

Green brand evangelism: The role of green brand attachment, attitudinal green purchase intention, and green brand loyalty

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ABSTRACT

Purpose-Growing environmental awareness is driving green cosmetics companies to build strong relationships with consumers to foster sustainable brand support through green brand evangelism. However, this phenomenon is influenced not only by green attributes but also by consumers' emotional and cognitive factors. This study examines the positive effects of green brand attachment and attitudinal green purchase intention on green brand evangelism, with green brand loyalty serving as a mediator.

Methodology-This study focuses on Avoskin consumers in Indonesia, with a sample size of 173 respondents. All participants were selected using purposive sampling and met the established criteria. Data were collected via an online questionnaire and analyzed using SmartPLS 4.0, including validity and reliability tests, as well as hypothesis testing.

Findings-The study found that green brand attachment and attitudinal green purchase intention can influence green brand evangelism and green brand loyalty. Green brand loyalty positively affects green brand evangelism and serves as a mediator linking the independent and dependent variables.

Research Limitations-This study has limitations, including a relatively small sample size, a focus on a single product, Avoskin, and the examination of green brand loyalty only as a partial mediator. Future research is recommended to expand the sample size, conduct cross-brand comparisons, and develop a more complex mediation model.

Novelty-This study contributes to the development of the consumer behavior literature by integrating social exchange theory and the theory of planned behavior to examine the factors that shape green brand evangelism. The findings reveal the role of green brand loyalty as a partial mediator, explaining the emotional aspect (green brand attachment) and the cognitive factor (attitudinal green purchase intention) in shaping green brand evangelism, within the context of green cosmetics in Indonesia. This area has not yet been extensively explored.

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1. Introduction

Shifts in consumer trends are driving companies to adopt green branding as a marketing strategy to attract consumers who are increasingly concerned about environmental issues (Ha, 2021). Through this strategy, companies seek to build a green image to differentiate themselves and gain a competitive advantage in the market (Alam & Islam, 2021). However, the growing

interest in green products has been accompanied by greenwashing, which has led to consumer skepticism toward green products and the sustainability claims made by companies (Wang & Walker, 2023). A global survey by the Consumer Sustainability Report found that 49% of consumers doubt the authenticity of sustainability claims, while 23% find it difficult to distinguish genuine claims from greenwashing. Research by Nguyen and Duong (2025) also notes that greenwashing erodes consumer trust, damages brand reputation, and even impacts purchasing decisions.

In such situations, the success of a green brand is no longer determined solely by a company's ability to offer green attributes but also by its ability to build strong, sustainable, and non-transactional relationships with consumers (Khan & Fatma, 2023). Strong relationships can encourage consumers to provide support that extends beyond the purchase transaction, such as recommending the brand, sharing information about it, and advocating for the green brand because they believe the brand ensures environmental and social sustainability (Panda et al., 2020). This form of support is known as green brand evangelism, a deeper level of consumer trust and engagement in which they are willing to support and spread the brand's values (Guerreiro & Pacheco, 2021). In the context of modern marketing, consumer support through voluntary advocacy is considered a credible and persuasive form of marketing communication in influencing purchasing behavior compared to corporate marketing communications, as it is based on consumers' own experiences and beliefs (Pauwels & Aksehirli, 2026). Therefore, green brands that successfully build strong relationships with consumers are expected to generate active support through green brand evangelism.

However, building active consumer support for green brands is no easy task. Consumers may respond differently to green brands, even when exposed to similar marketing messages, because their responses are shaped by differing value alignments, experiences, and levels of brand engagement (Li et al., 2022). Furthermore, the growing number of eco-friendly products and brands on the market provides consumers with more alternatives, making it increasingly difficult for any single brand to secure consumer support (Xu et al., 2018). As a result, even though brands promote green values, many consumers tend to stop at using eco-friendly products or adopting a positive attitude toward them, without evolving into advocates who voluntarily promote green brands (Asan et al., 2024). This situation indicates that the development of green brand evangelism is more complex than simply encouraging purchases; therefore, the factors that strengthen the relationship between consumers and green brands need to be better understood.

In response to this situation, it is important to understand the factors that shape green brand evangelism. Social exchange theory explains that individuals tend to build and maintain relationships when they derive benefits, positive experiences, and commensurate value from a relationship (Blau, 1964). In the context of green branding, one such relationship is reflected in green brand attachment. This concept refers to the emotional and psychological attachment formed between consumers and a green brand, arising from the perception that the brand engages in credible environmental practices aligned with its sustainability values (Khan et al., 2022). This attachment develops through positive experiences, trust, and a perception of authenticity regarding the brand's environmental commitment (Xu et al., 2021). When consumers feel a strong connection to a brand, they tend to maintain and reciprocate that relationship through various forms of positive support. Therefore, strong green brand attachment can encourage consumers to maintain their relationship with the brand, be willing to spread positive word of mouth, and defend the brand to others, a phenomenon reflected in green brand evangelism (Shimul, 2022).

In addition to emotional attachment, this study adopts the theory of planned behavior (TPB), which posits that a positive attitude toward a behavior leads to an intention that, in turn, drives actual behavior. This concept is reflected in attitudinal green purchase intention, which refers to consumers' willingness and tendency to purchase environmentally friendly products in the future, based on their evaluations, attitudes, and assessments of such products (Sarabia-Andreu et al., 2019). Purchase intentions grounded in environmental orientation consider not only utilitarian benefits but also the inherent value of sustainability and the satisfaction derived from green consumption (Lin, 2023). Consumers with high attitudinal green purchase intention

tend to develop more positive relationships with brands that align with their environmental values. These relationships can evolve into stronger brand attachment and affection, ultimately fostering active support for the brand through green brand evangelism (Guiao & Lacap, 2022).

