



THE REPRESENTATION OF CONSUMER GREEN PURCHASE INTENTION IN THE VALUE OF GREEN PRODUCT QUALITY AND GREEN BRAND IMAGE ON CUSTOMERS AT THE BODY SHOP TEA PRODUCTS IN SOUTH TANGERANG

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Abstract

This study aims to examine the influence of green product quality and green brand image on the green purchase intention of consumers of The Body Shop products in South Tangerang City. The research method used is a qualitative approach with in-depth interview techniques with The Body Shop customers who are environmentally conscious. The results of the study indicate that positive perceptions of the quality of natural and certified green products and a strong and environmentally responsible brand image contribute significantly to shaping consumers' green purchase intentions. Social and emotional factors also play a major role in supporting green purchasing decisions, where consumers feel that purchasing green products is an expression of self-identity and social responsibility. Although product prices tend to be higher, consumers who are already aware of the value of sustainability are still willing to pay a premium price. This study provides important implications for business actors in developing green marketing strategies with a focus on improving product quality and strengthening green brand images in order to increase the purchase intentions of consumers who are increasingly concerned about the environment.

Keywords: Green Purchase Intention, Green Product Quality, Green Brand Image, Green Marketing, The Body Shop, Environmentally Conscious Consumers

INTRODUCTION

Marketing management is a series of activities carried out to design, price, promote, and distribute goods, services, or ideas in order to create exchanges that can satisfy individual and organizational goals. In the modern era marked by increasing consumer awareness of environmental issues, marketing management practices are no longer focused solely on achieving profits, but also consider aspects of social responsibility and environmental sustainability. This gives rise to the concept of green marketing, a marketing strategy that emphasizes the company's efforts to create environmentally friendly product value and maintain the sustainability of resources.

Companies are now starting to adjust their marketing strategies by prioritizing environmental values to stay relevant to changing consumer behavior. Today's consumers not only buy based on function and price, but also pay attention to the environmental impact of the products they consume. Therefore, companies need to pay attention to the quality of environmentally friendly products (green product quality) and build a strong green brand image to encourage green purchase intention from consumers.

Green product quality refers to the extent to which a product is perceived as being environmentally friendly, such as using natural raw materials, environmentally friendly production processes, and recyclable packaging. The higher consumers' perceptions of green product quality, the more likely they are to purchase the product. Research by Zhuang, Luo, and Riaz (2021) shows that perceptions of green value, positive attitudes toward the product, and beliefs that the product is

environmentally friendly contribute significantly to increasing consumers' green purchase intentions. Green brand image is a consumer's perception of how much a particular brand is committed to environmentally friendly business practices. A green brand image not only differentiates a product from competitors but also becomes a symbol of the company's moral and ethical values that can create an emotional connection with consumers. Research by Lestari and Fitriani (2021) states that a positive green brand image can encourage consumers to have a more supportive attitude towards the product, even increasing brand loyalty in the long term.

One brand that consistently implements sustainability values is The Body Shop. Since its inception, The Body Shop has been known for its commitment to environmental conservation, fair trade, and its rejection of animal testing. In Indonesia, The Body Shop has carried out various environmental initiatives such as packaging recycling programs, the Bring Back Our Bottles campaign, and consumer education on the importance of choosing environmentally friendly products. In the local context, South Tangerang City as one of the metropolitan cities in Banten Province has a consumer community that is quite concerned about environmental issues. This makes South Tangerang a strategic location to study the influence of green product quality and green brand image values on the green purchase intention of consumers of The Body Shop products.

Research by Rahman and Nurtjahjadi (2023) shows that environmental campaigns carried out by The Body Shop in Bandung, such as Bring Back Our Bottles, significantly improved the green brand image in the eyes of consumers, which then influenced their purchasing preferences for The Body Shop products. Given the success of the program in other areas, it is important to know whether the same perception also occurs in South Tangerang. In addition, the existence of different demographic factors, consumption culture, and lifestyles in each region are also important reasons for re-examining the representation of green purchase intention in different areas.

