

Green Marketing and Purchase Intention: The Mediating Role of Green Trust among Consumers of Eco-Friendly Products in Indonesia

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ARTICLE INFO	ABSTRACT
Keywords: <i>Eco-friendly Products, Green Marketing, Green Trust, Purchase Intention, Sustainable Consumer Behavior</i> DOI: 10.22437/jmx9rq06 Received: March 10th, 2025 Reviewed: April 18th, 2025 Accepted: May 23rd, 2025	<i>As environmental awareness continues to grow, many companies have adopted green marketing strategies to encourage consumers to choose eco-friendly products. However, the increasing prevalence of greenwashing has made consumers more skeptical of environmental claims, making trust an essential factor in purchasing decisions. Against this background, this study investigates how Green Marketing influences Purchase Intention through the mediating role of Green Trust among eco-friendly product consumers in Indonesia. Data were collected from 200 respondents using a cross-sectional survey and analyzed with PLS-SEM using SmartPLS 4. The findings show that Green Marketing positively influences both Green Trust and Purchase Intention, while Green Trust has a stronger impact on Purchase Intention than Green Marketing itself. The analysis also confirms that Green Trust partially mediates the relationship between Green Marketing and Purchase Intention, suggesting that environmental marketing is more effective when consumers perceive a company's environmental commitment as genuine and trustworthy. These findings enrich the green marketing literature by demonstrating the central role of Green Trust in translating green marketing efforts into consumers' purchase intentions.</i>

1. Introduction

Environmental issues have become one of the most pressing global challenges of the twenty-first century. Climate change, excessive waste generation, plastic pollution, and the depletion of natural resources have increased public awareness of the environmental consequences of everyday consumption. As a result, consumers are becoming more conscious of the products they purchase and the companies they choose to support. Purchasing decisions are no longer based solely on price, quality, or convenience. Increasingly, consumers also consider whether a product is produced responsibly, uses environmentally friendly materials, or reflects a company's commitment to sustainability (Peattie & Crane, 2005).

This growing environmental awareness has encouraged many companies to adopt green marketing as an important business strategy. Green marketing refers to marketing activities designed to promote products and services with reduced environmental impacts throughout their life cycle, including product design, production processes, packaging, distribution, and promotional communication (Chen, 2010). Rather than simply selling environmentally friendly products, green marketing aims to create value by integrating

sustainability into the overall marketing strategy while meeting consumers' environmental expectations.

The increasing popularity of eco-friendly products can be observed across various industries, including food and beverages, cosmetics, fashion, household products, and transportation. Governments, environmental organizations, and businesses have also actively encouraged sustainable consumption by promoting recycling, reducing plastic use, and supporting environmentally responsible lifestyles. These initiatives have contributed to a growing market for green products, particularly among younger and more environmentally conscious consumers. Despite this positive trend, consumers do not always translate their environmental concerns into actual purchasing intentions. Many individuals express support for environmental protection but continue purchasing conventional products instead of environmentally friendly alternatives. This inconsistency, often referred to as the green attitude behavior gap, has become one of the most widely discussed issues in sustainable consumer behavior research. It suggests that environmental awareness alone is insufficient to encourage consumers to choose green products (White et al., 2019).

One explanation for this gap is that consumers increasingly question the credibility of companies' environmental claims. While many businesses promote their products as "green," "eco-friendly," or "sustainable," consumers are becoming more skeptical due to the growing prevalence of greenwashing, where environmental claims are exaggerated or misleading. Consequently, consumers no longer evaluate green marketing solely based on promotional messages but also on whether they believe those claims are genuine and trustworthy (Delmas & Burbano, 2011).

Initial evidence from Indonesia suggests that Green Marketing can successfully shape how consumers perceive environmentally responsible brands. For example, Permatasari and Bari (2024) found that Green Marketing significantly strengthened the brand image of Hapihome, an eco-friendly household product. These findings indicate that consumers value companies that consistently align their products and marketing activities with environmental responsibility. However, creating a positive brand image may not be sufficient to encourage consumers to purchase eco-friendly products. As environmental claims become more common and concerns about greenwashing continue to increase, consumers are likely to base their purchasing decisions not only on brand perceptions but also on the extent to which they trust a company's environmental commitment.

In this context, green trust has emerged as a critical factor influencing consumer decision-making. Green trust refers to consumers' willingness to rely on a product, brand, or company based on the belief that its environmental claims are reliable and that it genuinely fulfils its environmental commitments (Chen, 2010). When consumers trust a company's environmental practices, they are more likely to perceive lower purchasing risk and develop stronger intentions to purchase eco-friendly products. Conversely, if consumers doubt the credibility of environmental claims, even well-designed green marketing campaigns may fail to influence their purchasing intentions.

