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Showing 121–130 of 139 results   Page size: **10** 25 50

The Use of The Rasch Model on The Instruments of Accounting Students' Attitude and Interest in The Accounting Profession
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Meita Larasati, Sumardi Sumardi, Elda Anggraeni, Nuraini Diah Maulina, Aprilia Delawati

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Heni Fahriza Lubis, Naelati Tabastuvi

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Febriyanto Febriyanto, Ardiansyah Japlani, Novita Ardiyanti

The Impact Of Work Environment And Organizational Culture On Employee Performance Through Work Stress As An Intervening Variable In Pt Trans Pacific Petrochemical Indotama At Tuban
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Qotrunnada Salsabila Munawaroh, Trias Setiawati

Antecedent of Turnover Intention Customer Service Marketer's Village
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Hermin Endratno, Siska Listianingtias

Antecedents and Consequence of Environmental Attitude: A study of Intention to Visit Sustainable Tourism Destination
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Marlin Tarigan, Ayu Ekasari, Luki Adiati Pratomo

Antecedents and Consequences of Green Brand Image
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Nadhea Oudynella Marzia, Ayu Ekasari

Company Characteristics and Earnings Quality
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Yuni Pristiwati Noer Widianingsih, Doddy Setiawan, Y. Anni Aryani, Evi Gantyowati

Determinants of Entrepreneurial Intention Among Accounting Students: The Mediating Role Of Entrepreneurial Skills
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Faris Windiarti, Andrey Hasiholan Pulungan, I Made Semara Reta Adnyana

Factors Affecting Consumers' Intention to buy Green Cosmetics
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Ayu Ekasari, Fatik Rahayu, Luki Adiati Pratomo, Darra Pradita Hidayat, Biru Ayu Maharani

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Showing 1–10 of 139 results

Page size: 10 25 50

1 2 3 4 5 6 7 8 9 10 11 … Next Last

Analysis of the Development of the Consumer Price Index in Indonesia 2014-2020
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Roswita Hafni, Prawidya Hariani

Intellectual Capitals and Performances of Malaysian Islamic Banks
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Bima Cinintya Pratama, Amrizah Kamaluddin, Shukriah Saad, Maulida Nurul Innayah

Perceived Organizational Support and Career Adaptability Towards Work Performance: A Literature Review
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Hamdi Harmen, Ahmad Nizam, Farid Farid, Iqbal Muhammad

Should Mosque Disclosed The Financial Performance? (Study Cased Islamic Center Dato' Tiro, Bulukumba Indonesia)
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Agusdiwana Suarni, Basri Basir, Dwi Febriani

Business Success Factors of Halal Food and Beverage Entrepreneurs in Surakarta
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Ayuk Setiyawan, Muzakar Isa

Correlation between University Accreditation and Web-based Intellectual Capital Disclosure
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Nika Esti Rahayu, Eko Arief Sudaryono

Detecting Financial Statement Fraud Using Fraud Triangle and Board of Director's Attributes Analyses
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Arnaldo Purba, Kenny Fernando, I Dewa Gde Agung Windhu Darmaja

Factors Affecting Repurchase Intentions at Shopee
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Windawati Windawati, Fitroh Adhilla

Post Pandemic: How Private Higher Education Reshapes University Branding
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Totok Haryanto, Nurohman Bimo Satrio

Public Service Community Satisfaction Survey And Evaluation: A State Health Center Perspective
Research Article in Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia
Herni Justiana Astuti, Suryo Santoso, Baligh Belal Yahya Mohammed Al-Hajj, Satria Bangkit

1 2 3 4 5 6 7 8 9 10 11 … Next Last

Antecedents and Consequences of Green Brand Image

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Abstract. This study aims to analyze the antecedents and consequences of green brand image. Structural equation modeling was used to test the survey hypothesis with a sample of 300 respondents. The results show that utilitarian environmental benefits and nature connectedness directly improve the image of the green brand. UEB and NC indirectly influence the image of the green brand through the perceived value of green and the innovative power of the brand. As a result, the green brand's ability to innovate has a positive impact on the perceived green value. The image of a green brand directly affects the trust of the green brand. Trust in the green brand directly increases your love for the green brand. Green brands need to strengthen their connection to nature by creating ads that provide visual stimuli that depict natural scenes, including biosphere content, rather than images of urban environments and desert landscapes.

Keywords: green brand image, utilitarian environmental benefits, nature connectedness, green brand trust, green brand love

1   Introduction

The global plastic pollution crisis has been exacerbated by growing scientific understanding of its environmental and social implications, causing a wave of public interest. As a result, more and more people around the world are taking action on their own, and most large companies are looking for solutions that have failed. It rejects cheap disposable plastic packaging and demands reusable and refillable options for everyday items. SMEs are developing many exciting and innovative (and sometimes basic and healthy) packaging methods and models [1]. There is a global movement to create a sustainable world with a culture that focuses on reusable items rather than disposable items [2]. The number of Indonesian consumers interested in eco-friendly products is increasing, and consumers are also increasingly aware of the importance of a more environmentally friendly lifestyle. Consumers are starting to get used to living in an environmentally friendly way, and choosing brands that care about social issues [3]. In consumer goods, there are products that can be produced in an environmentally friendly processes and used daily by consumers, such as beauty products.

