

Antecedents of Green Purchase Intention and the Role of Green Trust as a Mediating Variable: A Study on Beauty Products

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Abstract

Purpose – This research aims to determine the relationship between green marketing and packaging on purchase intention, with the role of trust as a mediating variable.

Methodology – Data were collected through self-administered questionnaires and online surveys, obtaining responses from 150 participants. PLS-SEM (Partial Least Squares-Structural Equation Modeling) method with SmartPLS Version 3.0 was used to develop the research model and evaluate the hypothesis.

Results – This research showed that green marketing, packaging, and trust significantly influence purchase intention for beauty products. In the context of this relationship, green trust played an important mediating role.

Originality – This research enriched the literature by showing the influence of green marketing on purchase intention through the formation of trust as a key element. Sustainability consumption theory states that consumer trust in the authenticity and consistency of products is an important foundation for driving sustainable green purchase intention.

1. Introduction

In the era of globalization and increasing environmental awareness, sustainability has become an important issue affecting several aspects of life, including beauty industry. Consumers are increasingly concerned about the impact of beauty products on the environment, allowing companies to adopt environmentally friendly practices or green marketing (Nekmahmud & Fekete-Farkas, 2020; Efendi et al., 2023). These environmentally friendly products focus on quality, packaging, and sustainable production processes. In Indonesia, the phenomenon is growing with increasing awareness of the importance of preserving nature and supporting products oriented towards sustainability (Saputra et al., 2023; Tjahjadi et al., 2023). Green purchase intention describes the tendency of consumers to purchase products considered environmentally friendly (Tan et al., 2022; Silintowe & Sukresna, 2022). An important factor influencing this intention is green marketing implemented by manufacturers (Wang et al., 2016; Li et al., 2021). Green marketing includes various practices suggesting sustainability and reducing environmental impacts, such as the use of natural, environmentally friendly ingredients

and efficient production processes without damaging nature (Majeed et al., 2022; Alhamad et al., 2023). In addition, products with green or environmentally friendly packaging are also the main attraction for consumers, who are sensitive to plastic and packaging materials that cannot be easily decomposed (Kong et al., 2014; Moorthy et al., 2021).

The implementation of green marketing in beauty industry is beneficial to the environment and can improve the company's image (Mitariyani et al., 2022; Astuti et al., 2022). Consumers who are increasingly aware of the importance of sustainability choose beauty products in line with the required values (Nekmahmud & Fekete-Farkas, 2020; Maziriri, 2022). Therefore, companies attracting green consumers must integrate environmental aspects into every line of products, from raw materials and production processes to packaging. Even though green marketing and packaging have the potential to increase purchase intention, consumer trust in the environmentally friendly claims made by the company must be considered (Zhuang et al., 2021; Tan et al., 2022). This green trust is crucial in building a strong relationship between consumers and brands, specifically in an increasingly competitive market (Abdillah & Ignatia, 2022). Consumers will trust the authenticity of products when a company prioritizes sustainability in claims and actual actions.

Previous research have shown that green marketing can build trust through transparent sustainability claims (L. Y. Chen, 2013; Tan et al., 2022). Research on green marketing largely ignores the beauty industry, which is highly sensitive to safety and health issues (Gil & Jacob, 2018; M. Alhamad et al., 2023). Investigations are also scarce in developing nations such as Indonesia, where cultural and environmental factors may affect green marketing success (Nekmahmud & Fekete-Farkas, 2020; Zhuang et al., 2021). The mediating role of green trust between marketing and purchase intention is a key research gap (Wasaya et al., 2021; Abdillah & Ignatia, 2022). Even though green packaging influences consumer perceptions of a brand's sustainability (Corsini et al., 2019), the function in creating green trust remains under-researched, often overshadowed by product quality and safety issues. Previous research primarily concentrated on the symbolic aspects of packaging sustainability. The in-depth relationship between green packaging and consumer trust in brand integrity has rarely been empirically explored (Li et al., 2021).

Eco-friendly marketing and green packaging can increase purchase intention by providing positive signals regarding the degradation value of products (Magfiroh & Amelindha, 2024; Kingston & Paulraj, 2023). Research connecting these two variables is limited, even though consumer trust is a crucial factor built through transparency, certification, and consistent practices (Yang & Zhao, 2019; Gil & Jacob, 2018). The mediating role of green trust in strengthening the influence of marketing and packaging on purchase intention remains underexplored, opening up opportunities to deepen understanding of the psychological mechanisms connecting corporate sustainability strategies to purchasing behavior.

