

The Role of Value Congruity in Mediating the Influence of Brand Image, and Green Marketing on Purchasing Decisions

I Gusti Ayu Imbayani,¹ Agus Wahyudi Salasa Gama,² and A.A Surya Jaya Ningrat³
^{1,2,3}*Universitas Mahasaraswati Denpasar, Indonesia*

Introduction: As e-commerce transforms shopping habits, The Body Shop faces declining sales despite its established eco-friendly reputation. This trend challenges assumptions about the effectiveness of brand image and green marketing, prompting an analysis of their impact on purchasing decisions. This study specifically examines value congruity as a mediating variable, investigating how aligning consumer and brand values strengthens purchase intent for digitally marketed sustainable products.

Methodology: The study involved active Shopee users who have purchased The Body Shop products, selected through purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

Results: Brand image, green marketing, and value congruity all significantly influence consumer purchasing decisions. Furthermore, value congruity mediates the impact of the first two variables, demonstrating that alignment between consumer and brand values amplifies the effectiveness of marketing strategies on buying behavior.

Conclusion: This study concludes that brand image and green marketing significantly influence purchasing decisions, both directly and through the mediating role of value congruence. These findings highlight that value alignment between the consumer and the brand strengthens the effectiveness of green strategies, particularly for environmentally focused products like The Body Shop's body mists.

Practical Value: This study offers strategic insights for companies, particularly The Body Shop, to align marketing campaigns with consumers' personal values. Strengthening this value congruence enhances the impact of green marketing and brand image on purchasing decisions. Additionally, digital marketers can leverage these findings to craft content that transcends simple product features, reinforcing a brand identity that resonates deeply with environmentally conscious consumers.

Direction for Future Research: Future research should extend to other beauty brands and eco-friendly categories to enhance generalizability. Incorporating variables such as green consumption values, brand trust, and sustainability intensity would further clarify purchasing determinants. Finally, employing qualitative or mixed methods could yield deeper insights into the psychological processes underlying consumer-brand value alignment.

Keywords: value congruity, brand image, green marketing, purchasing decisions

CORRESPONDENCE: imbayani@unmas.ac.id
ORCID: <https://orcid.org/0000-0002-8080-6279>¹