

Implementation of Green Marketing Mix at The Body Shop: A Marketing Strategy to Increase Consumer Satisfaction and Brand Loyalty

Original Article

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Abstract

This study aims to analyze The Body Shop's implementation of Green Marketing Mix elements in the Indonesian market in the period 2023-2024, as well as its influence on consumer satisfaction and brand loyalty. Given the intensive competition in the cosmetics and body care sector, The Body Shop's ability to maintain differentiation through ethical values and sustainability is crucial. This research uses the Systematic Literature Review (SLR) method to synthesize findings from relevant studies on the Green Marketing Mix, consumer satisfaction, and brand loyalty, particularly in the context of the cosmetics industry and The Body Shop's business practices. The main focus of the analysis is on the four core elements of the Marketing Mix (Product, Price, Place, and Promotion) with a sustainability (Green) perspective. The results of the study are expected to provide strategic insights to The Body Shop in optimizing the Green Marketing Mix to increase consumer satisfaction and strengthen brand loyalty in the Indonesian market, as well as provide an academic contribution in understanding the implementation of green marketing in the cosmetics industry.

Keywords: Green Marketing Mix, Marketing Strategy, Consumer Satisfaction, Brand Loyalty.

1. Introduction

The cosmetics and personal care industry is currently in a highly competitive and dynamic landscape. The dominance of global players with ample resources coincides with the emergence of innovative local brands, creating an intense competition to capture consumer attention and preferences. This competition manifests through various strategies, ranging from product innovation with the latest formulations and technologies, the implementation of creative omnichannel marketing approaches, to diversifying the value offered, including competitive pricing and unique shopping experiences. As a result, consumers are presented with a wide array of product choices, including skincare, decorative cosmetics, haircare, and body care products, each promising distinct benefits and advantages. In this saturated market, a business's ability to effectively differentiate itself and build sustainable competitive advantages becomes the key determinant of long-term growth and survival.

In this hyper-competitive business ecosystem, consumer satisfaction transforms from a mere operational goal into a strategic foundation for success. Consumers who are satisfied with a product, service, or overall brand experience are likelier to make repeat purchases and evolve into loyal brand advocates. Brand loyalty, in turn, generates substantial benefits for



companies, including price inelasticity, higher retention rates, and the potential for positive word-of-mouth recommendations. Therefore, continuous investment in initiatives to enhance consumer satisfaction and foster brand loyalty is no longer just a tactical choice but a strategic imperative to ensure long-term business growth and stability amid fierce competition.

Amid this competitive industrial landscape, The Body Shop stands as a business entity with a unique identity rooted in strong ethical values. Its commitment to fair trade practices, opposition to animal testing, and focus on environmental sustainability have become its hallmark, building an emotional connection with consumers who are increasingly aware of social and environmental issues. However, a strong brand image does not guarantee immunity to market challenges. Rising competition, shifting consumer preferences, and the emergence of new brands demand that The Body Shop continuously adapt and innovate in its marketing strategies. Ensuring optimal satisfaction at every consumer touchpoint becomes crucial to maintaining relevance and competitiveness.

In this complex, competitive context, the Marketing Mix framework—later evolving into the Green Marketing Mix with an emphasis on sustainability—offers a relevant strategic tool. This research will specifically analyze the implementation of Marketing Mix elements by The Body Shop in the Indonesian market during the 2023-2024 period, focusing on the four core elements (Product, Price, Place, and Promotion). Indonesia was chosen due to its large market potential and unique consumer characteristics. This study aims to provide in-depth insights into how The Body Shop manages fundamental aspects of its marketing strategy to enhance consumer satisfaction and brand loyalty in the local market context.

The main research questions include:

- a. How is the Green Marketing Mix implemented at The Body Shop?
- b. What is its impact on consumer satisfaction?
- c. How does consumer satisfaction influence brand loyalty?
- d. How can the Green Marketing Mix strategy be optimized?

The findings of this research are expected to benefit The Body Shop, academics, and consumers in understanding the dynamics of green marketing and its impact in the cosmetics industry.

