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Research Paper

From values to action: the critical mediation of green brand image in green cosmetics purchase behaviour

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Abstract

Despite the growing interest in sustainable beauty products, many consumers still do not translate this interest into actual purchases of eco-friendly products. This study examines how three perceived consumer values environmental, quality, and social value shape green brand image and how that image drives actual purchase behavior in the Indonesian green cosmetics market. A cross-sectional online survey was conducted with female consumers (N = 160) who had purchased green cosmetics within a recent period. The data were analyzed using SEM–AMOS. A set of nineteen verified measurement items was employed to evaluate the five underlying constructs using a 10-point scale. Structurally, all three values were found to have a positive influence on green brand image, and green brand image significantly predicted purchase behavior. The analysis also confirmed that green brand image mediates the influence of environmental value, quality value, and social values on purchase behavior. The constructed model successfully explained over 50% of the variance in both brand image and purchase behavior. The suggested managerial implications include: presenting credible environmental proof, ensuring consistently high product performance, and developing strategies that build social recognition for the brand.

Keywords: Environmental Value, Quality Value, Social Value, Green Brand Image, Purchase Behaviour

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Abstrak

Meskipun minat terhadap produk kecantikan berkelanjutan terus meningkat, banyak konsumen masih belum melakukan pembelian aktual pada produk ramah lingkungan. Penelitian ini mengkaji bagaimana tiga nilai yang dipersepsikan konsumen nilai lingkungan, nilai kualitas, dan nilai social membentuk citra merek hijau dan bagaimana citra tersebut mendorong perilaku pembelian aktual di pasar kosmetik hijau Indonesia. Survei online bersifat cross-sectional dilakukan terhadap konsumen perempuan (N = 160) yang telah membeli kosmetik hijau dalam periode terkini dianalisis menggunakan SEM–AMOS. Sebanyak 19 butir terukur yang telah tervalidasi digunakan untuk mengukur lima konstruk laten dengan skala pengukuran 10 poin. Secara struktural, ketiga nilai tersebut terbukti berpengaruh positif terhadap citra merek hijau, dan citra merek hijau secara signifikan memprediksi perilaku pembelian. Hasil analisis juga mengonfirmasi bahwa citra merek hijau memediasi pengaruh nilai lingkungan, kualitas, dan sosial terhadap perilaku pembelian. Model yang dibangun berhasil menjelaskan lebih dari 50% varians dalam citra merek dan perilaku pembelian. Implikasi manajerial yang disarankan meliputi: menyajikan bukti lingkungan yang kredibel, memastikan kinerja produk yang konsisten tinggi, dan mengembangkan strategi yang membangun pengakuan sosial atas merek.

Kata Kunci: Nilai Lingkungan, Nilai Kualitas, Nilai Sosial, Citra Merek Hijau, Perilaku Pembelian

1. Introduction

Consumers today are increasingly concerned about environmental degradation and climate change, which has fundamentally reshaped purchasing behavior and fueled demand for sustainable or green products across many sectors (Nekmahmud et al., 2022; Kumar et al., 2021). This global shift is underscored by data showing that 82% of consumers are willing to pay more for products with recyclable and renewable packaging (Zollo et al., 2021). The cosmetics industry is no exception, it is experiencing a significant paradigm shift towards natural, organic, and ethically sourced ingredients, moving beyond a mere trend to become a mainstream market force (Marticotte & Arcand, 2017). The worldwide market for organic personal care items is anticipated to achieve a substantial value, with the luxury organic cosmetics sector alone experiencing a consistent annual growth rate of 5-6%. (Allied Market Research, 2021; Grand View Research, 2023).

This green wave is also powerfully evident in emerging economies. In Indonesia, Southeast Asia's largest and most dynamic market, a confluence of factors is driving rapid growth in the green cosmetics sector. These factors include a large, young, and digitally-connected population, rising disposable incomes, and a profound increase in environmental and health consciousness (The Jakarta Post, 2023). This is reflected in consumer motivations, where concern for the planet's preservation (60.5%) and personal health (51.1%) are primary drivers for purchasing eco-friendly products (Katadata Insight Center, 2023). Consequently, Indonesia's organic cosmetics market has been estimated at over US$650 million and is poised for continued expansion (Future Market Insights, 2025).

