



**THE EFFECT OF ENVIRONMENTAL CORPORATE SOCIAL
RESPONSIBILITY, GREEN ADVERTISING, AND GREEN PACKAGING
ON PURCHASE INTENTION MEDIATED BY BRAND IMAGE (A STUDY
ON NPURE SKINCARE USERS)**

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Abstract

Indonesia's skincare industry is growing rapidly, but it is also contributing to packaging-waste problems, prompting companies to adopt environmentally friendly strategies to influence consumer purchase intention. This study aims to examine the effect of environmental corporate social responsibility (ECSR), green advertising, and green packaging on purchase intention, as well as the mediating role of brand image, among Npure skincare users. The study uses a quantitative method with a sample of 150 respondents selected through purposive sampling, analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4. The results show that ECSR has a negative and non-significant effect on purchase intention, while green advertising and green packaging have a significant positive effect. All three variables have a significant positive effect on brand image, and brand image has a significant positive effect on purchase intention. Brand image does not mediate the effect of ECSR, but it does mediate the effects of green advertising and green packaging on purchase intention. These findings indicate that concrete environmental signals are more effective in shaping purchase intention than institutional social-responsibility activities.

Keywords: Environmental Corporate Social Responsibility, Green Advertising, Green Packaging, Brand Image, Purchase Intention



INTRODUCTION

The beauty and skincare industry in Indonesia has grown significantly alongside rising public awareness of skin health. The Indonesian Ministry of Industry (2025) recorded that the number of cosmetics businesses increased from 726 companies in 2020 to 1,292 companies in 2024, a post-pandemic growth of more than 77%. This growth, however, has also raised environmental concerns, since cosmetics-industry activity has a major impact on resource use and waste management (Rocca et al., 2022). Plastic packaging waste from cosmetics products is one contributor to environmental pollution and rising carbon emissions (Vassallo & Refalo, 2024). The National Waste Management Information System (2023) recorded that plastic waste accounts for 19.5% of total national waste composition, while globally the beauty industry is estimated to produce more than 120 billion units of packaging each year (Defitri, 2022).

These conditions are driving a shift in consumer preferences. A Snapcart survey of 750 respondents in Indonesia in October 2024 found that 84% of respondents had purchased or used environmentally friendly products, with 38% motivated by environmental awareness and 28% by health benefits. Globally, 74% of consumers are reported to have already changed, or be willing to change, their purchasing preferences based on environmental-impact considerations, particularly among Generation Z and Millennials (GoodStats, 2024). This shift in preferences is prompting companies to adopt environmentally oriented marketing strategies—such as environmental corporate social responsibility (ECSR), green advertising, and green packaging—as ways to demonstrate environmental commitment while also shaping consumer perceptions and purchase intention.

ECSR is an environmentally oriented corporate social-responsibility practice realized through waste management, resource conservation, and greening programs (Alam & Islam, 2021). Green advertising links advertising messages to environmental issues so that consumers can distinguish environmentally friendly products from conventional ones (Zinulaen & Dananjoyo, 2026). Meanwhile, green packaging is the use of packaging designed to minimize negative environmental impact through materials that are recyclable, reusable, or naturally degradable (Fayad & Hairudinor, 2024). All three strategies are believed to help shape brand image—a set of perceptions and associations stored in consumers' memory about a brand (Keller, 2013)—which in turn can drive purchase intention, i.e., consumers' tendency to buy a product after evaluating the information they receive (Kotler & Keller, 2016).



Npure was chosen as the research object because it actively implements environmentally friendly strategies, including planting around 10,000 mangrove trees along the coasts of Bekasi and Demak together with the organization Lindungi Hutan through the #PureGreenSaveNature campaign, using whole-leaf-based packaging that earned a Museum Rekor Dunia Indonesia (MURI) award as the first local skincare brand with this innovation, and digital communications built around the theme "clear and green beauty." Nevertheless, prior research findings on the effectiveness of green strategies on consumer response remain mixed. Kusuma and Pasaribu (2023) found that ECSR and green packaging have a positive effect on brand image, but that green advertising has no significant effect on brand image. This differs from Darlius and Keni (2021), who found that green advertising has a positive effect on purchase intention. This inconsistency points to the need for further study of the mediating role of brand image in explaining the relationship between green strategies and purchase intention, particularly for local skincare products such as Npure.

Based on the above, this study aims to test and analyze the effect of ECSR, green advertising, and green packaging on purchase intention, both directly and through the mediation of brand image, among Npure skincare users in Indonesia.

