



GREEN AWARENESS AS A MEDIATOR OF GREEN ADVERTISING, BRAND IMAGE, AND PURCHASE INTENTION

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Abstract

This study examines the relationships between green advertising, green brand image, green awareness, and green purchase intention. A quantitative approach was employed using non-probability sampling with a purposive sampling technique. The sample consisted of 150 respondents who met the specified criteria: aged 17 years or older, domiciled in Surabaya, and having purchased The Body Shop products more than twice within the last six months. The results indicate that green advertising and green brand image have a significant positive effect on green awareness. Furthermore, both green advertising and green brand image significantly and positively influence green purchase intention. The findings also reveal that green awareness plays a mediating role in these relationships. Specifically, green advertising and green brand image significantly affect green purchase intention indirectly through green awareness. These findings highlight the importance of effective green marketing strategies in enhancing consumer awareness and encouraging environmentally responsible purchase intentions.

Keywords: Green Advertising, Green Brand Image, Green Awareness, Green Purchase Intention

A. INTRODUCTION

Environmental issues are currently being hotly discussed on a global scale. These problems include illegal logging activities, global warming, environmental pollution, and a number of other problems. Factors such as economic growth and business activities also influence environmental conditions. Public awareness of the importance of preserving an increasingly hostile environment is becoming higher. Due to disasters caused by manufacturing industrial activities around the world, society has begun to pay attention to environmental issues (Chen, 2011). There are many tactical marketing plans that businesses can implement to promote environmentally friendly goods and environmentally friendly awareness among consumers. One of them is environmentally friendly advertising or green advertising. According to Chen and Chang, 2012 Green advertising is objectively used by business people to increase consumer knowledge about the products they offer and gain consumer trust.

In addition to green advertising, green brand image plays a crucial role in shaping modern consumer behavior. According to Praharjo et al. (2013), understanding and developing a green brand is part of a company's strategic effort to evaluate its brand performance from both environmental and financial perspectives. A strong green brand image seeks to enhance consumers' perceptions of a company's environmental commitment, thereby fostering greater green awareness. The integration of green advertising and a positive green brand image can significantly influence consumers' purchase decisions. By strengthening green awareness, businesses are more likely to stimulate consumers' intention to purchase environmentally friendly products. Green brand image, therefore, serves as a strategic tool to support overall company performance. Rizwan et al. (2014) suggest that company performance can be reflected in increased purchase intention. Furthermore, green purchase intention represents a long-term investment in environmental sustainability (Doszhanov & Ahmad, 2015). The growth of green purchase intention is evidenced by the increasing availability of eco-friendly products, consumers' willingness to engage in environmentally responsible behavior, and the influence

of social references and recommendations regarding green products (Alamsyah, 2018).

Consumers can choose products based on their level of awareness during the decision-making process. According to Chen (2010) this is due to the fact that environmentally conscious customers have thoughts and perceptions about environmentally friendly brands. Most consumers have brands they like and tend to prefer environmentally friendly brand images (Young, Hwang, McDonald, & Oates, 2009), so that customer awareness of these brands increases along with their desire to buy environmentally friendly goods (Kan et al. , 2017). Thus, currently many cosmetic industries use natural ingredients and maintain environmental sustainability in their production processes. One example of a company that formulates and implements this strategy is The Body Shop.

The Body Shop is a company that operates in the field of beauty and cosmetic products that are inspired by nature and creates products based on ethical values. This company began with the initiative of British woman Anita Roddick on March 26 1976. Currently, The Body Shop offers more than 1,200 types of products, including cosmetics and makeup products, available in 2,500 outlets distributed in 61 countries around the world. Since its founding, The Body Shop has been committed to helping positive environmental and social change through various actions based on the values contained in every aspect of its business. This is what gives The Body Shop its uniqueness that sets it apart from its competitors.

The Body Shop is a global cosmetics company that applies the concept of green advertising in its marketing strategy. In this approach, promotion is carried out through various channels such as advertising, logos on product labels, sales promotions, and providing information regarding the company's efforts to monitor developing environmental issues. Since the beginning, The Body Shop has positioned its products as green products. They offer a variety of products with natural ingredients, support environmental sustainability, and no animal testing.

The Body Shop adopts the principle of reuse, reduce, recycle as part of their business approach and marketing strategy. The company's focus on environmental issues is reflected in The Body Shop's firm commitment, namely "enrich not exploit". This commitment reflects the company's position as an entity committed to enriching human resources, products and the environment (enrich people, products and planet), and this is reflected in the public's view of the company.

There are three main concepts implemented by The Body Shop, namely Look Good, Feel Good, and Do Good. Look Good refers to the best appearance produced by beauty products using natural and quality ingredients that benefit the skin. Feel Good creates a feeling of comfort by using products from manufacturers who are committed to caring for fellow humans. Meanwhile, Do Good engages brands in the act of providing assistance to others through fair trade programs with communities, care for animals, and efforts to protect the environment. By applying the concept of look good, feel good, do good which is firmly attached to its products, The Body Shop implements an effective consumer understanding strategy. The company not only provides products that meet customer needs, but also engages customers in acts of kindness. For example, by purchasing tea tree products, consumers participate in supporting farmers in Kenya. Likewise, when consumers purchase aloe vera products, they are effectively providing support to farmers in Mexico. This social value makes customers feel a wider influence than just the value of the product. Consumers believe that goods with trusted brands provide a greater sense of security when used. Therefore, when the green brand image becomes better, consumers will be more interested in buying the goods. The Body Shop company builds its brand image by focusing on values that make consumers view it positively, such as natural products, environmentally friendly, and a commitment to better social change. (Talopod & Mukuan, 2020).

