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THE ROLE OF GREEN BRAND IMAGE ON GREEN SELF-CONCEPT CONSISTENCY IN MEDIATING AND MODERATING THE IMPACT OF ENVIRONMENTAL CSR ON GREEN PURCHASE INTENTION.

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Abstract This study examines the role of Environmental Corporate Social Responsibility (ECSR) in shaping Green Brand Image (GBI) and its influence on Green Purchase Intention (GPI), by adding Green Self-Concept Consistency (GSCC) as a moderating variable. Using signaling theory and self-congruence theory, this study develops a conceptual framework in which ECSR serves as a signal of a company's environmental commitment, GBI acts as a mediating mechanism, and GSCC determines the boundary conditions of the relationship. Data were collected from consumers in Indonesia, thus extending previous studies that were mostly conducted in China, and providing cross-cultural insights into green consumer behavior. The results show that ECSR significantly increases GBI, which in turn has a strong influence on GPI. Mediation analysis confirms that GBI plays a significant role in channeling the influence of ECSR on GPI. However, GSCC is shown to negatively moderate the relationship between ECSR and GBI, meaning that when consumers have high green self-concept consistency, the additional impact of ECSR on green brand image is reduced. These findings suggest that CSR communication is more effective for consumers with low GSCC, while authenticity and transparency are crucial for consumers with high GSCC. Theoretically, this study enriches the literature by integrating the signaling and self-congruence perspectives in a new cultural context. Managerially, this study emphasizes the need for companies to tailor their CSR communication strategies to different consumer segments, so that CSR initiatives are perceived as credible and aligned with consumer identity.

Keywords; Environmental CSR, green brand image, green purchase intention, green self-concept consistency

1. Introduction

The increasingly pressing global environmental crisis has drawn widespread attention to the industry's role in maintaining the planet's sustainability. The United Nations Environment Program (UNEP) notes that the fashion industry contributes up to 10% of the world's total carbon emissions and produces more than 92 million tons of textile waste annually. Much of this waste contains non-biodegradable fossil-based synthetic fibers that release microplastics into the environment. This phenomenon is also evident in Indonesia. The report (*Good News From Indonesia, 2024*) (2024) reported that fashion waste in Indonesia is increasing, especially in large cities like Jakarta and Bandung. Used clothing that is no longer fit for wear often ends up in landfills, creating piles of textile waste that is difficult to decompose.

In response to the need for sustainability, many companies have begun to adopt an Environmental Corporate Social Responsibility (ECSR) approach that focuses on reducing negative impacts on the environment. (Carroll, 1999) This action not only contributes to

environmental sustainability, but also plays an important role in building a better brand image in the eyes of consumers.(Chan, 2025)Companies that are environmentally and socially responsible can have a positive impact on the company's image. However, the influence of ECSR on green brand image is not always direct in some cases, sometimes other factors such as green self-concept consistency can moderate the relationship.(Liu et al., 2021; Sharma et al., 2020) Where consumers feel there is a match between their personal identity and the environmental values promoted by the brand. (Wang et al., 2020)Consumers who have high green self-concept consistency cannot be directly influenced by ECSR because they tend to be skeptical about it.(Boucher, 2021).

This research integrates two main theoretical foundations: signaling theory and self-congruity theory. ECSR actions serve as strategic signals sent by companies to stakeholders.(Zerbini, 2017)In the context of Environmental Corporate Social Responsibility (ECSR), companies demonstrate their commitment to sustainability through initiatives such as green production or the use of sustainable resources. Companies signal to consumers and shape positive perceptions and attitudes toward the brand. This confirms that ECSR can influence green purchase intention through green brand image. Furthermore, Self-Congruity Theory focuses on the congruence between brand image and consumers' self-concept. Consumers tend to choose products or affiliate with brands that reflect their self-image or ideal image.(Sirgy, 1985)This theory states that the closer the match between brand image and consumer self-concept, the stronger the emotional bond to the brand and the greater the likelihood of making a purchase (Hosany, 2012) Thus, green self-concept consistency can influence the relationship between ECSR and green brand image.

