Green Euphoria: Unraveling the Power of Sustainable Brands - Examining the Nexus of Green Brand Image, Authenticity, and Emotional Well-being with the Mediating Force of Green Brand Attachment

Cindy Manisa Khoirala

Department of Management, Faculty of Economics and Business,
Universitas Bengkulu, Indonesia

Lizar Alfansi

Department of Management, Faculty of Economics and Business,
Universitas Bengkulu, Indonesia

Article Info	Abstract
	Pupose: The study intends to examine the indirect relationship between green brand image and green brand authenticity on consumer emotional well-being through the mediating variable of green brand attachment. Method: This study employs a quantitative-explanatory approach to examine the relationships between variables. The research focuses on consumers of environmentally friendly cosmetic products in Indonesia. The analysis utilized in this study is Structural Equation Modeling based on Partial Least Squares. The exact number of respondents analyzed in this research is 300 individuals who use environmentally friendly cosmetic products in Indonesia. Result: The findings of this research indicate that Green Brand Authenticity (GA) and Green Brand Image (GBI) have a positive impact on Consumer Emotional Well Being (CWB). Similarly, Green Brand Authenticity (GA) and Green Brand Image (GBI) positively influence Green Brand Attachment (GBA). Green Brand Attachment positively affects Consumer Emotional Well Being (CWB). Green Brand Attachment (GBA) plays a partial mediating role in accommodating the relationship between Green Brand Authenticity (GA) and Green Brand Image (GBI) with Consumer Emotional Well Being (CWB).

INTRODUCTION

In the contemporary era of globalization, challenges related to sustainability have become increasingly prominent, necessitating concerted efforts for resolution (Rafique et al. 2022; Pratiwi, Rusdi, and Komala 2019). A tangible initiative aimed at addressing this challenge involves the pursuit of Sustainable Development Goals (SDGs), with a set target for achievement by 2030 (UNDP, 2023). These goals are designed to foster sustainable development across social, economic, and environmental dimensions. Notably, SDG No.12 assumes a pivotal role in instigating transformations in consumption and production patterns to mitigate adverse impacts on the environment and society (Nosheen, Iqbal, and Khan 2021; Chau et al. 2022; Chiarini 2021). The prevailing consumption model tends to be characterized by irresponsibility, wherein consumers often lack adequate awareness regarding the environmental repercussions stemming

from their consumption, including the management of residual waste. This aligns with insights from The Atlas of Sustainable Development Goals 2023 report by the World Bank, revealing that, on average, each individual in Indonesia contributes 250 kg of waste annually (Qonitan, Wayan Koko Suryawan, and Rahman 2021).

Irresponsible consumption issues are exacerbated by evolving production systems across various industries. The current production paradigm, primarily focused on maximizing output quantity, has resulted in swift and substantial product turnover, contributing to adverse environmental consequences (Ongbali et al. 2022; Chenhall, Kallunki, and Silvola 2011; Nekmahmud and Fekete-Farkas 2020). According to data from the Ministry of Environment and Forestry (KLHK) in 2022, the accumulation of waste in Indonesia reached 19.45 million tons, with residual consumption waste dominating at 8.08 million tons (41.55%) and plastic waste at 3.61 million tons (18.55%) ((Fauzani and Chatamallah 2022). The escalating volume of plastic waste, a significant environmental concern, is partly driven by the substantial sales of beauty products featuring plastic packaging, with nearly 50% of cosmetic packaging being composed of plastic (Cosmetics Packaging Market, 2023). A report from the Minderoo Foundation reveals that the global cosmetics industry produces over 120 billion packages annually, the majority of which are non-recyclable (Anggalih 2022). It is imperative for companies in this industry to underscore the importance of minimizing production waste, curtailing excessive emissions, and judiciously utilizing resources, especially within the cosmetics sector. To achieve the primary objective of sustainable consumption and production outlined in SDG No.12, companies can adopt sustainable production practices. This includes transitioning to environmentally friendly product packaging designs, implementing energy-efficient production processes, and utilizing responsibly sourced, environmentally friendly raw materials.