Green brand evangelism is a form of brand advocacy and active promotion that goes beyond mere emotional attachment or purchase intent (Asan et al., 2024). This behavior generally does not develop directly but rather through long-term relationships that reflect consumers' commitment to the brand (Bauer et al., 2023). From a social exchange theory (SET) perspective, relationships that provide benefits and positive experiences will encourage individuals to maintain the relationship and demonstrate reciprocal behavior as a form of appreciation for the value received (Blau, 1964). This mechanism is reflected in green brand loyalty, that is, consumers' continued choice and repurchase of green brands based on pro-environmental attitudes and a commitment to sustainability (Jalu et al., 2024). Green brand loyalty serves as a relational mechanism that explains how emotional attachment and the desire to purchase green products lead to advocacy behavior (Nguyen et al., 2023; Su & Teo, 2026). Consumers who feel an emotional connection to a brand tend to maintain that relationship through repeat purchases as a form of loyalty (Ko & Jeon, 2024). Similarly, the tendency to purchase eco-friendly products reflects a preference for brands that support environmental values, thereby also strengthening green brand loyalty (Nataliya & Nuvriasari, 2023). Consumers who have become loyal due to positive experiences with a product tend to exhibit green brand evangelism by advocating for the brand and promoting it through word of mouth (Koner et al., 2023). Thus, green brand loyalty serves as a bridge between the influence of green brand attachment and attitudinal green purchase intention on the formation of green brand evangelism.

Research on green brand evangelism identifies this behavior as a form of consumer advocacy shaped by psychological mechanisms. However, previous studies have not comprehensively explained the formation of green brand evangelism as an advanced-level outcome in green marketing, particularly by integrating emotional and cognitive factors into a single model. Several studies have identified factors contributing to this phenomenon. Su and Teo (2026) explored green brand attachment as a psychological factor that can strengthen loyalty and foster evangelism. Research by Panda et al. (2020) reported that attitudinal green purchase intention, as a cognitive factor, can foster green brand evangelism through the mediating effect of green brand loyalty among users of green products. On the other hand, current green marketing literature consistently focuses on green purchase intention (Ahmed et al., 2023), green brand equity (Ha, 2022), and green loyalty (Prayoga et al., 2025) as primary outcomes; consequently, green brand evangelism as a secondary outcome has not yet been comprehensively studied. Based on this gap, this study develops a model that integrates two main pathways: the emotional aspect (green brand attachment) and the cognitive pathway (attitudinal green purchase intention) to explain the formation of green brand evangelism. Blau (1964), in his SET theory, explains that loyalty is formed based on emotional bonds and value exchange. The TPB also explains the role of cognitive intentions as the foundation for actual consumer behavior. In this formation process, green brand loyalty serves as a connecting mechanism that bridges the gap between consumers' emotions and intentions, leading to green brand evangelism as a form of advanced brand advocacy.

Avoskin is an Indonesian skincare and cosmetics brand that champions "green and clean beauty" with a focus on environmental sustainability. This commitment is reflected in various sustainability campaigns, including #LoveAvoskinLoveEarth, the #MulaiDariMejaRias program, empty-packaging return initiatives, and education on mindful skincare use. Avoskin reported that as of the first quarter of 2024, it had collected 40,000 used packaging items through a partnership with Waste Change. Additionally, sustainability principles are implemented in its products through the use of natural ingredients, minimal alcohol content, and formulations free of SLS, parabens, and silicones (Kinasih et al., 2023). Avoskin also claims to be cruelty-free as part of its commitment to environmental conservation. Furthermore, Avoskin fosters high consumer engagement through social media activities. Putri and Saputri (2024) report that Avoskin has a brand community called RUBI that supports two-way interaction, brand advocacy, and word-of-mouth promotion on social media. The combination of green products,

environmental programs, and an active consumer community demonstrates that Avoskin not only communicates green values but also implements them in its products and consumer relationships.

Nevertheless, the existence of sustainability programs and high consumer engagement does not automatically guarantee that consumers will become active brand advocates. In the competitive skincare industry, consumers face many similar green product options and growing skepticism about the authenticity of these green claims (Suphasomboon & Vassanadumrongdee, 2026). The success of a green brand is determined not only by the presence of certain attributes but also by the brand's ability to build psychological bonds that encourage consumers to move beyond being mere users to becoming active advocates (Shimul, 2022). Thus, Avoskin consumers provide a relevant context for understanding how consumer support for green brands can evolve into more active brand advocacy. This study aims to analyze the influence of green brand attachment and attitudinal green purchase intention on green brand evangelism and to test the mediating role of green brand loyalty in this relationship.

2. Literature Review and Hypothesis Development

This study uses social exchange theory (SET), developed by Blau (1964), to explain how green brand attachment shapes green brand evangelism through green brand loyalty. This theory emphasizes that the relationship between consumers and brands is formed based on the principle of social exchange, whereby individuals reciprocate the positive value and experiences they receive from a brand with behavior that benefits that brand (Blau, 1964). In sustainability research, this theory has been widely applied to explain how consumers develop long-term relationships with brands and respond to marketing practices through reciprocal mechanisms (Ögel, 2021). In the context of this study, green brand attachment refers to an emotional bond characterized by affection, passion, and a connection to green products, stemming from positive experiences and the products' reliability in addressing environmental issues (Butt et al., 2022). This relationship encourages consumers to reciprocate the value they receive through brand commitment and loyalty, as reflected in green brand loyalty (Sun et al., 2024). Consumers with strong attachment also tend to exhibit voluntary advocacy and defense behaviors as a form of green brand evangelism. The SET perspective further explains that green brand loyalty can evolve into green brand evangelism through a reciprocal mechanism, whereby loyal consumers may be motivated to actively support the brand, such as by recommending and promoting it to others (Su & Teo, 2026). Therefore, the SET provides a relevant theoretical foundation for explaining the mediating role of green brand loyalty in the relationship between green brand attachment and green brand evangelism. However, this theory has limitations in explaining consumers' cognitive aspects.

