

# Building Green Brand Advocacy: Examining the Effect of Green Brand Image and Green Perceived Value on Green Brand Evangelism through Green Trust Mediation

**Marsha Adilla Rahmani<sup>1\*</sup>, Mahir Pradana<sup>2</sup>, Arry Widodo<sup>3</sup>**

<sup>1-3</sup>Master of Business Administration Study Program, Faculty of Economics and Business, Telkom University, Bandung, Indonesia

Email: <sup>1)</sup> [marshaadilla@student.telkomuniversity.ac.id](mailto:marshaadilla@student.telkomuniversity.ac.id), <sup>2)</sup> [mahirpradana@telkomuniversity.ac.id](mailto:mahirpradana@telkomuniversity.ac.id),

<sup>3)</sup> [arraywie@telkomuniversity.ac.id](mailto:arraywie@telkomuniversity.ac.id)

**Received : 05 May - 2025**

**Accepted : 02 June - 2025**

**Published online : 11 June - 2025**

## Abstract

Environmental awareness has influenced consumer behavior, particularly in choosing eco-friendly products. The Body Shop, known for its commitment to sustainability, stands out for its Green Brand Image and Green Perceived Value. This study aims to examine the impact of green brand image and green perceived value on green brand evangelism, with green trust as a mediating variable. The SOR Theory is applied in this research, explaining how stimulus variables affect the organism, resulting in a response (green brand evangelism). The study targets The Body Shop consumers in Greater Bandung and uses a quantitative method supported by descriptive analysis. Data was collected through an online questionnaire, with 388 valid responses from 390 submissions. Analysis was conducted using PLS-SEM with Smart-PLS software. Findings show a positive and significant relationship between Green Brand Image and Green Perceived Value, which influences Green Trust. Both variables also positively and significantly affect Green Brand Evangelism, directly and indirectly, through Green Trust. Green Trust plays a crucial role in mediating and strengthening the relationship between Green Brand Image and Green Perceived Value on Green Brand Evangelism. This research offers theoretical and practical insights for companies in developing green marketing strategies and maintaining consumer trust by building a strong image and delivering consistent value. The study is limited to The Body Shop consumers in Greater Bandung. Thus, future research is encouraged to expand the geographical scope for broader generalization.

**Keywords:** Green Consumer Behaviour, Green Brand Image, Green Perceived Value, Green Trust, Green Brand Evangelism.

## 1. Introduction

Green brand evangelism which is when consumers voluntarily and enthusiastically promote eco-friendly brands to others, is becoming an increasingly important phenomenon in building consumer loyalty and brand sustainability. However, understanding how green brand image, perceived green value, and green trust contribute to this behavior, particularly in emerging markets like Indonesia, remains limited and has not been thoroughly explored. Sustainability has become a pressing global issue, prompting significant changes in consumer behavior worldwide. Increasingly, consumers are prioritizing products and brands that align with environmental values, thereby driving demand for sustainable business practices. In Indonesia this trend is also gaining momentum. According to Statista (2023), Indonesia ranks



first in Asia as a consumer who adopts sustainable practices when purchasing items. Careful companies will see this condition as a great opportunity in business activities (Septiani & Widiyanesti, 2024). The personal care and skincare industry in Indonesia is responding to this trend by presenting sustainable products, including recyclable packaging and safer natural ingredients. These products not only reduce environmental impact but also offer health benefits to consumers (Lawi, 2020).

One approach that is widely used by companies in taking advantage of this consumer behavior trend opportunity is green marketing (Syahputra et al., 2024), green marketing serves the strategic method that involves not just promotion of sustainable products but also fosters a sustainability-centered brand image (Nayak et al., 2024). This practice has gained traction as consumer awareness of environmental issues has increased, leading to a demand for products that are aligned with environmentally friendly values. Companies need to conduct in-depth market research to adapt this practice (Widodo et al., 2024). Green marketing can help companies improve their reputation, make customers loyal, and stand out in a competitive market. The Body Shop is one of the brands that adopts an approach that focuses on environmental issues and environmental sustainability (Hartanto et al., 2021). The Body Shop as an eco-friendly product, with their leading position shows that Indonesian consumers are committed to sustainability and choose products with a strong eco-friendly commitment.

The Body Shop high market share in Indonesia shows that they have a strong market share and they are successful in increasing sales volume effectively (Kurniawati & Susanti, 2023). The Body Shop has become a pioneer skincare and personal care brand that has a Green Brand Image which since its inception The Body Shop brand has been committed to the concept of sustainability. With Green Brand Image, companies can communicate about brand images that are environmentally friendly and sustainable so that they can be accepted and realized by consumers (Yahya, 2022). Green brand image is the consumers view of a brand that shows dedication and attention to the environment in the products or services provide (Prasetya et al., 2020). However, The Body Shop's green brand image has experienced significant challenges, which are reflected in the closure of several stores and a decline in brand competitiveness.

The Body Shop was initially recognized as a pioneer of ethical beauty, with a commitment to sustainability. The sale of the company to L'Oréal in 2006 was seen by many as a turning point that eroded the ethical principles on which the brand's philosophy was based. Today, The Body Shop struggles to maintain the green brand image that was once its main attraction, especially in a beauty market that is now increasingly crowded with competitors offering similar values (Pambudi, 2024). In addition, in maintaining the existence of an environmentally friendly brand, it is necessary to refer to the value that consumers feel towards environmentally friendly products or brands provided by the product or brand, namely green perceived value. Attitudes and information about products with eco-friendly attributes strongly influence the desire to make sustainable purchase decision (Widodo et al., 2024). Green Perceived Value is a value that indicate the advantage that consumers trust in the value of purchase and use the green products (Li et al., 2023).

The Body Shop as an eco-friendly brand emphasizes more environmentally friendly values than other brands in the hope of meeting the desires of environmentally conscious consumers and expect sustainable items (Damayanti & Nuvriasari, 2021). When consumers feel the benefits of sustainability values, this can increase their trust in the integrity of products that adopt sustainability issues (Aditi et al., 2020). The high popularity of The Body Shop indicates that consumers have high green trust towards The Body Shop, especially in relation to their eco-friendly claims and vegan products. This strong green trust is likely influenced by

The Body Shop commitment to sustainability, eco-friendly practices, and transparency, which motivates consumers to choose the brand over other vegan brands in the market.