Nevertheless, this optimistic outlook often does not consistently lead to purchasing decisions, a situation referred to as the green gap (Lavuri et al., 2022). This study is situated to address three critical gaps in the existing literature, particularly concerning the Indonesian market. First, many studies center on purchase intention rather than actual purchase behavior, leaving uncertainty about intention-action conversion (Lavuri et al., 2022). Second, work often isolates single antecedents; fewer studies integrate multiple value dimensions simultaneously

to assess their comparative influence on green brand image and behavior (Baah et al., 2025). Third, and specific to this research, Indonesia's burgeoning green cosmetics market remains empirically underexplored despite its significant growth and unique cultural characteristics. The green gap in Indonesia can be attributed to factors such as premium pricing, a perceived lack of clear differentiation from conventional products (23.7%), and challenges related to product accessibility (20.4%) (Katadata Insight Center, 2023). These barriers, compounded by a cultural context that highly values social proof and community influence, create skepticism and highlight that general environmental concern is insufficient to drive market growth; instead, consumers must perceive distinct and verifiable value in green products (Baah et al., 2025).

To effectively bridge this gap, recent research underscores the critical role of multidimensional consumption values specifically environmental, quality, and social value as fundamental antecedents that shape brand perceptions and directly influence behavioral outcomes (Baah et al., 2025; Lavuri et al., 2022). These values provide a more granular and actionable framework for understanding consumer decision-making than general environmental attitudes alone. An effective green brand image is increasingly seen as the crucial factor that converts these abstract consumption values into concrete purchasing choices by fostering trust and highlighting product advantages (Baah et al., 2025).

Addressing the identified gaps, this study asks how environmental, quality, and social values shape green brand image, and how that image, in turn, drives actual purchase behavior for green cosmetics in Indonesia. Our model posits green brand image as the central mechanism that converts green values into consumer action. This study seeks to enhance the theoretical comprehension of the value-to-behavior relationship and to offer actionable advice for brands aiming to successfully engage with and benefit from Indonesia's expanding green market.

2. Theoretical Background and Hypothesis

Green Brand Image

A green brand image refers to how consumers perceive and assess a brand's commitment to environmental protection and sustainable practices (Tan et al., 2022). Essentially, it gauges how much a brand is seen as "eco-friendly" or attentive to environmental concerns (Chen, 2010). A strong green image can be a competitive advantage because consumers increasingly value brands that demonstrate environmental commitment. Empirical studies show that a positive green brand image is associated with consumer preference and purchase intention for green products (Mourad & Ahmed, 2012; Tan et al., 2022). For instance, Mourad and Ahmed (2012) found that green image plays a major role in enhancing consumers' brand preference, as consumers feel that purchasing from green-image brands allows them to contribute to environmental preservation. Tan et al. (2022) present similar results in the realm of sustainable packaging, indicating that a green brand image significantly enhances purchase intention. Chen & Chang (2013) showed that green brand image can reduce consumer confusion and perceived risks related to environmental claims, thereby strengthening trust in the brand. Therefore, building an environmentally responsible brand image is therefore crucial; firms must consistently apply green practices (from product design and inputs to marketing communications) to earn consumer trust in green claims and reduce skepticism about greenwashing.

Environmental Value

Environmental value refers to the value or benefits consumers perceive from the environmental attributes of a product or brand. It captures the extent to which consumers believe a product helps reduce negative environmental impacts, for example by lowering pollution, conserving

resources, or using eco-friendly materials (Li et al., 2021; Suphasomboon & Vassanadumrongdee, 2022). Within consumer value frameworks, environmental value is often viewed as the altruistic component of green value its benefits are tied to broader environmental and societal good rather than solely to the individual. Prior studies show that when consumers believe purchasing a given product helps the environment (e.g., by reducing waste or pollution), that belief is positively associated with their intention to buy green products. Put differently, the higher the perceived environmental value in a product, the more likely consumers are to choose it to fulfill moral/environmental goals (Dikici et al., 2021; Upadhyay & Kamble, 2023). Beyond encouraging purchase, strong environmental value is also believed to help shape green brand image. When consumers recognize concrete environmental benefits (e.g., recyclable packaging, free from harmful chemicals, cruelty-free), they tend to perceive the brand more favorably on environmental reputation. In green marketing research, firm initiatives that deliver environmental value (such as recycling programs or organic inputs) have been shown to enhance green brand image.

