



## THE MEDIATING ROLE OF BRAND IMAGE AND BRAND LOYALTY IN THE INFLUENCE OF SUSTAINABLE MARKETING ON CONSUMER SUSTAINABLE PURCHASES AT THE BODY SHOP MALANG

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### ABSTRACT

**Introduction:** *This study aims to analyze the mediating role of Brand Image and Brand Loyalty in the influence of Sustainable Marketing on Sustainable Purchasing among The Body Shop consumers.*

**Methods:** *this study is a quantitative approach with a causality research design to test the relationship between variables. Data were collected through distributing questionnaires to respondents determined using a purposive sampling technique with the criteria of consumers who have purchased The Body Shop products. The collected data were then analyzed using path analysis techniques to test hypotheses regarding the direct and indirect effects between research variables. The results of the analysis show that Sustainable Marketing has a significant effect on Brand Image and Brand Loyalty, while Brand Loyalty is proven to play a full mediator in encouraging Sustainable Purchasing.*

**Results:** *The results of the analysis show that Sustainable Marketing has a significant effect on Brand Image and Brand Loyalty, while Brand Loyalty is proven to play a full mediator in encouraging Sustainable Purchasing. This study contributes to the development of marketing science by emphasizing that effective sustainable strategies must be able to go beyond the cognitive aspect and touch the affective dimension of consumers to create lasting purchasing behavior. The research gap of this study lies in the focus on strengthening the affective dimension through emotional attachment as the main mediator, which is different from previous studies that emphasize more on cognitive perception of brand image or less consider the role of emotional loyalty specifically in the context of established brands, in addition to the inconsistency of previous research findings regarding the dominance of cognitive versus affective factors in mediating sustainable marketing relationships and sustainable consumer purchases.*

### INTRODUCTION

Growing consumer awareness of environmental and social issues has transformed the dynamics of global marketing. Today's consumers not only focus on product quality and price, but also assess the extent to which a

company implements sustainability principles throughout its operations. This phenomenon has motivated many companies to adopt sustainable marketing strategies in response to increasingly critical and socially responsible consumer demands. This has given rise to the phenomenon of *green consumerism*, where consumers are increasingly selective in choosing environmentally friendly products that support ethical and responsible business practices (Sawitri & Rahanatha, 2019).

A sustainable marketing strategy is an approach that integrates environmental and social aspects into all elements of the marketing mix. According to Anjorin et al. (2024), sustainable marketing involves a company's responsibility to deliver products and communications that reflect its concern for social and environmental impacts. Global consumers increasingly prefer products from companies that demonstrate this commitment, as these values align with their personal beliefs (Agu et al., 2024). Thus, sustainable marketing is not simply a promotional tool but also a means of building trust and emotional bonds between consumers and brands (Anjorin et al., 2024; Oyeyemi et al., 2024). This emotional bond arises because the brand's green image is perceived to reflect consumers' values, thus increasing trust in the company (Watson et al., 2023).

This positive perception further strengthens consumers' sustainable purchasing intentions. Various studies show that sustainable business practices, encompassing environmental, social, and economic aspects, not only increase customer retention but also create a competitive advantage through brand loyalty. This loyalty arises because consumers' perceived value for the brand increases thanks to the company's ongoing commitment (Häußler & Ulrich, 2024).

Brand image and brand loyalty can act as mediating variables between sustainable marketing and consumer purchasing behavior. Research by Lestari revealed that green marketing and green brand image significantly influence the attitudes of The Body Shop product users in Indonesia. Meanwhile, according to Hasiru, brand trust significantly influences The Body Shop brand loyalty in Gorontalo (Agu et al., 2024). This demonstrates the complex relationship between sustainable marketing, brand image, brand trust, brand loyalty, and purchasing behavior. Therefore, a comprehensive study is needed to understand the interaction of these variables in shaping sustainable purchasing decisions, particularly in Malang.

The Body Shop is an example of a global brand that has long adopted sustainability principles in its marketing strategy. The company uses community trade practices to ethically source raw materials while supporting local communities. This practice has become a key theme in its marketing communications, positioning The Body Shop as a socially and environmentally responsible brand (Oyeyemi et al., 2024). Consumers tend to evaluate brands with an authentic commitment to social and environmental issues positively and form strong emotional bonds (Agu et al., 2024; Anjorin et al., 2024).

