

The Mediating Role of Green Trust in Sustainable Beauty Purchase Intention: Comparing Local and Non-Local Brands in Indonesia

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ABSTRACT

Despite high environmental awareness, an attitude–behaviour gap persists in sustainable beauty consumption. This study examines the effects of Environmental Concern, Eco-Label, and Green Advertising on Green Purchase Intention (GPI) among Generation Z women in Jakarta, with Green Trust as a mediator, across local and non-local sustainable beauty brands. A quantitative approach was employed using a within-subjects design, in which 100 respondents evaluated both brand origins. Data were analysed using Partial Least Squares Structural Equation Modeling (PLS-SEM), with separate structural models estimated for local and non-local brands. The results indicate that Environmental Concern and Green Advertising significantly influence GPI across both brand origins. However, different structural patterns emerged for Eco-Label and Green Trust. Eco-Label directly influenced GPI for non-local brands, whereas its effect on local brands was fully mediated by Green Trust. In addition, Green Advertising significantly enhanced Green Trust only for local brands. These findings suggest that local brands should prioritise trust-building communications to strengthen the effectiveness of eco-labels, whereas non-local brands benefit from the signalling power of eco-labels but should localise their green advertising strategies to build consumer trust.

Keywords: Eco-Label, Environmental Concern, Green Purchase Intention, Green Trust, Sustainable Beauty

1. INTRODUCTION

Industry forecasts indicate that skincare, the largest category within the global beauty industry, is projected to grow approximately 6% annually through 2028 and account for roughly 44% of the total global beauty market (Weaver et al., 2024). Growing consumer awareness of environmental issues has also encouraged the emergence of sustainable beauty products that emphasise environmentally responsible ingredients, packaging, and production practices within the expanding skincare market. This trend is also evident in Southeast Asia, where the organic cosmetics market is projected to grow from USD 3.2 billion in 2025 to USD 7.8 billion by 2035, at a regional CAGR of 9.2%. Indonesia accounts for the largest share of this market at 46.3%, with its domestic market growing at a CAGR of 8% over the same period (*Future Market Insight*, 2025). These figures are derived from commercial market research rather than peer-reviewed or official statistics, and are presented to illustrate industry trends rather than validated environmental outcomes.

This projected growth contrasts sharply with persistent environmental challenges. Indonesia generated 69.9 million tons of waste in 2023, with waste management performance remaining below the national target (Ministry of Environment and Forestry, as cited in Kompas.id, 2024). Within the beauty industry, cosmetic packaging waste remains a particular concern, with a large proportion estimated to end up in landfills (Waste4change, 2025).

Meanwhile, survey data indicate that 89.4% of Indonesian women are willing to pay more for environmentally friendly brands (ZAP Clinic, 2024). This stated preference, however, has not necessarily translated into actual purchasing behaviour toward sustainable beauty products, highlighting a critical attitude-behaviour gap that this study seeks to explain.

To understand the mechanisms underlying this gap, this study examines the factors influencing green purchase intention among Generation Z women in Jakarta who are aware of sustainable beauty, focusing on Environmental Concern, Eco-Label, Green Advertising, and Green Trust, and compares the proposed structural model between local and non-local sustainable beauty brands. Accordingly, this study addresses the following research questions: (1) Do Environmental Concern, Eco-Label, and Green Advertising directly influence Green Purchase Intention? (2) Does Green Trust mediate these relationships? (3) Do these structural relationships differ when the same consumers evaluate local versus non-local brands? Local brands refer to Indonesian-origin sustainable beauty brands, whereas non-local brands refer to foreign-origin sustainable beauty brands available in the Indonesian market.