To address these limitations, this study adopts the theory of planned behavior (TPB) developed by Ajzen (1991). TPB emphasizes that an individual's attitude toward a behavior shapes their intention, which in turn predicts actual behavior. In this study, attitudinal green purchase intention reflects consumers' tendency to purchase environmentally friendly products based on a positive evaluation of a brand's sustainability values (Panda et al., 2020). According to the TPB, intention is the primary predictor of behavior. Consumers with strong attitudinal green purchase intentions tend to consistently choose brands that align with their environmental values (Susanty et al., 2021). This behavioral consistency can strengthen long-term preferences and commitment to the brand, thereby fostering green brand loyalty. Furthermore, consumers with strong intentions tend to exhibit brand-supporting behaviors, including a willingness to recommend and advocate for the brand to others as a form of green brand evangelism (Tao et al., 2022). By integrating SET and TPB, this study demonstrates that green brand loyalty serves as the primary mechanism linking the emotional aspect (green brand attachment) and the cognitive aspect (attitudinal green purchase intention) to green brand evangelism. This framework is expected to provide a comprehensive explanation of how consumers develop a relationship with the Avoskin brand.

Green Brand Attachment

Green brand attachment refers to consumers' emotional connection to green brands, reflected in feelings of pride, satisfaction, and closeness stemming from the belief that their consumption choices positively impact the environment (Khoirala & Alfansi, 2024). This attachment develops when consumers perceive that a brand consistently implements environmentally friendly practices and avoids greenwashing, thereby increasing trust and emotional closeness toward the brand (Khan et al., 2022). According to Chen et al. (2017), consumers with high green brand attachment tend to purchase products to express their environmental concern, build an eco-friendly self-image, and contribute to addressing environmental issues. Furthermore, this attachment motivates consumers to voluntarily promote, recommend, and defend green brands as a form of identity expression and commitment to environmental conservation, which ultimately enhances green brand evangelism (Su & Teo, 2026).

Attitudinal Green Purchase Intention

Attitudinal green purchase intention refers to a consumer's willingness to purchase a product in the future, expressed as a subjective probability of future purchase (Sarabia-Andreu et al., 2019). This concept refers to consumers' tendency to purchase eco-friendly products, driven by attitudes, green motivations, and psychological characteristics that support such consumption (Sheik et al., 2025). Consumers with high attitudinal green purchase intentions demonstrate positive evaluations of green products and have a stronger desire to support environmentally oriented brands. This encourages consumers to spread positive information, make recommendations, and engage in positive promotion as a form of green brand evangelism (Panda et al., 2020).

Green Brand Loyalty

Green brand loyalty refers to consumers' strong desire to consistently purchase and use a product or service, even when faced with alternatives (Siregar et al., 2024). This aspect reflects consumers' commitment to continue repurchasing green products they trust, as demonstrated through psychological attachment and repeated preference for the brand (Le et al., 2025). Green brand loyalty can arise from consistent positive experiences, belief in the brand's environmentally friendly practices, and alignment between consumers' environmental values and the brand's (Mari et al., 2024). High levels of green brand loyalty indicate a strong emotional bond between consumers and the brand, leading consumers to voluntarily promote and recommend green brands to others as a form of green brand evangelism (Panda et al., 2020).

Green Brand Evangelism

Green brand evangelism refers to consumers' behavior of persuading others to support and use a brand as an expression of a strong emotional connection between the consumer and the brand (Guiiao & Lacap, 2022). Consumers who exhibit this behavior are called green brand evangelists: individuals with a deep, authentic connection to the brand who actively build and spread positive narratives about it (Fermansyah et al., 2026). Brand evangelists have a high level of enthusiasm for the brand that goes beyond a transactional relationship; thus, consumers not only provide positive comments but also defend the brand they support when faced with competing brands (Kim et al., 2026). Green brand evangelism provides benefits for companies, such as positive word-of-mouth, strengthened brand advocacy, and reinforced competitive position in the market (Li et al., 2022).

Green Brand Attachment and Green Brand Evangelism

SET explains that individuals tend to maintain relationships that provide positive value and benefits and exhibit reciprocal behavior in return for the benefits received (Blau, 1964). Green brand attachment reflects a strong emotional bond between consumers and a brand due to positive experiences, value alignment, and the brand's ability to represent the consumer's self-identity (Zhao et al., 2021). When consumers develop an emotional attachment to a brand, they

not only view its functional benefits but also perceive it as an extension of their self-concept and the values they hold dear (Shimul, 2022). This creates a sense of closeness and commitment to the brand, prompting consumers to maintain their relationship with it. Consequently, consumers tend to exhibit voluntary, advocacy-oriented behavior toward the brand, such as providing support and recommending the brand to others (Yang & Su, 2026), which is a key characteristic of green brand evangelism. According to Li et al. (2022), strong green brand attachment fosters green brand evangelism by strengthening consumer attachment to the brand, thereby helping companies gain a competitive advantage. Su and Teo (2026) explain that emotionally attached consumers often identify with an environmentally conscious identity, leading them to engage in green brand evangelism, such as promoting the brand to a wider audience. **H₁: Green Brand Attachment Has a Positive Effect on Green Brand Evangelism**

