (Rahayu, Abdillah, & Mawardi, 2017). The indicators of green marketing are green product, green price, green promotion, and green place. The research conducted by Kirana et al. (2020) proving that green marketing influences purchasing decisions.

#### **Brand Image**

Keller (1993) noting that brand image is the perception of a brand that people have in their thoughts. Brand image may impact how people perceive environmentally friendly products. The indicators of brand image are easy to recognize, a good reputation, always remembered, and unique brand associations. Research conducted by Malik et al. (2013) demonstrating that brand image has a favourable impact on customer purchase decisions. The result is crucial to our research since it shows that a strong brand image might motivate customers to buy, particularly for environmentally friendly products. This is in line with other research conducted by Bagheri (2013) also shows that consumers are more interested in environmentally friendly products influenced by brand image that promotes sustainability values. One of the main focuses of this research is the idea that a brand image that encourages sustainability values can strengthen the relationship between customers and brands that care about the environment, where consumers who are motivated to care for nature will be encouraged to purchase environmentally friendly products.

#### **Online Customer Review**

Online Customer Review is feedback and reviews from consumers who have used a product or service might inspire new consumers to be interested in buying or utilizing a product or service (Sutanto & Aprianingsih, 2016). Syauta dan Hermawan (2023) stating that online customer reviews can be viewed or measured by perceived usefulness, source credibility, argument quality, valence, and volume of review as indicators. Consumers benefits from the rapid development of digital marketing since they no longer need to visit numerous sellers directly to evaluate similar products before purchasing them. Consumers only need to compare similar products supplied by other online retailers. (Ardianti, 2019). Based on the research conducted by Sudirjo et. al (2023) demonstrates that online customer reviews have a considerable and favourable influence on purchasing decisions for products from online

shops. From the research conducted by Dewi et al. (2024) It also demonstrates that online consumer reviews have a favourable and significant influence on purchasing decisions. Consumers believe that internet customer reviews are trustworthy and helpful in making purchasing decisions.

#### **Purchase Decision**

Purchase decision is the weighing of decisions by consumers that results in deciding whether to buy or not a product or service (Adiyantie, 2024). The indicators of the purchase decision are the certainty of buying after knowing the product information, the habit of buying the product, buying out of desire and need, and buying because of recommendations from others. Juliantari et al.(2019) in their research, if consumers have already decided which option to choose, they will do what they have chosen. Similarly, if consumers have a positive response to an object, they will strive to obtain that object.

#### **Hypothesis Development**

As consumer concern for the environment increases, consumers desire brands that demonstrate sustainability and environmental care, which makes The Body Shop's commitment to ethical sourcing and eco-friendly operations very appealing. The Body Shop promotes its products with green marketing through the approaches of green product, green price, green promotion, and green place with the aim of attracting consumers who care about environmental sustainability. Green marketing involves teaching consumers about eco-friendly products, utilizing sustainable resources, not performing tests on animals, introducing environmentally friendly packaging, and providing comfort and ease of access to products, all of which might encourage them to make purchases. This helps consumers obtain information about products as well as environmental issues, which ultimately aids in their purchasing decisions. From the explanation above, it can be concluded that the hypothesis proposed by the author is as follows:

***H1: Green Marketing has an influence on the Purchase Decision of The Body Shop products in the city of Yogyakarta.***

The Body Shop has developed a strong brand identity centred on ethical practices, cruelty-free products, and environmental sustainability, which aligns with consumers who prioritize these values. A positive brand image increases consumer trust in the brand, which ultimately influences consumer purchasing decisions. The Body Shop builds its brand image consistently on the concept of environmental and social care. Using a campaign in the form of community fair trade recycled plastics, wellbeing of future generations bill, and advocating to stop animal testing for cosmetics. The above can help consumers in making purchasing decisions for The Body Shop products. From the explanation above, it can be concluded that the hypothesis proposed by the author is as follows:

***H2: Brand Image Influences Purchase Decisions of The Body Shop Products in Yogyakarta City***

In the current digital era, consumers increasingly rely on feedback and ratings from fellow consumers when evaluating products, especially in the beauty and personal care sector. Positive reviews can enhance The Body Shop's credibility, encouraging potential buyers to make a purchase. High reviews of The Body Shop products can influence product credibility, thereby affecting purchasing decisions. Online reviews of The Body Shop provide strong and convincing arguments for making a purchase. In the end, the presence and quality of online customer reviews can play an important role in shaping consumer perceptions and driving sales for The Body Shop. From the explanation above, it can be concluded that the hypothesis proposed by the author is as follows:

***H3: Online Customer Reviews have an influence on the Purchase Decision of The Body Shop products in Yogyakarta City.***

#### **RESEARCH METHOD**

This research uses quantitative research with surveys to measure and analyse the influence of certain variables, namely Green Marketing, Brand Image, and Online Customer Review on Product Purchase Decisions statistically. The variables in this study are divided into two, namely dependent and independent variables, where Purchase Decision is the dependent variable and Green Marketing, Brand Image, and Online Customer Review are the independent variables. The population to be sampled is consumers of eco-friendly products in the city of Yogyakarta. The sample to be taken in this study consists of 100 people residing in the City of Yogyakarta who purchase The Body Shop products. The sample to be taken in this study consists of 100 residents of the City of Yogyakarta who use The Body Shop products.

The sampling technique chosen in this study is purposive sampling. This technique is appropriate as it aligns with the criteria of consumers who have purchased and used The Body Shop products in the City of Yogyakarta. This study will select samples based on specific criteria, such as users of environmentally friendly products who have purchased and used The Body Shop products and have experience with these products. In this study, multiple linear regression analysis was used, according to Sugiyono (2016) used to predict the influence of two or more independent variables on a dependent variable to determine whether there is a functional relationship between one dependent variable and two independent variables. The independent variables in this study are Green Marketing ( $X_1$ ), Brand Image ( $X_2$ ), Online Customer Review ( $X_3$ ), with the dependent variable being Purchase Decision. ( $Y$ ).

## RESULTS

Data processing was carried out using IBM Statistical Package for the Social Sciences (SPSS) Version 25 by conducting Validity Test, Reliability Test, Hypothesis Test, F Test, and T Test.

### Validity Test

Variable	Instrument Item	R hitung	R tabel	Information
<b>Green Marketing</b>	GM1	0,728	0.1918	Valid
	GM2	0.725	0.1918	Valid
	GM3	0.695	0.1918	Valid
	GM4	0.610	0.1918	Valid
	GM5	0.760	0.1918	Valid
<b>Brand Image</b>	BI1	0.685	0.1918	Valid
	BI2	0.696	0.1918	Valid
	BI3	0.733	0.1918	Valid
	BI4	0.693	0.1918	Valid
	BI5	0.777	0.1918	Valid
<b>Online Customer Review</b>	OCR1	0.773	0.1918	Valid
	OCR2	0.766	0.1918	Valid
	OCR3	0.718	0.1918	Valid
	OCR4	0.689	0.1918	Valid
	OCR5	0.689	0.1918	Valid
<b>Purchase Decision</b>	KP1	0.746	0.1918	Valid
	KP2	0.807	0.1918	Valid
	KP3	0.735	0.1918	Valid
	KP4	0.661	0.1918	Valid

Table 1 Validity Test

Based on the validity test of all variables  $X_1$ ,  $X_2$ ,  $X_3$  and  $Y$ , it was concluded that the calculated  $r >$  table  $r$ , thus the variables are considered valid.

### Reliability Test

Variable	Cronbach Alpha	R Tabel	Information
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<b>Green Marketing (X<sub>1</sub>)</b>	0.744	0.60	Reliable
<b>Brand Image (X<sub>2</sub>)</b>	0.762	0.60	Reliable
<b>Online Customer Review (X<sub>3</sub>)</b>	0.778	0.60	Reliable
<b>Purchase Decision (Y)</b>	0.721	0.60	Reliable

Table 2 Reliability Test

Based on the reliability test of all variables X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, and Y, it was concluded that the Cronbach Alpha value > 0.60, thus the variables are said to be reliable.

## Respondent Profile

PROFILE	INFORMATION	NUMBER	PERCENTAGE
<b>Gender</b>	Male	24	22.9
	Female	81	77.1
Total		105	100.0
<b>Age</b>	21-25 years old	26	24.8
	26-30 years old	31	29.5
	31-35 years old	22	21.0
	≥ 35 years old	26	24.8
Total		<b>105</b>	<b>100.0</b>
<b>Education</b>	SMA/SMK/STM	13	12.4
	D1/D2/D3/D4	10	9.5
	Bachelor's Degree (S1)	79	75.2
	Postgraduate (Master's/Doctoral)	3	2.9
Total		<b>105</b>	<b>100.0</b>
<b>Job</b>	Student	17	16.2
	Employee	59	56.2
	Entrepreneur	19	18.1
	Professional	4	3.8
	Civil Worker	5	4.8
	Fresh Graduate	1	1.0
Total		<b>105</b>	<b>100.0</b>
<b>Expenses</b>	Rp. 2.500.000 - Rp. 3.000.000	24	22.9
	Rp. 3.000.000 - Rp. 4.000.000	40	38.1
	Rp. 4.000.000 - Rp. 5.000.000	26	24.8
	≥ Rp. 5.000.001	15	14.3
Total		<b>105</b>	<b>100.0</b>

Table 3 Respondent Profile

Based on table 3, most of the population are female (77.1%), age around 26-30 years old (29.5%), have a bachelor's degree (75.2%), work as an employee (56.2%), and their monthly expenses is around Rp. 3.000.000 - Rp. 4.000.000 (38.1%).