Prior studies on green purchase intention in Indonesia remain fragmented along two lines. One stream examines direct antecedents without a mediating mechanism: Hanasti et al. (2025) found that environmental concern and green advertising positively influence green purchase intention, while Jamal & Kasmoo (2025) identified eco-label as a significant direct predictor. A second stream incorporates Green Trust as a mediator, but only for a single antecedent at a time: Lestari et al. (2020) and Nurhalisa (2023) confirmed that Green Trust mediates the relationship between green advertising and purchase intention, whereas Evasari et al. (2024) and Hossain et al. (2022) demonstrated that eco-label enhances Green Trust and influences purchase intention indirectly through it. Collectively, these studies have not simultaneously examined these three antecedents within a single trust-mediated framework while also comparing relationships across brand origin. This study therefore provides a contextual and comparative contribution by applying an established trust-mediation framework to Generation Z women in Jakarta, comparing local and non-local sustainable beauty brands in an underexplored setting.

This study is grounded in the Theory of Planned Behavior (TPB), which proposes that behavioural intention is shaped by underlying beliefs and attitudes rather than translating automatically into behaviour, consistent with the gap identified here. Within this perspective, Environmental Concern, Eco-Label, and Green Advertising represent salient beliefs that shape consumers' evaluations and Green Trust toward sustainable beauty brands, subsequently strengthening Green Purchase Intention. This process is further supported by Signaling Theory (Spence, 2002), which posits that in situations of information asymmetry, firms use observable and credible cues, such as eco-labels and green advertising, to communicate unobservable qualities like environmental commitment, thereby reducing consumer uncertainty and building trust. Brand origin is expected to influence these relationships because consumer beliefs about a brand are shaped by perceptions of its country of origin, formed through cognitive, affective,

and conative dimensions (Roth & Diamantopoulos, 2009). Consequently, these relationships may differ between local and non-local brands.

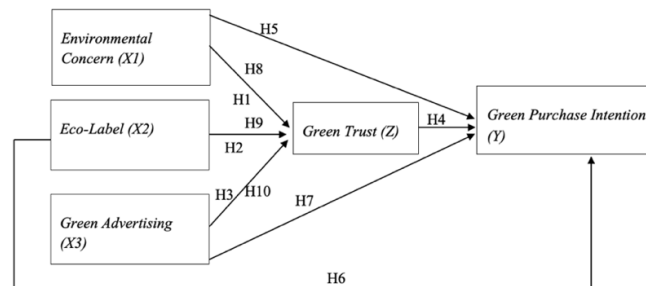


Figure 1 Research Framework

Source: Author's own creation/work

- H1: Environmental Concern has a positive influence on Green Trust.
- H2: Eco-Label has a positive influence on Green Trust.
- H3: Green Advertising has a positive influence on Green Trust.
- H4: Green Trust has a positive influence on Green Purchase Intention.
- H5: Environmental Concern has a positive influence on Green Purchase Intention.
- H6: Eco-Label has a positive influence on Green Purchase Intention.
- H7: Green Advertising has a positive influence on Green Purchase Intention.
- H8: Environmental Concern has a positive influence on Green Purchase Intention through Green Trust.
- H9: Eco-Label has a positive influence on Green Purchase Intention through Green Trust.
- H10: Green Advertising has a positive influence on Green Purchase Intention through Green Trust.

2. METHODS

This study employed a quantitative research design utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM) executed via SmartPLS 4 (version 4.1.1.6), chosen for its suitability for predictive and explanatory modeling, its capacity to handle simultaneous mediation analyses, and its flexibility regarding data normality assumptions (Abdillah & Hartono, 2015). The target population comprised Generation Z female consumers (born 1997 to 2008) residing in Jakarta, Indonesia. Purposive sampling was applied based on specific eligibility criteria: respondents were required to be familiar with, defined as aware of or able to recognize, at least one local sustainable beauty brand (Base, Avoskin, or Sensatia Botanicals) and at least one non-local brand (The Body Shop, Innisfree, or Benton). Familiarity was operationally defined as having prior awareness of or direct exposure to the selected brand's sustainability attributes and packaging, ensuring informed evaluations.