Based on the description above, the willingness to pay for purchasing green intention goes beyond satisfying the need for products to creating a cultivative, mutually beneficial relationship between the company and the consumer. In beauty industry, enhancing green purchase intention is a function of the company's application of relevant marketing initiatives, the adequate use of protective packaging, as well as the establishment and nurturing of consumer relations. The balanced interplay of the three aspects leads to the formation of a sustainable market ecosystem that benefits all stakeholders. Therefore, this research showed the effects of green marketing and packaging on purchase intention, with trust acting as an intervening variable. PLS-SEM (Partial Least Squares-Structural Equation Modeling) method was used for data analysis because the

measuring instrument was largely ordinal and provided a richer understanding of respondents' perceptions.

This research is the first to simultaneously integrate green marketing and packaging as well as measure the influence on purchase intention through trust in beauty industry. Even though most research focuses on a dimension, the gap in the literature is addressed where these variables are considered in relation to one another. PLS-SEM method applied with ordinal data adds methodological value that allows for richer analysis of the data.

1.1. Sustainability Consumption Theory

Sustainability consumption theory explains the consideration of environmental impacts in the purchasing decisions of consumers (Spaargaren, 2011; Mont et al., 202). This theory is relevant because many consumers choose products that meet beauty needs, are environmentally friendly, and are produced responsibly. Therefore, green marketing and packaging play an important role in attracting the attention of consumers who care about sustainability issues (Corsini et al., 2019). Beauty products that use environmentally friendly packaging and promote sustainability benefits form positive perceptions and build higher purchase intention. Green trust is a connecting factor that strengthens the relationship between marketing, packaging, and purchase intention (Chen et al., 2015; Gram-Hanssen, 2021). Previous research relevant to sustainability consumption theory stated that the reduction of negative environmental impacts, using natural ingredients, and environmentally friendly packaging increased purchase intention about sustainability (Zeng et al., 2023). According to Haider et al. (2022) and Dubey et al. (2016), green trust is a mediating variable between sustainability communication carried out by companies and consumer intention to purchase products.

1.2. Green Marketing and Green Trust

Green marketing refers to companies' efforts to market products and services emphasizing sustainability and environmental friendliness, which are increasingly applied in various sectors, including beauty industry (Nahar & Silintowe, 2021; Lee, 2020). Previous research have shown that green marketing can build consumer trust in products by emphasizing transparency, natural ingredients, and environmentally friendly production processes (Y. S. Chen, 2013). In the context of beauty products, sustainability is reflected in recycled products and packaging, as well as in environmental commitments. This is consistent with sustainability consumption theory, where consumption behavior is influenced by perceptions of the integrity and consistency of practices (Corsini et al., 2019; Li et al., 2021). The effectiveness of a green strategy in building trust and driving purchase intention is largely determined by the balance between claimed sustainability values and concrete evidence of business practices. Research by Tan et al. (2022) and Román-Augusto et al. (2022) showed that beauty products prioritizing green marketing principles could improve brand image and create consumer trust. There is still limited research focusing on beauty industry, while most previous investigations have explained other consumer products, such as food and beverages (Gil & Jacob, 2018; M. Alhamad et al., 2023). Beauty products have unique characteristics with high consumer sensitivity to safety, health, and quality aspects. This shows that consumer perceptions and responses to sustainability practices may differ from other sectors (Tan et al., 2022; Román-Augusto et al., 2022). Therefore, this research proposes the following hypotheses.

H₁: Green marketing has a positive effect on trust

1.3. Green Packaging and Trust

Green packaging refers to using environmentally friendly packaging in terms of the materials, the production process, and the ability to be recycled (Junarsin et al., 2022; Magfiroh & Amelindha, 2024). Even though investigation on green packaging and trust has been conducted in consumer products such as food and beverages (Kong et al., 2014; Sugandini et al., 2020), research in beauty industry context is still minimal. In Indonesia, where awareness of environmental issues continues to increase, understanding the effect of green packaging on trust in local beauty products is underexplored. Research shows that consumers are increasingly concerned about the environmental impact of products and tend to trust brands using packaging as part of sustainability commitments (Ding et al., 2024; Abdillah & Ignatia, 2022). Beauty products that use packaging recycled or made from environmentally friendly materials, such as bioplastics or glass, are expected to strengthen brand image and increase green trust and purchasing behavior (Yang & Zhao, 2019; Laela et al., 2022). Therefore, this research proposes the following hypotheses.

