

The Influence of Brand Activism on Consumer Purchase Intention Through Brand Trust and Brand Image of The Body Shop Products After Change of Ownership in Bandung City

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Keywords: Brand Activism, **Abstract**

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The change in ownership of The Body Shop has the potential to influence consumer perceptions of the brand's social commitment, which has long been known through brand activism. This study aims to analyze the influence of brand activism on purchase intention through brand trust and brand image for The Body Shop products after the change in ownership in Bandung City. This study used a quantitative method with a survey approach. The sample was determined using a purposive sampling technique. Data were collected through a Likert scale questionnaire and analyzed using regression analysis and the Sobel test. The results showed that brand activism had a positive and significant effect on brand trust and brand image. In addition, brand trust and brand image also had a positive and significant effect on purchase intention. Both variables were proven to mediate the influence of brand activism on purchase intention. These findings indicate that positively perceived brand social activities can increase trust, strengthen brand image, and encourage consumer purchase intention.

INTRODUCTION

The cosmetics and personal care industry is experiencing rapid growth as public awareness of skin health, appearance, and the consumption of products that prioritize sustainability. Changing consumer preferences are no longer solely based on product quality, but also on the ethical values espoused by a brand. In this context, cosmetics companies are required to demonstrate a commitment to social, environmental, and sustainability issues as part of a marketing strategy that can create added value in the eyes of consumers. The Body Shop is one brand known as a pioneer of natural cosmetics, does not test on animals (cruelty-free), and has actively campaigned for fair trade and various social issues since its founding by Anita Roddick in 1976.

Business trip *The Body Shop* has undergone several ownership changes that have the potential to impact consumer perceptions of the brand's identity. After being acquired by L'Oréal in 2006, the company moved back to Natura & Co in 2017, and then to Aurelius Group in 2023. These ownership changes pose challenges for The Body Shop in maintaining its image as a brand that consistently champions social and environmental values. Consumers are increasingly critical in assessing whether a brand's social activities still reflect an authentic commitment or are merely part of a marketing strategy.

This phenomenon is reflected in the development *Top Brand Index* (TBI) The Body Shop during the period 2021–2025. Data shows that the brand index decreased from 49.60% in 2021 to 36.50% in 2024 before increasing again to 39.10% in 2025. Although still the leader in its category, this trend indicates that the brand's position is not yet fully stable and faces increasingly fierce competition. This fluctuation indicates a change in consumer perception that has the potential to

affect purchasing interest in The Body Shop products, especially after the change in company ownership.

In such conditions, *brand activism* is a strategy seen as capable of maintaining relationships between companies and consumers. Brand activism not only demonstrates a company's involvement in social, environmental, and humanitarian issues but also represents the company's values. These activities can strengthen the perception that the company has a consistent moral commitment, thereby enhancing trust and brand image. However, the effectiveness of brand activism depends heavily on consumer perceptions of the authenticity and consistency of the company's actions, particularly when the brand experiences a change in ownership.

The relationship between brand activism and purchase intention can be explained through the Stimulus–Organism–Response (SOR) theory. In this theory, brand activism acts as a stimulus received by consumers, while brand trust and brand image are psychological states (organisms) formed as a result of evaluating brand activity. This evaluation then results in a response in the form of purchase intention. The SOR approach explains that purchasing decisions are not formed directly by marketing stimuli, but rather through cognitive and affective processes involving perception, trust, and brand image.

Various previous studies have shown that *brand activism* can increase brand trust, strengthen brand image, and drive consumer purchase intention. However, most research still focuses on general contexts, global companies, or digital platforms, so there is little study of how changes in brand ownership influence the effectiveness of brand activism on consumer behavior. Furthermore, research that simultaneously examines the role of brand trust and brand image as mediating variables in this relationship is still relatively limited, particularly in the cosmetics industry in Indonesia.

This research attempts to fill this gap by making *The Body Shop* as the research object after undergoing a change of ownership. Bandung was chosen as the research location because it is one of the cities with a high level of beauty product consumption and has consumers who are relatively aware of sustainability issues. Therefore, this study is expected to provide an empirical overview of how brand activism influences brand trust and image, which in turn impacts consumer purchase intention.

