

The Influence of Brand Image and Green Product on Green Purchase Decision: A Case Study of Somethinc Skincare

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Abstract

This study aims to evaluate the impact of brand image and green products on environmentally friendly purchasing decisions for Somethinc skincare products in Indonesia. The international cosmetics industry, including the domestic industry, has experienced significant expansion but faces obstacles related to sustainability and the phenomenon of greenwashing. The method used is an integrative quantitative approach with a sample of 97 respondents in Bandar Lampung who have used Somethinc products. Data collection was conducted through a questionnaire with a Likert scale and analyzed using multiple linear regression. The results of the study show that both partially and simultaneously, brand image and green products have a positive and significant influence on green purchasing decisions. Brand image plays a role in shaping initial trust, while green product attributes provide concrete verification of the brand's commitment to sustainability. Practically, this study provides managerial implications for Somethinc's marketing strategy in increasing the loyalty of environmentally conscious consumers in a growing market.

Keywords: Brand Image, Green Products, Green Purchasing Decisions, Skincare, Somethinc.

INTRODUCTION

The global cosmetics industry is experiencing significant growth, with the skincare product segment being one of the fastest growing (Mondello et al., 2024). In Indonesia,

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the cosmetics market recorded revenues of IDR 111.83 trillion in 2022, with an average annual growth projection of 5.81% until 2027 (Statista, 2025). However, this growth is accompanied by sustainability challenges such as environmental pollution caused by plastic packaging (Alifah & Isnaini, 2024). The phenomenon of greenwashing and overclaiming by cosmetics manufacturers has worsened consumer trust (Daskarata et al., 2025). Consumers are now more aware of environmentally friendly products, driving demand for green skincare products (Praharjo & Wijaya, 2023).

Local brands such as Somethinc have emerged in response to the needs of Indonesian consumers with sensitive tropical skin types (Ritonga et al., 2025). Somethinc emphasizes quality products, environmentally friendly ingredients, BPOM certification, and sustainability initiatives (Sari & Asyhari, 2025). Somethinc's brand image as an innovative brand committed to green products attracts environmentally conscious consumers (Sari & Asyhari, 2025). However, green purchase decisions are influenced by brand image and green products, requiring further analysis (Rosyada & Saktiana, 2024).

Previous studies have discussed the influence of brand image and green products on green purchase decisions. Putri et al. (2023), found that brand image has a positive effect on skincare purchase decisions. Rosyada & Saktiana (2024), showed that green products influence purchase intentions through safety and sustainability. Fatimah & Chrismardani (2022), confirmed that green marketing contributes significantly to environmentally friendly purchases. However, Putrisari et al. (2024), stated that green products have an effect, but green prices and promotions are not always significant.

The literature shows shortcomings in the context of developing markets such as Indonesia (Sutisna et al., 2025). Previous studies have not sufficiently considered the dynamics of Indonesian consumers, including tropical skin types and greenwashing (Sutisna et al., 2025). The integration of brand image and green products into green purchase decisions has not been explored in depth, especially for local brands such as Somethinc (Ritonga et al., 2025). This indicates the need for new research to understand green consumer behavior in Indonesia (Sutisna et al., 2025).

The main gap is the varying results of research on the influence of brand image and green products, as well as the lack of focus on local skincare brands in Indonesia (Sutisna et al., 2025). Chong et al. (2022), show that safety aspects are not always significant without brand image integration. In Indonesia, greenwashing makes consumers skeptical, so the role of brand image needs to be tested with green products (Daskarata et al., 2025). There has been no specific research on Somethinc as a brand that combines positive brand image and green products (Ritonga et al., 2025). This gap

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is prominent because the Indonesian cosmetics market is growing rapidly, but the literature has not yet explained the interaction between brand image and green products in driving green purchase decisions (Mondello et al., 2024).

This study aims to analyze the influence of brand image and green products on green purchase decisions for Somethinc skincare products in Indonesia (Rosyada & Saktiana, 2024). The novelty lies in the integrative quantitative approach in the context of local brands (Sutisna et al., 2025). The theoretical contribution enriches the literature on green consumer behavior with empirical evidence from emerging markets (Putrisari et al., 2024). Practically, it provides managerial implications for Somethinc's marketing strategy, increasing the loyalty of environmentally conscious consumers (Sari & Asyhari, 2025).