The Body Shop reputation is stronger when consumers believe the brand is environmentally responsible, as it increases brand loyalty and positive referrals (Imaningsih, 2019). The existence of green trust in a brand will increase the chances of consumers to make repeat purchases, recommend products and provide positive feedback on a brand (Guerreiro & Pacheco, 2021). According to Jargalmaa et al. (2021) green trust consumer trust in brand commitment to sustainability acts as a very important factor in creating green brand evangelism. In a business context green brand evangelism encourages positive consumer interactions and co-creation of brand value, increases loyalty and promotes environmental responsibility among consumers towards a brand (Li et al., 2022).

In The Body Shop brand phenomenon, it shows that users positively recommend The Body Shop products as a solution to their needs. This review shows a strong example of green brand evangelism, where consumers voluntarily promote and support environmentally friendly products through social media platforms and are not part of the promotion carried out by brands and influencers. This shows that the existence of a strong green brand image, green perceived value and green trust in a product can affect the green brand evangelism of an environmentally friendly product, especially The Body Shop products.

However, despite its relevance, the relationship between green brand image, green perceived value, and green brand evangelism remains under-explored in academic literature, especially in emerging markets like Indonesia. Even less is known about the mediating role of green trust in this dynamic. Although previous studies have explored these constructs separately, few have examined how their interactions influence consumer advocacy in the context of green branding. This study aims to fill this gap by analyzing how green brand image and perceived green value influence green brand evangelism, with green trust as a mediating variable, in the context of The Body Shop in Indonesia. By integrating these variables into a single model, this study aims to provide a more comprehensive understanding of the factors driving green consumer behavior and brand loyalty. The insights gained can help businesses not only improve their green marketing strategies but also build deeper and more authentic relationships with environmentally conscious consumers.

This research aims to explore how green brand image and green perceived value influence the green brand evangelism of The Body Shop products, by considering the green trust as a mediator. Insights from the outcomes of this research could provide benefits for brands to be able to understand and maximize how they build an environmentally friendly brand image and consistently provide environmentally friendly values with the aim of building evangelism from consumers towards a brand.

## 2. Literature Review

### 2.1. S-O-R Theory

S-O-R theory was developed by Hovland, Janis, and Kelly in 1953. This theory explains how a stimulus (message) affects an individual (organism) and produces a certain response (Syahdi & Romyeni, 2016). The core elements of the S-O-R model are stimulus, organism and response. Based on this theory, stimuli from the external environment can affect an individual internal state or perception, that subsequently elicits a behavioral reaction from individual (Huang, 2023). The S-O-R theory is used as a research framework to understand the mechanism of the relationship between the constructs studied (Raj et al., 2023). As one of the key theories in understanding consumer behavior, S-O-R theory is widely applied in research

related to user behavior (Song et al., 2022). In this study, the S-O-R (stimulus-organism-response) theory is used as a conceptual framework to explain how the stimulus (green brand image and green perceived value) affects the organism (green trust), which ultimately produces a response (green brand evangelism).

## 2.2. Green Marketing

As Polonsky (1994) asserts, the concept of green marketing encompasses all initiatives that are meticulously crafted to facilitate exchanges that are oriented towards addressing human needs or desires. According to Peattie (1998) the concept of green marketing is defined as a strategy that prioritizes the development and promotion an environmentally sustainable products, in addition to providing consumers with educational resources that highlight the ecological advantages of these products. According to Kumar (2025) the term green marketing is defined as a strategy to targeted consumers who prioritize environmental sustainability.

## 2.3. Green Consumer Behaviour

Green consumers are defined as individuals who make purchases based on personal awareness of environmental issues (Shrum et al., 1995). Green consumer behavior Is determined by how aware consumers are of environmental concerns, how effective they perceive the product to be, and how much they trust the brand (Kumar, 2025). Green consumer behavior (GCB) refers to individual decisions influenced by environmental concerns, impacting actions related to product search, purchase, use, evaluation, and disposal (Koten et al., 2023). GCB builds on the global consumerism movement, driven by consumers desire for safe, decent, and eco-friendly products (Steven & Pratiwi, 2020). GCB reflects consumers environmentally aware choices, notably for safe and sustainable products.

## 2.4. Green Brand Image

Green brand image refers as consumers perspectives of a brands environmental commitment and concern (Y.-S. Chen, 2010). Praharjo et al. (2019) state it is a company strategy that demonstrates a brands commitment to environmental issues and profit. Chen et al. (2020) says it is consumers perceptions of a brands commitment to the environment. Wadyatenti & Pranatasari (2025) define it as brands that emphasize eco-friendly products and practices. Green brand image is consumers views of brands commitment and concern for the environment, and serves as a strategy that focuses on environmental sustainability, creating attractiveness and trust among environmentally conscious consumers.

## 2.5. Green Perceived Value

Chen & Chang (2012) describe the green perceived value is how consumers evaluate environmental benefits versus sacrifices influenced by green-oriented needs and desires. It refers to the trade-off between environmental benefits and costs of a services or goods (Juliana et al., 2020). Green perceived value is the net benefit consumers perceive based on their evaluation of a services or goods (Putra et al., 2022). The term "GPV" assessment is influenced by various factors, including environmental concerns, sustainability expectations, and market demand.

## 2.6. Green Trust

Green trust according to Ganesan (1994) is when consumers believe of products environmental benefits and its commitment to sustainability. This confidence makes consumers trust a product, service, or brand that is environmentally responsible. Chen (2010) defined green trust as the tendency to trust products, services, or brands because they are seen as credible, kind, and capable of doing a good job when it comes to the environment. Lee

(2020) defined green trust as a belief in a product's environmental performance, credibility, benevolence, and ability. Consumers need to see tangible benefits to be convinced of a product or company's environmental claims. Green trust, then, is a belief in a product's environmental credibility, goodness, and ability.

## 2.7. Green Brand Evangelism

Green Brand Evangelism as defined by Asan et al. (2024) is the promotion and advocacy of a brand by consumers who care about its environmental practices. These consumers do more than just purchase products they enthusiastically recommend the brand to others because of their positive perception of the brands commitment to sustainability and green values. Green Brand Evangelism refers to customers promoting green brands because of positive experiences (Malewar et al., 2024). This phenomenon confers several advantages upon green brands, including the facilitation word-of-mouth marketing, the recruitment of consumers, and the maintenance of a competitive edge in the market.