Based on this description, this study aims to analyze the influence *brand activism* on purchase intention through brand trust and brand image for The Body Shop products after the change of ownership in Bandung City. The research results are expected to enrich the literature on brand activism from a consumer behavior perspective while providing practical input for companies in designing marketing strategies that can maintain consumer trust, brand image, and purchasing interest amidst the dynamics of organizational change.

LITERATURE REVIEW

Brand Activism

Brand activism Brand activism is a form of brand involvement in voicing and supporting social, environmental, economic, cultural, and political issues relevant to the company's values and the public interest. Vredenburg et al. (2023) explain that brand activism reflects a company's proactive efforts to take a stand on public issues as part of its communication strategy and brand identity formation. This activity not only aims to raise consumer awareness of a particular issue but also strengthens the brand's position as an entity with social responsibility and moral commitment.

Luna-Amador et al. (2025) emphasized that *brand activism* can enhance consumer perceptions of a brand's authenticity, credibility, and value if its social activities are perceived as consistent with the company's identity. In the context of modern marketing, brand activism is a crucial factor influencing the emotional connection between consumers and brands. Consumers tend to evaluate brands positively when they actively champion issues that align with their personal beliefs and values, and such activities can contribute to a better brand perception.

Brand Trust

Brand trust Brand trust is consumer confidence that a brand is capable of delivering consistent, reliable, and honest performance in fulfilling its promises. Morgan and Hunt (1994) state that brand trust is rooted in consumer perceptions of a brand's reliability and integrity. This trust is formed through consumer experience, product quality, information transparency, and the company's consistency in upholding its values.

Papadopoulou et al. (2023) explains that *brand trust* Brand trust has several key indicators: reliability, honesty, and brand concern for consumers. Reliability reflects a brand's ability to maintain product quality, while honesty relates to the transparency of information provided to consumers. Concern demonstrates that a brand pays attention to consumers' needs and interests, rather than solely pursuing profit. Thus, brand trust is a crucial element in building long-term relationships between consumers and brands and influences consumers' purchasing tendencies.

Brand Image

Brand image Brand image is the perception, association, and mental image formed in the minds of consumers about a brand based on the experiences and information they receive. Keller (1993) states that brand image is formed through consumers' associations with the attributes, benefits, and values inherent in the brand. A positive brand image reflects consumers' assessment that a brand has a good reputation, high product quality, and an easily recognizable identity.

Limbu (2017) explains that brand image can be seen from the dimensions *corporate image*, *product image*, and *user image*. Corporate image relates to the company's overall reputation, product image reflects consumer perceptions of the product's quality and benefits, while user image describes the characteristics of users associated with the brand. A strong brand image can increase consumer trust, differentiate from competitors, and strengthen consumers' inclination to choose and use products from a particular brand.

Purchase Intention

Purchase intention Purchase intention is a consumer's tendency to purchase a product or brand in the future. Hsu et al. (2014) explain that purchase intention arises from consumers' evaluation of the benefits, quality, and value offered by a product. This purchase intention reflects consumers' readiness to make a purchase after going through the stages of brand recognition, evaluation, and consideration.

Khan (2020) stated that *purchase intention* Influenced by consumers' emotional experiences and their perceptions of brand quality and image. Purchase intention indicators can be seen through purchase intentions, interest in trying the product, consideration of repurchasing, and willingness to recommend the product to others. The more positive a consumer's evaluation of a brand, the higher the likelihood of developing purchase intention. Therefore, purchase intention is an important indicator in assessing the effectiveness of a marketing strategy and a brand's ability to attract consumer interest.