Quality Value

Quality value is the perceived advantages that consumers associate with the quality and performance of a product (Sweeney & Soutar, 2001). It is a functional value dimension that covers reliability, durability, and effectiveness in fulfilling the product's purpose. In eco-friendly cosmetics, quality remains paramount green consumers generally expect environmental friendliness without sacrificing performance. Sweeney and Soutar (2001) explain that quality value is the benefit obtained from the perceived quality and anticipated performance. Thus, if eco-friendly cosmetics exhibit high performance (e.g., effective skincare results, comfortable formulation, good longevity), consumers perceive higher value. Research shows that perceived quality positively affects brand image and customer loyalty. For example, García-salirrosas et al (2024) confirm that perceived quality significantly enhances brand image in the healthy food brands. In green product markets, strong quality value can therefore reinforce green brand image consumers view the brand not only as environmentally responsible but also as delivering high quality. This is critical because some consumers hesitate to switch to green alternatives if they perceive lower performance. By ensuring quality, green brands can reduce skepticism, build trust, and ultimately boost purchase intention and satisfaction.

Social Value

Social value refers to the benefit consumers derive from a product related to social approval or acceptance within their reference groups (Sweeney & Soutar, 2001). In consumer value theory, social value relates to self-image and status consumers may feel pride or enhanced standing by using products seen as stylish, premium, or ethical. In green cosmetics, social value emerges when consumers gain recognition as "environmentally conscious" and socially responsible. Choosing eco-friendly products can signal an identity aligned with sustainability, which peers may appreciate. Prior research shows social value can be a key driver of green purchasing. For example, Awuni and Du (2016) find that social value positively predicts green purchase intentions among young Chinese consumers, implying that some buy green to be seen as modern, responsible, or aligned with pro-environment norms. Similar patterns appear elsewhere: consumers often seek recognition and prestige through certain consumption choices O'Cass & Frost (2002), and green products can confer such "social prestige" for some users. Therefore, the higher the social value surrounding a green product (e.g., an eco-friendly cosmetic brand popular in a community and a source of user pride), the more positive the green brand image in consumers' minds. In turn, the combination of perceived social value and a strong green image can stimulate product choice.

Green Purchase Behavior

Green Purchase behavior encompasses the actions of consumers when they choose to buy products that are environmentally friendly (Kuang et al., 2024). Research on green purchase behavior has expanded alongside rising environmental awareness. In general, studies agree that green purchasing is shaped by psychological and contextual factors. Consumer values are central drivers: a recent review by Megha (2024) identifies values including altruistic environmental and social values as consistent determinants of green purchase behavior across studies. Consumers who espouse environmental and social values show stronger commitment to buying green (Stolz et al., 2013; Dangelico et al., 2021). Beyond values, pro-environmental attitudes, subjective norms, environmental knowledge, and product trust also play roles in purchase decisions. Despite positive attitudes, the green attitude behavior gap often persists people who claim to care about the environment do not always act accordingly. One reason is skepticism about green claims or insufficient perceived value. This is where green brand image and perceived value (environmental, quality, social) play important mediating roles. A credible green brand image can bolster trust that the product truly aligns with consumers' environmental values, helping to bridge the gap between intention and action. Put differently, when a brand communicates a credible green image, consumers' green values are more likely to convert into actual purchasing.

Environmental Value and Green Brand Image

The influence of environmental value on green brand image has been widely recognized as both significant and multifaceted. Environmental value stemming from tangible ecological benefits perceived by consumers plays a central role in shaping how brands are evaluated in terms of environmental responsibility. When consumers identify concrete environmental advantages from a product or brand, they tend to form more favorable perceptions of its green reputation. For instance, Lin and Zhou (2020) revealed that utilitarian environmental benefits directly enhance green brand image and indirectly do so through green perceived value (GPV) and brand innovativeness. Similarly, Ng et al. (2013) noted that brands effectively communicating high perceived quality and environmental credibility are more likely to strengthen their green brand equity. Therefore, the following hypothesis is proposed:

H1: Environmental Value positively influences Green Brand Image.

Quality Value and Green Brand Image

The relationship between quality value and green brand image has been substantiated by extensive research in green marketing and sustainable branding. Green brand image refers to consumers' perceptions of a brand's commitment to environmental friendliness and sustainability, while quality value reflects consumers' evaluations of a product's reliability, performance, and overall excellence.

