

Green Product and Corporate Social Responsibility Influence Purchasing Decisions Mediated By The Body Shop Consumers' Purchase Interests In Bandung

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Received : June 01, 2025

Accepted : June 18, 2025

Published : August 29, 2025

Citation: Nasuha, A, F., & Paramita, V, S. (2025). Green Product and Corporate Social Responsibility Influence Purchasing Decisions Mediated By The Body Shop Consumers' Purchase Interests In Bandung. *Commercium : Journal of Business and Management*, 3(3), 158-172. <https://doi.org/10.61978/commercium.v3i3>

ABSTRACT: This research aimed to determine the effect of green products and corporate social responsibility on purchasing decisions, using intention as a mediating variable of The Body Shop beauty brand in Bandung. This is due to the significant continuous decline in sales results for The Body Shop brand. The sales revenue of the British cosmetics, skincare, and perfume company The Body Shop has tended to decline from 2016 to 2022. The Body Shop has provided environmentally friendly products and always improves the company's quality and value through environmental issues caused by shifts in consumer demand. However, this did not increase revenue from sales made by The Body Shop. The instrument used in this study was carried out after the instrument was declared to have passed. The data is based on the questionnaires distributed and then analyzed using descriptive tests, classical assumption tests, multiple regression tests, Sobel tests, and hypothesis tests. The results of this study state that green products and corporate social responsibility significantly influence purchasing decisions through purchasing interest. It is important to utilize the knowledge that purchasing decisions can be influenced by several variables that influence them. Green products and corporate social responsibility can influence low purchasing decisions. With these variables, it can encourage consumer interest in purchasing products. Therefore, decision-makers at The Body Shop can increase purchasing interest by improving and enhancing the green products they have and the corporate social responsibility programs they carry out.

Keywords: Green Product, Corporate Social Responsibility, Purchase Interest, Purchase Decision.



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INTRODUCTION

Public interest in sustainable products continues to grow, causing many cosmetic manufacturers to look for more natural and environmentally friendly ingredients (acme-hardesty.com, 2024). With the increasing number of consumers and manufacturers demanding cosmetics with natural or environmentally friendly ingredients, the eco-friendly cosmetics market has experienced an annual growth rate of 15 percent; this growth rate far exceeds the global personal care and

cosmetics industry, which is estimated to reach \$25.11 billion by 2025 (acme-hardesty.com, 2024). However, not all brands can make developments to increase sales revenue, as in the current beauty industry. One of them happened to the brand The Body Shop. The sales revenue of the British beauty company The Body Shop has tended to decline from 2016 to 2022. Specifically, it went from 805 million pounds in 2019 to 408 million in 2022. In 2023, there was a decline in revenue in Q1 2023, which reported a 9.4% decrease in net income from the previous quarter, while in Q2 2023, it showed a decline of up to 5.4% from the previous quarter. As an environmentally friendly cosmetic brand, the Body Shop considers the products' impact on nature and the environment. The Body Shop, as an eco-friendly cosmetics brand, considers the impact of the products on nature and the environment.

The Body Shop relaunched its cosmetics category in April 2023 with a new collection of cruelty-free, vegan, high-performance cosmetic products. Despite this, sales at The Body Shop continued to decline. The Body Shop's corporate social responsibility (CSR) campaign has also changed since being acquired by L'Oreal. The previous CSR campaign was no longer carried out because the company's values were different, thus weakening the essence of the brand that was previously built, which caused a decrease in consumer buying interest and decreased sales results (Monahan, 2024). These factors impact income results that continue to decline, indicating a decrease in consumer interest, which causes a decrease in sales results due to reduced consumption. This indicates a suspected problem with declining consumer purchasing decisions.