Attitudinal Green Purchase Intention and Green Brand Evangelism

The TPB explains that individuals tend to exhibit behavior consistent with their attitudes and intentions (Ajzen, 1991). In the context of green marketing, attitudinal green purchase intention reflects consumers' tendency to purchase green products, driven by positive attitudes toward sustainability and environmentally friendly products (Simanjuntak et al., 2023). This intention not only drives actual purchasing behavior but also increases consumers' tendency to support a brand's environmental values and fosters engagement with the brand (Zhuang et al., 2021). Such engagement is manifested through a willingness to share positive experiences, recommend the brand, and persuade others to use the same product as a form of green brand evangelism (Guiao & Lacap, 2022). According to Nguyen et al. (2023), consumers are the best marketers in fostering green brand evangelism; consumers who have used the product and have an emotional attachment to it tend to engage in word-of-mouth marketing. Damanik and Batu (2024) add that strong intent shapes brand evangelists who act as voluntary brand advocates, people who are neither employed by nor paid by the brand. **H₂: Attitudinal Green Purchase Intention Has a Positive Effect on Green Brand Evangelism**

Green Brand Attachment and Green Brand Loyalty

Based on the SET developed by Blau (1964), which emphasizes that individuals tend to maintain relationships that provide them with benefits, value, and positive experiences. Green brand attachment refers to the level of perceptual relationship between consumers and a brand that reflects a strong emotional bond, stemming from the value and meaning consumers perceive (Chen et al., 2017). These positive experiences lead consumers to willingly allocate resources to maintain their relationship with the brand as a form of reciprocity for the value received (Chieng et al., 2022). This desire is reflected in consumers' willingness to consistently choose and use the brand, thereby fostering green brand loyalty (Leckie et al., 2021). According to Ögel (2021), green brand attachment is viewed as one of the components that drives the desire to repurchase and maintain a long-term relationship with the brand as a form of green brand loyalty. The higher a consumer's green brand attachment, the stronger their loyalty to the brand, even in the face of intense competition (Jannah et al., 2025). **H₃: Green Brand Attachment Has a Positive Effect on Green Brand Loyalty**

Attitudinal Green Purchase Intention and Green Brand Loyalty

Based on the TPB developed by Ajzen (1991), intention is the primary predictor of behavior, driving individuals to take an action and sustain it over time when that action aligns with their attitudes and values. Attitudinal green purchase intention reflects consumers' intention to purchase green products and is based on positive attitudes toward sustainability and the perceived benefits of green products. A strong intention not only leads to a purchase but also reflects a psychological commitment to consumption patterns perceived as valuable and consistent with an individual's beliefs, resulting in stable, repeated preferences for green brands (Shimul, 2022). Positive attitudinal green purchase intention is likely to foster consumer loyalty to the brand in the form of green brand loyalty (Panda et al., 2020). According to Nguyen et al. (2023), this relationship is relevant because green brand loyalty is also reflected in purchase

rates, indicating that loyalty is highly dependent on the strength of consumers' purchase intentions. Thus, the stronger consumers' attitudinal green purchase intention, the stronger their green brand loyalty. **H4: Attitudinal Green Purchase Intention Has a Positive Effect on Green Brand Loyalty**

Green Brand Loyalty and Green Brand Evangelism

This relationship can be explained by the SET, which emphasizes that established relationships will be maintained and strengthened when individuals perceive consistent benefits and value from those relationships (Blau, 1964). Green brand loyalty indicates the level of consumer commitment to purchasing and repurchasing a brand perceived to have sustainability value (Uikey et al., 2024). The SET model explains that high loyalty reflects consumers' view of their relationship with a green brand as valuable and beneficial. As a form of reciprocity for the benefits received, consumers are motivated to strengthen their relationship with the brand through more active behaviors, such as voluntarily supporting and defending the brand, a phenomenon reflected in green brand evangelism (Su & Teo, 2026). According to Górska-Warsewicz et al. (2021), loyal consumers tend to be more active in supporting, trusting, and recommending the brand through positive communication and voluntary advocacy, which are expressions of green brand evangelism. **H5: Green Brand Loyalty Has a Positive Effect on Green Brand Evangelism**

Green Brand Attachment and Green Brand Evangelism: Green Brand Loyalty as a Mediator

SET explains that individuals who have positive experiences from a relationship will maintain that relationship in return for the value they receive (Blau, 1964). Consumers with strong green brand attachment demonstrate high levels of commitment, trust, and positive associations with the brand, leading them to maintain their relationship with the brand through consistent preferences and by choosing green products over conventional alternatives (Kamel et al., 2024). According to SET, this green brand loyalty guides consumers in maintaining their relationship with the brand and actively engaging in it (Blau, 1964). Consumer loyalty drives their commitment to voluntarily recommend green products to others as a form of green brand evangelism (Basri et al., 2025). Although green brand attachment can directly contribute to green brand evangelism, research has identified a mediating role for green brand loyalty. The study by Su and Teo (2026) confirms the role of green brand loyalty as a mediating mechanism between green brand attachment and green brand evangelism. Thus, green brand attachment contributes to the formation of green brand loyalty, which then develops into green brand evangelism, strengthening the relationship and reciprocity with the green brand. **H6: Green Brand Attachment Has a Positive Effect on Green Brand Evangelism Through the Mediating Role of Green Brand Loyalty**

Attitudinal Green Purchase Intention and Green Brand Evangelism: Green Brand Loyalty as a Mediator

The TPB explains that the intention to engage in a certain behavior motivates an individual to perform that behavior and fosters the development of subsequent behaviors consistent with their attitudes and beliefs (Ajzen, 1991). Consumers with higher attitudinal green purchase intentions tend to demonstrate a stronger commitment to green brands through repeat purchases and brand loyalty (Shariffuddin et al., 2023). This loyalty takes the form of a valuable long-term relationship for the brand, as loyal customers often act as advocates by choosing the brand over competitors (Arouw & Berlianto, 2020). SET also explains that green brand loyalty is the reason individuals maintain and strengthen their relationship with a brand because they feel it continues to provide value and benefits (Blau, 1964). Consumers provide positive feedback by being willing to support, recommend, and defend the brand, as reflected in green brand evangelism. Research by Panda et al. (2020) found that green brand loyalty can serve as a mediator bridging the relationship between attitudinal green purchase intention and green brand evangelism. Thus, attitudinal green purchase intention contributes to the formation of green

brand loyalty, which ultimately fosters green brand evangelism (Górska-Warsewicz et al., 2021; Damanik & Batu, 2024). **H7: Attitudinal Green Purchase Intention Has a Positive Effect on Green Brand Evangelism Through the Mediating Role of Green Brand Loyalty**

Based on the research hypotheses, a model was developed that positions green brand attachment and attitudinal green purchase intention as independent variables, green brand evangelism as the dependent variable, and green brand loyalty as the mediating variable. The conceptual framework of this study is presented in Figure 1.