Although previous research has highlighted the influence of Environmental Corporate Social Responsibility (ECSR) on green purchase intention through brand image and green self-concept consistency as moderating variables.(Zhang et al., 2024)However, this study still has limitations. One of them is that the research object only focuses on the Chinese context. Studies that explicitly explore this issue in Indonesia are still relatively limited, thus emphasizing the need to expand the research scope. Departing from this research gap and the identified empirical phenomena, this study aims to examine the effect of ECSR on green purchase intention with brand image as a mediating variable and green self-concept consistency as a moderating variable in the Indonesian context. Thus, this study is expected to provide academic contributions as well as practical implications for the development of sustainability strategies in the Indonesian market.

H1: Environmental CSR influences green brand image

H2: Eco-friendly brand image influences eco-friendly purchase intention.

H3:Eco-friendly brand image mediates the relationship between ECSR and eco-friendly purchase intention.

H4: Green self-consistency moderates the relationship between ECSR and green brand image.

2. Research Method

This study uses a survey method with a quantitative approach and a cross-sectional design to examine the relationship between Environmental CSR and green brand image, green self-concept consistency, and green purchase intention. A cross-sectional research design is used because it allows data collection at a specific moment, thus representing conditions and relationships between variables simultaneously without requiring continuous observation. This approach is commonly applied in quantitative studies to capture correlational patterns within a limited time span and provides efficiency in initial analysis of the dynamics between constructs.(Bryman, 2016)

This study was conducted on 170 respondents with the basis of calculations using parameter estimation with the characteristics of respondents who have green self-consistency and experience shopping for green products. With these respondent criteria, the technique used was purposive sampling. And for data analysis, it was carried out using covariance-based structural equation modeling (SEM) and using AMOS software. CB-SEM was conducted because this study comprehensively tests and confirms. And CB-SEM is used to test established theories and measure the suitability of the model to the data.(Hair et al., 2019)The research instrument was a questionnaire with a semantic differential scale ranging from 1 to 10, where 1 indicates strongly disagree and 10 indicates strongly agree. This technique is used to measure the psychological meaning of an object through bipolar assessments such as good-bad or strong-(Osgood, 1957) To explain the thought process, the following model was used:

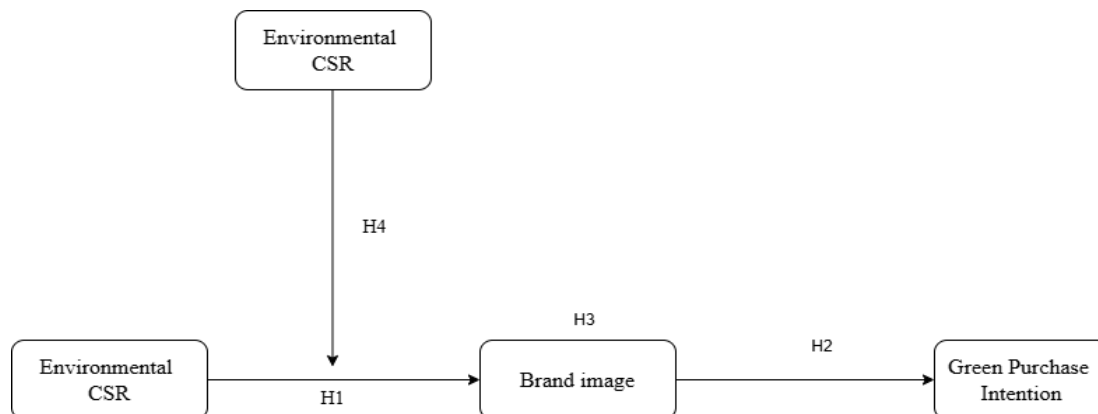


Fig 1. Research Framework

Variable	Indicators	Source
ECSR	<i>Waste</i>	Gilley et al., 2000
	<i>Energy</i>	
	<i>Compliance</i>	
	<i>Sustainability</i>	
Green	<i>Perception</i>	Kottler &