Green purchase intention itself is influenced by many factors. Some of them are environmental awareness, consumer attitudes, perceptions of the benefits of green products, subjective norms, and previous experiences with the product. Yener, Secer, and Ghazalian (2023) in their research showed that green purchase intention is influenced by three main aspects, namely motivation (such as the need for sustainability), opportunities (such as the ease of obtaining green products), and abilities (such as consumer understanding of the benefits of the product). These factors can be strengthened or weakened through effective marketing communications and consistent brand messaging.

An interesting phenomenon in the context of green marketing, especially among The Body Shop consumers in South Tangerang City, is the increasing awareness of the importance of environmentally friendly products, but this has not been fully followed by consistent purchasing behavior. Many consumers express support for sustainability, but do not necessarily have a high commitment to purchasing green products. In addition, another phenomenon is the difference in perception of the quality of green products and green brand image, depending on the level of

consumer knowledge, lifestyle preferences, and exposure to environmental campaigns. Although The Body Shop has implemented various green marketing communication strategies, there is still a gap between the perception of green brand image and actual purchase intention. This phenomenon shows that there are other factors that influence consumer decisions, and it is necessary to study in depth the representation of green purchase intention from the perspective of perceived value and environmentally friendly brand image.

Based on these phenomena, several main problems were found which became the focus of this research. These problems can be formulated in the following table to provide a more systematic picture:

Table 1 Research Problems

No	Research Problem	Explanation
1	There is a gap between environmental awareness and green purchasing behavior	Consumers say they care about the environment, but are not yet consistently purchasing green products.
2	Perception of green product quality does not necessarily form a strong purchase intention	Not all consumers who consider environmentally friendly quality products end up intending to buy those products.
3	Green brand image is not yet fully trusted as a representation of brand responsibility	There is still doubt or skepticism towards corporate green campaigns, including The Body Shop.
4	The influence of the variables green product quality and green brand image has not been measured locally.	There has not been much research that specifically measures the influence of these two variables on consumers in South Tangerang.
5	Low consumer literacy about environmentally friendly products	Lack of understanding of the concept of sustainability and eco-friendly product certification influences purchasing decisions.

Source: Processed observation results, 2025

From the problem table above, it can be seen that there are various obstacles that hinder the achievement of optimal green purchasing behavior among The Body Shop consumers in South Tangerang City. One of the main problems is the gap between high environmental awareness and real behavior in purchasing environmentally friendly products. Although consumers claim to care about environmental issues, their real actions do not necessarily reflect strong purchasing intentions. This is exacerbated by the low consumer literacy regarding the concept of green product quality and green brand image, thus affecting trust in green campaigns carried out by brands such as The Body Shop. In addition, perceptions of the quality of environmentally friendly products do not necessarily lead to purchasing intentions, especially if consumers still doubt the brand's sustainability commitment. Therefore, a deeper study is needed to understand the representation of consumers' green purchasing intentions through the variables of perception of green product quality value and environmentally friendly brand image in the local context.

Several previous studies have examined the influence of green product quality and green brand image variables on green purchase intention, both in a general context and for specific brands.

Zhuang, Luo, and Riaz (2021) in their meta-analysis concluded that green product quality is one of the main determinants of green purchase intention, where consumer perceptions of product sustainability have a significant impact on purchasing decisions. Meanwhile, Yener, Secer, and Ghazalian (2023) added that an environmentally friendly brand image can strengthen consumer motivation in choosing green products, especially when combined with a sufficient level of awareness and knowledge of environmental issues.

In Indonesia, Lestari and Fitriani (2021) found that The Body Shop's green brand image has a positive influence on user attitudes, although it is not always directly proportional to actual purchase intentions. This study shows that the attitude factor does not necessarily guarantee a purchase, because it is influenced by various other variables such as price, perceived benefits, and personal values. Rahman and Nurtjahjadi's (2023) study examined The Body Shop's green campaign "Bring Back Our Bottles" and found that this strategy succeeded in forming a more environmentally friendly brand image, but did not fully encourage repeat purchases. Meanwhile, Nurcahyo and Kurniawan (2020) stated that the consistency of green communication messages and consumer perceptions of the authenticity of the campaign are very important in forming long-term loyalty and purchase intentions.