LITERATURE REVIEW

Grand Theory

Social Identity Theory by Tajfel & Turner (1986) explains that consumers tend to hold positive evaluations of companies/brands that reflect values they consider important, which underlies the application of ECSR. Construal Level Theory, proposed by Trope and Liberman (2010), explains that how consumers understand and evaluate information can be influenced by the psychological distance to that information. Cue Utilization Theory, developed by Olson and Jacoby (1972), explains that consumers use various cues present in a product to assess its characteristics and quality before making a purchase. Social Cognitive Theory (Bandura, 1986) explains that a company's environmental-protection and conservation activities can be observed by consumers as a form of corporate environmental concern. Selective Influence Theory (Joseph T. Klapper, 1960) explains that messages about environmental concern conveyed through advertising can be noticed and evaluated by consumers in forming their perception of a brand. Product Meaning Theory (McCracken, 1986) explains that products using environmentally friendly materials, packaging design, and symbols or information about environmental concern can convey the meaning that a brand has an environmental influence. Brand Equity Theory, proposed by



Keller (2013), explains that a positive brand image increases a brand's value and appeal to consumers. Hierarchy of Effects Theory (Lavidge and Steiner, 1961) explains that consumers pass through several stages before making a purchase: receiving information, forming an evaluation of the brand, and then developing purchase interest. Self-Congruence Theory, proposed by Sirgy (1982), explains that consumers tend to favor brands whose image matches their self-concept and personal values.

Research Variables

According to Kotler and Keller (2016), purchase intention is consumers' tendency to buy a product after evaluating the information they receive. Its indicators, according to Schiffman and Kanuk (2010, in Wardhana, 2024), include the desire to seek product information, interest in learning about the product, interest in trying it, purchase consideration, and a strong desire to buy.

According to Keller (2013), brand image is a set of perceptions and associations stored in consumers' memory about a brand. Wardhana (2024) breaks its indicators down into brand identity, brand personality, brand association, and brand attitude and behavior.

According to Alam and Islam (2021), environmental corporate social responsibility (ECSR) is an environmentally oriented social-responsibility practice measured through environmental philanthropy, environmental community involvement, and environmental customer well-being.

According to Wang and Li (2022), green advertising is marketing communication that raises environmental issues, measured through information usefulness, information attractiveness, and information truthfulness.

According to Fayad and Hairudinor (2024), green packaging is the use of packaging that minimizes negative environmental impact, with indicators according to Hanks (2014) consisting of degradable, recycled, and reusable.

Prior Research

Several prior studies serve as references for this research. Kusuma and Pasaribu (2023) found that ECSR and green packaging have a positive effect on brand image and purchase intention, while green advertising has no significant effect on brand image. Vu et al. (2022) showed that ECSR has a positive effect on green purchase intention through attitude, subjective norms, and perceived behavioral control within the theory of planned behavior framework. Bi et al. (2023) and Nguyen-Viet (2022) found that green advertising has a significant positive effect on purchase intention. Deng and Yang (2024) demonstrated that green packaging design has a positive effect on green purchase intention,



mediated by several brand-image variables. Chaniago and Nupus (2021) showed that green advertising has a positive effect on brand image, which in turn influences consumer response. Rahmawati and Azizah (2022) found that green packaging has a positive effect on brand image and brand loyalty. Darlius and Keni (2021) showed that green advertising and green brand image have a positive effect on purchase intention, while Pratistha and Prabawani (2025) demonstrated that green brand image mediates the effect of green advertising on green purchase intention.

Research Hypotheses

Based on the theoretical review and prior research, the study's hypotheses are formulated as follows: ECSR has a positive effect on purchase intention (H1); green advertising has a positive effect on purchase intention (H2); green packaging has a positive effect on purchase intention (H3); ECSR has a positive effect on brand image (H4); green advertising has a positive effect on brand image (H5); green packaging has a positive effect on brand image (H6); brand image has a positive effect on purchase intention (H7); brand image mediates the effect of ECSR on purchase intention (H8); brand image mediates the effect of green advertising on purchase intention (H9); and brand image mediates the effect of green packaging on purchase intention (H10).

RESEARCH METHOD

This study uses a quantitative approach with a survey method, grounded in positivist philosophy to test hypotheses through statistical data analysis (Sugiyono, 2019). The research was conducted in Indonesia, targeting Npure skincare users, during July–August 2026.

The study population comprises all Npure skincare users in Indonesia. The sampling technique used non-probability sampling with a purposive sampling method, following Hair et al. (2021), who recommend a sample size of 5–10 times the number of indicators in PLS-SEM. Based on this, the study set 150 respondents as the sample, with the criteria: at least 17 years of age, a user of Npure skincare, and aware of or having seen Npure product/promotional information.