H₂: Green packaging has a positive effect on trust

1.4. Green Marketing and Purchase Intention

Research on green marketing and purchase intention in beauty industry remains relatively limited since most previous investigations have focused on global markets or other consumer products such as food and beverages (Nekmahmud & Fekete-Farkas, 2020). However, beauty products have unique consumer characteristics, with a high level of sensitivity to health, safety, and sustainability issues. Several research confirm that consumer purchase intention for eco-friendly beauty products is influenced by cultural factors, consumption traditions, and social media to shape the perspectives on sustainability (Tan et al., 2022; Guerreiro & Pacheco, 2021). Research examining the influence of green marketing on purchase intention in a local social and cultural context is rare, despite these factors playing a significant role in shaping consumer behavior (Li et al., 2021; Guerreiro & Pacheco, 2021). There is also a need for more in-depth and contextual research to understand the effect of green marketing strategies on purchase intention for eco-friendly beauty products by considering cultural factors and environmental awareness. Therefore, this research proposes the following hypotheses.

H₃: Green marketing fit has a positive effect on purchase intention

1.5. Green Packaging and Green Purchase Intention

Research on green packaging and the influence on purchase intention is still limited, particularly in the context of beauty industry. Most previous research emphasizes green packaging as a sustainability signal required to enhance product value and brand image (Magfiroh & Amelindha, 2024; Kingston & Paulraj, 2023). Research examining the interpretation of eco-friendly packaging in relation to trust in the safety and quality of beauty products is rare. This is because consumers have a high level of concern about the impact of products on skin health and the environment (Yang & Zhao, 2019; Gil & Jacob, 2018). More in-depth research is needed to explain the function of green packaging as a symbol of aesthetics, sustainability, and a key factor in building trust. Therefore, this research proposes the following hypotheses.

H₄: Green packaging has a positive effect on green purchase intention

1.6. Green Trust and Purchase Intention

In Indonesia, the effect of green trust on purchase intention may be influenced by unique local factors, such as consumer education levels and developing environmental awareness. Despite growing attention to sustainability issues, some consumers remain skeptical of green claims, particularly in developing countries such as Indonesia. Companies can reduce consumer skepticism and strengthen the effectiveness of marketing strategies in driving purchase intention by building trust through transparency, consistency, and tangible evidence of sustainable practices (Wasaya et al., 2021; Tan et al., 2022). In the case of beauty products, brand trust is highly influenced by reputation, previous consumer experience, and recommendations from influencers or other users (Tarabieh, 2021; Magfiroh & Amelindha, 2024). The majority of existing research focuses on food products or other consumer goods. Beauty products also have unique characteristics in terms of perceptions of sustainability and social influence on purchasing decisions (Alhamad et al., 2023; Amallia et al., 2021; Sugandini et al., 2020; Kusumawati & Tiarawati, 2022). Therefore, this research proposes the following hypotheses:

H5: Green trust has a positive effect on purchase intention

Figure 1 shows the conceptual model to be investigated in this research. This model assumes that green marketing, including various activities emphasizing sustainability and environmental friendliness, positively impacts purchase intention. In contrast, green packaging increases consumers' purchase intention by signalling that the products support environmental preservation. As a mediating variable, green trust explains the mechanism by which marketing and packaging influence purchase intention. This model shows that a company's green strategy will be more effective in driving purchase intention when trust is built in the sustainability claims.