However, the relationship between sustainable marketing and purchasing behavior is not simple. Consumer perceptions of brand image and loyalty are important mediating variables (Monfort et al., 2025). Research shows that consistent green branding can shape positive attitudes and strengthen consumer commitment, ultimately driving the purchase of environmentally friendly products (Baca & Reshidi, 2025; Rizomyliotis et al., 2021). Therefore, understanding the mediating role of brand image and brand loyalty is crucial to understanding how sustainable marketing strategies transform consumer perceptions into purchasing actions (Agu et al., 2024).

This study aims to fill this gap by empirically examining how brand image and brand loyalty mediate the influence of sustainable marketing on sustainable purchasing behavior among The Body Shop consumers in Malang. The study is based on Stakeholder Theory, which emphasizes the importance of companies considering the interests of all stakeholders, including consumers and the environment, to achieve long-term success through responsible business (Agu et al., 2024).

This study focuses on examining the influence of sustainable marketing on sustainable purchasing behavior among The Body Shop consumers in Malang and the mediating role of brand image and brand loyalty in this relationship. It is hoped that the results of this study will not only provide theoretical contributions to understanding the psychological mechanisms behind sustainable purchasing decisions but also offer practical guidance for companies in designing more effective marketing strategies in the modern marketing era (Agu et al., 2024; Anjorin et al., 2024).

In conclusion, increasing consumer awareness of sustainability is changing the way companies manage their marketing. Integrating sustainability values into marketing strategies can build a strong brand image and solid

consumer loyalty, leading to consistent purchasing behavior for environmentally friendly products. This study confirms that the success of sustainable marketing depends heavily on a company's ability to build emotional connections and trust with consumers through authentic and sustainable marketing practices.

## LITERATURE REVIEW

Sustainable marketing is defined as the strategies and efforts undertaken by companies to promote products and services based on their environmental and social benefits, with a focus on aligning corporate values with growing consumer demand for responsible practices (Oyeyemi et al., 2024). This concept emphasizes that marketing should not only aim to satisfy consumer needs economically, but should also consider the long-term impact on the environment and society (Anjorin et al., 2024). This concept emphasizes that marketing should not only aim to satisfy consumer needs economically, but should also consider the long-term impact on the environment and society. This approach requires companies to integrate ethical and ecological considerations into the entire marketing process, from product design to promotional communications, in order to create added value for consumers and minimize the environmental footprint (Agu et al., 2024). This approach requires companies to integrate ethical and ecological considerations into the entire marketing process, from product design to promotional communications, in order to create added value for consumers and minimize the environmental footprint.

### Brand Image in the Context of Sustainability

Brand image in the context of sustainability refers to consumer perceptions of the environmental and social attributes inherent in a brand, which are formed through consistent communication regarding corporate responsibility practices and commitment to ethical principles (Agu et al., 2024; Monfort et al., 2025). This perception includes consumer assessments of the authenticity of environmental claims, supply chain transparency, and the tangible impact of corporate activities on ecosystems and society, which ultimately form a strong mental association between brand identity and sustainability values (Anjorin et al., 2024; Rastogi et al., 2024). Building a positive brand image through sustainability initiatives has been shown to increase product appeal in the eyes of consumers who are increasingly concerned about environmental and social issues (Anjorin et al., 2024). This is in line with the principle of \*sustainable branding\* which emphasizes the importance of consistency between brand identity and environmentally friendly values to build trust and emotional resonance with consumers (Oyeyemi et al., 2024). A company's commitment to social and environmental responsibility not only serves as a response to external demands, but also acts as a fundamental strategy to strengthen the product's mental image and build long-term trust (Kazemi et al., 2024). Sustainability initiatives undertaken by the company play a significant role in shaping these perceptions, as brands that prioritize environmental and social responsibility can differentiate themselves from competitors and attract consumers with high ethical awareness (Agu et al., 2024) = .