Green Brand Evangelism is defined by consumers strongly believe in green branding and the values of eco products associated with them. Green Brand Evangelism occurs when customers actively seek and share information about green brands (Panda et al., 2020). Green Brand Evangelism is conceptualized as a form of strong support behavior, such buying an eco-brand, recommending an eco-brand positively, and making an eco-brand an issue through comments that disparage competing brands (Jargalmaa et al., 2021). The ease of posting comments on various platforms, such as forums, websites, and social media, allows consumers to share their experiences and views. This raises awareness about eco products or brand and strengthens the community around sustainability values. Thus, green brand evangelism not only reflects consumers endorsement of products, but also creates a space for active dialogue and promotion in favor of sustainability and eco-friendly practices.

## 2.8. Hypothesis Development

The green brand image and perceived value have been demonstrated to exert a substantial influence on green trust and brand evangelism. The strength of a green brand image has been demonstrated to be positively correlated with consumer trust (Chen, 2010; Kayubiyanto et al., 2024). The provision of tangible environmental benefits has been demonstrated to achieve an optimal level of perceived value and cultivate trust in the green sector (Chen & Chang, 2012; Lisnaningrum et al., 2020; Mada et al., 2021). Additionally, green brand image and green perceived value contribute directly to green brand evangelism by enhancing consumer trust and loyalty (Li et al., 2022; Nguyen et al., 2016; P. Becerra & Badrinarayanan, 2013). According to the observations and explanations above, the hypotheses are proposed:

**H1:** Green Brand Image positively influences Green Trust

**H2:** Green Perceived Value positively influences Green Trust

**H3:** Green Brand Image positively influences Green Brand Evangelism

**H4:** Green Perceived Value positively influences Green Brand Evangelism

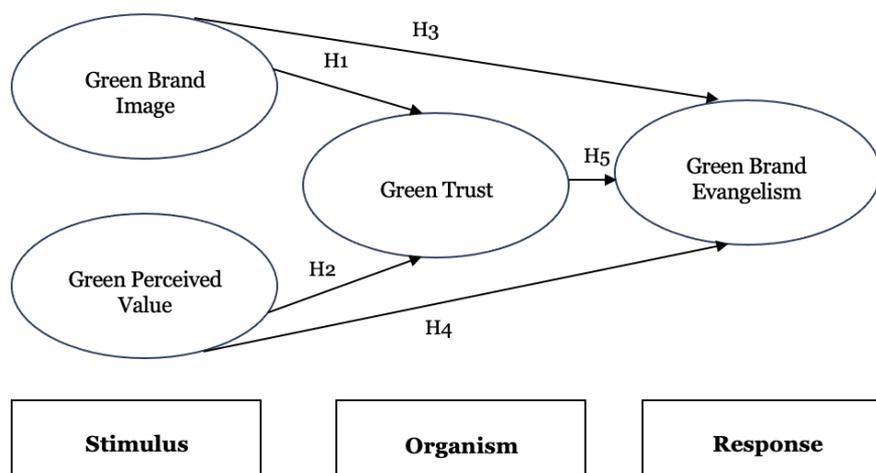
Green trust is important for driving green brand evangelism. It increases consumers propensity to promote a brand (Hamouda & Aissaoui, 2024; Jargalmaa et al., 2021). A great effect from green brand image and perceived value increase green trust and loyalty, encouraging consumers to voluntarily recommend the brand (Anom et al., 2024; Hidayat, 2021; Winangun & Nurcaya, 2020). Green trust is formed from environmental benefits perceived by consumers, strengthening brand evangelism (Maghfur et al., 2023).

Based on the observations and explanations above, the hypotheses are proposed:

**H5:** Green Trust has positively influences Green Brand Evangelism

**H6:** Green Trust positively mediates the relationship between Green Brand Image and Green Brand Evangelism.

**H7:** Green Trust positively mediates the relationship between Green Perceived Value and Green Brand Evangelism



**Figure 1. Research Framework**

### 3. Methods

#### 3.1. Sampling Strategy

Calculation number of samples resulted in at least minimum 385 people being needed. This study used nonprobability and purposive sampling techniques. Respondents met the criteria of being 17 years and over, living in the Greater Bandung area, and consumers of The Body Shop products.

#### 3.2. Validity and Test

At this stage of the validity test, 30 respondents in Greater Bandung met the criteria and were surveyed. The questionnaire is valid if the required outer loading convergent validity value >0.708 and the Cronbach’s Alpha value is ≥0.70 (Ghozali, 2021). All items’ outer loading values are >0.708, so the questionnaire is valid. See Table 1 below for the Cronbach’s Alpha result.

**Table 1. Cronbach’s Alpha**

Variables	Cronbach’s Alpha
Green Brand Image	0.948
Green Perceived Value	0.957
Green Trust	0.972
Green Brand Evangelism	0.988

#### 3.3. Data Analysis Technique

The research hypotheses were evaluated using Partial Least Squares Structural Equation Modeling (PLS-SEM). The SEM-PLS analysis consists of two models: the measurement model, also known as the outer model, evaluates the accuracy and consistency of the constructs, whereas the structural model (inner model) analyzes the connections between them. The outer model convergent validity is supported by an outer loading value >0.70 and an AVE value >0.50, as well as discriminant validity, which can be checked using cross-loading, Fornell-Larcker, and HTMT. The reliability test uses the composite reliability with provisions >0.70 and Cronbach’s alpha with provisions >0.70, as described in Ghozali (2021) and Hair et al. (2019). The structural model is carried out using several criteria, such as the R-

square value, F-square, Q-square, path coefficient analysis, t-statistic value, and p-value, as well as a mediation test, as explained by Hair et al. (2019).

## 4. Results and Discussion

### 4.1. Research Results

#### 4.1.1. Respondent Characteristics

This study involved people in Greater Bandung which includes Bandung City, Bandung Regency, Cimahi City, and Greater Bandung Regency who have purchased The Body Shop products either personal care products, skincare, or makeup products. The data obtained is the result of data from distributing questionnaires through social media and successfully collecting 390 responses with 388 valid responses that match the criteria for filling out the questionnaire. Referring to Table 2, the data highlights respondent demographics and behavioral filters such as gender, age, occupation, location, and their identification as active users of The Body Shop products.