Drawing on the research background, this study seeks to examine the structural relationships among green advertising, green brand image, green awareness, and green purchase intention. More specifically, the study investigates whether green advertising and green brand image significantly influence green awareness, and whether green awareness, in turn, affects green purchase intention. In addition, the study assesses the direct effects of green advertising and green brand image on green purchase intention. Beyond these direct associations, particular attention is given to the mediating role of green awareness in explaining how green advertising and green brand image contribute to green purchase intention.

Accordingly, this study aims to determine whether green awareness serves as a significant mediating mechanism in the relationships between green advertising and green purchase intention, as well as between green brand image and green purchase intention.

Based on the preceding discussion, this study is designed to examine the interrelationships among green advertising, green brand image, green awareness, and green purchase intention. Specifically, it addresses whether green advertising and green brand image enhance consumers' green awareness, whether green awareness strengthens green purchase intention, and whether green advertising and green brand image directly shape green purchase intention. Furthermore, the study explores the extent to which green awareness functions as an intervening mechanism through which green advertising and green brand image influence green purchase intention.

B. LITERATURE REVIEW

1. The Effect of Green Brand Image on Green Awareness

Currently, companies use green advertising to increase the value of their products by using environmentally friendly products (D'Souza and Taghian, 2005). This strategy not only aims to sell the company's merchandise, but also educates customers about how they will act with environmentally friendly products. Green advertising can be well received by customers. As a result, each customer's green awareness grows (Rahmi et al., 2017). The results of research by Alamsyah and Syafrudin (2018) show that green advertising has a significant positive influence on green advertising.

The spread of green advertising is quite vital in supporting environmentally friendly products, examples of green advertising include billboards, social media campaigns, information that contains positive aspects, and products that are considered trustworthy by customers. This will influence customers' green awareness, which in turn will increase buyers' desire to buy goods (Tretyak & Sloev, 2013). Based on research by Alamsyah et al. (2020), Green advertising has a very crucial role in promoting and growing consumer green awareness. Kusuma et al., (2018) agree that green advertising and green awareness have a significant positive relationship.

H₁: Green advertising has a positive effect on green awareness.

2. The Effect of Green Brand Image on Green Awareness

Based on research by Gao et al., (2016), green brand image is a representation of companies that commercialize products by paying attention to environmental sustainability. A green brand image is given to companies that know the impact of a green brand on the environment and implement environmentally friendly processes in their operations. Apart from that, green brand image aims to develop customer awareness of environmentally friendly products created by the company (Alamsyah et al., 2020). Consumption of goods and services is related to consumer awareness, so that when customers decide which goods to buy, consumers choose environmentally friendly brands. Therefore, the higher the level of consumers' environmental awareness, the more they prefer environmentally friendly products. According to Mourad et al. (2012), green brand image has a significant positive impact on green

awareness. Other research also found that there was a significant positive correlation between green brand image and green awareness (Suki, 2013)

H₂: Green Brand Image has a positive effect on green awareness.

3. The Effect of Green Awareness on Green Purchase Intention

Green awareness refers to consumers' understanding of how products affect the environment. It reflects the extent to which individuals evaluate products based on their environmental attributes and benefits (Rizwan et al., 2014). In recent years, global attention to environmental sustainability has increased significantly, leading to greater awareness of green issues in various domains, including food choices, green management practices, corporate environmental imaging, and environmentally responsible consumption behavior (Lin & Huang, 2012). Green purchase intention, as defined by Zhang et al. (2018), represents the degree of consumers' willingness and interest in purchasing environmentally friendly products or services. This intention is strongly influenced by consumers' knowledge and understanding of the environmental characteristics of the products they intend to buy. Consumers who are concerned about environmental sustainability and a brand's environmental reputation are more likely to choose eco-friendly products. Green awareness is considered a key determinant of green purchase intention (Mourad et al., 2012; Sari & Widowati, 2014). Previous studies have also identified a positive and significant relationship between green brand image and green purchase intention (Huang et al., 2014; Kurniawan & Diryana, 2015). Furthermore, Rizwan et al. (2014) found that higher levels of green awareness significantly contribute to an increase in green purchase intention.

H₃: Green Awareness has a positive influence on Green Purchase Intention.

4. The Effect of Green Advertising on Green Purchase Intention

Sun et al. (2021) found that green advertising influences customers' desire to buy environmentally friendly goods. So, through green advertising, companies want to increase customer perceptions about green brands and can develop their green purchase intention. Green advertising aims to encourage consumers to buy environmentally friendly goods by drawing consumers' attention to the positive effects of consumer purchasing behavior for both individuals and the environment, so that it can influence their purchasing intentions (Rizwan, 2014). Green advertising aims to influence customers' purchasing intentions, inviting them to buy environmentally friendly products and drawing direct attention to the positive influence of their decisions on the environment and themselves. According to Muqorrobin et al. (2017:71), green advertising has a significant impact on buyer decisions. Another study (Winarno, 2019:32) also indicates that green advertising has a significant positive impact on green purchase intention.

H₄: Green advertising has a positive effect on green purchase intention.