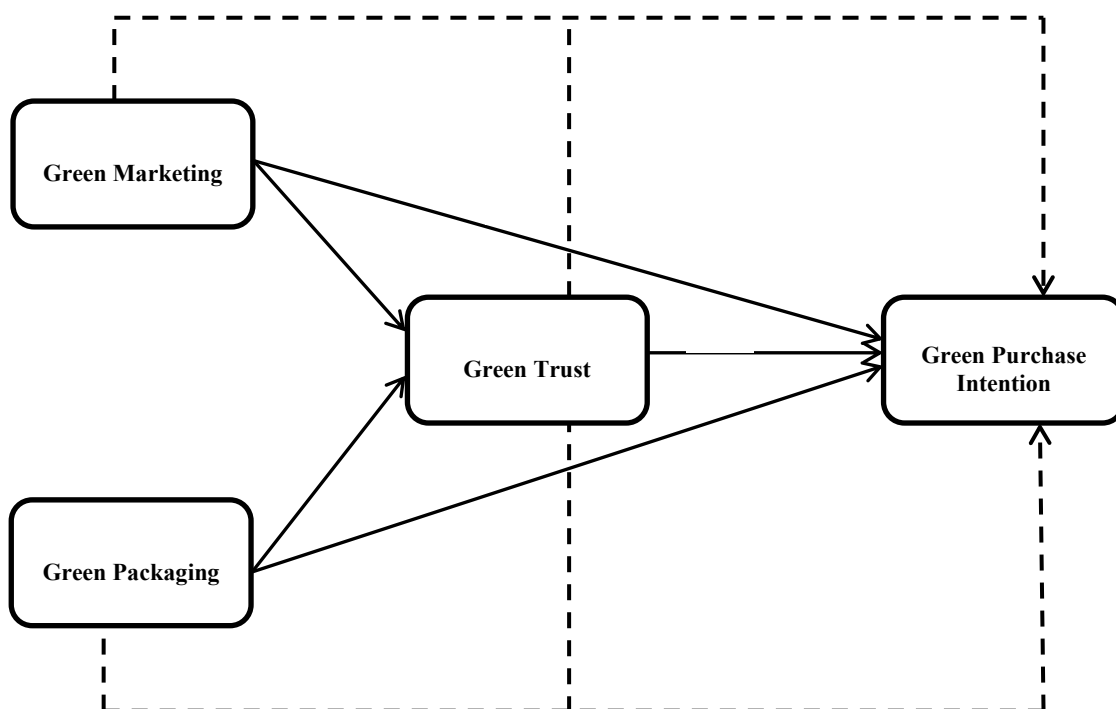


Figure 1. Research Model

This research model depicts a theoretical framework showing the causal linkages between green marketing, green packaging, green trust and green purchase intent with respect to

green/eco-friendly beauty products. This model portrays green marketing and green packaging as exogenous variables; they are linked directly to green purchase intent as well as indirectly to green purchase intent via the intervening variable of green trust. The green marketing dimension reflects a manufacturer's communication of a product's sustainability and environmental stewardship. The green packaging dimension reflects the tangible manifestation of a manufacturer's commitment to green practices. Green trust is an important intermediate construct because it can be seen as the underlying psychological process that connects manufacturers' green marketing and packaging strategies to their customers' green purchasing intents, which occur when customers see consistency and credibility in a manufacturer's environmental claims. Therefore, this model suggests that customer purchase intent for green products is not solely due to marketing communications and/or packaging attributes, rather, customer intent to purchase green products is heavily influenced by customers' confidence in the manufacturers' sincerity and integrity in their sustainability practices.

2. Research Methods

This research was carried out using a quantitative method using instruments and quantitative data analysis to test predetermined hypotheses (Creswell, 2014). The location of this research was Medan City, North Sumatra. Medan was selected as the research location as the largest metropolitan city outside Java and the economic center of western Indonesia, with a high level of beauty product consumption (BPS Medan City, 2023). This situation showed that Medan had potential market characteristics for examining the influence of green marketing on consumer behavior, particularly in beauty industry. A non-probability sampling method was used to determine the sample size of 150 respondents, consisting of women and men users of beauty products between 17 and 50 years and above. This age range was selected because the group represented productive age consumers who had purchasing power and a high concern for appearance and beauty products, including environmentally friendly products.

Table 1. Variable Operational Definition

Variables	Code	Item	Reference
Green Marketing	GM1	Environmentally Friendly Products	(Tan et al., 2022); (Magfiroh & Amelindha, 2024)
	GM2	Fair Pricing	
	GM3	Green Promotion	
	GM4	Sustainable Distribution	
Green Packaging	GP1	Packaging Design	(Kingston & Paulraj, 2023); (Yang & Zhao, 2019)
	GP2	Production Process	
	GP3	Energy Usage	
	GP4	Recycling and Reusability	
Green Trust	GT1	Trust in Product	(Y. S. Chen et al., 2015); (Tan et al., 2022)
	GT2	Trust in Brand	
	GT3	Trust in Information	
	GT4	Trust in Communication	
	GT5	Trust in Company	
Green Purchase Intention	GPI1	Environmental Awareness	(Román-Augusto et al., 2022); (M. Alhamad et al., 2023)
	GPI 2	Attitude Toward Green Products	
	GPI 3	Social Influence	
	GPI 4	Perceived Behavioral Control	

Source: processed data

The table shows how we have defined the operational measures of our study's variables along with the indicator measures for each variable and the literature that supports the variables. The operational measure of green marketing uses four indicators; environmentally friendly products, fair price, green promotion, and sustainable distribution are the four indicators used to show the company's commitment to marketing practices focused on sustainability. The operational measure of green packaging includes the indicator for packaging design, manufacturing process, energy use and recycling/reusing capabilities, and it emphasizes the environmental impacts of packaging at all stages of its life cycle. Consumers' trust in the product, brand, information, communications, and the company itself, capture the multifaceted aspects of trust in green claims, as an operational measure of green trust. Indicators such as environmental awareness, attitude toward green products, social influence, and perceptions of behavioral control measure the green purchase intention of the consumer as a function of the personal and social factors that influence the consumer's environmentally responsible purchasing behaviors.

