

# The Influence Of Consumers' Online Brand-Related Activities (Cobra) On Customers' Green Brand Awareness: An Empirical Case Study In Solo Raya Region, Indonesia

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## **Keywords:**

*Consumer's Online Brand-Related Activities, Consuming, Contributing, Creating, Green Brand Awareness*

## **Abstract**

*This study aimed to analyze the influence of Consumers' Online Brand-Related Activities (COBRA), which included consuming, contributing, and creating, on green brand awareness of environmentally friendly cosmetic products of The Body Shop in the Solo Raya region. This research employed a quantitative approach. Primary data were collected by distributing questionnaires to 220 respondents selected using a purposive sampling technique. Data analysis was conducted using multiple linear regression with the assistance of SPSS version 29. The findings revealed that, partially, consuming, contributing, and creating behaviors had a positive and significant effect on green brand awareness. Simultaneously, the three dimensions of COBRA also demonstrated a significant influence on green brand awareness. These results indicated that the higher the level of consumer engagement in online brand-related activities, both actively and passively, the higher the level of consumer awareness toward green brand. This study provided practical implications for companies in formulating effective digital marketing strategies to enhance green brand awareness through social media platforms.*

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## **INTRODUCTION**

Advances in digital technology have transformed the way consumers interact with brands, particularly through social media platforms like Instagram, TikTok, and X/Twitter, enabling consumers to connect, communicate, and maintain their brand impressions (Dinh et al., 2024). In this context, consumers' online brand-related activities (COBRA) include consuming (content consumption), contributing (interacting through comments and sharing), and creating (creating brand-related content), all of which influence marketing strategies and build brand equity (Schivinski, 2021). Furthermore, awareness of sustainability and environmental issues is growing. UNEP (2023) states that the negative impact of industry on the environment is driving consumers to prefer eco-friendly products, making green marketing a crucial strategy that can increase sales while preserving the environment (Ha et al., 2022). The success of this strategy is demonstrated, among other things, by increased consumer awareness of eco-friendly brands, which is crucial for building green trust and influencing purchasing decisions (Baltaci et al., 2024; Alamsyah and Febriani, 2020). A 2022 Rakuten Insight Center survey found that 79% of Indonesian consumers are willing to pay more for sustainable products, while a YouGov study reported this figure rising to 84% among shoppers who prefer sustainable brands, indicating that green brand awareness has begun to spread in Indonesia.

This phenomenon is also evident in the cosmetics industry in the Solo Raya Region, which includes Surakarta, Sukoharjo, Karanganyar, Klaten, Sragen, Wonogiri, and Boyolali. The Body Shop, an international cosmetics brand known for its environmental awareness, utilizes social media to build an eco-friendly image and engage with consumers. Consumer engagement levels in brand-related online activities vary, from simply consuming content to actively sharing or creating their own content, which can ultimately influence their awareness of green brands. Previous studies have shown that consumer activity on social media has a significant impact on marketing

outcomes, including increasing word of mouth and brand loyalty through consuming, contributing, and creating behaviors (Piehler et al., 2019). Consumer incentives such as social interaction and entertainment also drive COBRA activity (Buzeta et al., 2020). However, most previous studies have focused on the influence of COBRA on brand equity and have not specifically examined its relationship with green brand awareness.

Furthermore, research by Bashir et al. (2020) shows that green brand image serves as a mediator in increasing customer preference and loyalty towards green brands, while Nastišin et al. (2022) found different motivations for brand-related online activities but did not link them to green brand awareness. This indicates a research gap regarding the direct relationship between COBRA and green brand awareness, especially in emerging markets like Indonesia. Against this backdrop, this research is crucial to assist companies, particularly The Body Shop, in designing more effective digital marketing strategies to strengthen their green image and attract environmentally conscious consumers. This study aims to analyze the influence of COBRA's consuming, contributing, and creating behaviors on green brand awareness, thereby providing empirical insights into effective consumer-brand interactions and the contribution of social media strategies in building green brand awareness.