The sample size was determined through an *a priori* statistical power analysis using G*Power (version 3.1.9.7), which is considered more rigorous than conventional rule-of-thumb heuristics in PLS-SEM (Hair et al., 2017). Parameters were based on the most complex structural relationship in the model, namely Green Purchase Intention predicted by four exogenous variables, with $\alpha = 0.05$, power = 0.80, and a medium effect size ($f^2 = 0.15$) (Cohen, 1988), yielding a minimum required sample of 85 respondents. The final valid sample of 100 respondents exceeded this threshold.

Data were collected in December 2025 via an online survey platform using a within-subjects design, in which each of the 100 respondents evaluated both a local and a non-local sustainable beauty brand. To examine differences in structural relationships across brand origins, the local and non-local evaluations were analyzed as two separate PLS-SEM models. The resulting path coefficients and hypothesis testing outcomes were compared to identify similarities and differences between the two brand origins. This approach represents a comparative assessment of structural patterns rather than a formal inferential test of paired differences. Although a total of 200 brand evaluations were obtained, these evaluations originated from the same 100 respondents and were treated as paired observations rather than 200 independent data points.

All items were measured on a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The measurement model consisted of five latent variables developed through 18 indicators. These included Environmental Concern (3 items, adapted from Lestari et al., 2020), Eco-Label (5 items, adapted from Ningtias & Dewi, 2023), Green Advertising (3 items, adapted from Nurhalisa et al., 2023), Green Trust (3 items, adapted by Prabaningrum et al., 2025 from Chen & Chang, 2012), and Green Purchase Intention (4 items, adapted from Afianto & Waskito, 2025).

Table 1. Research Constructs and Indicators

Construct	Code	Indicator	Source
Environmental Concern (X1)	X1.1	Awareness of environmental issues	Lestari et al. (2020)
	X1.2	Concern for eco-product availability	
	X1.3	Frequency of seeking eco-product information	
Eco-Label (X2)	X2.1	Knowledge of label content	Ningtias & Dewi (2023)
	X2.2	Understanding of product certification	
	X2.3	Ability to recognize eco-label	

Construct	Code	Indicator	Source
	X2.4	Perceived Message Credibility	
	X2.5	Perceived Information Credibility	
	X3.1	Product image perception	
Green Advertising (X3)	X3.2	Effectiveness of go-green campaigns	Nurhalisa et al. (2023)
	X3.3	Environmental conservation messages	
	X3.3	Environmental conservation messages	
Green Trust (Z)	Z.1	Environmental reputation reliability	Chen & Chang (2012) as cited in Prabaningrum et al (2025)
	Z.2	Environmental performance reliability	
	Z.3	Credibility of environmental claims	
Green Purchase Intention (Y)	Y.1	Purchase intention	Afianto & Waskito (2025)
	Y.2	Purchase plan	
	Y.3	Brand preference	
	Y.4	Willingness to recommend	

Data analysis was conducted in two stages, applied separately to each brand model, following established PLS-SEM analytical strategies (Hair Jr. et al., 2017; Rehman et al., 2025). First, the measurement (outer) model was evaluated for convergent validity via outer loadings ($\lambda > 0.70$) and Average Variance Extracted (AVE > 0.50), discriminant validity via the Heterotrait-Monotrait ratio (HTMT < 0.90), and construct reliability via composite reliability (CR > 0.70). Second, the structural (inner) model was assessed via the coefficient of determination (R^2 ; thresholds: 0.25 weak, 0.50 moderate, 0.75 substantial), and hypothesis testing via bootstrapping with 5,000 subsamples ($p < 0.05$, $t > 1.96$).

3. RESULTS AND DISCUSSIONS

3.1. Respondent Profile

A total of 100 Generation Z women participated in this study. Detailed respondent characteristics are presented in Table 2.