5. The Effect of Green Brand Image on Green Purchase Intention

A good green brand image is the first step taken by a business to attract loyal consumers to its products through the right strategy (Juwaheer, 2012). Strong relationships depend on trust (Chen, 2010). Buyers will be more interested in buying something if they trust the seller (Asgharian, 2012). According to research by Ellitan et al. (2021) Environmentally friendly brand image has a positive effect on purchasing intentions for environmentally friendly brands. These are brand associations that connect and form a chain in the consumer's mind. An environmentally friendly brand image is formed in consumers' minds because they are familiar with a particular brand, and because an environmentally friendly brand image is consistent with consumers' purchasing intentions.

Green brand image consists of customers' views and relationships regarding

environmental responsibility. The company has a green brand image that supports its performance. However, business performance can be measured through increased purchasing intentions (Rizwan et al., 2014). A study conducted by Wu and Chen (2014) concluded that there was a significant positive correlation between green brand image and green purchase intention. The research results of Dewanti et al (2018) state that green brand image has a significant effect on green purchase intention. Rachmawaty & Hasbi (2020) found that brand image has a positive impact on consumer purchase intentions. Therefore, the higher the quality, image and reputation of a brand, the higher the consumer's desire to buy.

H₅: Green brand image has a positive effect on green purchase intention.

6. The Mediating Role of Green Awareness in the Relationship Between Green Advertising and Green Purchase Intention

Consumer behavior related to the selection of environmentally friendly products is closely associated with green awareness (Alamsyah & Muhammed, 2018). Green awareness arises when consumers recognize and recall a brand as environmentally responsible due to its eco-friendly associations, initiatives, and activities (Alamsyah & Muhammed, 2018). Thus, green awareness reflects not only environmental knowledge but also consumers' cognitive associations with green brands. Green advertising plays a significant role in fostering this awareness. According to Banerjee et al., as cited in Rahim (2012: 47), green advertising refers to promotional activities that explicitly or implicitly address the relationship between a product and the biophysical environment. Such advertising communicates the environmental impact of products and highlights efforts to preserve natural ecosystems.

The dissemination of green advertising is essential in supporting the growth of environmentally friendly products. Effective green advertising enhances consumers' green awareness, which subsequently increases their intention to purchase eco-friendly goods (Tretyak & Sloev, 2013). Green advertising aims to influence consumers' purchase decisions by emphasizing the environmental benefits of their consumption behavior, both for the planet and for individual well-being (Rizwan, 2014). Empirical evidence further supports this relationship, as Sun et al. (2021) found that green advertising significantly influences consumers' intention to choose environmentally friendly products.

H₆: Green awareness mediates the relationship between green advertising and green purchase intention

7. The Mediating Role of Green Awareness in the Relationship Between Green Brand Image and Green Purchase Intention

Green awareness is consumer awareness of the environment. Putri (2017) stated that green awareness consists of various aspects, including knowledge, attitudes and actions related to environmental preservation and protection. According to Kotler and Keller (2012), brand image is defined as consumers' understanding when they first hear a slogan that creates a strong memory. Green brands are considered the categories that come to mind when customers remember a particular brand.

According to Irfan's research. et al (2012), green awareness influences consumers' choices to use green brands. Brand is a representation of a product; Product evaluation is carried out through brand assessment, which can give a positive or negative impression. A better brand image in the eyes of consumers is more positive. Consumers' awareness of the consumption of goods and services is very important for their purchasing decisions, and the higher consumers' awareness of environmental issues, the more likely they are to choose goods and services that do not damage the environment. According to Rachmawaty and Imanuddin (2020) brand image and purchase intention have a significant relationship. Green brand image has been shown to

be positive on consumer intentions to purchase goods.

H₇: Green awareness mediates the relationship between green advertising and green purchase intention.

8. Research Framework

A research model is a visualization of the process of a reality in the form of a graphic chart or diagram structure. It contains a theoretical scheme and is simplified so that it is easy to understand by highlighting important elements as a framework reference (Ardyasatria, 2020). Based on the development of the hypothesis, the relationship model between the variables Green Advertising, Green Brand Image, Green Awareness, Green Purchase Intention in this research can be described as follows:

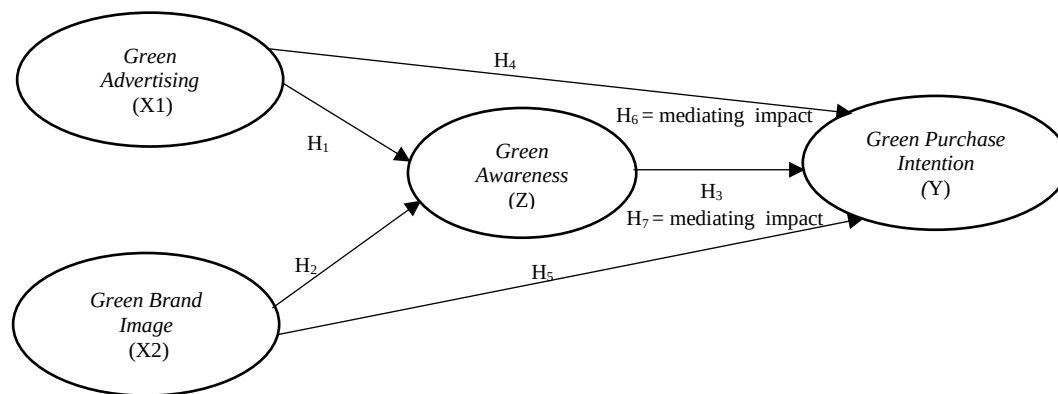


Figure 1: Research Framework

C. METHODS

This study adopts a quantitative research design to examine the causal relationships among green advertising, green brand image, green awareness, and green purchase intention in the context of The Body Shop consumers in Surabaya. While prior studies have emphasized the importance of green promotional activities and environmentally responsible brand perceptions in shaping consumer behavior, the mechanism through which these factors influence green purchase intention remains in need of clearer empirical explanation. To address this issue, the present study proposes a mediating framework in which green awareness functions as an intervening construct linking green advertising and green brand image to green purchase intention. This mediating structure reflects the assumption that the effects of green advertising and green brand image on green purchase intention are not solely direct, but are also transmitted through consumers' awareness of environmental issues and green brand attributes. Accordingly, green advertising (GA) and green brand image (GBI) are specified as exogenous variables, green awareness (GW) as the mediating variable, and green purchase intention (GPI) as the endogenous variable. The proposed model therefore enables the simultaneous examination of both direct and indirect effects among the focal constructs.

The operationalization of constructs is grounded in prior literature and adapted to the context of environmentally oriented consumer behavior. Green advertising is conceptualized as advertising that explicitly or implicitly communicates environmental responsibility, promotes environmentally friendly lifestyles, and represents a company's commitment to ecological issues. Following Karna et al. (2001), this construct is reflected through five indicators, namely: 1) the objective of promoting an environmentally responsible corporate image; 2) the strength of the advertising message framework; 3) the effectiveness of message elements or appeals; 4) the communication of consumer benefits through textual or visual content; and 5) the

supporting values conveyed in the advertisement. Green brand image refers to consumers' perceptions of a brand's environmental commitment and concern for sustainability. Consistent with Rizwan et al. (2014), this construct is measured through five indicators: 1) the brand's commitment to environmentally friendly practices; 2) the professional management of its environmental reputation; 3) its success in addressing environmental performance; 4) its concern for environmental issues; and 5) its fulfillment of promises related to environmental protection.

Green awareness is defined as consumers' ability to recognize, recall, and understand the environmental attributes associated with a brand. In line with Rizwan et al. (2014), this construct is operationalized through the following indicators: 1) awareness of the brand's environmental efforts; 2) attention to green slogans and labels; 3) understanding of the meaning of environmental slogans and symbols used in marketing campaigns; 4) the ability to remember environmental symbols employed by the brand; and 5) preference for brands carrying environmental labels. Green purchase intention refers to consumers' tendency or willingness to purchase environmentally friendly or sustainable products. Following Chen and Chang (2012), this construct is captured through three indicators: 1) interest in consuming environmentally responsible products; 2) intention to purchase such products in the future because of their environmental performance; and 3) confidence and comfort in using products perceived as environmentally friendly. All constructs were measured using structured questionnaire items adapted from prior studies in order to capture respondents' perceptions of environmentally oriented marketing activities and their intention to purchase green products.

This study relies on primary quantitative data collected through a survey distributed to consumers who had purchased and used The Body Shop products within the last six months. The target population consists of The Body Shop consumers in Surabaya. A purposive sampling technique was employed to ensure that respondents possessed adequate familiarity with the brand and sufficient purchasing experience to evaluate the constructs under investigation. Respondents were eligible for inclusion if they met three criteria, namely: 1) they were at least 17 years old; 2) they were domiciled in Surabaya; and 3) they had purchased and used The Body Shop products more than twice within the previous six months. These criteria were established to enhance the relevance and reliability of the responses. The study involved a minimum of 150 respondents.

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). This technique was selected because the proposed model involves multiple latent constructs measured through observable indicators and seeks to test both direct and mediating relationships simultaneously. As a variance-based structural approach, PLS-SEM is appropriate for predictive analysis and for examining relationships among latent variables under relatively flexible distributional assumptions. In addition, PLS-SEM enables the simultaneous assessment of the measurement model and the structural model, thereby allowing a comprehensive evaluation of construct validity and the hypothesized relationships among variables. Hypothesis testing was conducted using the t-statistic and p-value criteria, with a relationship considered significant when the t-statistic exceeded 1.96 and the p-value was below 0.05.

D. RESULT AND DISCUSSION

1. Respondent's Characteristic

In this discussion, the main information obtained from distributing questionnaires via Google Form to respondents who use The Body Shop products will be presented. This research involved 150 respondents as samples, who were selected by meeting certain criteria according to the characteristics determined by the researcher. These criteria include respondents aged 17 years and over, domiciled in Surabaya, and having experience purchasing The Body Shop

products more than twice in the last 6 months.

Table 1: Summary of Respondents' Answers

Characteristics	Number of Respondents
Length of Use	< 1 years
	22
	62
Type of product purchased	>2 tahun
	66
	30
Average Cost used	Make Up (BB Cream, Powder, Foundation, Eye Shadow, etc)
	62
	Skin Care (Lip Care, Eye Care, Moisturizer, etc)
Average Cost used	Others (Deodorant, Perfume, etc)
	58
	≤ Rp 200.000
	21
Average Cost used	Rp 200.001 – Rp 400.000
	66
	Rp 400.001 – Rp 600.000
	41
Average Cost used	≥ Rp 600.000
	22

Source: processed data

2. Data Analysis

In this section, the output from data analysis using the Structural Equation Modeling (SEM) method with a Partial Least Square (PLS) foundation will be explained. Some of the analyzes that need to be applied in Partial Least Square (PLS) involve outer model analysis, inner model analysis, and hypothesis testing.