### Research Hypothesis

H<sub>1</sub>: COBRA's consuming behavior has a positive and significant effect on customers' green brand awareness.

H<sub>2</sub>: COBRA's contributing behavior has a positive and significant effect on customers' green brand awareness.

H<sub>3</sub>: COBRA's creating behavior has a positive and significant effect on customers' green brand awareness.

Based on the above hypotheses, this research model explains how the dimensions of consumers' online brand-related activities (COBRA): consuming, contributing, and creating, influence green brand awareness. Therefore, from the explanation above, the conceptual framework of the research model is as follows:

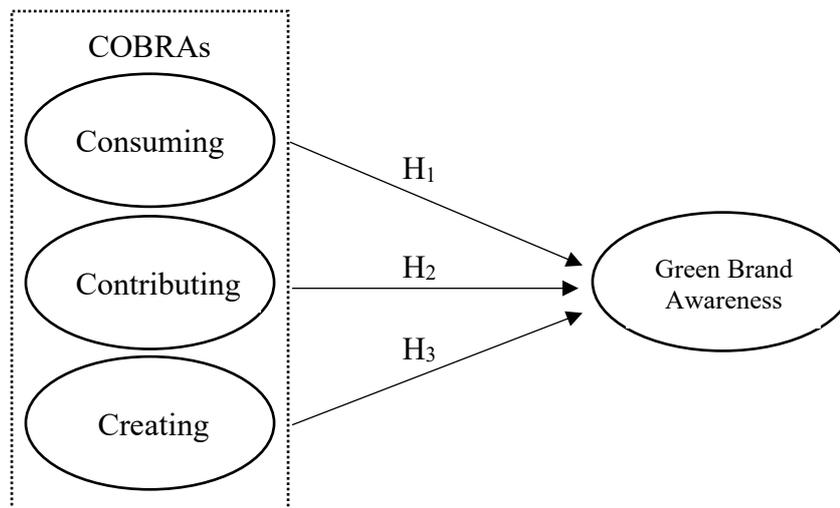


Figure 1. Conceptual Model

## METHODS

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This research is a causal study aimed at determining the influence or relationship between two or more variables, in this case, the influence of consumers' online brand-related activities (COBRA) on customers' green brand awareness. The approach used was quantitative, with primary data obtained through questionnaires distributed directly to respondents via the Google Form platform in the Solo Raya region. Data were analyzed using SPSS version 29 software to evaluate the suitability of the research model and test the validity of the hypotheses, including testing validity, reliability, model accuracy, and the influence of independent variables on the dependent variable.

The study population was consumers of The Body Shop, a cosmetics company known for its ethical and environmentally friendly approach, including the use of natural ingredients and a commitment to not testing on animals. Solo Raya was chosen because it has a large number of The Body Shop consumers with diverse backgrounds, making it representative for the study. Because the exact number of consumers was unknown, the researcher used a non-probability sampling method with a purposive sampling technique, which limited the sample to meet specified criteria, such as being at least 17 years old, familiar with The Body Shop, and residing in Solo Raya. The sample size was determined at 200 people, based on the formula 5–10 times the number of questionnaire questions, resulting in a maximum of 10 times 20 questions.

Data collection was conducted using a questionnaire with a Likert scale of 1–5, where respondents rated each statement from disagree to strongly agree. Data analysis used multiple linear regression to assess the influence of the independent variables on the dependent variable. Prior to hypothesis testing, data quality was assessed through validity, reliability, and classical assumptions, including normality, multicollinearity, and heteroscedasticity tests. According to Ghazali (2013), descriptive statistics are used to provide an overview of the data through mean values, standard deviations, maximum values, and minimum values, thus making the characteristics of the data groups easier to understand.