Previous studies generally suggest that green marketing positively influences consumers' purchase intention. Chen (2010) found that environmentally responsible marketing activities contribute to stronger consumer trust and encourage purchasing behavior. Similarly, several recent studies have reported positive relationships between green marketing practices and consumers' intention to purchase environmentally friendly products (Joshi & Rahman, 2015; Testa et al., 2021). However, empirical findings remain inconsistent. While some studies report a significant direct effect of green marketing on purchase intention, others indicate that the relationship becomes weaker when consumers lack trust in environmental

claims. These mixed findings suggest that psychological mechanisms, particularly green trust, deserve greater attention in explaining how green marketing influences consumer behavior.

Although research on green marketing has expanded considerably over the past decade, several research gaps remain. First, many previous studies have focused on specific brands or individual product categories, such as organic food, cosmetics, electric vehicles, or environmentally friendly packaging. Consequently, their findings may not fully represent the broader population of eco-friendly product consumers. Second, the mediating role of green trust has received relatively limited attention in the Indonesian context, particularly across different categories of eco-friendly products. Finally, most studies have been conducted in developed economies, while evidence from emerging markets such as Indonesia remains comparatively limited. Considering Indonesia's growing environmental awareness and rapidly expanding green product market, further investigation is needed to better understand how green marketing shapes consumers' purchase intention through green trust.

Therefore, this study aims to examine the influence of green marketing on purchase intention, with green trust serving as a mediating variable among consumers of eco-friendly products in Indonesia. By extending the analysis beyond a single brand or product category, this study provides a broader understanding of sustainable consumer behavior in an emerging economy. The findings are expected to enrich the green marketing literature while offering practical insights for companies seeking to build consumer trust and promote environmentally responsible consumption.

2. Literature Review

2.1 Green Marketing

Green marketing has become one of the most important marketing approaches in response to growing environmental concerns and increasing consumer awareness of sustainability. As environmental issues such as climate change, resource depletion, and plastic pollution continue to receive global attention, companies are expected not only to deliver high-quality products but also to minimize the environmental impacts of their business activities. Consequently, green marketing has evolved from a niche marketing strategy into an essential component of corporate sustainability and long-term competitive advantage.

The concept of green marketing has developed considerably over the past three decades. Polonsky (1994) defined green marketing as all activities designed to generate and facilitate exchanges intended to satisfy human needs while minimizing harmful impacts on the natural environment. This definition emphasizes that marketing activities should balance business objectives with environmental responsibility. Later, Peattie and Crane (2005) argued that green marketing should not merely involve promoting environmentally friendly products but should represent a comprehensive business philosophy that integrates sustainability into product development, production, pricing, distribution, and marketing communication. They also warned that many companies misuse environmental claims as promotional tools without implementing genuine environmental practices, a phenomenon now widely recognized as greenwashing.

The growing importance of green marketing has attracted significant academic attention. Numerous empirical studies have reported that green marketing positively influences consumers' evaluations of environmentally friendly products. Chen (2010) found that green marketing contributes to stronger green brand equity by enhancing consumers' trust, satisfaction, and perceptions of environmental responsibility. Similarly, Chen and Chang (2012) demonstrated that green marketing improves consumers' green purchase intention through increased green perceived value and green trust. These findings indicate that

consumers are more likely to consider purchasing environmentally friendly products when they perceive that companies genuinely implement sustainable marketing practices.

Subsequent studies have confirmed these findings across different industries, including organic food, cosmetics, fashion, tourism, and household products. Although most studies report a positive relationship between green marketing and consumer behavioral outcomes, the magnitude of this relationship varies across contexts. Some researchers argue that consumers increasingly evaluate not only whether a company promotes environmental responsibility but also whether its environmental claims are credible and consistent with its actual practices. This growing skepticism has increased the importance of trust as a determining factor in the effectiveness of green marketing strategies.

A recent bibliometric analysis of green marketing literature also shows that research has gradually shifted from examining direct relationships between green marketing and purchase intention toward investigating underlying psychological mechanisms, particularly green trust, green perceived value, and green satisfaction. This trend reflects a broader understanding that marketing activities alone are insufficient to influence consumer decisions unless they successfully build consumer confidence in environmental claims.

Based on the existing literature, green marketing can be understood as a strategic marketing approach that integrates environmental responsibility into all aspects of marketing activities while creating value for consumers, businesses, and society. Although previous studies consistently suggest that green marketing contributes to stronger purchase intention, growing consumer skepticism toward environmental claims indicates that this relationship may depend on consumers' trust. Therefore, green trust is expected to play a crucial mediating role in explaining how green marketing influences consumers' purchase intention, particularly in the context of eco-friendly products in Indonesia.