Research Hypothesis

Based on the theoretical framework and empirical studies above, this research formulates the following hypothesis:

H₁: *Brand activism* has a positive influence on brand trust

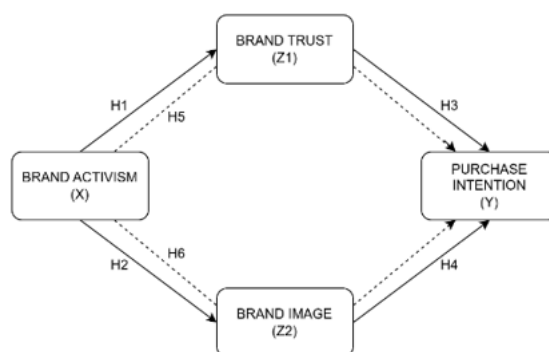
H₂: *Brand activism* has a positive influence on brand image

H₃: *Brand trust* has a positive effect on purchase intention

H₄: *Brand image* has a positive effect on purchase intention

H₅: *Brand trust* mediating the influence of brand activism on purchase intention

H₆: *Brand image* mediating the influence of brand activism on purchase intention



METHOD

Research Design

This study uses a quantitative approach with descriptive and verification research designs. The descriptive approach is used to describe respondents' perceptions of brand activism, brand trust, brand image, and purchase intention, while the verification approach aims to test the influence of brand activism on purchase intention through brand trust and brand image as mediating variables. Data collection was conducted through a survey using a questionnaire with a five-point Likert scale, then analyzed using IBM SPSS Statistics through validity tests, reliability tests, classical assumption tests, linear regression analysis, and the Sobel test.

Research Location

The research was conducted in Bandung, with The Body Shop as the object of study. Bandung was chosen because it is a major city with a high level of beauty product consumption and consumers who are relatively concerned about environmental issues, sustainability, and corporate social responsibility. These characteristics were deemed appropriate for the research objective, which was to examine the influence of brand activism on purchase intention.

Population and Sample

The population in this study was the people of Bandung City who were familiar with The Body Shop brand. The sampling technique used purposive sampling with the criteria of respondents being at least 17 years old, domiciled in Bandung City, familiar with The Body Shop, and having never purchased The Body Shop products. The number of samples was 130 respondents, which was determined based on the sample size guideline of at least five times the number of research indicators, so that this number was considered to have met the requirements for the statistical analysis used.

Research Variables

This study consists of one independent variable, two mediating variables, and one dependent variable.

Independent Variables

Brand activism(X) is a form of brand involvement in voicing and supporting various social, environmental, economic, and humanitarian issues that align with the company's values and identity. In this study, brand activism is positioned as a variable suspected of influencing purchase intention, both directly and through brand trust and brand image.

Mediating Variables

Brand trust is the level of consumer trust in a brand's ability, honesty, and consistency in meeting consumer expectations. In this study, brand trust acts as a variable that mediates the influence of brand activism on purchase intention. Z_1

Brand image is the perception or image formed in the minds of consumers regarding a brand based on their experiences, information, and associations. In this study, brand image functions as a mediating variable that explains how brand activism can increase purchase intention by creating a positive brand image. Z_2

Dependent Variable

Purchase intention is the tendency or intention of consumers to purchase a product after conducting a brand evaluation process. In this study, purchase intention is the dependent variable influenced by brand activism directly and indirectly through brand trust and brand image. Y

Operational Definition of Variables

Table 1. Operational Definition of Variables

Variables	Size
Brand Activism (X)	Social issue communication activities, Concern for the environment, Consistency of action, Support for humanitarian issues, Commitment to social values
Brand Trust Z_1	Brand reliability, Brand honesty, Quality consistency, Consumer concern
Brand Image Z_2	Corporate image, Product image, User image
Purchase Intention (Y)	Intention to purchase, Interest in trying the product, Intention to purchase in the future, Willingness to recommend the product

Source: Adapted from the theoretical framework used in this study.

Data collection technique

This research uses primary data.

Primary Data

Primary data was collected through a structured questionnaire distributed to The Body Shop consumers in Bandung City.

Each questionnaire item is measured using a five-point Likert scale:

Scale	Information
1	Strongly Disagree
2	Don't agree
3	Neutral
4	Agree
5	Strongly agree

RESULTS AND DISCUSSION

RESULTS

Respondent Characteristics

This study involved 130 respondents who were familiar with The Body Shop products but had never purchased them and who lived in Bandung. Respondents met the inclusion criteria of being at least 17 years old.