Table 2. Respondent Profile

Characteristic	Category	n	%
Age	18-21 years	28	28%
	22-25 years	51	51%
	26-28 years	21	21%
Occupation	Private Employee	46	46%
	Student	45	45%
	Entrepreneur	9	9%
Information Source	Social Media (Instagram, TikTok, YouTube)	55	55%
	Beauty Influencer/Content Creator	25	25%
	Advertisement	21	21%
	Family/Friends	6	6%
Local Brand Awareness	Avoskin	71	71%
	Base	58	58%
	Sensatia Botanicals	23	23%
Non-Local Brand Awareness	The Body Shop	50	50%
	Innisfree	48	48%
	Benton	22	22%

Source: Processed Data, 2026

The majority of respondents were aged 22 to 25 years (51%), predominantly private employees (46%) and students (45%). Social media was the primary source of sustainable beauty information (55%), followed by beauty influencers and content creators (25%). Among local brands, Avoskin had the highest awareness (71%), while The Body Shop led among non-local brands (50%). Brand awareness items allowed multiple responses, resulting in percentages that exceed 100% when summed in Table 2. For the core structural evaluation, respondents were not required to select a single named brand; trust and purchase intention items were assessed with reference to the general category of local and non-local sustainable beauty brands, informed by the specific brands respondents indicated familiarity with

3.2. Measurement Model

Outer model assessment results are presented in Figure 2 and Figure 3, while the summary reliability and validity results are presented in Table 3. All 18 indicators across both groups produced outer loading values above 0.70, confirming convergent validity at the indicator level (Savitri et al., 2021). All AVE values exceeded 0.50 and all reliability values exceeded 0.70, confirming convergent validity and construct reliability across both groups (Savitri et al., 2021).

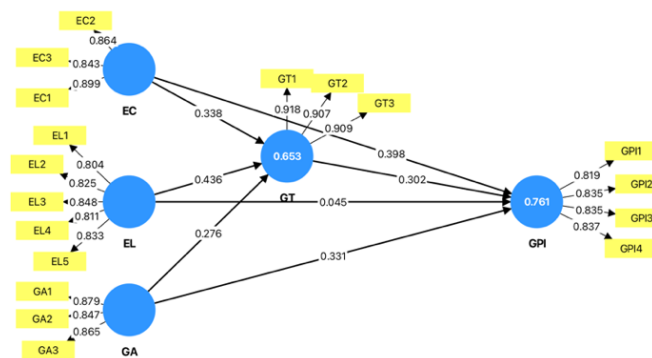


Figure 2 Outer Model Structural Equation Modeling: Local Brands

Source: Processed Data, 2026

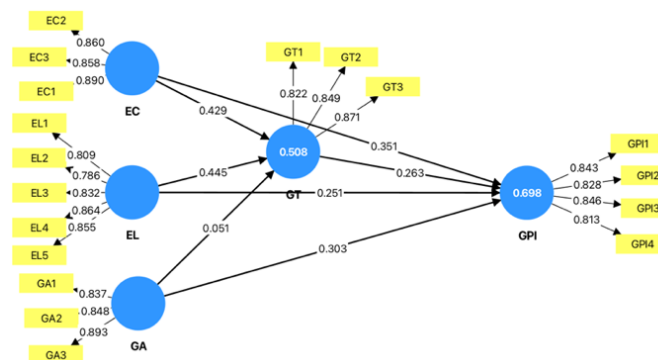


Figure 3 Outer Model Structural Equation Modeling: Non-Local Brands

Source: Processed Data, 2026

Table 3. Reliability and Validity Results

Construct	AVE Local	AVE Non- Local	rho_c Local	rho_c Non- Local	CA Local	CA Non- Local
Environmental Concern	0.755	0.755	0.902	0.903	0.838	0.838

Eco-Label	0.680	0.688	0.914	0.917	0.882	0.887
Green Advertising	0.746	0.739	0.898	0.895	0.830	0.824
Green Trust	0.831	0.718	0.936	0.884	0.898	0.804
Green Purchase Intention	0.691	0.693	0.900	0.900	0.851	0.852

Source: Processed Data, 2026

Table 3 presents the construct-level reliability and validity results for both brand groups. All AVE values exceed the 0.50 threshold, ranging from 0.680 (Eco-Label, local) to 0.831 (Green Trust, local), confirming adequate convergent validity at the construct level. Composite reliability (ρ_c) values range from 0.884 to 0.936, and Cronbach's Alpha values range from 0.804 to 0.898, both well above the 0.70 threshold across all constructs in both groups. This indicates that the research instrument consistently and reliably measures each construct for both local and non-local brand contexts.