3. Outer Model Analysis

Outer model analysis aims to determine the validity and reliability values of the model used. There are several tests that must be carried out on the outer model, namely convergent validity, discriminant validity, and composite reliability. Figure 4.1 shows the measurement model applied in this research.

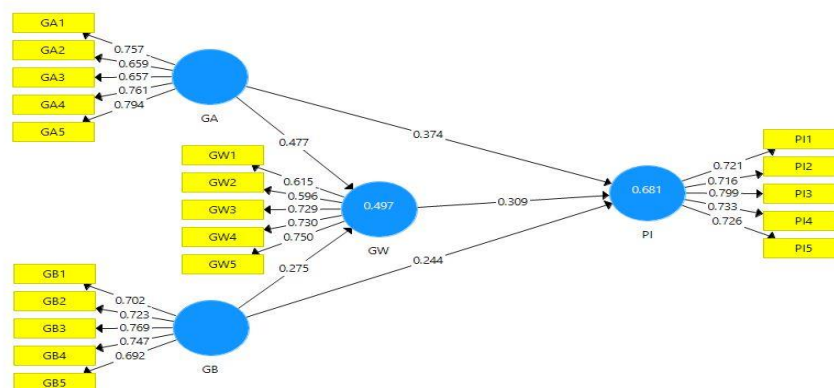


Figure 2: Outer Model
Source: Processed Data

4. Convergent Validity

Convergent Validity aims to determine the suitability of measurement indicators for the variables studied. To be able to find out this, you can see the outer loading value. The measurement indicator can be declared valid if the outer loading value is >0.5 (Hussein, 2015; in Syahsudarmi, 2018). The results of measurement indicators that are valid or in accordance with the variables studied can be used for further analysis in this research.

Table 2: Convergent Validity Test

Variable	Indicator	Outer Loadings	Cut Off	Valid
<i>Green Advertising</i>	GA1	0,757	0,5	Valid
	GA2	0,659	0,5	Valid
	GA3	0,657	0,5	Valid
	GA4	0,761	0,5	Valid
	GA5	0,794	0,5	Valid
<i>Green Brand Image</i>	GB1	0,702	0,5	Valid
	GB2	0,723	0,5	Valid
	GB3	0,769	0,5	Valid
	GB4	0,747	0,5	Valid
	GB5	0,692	0,5	Valid
<i>Green Awareness</i>	GW1	0,615	0,5	Valid
	GW2	0,596	0,5	Valid
	GW3	0,729	0,5	Valid
	GW4	0,730	0,5	Valid
	GW5	0,750	0,5	Valid
<i>Green Purchase Intention</i>	GPI1	0,721	0,5	Valid
	GPI2	0,716	0,5	Valid
	GPI3	0,799	0,5	Valid
	GPI4	0,733	0,5	Valid
	GPI5	0,726	0,5	Valid

Source: Processed Data

Based on the values in Table 3, it can be proven that all indicators for each variable have an outer loading value greater than 0.5 and it can be stated that the indicators are valid.

Table 3: Average Variance Extraced (AVE)

	Average Variance Extraced (AVE)
<i>Green Advertising</i>	0,530
<i>Green Brand Image</i>	0,529
<i>Green Awareness</i>	0,569
<i>Green Purchase Intention</i>	0,547

Source: Processed Data

Based on Table 3, it is known that the Average Variance Extraced (AVE) value of each variable is above 0.5, so all variables are declared valid.

5. Discriminant Validity

Discriminant validity aims to ensure that each latent variable indicator can be differentiated from indicators of other variables based on the cross loadings value and the Fornell-Larcker Criterion. It is considered good if the correlation value of the indicator with other variables is greater than the correlation with other variable indicators.

Table 4: Cross Loadings

	<i>Green Advertisong</i>	<i>Green Brand Image</i>	<i>Green Awareness</i>	<i>Green Purchase Intention</i>
GA1	0,757	0,605	0,536	0,559
GA2	0,659	0,449	0,401	0,472
GA3	0,657	0,452	0,455	0,469
GA4	0,761	0,581	0,523	0,620
GA5	0,794	0,573	0,543	0,636
GB1	0,446	0,702	0,422	0,440
GB2	0,584	0,723	0,486	0,556
GB3	0,553	0,769	0,495	0,563
GB4	0,577	0,747	0,442	0,549
GB5	0,504	0,692	0,425	0,467
GW1	0,424	0,423	0,615	0,412
GW2	0,332	0,326	0,596	0,380
GW3	0,514	0,399	0,729	0,498
GW4	0,537	0,474	0,730	0,552
GW5	0,497	0,508	0,750	0,583
GPI1	0,553	0,512	0,498	0,721
GPI2	0,529	0,557	0,554	0,716
GPI3	0,639	0,637	0,563	0,799
GPI4	0,561	0,469	0,519	0,733
GPI5	0,535	0,444	0,513	0,726

Source: Processed Data

In Table 4 based on cross loadings, it can be seen that the values in bold for each indicator of the latent variable are greater than the correlation with the indicator values of other variables (there is a difference). Thus, all latent variables studied were discriminantly valid. Another method to see the value in discriminant validity testing can be through the Fornell-Larcker Criterion table below.