The phenomenon of sustainability is elucidated through the widely utilized grand theory for evaluating the implementation of Sustainable Development Goals, known as The Theory of Triple Bottom Line (TBL), as proposed by Elkington (1998) .In this theory, Elkington (Elkington 1998) contends that a company's success is not solely gauged by economic factors, such as profit, but also necessitates consideration of its social and environmental impacts. By applying the principles of Triple Bottom Line (TBL), companies can generate long-term value that delivers sustainable benefits for all stakeholders involved (Bibri 2021; Bansal et al. 2022; Yurdakul 2023). The incorporation of the TBL concept not only influences environmental sustainability but also enhances the overall performance of a company (Hammer and Pivo 2017; Norman and MacDonald 2004; Slaper 2022). Companies, guided by TBL principles, can assess and manage their impacts, considering not only financial profits but also community well-being and environmental preservation (Pambudi 2020; Poerwanto, Kristia, and Pranatasari 2021; Ramakrishna 2019). This approach enables companies to produce products with lasting added value, fostering a scenario where businesses positively contribute to sustainability and support environmentally oriented business growth.

The attainment of Sustainable Development Goals relies not only on producers but also significantly on consumers, who play a pivotal role in assessing a company's commitment to sustainability in the production process and its resulting impacts (Boz, Korhonen, and Sand 2020). Consumers, well-versed in sustainability concepts, can evaluate a company's performance, and when this evaluation aligns with their expectations, it elicits positive emotions such as pleasure, satisfaction, trust, and other favorable associations collectively termed as Consumer Emotional Well-Being (Kang, Martinez, and Johnson 2021). Consumers experiencing positive feelings toward a brand are more likely to engage in repeat purchases, recommend the brand to others, and exhibit resistance to competitor products (Appiah et al. 2019). This, in turn, indirectly impacts the long-term profitability of the company, underscoring the indirect influence of Consumer Emotional Well-Being on the sustainability of a company's business. However, the survey conducted in this research reveals that some respondents are still unaware of and do not understand green products due to distrust in green product brands and a lack of interest in using them. This phenomenon arises from the perception that environmentally friendly products are expensive, raising questions about their authenticity. In essence, Consumer Emotional Well-Being

has not been fully realized. A comprehensive empirical analysis is crucial for a more profound evaluation of Consumer Emotional Well-Being and the various factors influencing it.

Consumer perceptions are intricately linked to the emotional bond they share with a specific brand, encompassing trust, experiences with the brand's products or services, and familiarity (Dwivedi et al. 2019; Wen, Qin, and Liu 2019). In the realm of environmentally friendly products, this connection is termed "green brand attachment." When consumers experience an emotional connection to an environmentally friendly brand, positive emotions like pride and satisfaction surface, stemming from the belief that their choice positively impacts the environment (Yan, Keh, and Murray 2023). Essentially, green brand attachment can wield a positive influence on consumers' emotional well-being. This positive correlation aligns with the findings of Aureliano-Silva (2018), underscoring that consumers with a high attachment to environmentally friendly products generally exhibit elevated levels of emotional well-being.

The genesis of positive consumer sentiments occurs early in the process of selecting green products. When consumers opt for cosmetics from a brand with a green image, they feel actively involved in environmental preservation efforts (Mansoor and Paul 2022). This choice triggers positive emotions like happiness and satisfaction, stemming from the alignment with values of sustainability and environmental concern (Spielmann 2021). The decision to purchase a green product is grounded in trust, extending beyond product quality to the belief that they are supporting a company committed to responsible business practices. Following a post-purchase evaluation comparing the green brand image with the product's benefits meeting their expectations, a stronger emotional connection emerges—termed Green Brand Attachment. In essence, a positive green brand image significantly impacts Green Brand Attachment, corroborating the findings of Chen et al. (2017a). Ultimately, consumers attached to an environmentally friendly brand contribute to their emotional well-being. Consequently, it can be inferred that a positive Green Brand Image positively influences Consumer Emotional Well-Being, a relationship supported by studies conducted by Barreda et al. (2020), Truong & McColl (2011) and Hur, Moon, and Kim (2020)

The Green Brand Image of a brand creates a distinctive perception in consumers' minds. When the presented green image aligns with the brand's sustainable practices, consumers perceive the brand as authentic, referred to as Green Brand Authenticity. In the realm of cosmetics, a brand's authenticity in sustainability can foster a positive emotional connection, termed Green Brand Attachment. In essence, Green Brand Authenticity positively influences Green Brand Attachment, a relationship supported by Li, Sun, and Hu (2022); Xu et al. (2021) research, highlighting consumers' positive emotional experiences when supporting sustainability values. This positive impact extends to Consumer Emotional Well-Being, as evidenced by Lee and Kang (2022) findings, indicating that the positive correlation between Green Brand Authenticity and Consumer Emotional Well-Being not only enhances the shopping experience but also influences self-perception.

