

ABSTRACT

This quantitative study, based on the Theory of Planned Behaviour (TPB), investigates how Green Marketing influences Green Purchase Decision among The Body Shop consumers in Semarang (Indonesia), mediated by Green Brand Image, Environmental Attitude, and Green Purchase Intention. Data from 115 female Semarang residents familiar with The Body Shop were analyzed using SEM-PLS. All six hypotheses in this study were supported. Green Marketing significantly and positively affects Green Brand Image and Environmental Attitude, acting as the main driver. It also directly impacts Green Purchase Intention. Both Green Brand Image and Environmental Attitude positively and significantly influence Green Purchase Intention. Finally, Green Purchase Intention strongly and significantly predicts Green Purchase Decision, explaining 75.1% of its variance. These findings confirm that Green Marketing influences Green Purchase Decision through three simultaneous pathways: a direct path, a path mediated by Green Brand Image, and a path mediated by Environmental Attitude. The dominant role of Environmental Attitude underscores the importance of building genuine pro-environmental consumer attitudes—not merely displaying green product attributes—as the most effective strategy for driving green purchase behavior. Practically, The Body Shop and similar green beauty brands are encouraged to invest in consumer environmental education, authentic sustainability campaigns, and consistent green brand communication to foster deeper environmental engagement and strengthen long-term green purchase decisions.

Keywords: *green marketing, green brand image, environmental attitude, green purchase intention, green purchase decision, Theory of Planned Behaviour*