### Brand Loyalty in the Context of Sustainability

Brand loyalty in the context of sustainability describes consumers' long-term commitment to continue choosing and recommending brands that consistently implement environmentally and socially responsible business practices (Agu et al., 2024). Consumers who are emotionally and ethically engaged with a brand's sustainability values tend to have higher retention rates because they feel that their purchasing decisions align with their personal beliefs (Agu et al., 2024; Oyeyemi et al., 2024). This is supported by research showing that green consumption values moderate the influence of brand factors on loyalty, so that consumers who perceive a brand as reliable and trustworthy are more likely to demonstrate strong commitment (Agu et al., 2024; Rizomyliotis et al., 2021). However, to maintain that loyalty, companies need to communicate sustainability practices effectively and transparently, given consumer skepticism of unverifiable environmental claims (Agu et al., 2024; Mathew & Spinelli, 2025). Companies that proactively address environmental and social concerns, engage authentically with stakeholders, and demonstrate measurable impact are more likely to win consumer loyalty and maintain a competitive advantage in a rapidly changing marketplace (Agu et al., 2024).

### Sustainable Purchasing Behavior

Sustainable purchasing behavior refers to consumers' actions in selecting and consuming products that minimize negative impacts on the environment and provide social benefits, driven by awareness of ecological issues such as climate change and natural resource depletion (Agu et al., 2024). Consumers who have high environmental

concerns tend to seek products that align with their values and beliefs, where purchasing decisions are based not only on quality and price, but also on consideration of the ecological and social impacts of the product (Anjorin et al., 2024). Research shows that consumer attitudes towards sustainability are influenced by various factors such as personal values, social norms, and perceived product benefits, where consumers who are increasingly concerned about environmental issues are willing to pay more for products that are perceived as sustainable (Anjorin et al., 2024). Marketing strategies that emphasize environmental benefits can increase consumers' willingness to purchase sustainable products, although other factors such as price, quality, and demographics also play a role in the decision-making process (Anjorin et al., 2024). Furthermore, sustainable marketing plays a crucial role in building consumer trust and loyalty through the promotion of transparency and consistent ethical practices (Anjorin et al., 2024; Oyeyemi et al., 2024). Consumers highly value honesty and openness from businesses, especially regarding sustainability claims, so companies that are transparent about their practices and can provide supporting evidence are more likely to gain consumer trust and loyalty (Anjorin et al., 2024). However, a major challenge faced in sustainable marketing is consumer skepticism towards companies' environmental claims, where \*greenwashing\* practices or misleading claims can erode trust and make it difficult to differentiate brands in the market (Anjorin et al., 2024; Rahman & Nguyen-Viet, 2022; Zhang & Liansheng, 2024). Therefore, companies need to adopt a strategic approach that integrates sustainability into the core of their business strategy to maintain relevance and competitiveness in the market (Agu et al., 2024).

This study develops a framework that integrates sustainable marketing variables as predictors, with brand image and brand loyalty acting as mediating variables that influence consumer sustainable purchasing behavior (Lopes et al., 2024; Sharma, 2021).

## RESEARCH METHODS

This study uses a quantitative approach with a cross-sectional survey design to analyze the relationship between the variables studied (Adil et al., 2024; Junaidi, 2024). Data were collected through distributing online questionnaires to The Body Shop consumers who had purchased products, with a purposive sampling technique to ensure respondents understood the company's sustainable marketing practices (Maulidah et al., 2024; Puriwat & Tripopsakul, 2022). The collected data were then analyzed using Partial Least Squares Structural Equation Modeling with SmartPLS software to test the direct and indirect effects and test the mediating role of brand image and brand loyalty variables (Elansari et al., 2024; El-Shihy & Awaad, 2025). The significance test of direct and indirect effects was carried out using the bootstrapping method to determine whether the mediating variables significantly mediate the relationship between sustainable marketing and sustainable purchasing (Barbosa et al., 2023; Maulidah et al., 2024). Population and Sample The population of this study is all consumers of The Body Shop in Malang. Due to the very large and unlimited population, this study uses a non-probability sampling technique with purposive sampling.

## RESULT AND ANALYSIS

Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) version 4.0. The analysis process was divided into two stages: *the outer model* (measurement model) and *the inner model* (structural model). In the first stage, construct validity and reliability were tested based on reflective indicators. The second stage focused on testing causal relationships between latent constructs by evaluating *path coefficients*, coefficients of determination ( $R^2$ ), and statistical significance using *bootstrapping procedures*.

### 1. Outer Model

The outer model focuses on the relationship between latent variables and indicators. Testing the outer model aims to ensure that the instruments used to measure the latent variables have good validity and reliability. There are three main types of testing in the outer model: Convergent Validity, Discriminant Validity, and Construct Reliability.

#### a. Convergent Validity

Convergent validity has two value criteria that can be evaluated, namely using the loading factor value.