Environmentally friendly products have emerged, one of which is cosmetics. The data from Perhimpunan Perusahaan dan Asosiasi Kosmetika Indonesia (PPAK) shows that Indonesian cosmetics industry have experienced growth in 2021, which was 7.45 % [4]. The beauty industry is growing rapidly along with the new product development of skin care products. The development of the beauty industry is also influenced by many people who are aware of taking care of their skin. However, the beauty industry can contribute to the increase in plastic waste and there is also packaging which is difficult to recycle. Green beauty has become a big trend because of the very positive view for the environment. Currently, the beauty industry has also turned towards products made from natural and environmentally friendly ingredients. Some beauty brand that care about the environment are The Body Shop, Sensatia Botanicals, Innisfree, Kiehl's. These brands have programs such as Bring Back Our Bottles (BBOB), Refill Station, Empty Bottle Recycling campaign, Hello I'm Paper Bottle Green Tea Seed Serum program, Recycle and Be Rewarded, and also have the ingredients that contains easily biodegradable materials [5], [6], [7]. These programs demonstrate the brands' concern for the environment. It can be said as an innovative program because it is able to provide solutions for consumers who care about the environment.

Associated with high public awareness of environmental sustainability and also increasingly tight competition between cosmetic brands. Green brands need to position themselves to remain known as environmentally friendly brands that are trusted to be loved. So, as to obtain an image as an environmentally friendly brand. However, it turns out that green brands, which have these programs, are not yet included in the cosmetic brands with the best-selling sales [8], so it can be said that green cosmetic brands are less desirable compared to conventional cosmetic brands whose sales are much more in demand. Green Brand Image was formed by utilitarian environmental benefits, nature connectedness, green brand innovativeness, and green perceived value [9]. Research explains that, the more a brand has a green image in the view of consumers, the more consumers will trust it, and love the green brand more [10]. The purpose of this study is to develop a research model that can explain the antecedents and consequences of green brand image. The results of this study can suggest an implication for managers in a green brand cosmetics manufacturer.

2   Literature Review

Environmental benefits are seen as an important feature of the green brand that surpasses that of traditional alternatives [11]. UEB reflect the usefulness of the brand's ability to provide environmental services. [12]. Information about environmental brand benefits can be provided through persuasive arguments that describe the relevant environmental advantages of a product. [13] How to use products efficiently and effectively is called utilitarian value [14]. A connection to nature is an emotional and empirical connection to an individual's nature. Scientists mentioned the benefits of connecting with nature. [15] The study also suggests that experience with nature (ie, connection with nature) contributes to the brand's positive attitude [13]. A GBRIM is defined as "a set of brand perceptions in the consumer's mind related to environmental obligations and environmental concerns." [9]. UB have a positive effect on the green brand image [16]. Both UEB and NC directly enhance green brand image [9]. UB has a more positive influence on GBRIM [17]. Nature connectedness is positively impact to eudaimonic well-being, household pro-environment behavior, and nature conservation behavior [18]. Therefore, the following hypothesis was made:

H₁: Utilitarian environmental benefits positively influence green brand image.
H₂: Nature connectedness positively influences green brand image.

Brand innovation refers to the degree to which a brand has an innovative reputation and consumers are aware that they can offer new solutions. Brand innovation affects how consumers value by the brand. [19]. Brand innovation can be described as consumer-recognized corporate innovation. A company's reputation for product innovation is related to the brand's ability to bring innovation to the market. Innovative companies have the potential to launch brands with varying degrees of innovation. In fact, it turns out that it is common for companies to introduce different levels of branding to show different positions. [20] GBI and GPV can significantly convey the impact of green brand positioning, driven by beneficial environmental benefits and proximity to nature, on the image of the green brand [9]. Hence, the following have been hypothesised:

H₃: Green brand innovativeness positively mediates the relationship between utilitarian environmental benefits and green brand image.
H₄: Green brand innovativeness positively mediates the relationship between nature connectedness and green brand image.

Perceived product novelty and brand innovation, although different variables, are related because consumers' perceptions that a brand is innovative are largely influenced by perceived novelty in the brand's new products. [21] Perceived value is a subjective concept [22]. Previous studies have suggested that the value perceived by customers has a positive impact on corporate image [23]. Previous empirical studies have shown that advertising associated with images of nature can enhance consumers' virtual experience of nature, which can raise environmental concerns [13]. People immersed in the natural environment have been found to be more concerned about their intrinsic values, which tend to be more prosocial and less self-centered [24]. The green brand's ability to innovate has a direct positive relationship with GPV [16]. The influence GBI on GPV is much stronger for service brands than for physical product brands. As a result, the ability of green brand innovation in service branding directly influences to the GBRIM and indirectly influences the image by improving GPV [9]. Hence, the following hypothesis was made:

H₅: Green perceived value positively mediates the relationship between utilitarian environmental benefits and green brand image.
H₆: Green perceived value positively mediates the relationship between nature connectedness and green brand image.
H₇: Green brand innovativeness positively influences green perceived value.