3. Results and Discussions

Table 2 provides a descriptive overview of the demographic characteristics of the research respondents, which is essential for understanding the profile of participants involved in this study. The table summarizes key attributes, including gender, age, educational background, and income level, to illustrate the diversity of the sample. Presenting this information allows for a clearer interpretation of the research findings, as demographic factors may influence perceptions and behaviors related to green marketing and green purchase intention. The distribution of respondents across different categories reflects variations in socio-demographic backgrounds, which enhances the representativeness of the sample. This description also serves as a basis for assessing the relevance and generalizability of the study results within the context of environmentally friendly beauty product consumption.

Table 2. Description of Research Respondents

Category	Detail	Amount	Percentage
Gender	Men	58	38.67%
	Woman	92	61.33%
Age	< 17 years	14	9.33%
	17-27 years	56	37.33%
	28-38 years	34	22.67%
	39-49 years	28	18.67%
	> 50 years	18	12%
Education	High school	69	46%
	D1 to D3	41	27.33%
	Bachelor	30	20%
	Masters	10	6.67%
Income Level (in rupiah)	< Rp1,000,000	18	12%
	Rp. 1,000,000-Rp2,000,000	82	54.67%
	Rp.2,000,000-Rp5,000,000	35	23.33%
	> Rp. 5,000,000	15	10%

Source: processed data

Based on Table 2, respondents consisted of 150 individuals, with a gender proportion of 61.33% women and 38.67% men. The 17-27 age group dominated with 37.33%, followed by 28-38, 39-49, over 50, and under 17 years of age at 22.67%, 18.67%, 12%, and 9.33%, respectively. Regarding education, most respondents have a high school education level (46%), followed by D1 to D3 graduates, undergraduates, and postgraduate education at 27.33%, 20%, and 6.67%, respectively. Regarding income level, most respondents have a monthly income of IDR 1,000,000 to IDR 2,000,000, reaching 54.67%. Only 23.33% respondents had incomes of IDR 2,000,000 to IDR 5,000,000, while 12% and 10% had incomes of less than IDR 1,000,000 and more than IDR 5,000,000. This demographic composition provides a diverse presentation of gender, age, education, and income, reflecting variations in backgrounds that may influence green purchasing behaviors.

3.1. Outer Model Measurement

Validity and reliability tests were conducted to measure the outer model. The loading factor determines convergent validity testing and average variance extracted (AVE) with the condition that the loading factor is above 0.7 and AVE value is 0.5 (Hair, 2014). According to Hair (2014), the model reliability test is seen from the value of Cronbach's alpha and composite reliability (CR), which has a value higher than 0.7. The following shows an explanation of the measurements of the outer model presented in Table 3.

Table 3. Outer Model Measurement Results

Constructs/items	Outer Loading	Cronbach's alpha	CR	AVE
Green Marketing		0.960	0.971	0.894
GM1	0.963			
GM2	0.930			
GM3	0.919			
GM4	0.969			
Green Packaging		0.914	0.940	0.797
GP1	0.921			
GP 2	0.836			
GP 3	0.876			
GP 4	0.935			
Green Trust		0.887	0.918	0.692
GT1	0.896			
GT 2	0.867			
GT 3	0.856			
GT 4	0.752			
GT 5	0.779			
Green Purchase Intention		0.864	0.908	0.715
GPI1	0.927			
GPI 2	0.767			
GPI 3	0.932			
GPI 4	0.736			

Source: processed data

In the validity test presented in Table 3, the value of each loading factor on the indicators of green marketing, packaging, trust, and purchase intention was above 0.7 and 0.5 for AVE value. For Cronbach's alpha and composite reliability, the value for each variable was above 0.7,

where research variables had good reliability values. Therefore, the condition of the relationship between variables was good, allowing the performance of further tests.

3.2. Inner Model Measurement

Inner model measurement was carried out by bootstrapping research data using SmartPLS 3.2.9. The first of the two results obtained from bootstrapping was the significance of the related variables and R-square (Sarstedt et al., 2020). The value of R-square showed the ability of exogenous variables in building endogenous variables. According to Shahzad et al. (2020), the values of 0.19, 0.33, and 0.67 represent weak, moderate, and strong relationships between exogenous and endogenous variables, respectively.