Loading Factor Value

The output of the outer loading estimation results is measured by the correlation between the indicator score (instrument) and its construct (variable). An indicator is considered valid if it has a correlation value of 0.70, or 0.6 is considered sufficient. Any indicator that does not meet this requirement must be discarded.

Table 1. *Outer Loading Results of Convergent Validity Test Stage 1*

	Brand Image	Brand Loyalty	Sustainable Marketing	Sustainable Purchasing	Information
BI1	0.672				Valid
BI2	0.823				Valid
BI3	0.729				Valid
BI4	0.826				Valid
BI5	0.794				Valid
BL1		0.842			Valid
BL2		0.844			Valid
BL3		0.875			Valid
BL4		0.769			Valid
BL5		0.856			Valid
SM1			0.832		Valid
SM2			0.778		Valid
SM3			0.848		Valid
SM4			0.810		Valid
SM5			0.851		Valid
SP1				0.594	Valid
SP2				0.710	Valid
SP3				0.752	Valid
SP4				0.619	Valid
SP5				0.570	Valid

Data Source Processed by SEM-PLS 4.0 (2025)

The processed data shows that all indicators have outer loading values above 0.5, thus fulfilling the convergent validity requirements and no indicators need to be eliminated ([Zollo et al., 2021](#))

b. Discriminant Validity

Discriminant validity is used to ensure that the constructs or variables in the measurement model actually measure different things or do not overlap with each other.

1) Cross Loading

The following are the cross-loading results from data processing using SmartPLS version 4 as shown in the table below:

Table 2: *Cross Loading Results of Discriminant Validity Test Stage 1*

Variables	Brand Image	Brand Loyalty	Sustainable Marketing	Sustainable Purchasing	Information
BI1	0.672	0.415	0.506	0.434	Valid
BI2	0.823	0.594	0.657	0.438	Valid
BI3	0.729	0.506	0.478	0.427	Valid
BI4	0.826	0.633	0.641	0.566	Valid
BI5	0.794	0.521	0.529	0.604	Valid
BL1	0.593	0.842	0.571	0.558	Valid
BL2	0.601	0.844	0.563	0.585	Valid

BL3	0.632	0.875	0.631	0.639	Valid
BL4	0.530	0.769	0.459	0.587	Valid
BL5	0.564	0.856	0.542	0.700	Valid
SM1	0.576	0.624	0.832	0.640	Valid
SM2	0.599	0.506	0.778	0.629	Valid
SM3	0.589	0.624	0.848	0.574	Valid
SM4	0.581	0.475	0.810	0.396	Valid
SM5	0.680	0.491	0.851	0.551	Valid
SP1	0.396	0.286	0.470	0.594	Valid
SP2	0.347	0.593	0.340	0.710	Valid
SP3	0.467	0.604	0.573	0.752	Valid
SP4	0.475	0.419	0.464	0.619	Valid
SP5	0.441	0.414	0.385	0.570	Valid

Data Source Processed by SEM-PLS 4.0 (2025)

Based on the results of the cross-loading test, all indicators showed higher loading values on the measured constructs compared to other constructs, so that the discriminant validity criteria were met ([Wallace & Buil, 2022](#); [Zen et al., 2021](#)).

c. Construct Reliability

Construct reliability can be analyzed using one of two methods: Cronbach's alpha and composite reliability. Both methods are used to test the reliability of indicators within a variable.

1) Cronbach's Alpha and Composite reliability

Table 3: Cronbach's Alpha and Composite Reliability Values

Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Information
Brand Image	0.828	0.838	0.879	Reliable
Brand Loyalty	0.893	0.898	0.922	Reliable
Sustainable Marketing	0.882	0.884	0.914	Reliable
Sustainable Purchasing	0.664	0.678	0.786	Reliable

Data Source Processed by SEM-PLS 4.0 (2025)

Based on the table above, it can be concluded that all research constructs have Cronbach's Alpha and Composite Reliability values that are above the threshold of 0.60, and meet the requirements for testing the measurement model ([Hardiningsih et al., 2021](#); [Igamo et al., 2024](#)). Cronbach's Alpha and Composite Reliability measures that are above the threshold of 0.70 indicate that all constructs have good internal consistency ([Shakeel et al., 2022](#); [Vern et al., 2024](#)). However, some say that a Cronbach's Alpha value of more than 0.6 is acceptable to indicate internal consistency ([Hassan et al., 2021](#); [Saputra & Andajani, 2023](#)).

