

The Effect of Corporate Social Responsibility and Green Marketing on Purchase Decisions of Cosmetic Products: The Mediating Role of Brand Image

Yoke Levana Hartono¹, Arthur Sitaniapessy², Joko Rizkie Widokarti³

^{1,3}Universitas Terbuka, Indonesia, ²Politeknik Negeri Ambon, Indonesia
yokelevanaa@gmail.com

ABSTRACT

The cosmetics sector in Indonesia has been witnessing significant expansion, driven by a growing consumer consciousness toward sustainability and social accountability. Within this evolving landscape, companies increasingly turn to Corporate Social Responsibility (CSR) initiatives and eco-friendly marketing efforts as key strategies to enhance brand reputation and sway consumer buying behavior. This research explores the interconnection between CSR, green marketing, and consumer purchasing intent in the cosmetics domain. The study focuses on individuals in Tanjungpinang who use products like Avoskin, Hanasui, Makeover, Somethinc, and Wardah. Employing a Partial Least Squares (PLS) approach, the research gathered quantitative data via an online survey and analyzed it using SmartPLS software for thorough and reliable insights. The outcomes of this study offer valuable implications for cosmetic brands aiming to boost purchase intentions by reinforcing their commitment to sustainable practices and CSR, while also contributing to academic discussions on brand perception in the context of green marketing and corporate responsibility.

Keywords: Green Marketing, Corporate Social Responsibility, Brand Image, Purchasing Decisions

ABSTRAK

Sektor kosmetik di Indonesia telah menyaksikan ekspansi yang signifikan, didorong oleh meningkatnya kesadaran konsumen terhadap keberlanjutan dan akuntabilitas sosial. Dalam lanskap yang berkembang ini, perusahaan semakin beralih ke inisiatif Tanggung Jawab Sosial Perusahaan (CSR) dan upaya pemasaran ramah lingkungan sebagai strategi utama untuk meningkatkan reputasi merek dan mempengaruhi perilaku pembelian konsumen. Penelitian ini mengeksplorasi keterkaitan antara CSR, pemasaran hijau, dan niat pembelian konsumen dalam domain kosmetik. Studi ini berfokus pada individu di Tanjungpinang yang menggunakan produk seperti Avoskin, Hanasui, Makeover, Somethinc, dan Wardah. Menggunakan pendekatan Partial Least Squares (PLS), penelitian ini mengumpulkan data kuantitatif melalui survei online dan menganalisisnya menggunakan perangkat lunak SmartPLS untuk wawasan menyeluruh dan andal. Hasil penelitian ini menawarkan implikasi berharga bagi merek kosmetik yang bertujuan untuk meningkatkan niat pembelian dengan memperkuat komitmen mereka terhadap praktik berkelanjutan dan CSR, sekaligus berkontribusi pada diskusi akademis tentang persepsi merek dalam konteks pemasaran hijau dan tanggung jawab perusahaan.

Kata kunci: Pemasaran Hijau, Tanggung Jawab Sosial Perusahaan, Citra Merek, Keputusan Pembelian

INTRODUCTION

The cosmetics industry continues to grow substantially, with Indonesia emerging as one of the largest cosmetics markets in Southeast Asia. Interestingly, this growth now extends beyond female consumers; men are increasingly aware of the importance of skincare (Vannia et al., 2022). Heightened awareness of sustainability and social values has also led consumers to weigh environmental and social responsibility factors more carefully when choosing products, including halal cosmetics, a segment experiencing rapid expansion in Indonesia (DinarStandard, 2021).

Amid these trends, companies are racing to adopt green marketing strategies and CSR initiatives to cultivate a positive brand perception. Nevertheless, theoretical and empirical gaps remain concerning how these two strategies influence purchasing behavior. Some studies suggest that CSR and green marketing strengthen brand image and buying decisions (Chen & Chang, 2012; Kinasih et al., 2023), while others find no significant effects (Panungkelan et al., 2018; Widelia et al., 2015).

