

The Influence of Green Product and Green Promotion on Repurchase Intention Mediated by Green trust among The Body Shop Skincare Consumers

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ABSTRACT

Environmental concerns have encouraged cosmetic brands to adopt green marketing strategies, yet their effect on repurchase behavior remains inconsistent across studies. This research examines how green product and green promotion influence repurchase intention among The Body Shop skincare consumers in Bandung, with green trust positioned as a mediating variable. A quantitative survey was distributed to consumers who had purchased and used The Body Shop products for at least three months, selected through purposive sampling, yielding 130 valid responses. Data were processed with multiple linear regression and the Sobel test using SPSS 27. Findings show that green product and green promotion significantly increase green trust, which subsequently drives repurchase intention, and that green trust partially mediates both relationships.

INTRODUCTION

Environmental issues have been the most pressing global challenge over the past decade. Rising global temperatures, shifting rainfall patterns, deteriorating coral reef quality, air pollution, and deforestation are among the ongoing tangible impacts (Sinaga et al., 2024). Most of these problems stem from human behavior that fails to consider environmental consequences, such as the habit of using single-use plastics and the unlimited exploitation of natural resources (Maharani & Purwanto, 2024; Panggih et al., 2021). In Indonesia specifically, the volume of plastic waste continues to surge year after year and is now the second-largest type of waste nationwide (Ministry of Environment and Forestry, 2024; SIPSN, 2024).

The cosmetics and skincare sector also contributes to this environmental burden. Global data shows that this industry produces more than one hundred billion units of packaging annually, the majority of which consists of single-use packaging that is difficult to recycle, thereby raising serious concerns regarding both the environment and public health (Omira et al., 2025). In response to this situation, many companies have begun shifting their marketing approaches through green marketing strategies, with the aim of fostering more environmentally conscious consumer attitudes and values while promoting sustainable consumption patterns (Nur Jamal et al., 2021). Two key elements of green marketing discussed here are green products—which are processed from low-risk raw materials and meet environmentally friendly standards (Wijaya et al., 2020) and green promotion, which refers to a series of promotional activities that convey environmentally friendly messages and labels to consumers (Novita & Alfito, 2024). A similar phenomenon is evident in domestic research, where the adoption of green products and price perceptions are positively correlated with consumer interest in repurchasing eco-friendly household products (Nurtjahjadi & Budianti, 2023).

The Body Shop is one brand that consistently promotes green products and green promotions. These include the use of natural ingredients, a cruelty-free commitment, the provision of refill stations, as well as the “Bring Back Our Bottles” (BBOB) and #KerenTanpaNyampah campaigns (Pramesthi & Bernarto, 2024)((The Body Shop Indonesia, 2025)). However, data from the Top Brand Awards actually shows a decline in The Body Shop’s “ ” popularity rating in the personal care category. Below is a graph showing The Body Shop’s popularity rating in the personal care category.



Figure 1. The Body Shop Popularity Trend in the Hand & Body Lotion Subcategory (2025-2026)
Source: *topbrand-award2026*

The Body Shop experienced a decline from 1.9% in 2025 to 1.7% in 2026. This decline indicates inconsistency in consumers' repurchase intention, even though the company has been actively implementing environmentally friendly practices.

This finding suggests that the implementation of green marketing does not necessarily guarantee stable repurchase intention. On the one hand, green marketing strategies are considered effective in enhancing brand appeal while also driving repurchase intention (Suherman & Puspaningrum, 2023). In line with this, research in the context of small and medium-sized enterprises also shows that green marketing contributes to marketing performance, with green trust serving as an intervening variable that strengthens this effect (Dhameria, 2026). A study in the eco-friendly cosmetics industry further confirms that green trust is shaped by perceived quality and green satisfaction, which in turn influence consumer commitment and repurchase intention (Handriana et al., 2024). A similar pattern is also observed in the context of local cosmetics, where product quality and price have been shown to significantly influence consumers' interest in repurchasing cosmetic products in the city of Cimahi (Manajemen et al., 2024).

Previous research reinforces the role of green trust as a bridge between a product's green attributes and repurchase intention. Green products, for example, have been shown to impact both purchasing behavior and consumer loyalty (Chikosha & Potwana, 2021), while green promotions communicated in an informative and transparent manner can significantly increase green trust (Aulia Izzuhda & Fitrianingrum, 2025). In the context of environmentally friendly products generally, it has been demonstrated that green trust itself functions as a mediator in explaining the influence of green factors on repurchase intention (Cahyanti & Ekawati, 2021). However, there is still a dearth of research specifically examining green products, green

promotions, and green trust as mediators of repurchase intention among consumers of The Body Shop skincare products in Indonesia, especially in Bandung.