Table 4. Calculation Results of R-Square Value

Notes	R Square	R Square Adjusted
Green Trust	0.276	0.266
Green Purchase Intention	0.251	0.235

Source: processed data

A value of 0.276 was obtained for the trust variable considering R-square. This showed that the ability of exogenous variables to explain trust was weak. A value of 0.251 for endogenous green purchase intention variable was obtained. Exogenous variables weakly predicted green purchase intention. A significance test was conducted to determine the relationship between the variables. The results showed the presence and absence of significant effect when the p-value was below and above 0.05 (at a 5% significance level), respectively.

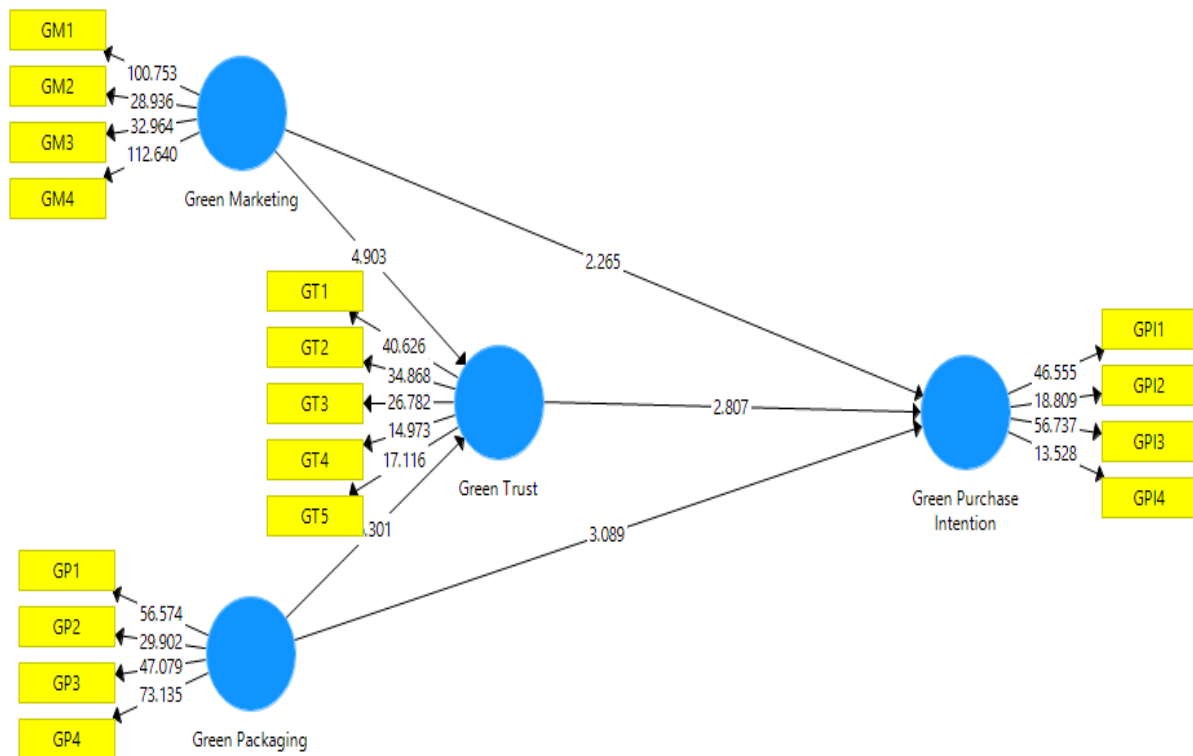


Figure 2. Hypothesis Testing Results

The Research Model represents the Structural Relationship between Green Marketing, Green Packaging, Green Trust and Green Purchase Intention. The results from Hypothesis

Testing define the structural relationship in this model. The two exogenous variables, Green Marketing and Green Packaging, represent the multiple Indicators for these variables; whereas Green Trust represents the Mediating Variable connecting these exogenous variables to Green Purchase Intention as the Endogenous variable. This model indicates Green Marketing and Green Packaging both directly and indirectly (through Green Trust) influence Green Purchase Intention. This reinforces how important it is to develop trust with consumers as an effective way of converting sustainable marketing strategies into purchase intentions. The Path Coefficients and T-Values shown in the model demonstrate the statistical significance of the relationships being studied, thereby confirming that green-marketing and green-packaging strategies create higher levels of consumer trust which can lead to increased consumer purchase intentions. In general, the model emphasizes that Green Trust is a crucial factor in enhancing the effectiveness of Green Marketing and Green Packaging strategies in promoting environmentally responsible purchasing behavior by consumers.