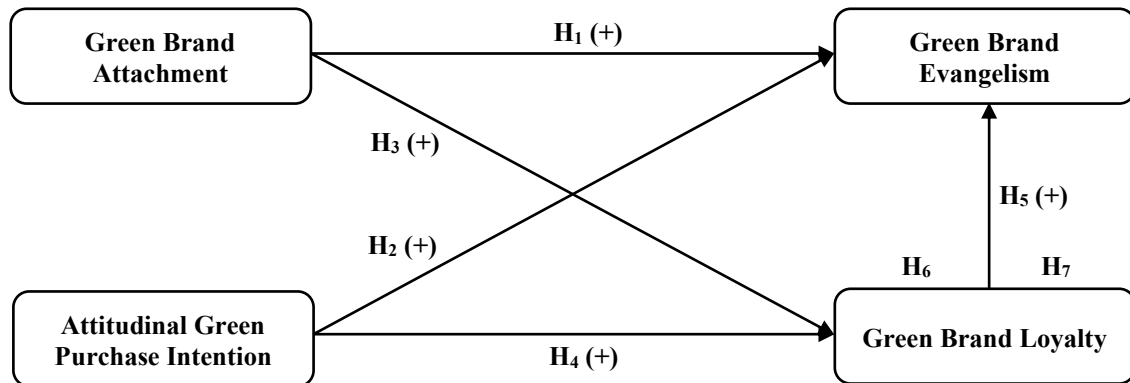


Figure 1. Research Framework

3. Research Methodology

This study employed a quantitative survey approach. The study focuses on consumers of Avoskin skincare and makeup products in Indonesia. Data were collected through an online questionnaire distributed via Google Forms. Based on the data collection, 173 respondents were obtained, meeting the sample size requirements outlined by Roscoe (1975), who states that the sample size for quantitative research should range from 30 to 500 respondents. Research respondents were selected using purposive sampling and had to meet specific criteria, namely: (1) respondents must be consumers of Avoskin skincare or cosmetic products; and (3) respondents must be concerned about environmental issues.

The data obtained were analyzed using Smart PLS 4.0 with the structural equation modeling-partial least squares (SEM-PLS) approach. According to Hair et al. (2021), the SEM-PLS method is suitable for studies with multiple variables, does not require a normal distribution, and is effective for small-to-medium sample sizes, making it appropriate for the number of respondents in this study. This study evaluated the outer and inner models. Before conducting further analysis, validity and reliability tests were performed to ensure the questionnaire was suitable for use. In the convergent validity test, the outer loadings and average variance extracted (AVE) were evaluated. An indicator is considered valid if the outer loading and AVE values are >0.70 , in accordance with the criteria set by Hair et al. (2021). Reliability testing was then conducted using Cronbach's alpha and composite reliability, with constructs deemed reliable if each value was >0.70 (Hair et al., 2021). In addition, a multicollinearity test was conducted by examining the variance inflation factor (VIF) values to ensure there were no high correlations among the independent variables. A model is considered free of multicollinearity if the VIF value is < 5 (Hair et al., 2021). Finally, hypothesis testing was performed on the direct and indirect effects using the bootstrapping method. Significance (direct effect/indirect effect) was determined based on the p-value criterion (<0.05) and t-statistics (>1.96) at a 5% significance level (Hair et al., 2021); thus, a hypothesis was accepted if it met both of these criteria.

The measurement variables were drawn from previous studies, with consideration of their validity and reliability. The green brand attachment variable has 6 indicators from Khan et al. (2022); the attitudinal green purchase intention variable has 7 indicators from Panda et al. (2020); the green brand loyalty variable has 4 indicators from Jalu et al. (2024); and the green brand evangelism variable has 4 indicators from Nguyen et al. (2023). All items were measured using a 1–5 Likert scale. The variable indicators used are shown in Table 1.

Table 1. Operational Definition of Variables

Variable	Theoretical Definition	Statement Items
Green Brand Attachment (GBA)	Consumers' emotional attachment to green brands, as reflected in their sense of pride, satisfaction, and connection, stems from their belief that their consumption positively impacts the environment (Khoirala & Alfansi, 2024).	GBA1: I feel like this brand has become a part of who I am, partly because of its eco-friendly practices. GBA2: I feel closer to this brand because of its eco-friendly practices. GBA3: Using this brand reflects who I am, especially because of its eco-friendly practices. GBA4: I would feel more connected to this brand because of its eco-friendly practices. GBA5: I feel a strong sense of ownership toward this brand because of its eco-friendly practices. GBA6: This brand means a lot to me, partly because of its eco-friendly practices.
Attitudinal Green Purchase Intention (AGPI)	Consumers' willingness and propensity to purchase environmentally friendly products in the future, based on their evaluation of and attitudes toward such products (Sarabia-Andreu et al., 2019).	AGPI1: The price of this product influences my intention to buy it. AGPI2: I feel proud when I buy this product. AGPI3: I am willing to pay more for this product. AGPI4: I am interested in buying this product. AGPI5: I can afford to buy this product. AGPI6: Other people's opinions influence my intention to buy this product. AGPI7: I feel this product offers good value for its quality.
Green Brand Loyalty (GBL)	Consumers' commitment to continue choosing and repurchasing green brands, which is based on pro-environmental attitudes and a commitment to sustainability (Jalu et al., 2024).	GBL1: This brand's environmental benefits make me want to use it again. GBL2: This brand's eco-friendly performance makes me prefer it over others. GBL3: This brand's commitment to the environment keeps me loyal. GBL4: Because it is eco-friendly, I will keep using this brand.
Green Brand Evangelism (GBE)	Consumer behavior that influences and encourages others to support and use a brand reflects the strong emotional bond between consumers and the brand (Guiao & Lacap, 2022).	GBE1: I will give positive recommendations (word of mouth) to others. GBE2: I feel that I am adding value to the people around me by using this product. GBE3: I am interested in encouraging others to use this product. GBE4: In general, I want to spread the word about using eco-friendly products.