2.2 Green Trust

As more companies promote environmentally friendly products, consumers are increasingly exposed to claims such as green, eco-friendly, and sustainable. However, these claims are often difficult to verify, making it challenging for consumers to determine whether a company's environmental commitment is genuine. The growing concern over greenwashing has further increased the importance of trust in helping consumers evaluate environmental information and reduce uncertainty when making purchasing decisions (Delmas & Burbano, 2011).

Green trust refers to consumers' confidence that a company's environmental claims are credible and that its products genuinely deliver the environmental benefits promised. Chen (2010) defines green trust as consumers' willingness to rely on a product or brand based on the belief that it consistently fulfills its environmental commitments. Unlike general trust, green trust specifically reflects confidence in a company's environmental responsibility.

Green trust develops through consistent environmental practices rather than promotional messages alone. Transparent communication, credible eco-labels, sustainable products, and responsible corporate behavior help strengthen consumers' confidence in a company's environmental commitment (Chen & Chang, 2012). In contrast, misleading environmental claims can quickly weaken trust.

Green trust plays an important role in encouraging consumers to purchase environmentally friendly products. When consumers trust a company's environmental commitment, they are more likely to develop positive purchase intentions. Previous studies consistently show that green trust serves as an important mechanism linking green marketing activities with consumers' purchasing decisions (Chen, 2010; Chen & Chang, 2012).

2.3 Purchase Intention

Purchase intention is widely recognized as one of the strongest predictors of actual consumer behavior because it reflects consumers' willingness to purchase a product in the future (Ajzen, 1991). Although intention does not always result in an actual purchase, it indicates the likelihood that consumers will choose a particular product after evaluating available information and alternatives. For companies, understanding purchase intention is important because it provides an early indication of market acceptance and the effectiveness of marketing strategies. Purchase intention refers to a consumer's conscious plan or willingness to buy a particular product or service (Kotler & Keller, 2022). In the context of eco-friendly products, purchase intention reflects consumers' readiness to choose products that offer environmental benefits while meeting their functional needs. This intention is shaped not only by product attributes but also by consumers' perceptions of a company's environmental commitment and credibility.

Previous studies suggest that purchase intention is influenced by various psychological and marketing-related factors, including environmental concern, perceived value, brand image, and trust (Joshi & Rahman, 2015; White et al., 2019). Among these factors, trust plays a particularly important role because consumers often cannot directly verify environmental claims. Consequently, they rely on credible information and trustworthy brands before deciding to purchase eco-friendly products.

Given the increasing demand for sustainable products, understanding the factors that drive purchase intention has become increasingly important. This study proposes that green marketing alone may not be sufficient to encourage consumers to purchase eco-friendly products. Instead, its effectiveness depends on whether it successfully builds green trust, which subsequently strengthens consumers' purchase intention.

2.4 The Mediating Role of Green Trust

Green marketing aims to communicate a company's environmental commitment and encourage consumers to choose environmentally friendly products. However, consumers do not always respond positively to green marketing activities. Due to the increasing prevalence of greenwashing, many consumers have become more cautious and tend to question the credibility of environmental claims before making purchasing decisions (Delmas & Burbano, 2011). Therefore, green marketing is more likely to be effective when it first builds consumers' trust in a company's environmental commitment.

Green trust serves as a psychological mechanism that connects green marketing with purchase intention. When consumers perceive a company's environmental claims as credible and consistent with its actual practices, they are more likely to develop trust, which subsequently strengthens their intention to purchase eco-friendly products. In other words, green marketing does not simply influence purchase intention directly; its impact is reinforced when consumers believe that the company's environmental promises are genuine (Chen, 2010; Chen & Chang, 2012). Several studies suggest that green marketing activities alone may not be sufficient to encourage consumers to purchase environmentally friendly products. Instead, consumers first evaluate the credibility of environmental claims before developing favorable purchase intentions. In this process, green trust functions as an important psychological mechanism that translates green marketing efforts into consumer responses (Chen & Chang, 2012; Papadas et al., 2019; Nuttavuthisit & Thøgersen, 2017).

Based on this perspective, green trust is expected to mediate the relationship between green marketing and purchase intention. Examining this mediating role provides a deeper

understanding of how green marketing influences consumer behavior and explains why some green marketing initiatives are more successful than others in encouraging sustainable purchasing decisions.