LITERATURE REVIEW

Brand Image

Brand image is consumers' perception of a brand that influences consumer loyalty and purchasing decisions (Riyanto et al., 2024). The study by Riyanto et al. (2024), measured the brand image variable using four indicators that show how consumer perceptions, associations, and feelings are formed towards a brand, namely virality, product characteristics, user pride, and product satisfaction.

Green Product

According to Sari & Asyhari (2025), Green Products are defined as products that have sustainable properties. This means that these products involve the use of environmentally friendly raw materials and production processes that are designed in such a way as to minimize their negative impact on the environment. Based on the research by Sari & Asyhari (2025), the four indicators used to assess Green Products are environmentally friendly products that do not pollute the environment, good product quality, raw materials made from safe materials, and products that do not contain substances that are harmful to users.

Green Purchase Decision

The green purchase decision is understood as the final action taken by consumers in purchasing and using products with environmentally friendly characteristics, after going through an assessment stage based on knowledge of green products and attitudes towards green products (Anisah et al., 2023). The indicators of green purchase decisions according to Anisah et al. (2023), are preferring to buy green products over non-green

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products, increasing purchases of green products, choosing to buy green products even though they are more expensive, and recommending green products to people around them.

IMPLEMENTATION METHOD

Types of Data

This study analyzes the influence of brand image and green products on green purchase decisions for Somethinc skincare products. The data for this study was obtained from two sources: primary data and secondary data. Primary data was used as the main source for analyzing the influence of brand image and green products on green purchase decisions. This data was obtained directly from respondents through a questionnaire designed based on the research variable indicators. Meanwhile, secondary data was used to support the development of the research. To measure the scores, the researcher used a Likert scale. The population of this study consisted of 97 respondents with the criteria of having purchased and used Somethinc products, being concerned about the composition of safe ingredients in choosing skincare products, being aware of sustainability and environmental issues, and residing in Bandar Lampung.

RESULTS AND DISCUSSION

Validity Test

According to Ghozali (2018), validity refers to the extent to which an instrument is able to measure what it is supposed to measure. An instrument is said to be valid if it can produce accurate and precise data regarding the variables being studied. One of the methods commonly used to test validity statistically is the Pearson product moment correlation test. This method measures the strength of the relationship between the scores of each question item and the total variable score. An item can be said to be valid if the calculated r value $>$ the table r value. The r table value is obtained by calculating the degree of freedom (df) = $n - 2$ with a sample size (n) of 30, so $df - 2 = 28$ with a significance level of 0.05. Thus, the r table value is 0.361.

Tabel 1. Recapitulation of Validity Test Results

Item	Calculated r	Table r	Description
Brand Image			
Somethinc has an image as an environmentally friendly skincare product.	0,675	0,361	Valid

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I believe Somethinc is a brand with a good reputation among skincare products.	0,737		Valid
I am confident that Somethinc is a local beauty product with a quality brand.	0,705		Valid
Somethinc's popularity influenced my decision to buy skincare products.	0,663		Valid
Somethinc is widely known as a trusted brand.	0,761		Valid
Green Product			
Somethinc's eco-friendly packaging is easy to recycle.	0,717	0,361	Valid
Somethinc is more environmentally friendly than other skincare products I have used.	0,731		Valid
The eco-friendly features of Somethinc products do not compromise their quality.	0,600		Valid
Somethinc's production process is committed to contributing to environmental sustainability.	0,697		Valid
I chose Somethinc because its sustainability aspect is an added value to the product.	0,659		Valid
Green Purchase Decision			
I tend to choose skincare products that contribute to environmental sustainability.	0,725	0,361	Valid
I often buy eco-friendly products over regular products.	0,599		Valid
I intend to continue buying eco-friendly products in the future.	0,743		Valid
I am willing to consider paying a higher price if Somethinc products are proven to be eco-friendly.	0,707		Valid
I will recommend others to use eco-friendly products.	0,664		Valid

Source: Research Data Processing, 2026

The validity calculation results for all items in this study had a calculated $r >$ table r , so all questionnaire items in this study can be declared valid and can be used for research.