The purpose of this study was to investigate how green products and promotions affect repurchase intention through the mediation of green trust, among The Body Shop's skincare consumers. This study is expected to enrich theoretical research in the field of green marketing while providing practical insights to The Body Shop and similar companies in formulating more effective green marketing strategies to encourage consumer repurchases.

LITERATURE REVIEW

Theory of Planned Behavior

This study uses the Theory of Planned Behavior (TPB) as a framework to explain how attitudes, norms, and behavioral control shape consumers' intentions to repurchase (Ajzen, 2012). In the context of green products, consumer attitudes are formed by assessments of a product's environmental benefits, while perceived behavioral control can be represented by the level of consumer trust in a company's environmental claims that is, green trust. The stronger consumers' belief in a brand's environmental commitment, the greater the likelihood that this intention will translate into repeat purchase behavior.

Green Product

A green product is defined as a product designed to minimize negative impacts on the environment, whether through the use of safer raw materials, recyclable packaging, or more efficient production processes (Wijaya et al., 2020). Such products are generally accompanied by labels or information that affirm the manufacturer's environmental commitment (Lestari et al., 2020). When these attributes are perceived positively by consumers, their trust in the brand's environmental commitment also strengthens.

H1: Green products have a positive effect on green trust.

Green Promotion

Green promotion is a marketing communication effort that highlights a brand's environmental values, whether through advertisements, campaigns, or other communication media (Novita & Alfifto, 2024). Promotions that are delivered consistently, informatively, and without exaggeration have been shown to increase consumer trust in a brand's environmental claims (Aulia Izzuhda & Fitrianingrum, 2025; Suherman & Puspaningrum, 2023). Conversely, promotions perceived as exaggerated have the potential to undermine a brand's credibility in the eyes of consumers.

H2: Green promotion has a positive effect on green trust.

Green Trust

Green trust refers to the level of consumer confidence in a brand's credibility, performance, and environmental commitment (Wu & Long,

2024). This variable plays a crucial role in reducing consumers' perceived risk regarding environmental claims that are difficult to verify directly (Wibowo et al., 2022). When green trust is established, consumers have a stronger foundation for maintaining long-term relationships with the brand, including through repeat purchases (Idrus & Serang, 2023; Rahmawaty et al., 2025).

H3: Green trust has a positive effect on repurchase intention.

Repurchase Intention

Repurchase intention describes consumers' tendency to repurchase products from the same brand in the future based on their experiences and evaluations of those products (Alam et al., 2026). In addition to being influenced by trust, repurchase intention can also be directly shaped by consumers' perceptions of a product's green attributes or the environmental promotions they receive (Chikosha & Potwana, 2021; Hulu et al., 2018).

H4: Green products have a positive effect on repurchase intention. H5: Green promotion has a positive effect on repurchase intention.

The Mediating Role of Green Trust

Positive perceptions of green products or green promotions do not always automatically lead to repurchase without being supported by consumer trust in the environmental claims made (Cahyanti & Ekawati, 2021). Green trust serves as a bridge that translates positive evaluations of green attributes and environmental promotions into actual behavioral intent.

H6: Green trust mediates the effect of green products on repurchase intention. H7: Green trust mediates the effect of green promotion on repurchase intention.

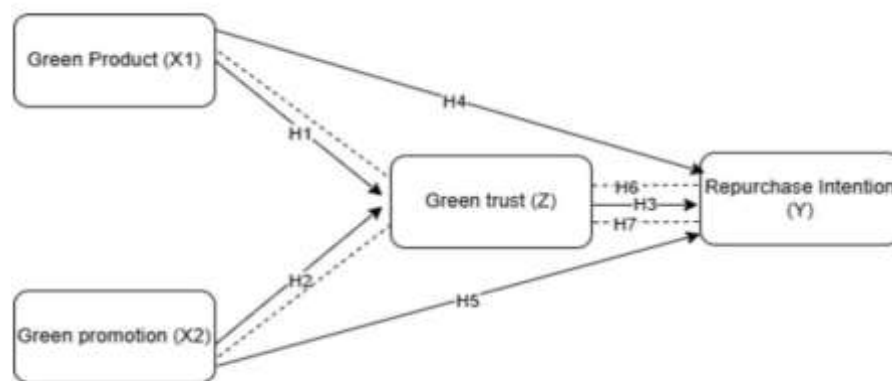


Figure 2. Conceptual Framework

METHODOLOGY

This study employs a quantitative approach grounded in positivist philosophy, with the aim of testing the formulated hypotheses through statistical analysis of measurable data (Sugiyono, 2023). All Bandung resident who have already bought and utilized The Body Shop goods make up the study population.