3. Research Methodology

3.1 Research Design

This study adopted a quantitative research design to investigate the influence of green marketing on consumers' purchase intention and to examine the mediating role of green trust. A cross-sectional survey was employed to collect data from respondents at a single point in time, allowing the proposed relationships among the research variables to be tested empirically. This approach is appropriate for explaining consumer behavior and evaluating the structural relationships within the proposed conceptual model.

The research model consists of green marketing as the independent variable, green trust as the mediating variable, and purchase intention as the dependent variable. By examining these relationships simultaneously, this study seeks to provide a better understanding of how green marketing strategies influence consumers' willingness to purchase eco-friendly products through the development of trust.

3.2 Participants

The target population of this study consisted of Indonesian consumers who have purchased or used eco-friendly household and personal care products, such as environmentally friendly detergents, soaps, shampoos, reusable bottles, bamboo toothbrushes, reusable shopping bags, and other products promoted with environmental attributes. These products were selected because they are widely available in both offline and online retail channels and are increasingly incorporated into consumers' daily lifestyles.

A purposive sampling technique was employed to ensure that respondents had relevant purchasing experience. To participate in the study, respondents were required to (1) be at least 18 years old, (2) reside in Indonesia, (3) have purchased or used at least one eco-friendly household or personal care product within the previous six months, and (4) be familiar with environmental claims or sustainability-related information associated with the product.

A minimum of 200 valid respondents was targeted for this study. This sample size was considered adequate for estimating the proposed PLS-SEM model, which consists of three latent constructs, 15 measurement items, and a simple mediation relationship. Although the sample size exceeded the minimum indicated by the 10-times rule, this rule was treated only as a preliminary guideline because it may underestimate the sample required to achieve sufficient statistical power. Therefore, a target of 200 valid responses was selected to support reliable measurement model assessment, structural path estimation, and bootstrapping analysis of the indirect effect.

3.3 Instruments

Data were collected using a structured online questionnaire distributed through social media platforms and digital communication channels. The questionnaire consisted of two sections. The first section collected respondents' demographic information, including gender, age, educational background, occupation, and monthly income.

The second section measured the research variables using validated scales adapted from previous studies. Green marketing was measured using indicators adapted from Papadas et al. (2019), reflecting consumers' perceptions of a company's environmentally oriented

marketing activities, including environmentally friendly product offerings, sustainability-focused promotion, transparent environmental communication, and corporate environmental commitment.

Green trust was measured using the scale developed by Chen (2010) and Chen and Chang (2012), capturing consumers' confidence in the credibility, reliability, and environmental responsibility of eco-friendly household and personal care product brands. Purchase intention was measured using indicators adapted from Chen and Chang (2012) and Dodds et al. (1991), assessing consumers' willingness and likelihood to purchase eco-friendly household and personal care products in the future. All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Table 1. Operational Definition of Variables

Variable	Operational Definition	Code	Indicators
Green Marketing (GM)	Consumers' perception of a company's marketing activities that demonstrate environmental responsibility and promote environmentally friendly products.	GM1	The company offers environmentally friendly products.
		GM2	The company provides clear and credible environmental information.
		GM3	The company's promotional activities emphasize environmental sustainability.
		GM4	The company uses environmentally friendly packaging.
		GM5	The company demonstrates a genuine commitment to environmental protection.
Green Trust (GT)	Consumers' confidence that a product or brand genuinely fulfils its environmental promises and commitments.	GT1	I trust the environmental claims made by this brand.
		GT2	I believe this brand genuinely cares about the environment.
		GT3	This brand keeps its environmental promises.
		GT4	This brand is environmentally responsible.
		GT5	Overall, I trust this brand's environmental commitment.
Purchase Intention (PI)	Consumers' willingness and likelihood to purchase eco-friendly household and personal care products.	PI1	I intend to purchase eco-friendly products in the future.
		PI2	I will consider choosing eco-friendly products over conventional alternatives.
		PI3	I am likely to purchase eco-friendly products whenever possible.
		PI4	I would recommend eco-friendly products to others.
		PI5	I intend to continue purchasing eco-friendly products.

Source: Primary Data (2025)

3.4 Data Analysis Procedures

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. This method was chosen because it is

suitable for analyzing predictive relationships among multiple latent variables and examining mediation effects, even when the data do not fully meet multivariate normality assumptions (Hair et al., 2022).

The analysis consisted of two stages. First, the measurement model (outer model) was evaluated by assessing reliability and validity using Cronbach's Alpha, Composite Reliability (CR), outer loadings, Average Variance Extracted (AVE), Fornell–Larcker criterion, and the Heterotrait-Monotrait Ratio (HTMT). Second, the structural model (inner model) was assessed using the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and path coefficients.