Table 5. Hypothesis Test Results

Path Between Variables	Coefficient	t-count	P-Value	Conclusion
Green Marketing => Green Trust	0.281	4.903	0.000	Accepted
Green Packaging => Green Trust	0.367	6.301	0.000	Accepted
Green Marketing => Green Purchase Intention	0.187	2.265	0.024	Accepted
Green Packaging => Green Purchase Intention	0.277	3,089	0.002	Accepted
Green Trust => Green Purchase Intention	0.185	2,807	0.005	Accepted

Source: processed data

The results of the data analysis show that green marketing has a significant effect on trust with a coefficient of 0.281, a t-count of 4.903, and a p-value of 0.000. Effective green marketing can increase consumer trust in the company's commitment to sustainability. Similarly, green packaging significantly affects trust with a coefficient of 0.367, a t-count of 6.301, and a p-value of 0.000, indicating that environmentally friendly packaging can strongly build consumer trust. Marketing and packaging directly affect purchase intention, with coefficients of 0.187 (t-count 2.265, p-value 0.024) and 0.277 (t-count 3.089, p-value 0.002), respectively. This shows that the variables can increase consumer intention to purchase environmentally friendly products. Green trust also significantly affects purchase intention with a coefficient of 0.185, t-count of 2.807, and p-value of 0.005. The results confirm that consumer trust is a key factor in mediating the influence of green marketing and packaging on sustainable purchase intention.

Table 6. Mediation Test Results

Path Between Variables	Coefficient	t-count	P-Value	Conclusion
Green Marketing => Green Trust => Green Purchase Intention	0.052	2.617	0.009	Accepted
Green Packaging => Green Trust => Green Purchase Intention	0.068	2.335	0.020	Accepted

Source: processed data

Green trust significantly mediates the relationship between marketing and purchase intention with a coefficient of 0.052, t-count of 2.617, and p-value of 0.009. This indicates that the higher consumer trust in the company's commitment to marketing practices, the stronger the intention to make environmentally friendly purchases. In addition, green trust significantly mediates the relationship between packaging and purchase intention with a coefficient of 0.068, a t-count of 2.335, and a p-value of 0.020. This suggests that green packaging trusted by

consumers can increase the intention to purchase products oriented towards sustainability. Trust plays an important role in strengthening the influence of green marketing and packaging on consumers' purchase intention.

3.3. Discussion

H₁ shows that green marketing has a positive and significant effect on trust. Marketing strategies that reduce hunger levels, such as the use of natural ingredients, environmentally friendly production processes, and organic certification, strengthen consumers' perceptions. This result was consistent with Chen (2013) and Chen et al. (2015), where transparent sustainability communication increased consumer trust in a brand. Tan et al. (2022) and Román-Augusto et al. (2022), reported that the implementation of green marketing in beauty industry could build a positive image and strengthen consumer trust. However, this research emphasizes an additional dimension that has not been widely discussed, such as the connection between green marketing and consumer perceptions of the safety and quality of beauty products. Even though previous investigations focused more on trust in environmental claims (Gil & Jacob, 2018; Abdillah & Ignatia, 2022), this research expanded the literature by showing that trust was formed through consumer belief.

H₂ indicates that green packaging has a positive and significant effect on trust. This result reinforces the perspective that eco-friendly packaging is a functional element and tangible evidence of a company's commitment to sustainability and environmental responsibility. According to Yang & Zhao (2019) and Ding et al. (2024), eco-friendly packaging design can increase consumer trust because the concept reflects the brand's integrity and commitment to environmental protection. Laela et al. (2022) and Kingston & Paulraj (2023), also showed that recyclable or eco-friendly packaging strengthened a brand's positive image and consumer loyalty. However, this research adds an important dimension in the context of beauty products, where eco-friendly packaging is perceived as a symbol of sustainability and closely related to product quality and safety. The perspective expands on the result of previous research (Kong et al., 2014; Abdillah & Ignatia, 2022) that emphasized sustainability claims. In beauty industry, green trust is formed through a combination of perceptions of environmental commitment, safety, and product quality, clarifying the position of this research as an enrichment of the literature on the strategic role of packaging in building consumer trust.

H₃ shows that green marketing has a positive and significant effect on purchase intention. Marketing strategies that emphasize sustainability values, such as the use of natural materials, environmentally friendly production processes, and communication about sustainable resource management, can attract the attention of consumers concerned about environmental issues. This result was consistent with Wang et al. (2016); Li et al. (2021); and Majeed et al. (2022), where green marketing practices increased consumer purchase intention by strengthening the image of socially responsible brands. Román-Augusto et al. (2022), confirmed that credible campaigns allowed consumers to be more trusting and motivated to purchase environmentally friendly products. Previous investigations focused solely on environmental aspects (Gil & Jacob, 2018; Nekmahmud & Fekete-Farkas, 2020), while this research showed the association of green marketing with product health and safety benefits. The understanding of the literature that green purchase intention is driven by sustainability values and consumers' beliefs supports environmental conservation as well as ensures the safety and quality of personal care products.