Green marketing involves businesses' strategies to advertise environmentally sustainable products, services, or business practices to demonstrate their commitment to sustainability. According to Polonsky (1994), marketing activities should facilitate mutually beneficial exchanges while minimizing negative impacts on the broader ecosystem. Such strategies encompass product innovation, sustainable packaging, and communications emphasizing environmental benefits.

CSR involves voluntary actions undertaken by a company to benefit its surrounding community and environment. CSR activities may include social, educational, environmental, and community-empowerment programs. Consistent CSR reflects a company's commitment, enhances consumer trust, and strengthens positive perceptions.

Consumers shape brand image through the associations consumers hold with an organization. Aaker (1991) describes brand image as a set of associations stored in consumers' memories ranging from product attributes and benefits to brand values, experiences, and personality. These associations arise through direct experiences, including a firm's social responsibility and green marketing efforts.

Similarly, Keller (1993) emphasizes that Brand image encompasses the variety, intensity, and distinctiveness of brand-related associations retained in a consumer's memory. When consumers form positive associations, such as perceptions of environmental concern or social contribution, the brand image becomes stronger and more advantageous. Therefore, how a brand is perceived serves as a link connecting a company's actions with consumer buying behavior.

In practice, consumers base their choices on multiple considerations. Kotler and Keller (2016) explain that perception, attitude, motivation, and previously formed brand image influence purchase decisions. Product quality, price, emotional value, and perceptions of social responsibility and sustainability can determine whether a consumer proceeds with a purchase. Understanding these variables is critical to gauging how corporate strategies steer consumer behavior.

Consequently, this study is pivotal for empirically elucidating the relationships among sustainability strategies, brand perception, and purchasing behavior. Unraveling the mechanisms through which CSR and green marketing shape brand perception—via a strong brand image—and ultimately affect consumer decisions will offer valuable insights for marketing and brand-management practitioners. Beyond its practical implications, the study aims to enrich our understanding of brand image as a mediator in the context of green marketing and CSR, particularly in the Indonesian market. Accordingly, this research seeks to reconcile inconsistent prior findings and provide a solid foundation for future studies in the same field.

METHODOLOGY

This study adopts a quantitative research approach. According to Creswell (2014), a quantitative approach tests theories by Quantifying variables and examining the data through statistical methods. The study utilizes PLS-SEM as its analytical method, as it can handle complex models and is suitable for small sample sizes (Hair et al., 2019). This approach enables the collection of numerically measurable data and facilitates objective analysis, thus providing a strong foundation for drawing conclusions based on structured and quantifiable results (Bryman & Bell, 2015).

The population in this study includes consumers in Tanjungpinang who have used environmentally friendly skincare and cosmetic products such as Avoskin, Hanasui, Make Over, Somethinc, and Wardah at least once.

The researchers collected data through a questionnaire distributed to consumers of eco-friendly skincare and cosmetic products in Tanjungpinang via Google Forms. A questionnaire serves as an instrument for gathering information by providing respondents with structured written questions. According to Sekaran and Bougie (2016), a literature review helps researchers assess the quality of previously used instruments and understand how they can be applied or modified in new research.

Instrument testing was carried out in the early stage using the SmartPLS software. This process involved checking convergent validity, which evaluates the extent to which a measurement tool accurately reflects the theoretical concept, with outer loading values above 0.7 considered acceptable for confirmatory research, and values between 0.6 and 0.7 deemed adequate for exploratory research. The researchers employed cross-loading analysis and the Fornell-Larcker criterion to evaluate discriminant validity, requiring the AVE to be greater than 0.5. Reliability testing assessed the consistency of measurement results by calculating reliability coefficients such as Cronbach's Alpha, with values above 0.70 considered satisfactory.