Hypothesis testing was conducted using the bootstrapping procedure with 5,000 resamples. A hypothesis was considered supported when the t-value exceeded 1.96 and the p-value was below 0.05. The mediating role of green trust was evaluated by examining the significance of the indirect effect between green marketing and purchase intention through the same bootstrapping procedure.

4. Findings

4.1 Respondent Profile

A total of 200 valid questionnaires were analyzed in this study. Table 1 presents the demographic characteristics of the respondents. The majority of respondents were female (59.5%), while male respondents accounted for 40.5%. This finding indicates that women were more actively represented among consumers purchasing eco-friendly household and personal care products.

Table 2. Gender Distribution

Gender	Frequency	Percentage
Male	81	40.5
Female	119	59.5
Total	200	100.0%

Source: Primary Data (2025)

As shown in Table 3, respondents aged 18-24 years constituted the largest proportion of the sample (45.5%), followed by those aged 25-34 years (31.5%). This finding indicates that younger consumers were more actively engaged with eco-friendly household and personal care products, reflecting their greater exposure to sustainability issues and environmentally responsible consumption.

Table 3. Age Distribution

Age	Frequency	Percentage
18 - 24 years	91	45.5
25 - 34 years	63	31.5
35 - 44 years	29	14.5
45 - 54 years	11	5.5
≥ 55 years	6	3.0
Total	200	100.0%

Source: Primary Data (2025)

Regarding educational background, Table 4 shows that nearly half of the respondents held a bachelor's degree (48.5%), making it the largest educational group in the sample. The educational profile indicates that most respondents had a higher education background. This suggests that they were likely familiar with environmental issues and capable of

understanding companies' environmental claims, providing a relevant basis for assessing green marketing, developing green trust, and forming purchase intentions toward eco-friendly products.

Table 4. Education Level

Education	Frequency	Percentage
High School	29	14.5
Diploma	46	23.0
Bachelor's Degree	97	48.5
Master's Degree or Above	28	14.0
Total	200	100.0%

Source: Primary Data (2025)

Table 5 shows that the largest group of respondents had a monthly personal income or allowance of IDR 3-5.9 million (33.0%). This was followed by those earning IDR 6-8.9 million (24.5%) and less than IDR 3 million (23.5%). Only a smaller share reported an income of IDR 9-11.9 million (11.0%) or IDR 12 million and above (8.0%). Overall, most respondents were within the lower-to-middle income range, while the presence of respondents from higher income groups adds some diversity to the sample in terms of purchasing power.

Table 5. Monthly Personal Income/Allowance

Income	Frequency	Percentage
Less than IDR 3 million	47	23.5
IDR 3–5.9 million	66	33.0
IDR 6–8.9 million	49	24.5
IDR 9–11.9 million	22	11.0
IDR 12 million and above	16	8.0
Total	200	100.0

Source: Primary Data (2025)

Table 6 shows that reusable shopping bags (75.5%) and reusable water bottles (71.5%) were the most commonly purchased eco-friendly products among respondents. Eco-friendly soap or body wash (59.0%) and shampoo (53.0%) were also relatively popular, showing that environmentally friendly choices have become part of respondents' everyday personal care routines. Other products, such as eco-friendly detergent (48.0%), bamboo toothbrushes (43.5%), and refill products (39.5%), were purchased by a smaller but still considerable share of respondents. In contrast, compostable garbage bags were the least commonly purchased product (20.5%). Overall, the results suggest that respondents were more familiar with eco-friendly products that are practical, reusable, and easy to incorporate into their daily routines.

Table 6. Eco-friendly Products Purchased (*Multiple Responses*)

Products	Frequency	Percentage
Reusable shopping bag	151	75.5
Reusable water bottle	143	71.5
Eco-friendly soap/body wash	118	59.0
Eco-friendly shampoo	106	53.0
Bamboo toothbrush	87	43.5
Eco-friendly detergent	96	48.0
Refill products	79	39.5
Recycled tissue products	64	32.0

Eco-friendly dishwashing liquid	58	29.0
Compostable garbage bags	41	20.5

Source: Primary Data (2025)

4.2 Measurement Model Assessment

The measurement model was evaluated through reliability and validity assessments. Table 7 presents the results of the convergent validity assessment for the three constructs examined in this study. Convergent validity was evaluated using the outer loading values and the Average Variance Extracted (AVE) to determine whether the indicators adequately represented their respective latent constructs.