Trust is the commitment of a party to another party in conducting a transactional relationship [25]. Green Trust is the desire to rely on a product, service, or brand based on basic beliefs and expectations of reliability, credibility, and capabilities related to environmental performance. Brand image can have a significant impact on consumer behavior. Image has a positive effect on customer trust by reducing the risk felt by the customer while increasing the likelihood of purchase intentions [26]. The study shows that the image of the green brand is influence the trust of the green brand among hospitality customers [27]. Brand love is a concept with different emotions and positive attitudes towards the brand [28]. Brand love can be interpreted in two ways: emotions or relationships. Love is a strong bond and reflects the consumer's desire to maintain a relationship [29]. Previous studies have seen brand trust as a precursor and consequence of brand love [30]. The image of a green brand has a great direct impact on the attitude, love and trust of a green brand [10]. Therefore, the following hypothesis is proposed:

H₈: Green brand image positively influences green brand trust.
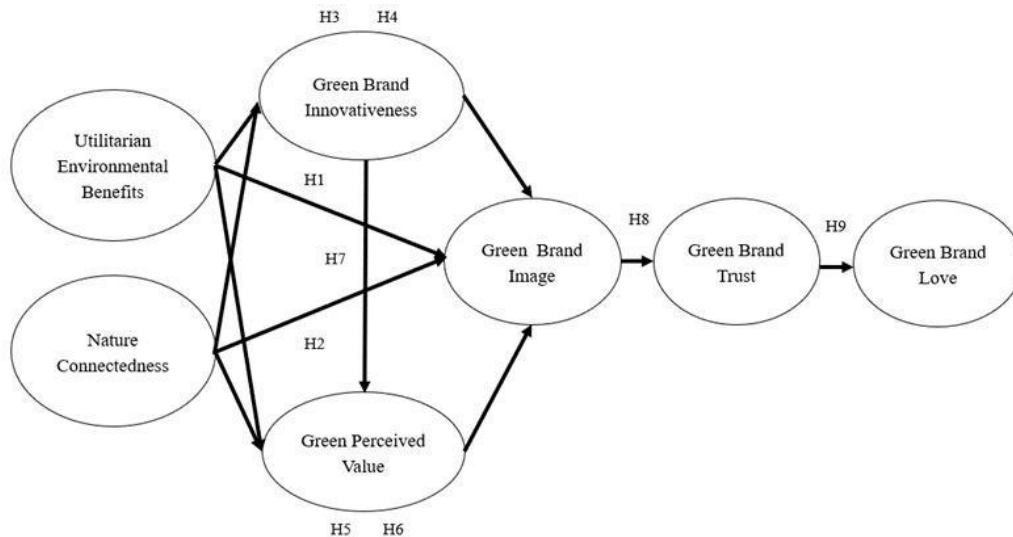**H₉:** Green brand trust positively influences green brand love.

Fig. 1. Conceptual Framework

3   Research Method

It used online research methods to collect data to test the proposed research hypothesis. Pre-tests were performed to verify the validity of the research equipment and the reliability of the variables. The sampling design is Non-Probability and the data collection method is purposive sampling, which has the criteria that consumers of green brand cosmetics who have used it for more than a year, and collected 300 respondents, see Table 1. The average respondents are mostly consumers of The Body Shop for more than 3 years. The majority of respondents are female in the age range of 23-28 years, working as a private employee, and associate or undergraduate degree. The majority of respondents have income in the Rp 5 mio – Rp 10 mio, and expenses in the Rp 2 mio – Rp 4.mio.

Table 1. Characteristics of Respondents

	Criteria	Frequency	Percentage (%)
Green brand	The Body Shop	219	73.0
	Sensatia Botanicals	23	7.7
	Innisfree	40	13.3
	Kiehl's	18	6.0
Product usage time	1-2 years	119	39.7
	2-3 years	46	15.3
	> 3 years	135	45.0
Gender	Male	72	24.0
	Female	228	76.0
Age	17 - 22	4	1.3
	23 - 28	241	80.3
	29 - 34	31	10.3
	35 - 40	17	5.7
	Above 40	7	2.3
Occupation	Private employee	193	64.3
	Civil servant	51	17.0
	Professionals (doctors, lawyers, etc.)	9	3.0
	Entrepreneur	17	5.7
	Student	6	2.0
	Housewife	14	4.7
	Others	1	0.3
Education	High school	4	1.3
	Associate/Undergraduate	260	86.7
	Graduate	36	12.0
	Post graduate	0	0.0
Income	Below Rp 5 mio	49	16.3
	Rp 5 mio – Rp 10 mio	171	57.0
	Rp 10 mio– Rp 15 mio	47	15.7