Validity testing was used to assess whether the questionnaire questions adequately conveyed the concepts being measured, with the criterion being a Pearson correlation value of  $r_{count} > r_{table}$  at a significance level of 5%. Reliability testing measured the consistency of the questionnaire, with a Cronbach's Alpha  $> 0.60$  indicating a reliable questionnaire. Normality testing was performed using the Kolmogorov-Smirnov test to ensure the regression residuals were normally distributed, while the multicollinearity test assessed whether the independent variables were correlated with each other through a Tolerance value  $> 0.1$  and a VIF  $< 10$ . Heteroscedasticity testing, using the Glejser test, ensured there was no inequality in residual variances; the model was considered heteroscedasticity-free if the significance value was  $> 0.05$ .

Multiple linear regression analysis was used to construct an equation connecting the dependent variable, green brand awareness, with the independent variables, namely consuming, contributing, and creating, with the equation  $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon$ . Hypothesis testing was performed using a partial test (t-test) to assess the influence of each independent variable individually, and a simultaneous test (F-test) to assess the influence of the independent variables collectively on the dependent variable. If the calculated t-value  $\geq t_{table}$  and the significance value  $< 0.05$ , the independent variable has a partial significant effect, while the calculated F-value  $\geq F_{table}$  and the significance value  $< 0.05$  indicates a significant simultaneous effect. The coefficient of determination ( $R^2$ ) test is used to measure the extent to which the independent variable is able to explain the dependent variable, with a value between 0 and 1, where the closer to 1, the higher the predictive ability of the model.

## RESULTS AND DISCUSSION

### Research Object Description

This study was designed to empirically examine the influence of consumers' online brand-related activities (COBRA) on customers' green brand awareness. The research object description highlights respondent characteristics, including age, gender, residence, education, occupation, and

income, with the aim of providing an overview of respondents' perceptions of the variables studied. Based on age, the majority of respondents were aged 17–25 (111 respondents) (50.5%), followed by those aged 26–35 (91 respondents) (41.4%), while only 18 respondents aged 35 and over (8.2%), making the 17–25 age group the dominant participant in the study. In terms of gender, there were more female respondents (141 respondents) (64.1%) than male respondents (79 respondents) (35.9%).

Based on residence, the largest number of respondents resided in Surakarta, namely 52 people (23.6%), followed by Sukoharjo 35 people (15.9%), Klaten 34 people (15.5%), Karanganyar and Boyolali each 26 people (11.8%), Wonogiri 25 people (11.4%), and Sragen 22 people (10%). In terms of education level, respondents with high school education or equivalent dominated at 105 people (47.7%), followed by bachelor's degree 79 people (35.9%), diploma 28 people (12.7%), and master's/doctorate 8 people (3.6%). In terms of employment, students/university students were the largest group at 86 people (39.1%), private employees 67 people (30.5%), self-employed 36 people (16.4%), and civil servants 31 people (14.1%). Meanwhile, income distribution shows that the majority of respondents (131) have an income between IDR 1,000,000 and IDR 5,000,000 per month, with 131 (59.5%), less than IDR 1,000,000 (45) and more than IDR 5,000,000 (44).

Descriptive statistical analysis was conducted to assess the characteristics of the research variables, namely the independent variables of consuming, contributing, and creating, as well as the dependent variable of green brand awareness. The descriptive results show that respondents' consuming activities averaged 20.86 out of a maximum score of 25 with a standard deviation of 2.756, indicating a high and relatively homogeneous level. Contributing activities averaged 24.01 out of a maximum score of 30 with a standard deviation of 3.208, indicating a fairly high level of variation with reasonable responses. For creating activities, the average was 16.59 out of a maximum score of 20 with a standard deviation of 2.255, indicating a high and stable level of activity. Meanwhile, for green brand awareness, respondents scored an average of 21.13 out of a maximum score of 25 with a standard deviation of 2.367, indicating high awareness and relatively uniform perceptions of environmentally friendly brands.