Data Collection Procedure

Primary data were collected via a structured online questionnaire distributed through Google Forms. The questionnaire was distributed via social media platforms such as WhatsApp and Instagram, as well as through respondents' community networks, from June to July 2026. Respondents were selected using purposive sampling. Avoskin was chosen as the research subject due to the product's "green" aspects and its relevance to examining consumer advocacy toward the brand. Before completing the questionnaire, a screening process was conducted to ensure respondents' suitability for the research objectives. The questionnaire was structured sequentially, beginning with the independent variables green brand attachment and attitudinal green purchase intention, followed by the mediating variable green brand loyalty and concluding with the dependent variable green brand evangelism. Each section of the questionnaire included brief explanations of variable definitions and instructions for completing it to minimize respondent bias. Participants voluntarily completed the questionnaire, knowing that their responses would be used solely for research purposes. Personal data and all responses were kept confidential and used exclusively for research purposes.

Ethical Considerations

All respondents completed the questionnaire voluntarily, without coercion from any party. Respondents were also informed that all responses would be kept confidential and that personal data would be used solely for demographic analysis in this study. This was done to ensure the anonymity and privacy of the respondents. This study has adhered to the ethical principles governing research involving human participants.

4. Result and Discussion

Table 2. Demographic Characteristics

Characteristics	Count	Percentage
Gender		
Male	48	27.75
Female	125	72.25
Age		
18-30	126	72.83
31-40	42	24.28
41-50	5	2.89
>50	0	0
Education		
High School Graduate	72	41.62
Diploma	16	9.25
Bachelor's Degree	63	36.42
Master's/Doctorate	22	12.72
Frequency of use		
Rarely	33	19.08
Once a week	46	26.59
2–3 times a week	58	33.53
Almost every day	36	20.81

Table 2 presents the distribution of respondents, who were predominantly female, with a total of 125. In general, the average age was between 18 and 30, with a total of 123 respondents. Most participants were high school graduates, for a total of 72 respondents. Based on frequency of use, 58 people used the product 2–3 times a week.

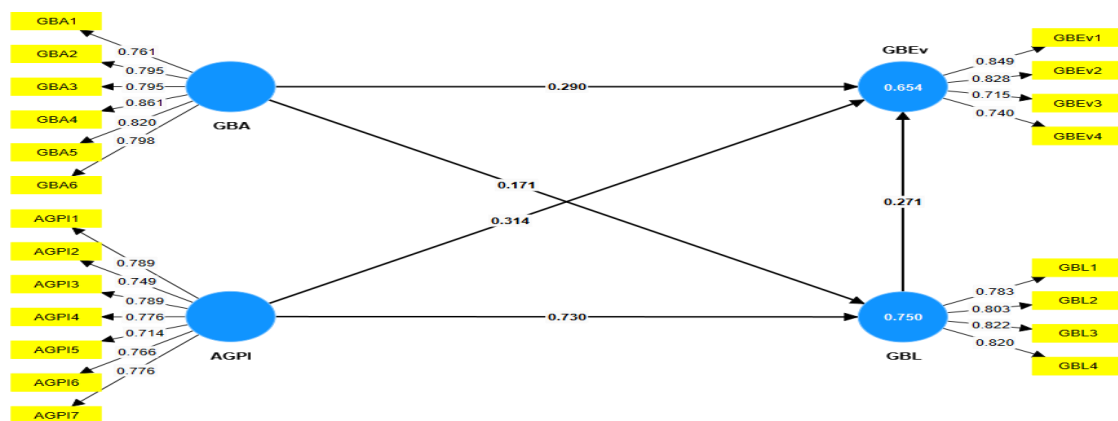


Figure 2. Measurement Model

Figure 2 illustrates the structural model in this study, which was analyzed using PLS-SEM with SPSS 4.0. The model consists of the independent variables green brand attachment (GBA) and attitudinal green purchase intention (AGPI), the mediating variable green brand loyalty (GBL), and the dependent variable green brand evangelism (GBE). The outer loadings of each construct were measured using several reflective indicators adopted from previous studies. All constructs met the criteria for convergent validity, reliability, AVE and VIF, as presented in detail in the following Table 3.

Table 3. Validity, Reliability, and Variance Inflation Factor (VIF) Tests

Variable	Outer Loading	VIF	Cronbach's Alpha	Composite Reliability	AVE
Green Brand Attachment			0.892	0.917	0.649
GBA1	0.761	1.745			
GBA2	0.795	2.232			
GBA3	0.795	2.011			
GBA4	0.861	2.783			
GBA5	0.820	2.843			
GBA6	0.789	2.287			
Attitudinal Green Purchase Intention			0.883	0.908	0.587
AGPI1	0.789	2.053			
AGPI2	0.749	1.888			
AGPI3	0.789	2.042			
AGPI4	0.776	1.918			
AGPI5	0.714	1.663			
AGPI6	0.766	2.000			
AGPI7	0.776	1.910			
Green Brand Loyalty			0.822	0.882	0.651
GBL1	0.783	1.639			
GBL2	0.803	1.733			
GBL3	0.822	1.763			
GBL4	0.820	1.826			
Green Brand Evangelism			0.791	0.865	0.616
GBEv1	0.849	1.896			
GBEv2	0.828	1.828			
GBEv3	0.715	1.420			
GBEv4	0.740	1.474			

Based on Table 4, the results of the hypothesis tests for direct and indirect effects using bootstrapping are shown. All hypotheses were accepted because they met the criteria for p-value (>0.05) and t-statistics (<1.96).