	Rp 15 mio – Rp 20 mio	13	4.3
	Above Rp 20 mio	20	6.7
Expenses	Below Rp 2 mio	41	13.7
	Rp 2 mio – Rp 4 mio	134	44.7
	Rp 4 mio – Rp 7 mio	83	27.7
	Rp 7 mio – Rp 10 mio	24	8.0
	Above Rp 10 mio	18	6.0

This study was tested for validity and reliability. If Cronbach's alpha factor is greater than 0.60, then Cronbach's alpha is acceptable [31]. Factor loadings are the correlation of each variable and the factor. If the number of respondents is around 250-350, then the instrument is valid if the factor loading value is above 0.35 [32]. The variables used in this study were adopted from Lin and Zhou [9], and Salehzadeh *et.al.* [10]. In quantitative analysis, answers are measured on 5 Likert scales, see Table 2.

Table 2. Measures and Reliability. Note: α = Cronbach's Alpha Coefficient

Variables and Instruments	Mean	Standardized Factor Loading
Utilitarian Environmental Benefit (UEB) (α = 0.742)	**3.901**	
UEB 1	4.217	0.691
UEB 2	3.920	0.767
UEB 3	3.567	0.595
Nature Connectedness (NC) (α = 0.834)	**3.429**	
NC 1	3.480	0.806
NC 2	3.467	0.807
NC 3	3.340	0.738
Green Brand Innovativeness (GBI) (α = 0.687)	**4.127**	
GBI 1	4.247	0.553
GBI 2	4.173	0.534
GBI 3	3.960	0.691
Green Perceived Value (GPV) (α = 0.852)	**3.515**	
GPV 1	3.927	0.541
GPV 2	3.313	0.832
GPV 3	3.353	0.798
GPV 4	3.467	0.828
Green Brand Image (GBRIM) (α = 0.848)	**3.950**	
GBRIM 1	4.080	0.791
GBRIM 2	4.033	0.815
GBRIM 3	3.980	0.838
GBRIM 4	3.607	0.569
Green Brand Trust (GBT) (α = 0.856)	**3.950**	
GBT 1	4.000	0.738
GBT 2	4.007	0.735
GBT 3	3.843	0.737
GBT 4	3.950	0.745
Green Brand Love (GBL) (α = 0.894)	**3.779**	
GBL 1	3.917	0.877
GBL 2	4.037	0.577
GBL 3	3.813	0.793
GBL 4	3.707	0.672
GBL 5	3.613	0.673
GBL 6	3.843	0.730
GBL 7	3.520	0.597

4 Results and Discussion

Overall, the result of the analysis showed an adequate fit of the measurement model as recommended by Hair *et.al* (RMSEA: 0.071; GFI: 0.828; AGFI: 0.790; CFI: 0.905; ρ̀:0.000). Also, standardized factors loading of all the measurement items met the criteria, which was above 0.30 [32]. The reliability values (Cronbach's Alpha) were above 0.60, and it indicated that the measurements were internally consistent [31]. The hypotheses tests showed that all supported, see Table 3.

Table 3. Results

Hypotheses	Structural Relationship	Estimate	*p*-value
H1	UEB → GBRIM	0.724	0.000
H2	NC → GBRIM	0.138	0.010
H3	UEB → GBI → GBRIM	0,503	0,000
H4	NC → GBI → GBRIM	0,193	0,002
H5	UEB → GPV → GBRIM	0,573	0,000
H6	NC → GPV → GBRIM	0,223	0,001
H7	GBI → GPV	0.883	0.000
H8	GBI → GBT	0.685	0.000
H9	GBT → GBL	0.901	0.000

The direct effect, H1 proposed the positive influence of utilitarian environmental benefits on green brand image, H2 predicted that nature connectedness positively impact green brand image, H7 proposed green brand innovativeness positively influences GPV, H8 predicted green brand image positively influences green brand trust, and H9 examined green brand trust positively influences green brand love, were supported. The indirect effect, H3, H4, H5, and H6 the role of interfening variable in mediating. The first model is a model that only shows the direct effect of independent on dependent variable. While the second model, has included the interfening variable which mediates the influence of independent with dependent variable [33]. H3 considers whether green brand innovation actively mediates the relationship between practical environmental benefits and the image of the green brand, while H4 considers whether green brand innovation is closer to nature and the green brand's image. Proposed to actively mediate the relationship of images, the perceived value of green in H5 suggested to actively mediate the relationship of practical environmental benefits, and the green brand image, and the perception of H6 green. Value positively conveys the relationship between proximity to nature and the green brand image, all hypotheses supported and partially mediated.