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Variable	Indicators	Source
Brand Image	Association	Keller, 2012
	Differentiation	
	Reputation	
Green Purchase Intention	Willingness	Chen & Chang, 2012
	Preference	
	Trust	
Green self-concept consistency	Identity	Confente et al, 2020
	Congruence	
	Reflection	
	Alignment	

3. Results and Discussion

Based on the data on the characteristics of respondents from 170 respondents, the majority of whom were women (55.9%) with a background as students (26.5%) and civil servants (25.3%), and had a monthly income above one million rupiah (35.2%), which indicates a fairly high purchasing power for environmentally friendly products. Most respondents had made green purchases more than five times (32.4%), while the intention to make green purchases was recorded at 22.9%, indicating a gap between actual behavior and intention that can still be improved through education and appropriate marketing strategies. These findings indicate that the young and educated consumer segment with environmental concerns is a potential target for companies implementing sustainability strategies and green signaling in building brand image.

Table2. Respondent Characteristics

Characteristics	Attribute	Total	%
Gender	Male	75	44.1
	Female	95	55.8
Student		45	26.5
Civil Servant		43	25.3
Nature lovers		35	20.5
Entrepreneurs		21	12.6
Others		26	15.3
<100k		10	5.8
100k-500k		45	26.5
Monthly Green purchase intention	500k-1 million	55	32.6
	>1 million	65	38.2
	1 time	9	5.2
Green purchase intention frequency per month	2-3 times	55	21.7
	3-5 times	67	39.4

In SEM analysis, the basic assumptions were first checked through a data normality test. The analysis results showed a value of -2.381, which means there is no multivariate critical ratio exceeding the limit of ± 2.58 , so the data distribution can be categorized as normal (Hair et al., 2019) Next, outlier testing was carried out both univariate and multivariate to ensure there were no extreme data that could cause bias. The minimum Z-score value (-2.833) and maximum (2.932) were still within the range of ± 3 , so no univariate outliers were found. In multivariate testing, the highest Mahalanobis distance value of 40.068 was lower than the chi-square value of 43.820 in the table, so the research data were free from multivariate outliers. Thus, this research data has met the assumption of normality and is free from outliers, making it suitable for further SEM analysis.

Table 3. Measurement, loadings, CR, and value

N O	Questionnaire Statement	Build	Indicator	Load	CR	VE
1	companies undertake voluntary environmental initiatives	<i>Environmental CSR</i>	ECSR1	0.826	0.896	0.683
2	company operational systems reduce environmental impact		ECSR2	0.833		

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3	the company provides environmentally friendly products		ECSR3	0.838		
4	The company's products have a positive impact on the environment.		ECSR4	0.809		
7	the company is remembered by customers as an environmentally friendly company	<i>Green Brand Image</i>	GBI1	0.765	0.844	0.604
8	This company has unique characteristics compared to other companies.		GBI2	0.807		

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9	a company that is trusted in its environmental promises		GBI3	0.73		
10	a company that is trusted in its environmental promises		GBI4	0.844		
10	companies that care about the environment		GBI5	0.735		
11	company performance reduces negative impacts on the environment	<i>Green purchase intentions</i>	GPI1	0.729	0.911	0.774
12	companies that sell environmentally friendly products		CPI2	0.767		

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13	consumers intend to purchase environmentally friendly products in the near future		GPI3	0.85		
14	environmentally friendly values reflect the customer's self	Green self-concept consistency	GSCC1	0.84	0.928	0.764
15	customer motivation grows from environmental friendliness		GSCC2	0.892		
16	customer social interactions are conducted in an environmentally friendly manner		GSCC3	0.871		

17	customers have expectations of others to	GSCC4	0.892			
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After conducting the SEM test, the next step is validity and reliability testing. Reliability indicates measurement consistency, while validity describes the indicator's ability to represent the construct.(Hair et al., 2013) The analysis results show that all indicators have factor loadings above 0.40, indicating convergent validity. Furthermore, all constructs have Construct Reliability (CR) values > 0.70 and Variance Extracted (VE) values > 0.50, thus meeting the reliability criteria. Therefore, the research instrument is declared valid and reliable for use in structural model analysis.