## Hypothesis Test

### a. Multiple Regression Analysis

Model	Coefficients <sup>a</sup>		Standardized Coefficients	t	Sig.
	Unstandardized Coefficients	Std. Error			
	B		Beta		
1 (Constant)	.2.607	1.298		2.009	.047
Green Marketing (X <sub>1</sub> )	.281	.092	.305	3.050	.003

Brand Image (X <sub>2</sub> )	.145	.134	.166	1.089	.279
Online Customer Review (X <sub>3</sub> )	.521	.090	.588	5.770	.000

a. Dependent Variable: Y

Table 4 Multiple Regression Test

$$Y = 2.607 + 0.281 X_1 + 0.145 X_2 + 0.521 X_3$$

- The constant of 2.607 indicates that if X<sub>1</sub>, X<sub>2</sub>, and X<sub>3</sub> are valued at 0, then the value of Y remains at 2.607
  - The coefficient of the Green Marketing variable (X<sub>1</sub>) is 0.281, where the Green Marketing variable has a direct relationship with Purchase Decisions. If there is an increase in Green Marketing, then Purchase Decisions will also increase, and vice versa.
  - The coefficient of the Brand Image variable (X<sub>2</sub>) is 0.145, indicating that the Brand Image variable has a direct relationship with Purchase Decision. If there is an increase in Green Marketing, then Purchase Decisions will also increase, and vice versa.
  - The coefficient of the Online Customer Review variable (X<sub>3</sub>) is 0.521, where the Online Customer Review variable has a direct relationship with Purchase Decision. If there is an increase in Online Customer Reviews, then Purchase Decisions will also increase, and vice versa.
- b. Coefficient of Determination Test (R<sup>2</sup>)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826 <sup>a</sup>	.683	.673	1.196

a. Predictors: (Constant), X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>

Table 5 Coefficient of Determination Test (R<sup>2</sup>)

Based on the table above, an Adjusted R Square of 0.673 or 67.3% was obtained, indicating that the variables Green Marketing (X<sub>1</sub>), Brand Image (X<sub>2</sub>), and Online Customer Review (X<sub>3</sub>) have an influence of 67.3% on Purchase Decision (Y). Meanwhile, the remaining 32.7% is influenced by other variables not included in this study.

c. **F Test**

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	310.601	3	103.534	72.393	.000 <sup>b</sup>
Residual	144.446	101	1.430		
Total	455.048	104			

a. Dependent Variable: Y

b. Predictors: (Constant), X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>

Table 6 F Test

Based on the analysis results from the table above, the calculated f value (72.393) > table f value (3.09) and sig (0.000) < 0.5, it can be concluded that there is a positive and significant influence of the variables Green Marketing (X<sub>1</sub>), Brand Image (X<sub>2</sub>), and Online Customer Review (X<sub>3</sub>) on Purchase Decisions. (Y)

d. **t Test**

Model	Coefficients <sup>a</sup>		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	.2.607	1.298		2.009	.047
Green Marketing (X <sub>1</sub> )	.281	.092	.305	3.050	.003
Brand Image (X <sub>2</sub> )	.145	.134	.166	1.089	.279
Online Customer Review (X <sub>3</sub> )	.521	.090	.588	5.770	.000

b. Dependent Variable: Y

*Table 7 t test*

- Based on the t-test table above, the t-value of X<sub>1</sub> (3.050) > t-table (1.983) and sig (0.03) < 0.05, it can be concluded that green marketing (X<sub>1</sub>) is significant to the purchasing decision of The Body Shop in Yogyakarta City, H1 is accepted and H0 is rejected.
- Based on the t-test table above, the t-value of X<sub>2</sub> (1.089) < t-table (1.983) and sig (0.279) > 0.05, it can be concluded that brand image (X<sub>2</sub>) is not significant to the purchasing decision of The Body Shop in Yogyakarta City, H0 is accepted and H2 is rejected.
- Based on the t-test table above, the t-value of X<sub>3</sub> (5.770) > t-table (1.983) and sig (0.000) < 0.05, it can be concluded that online customer review (X<sub>3</sub>) is significant to the purchasing decision of The Body Shop in Yogyakarta City, H3 is accepted and H0 is rejected.