5   Conclusion, Implication, and Limitation

This study contributes to the existing research on green cosmetics by testing the antecedents of green brand image. The findings show that the more this brand respects the environment, the more trustworthy it is as a brand that cares about the environment. The more this brand makes consumers feel close to nature, the more successful this brand will be in maintaining its image as an environmentally friendly brand. The more the brand is considered to have benefits for the environment in the view of consumers, the consumers have the perception that the brand is innovative, thereby enhancing its image. If the brand is increasingly considered to have benefits for the environment in the view of consumers, then according to consumers, the brand is perceived as a brand that provides value, thereby increasing its image in the view of consumers. If consumers imagine a brand is close to nature, then consumers have the perception that the brand is innovative so that it enhances its image. The more this brand innovative, the more benefits it will provide for consumers. The more successful the brands in maintaining its image as an environmentally friendly brand, the more consumers trust to this brand. The more the brand makes consumers trust, the more it makes consumers feel in love and passionate about this brand. The results also show that the lowest average value is on the nature connectedness variable.

To enhance the image of an environmentally friendly brand, it can be done by: increasing the closeness of a green brand to nature, by increasing consumers' connection to nature, such as by creating advertisements that provide a visual stimuli that depict natural scenes, including biosphere content, as opposed to images of urban environments and desert landscapes; increase additional functional benefits such as describing the relevant environmental advantages of a product, creating a verification seal that refers to the product's performance or environmental characteristics such as recyclable materials, made from natural materials, and reduced waste; create more innovative and valuable programs that support environmental sustainability.

This study is limited to 300 respondents so it cannot represent the total number of respondents who use environmentally friendly beauty products. This study only discusses the effect of several variables. This study only examines green brand in beauty products. The selection of Green Brands is only based on brands that have environmentally friendly programs. In the future, can conduct research on more respondents fot be able to provide a more complete results of the condition of the population of green brand cosmetic consumers. It can also be studied related to other variables, which are relate or affect the green brand image such as price. However, it is possible to add other appropriate variables that might also affect the green brand image. Further research is also expected to be able to examine other manufacturing industries, such as food and beverage and fashion. Further

research is expected to be able to clarify first whether a brand can be said to be green or not based on the opinion of a neutral certification body that can guarantee that the brand is green.

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Antecedents and Consequences of Green Brand Image

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Antecedents and Consequences of Green Brand Image

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Abstract. This study aims to analyze the antecedents and consequences of green brand image. Structural equation modeling was used to test the survey hypothesis with a sample of 300 respondents. The results show that utilitarian environmental benefit and nature connectedness directly improve the image of the green brand. UEB and NC indirectly influence the image of the green brand through the perceived value of green and the innovative power of the brand. As a result, the green brand's ability to innovate has a positive impact on the perceived green value. The image of a green brand directly affects the trust of the green brand. Trust in the green brand directly increases your love for the green brand. Green brands need to strengthen their connection to nature by creating ads that provide visual stimuli that depict natural scenes, including biosphere content, rather than images of urban environments and desert landscapes.

Keywords: green brand image, utilitarian environmental benefits, nature connectedness, green brand trust, green brand love

1 Introduction

The global plastic pollution crisis has been exacerbated by growing scientific understanding of its environmental and social implications, causing a wave of public interest. As a result, more and more people around the world are taking action on their own, and most large companies are looking for solutions that have failed. It rejects cheap disposable plastic packaging and demands reusable and refillable options for everyday items. SMEs are developing many exciting and innovative (and sometimes basic and healthy) packaging methods and models [1]. There is a global movement to create a sustainable world with a culture that focuses on reusable items rather than disposable items [2]. The number of Indonesian consumers interested in eco-friendly products is increasing, and consumers are also increasingly aware of the importance of a more environmentally friendly lifestyle. Consumers are starting to get used to living in an environmentally friendly way, and choosing brands that care about social issues [3]. In consumer goods, there are products that can be produced in an environmentally friendly processes and used daily by consumers, such as beauty products.

Environmentally friendly products have emerged, one of which is cosmetics. The data from Perhimpunan Perusahaan dan Asosiasi Kosmetika Indonesia (PPAK) shows that Indonesian cosmetics industry have experienced growth in 2021, which was 7.45 % [4]. The beauty industry is growing rapidly along with the new product development of skin care products. The development of the beauty industry is also influenced by many people who are aware of taking care of their skin. However, the beauty industry can contribute to the increase in plastic waste and there is also packaging which is difficult to recycle. Green beauty has become a big trend because of the very positive view for the environment. Currently, the beauty industry has also turned towards products made from natural and environmentally friendly ingredients. Some beauty brand that care about the environment are The Body Shop, Sensatia Botanicals, Innisfree, Kiehl's. These brands have programs such as Bring Back Our Bottles (BBOB), Refill Station, Empty Bottle Recycling campaign, Hello I'm Paper Bottle Green Tea Seed Serum program, Recycle and Be Rewarded, and also have the ingredients that contains easily biodegradable materials [5], [6], [7]. These programs demonstrate the brands' concern for the environment. It can be said as an innovative program because it is able to provide solutions for consumers who care about the environment.

