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The Effect of Green Product Quality, Price Perception, and Emotional Branding on Green Customer Loyalty in Avoskin Skincare Products

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Abstract

Changes in consumer lifestyles that increasingly prioritize environmentally friendly skincare products have contributed to the rapid growth of green skincare in the cosmetic industry. Consumers are becoming more aware of health and environmental sustainability, leading them to prefer skincare products made from natural ingredients that are safe for long-term use. This study aims to analyze the influence of green product quality, price perception, and emotional branding on green customer loyalty toward Avoskin skincare products using a quantitative research approach. The sampling technique employed purposive sampling with a total of 100 respondents who had purchased Avoskin skincare products. Primary data were collected through questionnaires and analyzed using multiple linear regression, while partial hypothesis testing was conducted using the t-test. The results indicate that green product quality, price perception, and emotional branding have a positive and significant effect on green customer loyalty toward Avoskin skincare products. These findings suggest that improving environmentally friendly product quality, maintaining appropriate pricing strategies, and strengthening emotional connections with consumers are important factors in enhancing long-term green customer loyalty.

Keywords

Emotional Branding, Green Customer Loyalty, Green Product Quality, Price Perception.

1. Introduction

The skincare industry in Indonesia has experienced rapid growth, with the value of the cosmetics and personal care market projected to reach USD 9.3 billion by 2025, increasing significantly from USD 6.5 billion in 2020 (Data Reportal Digital, 2025). This growth is driven by changes in consumer lifestyles that increasingly emphasize skin health, as well as the ease of accessing skincare products through digital platforms. Amid this trend, green skincare defined as skincare products developed based on environmentally friendly principles and natural ingredients has gained increasing consumer interest due to rising awareness of skin health, environmental sustainability, and ethical values embedded in such products (Ramadhan & Aisjah, 2025). The growing interest in green skincare encourages companies to implement effective marketing strategies to build green customer loyalty, which refers to a strong commitment by consumers to consistently repurchase environmentally friendly products despite external influences (Pahlevi & Suhartanto, 2020). Green customer loyalty is reflected in consumers' primary preference for green products, consistent repurchase behavior, willingness to recommend the product to others, and the provision of positive reviews (Prabandaru & Ahmadi, 2025).

Green customer loyalty is influenced by several key predictors, including green product quality by Ariyanto and Margaretha (2015) and Rahayu et al. (2025), price perception by Putra (2021) and Nuzulah and Hariasih (2024), and emotional branding by Permata and Hussein (2022) and Singh and Mahato (2025). Green product quality reflects consumers' perceptions regarding the ability of environmentally friendly products to deliver optimal functional benefits while minimizing negative environmental impacts through the use of natural ingredients, sustainable production processes, and recyclable packaging (Sarko et al., 2021; Priyanidewi & Hadi, 2025). Previous studies demonstrate that green product quality significantly enhances customer satisfaction, trust, and loyalty (Gelderman et al., 2021). However, some findings suggest inconsistencies, indicating that green product quality does not always guarantee repeat purchase behavior (Wong et al., 2023).

Furthermore, green price perception defined as consumers' cognitive and emotional evaluation of the fairness of environmentally friendly product pricing also contributes positively to customer loyalty, particularly when consumers perceive that the value received is proportional to the cost incurred, including their willingness to pay a premium for long-term benefits (Kordshouli et al., 2015; Ritter et al., 2015; Panjaitan et al., 2023; Xu et al., 2025). Nevertheless, several studies argue that price perception is not always the primary determinant of loyalty, as consumers may prioritize product quality and brand image instead.

The third predictor, emotional branding, refers to a marketing strategy aimed at building a sustainable emotional connection between consumers and brands through meaningful product experiences that trigger emotional responses beyond rational considerations (Khairi & Mansoor, 2022; Bunga et al., 2024). Emotional branding has been found to significantly contribute to customer satisfaction, trust, and green customer loyalty (Zhang et al., 2023). However, emotional attachment alone may not guarantee loyalty if it is not supported by the functional value of the product.

This study examines the influence of green product quality, price perception, and emotional branding on green customer loyalty among consumers of Avoskin green skincare products. Avoskin, as a local brand that adopts environmentally friendly principles through the #LoveAvoskinLoveEarth campaign, reflects a strong commitment to environmental sustainability. In the context of increasing public awareness of safe and sustainable products, this research is relevant for analyzing the role of these three factors in shaping customer loyalty while providing

managerial implications for marketing strategies that emphasize competitiveness and sustainability.