The researchers conducted the study in Tanjungpinang, Kepulauan Riau, from April to September 2024. The researchers performed the PLS-SEM modeling process using SmartPLS, which is more flexible than Covariance-Based SEM (CB-SEM), making it appropriate for analyzing data with non-normal distributions and limited sample

sizes. It also allows for the simultaneous analysis of models involving multiple constructs and indicators.

RESULTS AND DISCUSSION

This study's respondents reflect the demographic and socio-economic attributes of the individuals surveyed. Gaining insight into these characteristics is crucial for analyzing how demographic variables relate to the purchase and use of sustainable cosmetic items.

Table 1. Age

Characteristic	Category	Frequency	Percentage (%)
Age	23–25 years	30	30.0
	26–28 years	22	22.0
	29–31 years	17	17.0
	32–35 years	31	31.0
Total		100	100.0

Most respondents were young individuals, particularly those between 23 and 25, indicating that this age group tends to be more active in purchasing cosmetic products. With 10% representation for ages 23, 24, and 25, this group is considered highly responsive to cosmetic trends and issues such as Corporate Social Responsibility (CSR) and Green Marketing.

Table 2. Gender

Category	F	Percentage (%)
Female	73	73%
Male	27	27%
Total	100	100.0

Regarding gender, the data show that female respondents dominate the sample with 73%, while male respondents account for only 27%. This distribution reflects the reality that women predominantly consume cosmetic products, the primary consumers in the beauty industry.

Table 3. Education Level

Education Level	Frequency	Percentage (%)
D3	20	20.0
S1	50	50.0
High School	30	30.0
Total	100	100.0

Note. D3 = Associate Degree; S1 = Bachelor's Degree

Most respondents had relatively high educational backgrounds, with 50% holding a bachelor's degree and 30% holding a high school diploma. The respondents' educational attainment suggests they have sufficient knowledge and awareness to understand the importance of CSR and Green Marketing in purchasing decisions.

Table 4. Occupation

Occupation	Frequency	Percentage (%)
Government Employee	11	11.0
State-Owned Company	6	6.0
Student	15	15.0
Private Sector	65	65.0
Entrepreneur	3	3.0
Total	100	100.0

The data regarding occupation indicates that most respondents work in the private sector (65%), followed by students (15%). Income and employment status influence respondents' purchasing ability, especially for cosmetic products with higher prices and added value in CSR and Green Marketing.

Table 5. Monthly Income

Monthly Income (IDR)	Frequency	Percentage (%)
> 5 million	22	22.0
<. 500.000	8	8.0
1,5 million - 3 million	18	18.0
3 million - 5 million	40	40.0
500.000 - 1,5 million	12	12.0
Total	100	100.0

Most respondents have a monthly income ranging between IDR 3 million and IDR 5 million (40%), followed by those earning above IDR 5 million (22%). The income distribution suggests that most respondents have relatively high purchasing power, enabling them to choose products that offer better quality and align with ethical and sustainability standards.

The researchers conducted the model estimation using the PLS algorithm, which evaluates the magnitude and orientation of the associations among latent variables. The estimation results are visualized in the following figure, showing the relationships between latent variables and path coefficients. Circles represent latent constructs, boxes represent indicators, and arrows indicate the direction and strength of the relationships.