Table 4. Hypothesis Test

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P Values
Green Brand Attachment → Green Brand Evangelism	0.336	0.333	0.081	4.134	0.000
Attitudinal Green Purchase Intention → Green Brand Evangelism	0.512	0.516	0.080	6.385	0.000
Green Brand Attachment → Green Brand Loyalty	0.171	0.171	0.068	2.531	0.011
Attitudinal Green Purchase Intention → Green Brand Loyalty	0.730	0.729	0.063	11.528	0.000
Green Brand Loyalty → Green Brand Evangelism	0.271	0.266	0.098	2.777	0.006
Green Brand Attachment → Green Brand Loyalty → Green Brand Evangelism	0.046	0.045	0.023	1.977	0.048
Attitudinal Green Purchase Intention → Green Brand Loyalty → Green Brand Evangelism	0.198	0.195	0.077	2.580	0.010

Discussion

The Positive Effect of Green Brand Attachment on Green Brand Evangelism

The results of the hypothesis test revealed that green brand attachment contributes to green brand evangelism, with a p-value of 0.000. These results are based on the SET, which explains that consumers tend to provide positive feedback when they derive beneficial experiences and value from a brand (Blau, 1964). Green brand attachment represents an emotional bond between consumers and a brand, stemming from the company's tangible efforts to implement environmentally friendly practices and the positive experiences consumers feel during their interactions with the brand (Khoirala & Alfansi, 2024). Strong green brand attachment fosters a sense of closeness and commitment among consumers, leading them to support the brand's success. This support manifests as green brand evangelism through sharing positive experiences and recommending products to others, as a way of reciprocating the value consumers receive (Zhu & Park, 2022). Similar findings were reported in previous studies. The study by Yusiana et al. (2025) explains that consumers who develop strong green brand attachment typically translate it into advocacy behavior, a key component of green brand evangelism. Furthermore, strong green brand attachment makes consumers less susceptible to negative information about the brand, leading them to overlook its shortcomings and defend it as an extension of the emotional attachment underlying green brand evangelism (Ko & Jeon, 2024).

The Positive Effect of Attitudinal Green Purchase Intention on Green Brand Evangelism

The research findings reveal that attitudinal green purchase intention can shape consumers' green brand evangelism, with a p-value of 0.000. Ajzen (1991), within the TPB framework, explains that intention is a strong predictor of behavior, with strong intention not only driving purchasing actions but also subsequent behaviors consistent with an individual's attitudes and beliefs. Consumers with attitudinal green purchase intention demonstrate greater commitment to sustainable consumption and to the values associated with green products (Wang et al., 2023). This commitment enhances consumers' brand loyalty, thereby motivating them to promote the brand to others (Guerreiro & Pacheco, 2021). Consequently, consumers are willing to share positive experiences with others and assist in brand marketing through social media as a form of green brand evangelism (Li et al., 2020). The results of this study align with the findings of Sheik et al. (2025), who explain that a strong attitudinal intention to purchase green products contributes more to green brand evangelism, as consumers with high purchase intentions are more willing to promote the brand to others. When consumers form strong bonds with eco-friendly brands, they are more likely to become brand evangelists who voluntarily support those brands (Guiao & Lacap, 2022).

The Positive Effect of Green Brand Attachment on Green Brand Loyalty

The research findings reveal that green brand attachment also contributes to increased green brand loyalty, as evidenced by a statistically significant result (p-value = 0.011). These results are grounded in the SET, which explains how positive experiences and benefits motivate individuals to maintain long-term relationships with brands as a form of positive reciprocity (Blau, 1964). Positive green brand attachment stems from positive experiences during consumer interactions with the brand. This emotional attachment encourages consumers to remain loyal and maintain a relationship with the brand because it is perceived as providing environmental value that consumers believe in (Bekar et al., 2020). Consequently, consumers exhibit loyalty by maintaining the relationship through repeat purchases, a form of green brand loyalty (Ko & Jeon, 2024). Similar findings were reported by Reitsamer and Sperdin (2021), who noted that consumers tend to engage in various behaviors when they have strong green brand attachment, such as the desire to purchase the product and recommend it to others as a form of green brand loyalty. Strong green brand attachment also fosters a close connection to the brand, thereby increasing green brand loyalty through continued loyalty and repeat purchases (Bekar et al., 2020).

The Positive Effect of Attitudinal Green Purchase Intention on Green Brand Loyalty

Hypothesis testing found that attitudinal green purchase intention contributes to green brand loyalty with a p-value of 0.000. Ajzen (1991), in the TPB, explains that individuals with a strong intention toward a certain behavior tend to translate that intention into actual behavior and maintain it over time. Consumers with attitudinal green purchase intention have the desire and willingness to purchase environmentally friendly products and tend to make such purchases consistently in the future (Ahmed et al., 2023). This consistency strengthens the consumer's relationship with the brand, fostering long-term commitment that ultimately enhances green brand loyalty (Nguyen et al., 2023). Findings by Panda et al. (2020) also indicate that the stronger a consumer's attitudinal green purchase intention, the greater their green brand loyalty and commitment to that brand.