Table 7. Convergent Validity Results

Construct	Number of Items	Loading Range	AVE
Green Marketing	5	0.731 - 0.856	0.628
Green Trust	5	0.758 - 0.874	0.667
Purchase Intention	5	0.728 - 0.851	0.619

Source: Primary Data (2025)

The results show that all constructs achieved satisfactory levels of convergent validity. Green Marketing, consisting of five indicators, obtained outer loading values ranging from 0.731 to 0.856 with an AVE of 0.628. Similarly, Green Trust demonstrated loading values between 0.758 and 0.874 and produced the highest AVE (0.667), indicating that its indicators consistently captured consumers' trust in companies' environmental commitments. Meanwhile, Purchase Intention also met the recommended criteria, with outer loading values ranging from 0.728 to 0.851 and an AVE of 0.619.

Overall, all loading values exceeded the recommended threshold of 0.70, while the AVE values were above 0.50, indicating that each construct explained more than half of the variance in its respective indicators. These findings confirm that the measurement items adequately represent the constructs of Green Marketing, Green Trust, and Purchase Intention, suggesting that the measurement model demonstrates satisfactory convergent validity and is suitable for subsequent structural model analysis.

Table 8. Reliability Results

Construct	Cronbach's Alpha	Composite Reliability
Green Marketing	0.872	0.894
Green Trust	0.889	0.909
Purchase Intention	0.854	0.890

Source: Primary Data (2025)

Table 8 presents the reliability assessment of the three constructs using Cronbach's Alpha and Composite Reliability. These two measures were used to examine whether the indicators consistently reflected the constructs they were intended to measure. As shown in, all constructs demonstrated good internal consistency. Green Trust recorded the highest reliability, with a Cronbach's Alpha of 0.889 and a Composite Reliability of 0.909, indicating that the indicators consistently captured consumers' confidence in the environmental commitments made by companies. Green Marketing also showed strong reliability, with a Cronbach's Alpha of 0.872 and a Composite Reliability of 0.894. Similarly, Purchase Intention achieved a Cronbach's Alpha of 0.854 and a Composite Reliability of 0.890, suggesting that the indicators provided a stable measurement of consumers' willingness to purchase eco-friendly products.

All Cronbach's Alpha and Composite Reliability values were above the recommended threshold of 0.70, indicating that the measurement items were internally consistent and reliable. These results provide confidence that the constructs were measured consistently across respondents and are appropriate for further analysis of the structural relationships among Green Marketing, Green Trust, and Purchase Intention.

4.3 Structural Model Assessment

After confirming the reliability and validity of the measurement model, the structural model was assessed by examining the coefficient of determination (R^2). The R^2 value indicates the proportion of variance in an endogenous construct that can be explained by its predictor variables, thereby reflecting the model's explanatory power. The results of the R^2 analysis are presented in Table 9.

Table 9. Coefficient of Determination (R^2)

Endogenous Variable	R^2
Green Trust	0.448
Purchase Intention	0.596

Source: Primary Data (2025)

The structural model was first evaluated by examining the coefficient of determination (R^2), which indicates the proportion of variance in each endogenous construct explained by its predictor variables. As presented in Table 9, Green Marketing explained 44.8% of the variance in Green Trust ($R^2 = 0.448$). This finding suggests that consumers' perceptions of green marketing activities play an important role in building trust toward a company's environmental commitment, although other factors not included in this study may also contribute to the development of green trust.

For Purchase Intention, the model produced an R^2 value of 0.596, indicating that Green Marketing and Green Trust jointly explained 59.6% of consumers' intention to purchase eco-friendly products. This result shows that the proposed model provides a reasonably strong explanation of purchase intention. At the same time, approximately 40.4% of the variance remains unexplained, suggesting that other factors, such as environmental concern, perceived value, price perception, or subjective norms, may also influence consumers' purchasing intentions. Overall, the R^2 values indicate that the structural model has moderate explanatory power and provides an adequate basis for evaluating the hypothesized relationships among the study variables.

4.4 Effect Size (f^2)

Table 10. Effect Size (f^2)

Relationship	f^2	Effect Size
GM - GT	0.812	Large
GM - PI	0.058	Small
GT - PI	0.472	Medium

Source: Primary Data (2025)

Table 10 presents the effect size (f^2) of each relationship in the structural model. The results show that Green Marketing has a large effect on Green Trust ($f^2 = 0.812$). This indicates that consumers tend to develop greater trust when they perceive a company's green marketing activities positively. However, Green Marketing has only a small direct effect on Purchase Intention ($f^2 = 0.058$). This suggests that green marketing alone is not enough to

strongly encourage consumers to purchase eco-friendly products. Green Trust has a medium effect on Purchase Intention ($F^2 = 0.472$). This finding shows that trust plays a more important role in encouraging consumers to buy eco-friendly products than marketing activities alone.