2. Literature Review

2.1. Stimulus-Organism-Response (S-O-R) Theory

The Stimulus–Organism–Response (S-O-R) theory emphasizes the process and objectives of behavior in explaining psychological changes and behavioral responses. Initially developed within the field of psychology, the theory explains how environmental stimuli influence individuals' internal states, which subsequently shape behavioral outcomes. Over time, the S-O-R framework has expanded into other disciplines such as communication and marketing because these fields also focus on understanding how individuals react to external messages and environmental cues (Sakinah et al., 2020; Sun et al., 2023). The model highlights that human behavior does not emerge solely from direct reactions to external factors, but rather through internal psychological processes that mediate the relationship between stimuli and behavioral outcomes. In this perspective, environmental elements such as marketing messages, product attributes, or communication strategies function as stimuli that influence individuals' perceptions, emotions, and attitudes before producing observable behavioral reactions.

According to the S-O-R framework, stimulus refers to external messages or environmental cues received by individuals, organism represents internal psychological processes such as perception, emotion, cognition, and attitude, while response denotes the behavioral reactions that emerge after individuals process the information they receive (Febriandari & Suryati, 2025). In this process, stimuli act as the initial triggers that attract attention and provide information to consumers, while the organism stage involves internal evaluations where individuals interpret and assess the stimulus through their psychological states. These internal reactions then shape the final behavioral outcomes or responses, such as purchase intentions, satisfaction, or loyalty. The S-O-R theory therefore suggests that consumer behavior is the result of a dynamic interaction between external environmental stimuli and internal psychological mechanisms that ultimately lead to observable behavioral responses.

2.2. The Influence of Green Product Quality on Green Customer Loyalty

Green products refer to goods or services designed and used with environmental sustainability in mind to encourage sustainable consumption behavior, including reducing waste and emissions while promoting ethical values such as recycling and the use of renewable resources (Nekmahmud et al., 2022). In general, green products are developed to minimize negative environmental impacts throughout their life cycle, including production, distribution, consumption, and disposal. Such products are commonly characterized by the use of environmentally friendly materials, reduced levels of pollution, and the efficient use of natural resources. In addition, green products often emphasize recyclable materials, eco-friendly packaging, and lower toxicity to ensure safety for both consumers and the environment. These characteristics support the broader goal of sustainable consumption, where consumers consciously select products that contribute to environmental preservation and responsible resource use.

Previous research by Rusyda et al. (2025) demonstrates that green product quality, which includes product guarantees, product features, product design, and environmentally friendly packaging, significantly affects green customer loyalty. High-quality green products are perceived as more reliable, beneficial, and environmentally responsible, which strengthens consumer trust in the brand. Other studies also indicate that product quality plays a crucial role in strengthening green customer loyalty, as consumers tend to maintain long-term relationships with

brands that consistently deliver superior and environmentally friendly product performance (Gelderman et al., 2021). Furthermore, strong green product quality can increase customer satisfaction by ensuring that environmentally friendly products provide functional value comparable to or better than conventional alternatives. As a result, when consumers perceive that a product offers high quality alongside environmental benefits, they are more likely to continue purchasing and develop long-term loyalty toward the brand (Creignou & Nuangjamnong, 2022).

H1: Green product quality has a positive and significant effect on green customer loyalty toward Avoskin skincare products.

2.3. The Influence of Price Perception on Green Customer Loyalty

Price perception is an important element of marketing strategy that reflects how consumers interpret and evaluate the price of a product. It represents a subjective assessment of whether a price is considered fair, affordable, or appropriate compared to the benefits received from the product. In many cases, consumers do not evaluate price solely based on its numerical value, but rather through psychological interpretations influenced by experience, expectations, and comparisons with competing products (Asnawi et al., 2022). Price perception, therefore, plays a crucial role in shaping consumer evaluations and purchasing decisions because consumers tend to compare the price offered with the value or quality they expect to obtain. When a price is perceived as excessively high or inconsistent with the product's benefits, the product may become less accessible to consumers, and its competitiveness in the market can decline.

Previous research indicates that customer value has a positive and significant effect on customer satisfaction, suggesting that consumers feel more satisfied when the value obtained from a product aligns with the price they pay. Sabila and Dirgantara (2025) argue that perceived value is an important determinant of customer satisfaction because consumers evaluate the balance between benefits received and costs incurred during the purchasing process. Furthermore, studies show that price perception reflecting environmental value and consumers' willingness to pay premium prices significantly influences green customer loyalty (Yulisetiari et al., 2025). Similarly, other studies report a significant relationship between green pricing and green customer loyalty (Sah & Shah, 2025). When green prices are perceived as fair and consistent with environmental benefits, consumers tend to accept the price and maintain their purchasing behavior toward green products, thereby strengthening long-term loyalty (Elata et al., 2023).