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Reliability Test**Table 2. Results of the Research Variable Reliability Test**

Variable	Cronbach's Alpha	Description
Brand Image (X1)	0,746	Reliabel
Green Product (X3)	0,701	Reliabel
Green Purchase Decision (Y)	0,714	Reliabel

Source: Research Data Processing, 2026

The reliability test results for all variables in this study meet the reliability test standards, with Cronbach's Alpha values exceeding the standard of > 0.60 . Therefore, it can be concluded that the instruments used in this study have a good level of consistency, with all variables showing high reliability.

Multiple Linear Regression Analysis Results**Table 3. Results of the Multiple Linear Regression Analysis Results**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	7.088	1.265	
Brand Image	.172	.056	.226
Green Product	.478	.049	.666

Source: Research Data Processing, 2026

Based on the regression equation, the results of the multiple linear regression test can be explained as follows:

1. The multiple linear regression equation in this study has a constant of 7.088, which means that if the independent variables brand image (X1) and green product (X2) have a value of 0, then the value of the dependent variable green purchase decision (Y) is 7.088.
2. The coefficient of the brand image variable (X1) has a value of 0.172. This indicates that for every 1-unit increase in the value of the brand image variable, the green purchase decision will increase by 0.172.



3. The coefficient of the green product variable (X2) has a value of 0.478. This indicates that for every 1-unit increase in the green product variable, the green purchase decision will increase by 0.478.

Classic Assumption Test

Normality Test

Table 4. Results of the Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			97
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.14624885
Most Extreme Differences	Absolute		.080
	Positive		.080
	Negative		-.074
Test Statistic			.080
Asymp. Sig. (2-tailed) ^c			.143
Monte Carlo Sig. (2-tailed) ^d	Sig.		.130
	99% Confidence Interval	Lower Bound	.121
		Upper Bound	.138

Source: Research Data Processing, 2026

Based on the results of the Kolmogorov-Smirnov normality test, it can be seen that the Asymp. Sig. (2-tailed) value is 0.143, which is greater than the significance value of 0.05, so it can be stated that the data is normally distributed.

Multicollinearity Test

Table 5. Results of the Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Image	.691	1.448

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	Green Product	.798	1.253
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Source: Research Data Processing, 2026

The heteroscedasticity test of the two independent variables has a tolerance value exceeding 0.1 and a VIF value below 10. Therefore, it can be concluded that variables X1 and X2 in this study do not exhibit multicollinearity, or that the independent variables used are not correlated with each other.

Heteroscedasticity Test

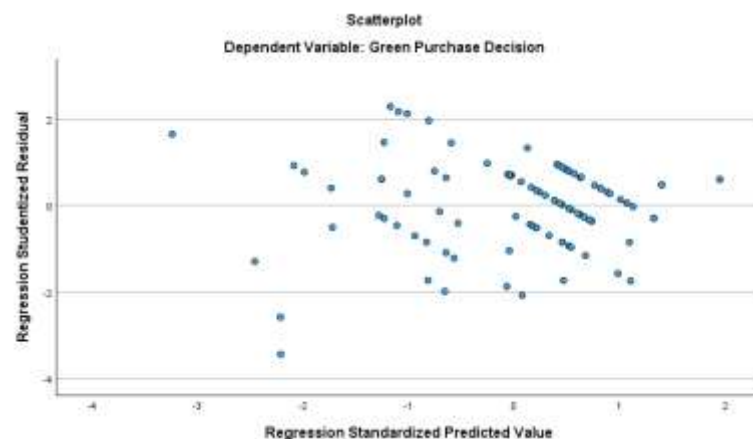


Image 1. Results of the Heteroscedasticity Test

Source: Research Data Processing, 2026

Based on the results of the heteroscedasticity test shown, it can be concluded that the regression model in this study does not contain symptoms of heteroscedasticity. This is indicated by the random and even distribution of points, both above and below the zero line on the Y-axis. Thus, the heteroscedasticity test in this study has met the necessary assumptions.