4.5 Path Coefficients and Hypothesis Testing

Table 11. Path Coefficients and Hypothesis Testing

Hypothesis	Relationship	β	t-value	p-value	Result
H1	GM - GT	0.669	14.852	<0.001	Supported
H2	GM - PI	0.171	2.164	0.031	Supported
H3	GT - PI	0.603	9.273	<0.001	Supported

Source: Primary Data (2025)

The hypothesis testing results are presented in Table 11. Green Marketing has a positive and significant effect on Green Trust ($\beta = 0.669$, $p < 0.001$), supporting H1. This means that better green marketing helps increase consumers' trust in eco-friendly products. Green Marketing also has a positive effect on Purchase Intention ($\beta = 0.171$, $p = 0.031$), supporting H2. However, the effect is relatively small, indicating that green marketing is not the main reason consumers decide to buy eco-friendly products.

The strongest relationship is found between Green Trust and Purchase Intention ($\beta = 0.603$, $p < 0.001$), supporting H3. This result suggests that consumers are more likely to purchase eco-friendly products when they trust the company's environmental commitment. Overall, these findings indicate that trust has a greater influence on purchase intention than green marketing itself.

4.6 Mediation Analysis

To further examine the underlying mechanism linking green marketing and purchase intention, an indirect effect analysis was conducted using the bootstrapping procedure. The results are presented in Table 12.

Table 12. Indirect Effects Results

Indirect Relationship	β	t-value	p-value	Mediation
Green Marketing - Green Trust - Purchase Intention	0.403	7.815	<0.001	Partial Mediation

Source: Primary Data (2025)

Table 12 presents the indirect effect of Green Marketing on Purchase Intention through Green Trust. The results indicate that the indirect effect is positive and statistically significant ($\beta = 0.403$, $p < 0.001$), confirming that Green Trust partially mediates the relationship between Green Marketing and Purchase Intention.

Interestingly, the indirect effect ($\beta = 0.403$) is substantially stronger than the direct effect of Green Marketing on Purchase Intention ($\beta = 0.171$). This finding suggests that green marketing becomes considerably more effective when it first strengthens consumers' trust in a company's environmental commitment. Simply promoting products as environmentally friendly is unlikely to generate strong purchase intentions unless consumers perceive those claims as credible.

These findings provide an important insight into contemporary consumer behavior in the green product market. As environmental awareness continues to increase, consumers appear to be more critical of companies' environmental claims and are less likely to rely solely on promotional messages. Instead, they seek evidence that reinforces their confidence in the authenticity of those claims before making purchasing decisions.

Therefore, this study highlights that Green Trust is not merely an additional variable but a key psychological mechanism that translates green marketing efforts into actual purchase intention. The findings support the notion that consumers buy eco-friendly products not simply because companies claim to be environmentally responsible, but because they trust the credibility behind those claims.

5. Discussion

5.1 Green Marketing Enhances Green Trust

The findings demonstrate that Green Marketing has a positive and significant effect on Green Trust. This indicates that consumers are more likely to trust companies that consistently communicate and implement environmentally responsible marketing practices. In the context of eco-friendly products, consumers do not evaluate environmental claims solely based on promotional messages. Instead, they assess whether a company's products, packaging, communication, and overall business practices genuinely reflect its environmental commitment.

This finding is consistent with Chen (2010), who argued that green marketing strengthens consumers' trust when companies consistently fulfil their environmental promises. Similarly, Chen and Chang (2012) found that credible green marketing activities enhance consumers' confidence in environmentally friendly products, which subsequently encourages positive consumer responses. These findings suggest that environmental marketing becomes more effective when consumers perceive that a company's sustainability claims are supported by real actions rather than merely promotional efforts.

The result also supports the arguments of Peattie and Crane (2005), who emphasized that green marketing should represent a comprehensive business strategy rather than a communication tool. As consumers become more knowledgeable about environmental issues, they increasingly expect companies to demonstrate genuine environmental responsibility throughout their operations. This expectation is particularly relevant in Indonesia, where public awareness of sustainability has continued to grow alongside greater access to environmental information.

At the same time, the relatively high influence of Green Marketing on Green Trust may reflect consumers' need for reliable environmental information when evaluating eco-friendly products. Since many environmental product attributes cannot be directly verified before purchase, consumers rely on companies' environmental communication as an important signal of credibility. This explanation is consistent with Signaling Theory (Spence, 1973), which suggests that credible signals help reduce information asymmetry and increase consumer confidence. Therefore, companies that provide transparent and consistent environmental information are more likely to build stronger consumer trust.