Discriminant validity was further confirmed through both the Fornell-Larcker criterion and HTMT ratios. All HTMT values remained below 0.90 in both groups, with the highest value observed for the Green Trust Green Purchase Intention relationship at 0.870 for local brands and 0.815 for non-local brands, indicating that each construct is empirically distinct from the others.

Additionally, a full collinearity assessment confirmed that all outer VIF values were well below the 3.3 threshold, and the 95% confidence intervals for all HTMT ratios did not include the value 1.0, confirming discriminant validity. All p_A values also exceeded the 0.70 threshold.

3.3. Structural Model

Table 4 presents the R^2 values for both endogenous variables. Following the classification of 0.67 (strong), 0.33 (moderate), and 0.19 (weak) (Hair et al., 2017) Green Purchase Intention showed strong explanatory power in the local group ($R^2 = 0.761$) and moderate-to-strong in the non-local group ($R^2 = 0.698$)

Table 4. Coefficient of Determination (R-square)

Variable	R-square Local	R-sq Adj. Local	R-square Non-Local	R-sq Adj. Non-Local
Green Purchase Intention	0.761	0.751	0.698	0.686
Green Trust	0.653	0.642	0.508	0.493

Source: Processed Data, 2026

3.4. Hypothesis Testing: Direct Effects

Table 5 presents the direct effect hypothesis testing results based on bootstrapping with 5,000 subsamples. A relationship is considered significant when t-statistic is above or equal to 1.96 and p-value is below or equal to 0.05.

Table 5. Direct Effect Hypothesis Testing Results

Hyp.	Path	Local				Non-Local			
		Beta	t	p	Decision	Beta	t	p	Decision
H1	EC - > GT	0.338	5.120	0.000	Supported	0.429	5.002	0.000	Supported
H2	EL - > GT	0.436	7.382	0.000	Supported	0.445	6.024	0.000	Supported
H3	GA - > GT	0.276	3.923	0.000	Supported	0.051	0.430	0.667	Not Supported
H4	GT - > GPI	0.302	3.902	0.000	Supported	0.263	3.067	0.002	Supported
H5	EC - > GPI	0.398	6.300	0.000	Supported	0.351	4.111	0.000	Supported
H6	EL - > GPI	0.045	0.488	0.626	Not Supported	0.251	3.875	0.000	Supported

H7	GA - > GPI	0.331	4.733	0.000	Supported	0.303	5.058	0.000	Supported
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Source: Processed Data, 2026

Environmental Concern had a significant effect on both Green Trust and Green Purchase Intention in both groups (H1 and H5 supported), showing that it acts as a consistent driver of sustainable behavior across both brand contexts, although the magnitude of its effects varies. This matches earlier findings that environmental concern has a positive effect on both green trust and purchase intention (Lestari et al., 2020; Jamal & Kasmo, 2025).

Eco-Label significantly predicted Green Trust in both groups (H2 supported), consistent with findings that environmental concern positively influences eco-labelling behavior and that eco-label recognition is a key determinant of green trust formation (Hossain et al., 2022). However, its direct effect on Green Purchase Intention (H6) was only significant for non-local brands, not for local brands. This finding tentatively suggests that eco-labels on non-local brands may carry stronger standalone signaling power for Indonesian consumers, potentially due to pre-existing positive associations with foreign brands, consistent with evidence that eco-labelling positively influences green purchase intention (Panopoulos et al., 2022).

Green Advertising had a significant effect on Green Trust for local brands (H3 supported, $\beta = 0.276$, $p < 0.001$) but not for non-local brands (H3 not supported, $\beta = 0.051$, $p = 0.667$). This result partly matches earlier findings that green advertising has a positive effect on green trust (Lestari et al., 2020; Nurhalisa et al., 2023). Both groups showed significant direct effects of Green Advertising on Green Purchase Intention (H7 supported), consistent with (Sholihah & Harsoyo, 2023), who also found that green advertising positively and significantly influences green purchase intention, specifically in the sustainable skincare product category.