From Table 2, most respondents are female with a frequency of 323 at 82.8%, the age is dominated in the range of 17-25 years as many as 172 respondents with a percentage of 44.1% and 26-35 years as many as 165 respondents with a percentage of 42.3%, for jobs dominated by private workers with a frequency of 156 with a percentage of 40%, and domicile in the Bandung city area with a frequency of 136 with a percentage of 35.1%. 99.7% reported that the majority of respondents conducted information searches and purchased The Body Shop products in the last 1 month, the majority of respondents as many as 180 respondents or 46.2% made 1-2 purchases of The Body Shop products, the majority of respondents as many as 165 or 42.3% used The Body Shop products <1 week ago, the majority of respondents 67.7% used The Body Shop products in the personal care category, the majority of respondents 90.5% have knowledge about new products and programs from The Body Shop, the majority of respondents 94.1% recommend The Body Shop products to others and know the environmentally friendly program from The Body Shop.

**Table 2. Characteristics of Respondents (n=390)**

Characteristic	Classification	Frequency	%
Gender	Female	323	82,8%
	Male	67	17,2%
Age	17-25 Years	172	44,1%
	26-35 Years	165	42,3%
	36-45 Years	46	11,8%
	>45 Years	7	1,8%
Occupation	Students	132	33,8%
	Private Employees	156	40%
	Civil Servants	58	14,9%
	Self-Employed	33	8,5%
Domicile	Other	11	2,8%
	Bandung City	136	35,1%
	Bandung District	121	31%
	Cimahi City	80	20,8%
Information Search and Purchase of The Body Shop Products in the Last 3 Months	West Bandung District	51	13,1%
	Yes	389	99,7%
Frequency of Purchase The Body Shop Products in the Last 1 Month	No	1	0,3%
	Never	2	0,5%
	1-2 times	180	46,2%
	3-4 times	147	37,7%

Characteristic	Classification	Frequency	%
Time of Last Use The Body Shop Products	5-6 times	54	13,8%
	>6 times	7	1,8%
	<1 week ago	165	42,3%
	1-2 weeks ago	138	35,4%
	3-4 weeks ago	63	16,2%
	>1 month ago	24	6,1%
The Body Shop's Frequently Used Products (can choose more than one)	Personal Care (Body Wash, Shampoo, Deodorant, Body Butter, etc.)	264	67,7%
	Skincare (Cleanser, Face Mask, Moisturizer, etc.)	220	56,4%
	Makeup Products (Foundation, Concealer, Lipstick, etc.)	118	30,3%
Knowledge about The Body Shop's New Products or Programs	Yes	353	90,5%
	No	37	9,5%
Actions of recommending The Body Shop Products to Others	Yes	367	94,1%
	No	23	5,9%
Knowledge of The Body Shop's Eco-Programs	Yes	367	94,1%
	No	23	5,9%

#### 4.1.2. Measurement Model Assessment (Outer Model)

The measurement model, alternatively designated as outer model, illustrates how observed variables are representative of the latent constructs being measured (Ghozali, 2021). It establishes the relationship between each block of indicators and their respective latent variables, Reliability and Convergent Validity Measures.

##### 1) Convergent Validity

Validity indicators are measured using factor loading (FL) or outer loading. Items with FL > 0.70 are valid, p-values < 0.05 indicate a significant effect, AVE > 0.50, Cronbach's Alpha > 0.70, and Composite Reliability > 0.70 are valid. Construct variables meet the criteria for convergent validity (Ghozali, 2021; Hair et al., 2019). The following in Table 3 are the measurement results of this study which confirm that all criteria are met properly.

**Table 3. Validity and Reliability**

Variable	Item	Outer Loading (>0.70)	p-value	AVE (>0.50)	CA (>0.70)	CR (>0.70)
Green Brand Image	GBI.1	0.754	0.000	0.580	0.819	0.874
	GBI.2	0.763	0.000			
	GBI.3	0.771	0.000			
	GBI.4	0.718	0.000			
	GBI.5	0.802	0.000			
Green Perceived Value	GPV.1	0.732	0.000	0.613	0.841	0.888
	GPV.2	0.784	0.000			
	GPV.3	0.815	0.000			
	GPV.4	0.720	0.000			
	GPV.5	0.857	0.000			
Green Trust	GT.1	0.808	0.000	0.630	0.853	0.895
	GT.2	0.794	0.000			
	GT.3	0.786	0.000			
	GT.4	0.761	0.000			
	GT.5	0.819	0.000			
Green Brand Evangelism	GBEV.1	0.825	0.000	0.662	0.830	0.887
	GBEV.2	0.833	0.000			
	GBEV.3	0.799	0.000			
	GBEV.4	0.797	0.000			

2) Discriminant Validity

Discriminant validity was examined use several indicators, such as cross-loadings, the Fornell-Larcker criterion, and the Heterotrait-Monotrait Ratio (HTMT). For this research, cross-loadings and the Fornell-Larcker criterion were applied. The results are shown in Table 4.

**Table 4. Cross Loading**

Indicator	GBI	GPV	GT	GBEV
GBI.1	0.754	0.674	0.674	0.644
GBI.2	0.763	0.704	0.697	0.684
GBI.3	0.771	0.720	0.737	0.630
GBI.4	0.718	0.614	0.585	0.596
GBI.5	0.802	0.748	0.714	0.693
GPV.1	0.624	0.732	0.636	0.588
GPV.2	0.729	0.784	0.743	0.685
GPV.3	0.770	0.815	0.765	0.735
GPV.4	0.647	0.720	0.619	0.566
GPV.5	0.781	0.857	0.773	0.725
GT.1	0.735	0.725	0.808	0.661
GT.2	0.720	0.727	0.794	0.680
GT.3	0.713	0.719	0.786	0.652
GT.4	0.658	0.693	0.761	0.628
GT.5	0.732	0.735	0.819	0.690
GBEV.1	0.729	0.699	0.661	0.825
GBEV.2	0.735	0.716	0.703	0.833
GBEV.3	0.693	0.733	0.730	0.799
GBEV.4	0.609	0.599	0.613	0.797