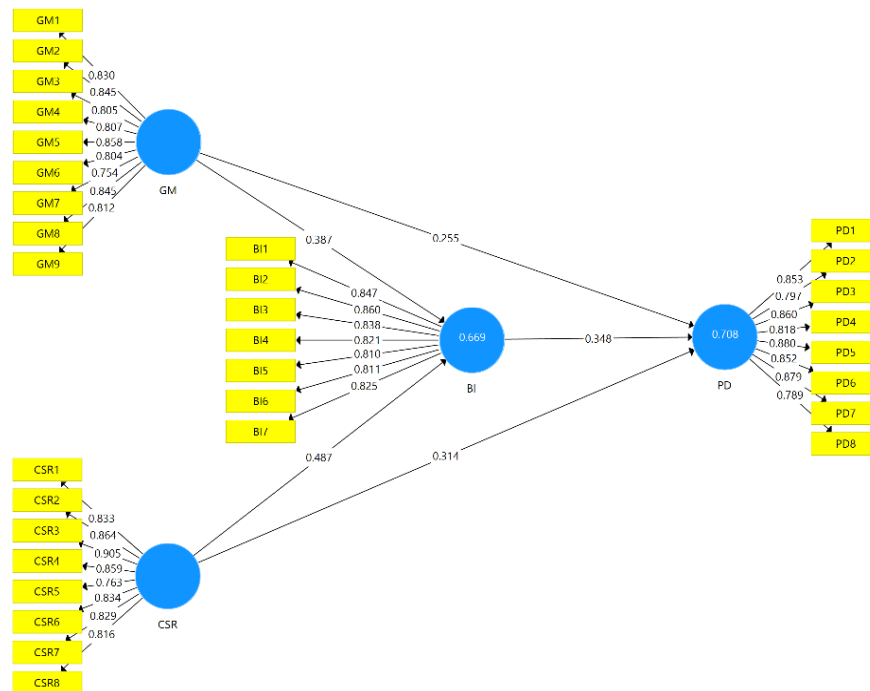


Figure 1. PLS-Algorithm Output

Table 6. Loading Factor

	BI	CSR	GM	PD
BI1	0,847			
BI2	0,860			
BI3	0,838			
BI4	0,821			
BI5	0,810			
BI6	0,811			
BI7	0,825			
CSR1		0,833		
CSR2		0,864		
CSR3		0,905		
CSR4		0,859		
CSR5		0,763		
CSR6		0,834		
CSR7		0,829		
CSR8		0,816		
GM1			0,830	
GM2			0,845	
GM3			0,805	
GM4			0,807	
GM5			0,858	
GM6			0,804	

GM7	0,754	
GM8	0,845	
GM9	0,812	
PD1		0,853
PD2		0,797
PD3		0,860
PD4		0,818
PD5		0,880
PD6		0,852
PD7		0,879
PD8		0,789

Loading Factor indicates the extent to which indicator variables (items) within a construct can explain the intended construct. Generally, a high loading factor suggests that the indicator is highly relevant and significantly contributes to the construct. Several variables demonstrate high loading factors within each measured construct based on the table provided.

For Brand Image (BI), all indicators have very high loading factors, ranging from 0.810 to 0.860. For Corporate Social Responsibility (CSR), the indicators also exhibit excellent loading factors, with values ranging from 0.763 to 0.905, indicating high consistency in measuring CSR. The item CSR3 has the highest loading factor (0.905).

Regarding Green Marketing (GM), the indicators also show good loading factors, between 0.754 and 0.858. Finally, for Purchase Decision (PD), all indicators demonstrate very high loading factors, ranging from 0.789 to 0.880. Overall, all indicators in each construct present sufficiently high loading factors, reflecting excellent validity in measuring the respective variables.

Table 7. AVE

	Nilai AVE
BI	0,689
CSR	0,703
GM	0,670
PD	0,709

Average Variance Extracted (AVE) is used to measure the variance explained. For Brand Image (BI), the AVE is 0.689. CSR achieved an AVE of 0.703. Green Marketing (GM), with an AVE of 0.670, still demonstrates good explanation. Purchase Decision (PD) has an AVE value of 0.709. Each construct demonstrates an AVE score that exceeds the commonly recognized minimum benchmark of 0.50, indicating good model validity.

Table 8. Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability
BI	0,922	0,929
CSR	0,926	0,930
GM	0,924	0,928
PD	0,927	0,930

The higher these values are, the more reliable the constructs are in measuring the intended variables. For Brand Image (BI), the test results show a Cronbach's Alpha of 0.922, indicating that this construct is highly reliable. Other internal consistency measurements also show nearly identical figures (0.929), demonstrating a very high level of reliability. For Corporate Social Responsibility (CSR), the internal consistency test yielded 0.926, indicating excellent results, with a consistency measurement of 0.930.