Associated with high public awareness of environmental sustainability and also increasingly tight competition between cosmetic brands. Green brands need to position themselves to remain known as environmentally friendly brands that are trusted to be loved. So, as to obtain an image as an environmentally friendly brand. However, it turns out that green brands, which have these programs, are not yet included in the cosmetic brands with the best-selling sales [8], so it can be said that green cosmetic brands are less desirable compared to conventional cosmetic brands whose sales are much more in demand. Green Brand Image was formed by utilitarian environmental benefits, nature connectedness, green brand innovativeness, and green perceived value [9]. Research explains that, the more a brand has a green image in the view of consumers, the more consumers will trust it, and love the green brand more [10]. The purpose of this study is to develop a research model that can explain the antecedents and consequences of green brand image. The results of this study can suggest an implication for managers in a green brand cosmetics manufacturer.

2 Literature Review

Environmental benefits are seen as an important feature of the green brand that surpasses that of traditional alternatives [11]. UEB reflect the usefulness of the brand's ability to provide environmental services. [12]. Information about environmental brand benefits can be provided through persuasive arguments that describe the relevant environmental advantages of a product. [13] How to use products efficiently and effectively is called utilitarian value [14]. A connection to nature is an emotional and empirical connection to an individual's nature. Scientists mentioned the benefits of connecting with nature. [15] The study also suggests the experience with nature (ie, connection with nature) contributes to the brand's positive attitude [13]. A GBRIM is defined as "a set of brand perceptions in the consumer's mind related to environmental obligations and environmental concerns." [9]. UB have a positive effect on the green brand image [16]. Both UEB and NC directly enhance green brand image [9]. UB has a more positive influence on GBRIM [17]. Nature connectedness is positively impact to eudaimonic well-being, household pro-environment behavior, and nature conservation behavior [18]. Therefore, the following hypothesis was made:

H₁: Utilitarian environmental benefits positively influence green brand image.

H₂: Nature connectedness positively influences green brand image.

Brand innovation refers to the degree to which a brand has an innovative reputation and consumers are aware that they can offer new solutions. Brand innovation affects how consumers value by the brand. [19]. Brand innovation can be described as consumer-recognized corporate innovation. A company's reputation for product innovation is related to the brand's ability to bring innovation to the market. Innovative companies have the potential to launch brands with varying degrees of innovation. In fact, it turns out that it is common for companies to introduce different levels of branding to show different positions. [20] GBI and GPV can significantly convey the impact green brand positioning, driven by beneficial environmental benefits and proximity to nature, on the image of the green brand [9]. Hence, the following has been hypothesised:

H₃: Green brand innovativeness positively mediates the relationship between utilitarian environmental benefits and green brand image.

H₄: Green brand innovativeness positively mediates the relationship between nature connectedness and green brand image.

Perceived product novelty and brand innovation, although different variables, are related because consumers' perceptions that a brand is innovative are largely influenced by perceived novelty in the brand's new products. [21] Perceived value is a subjective concept [22]. Previous studies have suggested that the value perceived by customers has a positive impact on corporate image [23]. Previous empirical studies have shown that advertising associated with images of nature can enhance consumers' virtual experience of nature, which can raise environmental concerns [13]. People immersed in the natural environment have been found to be more concerned about their intrinsic values, which tend to be more prosocial and less self-centered [24]. The green brand's ability to innovate has a direct positive relationship with GPV [16]. The influence GBI on GPV is much stronger for service brands than for physical product brands. As a result, the ability of green brand innovation in service branding directly influences to the GBRIM and indirectly influences the image by improving GPV [9]. Hence, the following hypothesis was made:

H₅: Green perceived value positively mediates the relationship between utilitarian environmental benefits and green brand image.

H₆: Green perceived value positively mediates the relationship between nature connectedness and green brand image.

H₇: Green brand innovativeness positively influences green perceived value.

Trust is the commitment of a party to another party in conducting a transactional relationship [25]. Green Trust is the desire to rely on a product, service, or brand based on basic beliefs and expectations of reliability, credibility, and capabilities related to environmental performance. Brand image can have a significant impact on consumer behavior. Image has a positive effect on customer trust by reducing the risk felt by the customer while increasing the likelihood of purchase intentions [26]. The study shows that the image of the green brand is influence the trust of the green brand among hospitality customers [27]. Brand love is a concept with different emotions and positive attitudes towards the brand [28]. Brand love can be interpreted in two ways: emotions or relationships. Love is a strong bond and reflects the consumer's desire to maintain a relationship [29]. Previous studies have seen brand trust as a precursor and consequence of brand love [30]. The image of a green brand has a great direct impact on the attitude, love and trust of a green brand [10]. Therefore, the following hypothesis is proposed:

H₈: Green brand image positively influences green brand trust.