Green Trust had a significant effect on Green Purchase Intention in both the local ($\beta = 0.302$, $p < 0.001$) and non-local ($\beta = 0.263$, $p = 0.002$) groups (H4 supported), confirming its central role in driving purchase behavior. This result matches (Evasari & Yani, 2024), who also found that green trust has a direct, positive, and significant effect on green purchase intention.

3.5. Hypothesis Testing: Mediation Effects

Table 6. Mediation Effect Results

Hyp.	Indirect Path	Beta L	t L	p L	Decision L	Beta NL	t NL	p NL	Decision NL
H8	EC -> GT -> GPI	0.102	3.579	0.000	Supported (Partial)	0.113	2.643	0.008	Supported (Partial)

H9	EL -> GT	0.1	3.13	0.002	Supported	0.117	2.74	0.006	Supported
	-> GPI	32	3		(Full)		7		(Partial)
H10	GA -> GT	0.0	2.70	0.007	Supported	0.014	0.40	0.687	Not
	-> GPI	83	5		(Partial)		3		Supported

Source: Processed Data, 2026

Green Trust significantly mediated all three antecedent-GPI paths in the local brand group (H8, H9, H10 all supported). For Eco-Label in the local group, the direct path was non-significant (H6 not supported) while the indirect path was significant (H9 supported), confirming full mediation. This means eco-label only influences local brand purchase intention by first building green trust, consistent with (Evasari et al., 2024) who found the same full mediation pattern for eco-label in the beauty products category. This pattern also aligns with (Anandyara & Samiono, 2022), who demonstrated that marketing stimuli do not always directly drive purchase intention but may require trust as an indispensable intermediary mechanism before influencing consumer buying decisions.

In the non-local group, Green Trust mediated Environmental Concern (H8) and Eco-Label (H9) paths but not Green Advertising (H10), consistent with (H3) being non-significant for this group. Since green advertising did not build green trust for non-local brands, the mediation pathway through trust could not operate. This finding aligns with (Nurhalisa et al., 2023) who emphasized that green trust mediation is conditional on the strength of the antecedent-to-trust relationship.

Overall, these structural findings demonstrate that the main factors driving sustainable consumer behavior share similarities but also exhibit distinct patterns depending on brand origin. Environmental concern is a strong direct driver for both trust and intention in both groups. Green advertising directly drives purchase intention in both groups, but it only significantly builds green trust for local brands. Furthermore, the way eco-labels work differs: for non-local brands, eco-labels directly increase purchase intentions, whereas for local brands, eco-labels must build green trust first to influence consumers.

4. CONCLUSION

This study set out to understand why Indonesian consumers, despite expressing strong environmental values, have not yet widely adopted sustainable beauty brands. The findings reveal that Green Trust is the central mechanism bridging environmental awareness and Green Purchase Intention, and that its mediating role varies by brand origin in ways that carry meaningful strategic implications.

For local sustainable beauty brands, the results suggest that Eco-Labels primarily drive purchase intention through Green Trust, indicating a pattern of full mediation. This implies local brands may need to prioritize trust-building communications to make their environmental credentials credible. Furthermore, Green Advertising appears effective in both building trust and driving intention for this group.

Conversely, for non-local brands, Eco-Labels showed a direct effect on purchase intention in this sample, tentatively suggesting they may carry strong standalone signaling power. However, Green Advertising did not significantly build Green Trust for this group, potentially indicating a need to better align global campaign formats with local trust formation factors.

While this study provides valuable insights, the findings should be interpreted with caution. The purposive sampling, single-city focus (Jakarta), and the exploratory nature of the comparative assessment within a paired design limit the generalizability of the results. Furthermore, non-significant differences between groups in this exploratory assessment should not be strictly interpreted as statistical equivalence. Future research is encouraged to employ larger, more diverse samples and formal repeated-measures statistical techniques to validate these comparative patterns

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