As consumers become increasingly eco-conscious, their expectations for transparency and authenticity in green marketing practices have intensified. The rise of greenwashing where firms exaggerate or falsify environmental claims has been shown to erode trust, reduce perceived quality, and harm brand image (Hameed et al., 2021; Tu et al., 2024). Hence, maintaining consistent product quality and transparent communication is essential for reinforcing a positive green image.

High-quality, authentically sustainable products not only shape consumer trust but also foster long-term loyalty and brand preference. This alignment between perceived quality and environmental responsibility enhances both the brand's reputation and consumer commitment (Assaker et al., 2020; Watson et al., 2023). Accordingly, the following hypothesis is formulated:

H2: Quality Value positively influences Green Brand Image.

Social Value and Green Brand Image

The link between social value and green brand image has gained growing attention in studies of green consumer behavior. Social value, derived from the desire for social approval and recognition, significantly influences how consumers perceive a brand's sustainability efforts. Empirical studies demonstrate that brands emphasizing altruistic and socially responsible initiatives can enhance their green image and strengthen consumer purchase intentions. For example, Javed et al. (2024) found that social sustainability claims within the fashion industry positively affect both green brand image and purchase intention. Similarly, Hameed et al. (2024) revealed that consumers' pursuit of social prestige and recognition through eco-friendly consumption contributes to a more favorable green brand image. Thus, the following hypothesis is proposed:

H3: Social Value positively influences Green Brand Image.

Green Brand Image and Purchase Behavior

A positive green brand image serves as a crucial determinant of consumer purchase behavior. Numerous studies confirm that when consumers perceive a brand as genuinely environmentally responsible, they are more likely to develop favorable attitudes, loyalty, and purchase intentions. For example, Lin et al. (2017) and Baltaci et al. (2024) found that green brand image directly enhances consumer loyalty, which subsequently drives purchasing decisions. In the hospitality industry, Bashir et al. (2020) reported that perceived green benefits improve brand image and, in turn, increase trust and repeat purchases.

In essence, building and maintaining a strong green brand image through credible environmental initiatives can foster greater consumer loyalty, satisfaction, and sustainable purchasing behavior. Brands that effectively communicate their environmental commitments can thus secure a competitive advantage and resonate deeply with eco-conscious consumers (Baca & Reshidi, 2025). Hence, the hypothesis is proposed:

H4: Green Brand Image positively influences Purchase Behavior.

Mediating Role of Green Brand Image

The mediating role of green brand image in linking environmental, quality, and social values to purchase behavior has been highlighted in recent sustainability research. Green brand image acts as a psychological bridge, translating consumers' value perceptions into concrete behavioral intentions.

Studies in the fast-fashion sector (Javed et al., 2024) demonstrate that sustainability claims enhance consumers' purchase intentions through an improved green brand image. Likewise, Nabivi (2025) showed that green brand image mediates the effects of social sustainability and environmental concern on brand loyalty and purchase behavior. These findings reinforce the notion that a strong green image effectively channels consumers' environmental, quality, and social values into purchasing actions.

Overall, the mediating function of green brand image emphasizes the importance of integrating environmental, quality, and social values into branding and marketing strategies. Doing so not only enhances consumer perception and trust but also encourages sustainable consumption behaviors benefiting both brands and the broader ecological system. Therefore, the following mediation hypotheses are proposed:

H5–H7: Green Brand Image mediates the effect of Environmental Value, Quality Value, and Social Value on Purchase Behavior.