This study addresses the identified gaps in the literature by conducting an in-depth empirical analysis of the direct and indirect impacts of green brand image and green brand authenticity on consumer emotional well-being. The research specifically aims to investigate the indirect relationships between green brand image and green brand authenticity with consumer emotional well-being, introducing green brand attachment as a mediating variable. The study is centered on environmentally friendly products within the cosmetics industry in Indonesia. The novelty of this research lies in its exploration of green brand attachment as a mediating variable, providing a comprehensive understanding of the relationships between green brand image, green brand authenticity, and consumer emotional well-being, an aspect not previously explored in the existing literature. Additionally, the study incorporates the grand theory of the triple bottom line to offer a comprehensive analysis of the phenomena under consideration.

The Theory of Planned Behavior

The Theory of Planned Behavior (TPB) proposed by Icek Ajzen in 1985 is a social psychological theory that suggests that human behavior is guided by three factors: attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1985). In the context of TPB, the consumer's attitude toward sustainable cosmetic consumption would be a key component. Ajzen, (1985) on his research mentioned that this would encompass the individual's positive or negative evaluation of using environmentally friendly cosmetic products by exploring how the perceived green brand image and authenticity contribute to shaping consumers' attitudes. In the other hand, the subjective norms in TPB refer to perceived social pressures or expectations regarding a specific behavior (Ajzen, 1985). this might investigate how societal perceptions and norms influence consumers' choices in the cosmetics industry. This examines the impact of subjective norms on the perceived authenticity of green brands and their emotional well-being (Ajzen, 1985). Futhermore, perceived behavioral control involves the individual's belief in their ability to perform a behavior. In the context of sustainable cosmetics consumption, you can explore how consumers perceive their control over choosing green cosmetics (Ajzen, 1985). This might include factors such as the availability of information, ease of access to environmentally friendly products, and the perceived control over making sustainable choices. Therefore, Green brand attachment can be positioned as a mediator in the relationship between attitudes, subjective norms, and perceived behavioral control with emotional well-being. it investigates how a strong green brand image and authenticity contribute to the development of green brand attachment, and subsequently, how this attachment influences emotional well-being.

Green Brand Authenticity, Green Brand Attachment, Consumer Emotional Well Being

Green brand authenticity plays a crucial role in establishing consumer trust in environmentally friendly brands, as highlighted in studies by. Huang and Guo (2021). This authenticity is demonstrated through a brand's commitment to fulfilling promises regarding sustainability (Fritz, Schoenmueller, and Bruhn 2017; Morhart et al. 2013). As consumers perceive a company's genuine efforts in sustainability, they tend to develop a stronger emotional attachment to the brand (Al-Dahan, Hasan, and Jadah 2019; Hur et al. 2020; Mikulincer 1998). According to Tran, Vo, and Dinh (2020), brand authenticity is a key factor contributing to the emergence of brand attachment, as consumers seek assurance in the genuine nature of their chosen brand. Hence, when consumers are confident in a brand's authenticity, it fosters a positive experience, gradually leading to the development of brand attachment (Tran et al. 2020).

The dimensions of green brand authenticity, encompassing attributes such as green attributes, quality, and integrity, play a pivotal role in shaping brand attachment (Morhart et al. 2013). Consumers develop strong beliefs and emotional connections with brands dedicated to environmental friendliness, viewing them as symbols of quality and trustworthiness (Papista and Dimitriadis 2019). This correlation aligns with the findings of Tran et al. (2020), establishing a positive connection between green brand authenticity and green brand attachment. The enduring commitment of a company to environmentally friendly practices contribute to the cultivation of positive sentiments among consumers over time (Gomes de Oliveira, Miranda, and de Paula Dias 2022). In essence, green brand authenticity not only acts as a driver for green brand attachment but also serves as a catalyst influencing the emotional well-being of environmentally conscious consumers (Grădinaru et al. 2022). The establishment of a brand as authentic in its green practices fosters attachment and contributes to the overall positive emotional experience for consumers aligned with sustainability values.