H2: Price perception has a positive and significant effect on green customer loyalty toward Avoskin skincare products.

2.4. The Influence of Emotional Branding on Green Customer Loyalty

Emotional branding is based on human emotions such as love, belongingness, identity, and trust, recognizing that consumers are not solely rational decision-makers but are influenced by emotional experiences (Purwanto et al., 2025). It involves building brand identity and corporate image by appealing to consumers' emotions, including their feelings, desires, needs, beliefs, and aspirations (Kim & Sullivan, 2019). By connecting with consumers on an emotional level, brands can create meaningful experiences that enhance attachment and commitment. Emotional branding goes beyond functional benefits and focuses on creating a personal and memorable bond between the consumer and the brand.

Previous research by Uddin (2025) indicates that emotional branding, encompassing dimensions such as relationships, sensory experiences, and brand

vision, significantly affects green customer loyalty. Loyalty manifests in repeat purchases, buying other brand products, recommending the brand, and resisting competitors. Emotional attachment and positive experiences encourage consumers to remain committed to environmentally friendly brands. Strong emotional bonds play a key role in sustaining long-term loyalty (Singh & Mahato, 2025). Emotional engagement not only reinforces consumer-brand relationships but also motivates repeat purchases and word-of-mouth recommendations, making it a crucial strategy for cultivating dedicated and environmentally conscious customers.

H3: Emotional branding has a positive and significant effect on green customer loyalty toward Avoskin skincare products.

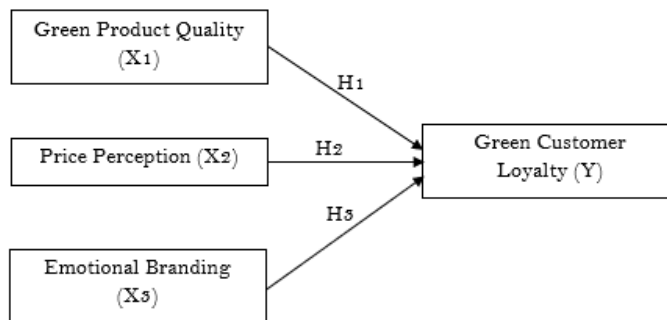


Figure 1. Conceptual Framework

Figure 1 shows the conceptual framework of the study that explains the relationship between independent variables and dependent variables in the context of customer loyalty towards environmentally friendly products. In this figure, green customer loyalty (Y) is used as the dependent variable, while three independent variables are assumed to influence this loyalty, namely green product quality (X1), price perception (X2), and emotional branding (X3). Each independent variable has a hypothesis that connects it to the dependent variable: H1 shows the effect of environmentally friendly product quality on customer loyalty, H2 shows the effect of price perception on loyalty, and H3 shows the effect of emotional branding on customer loyalty. This framework helps visualize the direction of the relationships that will be tested in the study and serves as a basis for data analysis.

3. Methods

This study employed a quantitative research approach, which uses numerical data to test hypotheses through statistical analysis objectively. This approach allows for broader generalization to the population and provides strong empirical evidence to support research findings (Syahroni, 2022; Susanto et al., 2024). Quantitative methods are particularly suitable for measuring relationships between variables and testing the significance of effects, ensuring that conclusions drawn are based on measurable data rather than subjective interpretation.

The population in this study was classified as an infinite population, consisting of customers of Avoskin products whose exact number is unknown. Given the unknown population size, the minimum sample size was calculated using the Lemeshow formula, a widely accepted method for studies with uncertain population numbers. Based on the calculation, the required minimum sample was approximately 96 respondents. For practical purposes, this study rounded the sample size to 100 respondents to ensure sufficient representation and statistical reliability.

Data collection employed a purposive sampling technique, where respondents were selected based on specific criteria relevant to the research objectives. The inclusion criteria required respondents to have purchased and used Avoskin products

at least once in the last three months and to be at least 17 years old. This sampling method ensures that the data collected is relevant to the study context and accurately reflects the perceptions and behaviors of the target consumer group. The study measured green product quality using indicators such as functional quality, compliance with standards, environmental impact, eco-friendly packaging, raw material safety, and transparency of green labeling.