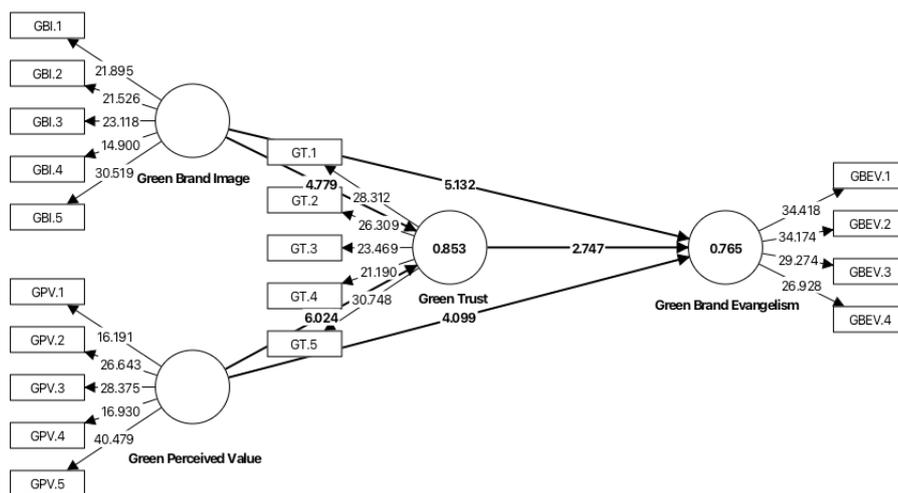
As indicated by the bolded diagonal value, which is the square root of the AVE, this value exceeds the correlation value between other constructs in the same row and column (Fornell & Larcker, 1981). This finding indicates that each construct in this study possesses acceptable discriminant validity, which can be reviewed through the following Table 5.

**Table 5. Fornell-Larcker**

	Green Brand Image	Green Perceived Value	Green Trust	Green Brand Evangelism
Green Brand Image	<b>0.762</b>			0.813
Green Perceived Value	0.911	<b>0.783</b>		0.853
Green Trust	0.897	0.907	<b>0.794</b>	0.848
Green Brand Evangelism				<b>0.835</b>

**4.1.3. Structural Model Evaluation**

Evaluation of structural models, also known as inner models, shows the strength of the relationship between latent variables and components (Ghozali, 2021). Evaluations of the internal model are performed using a variety of criteria, including R<sup>2</sup>, F<sup>2</sup>, Q<sup>2</sup>, path coefficient analysis, t-statistic, p-value, and mediation tests. The structural model of this study is shown in Figure 2.



**Figure 2. Path Model (Bootstrapping)**

1) Coefficient of Determination ( $R^2$ )

$R^2$  value reflects the amount of variance explained by models. Ghozali (2021) categorizes  $R^2$  values into very strong (0.75), moderate (0.5), and low (0.25) ranges. The appraisal of the structural model shows how the constructs and variables fit together (Ghozali, 2021). The inner model is assessed using several indicators, including  $R^2$ ,  $F^2$ ,  $Q^2$ , path coefficients, t-statistics, p-values, and mediation tests. Table 6 below illustrates that green brand image and green perceived value strongly influence green brand evangelism and green trust.

**Table 6. R Square**

Variables	R-square	Adjusted R-square	Description
Green Brand Evangelism	0.765	0.766	Strong
Green Trust	0.853	0.852	Strong

2) Predictive Relevance ( $Q^2$ )

Predictive Relevance is used to describe the predictive accuracy of a variable. All variables have a  $Q^2$  value  $> 0$  which the model's ability to make effective predictions is demonstrated by this indication. The outcomes of Predictive Relevance value are shown in Table 7 below.

**Table 7. Predictive Relevance**

Variables	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Green Brand Image	1940.000	1226.485	0.368
Green Perceived Value	1940.000	1130.248	0.417
Green Trust	1940.000	1092.578	0.437
Green Brand Evangelism	1552.000	889.247	0.427

3) Effect Size ( $F^2$ )

F-test is used to statistically determine how strongly two variables are related two interrelated variables (Koten et al., 2023). Table 8 demonstrates that Green Perceived Value significantly influences with great effect on Green Trust (0.325), while Green Brand Image exerts a moderate effect (0.198). Both Green Brand Image and Green Perceived Value show a minor effect on Green Brand Evangelism (0.090 and 0.049). Finally, Green Trust has a slight influence on Green Brand Evangelism (0.029).

**Table 8. Effect Size**

Variables	Green Brand Image	Green Perceived Value	Green Trust	Green Brand Evangelism
Green Brand Image	-	-	0.198	0.090
Green Perceived Value	-	-	0.325	0.049
Green Trust	-	-	-	0.029
Green Brand Evangelism	-	-	-	-

4) Model Fit Test

The fit test value is determined by reviewing the fit model criteria, in this research the SRMR value in the Table 9. is 0.061 < 0.08, and the GoF value of the research conducted in this research obtained a GoF value of 0.591 exceeding the criteria > 0.36 which is included in the large category, it is concluded that the empirical data of this research model can explain the measurement model with a very large fit.

**Table 9. Effect Size**

	Saturated model	Estimated model
SRMR	0.061	0.061

And the GoF values:

$$GoF = \sqrt{AVE \times R^2}$$

$$GoF = \sqrt{0,431 \times 0,809}$$

$$GoF = \sqrt{0,349}$$

$$GoF = 0,591$$

5) Hypothesis Test

**Table 10. Effect Size**

Hypothesis	Original sample (O)	Sample mean (M)	STDEV	T	P values	Description
Green Brand Image -> Green Trust	0.414	0.424	0.087	4.779	0.000	Accepted
Green Perceived Value -> Green Trust	0.530	0.520	0.088	6.024	0.000	Accepted
Green Brand Image -> Green Brand Evangelism	0.386	0.387	0.075	5.132	0.000	Accepted
Green Perceived Value -> Green Brand Evangelism	0.300	0.302	0.073	4.099	0.000	Accepted
Green Trust -> Green Brand Evangelism	0.217	0.214	0.079	2.747	0.006	Accepted
<b>Indirect Effect</b>						
Green Brand Image -> Green Brand Evangelism	0.090	0.090	0.038	2.392	0.017	Accepted
Green Perceived Value -> Green Brand Evangelism	0.115	0.112	0.047	2.440	0.015	Accepted