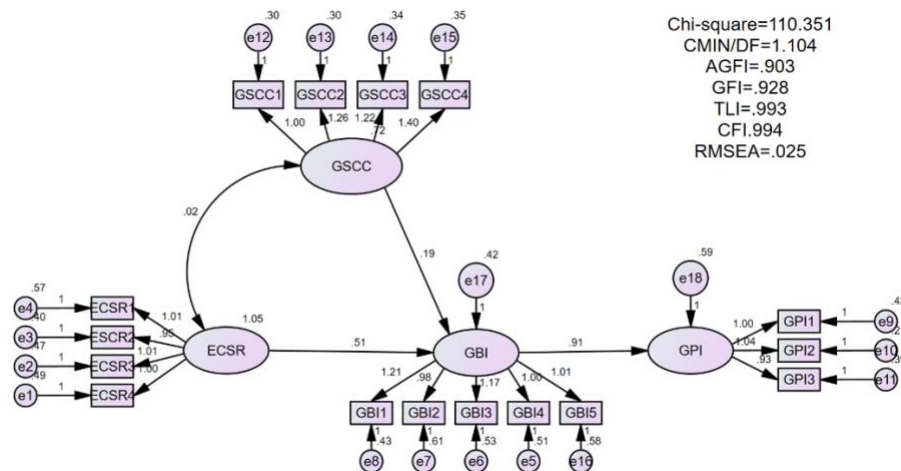


Fig 2. Research Model

The structural equation model presented illustrates the relationship between ECSR, green brand image, and green purchase intention. Each latent construct is measured through several indicators with adequate factor loading values, reflecting good measurement reliability. The results of the analysis show that ECSR has a direct influence on Green brand image, then GBI significantly increases green purchase intention, in addition to green self-concept consistency also has an influence on green brand image. Model feasibility indices such as GFI, CFI, TLI, and RMSEA are within acceptable limits, supporting the theoretical strength and empirical suitability of the proposed model.

Table 4. Goodness of Fit (GoF) SEM-AMOS Model

<i>Goodness of Fit</i>	<i>Analysis Results</i>	<i>Cut-off Value</i>	<i>Model Evaluation</i>
<i>Chi-Square</i>	110,351	Expected to be small	Marginal Fit
<i>CMIN/DF</i>	1.104	< 2,000	Fit
<i>AGFI</i>	0.903	> 0.90	Fit
<i>GFI</i>	0.928	> 0.90	Fit
<i>TLI</i>	0.993	> 0.95	Fit
<i>CFI</i>	0.994	> 0.95	Fit
<i>RMSEA</i>	0.025	< 0.80	Fit

Source: Research Result 2025

This research model was declared feasible after going through a goodness of fit test, where a low chi-square value reflects the suitability of the SEM model to the data, the CMIN/DF ratio is below the threshold of 2.00, and the AGFI and GFI indices exceed the value of 0.90 which indicates a good fit; furthermore, the TLI and CFI values exceeding 0.95 strengthen evidence that the model has adequate quality, while the RMSEA which is in the range of ≤ 0.08 (Ferdinand, 2016) confirms that the model is in accordance with the available degrees of freedom, so that overall it can be concluded that this model meets the feasibility criteria and can be used for further analysis.