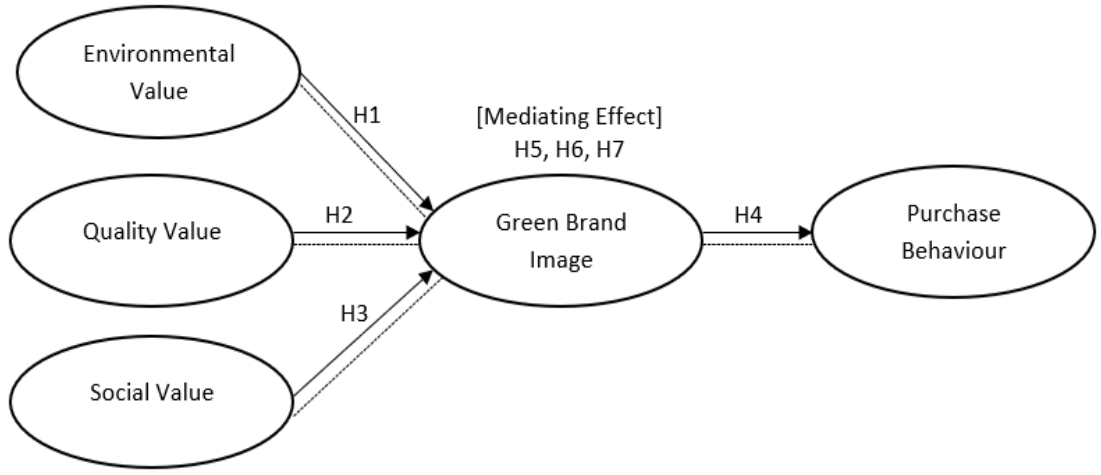

Figure 1. Research Model

3. Methodology

The research utilized a quantitative cross-sectional survey conducted through an online questionnaire that participants completed themselves. The structural model was tested with SEM–AMOS (maximum likelihood). Data were collected nationwide in Indonesia during 2025 in the context of green cosmetics, examining Environmental Value, Quality Value, Social Value, Green Brand Image, and Purchase Behaviour (e.g., Sweeney & Soutar, 2001; Chen, 2010; Kim & Choi, 2005; Fianto et al., 2014; Lavuri et al., 2022; Baah et al., 2025).

Sample and procedures

The target population comprised Indonesian female consumers aged ≥18 years who had purchased/used green cosmetics in the past 6–12 months. Respondents were recruited via purposive–convenience sampling through an online questionnaire. A total of N = 160 valid responses met the inclusion criteria. The sample size is adequate for ML-based SEM with several latent constructs. However, it is important to acknowledge that while this sampling method is practical for reaching the target demographic, it may introduce selection bias. The sample may not fully represent the broader population of Indonesian green cosmetics consumers, potentially excluding those with limited internet access or lower digital literacy, which could affect the generalizability of the findings.

Measurement

The measurement instrument comprised 19 items spanning five latent constructs Environmental Value, Quality Value, Social Value, Green Brand Image, and Purchase Behaviour (4 items)—each rated on a Likert scale (1 = strongly disagree to 10 = strongly agree). The items were modified from established scales and tailored to fit the context of green cosmetics. The complete item wordings, codes, and sources are presented in tables.

Table 1. Description of items or measurements

Variables	Items	Sources
Environmental Value	EV1. This brand offers products that do not harm nature. EV2. This brand offers products that ensure environmental sustainability for future generations. EV3. This brand's products are environmentally safe during use and disposal. EV4. This brand applies circular-economy principles.	(Baah et al., 2025; Lavuri et al., 2022).

Variables	Items	Sources
Quality Value	QV1. This brand provides high-quality products. QV2. Overall, the quality offered meets my expectations. QV3. This brand consistently maintains its quality. QV4. I think these eco-friendly products performs consistently over time.	(Sweeney & Soutar, 2001; Baah et al., 2025).
Social Value	SV1. Using eco-friendly cosmetics improves how others view me. SV2. Buying eco-friendly cosmetics gives me opportunities to connect with other environmentally concerned consumers. SV3. Buying or using eco-friendly cosmetics gives me positive social recognition.	(Sweeney & Soutar, 2001; Nekmahmud, 2022).
Green Brand Image	GBI1. I am thoroughly impressed by this eco-friendly brand. GBI2. Its reputation is built on a strong focus on protecting the environment. GBI3. This eco-conscious company prioritizes not only profits but also the environment. GBI4. This eco-conscious company cares about ecosystem preservation.	(Chen, 2010; Lavuri et al., 2022).
Purchase Behaviour	PB1. I purchased this green-cosmetics product recently. PB2. I chose it over non-green alternatives. PB3. Paying a higher price for a brand that focuses on sustainability is reasonable for me. PB4. I will recommend this brand to others.	(Kim & Choi, 2005; Fianto et al, 2014).

Data analysis technique

All analyses were performed using SEM–AMOS. Initially, Confirmatory Factor Analysis (CFA) was employed to evaluate construct reliability and validity, using criteria of factor loadings ≥ 0.50, Composite Reliability (CR) ≥ 0.70, and Average Variance Extracted (AVE) ≥ 0.50 (Henseler,2015). The overall model fit was assessed with χ^2/df, CFI, TLI, and RMSEA, adhering to standard cut-offs of CFI/TLI ≥ 0.90 and RMSEA ≤ 0.08 (Hair et al., 2019). Subsequently, structural hypotheses were examined through maximum likelihood estimation at $\alpha = 0.05$, considering both direct and indirect effects (mediation of Green Brand Image) in line with the theoretical framework.