The sampling technique followed the guidelines of (Hair et al., 2019), which suggest using a sample size of 5 to 10 times the number of research indicators. The minimal sampel size needed for 16 indicators was $16 \times 10 = 160$ respondents 130 respondents were considered eligible gue analysis after data cleaning. a closed-ended questionnaire with a five-point Likert scale (1 = strongly disagree, 5 = strongly agree), was used gather primary data. measured green products and green promotion as independent variables, green trust as a mediating variable, and repurchase intention as the dependent variable.

The data were analyzed using SPSS 27 through the following steps: descriptive analysis, validity testing (Pearson product-moment correlation), and reliability testing (Cronbach's Alpha > 0.70), classical assumption tests (Kolmogorov-Smirnov normality, VIF, Glejser heteroscedasticity), multiple linear regression analysis with two structural equations, t-tests, F-tests, the coefficient of determination R^2 , and the Sobel test to assess the significance of the mediating role of green trust.

RESEARCH RESULT

Validity and Reliability Test

Validity testing was conducted by comparing the calculated r value with the critical r value of 0.172 ($n=130$, $\alpha=0.05$). Table 1 shows that all items across the four research variables were valid because they had calculated r values above the critical r value with significance levels below 0.05.

Tabel 1. Validity Test

Variables	Item	r count	r table	Sig.	Description
Green Product	X1.1	0.821	0.172	<0.001	Valid
Green Product	X1.2	0.688	0.172	<0.001	Valid
Green Product	X1.3	0.706	0.172	<0.001	Valid
Green Product	X1.4	0.833	0.172	<0.001	Valid
Green Promotion	X2.1	0.792	0.172	<0.001	Valid
Green Promotion	X2.2	0.830	0.172	<0.001	Valid
Green Promotion	X2.3	0.755	0.172	<0.001	Valid
Green Promotion	X2.4	0.804	0.172	<0.001	Valid
Green Trust	Z1	0.859	0.172	<0.001	Valid
Green Trust	Z2	0.826	0.172	<0.001	Valid
Green Trust	Z3	0.777	0.172	<0.001	Valid
Repurchase Intention	Y1	0.837	0.172	<0.001	Valid
Repurchase Intention	Y2	0.775	0.172	<0.001	Valid
Repurchase Intention	Y3	0.751	0.172	<0.001	Valid
Repurchase Intention	Y4	0.847	0.172	<0.001	Valid

Source: Primary data processed using SPSS 27, 2026.

Tabel 2.. Reliability Test

Variables	Cronbach's Alpha	Amount Item	Critical Limit	Description
Green Product (X1)	0.759	4	0.700	Reliable
Green Promotion (X2)	0.802	4	0.700	Reliable
Green Trust (Z)	0.754	3	0.700	Reliable
Repurchase Intention (Y)	0.811	4	0.700	Reliable

Source: Primary data processed using SPSS 27, 2026

Since all of the variables in table 2 reliability test findings have Cronbach's Alpha values more than 0.70, the research tool is considered dependable and consistent for measuring the variables being studied.

Deskriptive Analysis

Tabel 3. Recapitulation of Deskriptive Statistic

Variables	Amount Item	Minimum	Maximum	Mean Total	Mean per Item	Std. Deviation	Category
Green Product (X1)	4	9.00	20.00	15,5308	3.8827	2.25226	High
Green Promotion (X2)	4	7.00	20.00	15,6615	3,9154	2,41620	High
Green Trust (Z)	3	8.00	15.00	12,2000	4,0667	1.72712	High
Repurchase Intention (Y)	4	9.00	20.00	15,4923	3,8731	2,50966	High

Source: Primary data processed using SPSS 27, 2026

Table 3 shows that all variables fall into the high category, with green trust receiving the highest average per item (4.07), followed by green promotion (3.92), green product (3.88), and repurchase intention (3.87). These findings indicate that, in general, respondents gave positive ratings to green products, green promotions, green trust, and their repurchase intention for The Body Shop products.