METHOD

This study used quantitative research focusing on variable analysis by testing hypotheses from research problems. This study also conducted a descriptive analysis of each variable to find a detailed picture of the variables on consumer perception by using data conversion through a Likert scale to determine the position of all respondents' answers. The instrument used in this study was carried out after the instrument was declared to have passed the validity test with the criteria as valid data if $r_{\text{count}} > r_{\text{table}}$. The instrument is valid, and reliability with criteria less than 0.60 is considered bad, reliability in the range of 0.70 is acceptable, and reliability exceeding 0.80 is good. The sampling technique in this study was convenience sampling, which is included in the nonprobability sampling. The sampling technique used was the Lemeshow formula, which was obtained from 100 respondents after the calculation. This research was conducted by giving several statements and then giving them to respondents to be answered by the respondents. The statements in the questionnaire, as an instrument used in this research, have been tested for validity and reliability. The next step is to analyze the data and conduct hypothesis testing.

Research Type

Green products are products that do not use materials that are harmful to the environment, starting from the production process (saving energy) to the consumption process and can reduce waste

(Irawan et al., 2022). According to (Hanifah et al., 2019), green product indicators can be divided into:

1. Green products that are beneficial to the environment.
2. Green product performance.
3. Raw material safety.

Corporate Social Responsibility (CSR) is a commitment made by the company to improve people's lives by increasing individual abilities in building sustainability and developing corporate care programs for the community (Nurjanah, 2022). According to (Laksita & Widodo, 2020), there are several CSR indicators:

1. Social activities.
2. Producing environmentally friendly products.
3. Waste management.

Purchasing decisions involve choosing different products based on various specific considerations (Schiffman & Kanuk, 2016). (Zhang & Dong, 2020) state that several indicators can influence consumer purchasing decisions:

1. Purchases because of products.
2. Purchases because of brands.
3. Purchases because of social influence.

Purchase interest is a consumer's attitude when buying a product or brand related to consumer interest, measured at a certain level when making a purchase (Abdillah & Utama, 2019). (Sari, 2020) state some indicators can influence consumers to have a purchase interest:

1. Transactional interest.
2. Referential interest.
3. Preferential interest.
4. Exploratory interest.

Population and Sample/Informants

This research involved 100 respondents. Thus, the questionnaire will be distributed to all research samples through an indirect questionnaire using Google Forms to make it easier for researchers to obtain responses directly and quickly. This questionnaire was distributed to consumers of The Body Shop in Bandung City.

Research Location

Researchers will collect data from residents of Bandung to obtain the data and information needed for this research.

Data Analysis

Green products are made from natural raw materials and can reduce the impact of environmental damage during the manufacturing process, distribution, or use (Sana, 2020). These results are supported by (Ansu-Mensah, 2021) and (Elvierayani & Choiroh, 2020) research, which states that various product benefits drive the green product variable influencing consumer purchasing interest. With the previous explanation, it is suspected that consumer perceptions of green products can influence purchasing interest.

H1: Green products have a positive influence on purchasing interest among The Body Shop consumers

Corporate Social Responsibility (CSR) is an activity carried out by companies to improve people's lives by increasing individual abilities in building sustainability and developing corporate care programs for the community (Nurjanah, 2022). This result is the same as the research results of (Al-Haddad et al., 2022), companies that communicate CSR activities can attract sympathy and encourage consumer purchasing interest. These results are supported by research by (Yu et al., 2021), which states that CSR has the most significant impact on consumer purchasing interest. So, it is concluded that CSR can influence consumer purchasing interest.

H2: Corporate social responsibility has a positive influence on purchasing interest among The Body Shop consumers

Consumer trust in companies that sell green products will attract sympathy and encourage consumer interest in purchasing these products, according to (Zhang & Dong, 2020). According to the research results of (Lavan & Kennedy, 2019), green products can influence purchasing decisions positively and significantly. This is in line with the research of (Mauliza, 2020) and the research results of (Khoiruman & Purba, 2020), which stated that green products significantly and positively affect purchasing decisions. Based on the results of previous studies, green products can influence purchasing decisions.