2) Model Fit Test

The Model Fit Test is carried out by looking at the estimated output results of Smart PLS version 4.0 compared to the criteria as explained in the following table.

Table 4: Fit Model

	Estimated model	Rule of Thumb	Information
SRMR	0.107162254	Less than 0.10	Fit
d_ ULS	2	> 0.05	Fit
d_ G	1	> 0.05	Fit
Chi-square	326	> 37.65	Fit

NFI 0.600 Approaching Value 1 Fit

Data Source Processed by SEM-PLS 4.0 (2025)

Based on the Fit model test, the SRMR value of 0.107 is slightly above the threshold of 0.10, but other indicators such as  $d_{ULS}$ ,  $d_G$ , Chi-square, and NFI meet the established criteria, so that overall the measurement model is considered feasible and appropriate for use in further analysis (Hasan & Rahman, 2023; Vern et al., 2024). Furthermore, structural model analysis (inner model) was conducted to test the research hypothesis and determine the influence between latent variables, namely Sustainable Marketing, Brand Image, Brand Loyalty, and Sustainable Purchasing.

2. Inner Model

The inner model in PLS\_SEM describes the relationships between latent variables and is evaluated to determine the strength and significance of these relationships. The evaluation covers three main aspects: relationship significance (hypothesis testing), R-squared, and effect size.

a. R Square ( $R^2$ )

The R-squared value in PLS-SEM measures how well the latent independent variables in a model explain the latent dependent variables. The  $R^2$  value indicates the overall predictive power of the model. The R-squared values in this analysis are as follows:

Table 5: R Square ( $R^2$ ) Test Results

Variables	R-square	R-square adjusted
Brand Image	0.539	0.530
Brand Loyalty	0.439	0.428
Sustainable Purchasing	0.574	0.557

Data Source Processed by SEM-PLS 4.0 (2025)

Based on the R-Square value obtained, the Sustainable Purchasing variable has an  $R^2$  value of 0.574 which is categorized as having moderate to strong predictive power in explaining variations in consumer sustainable purchasing (Hinterhuber & Khan, 2025). In addition, the Brand Image and Brand Loyalty variables each have  $R^2$  values of 0.539 and 0.439, which indicate that the model also has adequate predictive ability in explaining variations in the two mediating constructs (Hinterhuber & Khan, 2025; Xu et al., 2023). Furthermore, the path coefficient significance test and t-statistic value were carried out through a bootstrapping process to determine whether the proposed hypothesis can be accepted or rejected (Sulistiyadi et al., 2021).

b. Significance (Hypothesis Testing)s

1) The significance test for relationships in PLS SEM is used to determine whether the relationship between latent variables is statistically significant. This process utilizes the *bootstrapping technique*, where data is *resampled* to calculate path coefficients and standard errors. The results are expressed as t-statistics or p-values. A relationship is considered significant if the p-value is  $<0.05$ . A significant path coefficient indicates strong statistical support for the relationship between variables, thus the hypothesis can be accepted. The following are the *bootstrapping results* for the direct and indirect effects in the model. Bootstrapping results for the direct effect (Direct Effect)

Table 6: Results of Path Coefficient Bootstrapping Direct Effect

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Brand Image -> Sustainable Purchasing	0.260	0.277	0.156	1,663	0.048
Brand Loyalty -> Sustainable Purchasing	0.553	0.550	0.138	4,004	0,000
Sustainable Marketing -> Brand Image	0.734	0.750	0.054	13,714	0,000

Sustainable Marketing ->					
Brand Loyalty	0.663	0.672	0.077	8,604	0,000

Data Source Processed by SEM-PLS 4.0 (2025)

Based on the results of the direct path hypothesis test, Sustainable Marketing has a significant effect on Brand Image and Brand Loyalty with t-statistic values of 13.714 and 8.604 respectively which are greater than 1.96, and a p-value of 0.000 which indicates a strong positive effect. In addition, Brand Loyalty also has a significant effect on Sustainable Purchasing with a t-statistic value of 4.004 and a p-value of 0.000, while the effect of Brand Image on Sustainable Purchasing shows a t-statistic value of 1.663 with a p-value of 0.048 which is below the significance threshold of 0.05, so the hypothesis is accepted because the p-value is smaller than the specified significance level ([Khan & Hinterhuber, 2024](#)).