Overall, the description of respondent characteristics and descriptive statistics show that most respondents were young people aged 17–25, female, domiciled in Surakarta, had a high school education or equivalent, were students, and had a middle-income, and demonstrated a relatively high level of COBRA activity and green brand awareness. This information provides an important basis for further analysis of the influence of consuming, contributing, and creating on green brand awareness.

## Instrument Test

### Validity Test

**Table 1. Results of the Validity Test for the Consuming Variable**

No	Question Items	r-count	r-table	Description
1	CS1	0.796	0.1323	Valid
2	CS2	0.826	0.1323	Valid
3	CS3	0.579	0.1323	Valid
4	CS4	0.633	0.1323	Valid
5	CS5	0.745	0.1323	Valid

Data source: SPSS 29 output, 2025

Based on the validity test results in Table 1, it can be seen that the calculated r-value for all consuming statements is greater than the calculated r-value. The calculated r-value is 0.1323,

obtained from the r-value for N=220 at a significance level of 5%. The results for these five statements are valid.

**Table 2. Validity Test Results for Contributing Variables**

No	Question Items	r-count	r-table	Description
1	CT1	0.678	0.1323	Valid
2	CT2	0.769	0.1323	Valid
3	CT3	0.716	0.1323	Valid
4	CT4	0.716	0.1323	Valid
5	CT5	0.672	0.1323	Valid
6	CT6	0.666	0.1323	Valid

Data source: SPSS 29 output, 2025

Based on the validity test results in Table 3, it can be seen that the calculated r-value for all contributing statements is greater than the calculated r-table. The calculated r-table value is 0.1323, obtained from the r-table value for N=220 at a significance level of 5%. Therefore, all statements for the contributing variables can be declared valid.

**Table 3. Validity Test Results for Creating Variables**

No	Question Items	r-count	r-table	Description
1	CR1	0.746	0.1323	Valid
2	CR2	0.765	0.1323	Valid
3	CR3	0.723	0.1323	Valid
4	CR4	0.758	0.1323	Valid

Data source: SPSS 29 output, 2025

Based on the validity test results in Table 4.10, it can be seen that the calculated r-value for all "creating" statements is greater than the calculated r-value. The calculated r-value is 0.1323, obtained from the r-value for N=220 at a significance level of 5%. Therefore, the results for all statements for the "creating" variable can be declared valid.

**Table 4. Green Brand Awareness Validity Test Results**

No	Question Items	r-count	r-table	Description
1	GBA1	0.758	0.1323	Valid
2	GBA2	0.816	0.1323	Valid
3	GBA3	0.804	0.1323	Valid
4	GBA4	0.909	0.1323	Valid
5	GBA5	0.306	0.1323	Valid

Data source: SPSS 29 output, 2025

Based on the validity test results in Table 4, it can be seen that the calculated r-value for all green brand awareness statements is greater than the calculated r-value. The calculated r-value is 0.1323, obtained from the r-value for N=220 at the 5% significance level. Therefore, all statements for the green brand awareness variable can be declared valid.

### Reliability Test

**Table 5. Reliability Test Results**

Variable	Cronbach's Alpha	Description
Consuming	0.766	Reliable

<b>Contributing</b>	0.786	Reliable
<b>Creating</b>	0.735	Reliable
<b>Green Brand Awareness</b>	0.777	Reliable

Data source: SPSS 29 output, 2025

Table 5 shows the Cronbach's Alpha values for the consuming variable at 0.766, contributing at 0.786, creating at 0.735, and green brand awareness at 0.777. Therefore, it can be concluded that the statements in this questionnaire are reliable, as they have a Cronbach's Alpha value  $> 0.60$ . This indicates that each statement item used will be able to obtain consistent data, meaning that if the statement is asked again, the answers will be relatively similar to the previous answers.