The study also measured price perception using indicators including acceptable price, reasonable price, willingness to pay a premium, price sensitivity, and competitive pricing (Creignou & Nuangjamnong, 2022). Emotional branding was assessed through sensory branding, storytelling, cause branding, and empowerment (Kim & Sullivan, 2019). Green customer loyalty was evaluated through repeat purchases, referrals, retention against competitors, willingness to pay higher prices, and behavioral loyalty, reflected in making the brand the primary choice (Gelderman et al., 2021). Collected data were analyzed using appropriate statistical techniques to determine the relationships among variables, test hypotheses, and draw valid conclusions regarding the influence of green product quality, price perception, and emotional branding on green customer loyalty.

4. Results

This

Before conducting further statistical analysis, a validity test was carried out to determine whether each questionnaire item was able to accurately measure the research variables. The validity test was performed using the Pearson product-moment correlation with the assistance of SPSS software. This method evaluates the correlation between each item score and the total score of the variable. An item is considered valid when the calculated correlation coefficient (r -count) is greater than the critical value (r -table), and the significance value is less than 0.05. The results of the validity test for all research variables are presented in Table 1.

Table 1. Validity Test Result

Variable	Item	r-count	r-table	Significance Value	Criteria	Result
Green Product Quality (X1)	X1.1	0.767	0.1966	0.000	0.05	Valid
	X1.2	0.725	0.1966	0.000	0.05	Valid
	X1.3	0.682	0.1966	0.000	0.05	Valid
	X1.4	0.694	0.1966	0.000	0.05	Valid
	X1.5	0.750	0.1966	0.000	0.05	Valid
	X1.6	0.734	0.1966	0.000	0.05	Valid
Price Perception (X2)	X2.1	0.629	0.1966	0.000	0.05	Valid
	X2.2	0.568	0.1966	0.000	0.05	Valid
	X2.3	0.747	0.1966	0.000	0.05	Valid
	X2.4	0.621	0.1966	0.000	0.05	Valid
	X2.5	0.768	0.1966	0.000	0.05	Valid
Emotional Branding (X3)	X3.1	0.734	0.1966	0.000	0.05	Valid
	X3.2	0.868	0.1966	0.000	0.05	Valid
	X3.3	0.822	0.1966	0.000	0.05	Valid
	X3.4	0.777	0.1966	0.000	0.05	Valid
Green Customer Loyalty (Y)	Y1	0.789	0.1966	0.000	0.05	Valid
	Y2	0.717	0.1966	0.000	0.05	Valid
	Y3	0.845	0.1966	0.000	0.05	Valid
	Y4	0.844	0.1966	0.000	0.05	Valid
	Y5	0.863	0.1966	0.000	0.05	Valid

Based on Table 1, the validity test results indicate that all questionnaire items for the variables green product quality (X1), price perception (X2), emotional branding

(X3), and green customer loyalty (Y) have r-count values greater than the r-table value of 0.1966, with significance values below 0.05. This indicates that each item has a strong correlation with its respective variable. An item is considered valid when the calculated correlation coefficient exceeds the r-table value and the significance level is below 0.05. Therefore, it can be concluded that all questionnaire items used in this study are valid and appropriate for measuring the research variables and thus can be used for further data analysis.

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Critical Value	Description
Green Product Quality (X1)	0.815	0.60	Reliable
Price Perception (X2)	0.688	0.60	Reliable
Emotional Branding (X3)	0.811	0.60	Reliable
Green Customer Loyalty (Y)	0.871	0.60	Reliable

Based on Table 2, the reliability test results indicate that all research variables have Cronbach's Alpha values higher than the critical threshold of 0.60, namely green product quality (0.815), price perception (0.688), emotional branding (0.811), and green customer loyalty (0.871). These results suggest that the measurement items for each variable demonstrate satisfactory internal consistency. In quantitative research, an instrument is generally considered reliable when the Cronbach's Alpha coefficient exceeds 0.60, indicating that the items within a construct consistently measure the same concept. Therefore, the findings confirm that the research instrument used in this study is reliable and suitable for further statistical analysis.