Table 5: Fornell-Larcker Crieterion

	<i>Green Advertising</i>	<i>Green Brand Image</i>	<i>Green Awareness</i>	<i>Green Purchase Intention</i>
<i>Green Advertising</i>	0,728			
<i>Green Brand Image</i>	0,736	0,727		
<i>Green Awareness</i>	0,680	0,626	0,687	
<i>Green Purchase Intention</i>	0,764	0,713	0,716	0,740

Source: Processed Data

Based on Table 5, referring to the Fornell-Larcker criterion, it can be concluded that the variables *green advertising*, *green brand image*, *green awareness*, and *green purchase intention* have values greater than the correlations with other constructs in the same column (AVE). This indicates that all four variables meet the criteria for discriminant validity.

6. Composite Reliability

Composite reliability aims to determine the reliability of a construct. If the composite reliability value is >0.7 and is strengthened by a Cronbach alpha value >0.6 then it is declared reliable (Ghozali, 2015). The following are the composite reliability and Cronbach alpha values

which can be seen in Table 6.

Table 6: Composite Reliability dan Cronbach Alpha

	Composite Reliability	Cronbach Alpha
Green Advertising	0,848	0,776
Green Brand Image	0,849	0,777
Green Awareness	0,816	0,719
Green Purchase Intention	0,858	0,793

Source: processed data

Table shows that all composite reliability values are >0.7 and Cronbach alpha >0.6 . This proves that all of these variables are reliable, thus the consistency of the measuring instrument used can be trusted. Reliable means that the respondent can understand the statement and is able to give the answer correctly, while consistent means that when the respondent gets the same statement at different times, the respondent will remain consistent in giving the same answer.

7. Inner Model

The inner model analysis aims to examine the structural relationships between the independent variables and the dependent variable. In Partial Least Squares Structural Equation Modeling (PLS-SEM), the structural model is evaluated using the R-square (R^2) value, which indicates the model's explanatory power. The R-square value serves as a goodness-of-fit measure, with the following criteria: values greater than 0.67 indicate a strong model, values greater than 0.33 indicate a moderate model, and values greater than 0.19 indicate a weak model (Ghozali, 2014, cited in Kusuma et al., 2020). In addition, the F-square (f^2) value is used to assess the effect size of each exogenous latent variable on the endogenous constructs. According to Hair et al. (2014), an f^2 value above 0.35 indicates a large effect, above 0.15 indicates a medium effect, and above 0.02 indicates a small effect.

8. R-Square

Based on Table 7, the R-square value for green awareness is 0.496 (49.6%), indicating a moderate level of explanatory power. This means that green advertising and green brand image collectively explain 49.6% of the variance in green awareness, while the remaining 50.4% is influenced by other variables not included in this study. Furthermore, the R-square value for green purchase intention is 0.681 (68.1%), which indicates a strong model. This result demonstrates that green advertising, green brand image, and green awareness jointly explain 68.1% of the variance in green purchase intention. The remaining 31.9% is explained by other factors beyond the scope of this research.

Table 7: R-Square

	R Square
Green Awareness	0.497
Green Purchase Intention	0.681

Source: processed data

9. F-Square

Table 7 shows that green advertising has a moderate influence on green awareness and green purchase intention. Meanwhile, green brand image has a small influence on green awareness and green purchase intention. Furthermore, green awareness has a moderate influence on green purchase intention.

Table 8: F-Square

	Green Advertising	Green Brand Image	Green Awareness	Green Purchase Intention
<i>Green Advertising</i>			0,207	0,166
<i>Green Brand Image</i>			0,069	0,080
<i>Green Awareness</i>				0,151
<i>Green Purchase Intention</i>				

Source: processed data

10. Hypothesis testing

Hypothesis testing is based on t-statistics values and p-values in path coefficients. Path coefficients help calculate the direct influence between latent variables. The conditions for the research hypothesis to be accepted are t-statistics values >1.96 and p-values 0.05

Table 8: Path Coefficients

	Original Sampel (O)	T-statistics	P-values	
<i>Green Advertising -> Green Awareness</i>	0,477	5,587	0,000	accepted
<i>Green Brand Image-> Green Awareness</i>	0,275	3,184	0,002	accepted
<i>Green Awareness-> Green Purchase Intention</i>	0,309	3,503	0,001	accepted
<i>Green Advertising -> Green Purchase Intention</i>	0,374	4,687	0,000	accepted
<i>Green Brand Image-> Green Purchase Intention</i>	0,244	3,198	0,001	accepted
<i>Green Advertising -> Green Awareness -> Green Purchase Intention</i>	0,148	3,184	0,002	accepted
<i>Green Brand Image-> Green Awareness -> Green Purchase Intention</i>	0,085	2,243	0,025	accepted

Source: processed data

The results of the hypothesis testing demonstrate that all proposed relationships are statistically significant. First, green advertising exhibits a positive and significant effect on green awareness, as indicated by a path coefficient of 0.477, a T-statistic of 5.587, and a P-value of 0.000. This finding supports the acceptance of H1. Second, green brand image also shows a positive and significant effect on green awareness, with a coefficient of 0.275, a T-statistic of 3.184, and a P-value of 0.002. These results confirm the acceptance of H2. Third, green awareness is found to have a positive and significant effect on green purchase intention, as reflected by a coefficient of 0.309, a T-statistic of 3.503, and a P-value of 0.001. Accordingly, H3 is accepted.