2. Literature Review

Clearly outline the literature from Theory A, Theory B or even previous work or research framework. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. (no space between x.1, x.2, x.3) (Please use Heading style -> Text | Malaqbipublisher.com).

2.1. Concept of Green Marketing Mix

The concept of green marketing has evolved into a crucial issue for modern businesses and society at large. Hawkins, Mothersbaugh, and Best [10] introduced the idea of the Green Marketing Mix, emphasizing that every company must design a unique marketing mix while considering its environmental implications. Similarly, green marketing is defined as the process of marketing products in an ecologically conscious manner. The essence of green marketing lies in promoting products with awareness of not harming the environment. Green marketing resembles conventional marketing but integrates environmental concerns and consumer demand for environmentally responsible business practices into every marketing activity.

Green marketing is planning and implementing a marketing mix that facilitates consumption, production, distribution, promotion, packaging, and even product recycling in a way that is sensitive and responsive to ecological issues. It is a marketing strategy that

focuses on meeting consumer needs and desires while incorporating environmental health considerations into every aspect of marketing.

The Green Marketing Mix is not vastly different from the traditional marketing mix. It adapts the conventional 4P framework (Product, Price, Place, and Promotion) into a sustainability context.

- **Product:** Companies must offer eco-friendly products that avoid environmental pollution and actively protect and even reduce existing environmental damage.
- **Price:** Environmentally friendly products may be priced slightly higher than conventional alternatives. However, pricing remains a critical factor in the Green Marketing Mix, as consumers are often willing to pay more if they perceive significant added value.
- **Place:** Decisions on where and when products are available influence consumer perceptions of accessibility and a company's environmental commitment.
- **Promotion:** Effective green advertising strategies often highlight a company's environmental responsibility, promoting an eco-friendly lifestyle by emphasizing product features and benefits.

Thus, green marketing has become a significant approach for businesses to expand their market while responding to increasing consumer awareness and demand for sustainable business practices.

2.2. Consumer Satisfaction

At its core, consumer satisfaction reflects a customer's feelings or responses after interacting with a product or service. This sentiment arises from a subjective comparison between their initial expectations before purchase and their experience afterward. If the product or service performance meets or exceeds expectations, the consumer tends to feel satisfied. Conversely, if the perceived performance falls short, dissatisfaction arises.

It is important to understand that consumer satisfaction is not an absolute or universal measure. It is highly relative and individual, influenced by factors such as past experiences, pre-purchase information, personal needs and desires, and situational context. What satisfies one consumer may disappoint another.

Furthermore, consumer satisfaction has significant implications for business survival and growth. Satisfied consumers are more likely to make repeat purchases and develop long-term brand loyalty. Highly satisfied customers may even become brand advocates, spreading positive word-of-mouth recommendations.

On the other hand, dissatisfied consumers can have a negative impact. They are less likely to repurchase, may switch to competitors, and could share negative experiences, damaging the brand reputation and reducing potential new customers.

Therefore, for any business, understanding and managing consumer satisfaction is crucial. Continuous efforts to maintain and improve product or service quality are fundamental in fostering satisfaction. Additionally, a deep understanding of consumer needs and expectations—and the ability to meet or exceed them—is key to building strong, lasting customer relationships.

2.3. Brand Loyalty

Kotler and Armstrong (in Nasir et al., 2020) describe brand loyalty as a strong bond that drives individuals to consistently choose and use their preferred product or service. Interestingly, this loyalty remains steadfast even when market conditions change, such as the introduction of new competing products, aggressive marketing campaigns, or price

fluctuations. Consumers with strong brand loyalty resist external influences and remain committed to their choice.

Similarly, Schiffman and Kanuk (in Murtiningsih et al., 2016) define brand loyalty as a consumer's habitual tendency to repeatedly return to the same brand when purchasing a specific product or service. This definition highlights a consistent pattern of choice over time, reflecting not just a one-time purchase but an established preference.