Empirical evidence confirm that green brand image exerts a positively and significant effect on green trust. (t = 5.123 > 1.96, p = 0.000 < 0.05), confirming H1. Similarly, green perceived value positively and significant impact on green trust (t = 6.024 > 1.96, p = 0.000 < 0.05), supporting H2. In terms of direct effects, green brand image enhances green brand

evangelism ( $t = 5.132 > 1.96$ ,  $p = 0.000 < 0.05$ ), confirming H3. Green perceived value also directly contributes to green brand evangelism ( $t = 4.009 > 1.96$ ,  $p = 0.000 < 0.05$ ), validating H4. Green trust directly strengthens green brand evangelism ( $t = 2.747 > 1.96$ ,  $p = 0.006 < 0.05$ ), supporting H5. Green trust serves as a key intermediary that significantly influences the correlation between green brand image and green brand evangelism ( $t = 2.392 > 1.96$ ,  $p = 0.017 < 0.05$ ), confirming H6. It mediates the link green perceived value and green brand evangelism ( $t = 2.440 > 1.96$ ,  $p = 0.015 < 0.05$ ), validating H7. All hypotheses are supported based on these results. As demonstrated in Table 10, all hypotheses are accepted and align with these criteria.

## 4.2. Discussion

This study explores how green brand image and perceived value affect brand evangelism, with trust serving as a mediator. The outcomes illustrate that Green Brand Image, Green Perceived Value, and Green Trust significantly contribute to Green Brand Evangelism. Panda et al. (2020) highlight the substantial impact of Green Brand Image in fostering Green Brand Evangelism. It is important to note that the impact of Green Perceived Value on Green Trust is stronger than that of Green Brand Image, suggesting that consumers place a higher value on tangible environmental benefits than on image alone. This finding is consistent with the conclusions of Chen & Chang (2012) and Lisnaningrum et al. (2020) while also pointing to an increased demand for authenticity in preference to symbolic green branding.

It is interesting to note that Green Trust demonstrates a relatively modest direct effect on Green Brand Evangelism, which is in contrast to the findings of earlier studies such as Hidayat (2021) and Becerra & Badrinarayanan (2013). This suggests that, while trust remains essential, its impact on consumer advocacy may be diminished in a competitive market increasingly wary of greenwashing (Pambudi, 2024). The researches unique contribution its focus on The Body Shop consumers in Greater Bandung, an underrepresented segment in green branding literature. Rakhmawati et al. (2019) found that in Malang, green brand image and green perceived value influence green purchase intention through green trust. Although this study does not explicitly discuss green brand evangelism, the results indicate that consumer trust in green brands can be a key factor in driving purchase intention, which can lead to brand advocacy behavior.

The present study employs PLS-SEM to analyze mediation effects, thereby offering context-specific insights into how trust bridges perceived value and advocacy in emerging markets. The findings emphasize that brands must go beyond image building to consistently deliver meaningful green value if they wish to earn consumer trust and advocacy, its several concrete actions can be recommended for brands aiming to boost green brand evangelism communicate product benefits transparently through clear labels and certifications, deliver honest and evidence-based green messaging, engage consumers actively via social media to encourage word-of-mouth, and rewards for active consumers who being brands advocate.

## 5. Conclusion

The conclusion indicates that a descriptive quantitative approach successfully analyzes the effects of green brand image and perceived value on brand evangelism, with green trust positioned as a mediating factor. The findings of this research shows that green brand image and green perceived value have a positive and significant effect on green brand evangelism with the green trust as mediator. Therefore, this study contributes theoretically and practically, with contributions to applying theories related to the variables studied, being a consideration for development in the aspects of marketing strategy, green brand image, green

perceived value, green trust and green brand evangelism on The Body Shop products and providing relevant information. For another brand or company, it is imperative that credibility, transparency, and consistent green performance are prioritized in order to cultivate consumer advocacy. In the context of saturated green markets, consumers are becoming increasingly discerning. Consequently, marketers must transition from symbolic branding to value-driven strategies, engaging consumers as active brand promoters.

However, this study has limitations, including the limited number of journals that are very precise about the relationship between variables and research that has the same framework, geographical and sample limitations because this study only focuses on consumers of The Body Shop in Greater Bandung. Therefore, future researchers should explore literature reviews, other mediating variables, and the object of their research so that the research can be more extensive. As for the company object with this research, it is hoped that the company will be better able to maintain the consistency of the green brand image and value provided to consumers, maintain transparency over environmentally friendly claims with the aim of maintaining consumer confidence, and make use of word-of-mouth as a powerful promotional tool from consumers who voluntarily promote and provide positive feedback.

## 6. References

- Aditi, B., Surya, E. D., Manullang, S. O., & Juliana, J. (2020). Green Trust Mediates the Effect of Green Perceived Value and Green Perceived Risk Against Green Repurchase Intention. *International Journal of Advance Science and Technology*, 29(9).
- Anom, N. S., Ratnawati, K., & Hapsari, R. D. V. (2024). An investigation of the impact of green perceived value and green perceived risk on repurchase intention through green trust in green product Adidas. *International Journal of Research in Business and Social Science* (2147- 4478), 13(9), 54–68. <https://doi.org/10.20525/ijrbs.v13i9.3876>
- Asan, S., Gabriel, D. S., Purba, J. T., & Berlianto, M. P. (2024). The Drivers of Green Brand Evangelism: The Mediation Role of Green Brand Experience. *Revista de Gestão Social e Ambiental*, 18(8), e06217. <https://doi.org/10.24857/rgsa.v18n8-016>
- Chen, Y.-S. (2010). The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- Chen, Y.-S., Huang, A.-F., Wang, T.-Y., & Chen, Y.-R. (2020). Greenwash and green purchase behaviour: the mediation of green brand image and green brand loyalty. *Total Quality Management & Business Excellence*, 31(1–2), 194–209. <https://doi.org/10.1080/14783363.2018.1426450>
- Chen, Y., & Chang, C. (2012). Enhance green purchase intentions. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>
- Damayanti, E., & Nuvriasari, A. (2021). Pengaruh Green Packaging, Green Advertising, Green Perceived Value, dan Brand Image terhadap Keputusan Pembelian Konsumen The Body Shop. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 6(2). <https://doi.org/https://doi.org/10.24815/jimen.v6i2.17092>
- Ganesan, S. (1994). Determinants of Long-Term Orientation in Buyer-Seller Relationships. *Journal of Marketing*, 58(2), 1. <https://doi.org/10.2307/1252265>
- Ghozali, I. (2021). *Aplikasi analisis multivariete dengan program IBM SPSS 26*. Universitas Diponegoro Press.
- Guerreiro, J., & Pacheco, M. (2021). How Green Trust, Consumer Brand Engagement and Green Word-of-Mouth Mediate Purchasing Intentions. *Sustainability*, 13(14), 7877. <https://doi.org/10.3390/su13147877>
- Hair, Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2019).