Table 2. Respondent Characteristics

INFORMATION	AMOUNT	%
Gender		
Man	46	35.4%
Woman	84	64.6%
Age		
17 – 25 years old	96/130	73.9%
26 – 35 years old	30/130	23.1%
>35	4/130	4%
Domiciled in Bandung City		
Yes	130	100%
Job / Profession		
Student	55/130	42.3%
Students	10/130	7.7%
Government employees	23/130	17.7%
Private employees	33/130	25.4%
Businessman	7/130	5.4%
Content Creator	1/130	0.8%
Doctor	1/130	0.8%
Income		
< 1,500,000	45	34.6%
1,500,000 – 4,000,000	48	37%
> 4,000,000	37	28.4%

Source: Processed questionnaire data.

Descriptive Analysis

Descriptive analysis shows that respondents generally have positive perceptions of brand activism, brand trust, brand image, and purchase intention towards The Body Shop products in Bandung City.

Table 3. Descriptive Analysis

Variables	Statement	Mean	Category
Brand Activism	X.1	3.12	Currently
	X.2	3.12	Currently
	X.3	3.13	Currently
	X.4	3.07	Currently
	X.5	3.04	Currently

	X.6	3.06	Currently
Brand Trust	Z1.1	3.09	Currently
	Z1.2	3.11	Currently
	Z1.3	3.08	Currently
	Z1.4	3.10	Currently
	Z1.5	3.02	Currently
Brand Image	Z2.1	2.98	Currently
	Z2.2	3.06	Currently
	Z2.3	3.04	Currently
	Z2.4	3.10	Currently
	Z2.5	3.05	Currently
Purchase Intention	Y.1	3.10	Currently
	Y.2	3.10	Currently
	Y.3	3.04	Currently
	Y.4	3.05	Currently

Source: Processed questionnaire data.

Instrument Testing

Validity Test

Validity test results showed that all questionnaire items had correlation coefficients exceeding the critical r value. Therefore, all measurement items were considered valid and appropriate for measuring the research variables.

Table 4. Validity Test Results

Variables	Results
Brand Activism	Legitimate
Brand Trust	Legitimate
Brand Image	Legitimate
Purchase Intention	Legitimate

Reliability Test

The Cronbach's Alpha values for all variables exceeded the recommended threshold of 0.70, indicating that the research instrument had satisfactory internal consistency and reliability.

Table 5. Reliability Test Results

Variables	Results
Brand Activism	Reliable
Brand Trust	Reliable
Brand Image	Reliable
Purchase Intention	Reliable

Classical Assumption Test

The regression model meets all classical assumptions. The residuals are normally distributed, no multicollinearity is found among the independent variables, and the regression model does not exhibit heteroscedasticity.

Table 6. Results of the Classical Assumption Test

Test	Results
Normality	Passed
Multicollinearity	There is no multicollinearity
Heteroscedasticity	There is no heteroscedasticity

Simple Linear Regression Analysis

The regression analysis produces the following equation 1:

$$Z_1 = 6.525 + 0.479 X$$

Where:

X = Brand Activism

Z_1 = Brand Trust

Table 7. Simple Linear Regression Results

Variables	B	Beta	T	Significance
Constant	6,525	–	6,566	0.001
Brand Activism (X)	0.479	0.636	9,317	0,000

The regression analysis produces the following 2 equations:

$$Z_2 = 8.333 + 0.373 X$$

Where:

X = Brand Activism

Z_2 = Brand Image

Table 8. Simple Linear Regression Results

Variables	B	Beta	T	Significance
Constant	8,333	–	7,175	0.001
Brand Activism (X)	0.373	0.481	6,208	0.001

Multiple Linear Regression Analysis

The regression analysis produces the following equation 3:

$$Y = 0.151 + 0.307 X + 0.239 Z_1 + 0.186 Z_2$$

Where:

Y = Purchase Intention

X = Brand Activism

Z_1 = Brand Trust

Z_2 = Brand Image

Table 9. Multiple Linear Regression Results

Variables	B	Beta	T	Significance
Constant	0.151	–	0.166	0.868
Brand Activism (X)	0.307	0.470	6,095	0.001
Brand Trust (Z_1)	0.239	0.275	3,952	0.001
Brand Image (Z_2)	0.186	0.220	3,586	0.001

Source: SPSS Version 27.