Furthermore, hypothesis testing in this study aims to identify and analyze causal relationships between latent variables estimated in the structural model.(Hair et al., 2013)The testing procedure was conducted using the Structural Equation Modeling (SEM) approach through path analysis using AMOS software version 24. Evaluation of the hypothesis testing results was based on the critical ratio (CR) or t-value and probability value (p-value). The hypothesis was declared significant and accepted if the p-value <0.05, while the direction of influence between variables was determined based on the positive or negative sign of the t-value obtained.(Hair et al., 2013)

Table 5. Hypothesis Testing

<i>Influence Relationship</i>			<i>Estimate</i>	<i>SE</i>	<i>CR</i>	<i>P</i>	<i>Decision</i>
GBI	<---	ECSR	0.513	0.072	7,168	0	<i>Supported</i>
GBI	<---	GSCC	0.194	0.071	2.75	0.006	<i>Supported</i>
GPI	<---	GBI	0.907	0.11	8,258	0	<i>Supported</i>

The results of the study show that Environmental Corporate Social Responsibility (ECSR) has a positive and significant influence on Green Brand Image (GBI) with an estimate of 0.513 and a CR value of 7.168. This confirms that the company's commitment to environmental responsibility is able to strengthen the green brand image in the minds of consumers. Furthermore, GBI is proven to play

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a very strong role in driving Green Purchase Intention (GPI), with an estimate of 0.907 and CR 8.258. This means that the more positive the green brand image formed, the higher the consumer's intention to purchase environmentally friendly products. Meanwhile, the influence of Green Self-Concept Consistency (GSCC) on GBI also has an influence, although with a smaller estimate of 0.194 and CR 2.750.

Table 6. Indirect Effect

<i>Indirect Effect</i>	<i>Estimate</i>	<i>Lower</i>	<i>Upper</i>	<i>P</i>	<i>Decision</i>
ECSR-- >GBI-- <u>≥ G P I</u>	0.465	0.323	0.645	0.005	<i>Supported</i>

The results of the indirect effect table show that Environmental Corporate Social Responsibility (ECSR) influences Green Purchase Intention (GPI) through the mediation of Green Brand Image (GBI). The estimated value of 0.465 with a confidence interval between 0.323 and 0.645 and a p-value of 0.005 confirms that this indirect effect is significant and consistent. This means that a company's commitment to environmental responsibility not only forms a positive green brand image, but this image then becomes an important mechanism that drives consumer purchase intention towards environmentally friendly products. Thus, GBI functions as a mediator that bridges the influence of ECSR on consumer behavior.

After the indirect effect test, the next step is the moderation test, which is an analysis technique used to determine whether the relationship between the independent and dependent variables changes depending on the level of another variable called the moderator.(Baron & Kenny, 1986)In the framework of regression analysis,(Hayes, 2013, 2022)introduced PROCESS Macro as a tool that makes it easier for researchers to systematically test moderation and mediation. Moderation testing using the Hayes approach offers advantages because it can display results in the form of interaction coefficients, significance levels, and confidence intervals, which facilitate interpretation.

Table 7. Moderation Test

Model	coeff	se	t	p	LLCI	ULCI
constant	8.0159	.0433	185.2804	.0000	7.9306	8.1013
CS_total	.6442	.0568	11.3445	.0000	.5322	.7562
GS_total	.2507	.0547	4.5801	.0000	.1428	.3587
Int_1	-.0808	.0366	-2.2056	.0286	-.1531	-.0086
Scale-free and standardized measures of association						
	r	sr	pr	standYX	standY	standX
CS_total	.8911	.3483	.6296	.6590	.6544	.6487
GS_total	.8117	.1406	.3109	.2592	.2547	.2552
Int_1	-.2458	-.0677	-.1556	-.0716	-.0821	-.0704
	eta-sq	p_eta-sq	f-sq			
CS_total	.1213	.3964	.6566			
GS_total	.0198	.0967	.1070			
Int_1	.0046	.0242	.0248			
Product terms key:						
Int_1	:	CS_total x	GS_total			

When tested as an interaction (ECSR $\times$ GSCC), the results showed a negative coefficient of -0.1428 with $p = 0.0026$. This finding indicates that at high levels of GSCC, the effect of CSR on GBI actually weakens. Theoretically, this can be explained by the fact that consumers with a consistent green self-concept may already have a strong internal motivation to purchase a brand image, so that additional information about the company's CSR no longer provides a significant additional effect. Conversely, for consumers with low GSCC, company CSR becomes an important factor that can improve brand image perception. Thus, GSCC acts as a significant but negative moderator, indicating that the effect of CSR on GBI is stronger when consumers' green self-concept consistency is low, and weakens when it is high.