2) Indirect Effect bootstrapping results

Table 6: Bootstrapping results of indirect effects

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Sustainable Marketing ->					
Brand Image ->					
Sustainable Purchasing	0.191	0.210	0.121	1,576	0.058
Sustainable Marketing ->					
Brand Loyalty ->					
Sustainable Purchasing	0.366	0.371	0.107	3,428	0,000

Data Source Processed by SEM-PLS 4.0 (2025)

Based on the results of the indirect effect test, the pathway through Brand Loyalty shows a significant influence on Sustainable Purchasing with a t-statistic value of 3.428 and a p-value of 0.000, which indicates that Brand Loyalty significantly mediates the relationship between Sustainable Marketing and Sustainable Purchasing ([Latif et al., 2021](#); [Regt et al., 2021](#)). Conversely, the mediation pathway through Brand Image does not show a significant influence with a t-statistic value of 1.576 and a p-value of 0.058 which is above the significance threshold of 0.05, so this variable is not proven to mediate the relationship between Sustainable Marketing and Sustainable Purchasing.

**DISCUSSION**

**The Influence of Sustainable Marketing on Brand Image**

The results of the statistical analysis show that Sustainable Marketing has a significant effect on Brand Image with a t-statistic value of 13.714 and a p-value of 0.000, which indicates that the sustainable marketing strategy implemented by The Body Shop is effective in strengthening positive consumer perceptions of the brand. This finding is consistent with previous research showing that effective communication of sustainability messages can increase consumer engagement and positive brand perceptions ([Herrada-Lores et al., 2024](#)). This is in line with research stating that sustainability-oriented brand communication can significantly improve brand image, which ultimately strengthens consumer trust ([Monfort et al., 2025](#)). This shows that when companies are able to communicate sustainability values authentically, consumers tend to view the brand as a responsible and environmentally concerned entity, thereby strengthening brand equity in the public eye ([Rastogi et al., 2024](#)).

**The Influence of Sustainable Marketing on Brand Loyalty**

The results of the analysis prove that Sustainable Marketing has a significant effect on Brand Loyalty with a t-statistic value of 8.604 and a p-value of 0.000, which means that sustainable marketing activities are able to create consumer commitment and emotional attachment to The Body Shop ([Rastogi et al., 2024](#)). This finding is in line with research stating that brands that are seen as socially and environmentally responsible are more likely to be chosen by consumers and recommended through word of mouth, thus creating a loyal customer base ([Agu et al., 2024](#)). This finding strengthens the view that environmental and social values instilled through sustainable marketing strategies play a crucial role in forming psychological bonds between consumers, so that they are not only satisfied with the product but also become loyal supporters who find it difficult to switch to other brands ([Watson et al., 2023](#)). This

finding is in line with research stating that sustainable business practices that include environmental, social, and economic dimensions not only increase customer retention, but also create competitive advantage by building trust and brand loyalty ([Monfort et al., 2025](#)). This finding shows that The Body Shop consumers are more motivated to make sustainable purchases because of their emotional bond and deep sense of loyalty to the brand, as reflected in the role of Brand Loyalty as a significant mediator in encouraging responsible purchasing behavior ([Agu et al., 2024](#); [Cao et al., 2024](#)).

### **The Influence of Brand Image on Sustainable Purchasing**

The results of the statistical analysis show that Brand Image has a significant effect on Sustainable Purchasing with a t-statistic value of 1.663 and a p-value of 0.048, which indicates that consumers' positive perceptions of the brand encourage them to purchase sustainable products. This finding is in line with research stating that a strong green brand image can increase consumers' willingness to make environmentally conscious purchases and engage in positive communication about the brand ([Achiraqui et al., 2025](#)). This shows that when consumers perceive a brand as having a strong commitment to social and environmental responsibility, this positive perception becomes a major driver for sustainable purchasing decisions ([Kazemi et al., 2024](#)).

### **The Influence of Brand Loyalty on Sustainable Purchasing**

The results of the analysis show that Brand Loyalty has a significant effect on Sustainable Purchasing with a t-statistic value of 4.004 and a p-value of 0.000, which indicates that emotional commitment and consumer attachment to the brand are the main driving factors of sustainable purchasing behavior ([Anjorin et al., 2024](#); [Watson et al., 2023](#)). This finding indicates that consumers who have a strong psychological bond with The Body Shop not only maintain their preference for the brand, but also actively integrate sustainability values into their daily purchasing decisions ([Anjorin et al., 2024](#); [Oyeyemi et al., 2024](#)). This finding is in line with the view that loyal consumers tend to view sustainability as an indicator of quality and are willing to pay more for responsible products, so that their preferences and purchasing behavior are influenced by the values embraced by the brand ([Häußler & Ulrich, 2024](#)).