The research variables consist of ECSR (X1), green advertising (X2), and green packaging (X3) as independent variables; purchase intention (Y) as the dependent variable; and brand image (M) as the mediating variable. Data were collected via an online questionnaire using Google Forms, measured with a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4, consisting of measurement-model



(outer model) and structural-model (inner model) evaluation (Hair et al., 2021). Outer-model evaluation included convergent-validity testing (outer loading values > 0.70 and Average Variance Extracted / AVE > 0.50), discriminant-validity testing (cross-loading values > 0.70 and the Fornell-Larcker criterion), and reliability testing using Composite Reliability and Cronbach's Alpha with a threshold of ≥ 0.70 (Ghozali, 2021). Inner-model evaluation was conducted by examining R-Square (R^2) values to measure the model's predictive ability, as well as a bootstrapping procedure to test the significance of relationships between variables. A hypothesis was considered accepted if the t-statistic > 1.96 and the p-value < 0.05 . Mediation testing was conducted by examining indirect-effect values through the same bootstrapping procedure, referring to Zhao et al.'s (2010, in Ghozali, 2021) mediation classification, which distinguishes complementary mediation, competitive mediation, and indirect-only mediation.

RESULTS AND DISCUSSION

Respondent Characteristics

Data were collected from 150 Npure skincare-user respondents via an online questionnaire. Respondents' demographic characteristics are presented in Table 1.

Table 1

Respondent Demographic Characteristics (n = 150)

Category	Group	Count	Percentage
Gender	Male	16	11%
	Female	134	89%
Age	17–25 years	102	68%
	26–35 years	24	16%
	36–50 years	15	10%
	> 50 years	9	6%
Occupation	Student	78	52%
	Private employee	25	17%
	Self-employed	11	7%
	Civil servant	3	2%
	Other	33	22%
Income	< IDR 2,000,000	79	53%
	IDR 2,000,000–5,000,000	52	34%



Category	Group	Count	Percentage
	> IDR 5,000,000	19	13%

Source: Primary data, processed (2026).

Respondents were predominantly female (89%), aged 17–25 (68%), students (52%), and earning below IDR 2,000,000 (53%). These characteristics indicate that the majority of respondents are young consumers with relatively limited purchasing power, a factor relevant to explaining some of the findings discussed later.

Instrument Validity and Reliability

Convergent-validity testing showed that all indicator outer-loading values were above 0.70, so no indicators were removed from the model. Discriminant-validity testing based on cross-loading values showed that each indicator had a higher value on its own construct than on other constructs, and the Fornell-Larcker criterion showed that the square root of each construct's AVE was greater than its correlations with other constructs, so the model was deemed to satisfy discriminant validity. A summary of AVE, Cronbach's Alpha, and Composite Reliability values is presented in Table 2.

Table 2
Convergent Validity and Reliability Test Results

Construct	AVE	Cronbach's Alpha	Composite Reliability
Brand Image	0.755	0.891	0.925
ECSR	0.733	0.818	0.892
Green Advertising	0.821	0.891	0.932
Green Packaging	0.726	0.812	0.888
Purchase Intention	0.660	0.873	0.907

Source: Primary data, processed (2026).

All AVE values were above 0.50, and all Cronbach's Alpha and Composite Reliability values were above 0.70, so all constructs were considered valid and reliable for use in structural-model testing.

Structural Model Evaluation

The R-Square values in Table 3 show the exogenous variables' ability to explain the endogenous variables.



Table 3
R-Square Results

Endogenous Variable	R-Square	R-Square Adjusted
Brand Image	0.687	0.681
Purchase Intention	0.585	0.574

Source: Primary data, processed (2026).

The brand image R^2 of 0.687 indicates that ECSR, green advertising, and green packaging together explain 68.7% of the variance in brand image, with the remaining 31.3% explained by variables outside the model. The purchase intention R^2 of 0.585 indicates that the four model variables explain 58.5% of the variance in purchase intention. Both values indicate a moderate level of model strength (Hair et al., 2021).

Hypothesis Testing

Table 4
Direct Effect Test Results (Bootstrapping)

Relationship	Coefficient (O)	T-Statistics	P-Values	Result
ECSR → Purchase Intention (H1)	-0.019	0.216	0.829	Rejected
Green Advertising → Purchase Intention (H2)	0.274	2.284	0.022	Accepted
Green Packaging → Purchase Intention (H3)	0.182	2.037	0.042	Accepted
ECSR → Brand Image (H4)	0.165	2.087	0.037	Accepted
Green Advertising → Brand Image (H5)	0.426	4.565	0.000	Accepted
Green Packaging → Brand Image (H6)	0.355	4.236	0.000	Accepted
Brand Image → Purchase Intention (H7)	0.404	3.518	0.000	Accepted

Source: Primary data, processed (2026).



Table 5
Mediation / Indirect Effect Test Results (Bootstrapping)

Relationship	Coefficient (O)	T- Statistics	P- Values	Result
ECSR → Brand Image → Purchase Intention (H8)	0.067	1.809	0.071	Rejected
Green Advertising → Brand Image → Purchase Intention (H9)	0.172	2.735	0.006	Accepted
Green Packaging → Brand Image → Purchase Intention (H10)	0.144	2.517	0.012	Accepted

Source: Primary data, processed (2026).