H1: Green Brand Authenticity has a significant positive effect on Consumer Emotional Well-Being.

H2: Green Brand Authenticity has a significant positive effect on Green Brand Attachment.

H3: Green Brand Attachment mediates the relationship between Green Brand Authenticity and Consumer Emotional Well-Being.

H4: Green Brand Attachment has a significant positive effect on Consumer Emotional Well-Being.

Green Brand Image, Green Brand Attachment, Consumer Emotional Well Being.

In the realm of environmentally friendly products, Green Brand Image embodies consumer perceptions regarding a brand's commitment to environmental sustainability (Chen 2010a). For consumers attuned to environmental considerations, a positive Green Brand Image is pivotal in establishing trust in a brand's dedication to sustainability (Copeland and Bhaduri 2020). Constructing a successful Green Brand Image involves ensuring the brand is recognizable, trustworthy, and genuinely perceived as environmentally friendly (Alamsyah, Othman, and Mohammed 2020). This positive perception, particularly when it resonates with consumers' core values, gives rise to a profound and committed form of attachment known as Green Brand Attachment. It transcends mere recognition and trust, evolving into a robust emotional connection wherein consumers foster an enduring and loyal relationship with the brand based on its perceived alignment with their environmental values.

Green Brand Attachment signifies a profound and meaningful connection that consumers establish with environmentally friendly brands. The strength of this connection directly influences the degree of attachment to the brand. Silva, Strehlau & Strehlau (2018) underscore the substantial role that brand attachment plays in shaping consumer emotional well-being. As consumers develop a robust attachment to a brand, they are more likely to seamlessly integrate it into their daily routines (Barreda et al. 2020). Previous research suggests that cultivating positive sentiments toward a brand is a strategic approach for enhancing overall emotional well-being (Dwivedi et al. 2019; Truong and McColl 2011; Al-Dahan et al. 2019). The establishment and reinforcement of a positive Green Brand Image contribute not only to brand attachment but also significantly impact the emotional well-being of environmentally conscious consumers ((Majeed et al. 2022). This interconnectedness reflects a dynamic where the positive environmental values associated with the brand resonate deeply with consumers, fostering a sense of emotional fulfillment and well-being.

H5: Green Brand Image has a significant positive effect on Consumer Emotional Well-Being.
H6: Green Brand Image has a significant positive effect on Green Brand Attachment.
H7: Green Brand Attachment mediates the relationship between Green Brand Image and Consumer Emotional Well-Being.

RESEARCH METHODS

This study employs a quantitative research method, collecting data from primary sources through an online questionnaire distributed via social media platforms like WhatsApp, Instagram, Facebook, and Telegram. The research spans across Indonesia, and data analysis is conducted using Smart PLS4. The analysis encompasses both the outer and inner models. The outer model assessment involves convergent validity, discriminant validity, and reliability, while the inner model includes R-Square and significance testing (hypothesis testing).

The population for this study includes users of Green Cosmetics in Indonesia, specifically those with experience in using environmentally friendly cosmetics. The sampling method utilized is non-probability purposive sampling. The sample size of 300 respondents was determined following Malhotra's in Dewi et al. (2023) recommendation, which suggests a range of 200-400 respondents for marketing studies.