H₄ indicates that green packaging has a positive and significant effect on purchase intention. Environmentally friendly packaging, such as recycled materials, biodegradable, or minimalist designs, is perceived as a symbol of sustainability and corporate commitment to

environmental responsibility. According to Kong et al. (2014) and Moorthy et al. (2021), green packaging increases consumer purchase intention by providing a positive signal about the brand's seriousness in supporting sustainable practices. Furthermore, Laela et al. (2022) and Kingston & Paulraj (2023), showed that environmentally friendly packaging built consumers' emotional connections with products. Previous results emphasized the symbolic aspects of green packaging (Yang & Zhao, 2019; Abdillah & Ignatia, 2022), while this research broadens the perspective by confirming that the variable is closely related to perceptions of quality and skin safety.

H₅ states that green trust has a positive and significant effect on purchase intention. This confirms that consumer trust in brand sustainability claims is a crucial factor in purchasing decisions. According to Y. S. Chen et al. (2015) and Wasaya et al. (2021), trust in green claims increases consumer confidence in purchasing environmentally friendly products. Tan et al. (2022) and Guerreiro & Pacheco (2021), confirmed that green trust built an emotional connection between consumers and brands. However, this research expands on previous investigations by emphasizing that green trust is related to the veracity of environmental claims and the assurance of product quality and safety for consumers' health. The perspective complemented (Gil & Jacob, 2018), which focused more on environmental perceptions. This research confirms the important role of green trust as a strategic bridge connecting consumer preferences for sustainability with actual decisions to purchase environmentally friendly beauty products.

H₆ reports that green trust significantly mediates the relationship between marketing and purchase intention. Therefore, the effectiveness of green marketing strategies in driving consumer purchase intention is highly dependent on consumers' level of trust in sustainability claims. This result was consistent with Y. S. Chen & Chang (2013) and Gil & Jacob (2018), where green marketing messages were vulnerable to being perceived as promotional strategies without substance. Tan et al. (2022) and Román-Augusto et al. (2022), also supported the results by showing that green trust strengthened the credibility of campaigns and built emotional connections, allowing consumers to purchase environmentally friendly products. Previous investigations emphasized general consumer trust in sustainability claims (Abdillah & Ignatia, 2022; Majeed et al., 2022), while this research reported the specific context of beauty industry. In this context, green trust is closely connected to the perceptions of product safety and quality. This research extends the literature by confirming that green trust plays a key role in bridging green marketing messages with consumer purchase intention, specifically for beauty products sensitive to health and sustainability aspects.

H₇ shows that green trust significantly mediates the relationship between green packaging and purchase intention. Even though the use of environmentally friendly packaging, such as recycled materials, biodegradable materials, or sustainable design, can reflect a commitment to sustainability, the effectiveness in driving purchase intention depends largely on the level of trust. This result was consistent with Yang & Zhao (2019) and Laela et al. (2022), where green packaging increased consumer trust and loyalty when sustainability claims were proven valid. Ding et al. (2024) and Kingston & Paulraj (2023), showed that positive perceptions of green packaging were stronger when consumers believed in the company's integrity in protecting the environment. (Kong et al., 2014) and Abdillah & Ignatia (2022), emphasized that green trust strengthened belief in sustainability values and provided assurance of product safety and quality. Therefore, this research confirms the important position of green trust as a mediating element where environmentally friendly packaging is translated into consumer purchase intention.

4. Conclusions

In conclusion, the research model demonstrates that green marketing, eco-friendly packaging, and consumer trust are the primary determinants of green purchase intention in the beauty product sector, with brand trust significantly strengthening the conversion of intention into purchasing behavior. This finding directly addresses the research objective by confirming that consumer trust in sustainability claims serves as a critical mediating mechanism linking green marketing strategies to actual purchase decisions. The implications of this result highlight that consumers' perceptions of a company's genuine commitment to sustainability play a decisive role in fostering emotional attachment and value congruence, which in turn drive environmentally responsible consumption. Accordingly, practitioners are encouraged to implement sustainable marketing and packaging strategies that are supported by transparent, credible, and verifiable sustainability claims. From a broader governance perspective, the study recommends the establishment of more stringent and enforceable standards for green marketing practices, including independent verification systems and the development of ethical codes by industry associations to enhance accountability and trust. Nevertheless, this study is limited by its focus on a restricted set of variables, as social, cultural, and demographic factors were not examined, suggesting that future research should adopt a more comprehensive framework to capture the complex dynamics of sustainable consumer behavior.

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