ECSR on purchase intention. The results show that ECSR has a negative and non-significant effect on purchase intention (H1 rejected). This finding contradicts Social Identity Theory by Tajfel & Turner (1986), which states that consumers tend to hold positive evaluations of companies/brands that reflect values they consider important. Npure's environmental activities do not yet appear to be a primary consideration for consumers in determining purchase intention, which is more influenced by quality, benefits, suitability for skin needs, and price. The respondent characteristics, dominated by students with limited income, support this explanation. This finding aligns with Sutisna et al. (2025) on personal-care products in Indonesia.

Green advertising and green packaging on purchase intention. Both variables were shown to have a significant positive effect on purchase intention (H2 and H3 accepted). This finding is consistent with Construal Level Theory (Trobe & Liberman, 2010), which states that how consumers understand and evaluate information can be influenced by their psychological distance from that information, as well as Cue Utilization Theory (Olson & Jacoby, 1972), which states that consumers use various cues present on a product to assess its characteristics and quality before purchasing. These results reinforce the findings of Bi et al. (2023) and Nguyen-Viet (2022) for green advertising, and Deng and Yang (2024) for green packaging.

ECSR, green advertising, and green packaging on brand image. All three variables were shown to have a significant positive effect on brand image (H4, H5, H6 accepted). This result aligns with Social Cognitive Theory (Bandura, 1986), which states that a company's environmental-protection and conservation activities can be observed by consumers as a form of corporate environmental concern; Selective Influence Theory (Joseph T. Klapper, 1960), which states that



messages about environmental concern conveyed through advertising can be noticed and evaluated by consumers in forming a brand perception; and Product Meaning Theory (McCracken, 1986), which states that products using environmentally friendly materials, packaging design, and symbols or information about environmental concern can convey the meaning that a brand has an environmental influence. This finding reinforces Kusuma and Pasaribu (2023) regarding the effects of ECSR and green packaging, and Chaniago and Nupus (2021) and Vanessa and Ariestya (2024) regarding the effect of green advertising on brand image.

Brand image on purchase intention. Brand image was shown to have a significant positive effect on purchase intention (H7 accepted), consistent with Brand Equity Theory (Keller, 2013), which explains that a positive brand image strengthens attitudes and drives purchase intention. This finding is consistent with Darlius and Keni (2021).

The mediating role of brand image. Brand image does not mediate the effect of ECSR on purchase intention (H8 rejected), but it does mediate the effects of green advertising (H9 accepted) and green packaging (H10 accepted) on purchase intention. This pattern indicates that direct, consumer-observable environmental stimuli, such as advertising messages and packaging design, are more effectively channeled through brand image into purchase intention than ECSR activities, which are institutional in nature and less directly felt by consumers. This ECSR finding reinforces the results of Sutisna et al. (2025), while the mediating roles of green advertising and green packaging reinforce the findings of Pratistha and Prabawani (2025) and Kusuma and Pasaribu (2023).

CONCLUSION

This study finds that ECSR has a negative and non-significant effect on purchase intention, while green advertising and green packaging have a significant positive effect on purchase intention among Npure skincare users. All three variables, ECSR, green advertising, and green packaging, were shown to have a significant positive effect on brand image, and brand image in turn has a significant positive effect on purchase intention. Regarding the mediating role, brand image does not mediate the effect of ECSR on purchase intention, but does mediate the effects of green advertising and green packaging on purchase intention.

Theoretically, this study reinforces Construal Level Theory, since environmental information conveyed through green advertising helps consumers



understand product characteristics. Social Cognitive Theory, Selective Influence Theory, and Product Meaning Theory are also reinforced, since a company's environmental activities, advertising information, and packaging characteristics can shape positive brand perceptions. Brand Equity Theory is reinforced, since a positive brand image can increase consumer evaluation, trust, and interest. This study further offers a different perspective on Social Identity Theory and Meaning Transfer Theory, since corporate environmental concern is not always sufficient to directly drive purchase intention, and it reinforces Hierarchy of Effects Theory and Self-Congruence Theory in explaining that brand image can serve as a link between green marketing and consumer purchase intention.

Practically, Npure is advised to enhance and communicate its ECSR activities more clearly to consumers, maintain and strengthen the quality of informative and credible green advertising information, continue using recyclable, reusable, or naturally degradable green packaging, and maintain consistency in brand image through alignment between environmental activities, marketing communications, and product quality. For future research, it is recommended to add other variables such as green trust, green perceived value, or environmental awareness, and to expand the research object to other skincare or cosmetics products so that the findings can be generalized more broadly.

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