- Multivariate Data Analysis*. <https://doi.org/10.1002/9781119409137.ch4>
- Hamouda, M., & Aissaoui, A. (2024). Rooting for the green: consumers and brand love. *Journal of Business Strategy*, 45(4), 275–281. <https://doi.org/10.1108/JBS-02-2023-0028>
- Hartanto, G. A., Hadi, I. P., & Yogatama, A. (2021). Citra Perusahaan The Body Shop Sebagai Perusahaan Kosmetik Eco-Friendly Pendahuluan. *Jurnal E-Komunikasi*, 9(2).
- Hidayat, A. M. (2021). Pengaruh Green Brand Image, Green Trust Dan Green Satisfaction Terhadap Loyalitas Konsumen (Studi Kasus pada Konsumen Stuja Coffee Jakarta). *Jurnal Ilmiah Mahasiswa FEB*, 9(2).
- Huang, T. (2023). Using SOR framework to explore the driving factors of older adults smartphone use behavior. *Humanities and Social Sciences Communications*, 10(1), 690. <https://doi.org/10.1057/s41599-023-02221-9>
- Imaningsih, E. S. (2019). The Effect Of Green Perceived Quality, Green Perceived Risk On Green Satisfaction And Green Trust On The Body Shop Product. *Journal of Marketing and Consumer Research*, 55(1). <https://doi.org/10.7176/JMCR/55-07>
- Jargalmaa, B., Ariunkhishig, S., & You, S.-Y. (2021). The Effect of Consumer Perception of Environmental Sustainability on Consumer Loyalty for A Cosmetic Brand. *Journal of the Korea Academia-Industrial Cooperation Society*, 22(11), 820–832. <https://doi.org/10.5762/KAIS.2021.22.11.820>
- Juliana, Djakasaputra, A., & Pramono, R. (2020). Green Perceived Risk, Green Viral Communication, and Green Perceived Value Against Green Purchase Intention Through Green Satisfaction. *Journal of Industrial Engineering & Management Research*, 1(2). <https://doi.org/10.7777/jiemar.v1i2.46>
- Kayubiyanto, A. Y., Nafiuddin, N., & Putri, V. (2024). Pengaruh Green Brand Image dan Green Perceived Quality terhadap Green Purchase Intention melalui Green Trust (Studi pada Konsumen Tupperware di Cilegon). *Sains Manajemen: Jurnal Manajemen Unsera*, 10(1). <https://doi.org/10.30656/sm.v10i1.9343>
- Koten, W. M. M., Utami, S., & Marwanto, I. H. (2023). Tingkat Penerimaan Technology Acceptance Model (TAM) pada Bank Jatim Jawa Timur Menggunakan SMART PLS. *Jurnal Ilmiah Raflesia Akuntansi*, 9(1), 158–167. <https://doi.org/10.53494/jira.v9i1.645>
- Kumar, V. (2025). Green Marketing and Its Influence on Consumer Purchasing Decisions in the Indian Market. *Journal of Management and Entrepreneurship*, 18(4), 56–73. <https://doi.org/10.70906/20241804056073>
- Kurniawati, P., & Susanti, A. (2023). Pengaruh Brand Awareness, Brand Exposure Dan Electronic Word Of Mouth Terhadap Keputusan Pembelian (Studi Kasus Pada Pengguna Produk The Body Shop Di Surakarta). *Seminar Nasional Pariwisata Dan Kewirausahaan (SNPK)*, 2, 330–338. <https://doi.org/10.36441/snpk.vol2.2023.138>
- Lawi, G. F. K. (2020). *Industri Kecantikan Gencar Berinovasi Ciptakan Produk Ramah Lingkungan*. *Bisnis.com*.
- Lee, Y.-K. (2020). The Relationship between Green Country Image, Green Trust, and Purchase Intention of Korean Products: Focusing on Vietnamese Gen Z Consumers. *Sustainability*, 12(12), 5098. <https://doi.org/10.3390/su12125098>
- Li, J., Hu, L., & Basheer, M. F. (2023). Linking green perceived value and green brand loyalty: a mediated moderation analysis of green brand attachment, green self-image congruity, and green conspicuous consumption. *Environment, Development and Sustainability*, 26(10), 25569–25587. <https://doi.org/10.1007/s10668-023-03696-x>
- Li, J., Sun, X., & Hu, C. (2022). The Role of Skepticism and Transparency in Shaping Green Brand Authenticity and Green Brand Evangelism. *Sustainability*, 14(23), 16191. <https://doi.org/10.3390/su142316191>
- Lisnaningrum, D., Sabihaini, S., & Ghofar, A. (2020). Konsekuensi Green Trust Terhadap Green Perceived Value, Green Perceived Risk dan Green Repurchase Intention. *Jurnal*

- Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 19(2), 62–74. <https://doi.org/10.14710/jspi.v19i2.62-74>
- Mada, A. La, Hidayanti, I., & Yusuf, I. S. H. (2021). Efek Green Perceived Value dan Risk terhadap Green Repurchase Intention: Green Trust sebagai Pemediasi pada Pengguna Peralite di Kota Ternate. *INOBISS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 4(3), 326–345. <https://doi.org/10.31842/jurnalinobis.v4i3.187>
- Maghfur, R. fata, Santosa, P. W., & Zhafiraah, N. R. (2023). The Influence of Brand Image and Experiential Marketing on Consumer Loyalty with Consumer Satisfaction as an Intervening. *Marketing and Business Strategy*, 1(1), 1–12. <https://doi.org/10.58777/mbs.v1i1.153>
- Malewar, S., Koner, S., & Gupta, T. (2024). Go Green (pp. 221–252). <https://doi.org/10.4018/979-8-3693-6468-0.ch008>
- Nayak, A., Satpathy, I., & Poddar, S. (2024). *The Radical Transformation* (pp. 166–181). <https://doi.org/10.4018/979-8-3693-3985-5.ch010>
- Nguyen, T. N., Lobo, A., & Greenland, S. (2016). Pro-environmental purchase behaviour: The role of consumers' biospheric values. *Journal of Retailing and Consumer Services*, 33, 98–108. <https://doi.org/10.1016/j.jretconser.2016.08.010>
- P. Becerra, E., & Badrinarayanan, V. (2013). The influence of brand trust and brand identification on brand evangelism. *Journal of Product & Brand Management*, 22(5/6), 371–383. <https://doi.org/10.1108/JPBM-09-2013-0394>
- Pambudi, T. S. (2024). *The Body Shop, Rebah dengan Seribu Luka*. SWA.
- Panda, T. K., Kumar, A., Jakhar, S., Luthra, S., Garza-Reyes, J. A., Kazancoglu, I., & Nayak, S. S. (2020). Social and environmental sustainability model on consumers' altruism, green purchase intention, green brand loyalty and evangelism. *Journal of Cleaner Production*, 243, 118575. <https://doi.org/10.1016/j.jclepro.2019.118575>
- Peattie, K. (1998). Environmental Marketing Management: Meeting the green Challenge. In *Business strategy and the environment John Wiley & Sons* (Vol. 7).
- Polonsky, M. J. (1994). An Introduction To Green Marketing. *Electronic Green Journal*, 1(2). <https://doi.org/10.5070/G31210177>
- Praharjo, A., Suharyono, & Wilopo. (2019). Pengaruh Green Advertising Terhadap Persepsi Tentang Green Brand Dan Keputusan Pembelian (Survei Pada Mahasiswa Fakultas Ilmu Administrasi Angkatan 2010/2011 Universitas Brawijaya Konsumen Air Minum Kemasan Merek Ades). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 4(2).
- Prasetya, A. Y., Telaumbanua, A. J., & Rahmadhani, S. (2020). Analisis Green Brand Image, Green Product, dan Green Advertising terhadap Keputusan Pembelian Produk Ramah Lingkungan. *Jurnal Mahasiswa: Jurnal Ilmiah Penalaran Dan Penelitian Mahasiswa*, 1(1). <https://doi.org/10.51903/jurnalmahasiswa.v1i1.426>
- Putra, I. K. M., Wirga, I. W., Sanjaya, I. B., Pasek, I. K., & Sukarta, I. W. (2022). Does green perceived value impact the green repurchase intention? *International Journal of Business, Economics & Management*, 5(3), 176–180. <https://doi.org/10.21744/ijbem.v5n3.1933>
- Raj, S., Singh, A., & Lascu, D.-N. (2023). Green smartphone purchase intentions: A conceptual framework and empirical investigation of Indian consumers. *Journal of Cleaner Production*, 403, 136658. <https://doi.org/10.1016/j.jclepro.2023.136658>
- Rakhmawati, D., Puspaningrum, A., & Hadiwidjojo, D. (2019). Hubungan green perceived value, green brand image, dan green trust terhadap green purchase intention. *IQTISHODUNA*, 1(1), 1–16. <https://doi.org/10.18860/iq.v1i1.5957>
- Septiani, N. A., & Widiyanesti, S. (2024). Analisis Pengaruh Green Marketing Mix dan Brand Image terhadap Repeat Purchase di Gerai The Body Shop Jawa Barat. *EProceedings of Management*, 11(5).
- Shrum, L. J., McCarty, J. A., & Lowrey, T. M. (1995). Buyer Characteristics of the Green

- Consumer and Their Implications for Advertising Strategy. *Journal of Advertising*, 24(2), 71–82. <https://doi.org/10.1080/00913367.1995.10673477>
- Song, Z., Liu, C., & Shi, R. (2022). How Do Fresh Live Broadcast Impact Consumers' Purchase Intention? Based on the SOR Theory. *Sustainability*, 14(21), 14382. <https://doi.org/10.3390/su142114382>
- Statista. (2023). *Consumer Preferences in the Personal Care and Beauty Market in Indonesia*.
- Steven, & Pratiwi, R. (2020). Pengaruh Green Marketing, Green Brand Image, Packaging, Nilai Pelanggan Terhadap Kepuasan Serta Dampaknya Pada Loyalitas (Survey Pada Pelanggan Starbucks di Kota Pontianak). *Jurnal Produktivitas*, 7(2), 189–195.
- Syahdi, N., & Rummyeni. (2016). Pengaruh Terpaan Mobile Adversting berupa SMS (Short Message Service) Operator Kartu As terhadap Sikap Pengguna Telepon Seluler di Lingkungan Mahasiswa Universitas Riau. *Jurnal Online Mahasiswa Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Riau*, 3(2).
- Syahputra, E., Sudarmiati, S., & Sumelvia Dewi, A. (2024). Efforts To Increase Consumer Trust Through Green Marketing On White Oyster Mushroom Chips MSMEs In Kediri. *TRANSEKONOMIKA: AKUNTANSI, BISNIS DAN KEUANGAN*, 4(3), 198–206. <https://doi.org/10.55047/transekonomika.v4i3.630>
- Wadyatenti, M. A. D. V., & Pranatasari, F. D. (2025). Analysis of Green Brand Image on Green Brand Equity With Green Trust, Green Satisfaction, And Green Perceived Value As Mediation. *Dinasti International Journal of Economics, Finance & Accounting*, 5(6), 6149–6157. <https://doi.org/10.38035/dijefa.v5i6.3817>
- Widodo, A., Yusiana, R., & Hidayat, A. M. (2024). The Impact Of Attitude And Social Media Marketing On Green Purchase Intentions: The Mediating Role Of Green Product Knowledge. *Journal of Law and Sustainable Development*, 12(4), e3581. <https://doi.org/10.55908/sdgs.v12i4.3581>
- Winangun, M. S., & Nurcaya, N. (2020). Peran Green Trust Memediasi Pengaruh Green Brand Image Terhadap Green Brand Equity Produk Bali Ratih. *E-Jurnal Manajemen Universitas Udayana*, 9(5), 1879. <https://doi.org/10.24843/EJMUNUD.2020.v09.i05.p12>
- Yahya, Y. (2022). Peran Green Marketing, Green Brand Image Terhadap Purchase Intention Dengan Green Trust Sebagai Variabel Intervening. *Jurnal Ilmiah Manajemen Dan Bisnis (JIMBis)*, 1(1), 17–38. <https://doi.org/10.24034/jimbis.v1i1.5131>