H3: Green products have a positive influence on the purchasing decisions of The Body Shop consumers

According to (Johanis et al., 2023), the reputation of brands that implement CSR activities can increase consumer loyalty so that consumers will continue to buy products. (Chou et al., 2020) state that green products positively and significantly impact Purchasing Decisions. This statement is supported by research by (Zusrony et al., 2024) and (Akanpaadgi, 2023), which states that CSR positively and significantly affects purchasing decisions. Previous results can confirm the suspicion of the influence of corporate social responsibility on purchasing decisions.

H4: Corporate social responsibility has a positive influence on the purchasing decisions of The Body Shop consumers

Purchase interest is a positive response or process of liking a product and fulfilling consumer needs, thus showing consumer interest in making a purchase (Abdul et al., 2022). According to (Lavan & Kennedy, 2019), purchase interest is stated to have a positive effect on purchasing decisions. These results align with the research results of (Purwati & Cahyanti, 2022), which stated that purchase interest has a positive and significant effect on purchasing decisions. Based on previous results, purchase interest can influence consumer purchasing decisions.

H5: Purchase interest positively influences the purchasing decisions of The Body Shop consumers.

Consumers who care about the environment tend to pay more attention to green products; this awareness increases purchasing interest because they feel that buying environmentally friendly products is a way to support environmental conservation. When purchasing interest in this product grows, purchasing decisions tend to be positive. (Lathifah et al., 2023) stated that the influence of green products on purchasing decisions could be mediated by purchasing interest. This statement is supported by research (Wijiati et al., 2023). Based on the previous statement, it can be determined that the influence of green products on purchasing decisions can be mediated by purchasing interest.

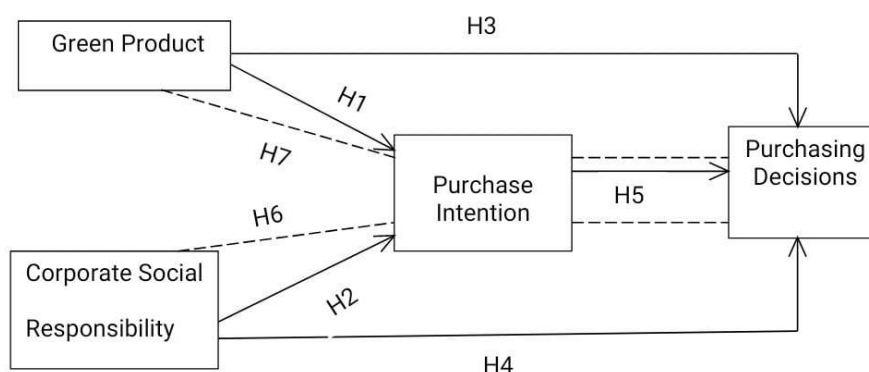
H6: Purchase interest mediates the influence of green products on the purchasing decisions of The Body Shop consumers.

CSR activities responsible for social, environmental, or community welfare can increase consumers' positive perceptions of the company. Previous research showed that the influence of Corporate Social Responsibility on purchasing decisions can be mediated by purchasing interest (Feng & Li, 2021). Based on the previous statements, the influence can be determined by corporate social responsibility towards purchasing decisions, which can be mediated by purchasing interest.

H7: Purchase intention mediates the influence of corporate social responsibility on consumer purchasing decisions at The Body Shop.

The research paradigm can be determined, which is described as follows:

Figure 1 Research Paradigm



RESULT AND DISCUSSION

In the results of the descriptive analysis test, calculations used use qualitative predicates, which are determined as follows:

Table 1 Qualitative Predicates

No	Variable	Score Interval	Information
1.	Perception of green products	1.00 – 1.80	Very bad
		1.81 – 2.60	Bad
		2.61 – 3.40	Currently
		3.41 – 4.20	Good
		4.21 – 5.00	Very good
2.	Perception of corporate sosial responsibility	1.00 – 1.80	Very bad
		1.81 – 2.60	Bad
		2.61 – 3.40	Currently
		3.41 – 4.20	Good
		4.21 – 5.00	Very good
3.	Perception of purchase interes	1.00 – 1.80	Very bad
		1.81 – 2.60	Bad
		2.61 – 3.40	Currently
		3.41 – 4.20	Good
		4.21 – 5.00	Very good
4.	Perception of purchase decision	1.00 – 1.80	Very bad
		1.81 – 2.60	Bad
		2.61 – 3.40	Currently
		3.41 – 4.20	Good
		4.21 – 5.00	Very good