### Classical Assumption Test Normality Test

**Table 6. Normality Test Results**

		Unstandardized Residual
N		220
Normal Parameters <sup>a,b</sup>	Mean	0,0000000
	Std. Deviation	0,08575188
Most Extreme Differences	Absolute	0,059
	Positive	0,059
	Negative	-0,058
Test Statistic		0,059
Asymp. Sig. (2-tailed)		0.057

Data source: SPSS 29 output, 2025

Based on the Kolmogorov-Smirnov test results presented in the table, the Asymp. Sig. (2-tailed) value of 0.057 indicates that the residual distribution in this regression model is normally distributed, as the significance value is greater than 0.05.

### Multicollinearity Test

**Table 7. Multicollinearity Test Results**

Model	Collinearity Statistics	
	Tolerance	VIF
<b>Consuming</b>	0,894	1,119
<b>Contributing</b>	0,976	1,025
<b>Creating</b>	0,891	1,123

Data source: SPSS 29 output, 2025

Based on Table 7 above, it can be seen that the tolerance values for each variable are  $> 0.1$ , namely 0.894; 0.976; and 0.891. Similarly, the VIF for each variable is  $< 10$ , namely 1.119; 1.025; and 1.123. It can be concluded that there is no multicollinearity and can be used in this study.

### Heteroscedasticity Test

**Table 8. Results of the Glejser Heteroscedasticity Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

<b>Consuming</b>	-0,037	0,030	-0,087	-1,222	0,223
<b>Contributing</b>	-0,024	0,025	-0,066	-0,972	0,332
<b>Creating</b>	-0,008	0,037	-0,016	-0,227	0,821

Data source: SPSS 29 output, 2025

Based on the test results in Table 8, the significance values for each independent variable are 0.223, 0.332, and 0.821, each greater than the 5% significance level (0.05). This indicates no heteroscedasticity in this regression model, making it suitable for further analysis.

### Multiple Linear Regression Analysis

**Table 9. Results of Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
<b>(Constant)</b>	5,079	1,358		3,739	<,001
<b>Consuming</b>	0,414	0,047	0,483	8,829	<,001
<b>Contributing</b>	0,152	0,039	0,207	3,950	<,001
<b>Creating</b>	0,226	0,057	0,215	3,927	<,001

Data source: SPSS 29 output, 2025

Based on Table 9, the multiple linear regression equation can be structured as follows:

$$Y = \alpha + X_1\beta_1 + X_2\beta_2 + X_3\beta_3 + \epsilon$$

$$Y = 5.079 + 0.414CS + 0.152CT + 0.226CR + \epsilon$$

Note: Y : *Green Brand Awareness*

CS : *Consuming*

CT : *Contributing*

CR : *Creating*

$\epsilon$  : *Error*

This equation shows the direction of the relationship between the three independent variables on green brand awareness. To determine the partial influence of each variable, further interpretation is presented in a t-test.

### Hypothesis Testing

#### t-Test

The t-test is intended to determine the influence of each independent variable on the dependent variable. The test criteria are a significance value <0.05 and a calculated t-value > t-table, indicating a partial influence of the independent variable on the dependent variable.

#### The Influence of COBRA Consuming Behavior on Green Brand Awareness.

Based on the results of the multiple linear regression analysis, the regression coefficient is 0.414, with a calculated t-value of 8.829 > t-table of 1.971, and a sig. <0.001, which is less than the critical limit of 0.05. This indicates that consuming behavior has a positive and significant influence on green brand awareness. With a standardized beta of 0.483, this variable is the dominant factor influencing consumer awareness of green brands.

This means that the more frequently consumers engage in consuming activities such as reading, watching, or following environmentally friendly brand content online, the higher their awareness of green brands.

Consuming behavior in the context of COBRA refers to consumers' passive engagement with brands through digital media. Despite its passive nature, data shows that this form of

... participation has a significant influence on building brand awareness. This aligns with the view that repeated exposure to brand messages through various digital media can strengthen brand image and make it easier for consumers to recognize and remember the brand's characteristics. In the context of green brands, messages demonstrating a commitment to the environment can instill positive perceptions in consumers.

Thus, the first research question can be answered: COBRA consuming behavior does have a positive and significant impact on green brand awareness. This demonstrates the importance of effective passive communication strategies by companies to convey sustainability messages to consumers through digital platforms.