Green Marketing (GM) achieved a Cronbach's Alpha of 0.924, reflecting strong internal consistency, and a Composite Reliability of 0.928, reinforcing this finding. For Purchase Decision (PD), the internal consistency measurement is 0.927, indicating very high reliability, with an extremely high consistency measurement of 0.930, reflecting consistently stable constructs.

Table 9. HTMT

	BI	CSR	GM	PD
BI				
CSR	0,827			
GM	0,802	0,793		
PD	0,835	0,820	0,795	

HTMT values below 0.85 indicate that the constructs can be well differentiated. The provided HTMT values show that discrimination between the constructs in this model is excellent, as none of the HTMT values exceed 0.85. These results indicate that the constructs are distinct, with no significant overlap in measurement.

Table 10. Fornier Likert

	BI	CSR	GM	PD
BI	0,830			
CSR	0,777	0,839		
GM	0,752	0,749	0,818	
PD	0,784	0,776	0,752	0,842

The Fornell-Larcker criterion measures construct discrimination to ensure the model effectively distinguishes the constructs. The results show that the diagonal values exceed the correlations with other constructs, demonstrating strong discriminant validity.

Table 11. VIF

	BI	PD
BI		3,020
CSR	2,276	2,991
GM	2,276	2,729

High multicollinearity among independent variables can affect model estimation stability and reduce the accuracy of results. VIF values exceeding 5 indicate significant multicollinearity issues. The VIF values in this model are below the threshold of 5–10, suggesting that the relationships among independent variables are relatively stable and do not significantly overlap.

Table 12. F Square

	BI	PD
BI		0,137
CSR	0,314	0,113
GM	0,199	0,082

F² (Effect Size) assesses the extent to which independent variables influence or contribute to changes in the dependent variables. In PLS-SEM analysis, F² helps evaluate how much each construct contributes to explaining variance in the model. The table shows F² values for the relationships among variables in this study:

- An F² of 0.137 indicates that the relationship between BI and PD has a negligible effect. The influence of BI on purchase decisions is relatively modest, though still positive.
- An F² of 0.314 shows that CSR has a medium effect on BI, meaning CSR contributes substantially to enhancing brand image and strengthening consumers' positive perceptions of the product.
- An F² of 0.113 indicates that CSR has a negligible effect on PD. Although CSR influences purchase decisions, its impact is more limited than its effect on BI.
- An F² of 0.199 shows that GM has a medium effect on BI. Environmentally friendly marketing improves positive perceptions of the brand and contributes to building brand image.
- An F² of 0.082 indicates that GM has a negligible effect on PD. While GM can influence purchase decisions, its impact is smaller than other variables such as BI or CSR.

Table 13. R Square

	R-Square Adjusted	R-Square
BI	0,662	0,669
PD	0,699	0,708

The R-squared for Brand Image (BI) indicates that the model explains approximately 66.9% of the variance. Purchase Decision (PD) shows that the model

explains about 70.8% of the variance in purchase decisions. These results suggest the model performs well in predicting purchase decisions based on the analyzed factors.

Table 14. Hypothesis

	Original Sample (O)	T Statistics (O/STDEV)	P Values
BI -> PD	0,348	2,857	0,004
CSR -> BI	0,487	4,434	0,000
CSR -> PD	0,314	2,924	0,004
GM -> BI	0,387	3,442	0,001
GM -> PD	0,255	2,694	0,007
CSR -> BI -> PD	0,169	2,386	0,017
GM -> BI -> PD	0,135	2,106	0,036

Hypothesis 1 (H1) testing results indicate that the analysis produced a p-value of 0.001 and a T-statistic of 3.442. The results indicate that the more effectively executed green marketing strategies lead to more positive consumer perceptions. This result aligns with Polonsky's (1994) perspective and the study by Kinasih et al. (2023), which suggests that green marketing helps build associations that enhance the brand's overall perception.