Although many studies have explored the relationship between green product quality, green brand image, and green purchase intention, mostly focus on the general national context or large population in metropolitan cities, not on local contexts such as South Tangerang City. In addition, some studies focus more on the perception of attitude variables, not on the holistic representation of consumer purchase intention. Previous studies have also not explored much about the role of consumer literacy and differences in local characteristics that may affect the effectiveness of a brand's green campaign. Therefore, this research aims to fill this gap by specifically examining how perceptions of green product quality and green brand image affect green purchase intention. The Body Shop consumers in South Tangerang City, taking into account the local social and psychological context.

This study has novelty in revealing the representation of consumers' green purchase intention through two important variables, namely green product quality and green brand image, in a specific local context, namely The Body Shop product customers in South Tangerang City. Different from previous studies that tend to be general and have not touched on local characteristics in depth, this study seeks to understand how consumer perceptions of the quality and image of environmentally friendly brands shape actual purchase intentions, by considering factors of consumption culture, environmental knowledge, and green literacy that are typical in the research area. This approach is expected to be able to provide theoretical contributions in the development of green consumer behavior models in Indonesia, as well as provide practical implications for companies in designing green marketing strategies that are more targeted regionally.

LITERATURE REVIEW

Green Purchase Intention

Green Purchase Intention (GPI) is the intention or desire of consumers to purchase environmentally friendly products as a form of support for environmental sustainability and preservation. This intention is influenced by consumer perceptions of the ecological and social benefits of the product. According to Zhuang, Luo, and Riaz (2021), GPI is a key variable in green consumer behavior that reflects environmental awareness that translates into purchasing actions. Yener, Secer, and Ghazalian (2023) also emphasized that green purchase intention is not only influenced by product value, but also by consumer awareness and internal motivation that drives pro-environmental behavior.

Green Product Quality

Green Product Quality refers to consumer perceptions of product quality that are not only seen from function and aesthetics, but also from environmentally friendly aspects such as raw materials, production processes, and the impact of the product on the environment. Good green product quality is believed to increase consumer trust and satisfaction, thereby encouraging purchase intentions. Lestari and Fitriani (2021) showed that the perception of green quality is a significant factor in building positive consumer attitudes towards products. Nurcahyo and Kurniawan (2020) added that environmentally friendly product quality provides important added value in purchasing decisions, especially when consumers are increasingly critical of product sustainability.

Green Brand Image

Green Brand Image is a brand image that is built based on consumer perceptions of the brand's commitment to environmental and sustainability issues. A strong green brand image can build consumer loyalty, trust, and purchase intention. Rahman and Nurtjahjadi (2023) emphasized that an effective green campaign can strengthen brand image and positively influence consumer perceptions. Meanwhile, Lestari and Fitriani (2021) stated that green brand image is one of the strategic assets that can influence purchasing decisions and differentiate brands in a competitive market.

METHOD

Research methods

This study uses a qualitative approach with the aim of gaining a deep and comprehensive understanding of representation. *green purchase intention* (green purchase intention) of consumers through perceptions of *green product quality* and *green brand image* on customers of The Body Shop products in South Tangerang City. A qualitative approach was chosen because it allows researchers to

explore complex social phenomena in real contexts, as well as reveal the meanings given by consumers to their experiences in using environmentally friendly products (Creswell & Poth, 2023).

Research Location and Informants

The research was conducted in South Tangerang City, especially in The Body Shop outlets that are the focus of green product consumers. The main informants were customers who had experience purchasing The Body Shop products and showed concern for environmentally friendly aspects in choosing products. The purposive sampling technique was used to select informants who were considered representative and could provide rich data on the research topic.

Data Collection Techniques

Data was collected using two main techniques, namely:

1. In-depth Interview (In-depth Interview)

Semi-structured interviews were conducted with The Body Shop customers to explore their views, experiences and motivations in choosing green products. Interview questions focused on their perceptions of green product quality, green brand image and how these influence purchase intentions. The interviews were recorded and transcribed for further analysis.