The regression coefficient shows that Brand Activism is the strongest predictor of Purchase Intention ($\beta = 0.470$), followed by Brand Trust ($\beta = 0.275$) and Brand Image ($\beta = 0.220$) which significantly influence purchase intention.

Coefficient of Determination

Table 10. Model Summary

Indicator	Mark
R	0.801
R Square	0.641
Adjusted R Squared	2,216

Source: SPSS Version 27

The coefficient of determination ($R^2 = 0.641$) shows that 64.1% of the variation in Purchase Intention is explained by brand activism, brand trust, and brand image. The remaining 35.9% is explained by other variables not included in this study, such as perceived value, corporate image, service quality, consumer experience, and social influence.

Sobel test

Table 11. Model Summary

Hypothesized Relationship Between Variables	A	B	Sa	Sb	Sobel Test Results (Z Count)	Sobel Test Result Acceptance Criteria	P Value
<i>Brand Activism</i> → Brand Trust → Purchase Intention	0.479	0.239	0.051	0.060	3,6671 5507	Zcount > Ztable = 1.96	0,000
<i>Brand Activism</i> → Brand Image → Purchase Intention	0.373	0.186	0.060	0.052	3,1003 528	Zcount > Ztable = 1.96	0,000

Source: SPSS Version 27.

The results of the test of the role of Brand Trust in mediating the influence of Brand Activism on Purchase Intention. The Sobel test obtained from Z count of 3.66715507 which is greater than Z table 1.96 and p-value of 0.000 which is smaller than 0.05. So from these results it can be explained that Brand Trust is proven to partially mediate the influence of Brand Activism on Purchase Intention. Then the results of the test of the role of Brand Trust are proven to partially mediate the influence of Brand Activism on Purchase Intention because the direct and indirect influence of Brand Activism on Purchase Intention are both significant. The Sobel test obtained from Z count of 3.1003528 which is greater than Z table 1.96 and p-value of 0.000 which is smaller than 0.05. So from these results it can be explained that Brand Image successfully mediates the influence of Brand Activism on Purchase Intention.

Partial Hypothesis Testing (t-test)

Table 12. Partial Hypothesis Testing

Hypothesis	Variables	t value	Significance	Decision
H1	<i>Brand Activism</i> → Brand Trust	6,566	0,000	Supported
H2	<i>Brand Activism</i> → Brand Image	9,317	0,000	Supported

H3	<i>Brand Trust</i> → Purchase Intention	3,952	0,000	Supported
H4	<i>Brand Image</i> → Purchase Intention	3,585	0,000	Supported

Source: SPSS Version 27.

The results of the study show that Brand Activism has a significant positive effect on Brand Trust, Brand activism also has a positive and significant effect on the Brand Image of The Body Shop products in Bandung City.

Simultaneous Hypothesis Testing (F Test)

Table 13. Simultaneous Hypothesis Testing

Indicator	Mark
F value	74,448
Table F	2.68
Signification	0,000

Source: SPSS Version 27.

Since the calculated F value (74.448) is greater than the F table value (2.68), and the significance level is below 0.05, brand activism, brand trust, and brand image simultaneously have a significant positive influence on purchase intention. These results confirm that the regression model is statistically appropriate to explain purchase intention towards The Body Shop products.