Results of descriptive analysis of green product variables

Table 2 Green Product Variables

	N	Minimum	Maximum	Mean
X1.1	100	2	5	3.95
X1.2	100	2	5	4.01
X1.3	100	2	5	4.04

Based on the descriptive analysis, the mean value is 3.95 to 4.04, with a total average of the value being 4.00, so the qualitative predicate previously determined is included in the meaning of the respondent's attitude criteria regarding green products for The Body Shop consumers is good, it can be interpreted that many The Body Shop consumers in Bandung City have bought The Body Shop products because the products produced are green.

Results of descriptive analysis of corporate social responsibility variables

Table 3 Corporate Social Responsibility Variables

	N	Minimum	Maximum	Mean
X2.1	100	2	5	3.93
X2.2	100	2	5	4.01
X2.3	100	2	5	3.93

Based on the descriptive analysis, the mean value is 3.93 to 4.01, with a total average of the value being 3.96, so the qualitative predicate previously determined is included in the meaning of the respondent's attitude criteria regarding corporate social responsibility in The Body Shop consumers is good, it can be interpreted that many The Body Shop consumers in Bandung City have purchased The Body Shop products because the products produced are products whose brands are responsible.

Results of descriptive analysis of purchase interest variables

Table 4 Purchase Interest Variables

	N	Minimum	Maximum	Mean
Z	100	2	5	3.84
Z	100	2	5	4.09
Z	100	2	5	3.89
Z	100	2	5	4.01

Based on the descriptive analysis, the mean value is 3.84 to 4.09, with an average of 3.96. Thus, the previously determined qualitative predicate is included in the meaning of the respondent's attitude criteria regarding purchase interest. The Body Shop consumers are good, which means many in Bandung City are interested in buying The Body Shop products.

Results of descriptive analysis of purchasing decision variables

Table 5 Purchase Decision Variables

	N	Minimum	Maximum	Mean
Z	100	2	5	3.91
Z	100	2	5	3.95
Z	100	2	5	3.83

Based on the descriptive analysis, the mean value is 3.83 to 3.95, with the total average of these values being 3.90, so the qualitative predicate that was previously determined is included in the meaning of the respondent's attitude criteria regarding The purchasing decision of The Body Shop consumers is good, which means that many The Body Shop consumers in Bandung City decide to buy The Body Shop products.

In the results of the multiple regression test, there are two equations; the results of the multiple regression equations are as follows:

Equation 1 :

$$Y=2.115+ 0,312 X_1+0.841 X_2$$

Based on the results of the first multiple regression analysis, it can be seen that green products have a positive and significant effect on purchasing interest, as seen through the coefficient (β) of 0.312, which is also by the calculated t value of 3.366, which is more significant than the t table of 1.985. Meanwhile, corporate social responsibility has a positive and significant effect on purchasing interest, as seen through the coefficient (β) of 0.841, supported by the calculated t value of 3.366, more significant than the t table of 1.985. t count of 9.142 is greater than the number of t in Table 1.985. Thus, The Body Shop company can prioritize increasing green products and corporate social responsibility because it is expected to impact purchasing interest positively. Every increase of 1 unit of green product can encourage an increase of 0.312 units of purchasing interest, and an increase of 1 unit of corporate social responsibility can encourage an increase of 0.841 units of purchasing interest.