2. Participatory Observation

Researchers conducted observations at The Body Shop store locations to monitor consumer behavior in the context of purchasing green products directly. This observation aims to complement interview data by understanding consumer interactions with products and the store environment in real terms (Merriam & Tisdell, 2022).

Data Analysis Techniques

The collected data is analyzed using **thematic analysis** (thematic analysis). The analysis process begins with the transcription of interview data, then coding of important words or sentences related to the research variables. After coding, the data is classified into main themes that reflect consumer perceptions of green product quality, green brand image, and green purchase intentions. This approach makes it easier for researchers to identify patterns, relationships, and meanings that emerge from the data (Braun & Clarke, 2022).

Validity and Validity of Data

To maintain the validity of the data, this study applies the technique of triangulation of sources and techniques, namely comparing data from interviews and observations to strengthen the findings. In addition, it was also carried out **member checking**, namely reconfirming the results of the

researcher's interpretation to the informant to ensure the accuracy and credibility of the data obtained (Creswell & Poth, 2023).

RESULTS AND DISCUSSION

Research result

This study reveals various important aspects that influence the green purchase intention of The Body Shop consumers in South Tangerang. Data analysis shows a strong relationship between consumer perceptions of green product quality, green brand image, social and emotional factors, and price barriers to purchase intention. Each aspect contributes differently to shaping environmentally friendly purchasing behavior, while also showing the complexity of consumer decisions in choosing green products.

Consumer Perception of Green Product Quality

The Body Shop consumers pay great attention to the quality of green products that are produced with natural ingredients and have eco-friendly certification. Positive perceptions of product quality are not only focused on the physical function of the product, but also on the ethical and sustainable values attached to the product. Consumers perceive that green quality means that the product does not harm the environment and is safe to use, thus increasing their trust in the brand. This drives strong loyalty because consumers feel that the product not only meets practical needs but also supports a responsible lifestyle. Therefore, the quality of green products is a key factor in shaping positive consumer attitudes and sustainable purchasing intentions.

The Role of Green Brand Image in Green Purchase Intention

The Body Shop's green brand image plays an important role in building consumer loyalty and purchase intention. A strong brand image as a brand that cares about the environment and society creates a deep positive impression in the eyes of consumers. This image not only influences rational perception, but also the emotional aspect that makes consumers feel proud to use products that are in line with sustainability values. This emotional attachment strengthens the consumer's relationship with the brand, so that they are encouraged to make repeat purchases. In addition, the green brand image also influences consumers' social perception, where using the product is considered a form of support for social and environmental responsibility.

Social and Emotional Factors Supporting Green Purchase Intention

Social and emotional factors are important determinants of The Body Shop consumers' green purchase intention. Purchasing green products is considered as a manifestation of self-identity that cares about the environment and sustainability. Consumers feel emotional satisfaction because they

feel they are contributing positively to environmental preservation through their purchasing decisions. In addition, the influence of an environmentally conscious community and family support also strengthen this motivation. These social elements strengthen the desire to purchase green products, complementing rational aspects such as product quality and brand image. Thus, the social and emotional dimensions play a crucial role in forming and maintaining green purchase intention.

Price Barriers and Consumer Response to Premium Prices

The relatively higher price of The Body Shop products compared to conventional products is not a major obstacle for consumers who are already aware of the value of sustainability. These consumers are willing to pay a premium price as a form of support for the brand's commitment to protecting the environment and sustainability. Awareness of ethical values and product quality makes them view high prices as a worthwhile investment. This phenomenon indicates the existence of a special market segment that prioritizes environmental and social values in purchasing decisions, not just price factors. Thus, marketing strategies that emphasize these values can overcome price barriers and strengthen green consumer loyalty.

Table 2. Consumer Perception of Research Variables

Variables	Consumer Perception
Green Product Quality	Most strongly agree and agree with the importance of the quality of green products that are natural and certified environmentally friendly.
Green Brand Image	Consumers recognize The Body Shop's green brand image as a major factor influencing loyalty and purchase intention.
Social and Emotional Factors	Consumers feel that buying green products is part of their self-identity and receives social support.
Price Barriers	Some consumers consider the product price high, but many are still willing to buy because of the added value of the product.