Furthermore, green advertising has a positive and significant direct effect on green purchase intention, with a coefficient of 0.374, a T-statistic of 4.687, and a P-value of 0.000. This result supports H4. Similarly, green brand image also has a positive and significant direct effect on green purchase intention, as indicated by a coefficient of 0.244, a T-statistic of 3.198, and a P-value of 0.001. Therefore, H5 is accepted.

In addition to the direct effects, the mediation analysis reveals that green awareness plays a significant mediating role in the proposed model. Specifically, green awareness significantly mediates the relationship between green advertising and green purchase intention, as indicated by an indirect effect coefficient of 0.148, a T-statistic of 3.184, and a P-value of 0.002, leading to the acceptance of H6. Finally, the mediating role of green awareness is also confirmed in the relationship between green brand image and green purchase intention, as evidenced by an indirect effect coefficient of 0.085, a T-statistic of 2.243, and a P-value of 0.025. Therefore, H7 is accepted.

11. The Effect of Green Advertising on Green Awareness

The findings of this study indicate that Hypothesis 1, which states that green advertising has a positive effect on green awareness, is accepted. This suggests that The Body Shop's environmentally friendly advertising exerts a positive and significant effect on consumer perceptions, particularly by shaping their views and awareness that the company offers environmentally friendly products. In this regard, the advertisements implemented by The Body Shop appear to communicate environmental concern effectively and to strengthen consumers' awareness of green values. These findings are consistent with Alamsyah and Syafrudin (2018), who found that green advertising has a significant positive effect on green awareness. Similarly, Rahmi et al. (2017) reported that green advertising positively and significantly influences green awareness, as consumers are able to recognize the environmental purpose embedded in the advertising message. Alamsyah et al. (2020) further emphasized that green advertising plays a crucial role in encouraging environmental awareness, or what is commonly referred to as green awareness. Overall, these results indicate that The Body Shop has been successful in consistently creating and delivering environmentally oriented advertisements that influence consumer perceptions and strengthen green awareness.

12. The Effect of Green Brand Image on Green Awareness

The findings further show that Hypothesis 2, which states that green brand image has a positive effect on green awareness, is accepted. This indicates that The Body Shop's environmentally friendly brand reputation has a positive effect on consumer awareness because it creates the perception that the company genuinely cares about the environment. In other words, the stronger the brand is perceived as environmentally responsible, the greater the level of awareness generated among consumers. These findings are in line with Mourad et al. (2012), who found that green brand image has a positive and significant effect on green awareness. Likewise, Suki (2013) reported that green brand image is positively and significantly associated with green awareness. Research by Alamsyah et al. (2020) also shows that green brand image has a significant positive correlation with the green awareness created by the company. Taken together, these findings suggest that consumer awareness and perceptions regarding green brands are shaped by the strong environmentally friendly impression created by The Body Shop. The brand has therefore succeeded in positioning itself in consumers' minds as an environmentally friendly brand, which in turn encourages awareness of the importance of environmental protection.

13. The Effect of Green Awareness on Green Purchase Intention

The results also confirm that Hypothesis 3, which states that green awareness has a positive effect on green purchase intention, is accepted. This implies that respondents' awareness and perceptions of green brands and environmental issues influence their intention and desire to purchase The Body Shop products. Consumers who possess stronger awareness of environmental concerns appear to be more inclined to develop favorable purchase intentions toward environmentally friendly products. These findings are consistent with Mourad et al. (2012), who identified green awareness as an important component of green purchase intention. Similarly, Rizwan et al. (2014) found that green awareness has a positive effect on green purchase intention. Other studies likewise emphasize that green awareness constitutes a central component of green purchase intention (Mourad et al., 2012; Sari & Widowati, 2014). Overall, the findings indicate that the decision to purchase environmentally friendly products is influenced by consumer awareness of green brands and broader environmental issues. Consumers with higher awareness are therefore more likely to purchase products that are perceived as environmentally friendly, such as those offered by The Body Shop.

14. The Effect of Green Advertising on Green Purchase Intention

The findings of this study further indicate that Hypothesis 4, which states that green advertising has a positive effect on green purchase intention, is accepted. This suggests that consumers hold favorable views toward The Body Shop's advertisements, and that the information conveyed through those advertisements influences their desire and intention to purchase environmentally friendly products. In practical terms, environmentally oriented advertising appears to play an important role in encouraging favorable behavioral intentions. These findings are consistent with Rizwan et al. (2014), who found that green advertising has a positive and significant effect on green purchase intention. Sun et al. (2021) likewise reported that green advertising influences green purchase intention. In addition, Tretyak and Sloev (2013) highlighted that green awareness increases green purchase intention, while Kusuma et al. (2018) agreed that green advertising and green awareness have a significant positive relationship. Taken together, these findings indicate that The Body Shop has been successful in creating environmentally friendly advertising that not only demonstrates quality, but also communicates tangible benefits. The advertisements are effective in attracting consumer attention to the promoted products and, consequently, in increasing their intention to purchase environmentally friendly products.