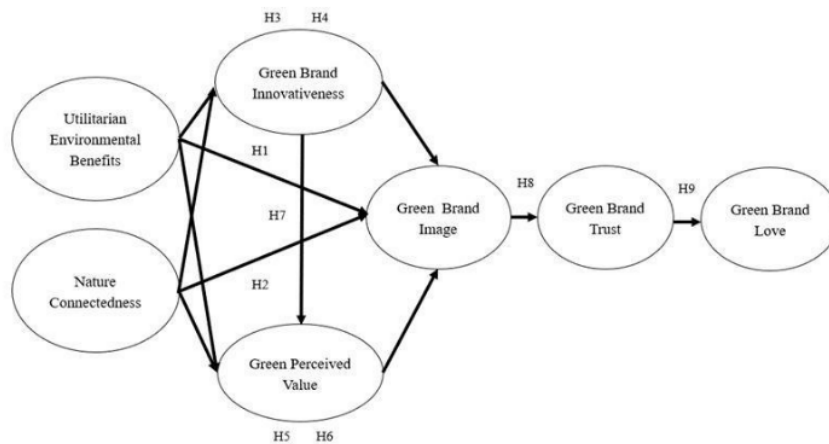**H₉:** Green brand trust positively influences green brand love.

Fig. 1. Conceptual Framework

3   Research Method

It used online research methods to collect data to test the proposed research hypothesis. Pre-tests were performed to verify the validity of the research equipment and the reliability of the variables. The sampling design is Non-Probability and the data collection method is purposive sampling, which has the criteria that consumers of green brand cosmetics who have used it for more than a year, and collected 300 respondents, see Table 1. The average respondents are mostly consumers of The Body Shop for more than 3 years. The majority of respondents are female in the age range of 23-28 years, working as a private employee, and associate or undergraduate degree. The majority of respondents have income in the Rp 5 mio – Rp 10 mio, and expenses in the Rp 2 mio – Rp 4.mio.

Table 1. Characteristics of Respondents

	Criteria	Frequency	Percentage (%)
Green brand	The Body Shop	219	73.0
	Sensatia Botanicals	23	7.7
	Innisfree	40	13.3
	Kiehl's	18	6.0
Product usage time	1-2 years	119	39.7
	2-3 years	46	15.3
	> 3 years	135	45.0
Gender	Male	72	24.0
	Female	228	76.0
Age	17 - 22	4	1.3
	23 - 28	241	80.3
	29 - 34	31	10.3
	35 - 40	17	5.7
	Above 40	7	2.3
Occupation	Private employee	193	64.3
	Civil servant	51	17.0
	Professionals (doctors, lawyers, etc.)	9	3.0
	Entrepreneur	17	5.7
	Student	6	2.0
	Housewife	14	4.7
	Others	1	0.3
Education	High school	4	1.3
	Associate/Undergraduate	260	86.7
	Graduate	36	12.0
	Post graduate	0	0.0
Income	Below Rp 5 mio	49	16.3
	Rp 5 mio – Rp 10 mio	171	57.0
	Rp 10 mio– Rp 15 mio	47	15.7

	Rp 15 mio – Rp 20 mio	13	4.3
	Above Rp 15 mio	20	6.7
Expenses	Below Rp 2 mio	41	13.7
	Rp 2 mio – Rp 4 mio	134	44.7
	Rp 4 mio – Rp 7 mio	83	27.7
	Rp 7 mio – Rp 10 mio	24	8.0
	Above Rp 10 mio	18	6.0

This study was tested for validity and reliability. If Cronbach's alpha factor is greater than 0.60, then Cronbach's alpha is acceptable [31]. Factor loadings are the correlation of each variable and the factor. If the number of respondents is around 250-350, then the instrument is valid if the factor loading value is above 0.35 [32]. The variables used in this study were adopted from Lin and Zhou [9], and Salehzadeh *et.al.* [10]. In quantitative analysis, answers are measured on 5 Likert scales, see Table 2.

Table 2. Measures and Reliability. Note: α = Cronbach's Alpha Coefficient

Variables and Instruments	Mean	Standardized Factor Loading
Utilitarian Environmental Benefit (UEB) (α = 0.742)	**3.901**	
UEB 1	4.217	0.691
UEB 2	3.920	0.767
UEB 3	3.567	0.595
Nature Connectedness (NC) (α = 0.834)	**3.429**	
NC 1	3.480	0.806
NC 2	3.467	0.807
NC 3	3.340	0.738
Green Brand Innovativeness (GBI) (α = 0.687)	**4.127**	
GBI 1	4.247	0.553
GBI 2	4.173	0.534
GBI 3	3.960	0.691
Green Perceived Value (GPV) (α = 0.852)	**3.515**	
GPV 1	3.927	0.541
GPV 2	3.313	0.832
GPV 3	3.353	0.798
GPV 4	3.467	0.828
Green Brand Image (GBRIM) (α = 0.848)	**3.950**	
GBRIM 1	4.080	0.791
GBRIM 2	4.033	0.815
GBRIM 3	3.980	0.838
GBRIM 4	3.607	0.569
Green Brand Trust (GBT) (α = 0.856)	**3.950**	
GBT 1	4.000	0.738
GBT 2	4.007	0.735
GBT 3	3.843	0.737
GBT 4	3.950	0.745
Green Brand Love (GBL) (α = 0.894)	**3.779**	
GBL 1	3.917	0.877
GBL 2	4.037	0.577
GBL 3	3.813	0.793
GBL 4	3.707	0.672
GBL 5	3.613	0.673
GBL 6	3.843	0.730
GBL 7	3.520	0.597