Aaker (1991) offers a deeper perspective, interpreting loyalty as a profound dedication to a chosen product or service. This dedication manifests in repeated future purchases, persisting even amid changing circumstances or persuasive marketing efforts. Aaker's definition implies that brand loyalty involves strong emotional and psychological connections, going beyond mere purchasing habits.

2.4. The Relationship Between Green Marketing Mix, Consumer Satisfaction, and Brand Loyalty

The Green Marketing Mix, as a strategic marketing approach, integrates sustainability principles into traditional marketing elements. Its implementation significantly influences consumer satisfaction:

- Eco-friendly products that offer sustainable solutions align with environmentally conscious consumers, increasing satisfaction.
- Fair and transparent pricing, justified by perceived environmental value, positively impacts satisfaction.
- Green distribution (e.g., reduced emissions, sustainable packaging) and eco-conscious promotion enhance brand image and satisfaction among like-minded consumers.

Moreover, consumer satisfaction plays a crucial role in shaping brand loyalty. Satisfied consumers, driven by an effective Green Marketing Mix, develop positive perceptions of a brand's value and quality. This perception fosters emotional connections and trust.

As Kotler & Keller (2016) and Bailey & Milligan (2023) suggest, customer satisfaction directly influences perceived service quality and value, which in turn drives loyalty. When a brand delivers high-value experiences through its Green Marketing Mix, consumers are more likely to remain loyal and make repeat purchases.

In conclusion, the Green Marketing Mix is not just an environmentally focused marketing tool but a holistic strategy that directly enhances consumer satisfaction through responsible product offerings, pricing, distribution, and promotion. This satisfaction then becomes a key driver of brand loyalty, as consumers who align with a brand's environmental values and enjoy positive experiences are more likely to remain committed, ensuring long-term business success in an increasingly sustainability-conscious market.

3. Methods

This study adopts a qualitative approach using the Systematic Literature Review (SLR) method. The qualitative approach was chosen based on the research objective to gain an in-depth and comprehensive understanding of how The Body Shop's implementation of the Green Marketing Mix is explored in academic literature, as well as its relationship with consumer satisfaction and brand loyalty.

The SLR method was selected due to its ability to systematically identify, evaluate, and interpret all relevant research on the established topic. The research design employs a narrative synthesis based on SLR findings, aiming to summarize and explain key insights from various relevant primary studies.

3.1. Systematic Literature Review Process

The SLR process follows a structured framework, including:

- a. Formulating research questions
- b. Conducting a comprehensive literature search across academic databases
- c. Selecting literature based on clear inclusion and exclusion criteria
- d. Extracting key data from each selected study using a predefined protocol
- e. Assessing methodological quality to evaluate the validity and reliability of findings
- f. Synthesizing and interpreting data to answer research questions and identify patterns, themes, and gaps in the literature

3.2. Research Population and Sample

Research population: All relevant academic studies and scholarly literature on:

- a. The Body Shop’s Green Marketing Mix implementation
- b. Sustainable marketing strategies
- c. Consumer satisfaction toward environmentally oriented brands
- d. Brand loyalty in the cosmetics industry

Research sample: A curated selection of studies from the literature population based on inclusion and exclusion criteria. The sample size is determined by the number of high-quality, relevant studies identified.

3.3. Data Collection and Analysis

Primary data collection method: Literature extraction, involving the identification and recording of key information from each relevant study.

Data analysis technique: Narrative synthesis, which involves:

- a. Organizing, summarizing, and interpreting findings from selected studies
- b. Thematic grouping and comparison
- c. Conceptual framework development (where applicable)

This structured approach ensures a rigorous and transparent examination of existing research, providing valuable insights into The Body Shop’s Green Marketing Mix, consumer satisfaction, and brand loyalty in the cosmetics industry.