Hypothesis Test Results

Partial Test (t-test)

The t-test is used to determine whether there is a partial effect of the independent variable on the dependent variable. In this study, the significance level is $\alpha = 0.05$, with a confidence level of 95%. The table value in this study is 1.661. If the calculated t is greater

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than the table t, then H_0 is rejected and H_a is accepted. Conversely, if the calculated t is less than the table t, then H_0 is accepted and H_a is rejected.

Table 6. Results of the Partial Test (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.088	1.265		5.602	<,001
Brand Image	.172	.056	.226	3.059	.003
Green Product	.478	.049	.666	9.707	<,001

Source: Research Data Processing, 2026

From the comparison between the calculated t value and the table t value, it can be concluded that the calculated t value for the brand image variable $>$ table t value, namely $3.059 > 1.661$ with a significance level of $0.003 < 0.05$, which shows that partially, brand image (X_1) has a significant effect on green purchase decision (Y). Therefore, it can be concluded that H_{a1} is accepted and H_{01} is rejected. Meanwhile, the t-value of the green product variable is greater than the t-table value, namely $9.707 > 1.661$ with a significance level of $0.001 < 0.05$, indicating that green product (X_2) has a significant partial effect on green purchase decision (Y). Therefore, it can be concluded that H_{a2} is accepted and H_{02} is rejected.

Simultaneous Test (F Test)

The simultaneous test (F test) aims to determine whether the independent variables, namely brand image (X_1) and green product (X_2), simultaneously or jointly influence the dependent variable, namely green purchase decision (Y). The method used to determine whether the independent variables influence the dependent variable is if the significance value is < 0.05 and the calculated $F >$ the table F (2.70).

Based on Table 4.10 below, the f-test results show that the calculated f value is greater than the table f value, namely $86.932 > 2.70$ with a probability of $0.001 < 0.05$, which proves that brand image (X_1) and environmentally friendly purchasing decisions (X_2) have a simultaneous and significant effect on environmentally friendly purchasing decisions for Somethinc skin care products. From the comparison between the calculated



F value and the F table value, it can be concluded that H_{a2} in this study is accepted and H_{02} is rejected.

Table 7. Results of the Simultaneous Test (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	234.336	2	117.168	86.932	<.001 ^b
	Residual	126.695	94	1.348		
	Total	361.031	96			
a. Dependent Variable: Green Purchase Decision						
b. Predictors: (Constant), Green Product, Brand Image						

Source: Research Data Processing, 2026

Coefficient of Determination Test (R^2 Test)

The purpose of using the coefficient of determination is to measure the extent to which independent variables can explain dependent variables. The coefficient of determination value shows how much the independent variables contribute to the dependent variables. The greater the coefficient of determination value, the greater the ability of the independent variables to explain the variation that occurs in the dependent variables.

Table 8. Results of the Coefficient of Determination Test (R^2 Test)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806 ^a	.649	.642	1.16096
a. Predictors: (Constant), Green Product, Brand Image				
b. Dependent Variable: Green Purchase Decision				

Source: Research Data Processing, 2026

Based on the results of the coefficient of determination, the R value is 0.806, which indicates a very strong correlation or relationship between green purchase decisions and the three independent variables, namely brand image and green products. Furthermore,



the coefficient of determination (R^2) value shown by the Adjusted R Square is 0.642, equivalent to 64.2%. This indicates that 63.9% of the variation in green purchase decisions is influenced by the independent variables in this study. Meanwhile, the remaining 35.8% is influenced by other variables not examined in this study.

DISCUSSION

The Influence of Brand Image on Green Purchase Decisions

Research shows that brand image has a significant positive impact on purchasing decisions for environmentally friendly products. These findings confirm that consumers' perceptions of a brand's reputation play a crucial role in encouraging them to choose environmentally conscious products. People tend to trust and choose skincare products that have a good reputation, are popular, and are associated with safety and a commitment to nature.

These findings are in line with the study by Riyanto et al. (2024), which explains that brand image based on green marketing acts as a solid indicator of trust for buyers when choosing eco-friendly goods. A good brand image can dispel consumer doubts about environmentally friendly product claims. These results are also reinforced by Sari (2024) research, which reveals that brand image has a significant influence on purchasing decisions in the skincare sector, especially if the brand successfully creates an image of being safe, reliable, and socially responsible.