4   Results and Discussion

Overall, the result of the analysis showed an adequate fit of the measurement model as recommended by Hair *et.al* (RMSEA: 0.071; GFI: 0.828; AGFI: 0.790; CFI: 0.905; ρ:0.000). Also, standardized factors loading of all the measurement items met the criteria, which was above 0.30 [32]. The reliability values (Cronbach's Alpha) were above 0.60, and it indicated that the measurements were internally consistent [31]. The hypotheses tests showed that all supported, see Table 3.

Table 3. Results

Hypotheses	Structural Relationship	Estimate	p-value
H1	UEB → GBRIM	0.724	0.000
H2	NC → GBRIM	0.138	0.010
H3	UEB → GBI → GBRIM	0,503	0,000
H4	NC → GBI → GBRIM	0,193	0,002
H5	UEB → GPV → GBRIM	0,573	0,000
H6	NC → GPV → GBRIM	0,223	0,001
H7	GBI → GPV	0.883	0.000
H8	GBI → GBT	0.685	0.000
H9	GBT → GBL	0.901	0.000

The direct effect, H1 proposed the positive influence of utilitarian environmental benefits on green brand image, H2 predicted that nature connectedness positively impact green brand image, H7 proposed green brand innovativeness positively influences GPV, H8 predicted green brand image positively influences green brand trust, and H9 examined green brand trust positively influences green brand love, were supported. The indirect effect, H3, 25, H5, and H6 the role of interfening variable in mediating. The first model is a model that only shows the direct effect of independent on dependent variable. While the second model, has included the interfening variable which mediates the influence of independent with dependent variable [33]. H3 considers whether green brand innovation actively mediates the relationship between practical environmental benefits and the image of the green brand, while H4 considers whether green brand innovation is closer to nature and the green brand's image. Proposed to actively mediate the relationship of image the perceived value of green in H5 suggested to actively mediate the relationship of practical environmental benefits, and the green brand image, and the perception of H6 green. Value positively conveys the relationship between proximity to nature and the green brand image, all hypotheses supported and partially mediated.

5   Conclusion, Implication, and Limitation

This study contributes to the existing research on green cosmetics by testing the antecedents of green brand image. The findings show that the more this brand respects the environment, the more trustworthy it is as a brand that cares about the environment. The more this brand makes consumers feel close to nature, the more successful this brand will be in maintaining its image as an environmentally friendly brand. The more the brand is considered to have benefits for the environment in the view of consumers, the consumers have the perception that the brand is innovative, thereby enhancing its image. If the brand is increasingly considered to have benefits for the environment in the view of consumers, then according to consumers, the brand is perceived as a brand that provides value, thereby increasing its image in the view of consumers. If consumers imagine a brand is close to nature, then consumers have the perception that the brand is innovative so that it enhances its image. The more this brand innovative, the more benefits it will provide for consumers. The more successful the brands in maintaining its image as an environmentally friendly brand, the more consumers trust to this brand. The more the brand makes consumers trust, the more it makes consumers feel in love and passionate about this brand. The results also show that the lowest average value is on the nature connectedness variable.

To enhance the image of an environmentally friendly brand, it can be done by: increasing the closeness of a green brand to nature, by increasing consumers' connection to nature, such as creating advertisements that provide a visual stimuli that depict natural scenes, including biosphere content, as opposed to images of urban environments and desert landscapes; increase additional functional benefits such as describing the relevant environmental advantages of a product, creating a verification seal that refers to the product's performance or environmental characteristics such as recyclable materials, made from natural materials, and reduced waste; create more innovative and valuable programs that support environmental sustainability.

This study is limited to 300 respondents so it cannot represent the total number of respondents who use environmentally friendly beauty products. This study only discusses the effect of several variables. This study only examines green brand in beauty products. The selection of Green Brands is only based on brands that have environmentally friendly programs. In the future, can conduct research on more respondents fot be able to provide a more complete results of the condition of the population of green brand cosmetic consumers. It can also be studied related to other variables, which are relate or affect the green brand image such as price. However, it is possible to add other appropriate variables that might also affect the green brand image. Further research is also expected to be able to examine other manufacturing industries, such as food and beverage and fashion. Further

research is expected to be able to clarify first whether a brand can be said to be green or not based on the opinion of a neutral certification body that can guarantee that the brand is green.

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