### **The Influence of Contributing Behavior from COBRA on Green Brand Awareness**

Based on the results of the multiple linear regression analysis, the regression coefficient was 0.152, with a calculated t-value of 3.950 > t-table of 1.971 and a sig. < 0.001, which is less than the critical limit of 0.05. This indicates that contributing behavior also has a positive and significant effect on green brand awareness. With a standard beta of 0.207, this variable is the last factor after consuming and creating that influences consumer awareness of green brands.

This means that, although its influence is not as strong as consuming and creating, active contributions such as liking, sharing, or commenting on green brand content still play a role in increasing consumer awareness of the brand.

Contributing behavior falls in the middle of the interaction spectrum in the COBRA model and is more active than consuming, but does not yet reach the level of content creation. This activity indicates that consumers not only receive information but also respond to it and share it with their social networks. These actions indirectly expand the reach of the brand message and strengthen the perceptions of other consumers. This demonstrates a network effect, where one consumer's involvement can influence the awareness of other consumers through digital social interactions.

Thus, the second research question can be answered by stating that COBRA's contributing behavior has a positive and significant influence on green brand awareness. This confirms that digital marketing strategies involving active consumer participation are highly effective in building awareness of brands that support sustainability principles.

### **The Influence of COBRA's Creating Behavior on Green Brand Awareness.**

Based on the results of the multiple linear regression analysis, the regression coefficient was 0.226, with a calculated t-value of 3.927 > t-value of 1.971 and a significance value of <0.001, which is less than the critical limit of 0.05. This indicates that creating behavior also has a positive and significant influence on green brand awareness. With a standardized beta of 0.215, this variable is the second most influential factor after consuming in consumer awareness of green brands.

Creating activity is the most active form of participation in the COBRA model, involving content creation such as writing reviews, making videos, or sharing personal experiences related to the brand. This activity requires a high level of effort and emotional involvement, so when consumers engage in it, they not only convey information but also demonstrate recognition of the brand's values. This creates a deeper impact on others who consume the content, while strengthening their own perceptions of the brand.

Therefore, the answer to the third research question is that COBRA's content creation behavior also has a positive and significant influence on green brand awareness. This suggests that

brands should encourage and facilitate consumer content creation as part of a strategy to raise awareness of their sustainability initiatives.

### F Test

**Table 10. F Test Results**

Model	Sum of Squares	df	Mean Square	F	Sig.
<b>Regression</b>	519,198	3	173,066	52,801	<.001
<b>Residual</b>	707,979	216	3,278		
<b>Total</b>	1227,177	219			

Data source: SPSS 29 output, 2025

Based on the results in Table 10, it can be seen that the significance value for consuming, contributing, and creating is <0.001, less than 0.05, and the calculated F-value of 52.801 is greater than the F-table value of 2.646. Therefore, it can be concluded that the independent variables simultaneously influence green brand awareness.

### Coefficient of Determination Test (R2)

**Table 11. Results of the Coefficient of Determination Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
<b>1</b>	0,650	0,423	0,415	1,81044

Data source: SPSS 29 output, 2025

Based on the results in Table 11, the Adjusted R2 value is 0.415, or 41.5%. Therefore, the independent variables in this study can influence green brand awareness by 41.5%, while the remaining 58.5% is influenced by other variables outside the study.

### Discussion

This study aims to analyze the influence of consumers' online brand-related activities (COBRA), which include consuming, contributing, and creating, on green brand awareness among The Body Shop consumers in the Solo Raya area. Based on the results of multiple linear regression analysis, all independent variables were shown to have a positive and significant effect on the dependent variable, both partially and simultaneously. This finding reinforces the view that consumer online activities are a crucial determinant in building green brand awareness.