Data for this research were collected through an online questionnaire distributed via the Google Forms platform, utilizing a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The data analysis method encompasses descriptive statistical analysis and SEM-PLS analysis conducted using the SmartPLS 4 software. The SEM-PLS analysis comprises three stages: outer model analysis, inner model analysis, and hypothesis testing, as per the approach outlined by Hair et al. (2019).
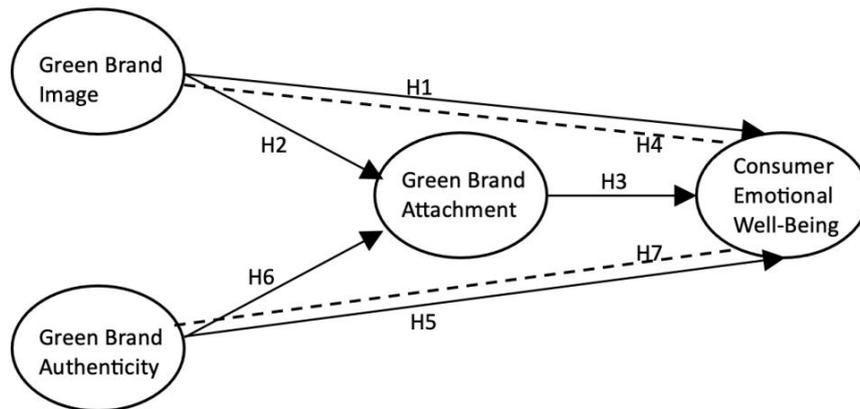
Figure 1.
Research Framework

Table 1.
List of Indicators Employed for This Study

Variable	Indicator	Item	Resource
Green Brand Image	GI1	I am aware that the green cosmetic brand is committed to the environment.	(Chen 2010b; Chen et al. 2017b; Richardson, Dick, and Jain 1994)
	GI2	The green cosmetic brand has a good reputation for environmental care.	
	GI3	The brand has successfully contributed to environmental conservation.	
	GI4	The brand has successfully built its branding based on its emphasis on environmental protection.	
	GI5	The brand's commitment to the environment can be trusted.	
Green Brand Authenticity	GA1	The brand is healthy, environmentally friendly, and consumer-friendly.	(Napoli et al. 2013)
	GA2	The brand implements an environmental care concept.	
	GA3	The brand focuses on quality.	
	GA4	The company is committed to maintaining long-term quality standards.	
	GA5	The brand is known for its consistent integrity and honesty.	
Green Brand Attachment	GBA1	The brand's environmental friendliness makes you feel very enthusiastic about it.	(Chen et al. 2017b; Park, Macinnis, and Priester 2006; Thomson, MacInnis, and Park 2005)
	GBA2	The brand's concern for the environment makes you feel very enthusiastic about it.	
	GBA3	The environmental performance of the brand makes you crave for it.	
	GBA4	The outstanding environmental features of the brand make you willing to pay for it.	
	GBA5	You will easily form an attachment to the brand because of its environmental concern.	
Consumer Emotional Well Being	CWB1	The green cosmetic brand will motivate me day by day.	(Ureliano-Silva, Strehlau, and Strehlau 2018)
	CWB2	The brand's environmental concern will trigger positive feelings.	
	CWB3	The green cosmetic brand will make me emotionally healthier.	
	CWB4	I feel safer using an environmentally friendly brand.	

RESULTS & DISCUSSION
Outer Model
 The outer model testing consists of three stages: convergent validity, discriminant validity, and reliability.

Convergent Validity Test
 Convergent validity is assessed through the Average Variance Extracted (AVE) and loading factor values. A variable is deemed valid if it has an AVE value of at least 0.5 and a loading factor value of at least 0.7 (Hair et al., 2019). Reviewing Table 2, all loading factor values for each item surpass 0.7, indicating that all items used in this study are considered valid. The results of the convergent validity testing are as follows:

Table 2.
Loading Factor

	CWB	GA	GBA	GBI
CWB.1	0.700			
CWB.2	0.763			
CWB.3	0.834			
CWB.4	0.818			
GA.1		0.820		
GA.2		0.720		
GA.3		0.788		
GA.4		0.757		
GA.5		0.707		
GBA.1			0.730	
GBA.2			0.769	
GBA.3			0.715	
GBA.4			0.748	
GBA.5			0.711	
GBI.1				0.782
GBI.2				0.802
GBI.3				0.777
GBI.4				0.765
GBI.5				0.765

Reliability Test
 Reliability assessment is conducted through the examination of Cronbach's Alpha and Composite Reliability values, with a criterion of at least 0.7 for a variable to be deemed reliable. The findings of the reliability testing are delineated in Table 3.