Source: Processed research results, 2025

This table describes consumer perceptions descriptively towards the main variables of the study. Most consumers consider green product quality and green brand image to be very important in making purchasing decisions. Social and emotional factors also play an important role as supporting motivation to buy green products. Price barriers are considered to exist, but are not significant enough to reduce overall purchase intentions.

Discussion

The discussion of the research results integrates empirical findings with relevant theories and previous studies. The main focus is on how green product quality, brand image, socio-emotional factors, and price barriers interact to form green purchase intention. This study provides an important contribution by highlighting the dynamics of sustainability-oriented The Body Shop consumers in South Tangerang, as well as strategic implications for green marketing.

Green Product Quality pada Green Purchase Intention

The results of this study confirm that green product quality is a crucial element in shaping consumer purchase intentions. In line with Liu et al. (2021), consumers now increasingly prioritize transparency and the use of environmentally friendly materials as indicators of quality. High quality perceptions increase trust and attachment to products, strengthening consumer loyalty. Product quality that meets sustainability values can create positive experiences, so that consumers are encouraged to make repeat purchases. Thus, green product quality is the main driver in the formation of sustainable green purchase intentions.

The Role of Green Brand Image in Building Consumer Loyalty

The Body Shop's green brand image has proven to be a major attraction in building customer loyalty. This finding supports the opinion of Chen & Chang (2020) who stated that green brand image not only forms positive perceptions but also influences the emotional and social dimensions of consumers. Consumers feel proud and psychologically comfortable using products that are in line with environmental values. This encourages a strong emotional attachment, even when the product is offered at a premium price. Therefore, a consistent green brand image is able to maintain loyalty and maintain a competitive position in the market.

Social and Emotional Factors as Additional Dimensions in Green Purchase Intention

This study shows that green purchase intention is not only driven by logic or product quality, but also by social and emotional influences. Rahman & Akter (2022) emphasize that social norms, community support, and the desire to show one's identity as an environmentally conscious individual are strong triggers in purchasing green products. Consumers feel psychologically motivated to contribute to environmental sustainability. Therefore, communication strategies that emphasize social aspects and emotional values can increase consumer involvement in green purchasing decisions.

Premium Prices and Consumer Willingness to Pay More

The results of this study prove that premium prices are not a major obstacle for consumers who are highly aware of sustainability. In line with Zhao et al. (2023), consumers are willing to pay more because they understand the ethical and environmental values offered by The Body Shop products. They consider that spending more is a form of support for responsible business practices. This opens up opportunities for companies to maintain a premium pricing strategy as long as the sustainability message is delivered consistently and convincingly. Thus, the consumer segment that cares about the environment can still be reached and retained.

CONCLUSION

This study concludes that the green purchase intention of The Body Shop consumers in South Tangerang City is greatly influenced by their perceptions of green product quality and green brand image. Consumers consider that The Body Shop products have good quality, use natural and environmentally friendly ingredients, and have certifications that support these claims. This perception of product quality is the main factor that increases consumer trust and loyalty, thus motivating them to choose these products over conventional products. The Body Shop's green brand image plays an important role in shaping consumer loyalty and purchase intention. A positive image as a brand that cares about the environment and society not only provides emotional value, but also strengthens the consumer's identity as an environmentally responsible individual. Social and emotional factors related to sustainability values also strengthen consumers' green purchase decisions.

Although The Body Shop's product prices are relatively higher than regular products, this is not a significant barrier for consumers who already have awareness and values for sustainability. These consumers are willing to pay a premium price as a form of support for the environmental commitment upheld by The Body Shop. Thus, the company needs to continue to strengthen the quality of its products and green brand image, as well as educate consumers about the value of sustainability so that green purchasing intentions can increase. This study provides strategic insights for business actors who want to develop marketing of environmentally friendly products, especially in environmentally conscious market segments.

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