Next, Hypothesis 2 (H2), which tested the influence of CSR on BI, also demonstrated a substantial positive impact, with a p-value of 0.000 and a T-statistic of 4.434. The result indicates that a company's higher level of CSR implementation leads to a better brand image. This finding supports the theory proposed by Kotler and Lee (2005). It is also consistent with research by Amalyah & Pertiwi (2021), highlighting the significant influence of corporate social initiatives in forming favorable brand perceptions.

In Hypothesis 3 (H3), the researchers also found green marketing to have a positive impact, obtaining a p-value of 0.007 and a T-statistic of 2.721. This result emphasizes that green marketing strategies strengthen public trust in the brand image and directly influence consumer purchasing behavior. Consumers tend to prefer products perceived as environmentally friendly, as supported by the findings of Azimi & Shabani (2016) and Nandaika & Respati (2021).

A similar pattern appears in Hypothesis 4 (H4), which shows that CSR contributes positively, with a p-value of 0.004 and a T-statistic of 2.867. Consumers are more inclined to purchase products from companies actively engaged in social and environmental initiatives because they perceive these companies as socially and ethically responsible. This finding aligns with the research conducted by Anim & Cudjoe (2015) and Widelia et al. (2015), which shows that CSR enhances consumer trust and fosters sustained customer loyalty.

Hypothesis 5 (H5) results indicate that brand image exerts a positive and meaningful influence on consumer purchasing decisions, as evidenced by a p-value of 0.004 and a T-statistic of 2.857. This outcome supports the idea that a strong and favorable brand image enhances consumers' purchase likelihood. Consumers tend to show greater loyalty and trust toward brands that are perceived to carry social value, offer high product quality, and demonstrate a commitment to sustainability. These

findings are consistent with the frameworks introduced by Aaker (1991) and Keller (1993), highlighting the vital role of brand image in shaping consumer attitudes and influencing their purchasing behavior.

Hypotheses 6 (H6) and 7 (H7) investigated how brand image mediates between GM, CSR, and consumer purchase decisions. The results demonstrate that brand image significantly mediates both relationships, with a p-value of 0.036 for green marketing and 0.017 for CSR. These findings suggest that consumers' perception of a brand serves as a crucial link through which green marketing initiatives and CSR efforts influence their purchasing behavior. These findings suggest that green marketing and CSR strategies simultaneously contribute through brand image formation, reinforcing consumers' purchasing decisions. These findings support the concept of brand association theory (Aaker, 1991; Keller, 1993), which states that brand associations formed through corporate activities strengthen consumer perceptions and drive purchasing decisions.

CONCLUSION AND RECOMMENDATIONS

The findings indicate that CSR and Green Marketing positively and significantly affect brand image and the buying choices made by consumers regarding cosmetic items. Additionally, Brand image serves as a crucial intermediary that connects Corporate Social Responsibility and Green Marketing efforts to consumers' buying decisions. The function of brand image as a mediator suggests that positive consumer perceptions of companies' social responsibility activities and environmentally friendly marketing strategies can strengthen brand image, ultimately encouraging consumers to purchase. These results highlight that companies' efforts to build and maintain brand image through CSR and green marketing initiatives strategically impact consumer behavior.

Therefore, companies aiming to increase consumer purchase decisions should integrate sustainability-oriented approaches into their business strategies.

Recommendations for companies in the cosmetics industry include being more active and consistent in implementing CSR programs that directly impact society and the environment, and effectively communicating these programs through various marketing channels. Implementing green marketing should also be enhanced by paying attention to product aspects, packaging, distribution, and consumer education regarding sustainability values. Companies need to build brand images that are not only visually appealing but also have strong ethical and social values.

Future studies are encouraged to broaden the scope of investigation objects to other regions, involve different cosmetic brands, or include additional variables such as consumer trust, satisfaction, or loyalty, to enrich studies on consumer behavior in sustainability.

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