### The Influence of Consuming on Green Brand Awareness

The analysis results show that consuming behavior has the greatest influence on green brand awareness, with a regression coefficient of 0.414, a calculated t-value of 8.829 > t-table of 1.971, and a significance level of <0.001. The standardized beta value ( $\beta = 0.483$ ) also confirms that consuming is the dominant variable compared to contributing and creating.

This finding is consistent with research by Buzeta et al. (2020), who showed that entertainment motivations significantly influence consuming, and this consumption serves as the foundation for contributing and creating activities. This supports the findings of this study, which suggest that consuming provides a strong foundation for building consumers' initial awareness of green brands.

Similarly, Schivinski and Dabrowski (2016) also found that passive consumption of branded content is closely related to the formation of brand awareness. Despite its passive nature, this

...  
activity has a significant impact because consumers are repeatedly exposed to green brand messages.

### **The Effect of Contributing on Green Brand Awareness**

The results show that contributing behavior also has a significant positive effect on green brand awareness, with a regression coefficient of 0.152, a calculated t-value  $>$  t-table ( $3.950 > 1.971$ ), and a significance level  $< 0.001$ . The standardized beta value ( $\beta = 0.207$ ) indicates a significant contribution, although lower than consuming.

Contributing activities include liking, commenting, and sharing The Body Shop content on social media. These activities reflect mid-level consumer engagement, where they not only consume information but also actively respond. The impact is the expansion of the message's reach through network effects.

These results align with research by Azad Moghddam et al. (2025), which explains that contributing behavior is driven by the desire to share information and help others. In the context of green brands, this contribution can take the form of comments or reviews containing messages about product sustainability. These activities expand the dissemination of green information, increasing other consumers' awareness of the brand and increasing green brand awareness. This finding is also supported by research by Piehler et al., (2019), which confirms that consumer contributions to brand content have a positive impact on word of mouth and brand loyalty. In the context of this study, contributions to The Body Shop's green content strengthen green brand awareness, while opening up opportunities for long-term loyalty.

### **The Influence of Creating on Green Brand Awareness**

Creating behavior also has a significant positive effect, with a regression coefficient of 0.226, a calculated t-value  $>$  t-table ( $3.927 > 1.971$ ), and a significance level of  $< 0.001$ . The standardized beta value ( $\beta = 0.215$ ) indicates that, despite the relatively small number of consumers engaging in creating activities, the impact is significant on building green brand awareness.

Creating activities include the creation of new brand-related content, such as product reviews, personal posts, or videos highlighting The Body Shop's green commitment. This content is perceived as more authentic and credible, consistent with Muntinga et al.'s (2011) finding that user-generated content is more credible than brand promotions.

Furthermore, research by Bashir et al. (2020) is also relevant, finding that a green brand image can increase consumer preference and loyalty. Creating activities that highlight The Body Shop's green aspects contribute to strengthening this image, which in turn increases green brand awareness.

## **CONCLUSION**

Based on the research findings on the influence of consumers' online brand-related activities (COBRA) on customers' green brand awareness, supported by the theories discussed in the previous chapter, it can be concluded that the three COBRA behaviors—consuming, contributing, and creating—all have a positive and significant influence on consumer awareness of green brands. First, consuming behavior proved to be the most dominant factor, where the more frequently consumers accessed and consumed digital content related to green brands, such as reading articles, watching videos, or viewing posts, the higher their level of awareness of the brand. This activity directly helps shape brand perceptions and recognition that support sustainability values. Second, contributing behavior also contributed positively, although its influence was not as strong as consuming. Active consumer activities, such as commenting, liking, or sharing green brand content, played a role in expanding the reach of the brand message and strengthening public understanding of the sustainability values promoted by The Body Shop. Third, creating behavior, although carried out by a small portion of consumers, had a significant impact on increasing green

brand awareness. The activity of creating original and personal content, such as writing reviews or making posts about green brands, was perceived as more credible by the audience and was able to strengthen the green brand's position in the minds of consumers more effectively. Overall, these results emphasize the importance of consumer engagement through digital media in building awareness and support for eco-friendly brands.

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