Classical Assumption Test

The One-Sample Kolmogorov-Smirnov test for normalcy revealed an asymptotic significance. value of 0.053 and a Monte Carlo sig. value of 0.057 (>0.05), indicating that the model residuals are normally distributed.

Tabel 4. Multicollinearity Test

Free variables	Tolerance	VIF	Description
Green Product (X1)	0.637	1,570	There is no multicollinearity
Green Promotion (X2)	0.653	1,531	There is no multicollinearity
Green Trust (Z)	0.470	2,127	There is no multicollinearity

Source: Primary data processed using SPSS 27, 2026

Tabel 5. Heteroscedasticity Test (Glejser)

Variables	B	Std. Error	t	Sig.	Description
Green Product (X1)	0.041	0.046	0.896	0.372	Not occur heteroscedasticity
Green Promotion (X2)	-0.055	0.043	-1,273	0.205	Not occur heteroscedasticity

Source: Primary data processed using SPSS 27, 2026

The tolerance values for all independent variables in Table 4 are above 0.10 with VIF values below 10. Thus, the regression model is free from multicollinearity. Table 5 shows that the significance values of the Glejser test for green product (0.372) and green promotion (0.205) are above 0.005, which means the regression model does not exhibit heteroscedasticity.

Regression Equation 1: Green Product and Green Promotion on Green Promotion

Tabel 6. Model summary and ANOVA (Equation I)

R	R Square	Adjusted R Square	Std. Error	F count	Sig. F	Description
0.728	0.530	0.523	1,19343	71,585	<0.001	Significant model

Source: Primary data processed using SPSS 27, 2026

Tabel 7. Regression Coefficients (Equation I)

Variables	B	Std. Error	Beta	t count	Sig.	Description
Constant	1,913	0.866	-	2,208	0.029	-
Green Product (X1)	0.349	0.050	0.455	7,043	<0.001	Significant
Green Promotion (X2)	0.311	0.046	0.435	6,722	<0.001	Significant

Source: Primary data processed using SPSS 27, 2026

Table 6 shows an R-squared value of 0.530, meaning that green products and green promotion explain 53.0% of the variation in green trust, with a calculated F-value of 71.585 at a significance level of <0.001, indicating that the model is valid for use. The first-stage regression equation is formulated as follows:

$$Z = 1.913 + 0.349X_1 + 0.311X_2 + e_1 \dots\dots\dots(1)$$

The coefficients for green product (B = 0.349; sig < 0.001) and green promotion (B = 0.311; sig < 0.0001) in Table 7 indicate a positive and significant effect on green trust; therefore, H1 and H2 are accepted.

Regression Equation II: green product, green promotion, and green trust on repurchase intention

Tabel 8. Model Summary and ANOVA (Equation II)

R	R Square	Adjusted R Square	Std. Error	F count	Sig. F	Description
0.707	0.500	0.488	1,79538	42,021	<0.001	Significant model

Source: Primary data processed using SPSS 27, 2026

Tabel 9. Regression Coefficients (Equation II)

Variables	B	Std. Error	Beta	t count	Sig.	Description
Constant	1,077	1,328	-	0.811	0.419	-
Green Product (X1)	0.220	0.088	0.197	2,496	0.014	Significant
Green Promotion (X2)	0.227	0.081	0.219	2,809	0.006	Significant
Green Trust (Z)	0.610	0.133	0.420	4,572	<0.001	Significant

Source: Primary data processed with SPSS 27, 2026

Table 8 shows an R-squared value of 0.500, which means that green product, green promotion, and green trust explain 50.0% of the variation in repurchase intention (42.021) at a significance level of <0.0001. The second-stage regression equation is formulated as follows:

$$Y = 1.077 + 0.220X_1 + 0.227X_2 + 0.610Z + e_2 \dots\dots\dots (2)$$

Table 9 shows that green product (B = 0.220; sig = 0.014), green promotion (B = 0.227; sig = 0.006), and green trust (B = 0.610; sig < 0.001) each have a positive and significant effect on repurchase intention, with green trust making the largest contribution. Thus, H3, H4, and H5 are accepted.