Table 3.
Average Variance Extracted

	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
CWB	0.784	0.861	0.609
GA	0.818	0.872	0.577
GBA	0.789	0.854	0.540
GI	0.838	0.885	0.606

Referring to Table 3, the Green Brand Image (GI) variable is ascertained to be reliable, as evidenced by a Cronbach's Alpha value of 0.838, surpassing the 0.7 threshold, and a Composite Reliability value of 0.885, exceeding the requisite 0.7 standard. Similarly, the Green Brand Authenticity (GA) variable is deemed reliable, with a Cronbach's Alpha value of 0.818 and a Composite Reliability value of 0.872, both surpassing the 0.7 benchmark. The Green Brand Attachment (GBA) variable exhibits reliability, as indicated by a Cronbach's Alpha value of 0.789 and a Composite Reliability value of 0.854, both exceeding 0.7. Likewise, the Consumer Emotional Well-Being (CWB) variable is established as reliable, given a Cronbach's Alpha value of 0.784 and a Composite Reliability value of 0.861, surpassing the 0.7 threshold. Therefore, all variables in this study can be confidently considered reliable.

Discriminant Validity Test

Discriminant validity used in this study is cross-loading discriminant validity. A variable is considered valid if the value of each indicator for a variable is greater than the value of each indicator for another variable. The results of the discriminant validity testing are as follows:

Table 4.
Discriminant Validity

	CWB	GA	GBA	GBI
CWB1	**0.700**	0.452	0.494	0.628
CWB2	**0.763**	0.452	0.526	0.771
CWB3	**0.834**	0.549	0.653	0.470
CWB4	**0.818**	0.523	0.618	0.499
GA1	0.543	**0.820**	0.528	0.533
GA2	0.368	**0.720**	0.393	0.299
GA3	0.600	**0.788**	0.580	0.435
GA4	0.452	**0.757**	0.481	0.503
GA5	0.375	**0.707**	0.373	0.343
GBA1	0.521	0.454	**0.730**	0.544
GBA2	0.743	0.551	**0.769**	0.518
GBA3	0.470	0.465	**0.715**	0.403
GBA4	0.495	0.467	**0.748**	0.602
GBA5	0.390	0.359	**0.711**	0.457
GBI1	0.677	0.530	0.579	**0.782**
GBI2	0.720	0.445	0.521	**0.802**
GBI3	0.541	0.394	0.506	**0.777**
GBI4	0.500	0.410	0.504	**0.765**
GBI5	0.524	0.414	0.579	**0.765**

Referring to Table 4, the indicator values for a variable are proven to be greater than the values of the indicators for other variables. One example is the CWB.1 to CWB.4 indicators; their values are greater for the CWB variable compared to other variables. This pattern is observed for the rest of the indicators. It can be concluded that all items in this study produce distinct and valid values.

Inner Model

The inner model testing is employed to understand the relationships between constructs, the significance values, and the R-square of the research model. Subsequently, the structural model is

evaluated using the R-square for dependent constructs, t-tests, and the significance of the coefficients in the structural path.

R-Square

In evaluating the model using PLS, we can examine the R-Square for each latent dependent variable. In this current analysis, the R-Square values, utilizing Smart PLS4, are as follows:

Table 5.
R Square

	R-square	R-square adjusted
CWB	0.689	0.686
GBA	0.565	0.562

According to Table 5, the R-square value for Consumer Emotional Well-Being (CWB) is 0.689. This signifies that 68.9% of the variation in the CWB variable can be elucidated by the combined impact of Green Brand Attachment (GBA), Green Brand Image (GBI), and Green Brand Authenticity (GA), while the remaining portion is attributed to variables beyond the purview of this research model. Similarly, the R-square value for Green Brand Attachment (GBA) is 0.565. This implies that 56.6% of the variability in the GBA variable is accounted for by the influence of Green Brand Image (GBI) and Green Brand Authenticity (GA), with the remainder being explicated by variables external to the confines of this research model.

Hypotheses Testing (Bootstraping)

Hypothesis testing in PLS is conducted using the bootstrapping method. The bootstrapping testing is also intended to minimize data non-normality. The results of the model testing with bootstrapping can be seen in Table 6.