The results of the study indicate that Environmental Corporate Social Responsibility (ECSR) has a significant effect on Green Brand Image (GBI), which then drives Green Purchase Intention (GPI). The indirect effect of ECSR on GPI through GBI is proven to be significant (estimate 0.465; $p = 0.005$), confirming the mediating role of green brand image as an important mechanism in bridging corporate commitment to consumer behavior. However, the moderation results indicate that Green Self-Concept Consistency (GSCC) negatively affects the relationship between ECSR and GBI. This finding is in line with signaling theory and self-congruence theory. Signaling theory explains that ECSR functions as a signal of environmental commitment that increases consumer trust and strengthens the green brand image, but this signal becomes less relevant for consumers with high GSCC because they already have a strong internal motivation to purchase the product.(Araújo et al., 2023; Fatma & Khan, 2025)Meanwhile, self-congruence theory emphasizes that consumers tend to choose brands that are consistent with their self-concept, so that GBI acts as a bridge between ECSR and GPI because the green brand image formed is in accordance with consumer identity.(Chan, 2025; Frazier et al., 2004). GSCC moderation indicates that for consumers with a strong green self-concept, the green brand image is already aligned with their identity so that additional CSR signals no longer strengthen the perception, whereas for consumers with low GSCC, CSR becomes an important factor in building identity congruence.

4. Conclusion

The conclusion of this study confirms that Environmental Corporate Social Responsibility

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(ECSR) plays a significant role in shaping Green Brand Image (GBI), which in turn drives Green Purchase Intention (GPI). The mediation effect of GBI proved significant, indicating that green brand image is the primary mechanism bridging corporate commitment to consumer behavior. However, the moderation results showed that Green Self-Concept Consistency (GSCC) actually weakened the influence of ECSR on GBI, so the relationship was conditional. Consumers with high GSCC tend to already have internal motivation to purchase green products, so additional CSR signals no longer strengthen the brand image, while for consumers with low GSCC, CSR becomes an important factor in building green perceptions.

Theoretically, this study enriches the literature by integrating signaling theory and self-congruence theory. Signaling theory explains how CSR functions as a signal of environmental commitment that increases consumer trust, while self-congruence theory emphasizes the importance of congruence between brand image and consumer self-concept. Practically, these findings imply that companies need to adjust their CSR communication strategies based on the level of consistency of consumers' green self-concept. The managerial implication is that companies in Indonesia need to manage their CSR strategies more segmented: for consumers with low GSCC, CSR should be communicated intensively through campaigns that emphasize the company's tangible contributions to the environment; while for consumers with high GSCC, companies should emphasize aspects of authenticity, consistency, and transparency to avoid creating exaggerated perceptions. Furthermore, companies need to integrate CSR with sustainable green branding strategies, ensuring that the messages conveyed are not merely claims, but are also reflected in daily operational practices. Thus, CSR can function optimally as a signal of trust while strengthening the congruence of consumer identity with the green brand image.

Despite its significant theoretical and practical contributions, this study has several limitations. First, the tested mediation model focused solely on GBI, requiring further expansion with other variables such as affective commitment or green trust to provide a more comprehensive picture of consumer psychological mechanisms. Second, the study's outcome is limited to purchase intention, whereas green consumer behavior can encompass other dimensions such as brand loyalty, advocacy, or willingness to pay a premium, which are important for further investigation. Third, this study was conducted only in Indonesia, thus limiting the generalizability of the results to other cultural contexts. Therefore, future studies are recommended to expand the model with additional mediating and outcome variables and conduct cross-country comparisons to provide a more holistic understanding of the dynamics of CSR, green brand image, and green consumer behavior across cultural contexts.

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