4. Results and Discussion

4.1. Green Marketing Mix



Figure 1. Green Marketing Mix VOSviewer analysis

The relationship between "green marketing mix" and "effect" suggests that numerous studies have sought to identify and measure various outcomes or consequences resulting from companies' adoption of green marketing practices. Here, "effect" may refer to a range of

dependent variables, including shifts in consumer behavior, enhanced brand image, or even improvements in corporate financial performance. Meanwhile, the connection between "green marketing mix" and "impact" underscores a deeper and broader analysis of the changes or influences generated by green marketing strategies. "Impact" can encompass environmental benefits, stakeholder perceptions, or long-term competitive advantages. Although this network configuration is relatively simple, it highlights a prominent trend in green marketing mix research—evaluating the effectiveness and justifying the implementation of such strategies through impact analysis.

However, it is important to note that this analysis is preliminary and limited to visual data interpretation. For a more comprehensive understanding through a Systematic Literature Review (SLR), the next critical steps involve examining the underlying data sources, understanding the keyword extraction methodology, and exploring the specific contexts of articles containing these three terms. A thorough literature analysis will enable the identification of the most frequently studied "effect" and "impact" variables, the dominant research methodologies employed, as well as key findings and potential gaps in understanding the effectiveness of the green marketing mix.

This deeper exploration will provide valuable insights into how green marketing strategies influence both business outcomes and broader societal and environmental changes.

4.2. Marketing Strategy



Figure 2. Marketing Strategy VOSviewer analysis

The VOSviewer network visualization succinctly illustrates the significant interconnections between "strategy," "digital marketing," and "marketing strategy" within the analyzed literature, with "digital marketing" emerging as the central linking node. This indicates a strong research focus on the integration of digital marketing in business strategy formulation and implementation, its role as a core component of contemporary marketing strategies, and its function as a bridge translating strategic business objectives into measurable marketing actions. A deeper Systematic Literature Review (SLR) based on this visualization could explore integration models, digitalization's impact on strategic planning, strategic digital capabilities, performance metrics, emerging trends, and associated challenges. Such analysis would require comprehensive steps, including data source identification, understanding of VOSviewer's methodology, systematic literature searching, study selection criteria, structured data extraction, thematic synthesis, and potentially developing conceptual frameworks to gain more profound insights while identifying future

research directions in this evolving field. The visualization serves as valuable preliminary evidence of digital marketing's strategic centrality in modern business scholarship.