Table 3. Normality Test Results

Statistic	Value
N	100
Mean	0.0000000
Std. Deviation	1.03753326
Most Extreme Differences (Absolute)	0.068
Positive	0.060
Negative	-0.068
Test Statistic	0.068
Asymp. Sig. (2-tailed)	0.200

According to Table 3, The normality test was conducted using the One-Sample Kolmogorov–Smirnov test with a sample size of 100 observations. The results show that the Asymp. Sig. (2-tailed) value is 0.200, which is higher than the significance level of 0.05. In the Kolmogorov–Smirnov test, data are considered normally distributed when the significance value is greater than 0.05, indicating that there is no significant difference between the sample distribution and a normal distribution. Therefore, the residual data in this study can be considered normally distributed, meaning that the normality assumption required for further regression analysis has been satisfied.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF
Green Product Quality	0.155	6.455
Price Perception	0.193	5.194
Emotional Branding	0.153	6.535

The multicollinearity test was conducted to determine whether there is a high correlation among the independent variables in the regression model. The results in Table 4 show that the tolerance values for green product quality, price perception,

and emotional branding are 0.155, 0.193, and 0.153, respectively, while the VIF values are 6.455, 5.194, and 6.535. These results indicate that all tolerance values are greater than 0.10 and all VIF values are below 10. In regression analysis, a model is considered free from multicollinearity when the tolerance value exceeds 0.10 and the VIF value is less than 10. Therefore, it can be concluded that the independent variables in this study do not exhibit multicollinearity, meaning that the regression model is suitable for further analysis.

Table 5. Heteroscedasticity Test Results

Variable	Sig.
Green Product Quality	0.203
Price Perception	0.784
Emotional Branding	0.962

The heteroscedasticity test was conducted using the Glejser test to determine whether the variance of the residuals in the regression model remains constant. The results presented in Table 5 show that the significance values for green product quality, price perception, and emotional branding are 0.203, 0.784, and 0.962, respectively. All significance values are greater than the significance level of 0.05, indicating that none of the independent variables significantly affect the absolute residuals. In the Glejser test, a significance value greater than 0.05 indicates that the regression model does not exhibit heteroscedasticity, meaning that the residual variance is stable across observations. Therefore, it can be concluded that the regression model used in this study is free from heteroscedasticity and satisfies the classical assumption required for regression analysis.

Table 6. Multiple Linear Regression Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	6.668	0.691		9.650	0.000
Green Product Quality	0.328	0.061	0.513	5.367	0.000
Price Perception	0.157	0.058	0.231	2.694	0.008
Emotional Branding	0.153	0.067	0.219	2.279	0.025

The multiple linear regression analysis was conducted to examine the influence of green product quality, price perception, and emotional branding on green customer loyalty. The results indicate that the constant value is 6.668, which represents the predicted level of green customer loyalty when all independent variables are assumed to be zero. In a regression model, the constant reflects the baseline value of the dependent variable before the influence of the explanatory variables is taken into account.

The analysis further shows that green product quality has a regression coefficient of 0.328 with a significant value of 0.000, indicating a positive and statistically significant effect on green customer loyalty. Similarly, price perception has a coefficient of 0.157 with a significant value of 0.008, suggesting that it also exerts a positive and significant influence on green customer loyalty. In multiple regression analysis, each coefficient represents the expected change in the dependent variable resulting from a one-unit increase in the corresponding independent variable while holding other variables constant.

Furthermore, emotional branding has a regression coefficient of 0.153, significant at 0.025, indicating a positive and significant relationship with green customer loyalty. These findings imply that improvements in environmentally friendly product quality, favorable consumer price perceptions, and effective emotional

branding strategies contribute to strengthening customer loyalty toward green skincare products.

Table 7. R Square

Test	Value
R	0.930 ^a
R Square	0.864
Adjusted R-Square	0.860
Std. Error of the Estimate	1.05362

The coefficient of determination (R-squared) is used to assess how well the independent variables explain variation in the dependent variable within the regression model. The results presented in Table 7 indicate that the R value is 0.930, suggesting a very strong relationship between the independent variables and the dependent variable. The R Square value of 0.864 implies that 86.4% of the variation in green customer loyalty can be explained by green product quality, price perception, and emotional branding, while the remaining 13.6% is attributed to other factors not included in the model. The Adjusted R-Square value of 0.860 further confirms that the explanatory power of the model remains high after adjusting for the number of predictors included in the regression. Meanwhile, the standard error of the estimate of 1.05362 reflects the average deviation between the observed values and the values predicted by the regression model. In regression analysis, the coefficient of determination represents the proportion of variance in the dependent variable that can be explained by the independent variables in the model.