The relationship between these findings and the initial context shows that increasing problems related to unsafe materials, counterfeit products, and exaggerated claims are making consumers more cautious. In such situations, brand image becomes the main benchmark before they decide to buy. Researchers conclude that a solid brand image that is in line with sustainability principles will strengthen consumer confidence and encourage them to make environmentally friendly purchases.

The Influence of Green Products on Green Purchase Decisions

The results of the hypothesis test reveal that environmentally friendly products have a significant positive impact on environmentally conscious purchasing decisions. These findings indicate that green product features, such as the use of non-hazardous materials, sustainable production methods, and consideration for the environment, are key factors that influence consumer choices when shopping.

These findings are in line with the views of Sari & Asyhari (2025), who explain that green products can increase perceived value and customer satisfaction levels.

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Consumers not only gain practical benefits from these products, but also emotional and ethical satisfaction from participating in preserving the earth. In addition, the study by Putrisari et al. (2024), also confirms that environmentally friendly products have a major influence on purchasing decisions, as they can shape more environmentally conscious consumption views and habits.

These results are closely related to the research context, which emphasizes increasing public awareness of the ecological impact of the skincare industry. According to the researchers, the more prominent the green attributes of a product are, the higher the motivation for consumers to make environmentally friendly purchasing decisions, especially among those who care about nature and health issues.

The Influence of Brand Image and Green Products on Green Purchase Decisions

The results of the study reveal that brand image and environmentally friendly products simultaneously have a significant positive impact on purchasing decisions that support sustainability. These findings confirm that green purchasing choices are not only influenced by consumers' views of the brand, but also by the nature of the product, which truly demonstrates a commitment to the environment. The combination of a trustworthy brand reputation and solid green product features are the main elements that encourage customers to choose environmentally friendly purchasing options.

This finding is in line with the views of Anisah et al. (2025), who state that green purchasing decisions are formed through a combination of consumers' views, perceptions, and evaluations of eco-friendly goods. Here, brand image serves to build customers' initial attitudes and trust, while green products reinforce choices through concrete evidence of dedication to nature. This theory is reinforced by Riyanto et al. (2024), who explain that a green marketing-based brand image acts as an indicator of trust that encourages consumers to choose products that align with their personal values and concern for the environment. Meanwhile, Sari & Asyhari (2025), emphasize that environmentally friendly product attributes increase perceived value and customer satisfaction levels, thereby increasing the likelihood of green purchasing decisions.

The relationship between these findings and the research context shows that increasing issues such as greenwashing, exaggerated claims, and concerns about the safety of skin care products are making consumers more discerning and careful. They no longer rely solely on brand image but also assess the alignment between that reputation and the quality and eco-friendly attributes offered by the product. Therefore, a good brand



image without authentic green products, or vice versa, is not sufficient to drive green purchasing decisions.

According to researchers, the collaboration between brand image and environmentally friendly products is a key factor in shaping green purchasing decisions. Brand image builds trust and expectations, while green products serve as tangible verification of the brand's sustainability commitment. The closer the alignment between brand reputation and green product characteristics, the higher the likelihood that consumers will take purchasing actions that support the environment.

CONCLUSION AND RECOMMENDATIONS

This study concludes that brand reputation and environmentally friendly products have a significant positive impact, both individually and collectively, on purchasing decisions that support sustainability in Somethinc skin care products. A solid brand reputation helps build customer trust and initial expectations, while the quality of green products that use harmless ingredients and sustainable production methods serves as concrete evidence of the company's commitment to the environment. Statistically, these two factors can explain up to 64.2% of changes in consumer purchasing decisions, indicating that harmonizing a good brand reputation with eco-friendly product features is an important element in encouraging sustainable purchasing behavior in the Indonesian market.

Based on these results, Somethinc management is advised to continue developing a green marketing approach by emphasizing safety certification and sustainability programs in order to address consumer concerns regarding greenwashing practices. Furthermore, the company must maintain safe natural raw material standards to continue to improve perceived value and customer satisfaction on a moral level. For future researchers, it is recommended to investigate additional variables not discussed in this study, such as the impact of green prices and the effectiveness of green promotional campaigns, given that there are still 35.8% of other aspects that influence consumer purchasing decisions beyond the scope of this study.

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