Equation 2 :

$$Z = 0.985+0.268 X_1+ 0.260 X_2 +0,279 Y$$

Based on the results of the second multiple regression analysis, green products have a positive and significant effect on purchasing decisions, which can be seen through the coefficient (β) of 0.268, which is also supported by the calculated t value of 3.089 which is greater than the t table of 1.985. Meanwhile, corporate social responsibility has a positive and significant effect on purchasing decisions, which can be seen through the coefficient (β) of 0.260 and is 2.335, more significant than the t table of 1.985. The results of the purchase interest have a positive and significant influence on the purchase decision, which can be seen through the coefficient (β) of 0.279, which is also supported by the value t count of 3.103, which is more significant than the number of t table 1.985. Thus, The Body Shop company can prioritize increasing green products, corporate social responsibility, and purchase interest because it is expected to impact purchasing decisions

positively. Every increase of 1 unit of green product can encourage an increase of 0.268 units of purchasing decisions, and an increase of 1 unit of corporate social responsibility can encourage an increase of 0.260 units of purchase interest, as well as for every increase of 1 unit of purchase interest can encourage an increase of 0.279 units of purchasing decisions.

In the Sobel test, the results of sobel test:

Table 6 Sobel Test Results

Hypothesized relationship between variables	A	B	S_a	S_b	Sobel test results (t count)
The influence of <i>green products</i> (X1) on purchasing decisions (Y) which is mediated by purchasing interest (Z)	0.312	0.279	0.093	0.090	2.2767
The influence of <i>corporate social responsibility</i> (X2) on purchasing decisions (Y) mediated by purchasing interest (Z)	0.841	0.279	0.092	0.090	2.9357

Based on the test results, state the role of purchase interest in mediating green products and corporate social responsibility towards purchasing decisions. Based on the Sobel test, the green product t value was obtained at 2.267, more significant than the t count 1.985. Thus, purchase interest mediates green products and corporate social responsibility in purchasing decisions. Then, based on the results of the Sobel test, the t-value of the green brand image was obtained at 2.9357, which was greater than the t-table of 1.985. Thus, purchasing interest mediates corporate social responsibility in purchasing decisions

Based on the validity test results, the statements of all variables, namely green product, corporate social responsibility, purchase interest, and purchase decision, are declared valid because the validity test results of all variables produce a calculated r number > r table with 0.3610. Thus, the statement of each variable can measure what should be measured as previously determined requirements. Based on the results of the reliability test, it is known that the statement of each variable consisting of green product, Corporate social responsibility, purchase intention, and purchase decision are stated to be reliable and consistent and produce Cronbach's alpha values of 0.692 for green products, 0.720 for corporate social responsibility, 0.759 for purchase intention, and 0.691 for purchase decision > minimum criteria of 0.6 based on previously determined conditions.

In the classical assumption results, it is known that based on the normality test results, the significance value is 0.094 and 0.200, meaning that the value is more significant than the significance of 0.05, and it is concluded that the residual data is usually distributed. Furthermore, the results of the multicollinearity test show that the VIF value produced is less than 10, and the tolerance value of all independent variables is more significant than 0.1. So, it is concluded that there is no multicollinearity among the research variables. The results of the heteroscedasticity test

show all significance values with absolute residuals greater than or equal to 0.05, so it is concluded that there is no heteroscedasticity in the regression model.

Interpretation of Key Findings

In the hypothesis test, the results of the hypothesis test are:

Table 7 Results Hypothesis Testing

Hypothesis	Relationship between variables	T count	Interpretation of hypothesis test results	
H1	Green product → purchase interest	3,366	H ₀ successfully rejected	Working hypothesis (H _a) is supported by empirical data
H2	Corporate social responsibility → purchase interest	9,142	H ₀ successfully rejected	The working hypothesis (H _a) is supported by empirical data.
H3	Green product → purchasing decisions	3,089	H ₀ successfully rejected	Working hypothesis (H _a) is supported by empirical data
H4	Corporate social responsibility→ buying decision	2,335	H ₀ successfully rejected	Working hypothesis (H _a) is supported by empirical data
H5	Purchase interest → purchasing decisions	3,103	H ₀ successfully rejected	Working hypothesis (H _a) is supported by empirical data
H6	Green product→ Purchase interest→ buying decision	2,276	H ₀ successfully rejected	Working hypothesis (H _a) is supported by empirical data
H7	Corporate social responsibility→ Purchase interest→ buying decision	2,935	H ₀ successfully rejected	Working hypothesis (H _a) is supported by empirical data

Based on the results of the hypothesis test in the table, all hypotheses were successfully rejected, which means the hypothesis has an effect both partially and simultaneously.