4. Results and Discussion

In this research, Structural Equation Modeling (SEM) using AMOS was utilized to examine the proposed hypotheses. The analysis was carried out in two phases: initially, the measurement model was evaluated for its reliability and validity, followed by an assessment of the structural model to verify the hypothesized relationships (Hair et al., 2019).

Measurement Model Evaluation

The measurement model was evaluated based on convergent validity, discriminant validity, and internal consistency reliability. All factor loadings for the indicators on their respective constructs were above the recommended threshold of 0.70 (ranging from 0.764 to 0.886), demonstrating good indicator reliability and convergent validity (Hair et al., 2019).

Table 2. Construct Reliability and Validity

Construct	Cronbach's Alpha (α)	Composite Reliability (CR)	Average Variance Extracted (AVE)
Environmental Value	0.852	0.900	0.693
Quality Value	0.825	0.884	0.656
Social Value	0.796	0.881	0.712
Green Brand Image	0.854	0.901	0.695
Purchase Behavior	0.840	0.893	0.676

Source: Data Processed

As shown in Table 2, the composite reliability (CR) values for all constructs ranged from 0.881 to 0.901, exceeding the 0.70 benchmark, which confirms high internal consistency reliability. The Average Variance Extracted (AVE) for all constructs was above 0.50 (ranging from 0.656 to 0.712), providing strong evidence of convergent validity (Hair et al., 2019). Furthermore, as shown in Table 3, the square root of the AVE for each construct (diagonal values) was greater than its highest correlation with any other construct (off-diagonal values), satisfying the Fornell-Larcker criterion for discriminant validity. The HTMT ratios were all below the conservative threshold of 0.90, further confirming discriminant validity (Henseler et al., 2015).

Table 3. Discriminant Validity (Fornell-Larcker Criterion)

Construct	1	2	3	4	5
1. Environmental Value	0.833				
2. Quality Value	0.613	0.810			
3. Social Value	0.574	0.686	0.844		
4. Green Brand Image	0.647	0.652	0.649	0.834	
5. Purchase Behavior	0.696	0.652	0.667	0.712	0.822
Note: Diagonal elements (in bold) are the square root of the AVE					

Source: Data Processed

Structural Model and Hypothesis Testing

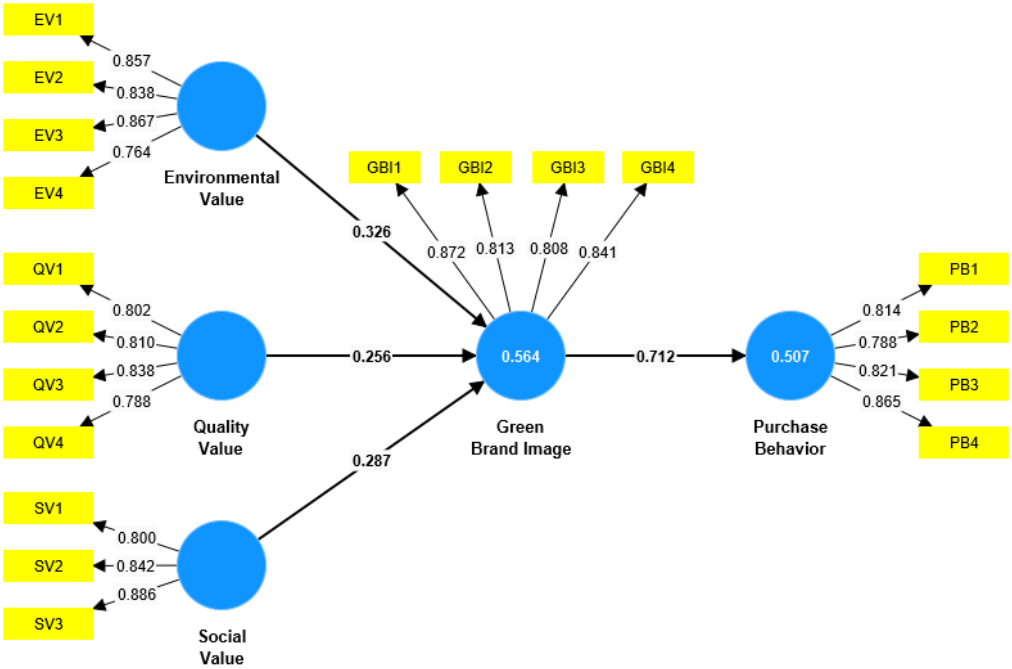

Figure 2. Research Model (SEM)