**DISCUSSION**

The purpose of this study was to investigate at whether green marketing, brand image, and online customer reviews influenced purchase decisions for The Body Shop products in Yogyakarta. The findings found that green marketing and online customer reviews had a substantial influence on purchase decisions, in another hand there was no statistically significant association of brand image on The Body Shop. It is align with the research conducted by Kirana et al. (2020) that are approving that green marketing influences purchasing decisions. The Body Shop has long positioned itself as a socially responsible brand perceived for its environmentally conscious operations, this discovery emphasizes the significance of green marketing efforts in a world increasingly influenced by concerns regarding the environment. The strong effect of green marketing on purchase decisions correlates with increasing customer consciousness and interest in sustainable products. The majority of the responders (29.5%) are between the ages of 26 and 30, followed by respondents aged 21 to 25 and 31 to 35. Younger generations, particularly millennials and Generation Z, are prone to value sustainability and environmentally friendly behaviours. This age distribution shows that green marketing may be effective with the sample's major age groups. Green marketing incorporates several aspects such as green product, green price, green place, and green promotion, all of which influence the way environmentally conscious customers perceive and engage with The Body Shop's green marketing. The Body Shop's commitment to green products has been crucial as it highlights the use of responsibly manufactured, cruelty-free, and natural ingredients to reduce its products' environmental impose. This appeals to a part of consumers who are willing to make purchase decisions based on the product's green credentials. According to research that are conducted by Satrio et al. (2021), customers are increasingly preferring items that reflect their ethical ideals, particularly those that promote sustainable lifestyles. As a result, The Body Shop's dedication to green products closely aligns with its consumers' beliefs, resulting in a greater connection and favourable response from this environmentally conscious audience.



Another important factor is the brand's green pricing strategy, which mixes competitive price with the perceived value associated with environmentally friendly practices. While green products are sometimes more expensive due to ethical sourcing and eco-friendly manufacturing procedures, many The Body Shop consumers understand and appreciate the reasoning behind this cost. The largest expenses bracket among responders is Rp. 3.000.000 - Rp. 4.000.000 (38.1%), followed by Rp. 2.500.000 - Rp. 3.000.000 (22.9%) and Rp. 4.000.000 - Rp. 5.000.000 (24.8%). This shows that many respondents have additional funds that may be spent on the highest quality, eco-friendly products from companies such as The Body Shop. In addition to the green product and green price aspects, the green place aspect also supports consumers in purchasing The Body Shop products. The Body Shop store is comfortable for shopping and easily accessible to consumers, making them more inclined to make a purchase. Also, The Body Shop's green marketing strategies play an essential role in establishing brand reputation and trust among customers. Their advertising and message emphasize transparency in ingredient source, fair trade, and the impact on the planet. The Body Shop empowers consumers with information by effectively communicating these activities through green promotions, making them feel like they are part of a bigger environmental goal. This appeals to people who want brand not only to provide environmentally friendly items but also actively promote sustainable practices. As a result, effective green promotion converts passive purchasers into brand advocates, influencing their purchasing habits even more.

Beside green marketing, online customer review has a significant impact on customer's purchasing behaviour. Several variables contribute to online customer reviews having a substantial impact on purchase decisions for The Body Shop products. To begin, in the digital era, customers have grown increasingly reliant on peer views and experiences shared online. This tendency is especially noticeable in the beauty and personal care industries, where product performance and compatibility can differ substantially between individuals. A high proportion of responses are between the ages of 21 and 35. This age group is often technologically advanced and used to seeking and valuing online reviews before making a purchase. Online reviews from consumers may have a greater impact on this generation since they value peer reviews more than traditional advertising. Our analysis found that online customer reviews have more impact on purchasing behaviour rather than green marketing and brand image. It is consistent with recent studies showing that user-generated information, such as online reviews, can be more convincing than company-generated marketing messaging (Chevalier & Mayzlin, 2017). Online consumer review is frequently seen as genuine and unbiased, notably when they came from real individuals who share their honest experiences. This might give them a greater influence than green marketing and brand image, which customers may see as a manufactured story by the firm itself. Reviews provide thorough, actionable information regarding a product's quality, usability, and effectiveness from the customer's perspective. When purchasing skincare or beauty products, numerous people are concerned about how well they will match their skin type or preferences. Online reviews may resolve these precise inquiries while lowering perceived risk by providing personal insights from others with the same needs. This sort of information may feel more relevant and useful to consumers since it lowers indecision and gives confidence. For a product like The Body Shop, where quality and personal fit are important (such as scent or skin sensitivity), thorough evaluations can help consumers in ways that brand image alone may not. Green marketing, while significant for its ethical appeal, might not manage to address particular product performance or suitability problems that buyers seek to evaluate through reviews. Reviews often include both positive and negative criticism, giving buyers a balanced image. Brand image and green marketing messages frequently highlight only the positive elements, which leads to suspicion. The Body Shop's sustainable credentials may appeal to a wide range of consumers, but without user testimonials, they may still seek reviews prior to making a final selection.