4.3. Consumer Satisfaction

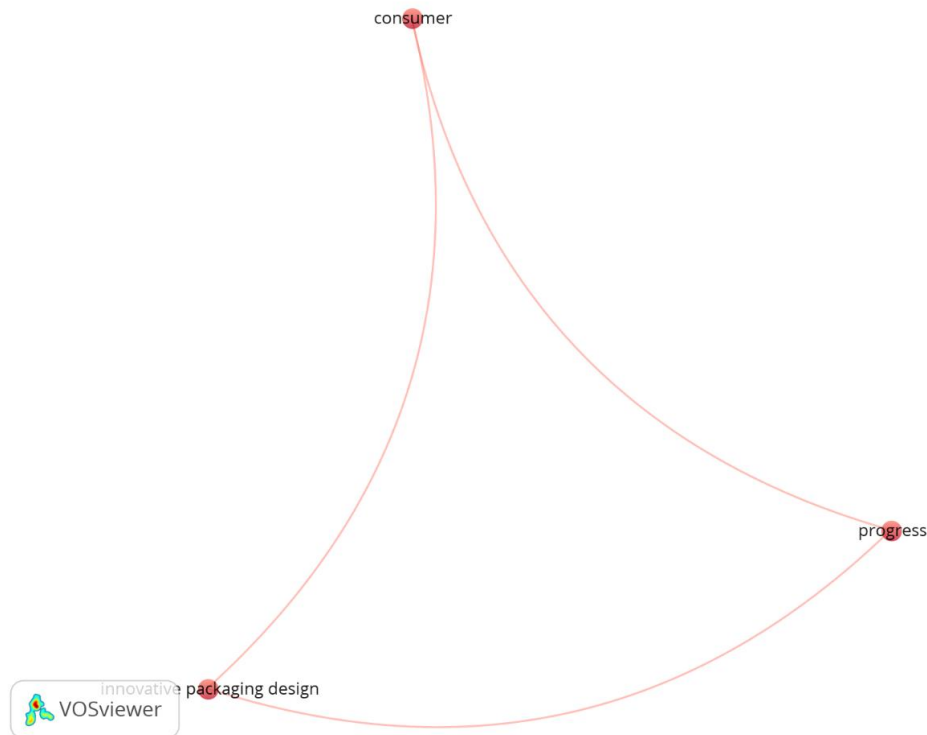


Figure 3. Customer Satisfaction VOSviewer analysis

The VOSviewer network visualization highlights the dynamic interplay between three key elements: "consumer," "progress," and "innovative packaging design." The interconnectedness of these concepts in the analyzed literature suggests that innovative packaging design serves as a crucial bridge between consumer understanding and notions of advancement in relevant research domains. This configuration indicates that existing studies predominantly investigate how packaging innovations influence consumer behavior while simultaneously contributing to various forms of "progress" within the industry. The prominent positioning of "consumer" reveals significant research attention on how consumers perceive, prefer, and respond to novel packaging designs, with particular focus on visual appeal, practical functionality, information clarity, usability, and psychological impacts on purchasing decisions and satisfaction levels.

The emergence of "progress" as a central node suggests that packaging innovation is viewed as instrumental to advancement across multiple dimensions. This encompasses environmental sustainability (e.g., eco-friendly packaging), operational efficiency (e.g., waste-reducing designs), functional improvements (e.g., solutions enhancing product freshness or user convenience), and marketing effectiveness (e.g., designs strengthening brand identity). The direct correlation between "innovative packaging design" with both "consumer" and "progress" demonstrates that research typically positions packaging innovation as a dual-force driver - simultaneously shaping consumer experiences while propelling industry evolution. However, without deeper examination of specific study contexts, the types of packaging innovations analyzed, and operational definitions of "progress," these interpretations remain preliminary.

To develop a more nuanced Systematic Literature Review (SLR), rigorous methodological steps are required: identifying underlying data sources, clarifying VOSviewer's analytical parameters, conducting systematic searches with precise keywords, applying clear inclusion/exclusion criteria, performing detailed data extraction from selected studies, synthesizing findings to identify patterns, recognizing research gaps, and potentially constructing advanced conceptual frameworks. Such comprehensive SLR implementation would yield deeper insights into how packaging design innovation mediates between consumer engagement and multifaceted industry progress, ultimately advancing scholarly understanding of this critical intersection in product development and marketing strategy.