Once a valid and reliable measurement model was established, the structural model underwent evaluation. The predictive accuracy of the model was determined by examining the R^2 values (Hair et al., 2015). As shown in Table 4, the model explains 56.4% of the variance in Green Brand Image and 50.7% of the variance in Purchase Behavior, indicating a substantial predictive power for a behavioral study.

The hypotheses were tested by examining the path coefficients, their significance levels (p-values), and the bootstrapped confidence intervals. The results of the direct hypothesis testing are summarized in Table 4 and Figure 2

Table 4. Hypothesis Testing Results (Direct Effects)

Hypothesis	Path	β	T-Statistics	P-Value	Decision
H1	EV → GBI	0.326	4.034	0.000	Supported
H2	QV → GBI	0.256	2.329	0.020	Supported
H3	SV → GBI	0.287	2.600	0.009	Supported
H4	GBI → PB	0.712	11.357	0.000	Supported

Source: Data Processed

The results show that all direct hypotheses (H1, H2, H3, H4) are supported. Environmental Value ($\beta = 0.326$, $p < 0.001$) has the strongest significant positive effect on Green Brand Image, followed by Social Value ($\beta = 0.287$, $p < 0.01$) and Quality Value ($\beta = 0.256$, $p < 0.05$). Furthermore, Green Brand Image has a very strong and significant positive effect on Purchase Behavior ($\beta = 0.712$, $p < 0.001$).

To test the mediating role of Green Brand Image (H5, H6, H7), a bootstrapping procedure was used. The results, presented in Table 5, confirm that all indirect effects are statistically significant.

Table 5. Hypothesis Testing Results (Indirect Mediation Effects)

Hypothesis	Path	β	T-Statistics	P-Value	Decision
H5	EV → GBI → PB	0.232	3.496	0.000	Supported
H6	QV → GBI → PB	0.183	2.245	0.025	Supported
H7	SV → GBI → PB	0.204	2.557	0.011	Supported

Source: Data Processed

Therefore, hypotheses H5, H6, and H7 are fully supported, indicating that Green Brand Image successfully mediates the relationship between all three consumption values (Environmental, Quality, Social) and Purchase Behavior

Discussion

This study confirms the central role of green brand image as a mediating mechanism that translates perceived values (environmental, quality, social) into actual purchasing decisions within the Indonesian green cosmetics segment. Empirically, all three value dimensions demonstrated a positive and significant influence on green brand image, while green brand image itself exhibited a very strong direct effect on purchase behavior ($\beta = 0.712$, $p < 0.001$).

Furthermore, the significant mediation effects (EV→GBI→PB = 0.232; QV→GBI→PB = 0.183; SV→GBI→PB = 0.204) indicate that consumer values primarily influence actions through the formation of credible brand perceptions.

Interpretation of Relationship Strength

The path coefficient from *Green Brand Image → Purchase Behavior* (β = 0.712) reflects a large effect size, consistent with previous research positioning green brand image as a powerful predictor of consumer purchasing behavior (Fianto et al., 2014; Lin et al., 2017). Within the context of the "green gap," this finding confirms that to stimulate actual purchases, brands must attach credible evidence that validates their green claims strong enough to overcome barriers such as higher prices or limited availability.

Environmental Value emerged as the strongest antecedent of green brand image (β = 0.326), suggesting that tangible environmental benefits such as recyclable packaging, natural ingredients, and product traceability are more effective in shaping a positive green image than other dimensions. This finding is consistent with prior studies emphasizing the importance of verifiable environmental credentials (Lin & Zhou, 2020; Ogiemwonyi et al., 2023).

Both *Social Value* (β = 0.287) and *Quality Value* (β = 0.256) were also significant, albeit of moderate strength. The significance of social value suggests that aspects of social identity and recognition by reference groups remain relevant consumers are motivated not only by environmental concern but also by status signaling and social profiling (Sweeney & Soutar, 2001; Awuni & Du, 2016). Although quality value remains important, it was slightly weaker than environmental value, indicating that in the green cosmetics category, consumers expect adequate product quality, yet environmental credentials serve as the main differentiator in shaping brand image.