Table 6.
Bootstrapping

Construct	Original sample (O)	T statistics ($|O/STDEV|$)	P values	Explanation
H1: GA -> CWB	0.181	3.336	0.001	Supported
H2: GA -> GBA	0.356	5.844	0.000	Supported
H3: GA -> GBA -> CWB	0.253	3.756	0.000	Supported
H4: GBA -> CWB	0.301	4.779	0.000	Supported
H5: GBI -> CWB	0.459	9.270	0.000	Supported
H6: GBI -> GBA	0.490	7.172	0.000	Supported
H7: GBI -> GBA -> CWB	0.495	9.652	0.000	Supported

Hypothesis testing is conducted to determine whether the hypotheses are accepted or not. The hypothesis test is based on the path coefficient values with a significance level of 5%, indicating a significance level of probability ≤0.05 or (α=5%). Table 6 shows that the significance values of the influence of Green Brand Authenticity (GA) and Green Brand Image (GBI) on Consumer Emotional Well-Being (CWB) are 0.001 (< 0.05) and 0.000 (0.05), respectively. It can be concluded that H1 and H5 are supported. Meanwhile, the relationship between Green Brand Authenticity (GA) and Green Brand Image (GBI) on Green Brand Attachment (GBA) has significance values of 0.000 (<0.05) and 0.000 (<0.05), so it can be concluded that H2 and H6 are supported. The relationship between Green Brand Attachment and Consumer Emotional Well-Being (CWB) has a significance value of 0.000 (<0.05), so H4 is supported.

Referring to Table 6, the test for the influence of indirect relationships shows that H3 and H7 have significance values of 0.000 (<0.05), meaning both hypotheses are supported. In other

words, Green Brand Attachment (GBA) plays a partial mediating role in accommodating the relationship between Green Brand Authenticity (GA) and Green Brand Image (GBI) on Consumer Emotional Well-Being (CWB).

Green Brand Authenticity, Green Brand Attachment, Consumer Well Being

The interplay between Green Brand Authenticity, Green Brand Attachment, and Consumer Well-Being demonstrates intricate dynamics. As indicated in the results presented in Table 6, Green Brand Authenticity exhibits a significant positive influence on Consumer Well-Being. This is attributed to the notion that when consumers perceive authenticity in a brand's or product's sustainability efforts, it positively affects their well-being. These findings are in line with the study by Tran et al. (2020), which emphasizes that green brand authenticity significantly impacts consumer well-being by enhancing life satisfaction. When consumers perceive a green brand as authentic, consistently demonstrating honesty and commitment to environmental practices, it establishes the foundation for emotional attachment to the brand. The belief that the brand is genuinely dedicated to sustainability strengthens the emotional bond between consumers and the green brand. This is further supported by prior research conducted by Aureliano-Silva (2018) on the relationship between Green Brand Attachment and Consumer Well-Being, highlighting a positive correlation. Strong attachment to a green brand, as found in consumer experiences, contributes to positive emotional and psychological benefits, encompassing a sense of involvement, satisfaction, and happiness, ultimately leading to an enhancement in consumer well-being (Aureliano-Silva et al. 2018).

In summary, positive encounters with green brands, particularly driven by authenticity and emotional attachment, play a vital role in enhancing consumer well-being. This interconnected process establishes a positive dynamic, wherein the perception of authenticity in green brands serves as a key catalyst for consumer attachment, ultimately leading to an overall improvement in consumer well-being.

Green Brand Image, Green Brand Attachment, Consumer Well Being

The nexus between Green Brand Image, Green Brand Attachment, and Consumer Well-Being holds significant importance in the realm of sustainability and consumer contentment. As evidenced by the results in Table 6, the outcomes related to Green Brand Image, representing consumers' perceptions of a brand's positive image concerning sustainability and the environment, can exert an influence on consumer well-being. This finding aligns with research by (Alamsyah et al. 2020; Barreda et al. 2020; Majeed et al. 2022), asserting that a favorable perception of the green brand image leads to a positive consumer experience and contributes to their overall well-being. A robust Green Brand Image generates satisfaction and pride among consumers who opt for a product or brand due to its sustainability aspects (Alamsyah et al. 2020; Barreda et al. 2020; Majeed et al. 2022). This is corroborated by the highest outer loading values on the statement GI 2, associated with "The green cosmetic brand has a good reputation for environmental care." In essence, the perception of contributing to the environment and society by choosing an environmentally conscious brand can elevate consumer life satisfaction, offering an additional layer of contentment and a sense of positive impact.