15. The Effect of Green Brand Image on Green Purchase Intention

The results also show that Hypothesis 5, which states that green brand image has a positive effect on green purchase intention, is accepted. This indicates that The Body Shop's environmentally friendly reputation or image is capable of influencing and increasing respondents' purchase intention and desire. A favorable brand image appears to strengthen consumer trust and shape more positive evaluations of the brand, thereby reinforcing intention to purchase. These findings are in line with Wu and Chen (2014), who found that green brand image has a significant positive effect on green purchase intention. Similarly, Wang (2014) identified a correlation between green brand image and green purchase intention. Rizwan et al. (2014) also found a positive correlation between green brand image and green purchase intention, while Rachmawaty and Hasbi (2020) reported that green brand image has a positive impact on green purchase intention. Overall, these findings suggest that The Body Shop's brand reputation has been managed professionally and that the company has been able to maintain its environmental commitment in a way that builds consumer trust and strengthens purchase intention. In this sense, an environmentally friendly brand image also contributes to increasing consumer awareness of environmental issues.

16. The Mediating Role of Green Awareness in the Relationship Between Green Advertising and Green Purchase Intention

The findings of this study indicate that Hypothesis 6, which states that green awareness mediates the relationship between green advertising and green purchase intention, is accepted. This suggests that The Body Shop's environmentally friendly advertising has a significant positive effect on purchase intention toward environmentally friendly products through consumer awareness of environmental issues. Thus, green advertising does not only influence purchase intention directly, but also operates indirectly by strengthening consumers' awareness of green issues. These findings are consistent with Rahmi et al. (2017), who reported that green advertising can be well received by customers, thereby increasing green awareness among consumers. Consumers with low knowledge of and concern for environmentally friendly products tend to have lower purchase intention (Rand Corporation, 2004). Rizwan et al. (2014) also found that green advertising has a positive and significant impact on green purchase intention. Overall, these results indicate that The Body Shop has succeeded in developing an

environmentally friendly advertising campaign that positively affects its brand reputation. By highlighting environmentally friendly aspects such as raw materials, production processes, or support for environmental initiatives, the advertisements strengthen the perception that The Body Shop is a brand that cares about the environment. As a consequence, these advertisements significantly influence consumers' purchase intention and desire. Consumers tend to choose The Body Shop products because they are impressed by the brand's commitment to environmental issues. Accordingly, the advertisements function not only as promotional tools, but also as mechanisms for shaping a positive image and influencing consumer purchase intention in the context of sustainability and environmental friendliness.

17. The Mediating Role of Green Awareness in the Relationship Between Green Brand Image and Green Purchase Intention

Finally, the results confirm that Hypothesis 7, which states that green awareness mediates the relationship between green brand image and green purchase intention, is accepted. This indicates that The Body Shop's environmentally friendly image has a significant positive effect on the intention and desire to purchase environmentally friendly products through consumer awareness of environmentally friendly product characteristics. In other words, green brand image strengthens purchase intention not only directly, but also indirectly through increased environmental awareness. These findings are in line with Mourad et al. (2012), who found that green brand image has a positive and significant effect on green awareness. Similarly, Rizwan et al. (2014) found a positive influence between green awareness and green purchase intention, while Wang (2014) reported a correlation between green brand image and green purchase intention. Taken together, these findings indicate that The Body Shop has succeeded in building a trustworthy reputation. This reputation has a positive impact on consumer awareness, making consumers more likely to remember and believe that The Body Shop is a brand committed to sustainability and environmental preservation. The company has therefore succeeded in developing a positive image in the eyes of consumers, who believe that the brand's environmental efforts are genuine rather than merely a marketing strategy. As a result, consumers are more motivated to choose The Body Shop products because they are perceived as contributing positively to environmental preservation. Thus, this trustworthy reputation not only strengthens brand image, but also has a positive impact on consumer purchasing behavior, particularly in the context of environmentally friendly products.

E. CONCLUSION

This study demonstrates that green advertising and green brand image are important drivers of green purchase intention, both directly and indirectly through green awareness, among The Body Shop consumers in Surabaya. The findings confirm that green advertising significantly strengthens green awareness, indicating that environmentally oriented promotional messages can effectively enhance consumers' recognition of and sensitivity to environmental issues. Green brand image likewise exerts a significant positive effect on green awareness, suggesting that a credible and environmentally responsible brand identity plays a central role in shaping consumers' perceptions of green values.

The results further show that green awareness positively influences green purchase intention. This finding implies that stronger environmental awareness increases consumers' willingness to purchase environmentally friendly products. In addition, both green advertising and green brand image have significant direct effects on green purchase intention, highlighting the strategic relevance of persuasive green communication and consistent brand positioning in fostering sustainable consumption behavior. More importantly, green awareness significantly mediates the effects of green advertising and green brand image on green purchase intention,

indicating that consumer awareness constitutes a key psychological mechanism through which green marketing efforts translate into purchase intention.

Despite these contributions, the study is subject to several limitations. First, the empirical setting is restricted to The Body Shop consumers in Surabaya, which may limit the generalizability of the findings across regions, brands, and product categories. Second, the reliance on self-reported online questionnaire data may introduce response bias and limit control over the accuracy of respondents' answers. Third, the model includes only a limited set of explanatory variables.

Future research is encouraged to examine broader consumer contexts, incorporate wider geographic coverage, and extend the model by including additional variables such as green trust, perceived value, environmental concern, or green satisfaction. From a managerial standpoint, firms should strengthen credible green communication and maintain a consistent green brand image to enhance consumer awareness and reinforce green purchase intention.

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