However, brand image does not show a significant impact on customer's purchase decisions. Consumers are more inclined to consider other aspects beyond brand image when

making decisions, especially if the value or direct benefit of these components is less visible. Furthermore, the Elaboration Likelihood Model (ELM) (2012) proposes that consumers analyse information in either a central or peripheral manner. It's likely that Yogyakarta customers are processing information about The Body Shop in a peripheral way, concentrating on straight and practical considerations like the product itself and convenience of getting the product rather than theoretical topics. As a result, while brand image is important, it is not the deciding element in purchase decisions. This could explain why brand image did not significantly influence their purchasing decisions. The Consumer Decision-Making Process Model (2019) is another useful framework that describes how consumers go through various stages, including problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behaviour. Consumers in Yogyakarta may be affected more by urgent concerns during the appraisal phase, such as product availability and peer recommendations, than by the overall brand image. This conclusion implies that, while brand image is essential, it may not be as influential in purchase decisions as other considerations in this particular market situation. Align with the research that Wijaya and Annisa conduct in (2020), which shows that brand image does not have a significant impact on purchase decisions. It is because of customers need additional motivations that are required for them to continue with decisions about purchases. So, it can be concluded that brand image by itself cannot influence purchasing decisions, but it need more stimulant that are stronger than brand image itself.

## **CONCLUSION, LIMITATION, SUGGESTION**

### **Conclusion**

This study evaluated at how green marketing, brand image, and online customer reviews influenced purchase decisions for The Body Shop products in Yogyakarta. According to the findings, green marketing and online customer review had a major impact on purchase decisions, although brand image did not. This study emphasizes the relevance of green marketing and user-generated feedback in a market dominated by environmentally conscientious customers and social media users. The major impact of green marketing implies that The Body Shop's dedication to sustainable practices practices—which include green products, price, place, and promotions—strongly attracts to customers who value sustainability. Online customer reviews also have a significant impact on purchase decisions, demonstrating consumers' growing reliance on peer opinions to confirm product quality and performance, particularly in the beauty and personal care industry. The findings indicate that online customer evaluations might be more impactful, since customers often choose peer experiences above company-driven messages. This emphasizes the rising role of user-generated content in fostering trust and directing purchase decisions. In contrast, brand image was found to have no substantial impact on purchase decisions. This shows that for Yogyakarta customers, practical issues like as product quality, ethical norms, and peer recommendations are more important than the abstract idea of brand image, concentrating instead on practical product features and ease of access.

### **Limitation**

This study has substantial limitations. The sample was confined to customers in Yogyakarta which may not completely represent wider buyer behaviours across areas. The study focused on three variables: green marketing, brand image, and online customer reviews, excluding other relevant elements including product quality, brand loyalty, and personal values. The survey methodology is based on respondents' self-reported impressions, which may introduce bias and alter the accuracy of the results. Furthermore, the study did not investigate any specific demographic or psychographic elements that may influence customer response to brand image. This lack of segmentation may restrict the findings' implementation to multiple customer groups, who may behave differently depending on age, income, or environmental awareness.

### **Suggestion**

Some recommendations may be made based on the study's findings about The Influence of Green Marketing, Brand Image, and Online Customer Reviews on Purchase Decisions of The Body Shop Products in Yogyakarta. Future study can broaden the geographic width to encompass other locations, allowing for more generality. Investigating other elements, such as product quality, brand loyalty may provide a more complete picture of the factors influencing purchase decisions. For practical purposes, The Body Shop are encouraged to strengthen their green marketing efforts by emphasizing openness in sustainable operations, ethical sourcing, product and service quality, and staying true to their beliefs. To appeal to Yogyakarta's audience, The Body Shop can develop campaign that emphasize the local environmental advantages of its green methods. Partnering with local environmental groups or hosting community-based sustainability events may help the brand's eco-friendly image and retain customers. The Body Shop can use customer feedback to discover the most important features of The Body Shop's products. These insights may help drive future product development and marketing actions, ensuring that products remain to fit with customer interests and strengthen The Body Shop's distinctive selling point.

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