Comparison with Previous Studies

Based on the research results, hypothesis one states that green products positively and significantly affect purchasing interest. This statement is supported by previous research by (Muli et al., 2024), which stated that green products significantly affect purchasing interest. This shows the importance of this green product factor in attracting consumers. Currently, consumers are becoming aware of environmental issues that encourage them to choose green products to contribute to protecting the environment, so The Body Shop can take advantage of this to further innovate its products, which will encourage purchasing interest.

Based on the study's results, the second hypothesis states that corporate social responsibility positively and significantly affects consumer purchasing interest. This result is supported by research by (Laksita & Widodo, 2020), which shows that the effect of Corporate Social Responsibility (CSR) on purchasing interest shows positive and significant results. This shows that The Body Shop has a good brand image. So, The Body Shop can take advantage of opportunities for companies to attract consumers; this not only increases its reputation but also encourages consumer interest and instils a good image in the minds of consumers in the long term.

Based on the study's results, hypothesis three states that green products positively and significantly affect purchasing decisions. These results align with research by (Prasetyo et al., 2024) that states that green products can influence consumers to buy products. These results show the importance of this green product factor, which can encourage consumers to make purchases. Consumers tend to have a positive perception of brands that offer environmentally friendly products, and by purchasing The Body Shop products, consumers are contributing to protecting the environment.

Based on the study's results, hypothesis four is that corporate social responsibility positively and significantly affects consumer purchasing decisions at The Body Shop. This result is based on the research of (Franstama & Syafrida, 2023), which states that corporate social responsibility partially has a positive effect on consumer purchasing decisions. Companies that are active in contributing to their environment are viewed more positively. By doing so, CSR commitment can be a significant differentiator from other brands. This can not only bring in new customers but can also build customer loyalty.

The study's results and hypothesis five state that purchase interest positively and significantly affects consumer purchasing decisions at The Body Shop. These results are supported by research by (Novianti & Saputra, 2023), which shows that purchase interest has a positive and significant effect on purchasing decisions. Consumers with a high interest in products tend to dig up more information about the product, with the advantages of the products owned by The Body Shop being able to influence consumer perceptions of the product, which ultimately results in consumers having the intention to use the product.

Based on the results, hypothesis six states that purchasing interest can mediate green products' purchasing decisions. These results are supported by (Jasmine, 2024), which shows that environmentally friendly products significantly affect purchasing decisions mediated by purchase

interest. With a positive brand image, consumers are interested in products, and the quality of environmentally friendly products is good, encouraging consumers to buy products.

The study's results hypothesis seven states that corporate social responsibility influences purchasing decisions mediated by consumer purchasing interest at The Body Shop. This result is in line with the research results of (Abdillah & Utama, 2019). The Body Shop's CSR commitment has succeeded in influencing purchasing decisions by increasing purchasing interest in the product. This shows that CSR can be an effective and sustainable business strategy.

Limitations and Cautions

This is a limitation in this study, so further research can be carried out in more depth by targeting respondents who have used but no longer use The Body Shop products.

Recommendations for Future Research

Future research should focus on addressing these limitations and to learn more about purchasing decisions, further research can examine other variables not included in this study. This is to discover more variables that can boost sales as a manifestation of purchasing decisions.

CONCLUSION

In this study, it is stated that green products and corporate social responsibility influence purchasing decisions mediated by purchase intention variabels. It is revealed, based on the results of the study, that the perception of green products and corporate social responsibility in the minds of The Body Shop consumers is considered good. However, based on the data collection results, several instruments can be improved, such as product performance that must be based on the functions listed; there is also market competition with many brands offering similar products, so innovation is needed in the product. This clearly describes what needs to be improved by The Body Shop to boost its sales again.

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