5.2 Green Trust Plays a Greater Role than Green Marketing in Driving Purchase Intention

Although Green Marketing was found to have a positive effect on Purchase Intention, its influence was relatively weaker than that of Green Trust. This finding suggests that consumers are not easily persuaded by environmental marketing messages alone. Instead, they are more willing to purchase eco-friendly products when they believe that a company's environmental claims are honest, credible, and supported by genuine environmental practices.

This result is consistent with previous studies showing that trust is one of the strongest determinants of green purchasing behavior. Chen (2010) reported that Green Trust directly encourages consumers to purchase environmentally friendly products because it reduces

uncertainty regarding environmental claims. Likewise, Joshi and Rahman (2015), in their review of green purchasing behavior, concluded that trust consistently influences consumers' willingness to buy green products across various contexts. White et al. (2019) also argued that many consumers express concern for the environment but often fail to translate those concerns into purchasing behavior, partly because they remain uncertain about the credibility of companies' environmental claims.

One possible explanation is the increasing prevalence of greenwashing. As discussed by Delmas and Burbano (2011), consumers have become more cautious because some companies exaggerate or misuse environmental claims for marketing purposes. Consequently, consumers are less likely to rely solely on green promotional messages and instead evaluate whether those claims are supported by genuine environmental commitment. This may explain why Green Trust had a stronger influence on Purchase Intention than Green Marketing in the present study.

These findings indicate that companies should not focus only on promoting environmentally friendly products. Greater attention should also be given to building consumer trust through transparent environmental communication, credible certifications, sustainable production practices, and consistent environmental performance. Such efforts are likely to be more effective in encouraging consumers to purchase eco-friendly products than promotional activities alone.

5.3 Green Trust Mediates the Relationship between Green Marketing and Purchase Intention

The mediation analysis revealed that Green Trust partially mediates the relationship between Green Marketing and Purchase Intention. More importantly, the indirect effect was stronger than the direct effect, indicating that Green Marketing becomes substantially more effective when it first builds consumer trust.

This finding supports Chen and Chang (2012), who argued that Green Trust acts as an important psychological mechanism linking companies' environmental initiatives with consumer purchasing decisions. Similarly, Papadas et al. (2019) suggested that green marketing creates greater value when consumers perceive environmental claims as credible and consistent with actual business practices. Nuttavuthisit and Thøgersen (2017) also reported that consumers tend to evaluate the authenticity of environmental claims before deciding to support environmentally responsible products.

The present study extends previous research by examining consumers across various categories of eco-friendly products in Indonesia rather than focusing on a single product or brand. The findings suggest that, regardless of product category, consumer trust remains a key factor explaining how green marketing influences purchase intention. This contributes to the growing body of literature emphasizing that psychological factors play a central role in sustainable consumption.

The findings suggest that successful green marketing is not simply about communicating environmental messages. Its effectiveness depends on whether those messages are able to create trust. In other words, consumers are more likely to purchase eco-friendly products because they trust the company's environmental commitment, rather than because the company merely claims to be environmentally responsible.

6. Conclusion

This study examined the influence of Green Marketing on Purchase Intention, with Green Trust serving as a mediating variable among eco-friendly product consumers in

Indonesia. The findings show that Green Marketing has a positive and significant effect on both Green Trust and Purchase Intention. More importantly, Green Trust has a stronger influence on Purchase Intention than Green Marketing itself. The mediation analysis also confirms that Green Trust partially mediates the relationship between Green Marketing and Purchase Intention. These results indicate that green marketing becomes more effective when it successfully builds consumers' trust in a company's environmental commitment.

This study provides an important insight into consumer behavior in the green product market. Consumers are no longer persuaded simply by environmental claims or sustainability-related promotions. Instead, they are more likely to purchase eco-friendly products when they believe that a company's environmental commitment is genuine, transparent, and reliable. In other words, consumers buy because they trust the company's environmental responsibility, not merely because the company promotes itself as being green.

The findings also contribute to the green marketing literature by highlighting the important role of Green Trust as a psychological mechanism that connects green marketing with purchase intention. For practitioners, the results suggest that companies should go beyond environmental promotion and focus on building credibility through transparent communication, consistent sustainability practices, and trustworthy environmental claims. Such efforts are likely to strengthen consumer trust and encourage greater adoption of eco-friendly products.

This study has several limitations. It focused only on Indonesian consumers of eco-friendly products and examined Green Trust as the sole mediating variable. Future studies may include other psychological factors, such as Green Perceived Value, Environmental Concern, Green Brand Image, or Green Perceived Risk, and compare different product categories or countries to provide a broader understanding of sustainable consumer behavior.

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