DISCUSSION

The Influence of Brand Activism on Brand Trust

The results of the first hypothesis test indicate that empirical data supports the alternative hypothesis, namely that Brand Activism has a positive effect on Brand Trust in The Body Shop products after the change of ownership in Bandung City. This finding indicates that the more positive consumer perceptions of The Body Shop's social activities, the higher the level of consumer trust in the brand. At the conceptual level, the relationship between the two variables can be explained through the Stimulus-Organism-Response (SOR) Theory. Brand activism acts as a stimulus received by consumers through various social, environmental, and humanitarian activities carried out by the company. This stimulus is then processed within consumers to form an assessment of the brand's credibility, integrity, and consistency, which is reflected in brand trust. Therefore, the more authentic and consistent brand activism activities perceived by consumers, the higher the trust formed in The Body Shop. Based on the results of the first hypothesis test, it is known that H0 is rejected and H1 is accepted. Thus, it can be concluded that Brand Activism has a positive effect on Brand Trust. This finding is in line with the research of Vredenburg et al. (2020) and Sarkar & Kotler (2021) stated that authentic brand social activism can increase consumer trust in the brand's credibility and integrity. This research strengthens empirical evidence that, after a change in ownership, brand activism remains a crucial factor in building consumer trust in The Body Shop.

The Influence of Brand Activism on Brand Image

The results of the second hypothesis test indicate that Brand Activism has a positive effect on Brand Image of The Body Shop products after the change of ownership in Bandung City. This indicates that the better the consumer perception of The Body Shop's social activities, the more positive the brand image formed. Conceptually, SOR Theory explains that brand activism is an external stimulus that forms positive associations in the minds of consumers. Relevant and consistent social activities will result in positive

evaluations of the brand's reputation, identity, and values, thus forming a strong brand image. Based on the results of the second hypothesis test, it is known that H0 is rejected and H2 is accepted. This finding supports the research of Luna-Amador et al. (2025), Vredenburg et al. (2023), and Verlegh et al. (2024) which states that brand activism can strengthen brand image by forming positive perceptions of corporate social care and responsibility. The results of this study indicate that consumers still view The Body Shop as a brand with a strong social identity and values despite having experienced a change of ownership.

The Influence of Brand Trust on Purchase Intention

The results of the third hypothesis test indicate that Brand Trust has a positive effect on Purchase Intention. This means that the higher the consumer's trust in The Body Shop, the higher the consumer's intention to purchase The Body Shop products. From the perspective of SOR Theory, brand trust is an internal condition (organism) formed after consumers evaluate various stimuli received from the brand. This trust reduces the perception of risk, thereby increasing consumer confidence in making a purchase. Based on the results of the third hypothesis test, it is known that H0 is rejected and H3 is accepted. This finding is in line with research by Chaudhuri & Holbrook (2001) and Konuk (2021), which explains that trust in a brand is one of the main determinants that drives consumer purchase intention. Thus, the higher the level of consumer trust in The Body Shop, the greater the consumer's tendency to make a purchase.

The Influence of Brand Image on Purchase Intention

The results of the fourth hypothesis test indicate that Brand Image has a positive effect on Purchase Intention. This indicates that a positive brand image can increase consumer interest in purchasing The Body Shop products. Theoretically, brand image is the result of consumers' evaluation of various information and experiences received about a brand. A positive brand image will increase the perception of quality, reputation, and brand value, thereby encouraging consumer purchase intention. Based on the results of the fourth hypothesis test, it is known that H0 is rejected and H4 is accepted. The results of this study are in line with the research of Keller (2013) and Hsu et al. (2014) which stated that brand image has a positive influence on purchase intention. This finding indicates that the positive image of The Body Shop remains an important factor in increasing consumer purchase intention even though the company has undergone a change of ownership.

The Mediating Role of Brand Trust in the Influence of Brand Activism on Purchase Intention

The results of the fifth hypothesis test indicate that Brand Trust is able to mediate the influence of Brand Activism on Purchase Intention. This indicates that the influence of brand activism on purchase intention occurs not only directly, but also through increasing consumer trust in the brand. From the perspective of SOR Theory, brand activism as a stimulus first forms a psychological state of consumers in the form of brand trust, then this trust produces a response in the form of purchase intention. Thus, brand trust acts as a psychological mechanism that explains how corporate social activities can increase consumer purchase intention. Based on the results of the fifth hypothesis test, it is known that H0 is rejected and H5 is accepted. This finding is in line with research by Vredenburg et al. (2020) and Konuk (2021) which stated that brand trust is an important

mediator in explaining the relationship between brand activism and purchase intention. The results of this study indicate that The Body Shop's social activities will be more effective in increasing purchase intention if they are able to build consumer trust.