The Positive Effect of Green Brand Loyalty on Green Brand Evangelism

The research findings reveal that green brand loyalty contributes to increased green brand evangelism, with a statistically significant result (p-value = 0.006). These results are based on the SET, which posits that consumers tend to maintain existing relationships by increasing their active engagement when those relationships align with their values, including sustainability (Blau, 1964). When consumers experience a positive and meaningful relationship with a green brand, they not only maintain their loyalty but are also motivated to provide more active reciprocity. This reciprocity is manifested through voluntary behaviors, such as promoting the brand to others, as reflected in green brand evangelism (Nurhasbiyah & Astuti, 2025). These findings are also supported by Nguyen et al. (2023), who note that green brand evangelism is particularly significant among consumers who are loyal and committed to the brand, as they are more effective at promoting the brand through word of mouth.

The Role of Green Brand Loyalty Mediation in the Positive Effect of Green Brand Attachment on Green Brand Evangelism

Statistical testing found that green brand loyalty mediates the positive relationship between green brand attachment and green brand evangelism, with a p-value of 0.048. This finding is supported by SET, which posits that positive values and experiences within a relationship encourage individuals to provide positive feedback to the party considered valuable (Blau, 1964). Green brand attachment reflects consumers' emotional attachment to brands that meet their needs and fulfill their sustainability expectations. This attachment fosters loyalty, leading consumers to choose the same products and avoid alternatives from other brands (Bekar et al., 2020). Green brand loyalty, in turn, leads to green brand evangelism, as consumers defend the brand as a form of loyalty and maintain the relationship (Su & Teo, 2026). SET aligns with this relationship by explaining individuals' tendency to maintain existing relationships and to respond actively when those relationships still provide the value and meaning the brand seeks, including sustainability values (Blau, 1964). This study's results align with Su and Teo (2026), in which green brand loyalty serves as a mediator linking green brand attachment and green brand evangelism. Ko and Jeon (2024) note that emotional attachment drives consumers to become loyal first, then to develop into evangelists who voluntarily support the brand without reward.

The Role of Green Brand Loyalty Mediation in the Positive Effect of Attitudinal Green Purchase Intention on Green Brand Evangelism

Green brand loyalty has been proven to mediate the relationship between attitudinal green purchase intention and green brand evangelism with a p-value of 0.010. This relationship is explained by the TPB, which posits that behavioral intention is a key determinant of individual actions and encourages the formation of behaviors consistent with held attitudes (Ajzen, 1991). Attitudinal green purchase intention reflects consumers' tendency and commitment to make green purchases, which then lead to repeated interactions and loyalty toward the brand (Arindaputri & Santoso, 2023). Furthermore, Blau (1964) in the SET explains that individuals tend to maintain and strengthen relationships that provide benefits and value alignment through

reciprocal behavior. Green brand loyalty indicates that consumers perceive their relationship with the brand as meaningful and worth maintaining. This loyalty encourages consumers to become brand evangelists who can promote the brand through word of mouth (Koner et al., 2023). The results of this study are consistent with research by Panda et al. (2020), which found that green brand loyalty mediates the positive influence of attitudinal green purchase intention on green brand evangelism. Consequently, consumers with strong intentions tend to exhibit loyalty that subsequently develops into green brand evangelism toward environmentally friendly products.

5. Conclusion

This study presents the results of empirical testing of a research model on Avoskin consumers in Indonesia. The research demonstrates that green brand attachment and attitudinal green purchase intention positively affect green brand evangelism and green brand loyalty. Green brand loyalty positively affects green brand evangelism and serves as a mediator between the independent and dependent variables. Furthermore, green brand loyalty is a partial mediator linking green brand attachment and attitudinal green purchase intention to green brand evangelism. This indicates that attachment and purchase intention need to be translated into loyalty first, in order to develop into evangelistic behavior toward the brand.

However, this study also has limitations that need to be considered. First, the sample size is relatively small compared to the overall population of Avoskin consumers, so the results cannot be generalized to the entire population. Second, the research focuses on a single brand, namely Avoskin, so the empirical findings cannot yet be compared with those of other green cosmetic brands with different consumer characteristics. Third, this study examines only the role of green brand loyalty as a partial mediator, so it has not explored the possibility of other mediating variables or psychological mechanisms that might serve as bridges between constructs. Therefore, further studies can expand the sample size, conduct cross-brand comparisons of green cosmetics, and develop a more complex mediation model to gain a deeper understanding of the formation of green brand evangelism.

This study contributes to the literature on consumer behavior, particularly green brand evangelism, by integrating social exchange theory and the theory of planned behavior as the main foundations. The findings explain that emotional aspects, such as green brand attachment, serve as reasons for consumers to maintain a relationship with the brand, such as green brand loyalty, which ultimately forms a proactive response in the form of green brand evangelism. Furthermore, the cognitive aspect in attitudinal green purchase intention becomes a strong intention that shapes subsequent behavior (green brand loyalty and green brand evangelism), as explained in the TPB framework. This indicates that both emotional and cognitive factors play an equally important role in driving the development of consumer advocacy behavior toward environmentally friendly brands.

In practical terms, this study indicates that Avoskin needs to view consumers not only as buyers but also as potential active brand supporters who help spread green brand values. Avoskin needs to strengthen emotional engagement through authentic, transparent, and consistent marketing communications so that environmental commitment is perceived as credible. In addition, ongoing sustainability programs such as used packaging management, environmental campaigns, and mindful use education need to be maintained and optimized through stronger integration with existing communities, such as the RUBI Community. In this regard, Avoskin can enhance the community's role as a space for activating sustainability values through more participatory programs, such as sustainability-based challenges, a reward system for consumer participation, and campaign activities that encourage direct involvement of community members in green behavior. Furthermore, Avoskin can provide clear, measurable, and easily understandable information about the environmental benefits of its products, including eco-friendly materials, sustainable production processes, and tangible contributions to waste reduction. These efforts are important for building loyalty, which helps connect the brand's communication aspects and sustainability values to consumer advocacy behavior (green brand evangelism).

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