4.4. Brand Loyalty

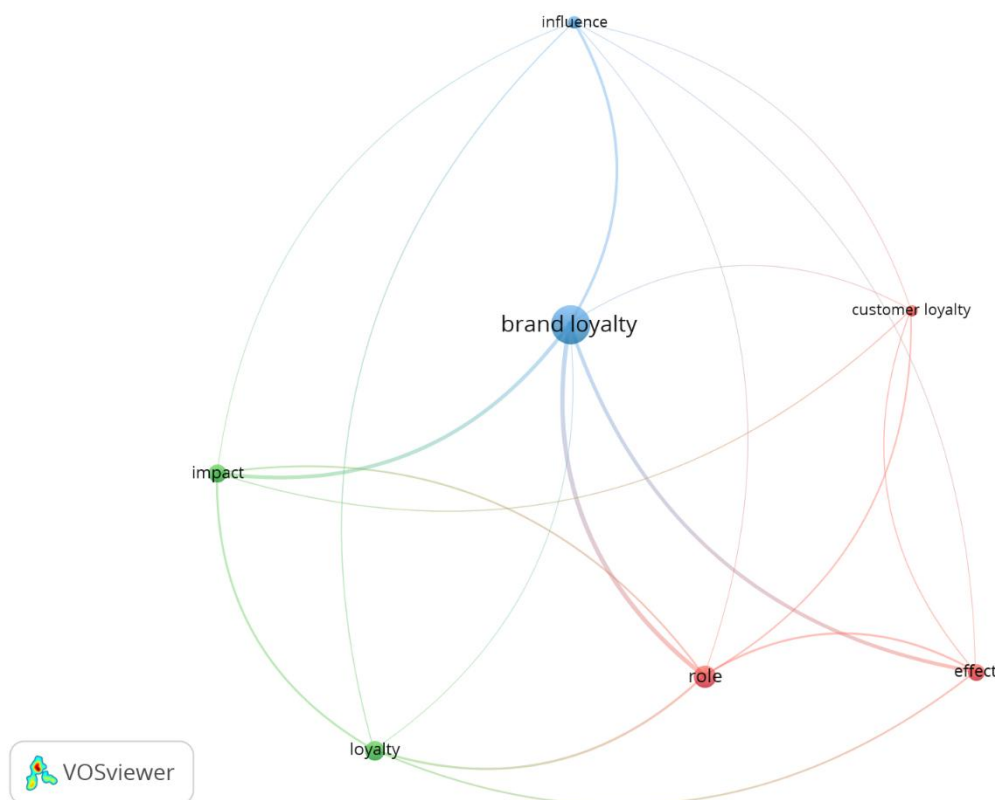


Figure 4. Brand Loyalty VOSviewer analysis

The VOSviewer network visualization reveals key conceptual relationships in brand loyalty research, with the central blue "brand loyalty" node indicating its dominant position in the analyzed literature. This core concept demonstrates multiple connections to peripheral elements including "influence" (light blue), "customer loyalty" (pink), "role" (red), "effect" (red), "loyalty" (light green), and "impact" (light green). The varying connection line thicknesses reflect the frequency of co-occurrence in relevant studies, suggesting research intensity for each conceptual relationship. From a Systematic Literature Review (SLR) perspective, this configuration indicates that brand loyalty studies frequently examine: (1) various influencing factors ("influence"), (2) consequential outcomes ("effect," "impact"), and (3) strategic functions ("role") within broader contexts, including its relationship with the potentially overlapping concept of "customer loyalty." The distinct yet connected "loyalty" node suggests some studies may differentiate between general loyalty constructs and brand-specific loyalty manifestations.

A more rigorous SLR analysis would require examining the underlying literature to understand specific contextual relationships. Potential research directions include investigating: dominant "influence" types shaping brand loyalty, consumer behavior, or firm performance "effects" of brand loyalty, strategic "roles" of brand loyalty in marketing or CRM approaches, and theoretical/empirical distinctions between "brand loyalty" and "customer loyalty." Comprehensive SLR implementation necessitates: source database identification, VOSviewer methodology clarification, systematic keyword-based literature searches, standardized study selection, detailed data extraction, thematic synthesis, gap analysis, and potential conceptual framework development. This process would yield substantive insights beyond mere term co-occurrence patterns, advancing understanding of brand loyalty dynamics and its multifaceted relationships in marketing scholarship. The visualization serves as a valuable starting point for identifying research clusters and guiding deeper literature interrogation.

5. Conclusion

Based on the preliminary analysis of the VOSviewer network visualization, several conclusions can be drawn regarding the direction of research in the relevant literature. Studies on the Green Marketing Mix tend to evaluate its effectiveness through the analysis of impacts and consequences on various aspects, including consumer behavior, brand image, financial performance, environment, and stakeholder perceptions. In the context of strategy, digital marketing is emerging as a central element that bridges business strategy formulation and measurable marketing strategy implementation. Research in this area has the potential to explore integration models, the influence of digitalization, strategic digital capabilities, and performance metrics. Innovation in packaging design is also a focus of research, explored as a factor linking consumer understanding with advances in sustainability, efficiency, functionality, and marketing effectiveness, with an emphasis on consumer perception and response. Finally, the study of brand loyalty significantly examines the factors that influence it, its consequences, and its role in the wider context, including its relationship with customer loyalty. Overall, this preliminary analysis identifies key focus areas in existing research and underscores the need for a more in-depth systematic literature analysis to understand the context, methodologies, key findings, and identify potential research gaps within each of these topics.

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