### **The Influence of Sustainable Marketing on Sustainable Purchasing with Brand Loyalty Mediation**

The results of the mediation path analysis confirm that Brand Loyalty plays a significant role as a mediator in linking Sustainable Marketing with Sustainable Purchasing, as indicated by the t-statistic value of 3.428 and p-value of 0.000 ([Rizomyliotis et al., 2021](#)). This finding indicates that sustainable marketing efforts not only directly influence purchasing decisions but also work through psychological pathways by building consumer emotional commitment first, thereby creating more lasting and consistent purchasing behavior ([Anjorin et al., 2024](#); [Baca & Reshidi, 2025](#)). This shows that sustainable marketing strategies directly encourage consumers to purchase environmentally friendly and responsible products. Consumers exposed to sustainable marketing strategies tend to develop positive attitudes and higher perceived value towards brands, which then drive purchase intentions and sustainable purchasing behavior ([Anjorin et al., 2024](#)). Consumers who have high green consumption values tend to be more responsive to brand-related factors, which in turn strengthens the influence of sustainable marketing strategies on loyalty and purchasing decisions ([Rizomyliotis et al., 2021](#)).

### **The Influence of Sustainable Marketing on Sustainable Purchasing with Brand Image Mediation**

The results of the mediation path analysis confirm that Brand Image plays a significant role as a mediator in linking Sustainable Marketing with Sustainable Purchasing, which indicates that sustainable marketing strategies are able to shape positive consumer perceptions first before encouraging responsible purchasing decisions ([Häußler & Ulrich, 2024](#); [Oyeyemi et al., 2024](#)). This finding indicates that communication regarding environmental and social initiatives carried out consistently is able to strengthen positive associations in the minds of consumers, so that the perception of green and responsible brands becomes the main basis before consumers decide to make sustainable purchases ([Anjorin et al., 2024](#); [Watson et al., 2023](#)). These favorable brand perceptions then become cognitive filters that influence consumers' assessments of products, making them more likely to choose brands that are perceived as aligned with their environmental and social values ([Anjorin et al., 2024](#); [Baca & Reshidi, 2025](#)). This suggests that when consumers perceive a brand as having a strong commitment to social and environmental responsibility, these positive perceptions become a key driver for sustainable purchasing decisions ([Anjorin et al., 2024](#); [Baca & Reshidi, 2025](#)). These findings align with research confirming that green brands can have a positive impact on environmentally conscious consumers' purchasing decisions, and recommending that businesses integrate sustainability into their communications to promote

brand differentiation ([Kinnunen et al., 2022](#)). In addition, an effective sustainable marketing strategy can create strong brand differentiation in an increasingly competitive market, so that consumers view The Body Shop as a leader in environmental and social initiatives ([Anjorin et al., 2024](#); [Baca & Reshidi, 2025](#)). This shows that transparent communication regarding environmental and social initiatives can overcome consumer skepticism and strengthen trust, which ultimately encourages the formation of loyalty and continued purchase intentions ([Anjorin et al., 2024](#); [Watson et al., 2023](#)). The success of a sustainable marketing strategy depends on the brand's ability to build trust through transparency and consistency in communicating social and environmental values to consumers ([Anjorin et al., 2024](#); [Rahman & Nguyen - Viet, 2022](#)).

## CONCLUSION

This study empirically proves that the implementation of sustainable marketing has a significant impact on the formation of brand image and brand loyalty among The Body Shop consumers, with brand loyalty acting as an effective mediator in encouraging sustainable purchases. These findings indicate that sustainable marketing strategies not only improve consumers' cognitive perceptions of the brand, but more importantly, are able to build a strong emotional commitment that is a key driver of responsible purchasing behavior. Practically, companies should integrate sustainability values thoroughly into their marketing strategies to create competitive advantages and strengthen long-term relationships with consumers. In addition, it is recommended to design loyalty programs that explicitly link transactional benefits with positive environmental and social impacts, so that consumers feel that each of their purchases makes a real contribution to the values they believe in.

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