5. Discussion

The results of Hypothesis 1 testing indicate that green product quality has a positive and significant effect on green customer loyalty toward Avoskin skincare products. These findings suggest that the quality of environmentally friendly products plays a crucial role in strengthening consumer loyalty. Consumers' perceptions regarding the use of safe, natural ingredients and products that provide tangible benefits for the skin contribute to the development of trust and commitment, which ultimately encourages repeat purchases. Several natural ingredients used in Avoskin products also serve as key drivers of customer loyalty, including marula oil which is rich in vitamin C and omega fatty acids for skin moisturization, kale extract that provides hydration, cactus extract containing vitamin C with anti-inflammatory properties that helps reduce irritation and maintain skin moisture, aloe vera which provides a soothing effect for sensitive skin, tea tree oil with antibacterial properties for acne treatment, and kiwi fruit extract as a natural source of antioxidants. These results support previous studies emphasizing that green product quality is an important determinant of green customer loyalty in environmentally friendly products (Creignou & Nuangjamnong, 2022; Rusyda et al., 2025).

The results of Hypothesis 2 testing demonstrate that price perception has a positive and significant influence on green customer loyalty toward Avoskin skincare products. This finding highlights that consumers' perceptions regarding price fairness and the alignment between price and the benefits received, particularly those related to environmental value, contribute to strengthening customer loyalty. Consumers tend to remain loyal when the product price is perceived as reasonable relative to the quality, functional benefits, and sustainability commitments offered by the brand. Furthermore, the descriptive analysis indicates that Avoskin's green pricing policy is perceived very positively by consumers, as their willingness to pay a higher price for environmentally friendly products becomes a major factor influencing loyalty. Avoskin implements a pricing strategy aligned with the added

value of its products, including aspects of quality, sustainability, and environmental responsibility. With a price range between IDR 55,000 and IDR 299,000, the brand ensures that the economic value reflects the use of natural ingredients, innovative formulations, and eco-friendly packaging. These findings confirm previous studies indicating that price perception is a key determinant of green customer loyalty in green products (Maulana et al., 2024; Sah & Shah, 2025).

The results of Hypothesis 3 testing reveal that emotional branding has a positive and significant effect on green customer loyalty toward Avoskin skincare products. This finding suggests that a strong emotional approach can establish a psychological connection between the brand and consumers, thereby fostering loyalty toward environmentally friendly products. The high evaluation of respondents regarding emotional branding indicates that Avoskin's efforts to communicate brand values, environmental concern, and social empowerment through campaigns are perceived as effective in strengthening consumer trust and emotional attachment. Through the slogan "Inspired by Nature, Created for Nature," Avoskin adopts an emotional branding strategy that integrates the concept of inclusive beauty with environmental responsibility. The brand also encourages consumers to adopt a sustainable lifestyle through initiatives such as the Bring Back Bottle program, which allows customers to return empty product packaging for recycling. This initiative reflects the spirit of #LoveAvoskinLoveEarth, aiming to create an environmentally friendly and inclusive beauty ecosystem. These findings are consistent with previous research indicating that emotional branding is an important determinant of green customer loyalty in green products (Singh & Mahato, 2025).

6. Conclusion

This study concludes that green product quality, price perception, and emotional branding significantly influence green customer loyalty toward Avoskin skincare products. The findings indicate that higher green product quality, reflected through environmentally friendly ingredients and sustainable product benefits, can strengthen consumer trust and encourage repeat purchases. In addition, positive consumer perceptions regarding price fairness and the suitability between price and the value received also contribute to increasing loyalty toward green products. Emotional branding further plays a crucial role in shaping long-term relationships between the brand and consumers by creating emotional attachment and strengthening the brand's environmental values. These results confirm that green marketing attributes and emotional engagement are important factors in developing customer loyalty toward environmentally friendly products. The managerial implication of this research suggests that companies, particularly in the skincare industry, should continuously maintain sustainable product quality, implement transparent pricing strategies, and develop emotional branding that emphasizes environmental responsibility in order to strengthen customer loyalty and long-term brand commitment.

However, this study has several limitations that should be considered in interpreting the findings. The research only focuses on external factors generated by marketers and does not incorporate internal consumer factors such as green purchase motivation, environmental awareness, or consumer beliefs regarding environmentally friendly products. Furthermore, the sample size is limited to 100 respondents, with an uneven distribution between online and offline consumers, which may affect the generalizability of the results. Therefore, future research is recommended to include internal psychological variables related to consumer environmental attitudes and motivations to obtain a more comprehensive understanding of green customer loyalty. In addition, further studies should involve a larger sample size and a more balanced distribution of respondents based on

purchasing channels to improve the robustness, representativeness, and broader applicability of the research findings.

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