The predictive power of the model (R^2 = 56.4% for GBI and 50.7% for PB) is substantial for behavioral research, signifying that the combination of the studied values together with brand image explains a major portion of the variance in actual purchasing decisions a significant contribution given that many prior studies focus on intention rather than actual behavior (Lavuri et al., 2022; Baah et al., 2025).

Comparison with Previous Research

Our findings reinforce and extend the literature positing green brand image as a central mediator between consumer values and marketplace outcomes. These results align with Chen (2010) and Lin et al. (2017), who emphasized the role of green image in enhancing purchase behavior and loyalty. A notable distinction lies in the order of antecedent strength: some studies found perceived quality to be the dominant antecedent in functional product categories (García-salirrosas et al., 2024), whereas in our study, environmental value occupied the top position—potentially due to the Indonesian context (growing environmental awareness coupled with concerns about greenwashing), making environmental proof a more decisive credibility signal. This finding also adds to the social value literature (Awuni & Du, 2016; Dikici et al., 2022) by demonstrating that social value exerts a tangible influence on image and behavior in a market highly influenced by social status and digital communities.

Theoretical and Managerial Implications

Theoretically, this study reinforces the consumption values model by demonstrating that the three value dimensions environmental, quality, and social operate through a common mediating mechanism, namely green brand image, to influence consumer behavior. The proposed model successfully explains more than 50% of the variance in purchasing behavior, representing a significant contribution to consumer behavior research, particularly in the context of sustainable

consumption and green marketing.

From a managerial perspective, the findings highlight the need for an integrated and holistic marketing strategy. First, environmental credibility must be established through transparent and verifiable evidence, such as certifications and sustainability reports, to build a trustworthy foundation for the brand image. Second, quality assurance should be maintained to minimize perceived risk and strengthen consumer trust, thereby allowing environmental and social values to exert greater influence. Third, social activation plays a crucial role in deepening the emotional connection between consumers and the brand this can be achieved through influencer campaigns, loyalty programs, and marketing content that reinforces consumers' green identity.

By unifying these three value elements into a cohesive brand narrative, companies can build a strong and credible green brand image, which ultimately becomes the primary driver of repeat purchases and recommendations.

5. Conclusion

This study concludes that the journey from consumer values to purchase action in the Indonesian green cosmetics market is critically mediated by the perception of the brand itself. The research successfully establishes that environmental, quality, and social values are fundamental in shaping a green brand image. However, it is this resulting brand image that serves as the primary and most powerful direct driver of actual purchasing behavior. The study effectively bridges the theorized "green gap" by identifying green brand image as the crucial mechanism that translates abstract consumer values into concrete market transactions.

The main takeaway is that marketing strategies for green cosmetics cannot focus on functional product attributes alone. To be effective, they must synthesize these attributes environmental credentials, quality performance, and social appeal into a cohesive, authentic, and trustworthy brand identity. For Indonesian consumers, trusting the brand is the final step that empowers them to act on their values, turning environmental concern into sustainable consumption.

Limitations and Future Research

While this study offers valuable insights, several limitations should be acknowledged to contextualize the findings and guide future research. The use of purposive convenience sampling, though methodologically adequate for initial structural modeling, introduces potential selection bias. The sample of 160 female Indonesian consumers who had previously purchased green cosmetics may over-represent digitally active, urban populations while under-representing rural consumers and those with limited market access, thereby limiting the generalizability of the results to the broader Indonesian population. Furthermore, the exclusive focus on green cosmetics within a single cultural context, while providing valuable specificity, constains the direct application of these findings to other product categories or cultural settings. The cross-sectional design also precludes definitive causal inferences regarding the relationships between values, brand image, and behavior.

Future research should address these limitations by employing probabilistic sampling strategies across more diverse demographic and geographic segments, including male consumers and non-users of green products. Longitudinal studies would help establish causal precedence and observe the evolution of value-perception-behavior relationships over time. Expanding the research model to include potential moderating variables such as price sensitivity, perceptions of greenwashing, environmental knowledge, or the influence of social media influencers could provide a more nuanced understanding of the boundary conditions affecting

these relationships. Comparative studies across different product categories and cultural contexts would also help verify the generalizability of the proposed framework and identify universal versus culture-specific pathways from consumer values to sustainable consumption behavior.

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