The Mediating Role of Brand Image in the Influence of Brand Activism on Purchase Intention

The results of the sixth hypothesis test indicate that Brand Image is able to mediate the influence of Brand Activism on Purchase Intention. This finding indicates that social activities carried out by The Body Shop can increase purchase intention by forming a positive brand image. Conceptually, brand activism activities become a stimulus that forms positive perceptions regarding reputation, care, and brand identity. This perception then develops into a strong brand image that encourages consumers to have the intention to purchase The Body Shop products. Based on the results of the sixth hypothesis test, it is known that H0 is rejected and H6 is accepted. This finding supports the research of Mukherjee & Althuizen (2020) and Vredenburg et al. (2020) which explains that brand image is a mediating mechanism that strengthens the influence of brand activism on purchase intention. Thus, this study extends previous findings by showing that in the context of The Body Shop after the change of ownership, brand image remains an important factor that bridges the influence of brand activism on consumer purchase intention.

CONCLUSION

This study aims to analyze the influence of brand activism on purchase intention through brand trust and brand image for The Body Shop products after the change of ownership in Bandung. The results show that brand activism has a positive and significant influence on brand trust. This suggests that the more consistently The Body Shop carries out activities supporting social and environmental issues, the higher the level of consumer trust in the brand.

The research also shows that brand activism has a positive and significant impact on brand image. The company's activities in conveying social, environmental, and sustainability values can create a positive brand image in the minds of consumers. Therefore, brand activism is an effective strategy for maintaining brand identity and increasing positive consumer perceptions of The Body Shop.

Furthermore, this study demonstrated that brand trust and brand image have a positive and significant influence on purchase intention. Consumers with high levels of trust and positive perceptions of the brand tend to be more interested in purchasing The Body Shop products. These findings indicate that trust and brand image are important factors influencing consumer decisions when considering a product purchase.

The results of the mediation test indicate that brand trust and brand image mediate the influence of brand activism on purchase intention. This indicates that a company's social activities do not directly increase consumer purchasing interest, but rather first build trust and a positive brand image, thus encouraging purchase intention. Therefore, the success of brand activism implementation is greatly influenced by the company's ability to maintain its brand credibility and reputation.

Based on the overall research results, it can be concluded that brand activism is an effective marketing strategy in increasing purchase intention by building brand trust and brand image. This finding implies that The Body Shop needs to continue carrying out brand activism activities

consistently, authentically, and in alignment with the company's values so that consumer trust, brand image, and purchasing interest can be maintained and enhanced amidst the increasingly competitive cosmetics industry.

SUGGESTION

Based on the research findings, The Body Shop is advised to continue maintaining and enhancing its brand activism through programs consistent with its values and identity. These activities should not only focus on marketing campaigns but also be realized through concrete actions that have a positive impact on society and the environment, thereby increasing consumer trust in the brand.

Companies also need to strengthen their communication strategies regarding the various social and environmental activities they undertake. Transparently conveying information through social media, official websites, and marketing campaigns can help consumers understand the company's commitment and strengthen a positive brand image. Consistent communication is expected to increase consumers' perceptions of authentic brand activism.

Furthermore, The Body Shop needs to continuously maintain the quality of its products, services, and customer experience to maintain the trust it has established. Consistency between its campaigned values and the quality of its products and services will strengthen long-term relationships between the company and its customers and increase purchase intention.

For marketing practitioners, the results of this study can be used as a basis for designing marketing strategies that integrate social and environmental aspects with consumer needs. This strategy is expected to not only enhance brand image but also build stronger emotional connections, thereby encouraging consumer purchasing interest.

For future researchers, it is recommended to expand the scope of the study by involving a wider research area, a larger number of respondents, and adding other variables that could potentially influence purchase intention, such as brand loyalty, brand awareness, customer engagement, perceived value, or electronic word of mouth (e-WOM). Furthermore, the use of different analysis methods, such as SEM-PLS or SEM-AMOS, can be considered to obtain a more comprehensive picture of the relationships between variables.

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