A favorable perception of the green brand image has the potential to foster emotional attachment, termed Green Brand Attachment, as indicated by the results demonstrating a positive and significant influence of Green Brand Image on Green Brand Attachment. This finding is in accordance with the research by Chen et al. (Chen et al. 2017a), emphasizing that a brand's honesty and consistency in sustainable practices can fortify the link between the green brand image and green brand attachment. Green Brand Attachment, within this context, engenders a positive experiential connection that emotionally involves consumers, offering satisfaction, engagement, and happiness. In essence, this relationship establishes a constructive cycle where a positive green brand image influences attachment, subsequently contributing to the enhancement of consumer well-being.

CONCLUSION

Conclusion from the relationship between Green Brand Authenticity, Green Brand Attachment, and Consumer Well Being indicates a positive and interconnected dynamic. The research results show that Green Brand Authenticity has a significant positive influence on Consumer Well Being. This suggests that when consumers perceive authenticity in a brand's sustainability efforts, it contributes positively to consumer well-being. This study aligns with previous research findings that emphasize the significant impact of green brand authenticity on consumer life satisfaction. The results indicate that Green Brand Authenticity also influences Green Brand Attachment. This signifies that when consumers consider a green brand as authentic, it strengthens the emotional attachment to that brand. The sense of consistency and honesty in a brand's environmental commitment creates a foundation for the formation of a strong attachment between consumers and the green brand. This contributes to the existing body of knowledge by reinforcing previous findings on the substantial impact of green brand authenticity on consumer life satisfaction. The finding can build to delve deeper into the specific mechanisms through which authenticity fosters well-being and explore potential moderating factors that may influence this relationship. Companies committed to sustainability should not only focus on implementing eco-friendly practices but also emphasize the consistent communication of their authenticity in these efforts. This can contribute to the development of strong emotional connections between consumers and green brands, fostering loyalty and brand advocacy. Therefore, policymakers and advocacy groups may find value in promoting initiatives that encourage and reward genuine green efforts, fostering a marketplace where authenticity and consumer well-being are mutually reinforcing.

In the context of Green Brand Image, the results indicate that a positive perception of a brand's green image has a positive impact on Consumer Well Being. Consumers with a positive view of the green brand image tend to experience higher life satisfaction. This is evidenced by the fact that a conscious choice of a brand with a green image can provide additional satisfaction to consumers and a sense of positive impact. The results show that Green Brand Image also has a positive and significant impact on Green Brand Attachment. Consumer perceptions of a positive green brand image can strengthen the emotional attachment to that brand. The honesty and consistency of the brand in sustainable practices act as driving factors in the formation of positive attachments. Businesses and marketers can leverage these findings to enhance their sustainability initiatives and communicate them effectively to consumers. Emphasizing a brand's commitment to green practices and ensuring transparency about these efforts can not only attract environmentally conscious consumers but also contribute to their overall well-being. Companies may consider integrating sustainability into their branding strategies to create a positive and lasting impact on consumer perceptions. On a societal level, the study suggests that fostering a culture of sustainability and environmentally responsible consumer choices can have positive ripple effects. Educating consumers about the benefits of choosing green brands may lead to a more environmentally conscious society. Policymakers could also take note of the potential societal benefits of promoting and incentivizing sustainable business practices. The research findings advocate for a shift towards more environmentally friendly consumer behaviors, aligning personal well-being with socially responsible choices.

Overall, these findings create a positive loop where Green Brand Authenticity and Green Brand Image influence attachment, which, in turn, contributes to the enhancement of Consumer Well Being. This provides a profound understanding of how the sustainability of a green brand, through both authenticity and positive image, can shape emotional bonds with consumers and positively impact their well-being. These conclusions have significant implications in designing sustainable marketing strategies to create positive experiences for consumers and enhance their well-being in the context of sustainability.

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