Sobel Test

Tabel. 10 Sobel Test Result

Mediation Path	a	Sa	b	Sb	Influence NoDirect	Z Sobel	Sig.	Information
X1 -> Z -> Y	0.349	0.050	0.610	0.133	0.213	3,833	<0.001	Significant
X2 -> Z -> Y	0.311	0.046	0.610	0.133	0.190	3,796	<0.001	Significant

Source: Primary data processed using SPSS 27, 2026

Table 10 shows that the indirect effect of green products on repurchase intention via green trust is 0.213 with a Sobel Z-score of 3.833 (sig < 0.001), and the indirect effect of green promotions is 0.190 with a Sobel Z-score of 3.796 (sig < 0.001). Since the direct effects of both independent variables on repurchase intention remain significant, green trust is proven to partially mediate the relationship between both green product and green promotion and repurchase intention. Thus, H6 and H7 are accepted.

Tabel 11. Summary of Hypothesis Tesing

Hypothesis	Hypothesis Statement	Coefficient/Influence	Sig.	Decision
H1	Green products have a positive effect on green trust.	0.349	<0.001	Accepted
H2	Green promotion has a positive effect on green trust.	0.311	<0.001	Accepted
H3	Green trust has a positive effect on repurchase intention.	0.610	<0.001	Accepted
H4	Green products have a positive impact on repurchase intention.	0.220	0.014	Accepted
H5	Green promotion has a positive effect on repurchase intention.	0.227	0.006	Accepted
H6	Green products have a positive impact on repurchase intention mediated by green trust.	0.213	<0.001	Accepted
H7	Green promotion has a positive effect on repurchase intention mediated by green trust.	0.190	<0.001	Accepted

Source: Primary data processed using SPSS 27, 2026

DISCUSSION

The Effect of Green Products and Green Promotion on Green Trust

The results of the study show that green products and green promotion both contribute to shaping The Body Shop consumers' green trust. Positive perceptions of environmentally friendly raw materials, recyclable packaging, and green product information reinforce consumers' belief that the brand's environmental commitment is trustworthy. On the other hand, consistent and non-exaggerated promotions also help build the brand's credibility in the eyes of consumers. These findings confirm that green trust is formed not solely from marketing claims, but also from the consistency between product attributes and the messages communicated by the company.

The Influence of Green Trust on Repurchase Intention

Green trust was found to be the predictor with the greatest influence on repurchase intention in this study. This finding reinforces the view that trust can reduce consumers' perceived risk regarding environmental claims that are

difficult to verify directly, thereby making consumers feel more confident about maintaining their relationship with the brand through repeat purchases.

The Direct Influence of Green Products and Green Promotions on Repurchase Intention

In addition to green trust, green products and green promotions were also found to have a direct effect on repurchase intention. This means that green product attributes and green marketing communications not only build trust but can also directly encourage consumers to consider repurchasing—especially among consumers who are already concerned about environmental issues.

The Mediating Role of Green Trust

The results of the Sobel test confirm that green trust partially mediates the influence of both green products and green promotions on repurchase intention. This partial mediation suggests that The Body Shop's green strategy can drive repurchases through two channels simultaneously: directly, through consumers' evaluations of green attributes and communications; and indirectly, through the strengthening of consumer trust. The implication is that the effectiveness of green marketing strategies will be optimized when accompanied by consistent efforts to maintain the credibility of the company's environmental claims.

CONCLUSIONS

The study comes to the conclusion that green products and green promotion have a positive and significant impact and green trust, and that each of these factors has a positive and significant impact on Bandung skincare customers intention to repurchase. The effect of green products and green promotion on repurchase intention was also found to be somewhat mediated by green trust, with green trust being the variable that most influences repurchase intention.

RECOMMENDATIONS

In practical terms, The Body Shop is advised to maintain and strengthen programs that support consumer environmental trust, such as providing refill stations and campaigns for returning used packaging, while ensuring consistency between promotional claims and the company's actual practices to maintain consumer green trust. The company also needs to improve transparency regarding information on raw materials and eco-friendly certifications.

From an academic standpoint, in order to obtain a more thorough understanding of the factors influencing repurchase intention for environmentally friendly product, future research is encouraged to extend the study's scope and location beyond the city of Bandung and to take into account additional variables like perceived green value, green satisfaction, or green word of mouth.

ADVANCED RESEARCH

This study has limitations because it focused only on one brand and one research area, namely The Body Shop consumers in Bandung City. Therefore, the results cannot be generalized to other brands or locations. The cross-sectional research design also cannot capture changes in consumer perceptions of green trust over time. Future research is recommended to expand the scope of research objects to other eco-friendly skincare brands and consider a longitudinal design to obtain a more comprehensive picture.

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