

ABSTRACT

Environmental awareness has influenced consumer behavior, especially in choosing green products, consumers not only choose products with quality and green brand image but also attach importance to how green products can provide green values and benefits. The Body Shop, known for its commitment to sustainability, stands out for its Green Brand Image and Green Perceived Value.

This study aims to examine the impact of green brand image and green perceived value on green brand evangelism, with green trust as a mediating variable. SOR theory is applied in this study, explaining how stimulus variables affect the organism, resulting in a response (green brand evangelism).

This study targeted consumers of The Body Shop in Greater Bandung and used quantitative methods supported by descriptive analysis. Data was collected through an online questionnaire, with 388 valid responses from 390 submissions. Analysis was conducted using PLS-SEM with Smart-PLS software.

The findings show a positive and significant relationship between Green Brand Image and Green Perceived Value, which influence Green Trust. Both variables also positively and significantly influence Green Brand Evangelism, directly and indirectly, through Green Trust. Trust in the environment plays an important role in mediating and strengthening the relationship between Green Brand Image and Green Perceived Value.

Keyword : Green Consumer Behaviour, Green Brand Image, Green Perceived Value, Green Trust, Green Brand Evangelism