

What Drives Avoskin Consumers' Purchase Intention? Examining the Roles of Green Brand Image, Environmental Knowledge, and Green Trust

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ABSTRACT

Growing public interest in ecological conservation has triggered a massive surge in demand for sustainable cosmetics, forcing skincare brands to implement eco-friendly marketing. However, buying decisions for sustainable skincare depend on tricky psychological dynamics, including green trust, eco-brand perception, and environmental literacy. This research explores how green brand image and ecological knowledge shape purchase intention, utilizing green trust as a mediator. Focusing on Indonesian Avoskin users, this causal quantitative study gathered empirical data from 96 respondents through a purposive online survey. Data processing was conducted via SmartPLS 4 under the PLS-SEM framework. The results indicate that green trust and environmental awareness heavily dictate consumer purchase willingness. Conversely, a green brand image fails to trigger a direct impact on buying intentions. Furthermore, both brand reputation and ecological literacy play a vital role in fostering consumer trust. Mediation analysis confirms that green trust successfully links environmental knowledge to final buying intentions, yet it cannot bridge the path from green brand image to purchase intention. These outcomes imply that boosting consumer ecological literacy and ensuring authentic green branding are the main keys to converting sustainable values into real purchases.

INTRODUCTION

Environmental sustainability has emerged as one of the most pressing global issues in recent decades due to rising carbon emissions, climate change, plastic pollution, and the overexploitation of natural resources. These environmental problems have prompted governments, industries, and consumers to adopt more sustainable patterns of production and consumption. According to the International Energy Agency (2025), global carbon dioxide (CO₂) emissions from energy combustion and industrial activities increased by 0.8% in 2024, reaching a record 37.8 gigatons. Atmospheric CO₂ concentrations also rose to 422.5 ppm, approximately 50% above pre-industrial levels (International Energy Agency, 2025). These figures demonstrate that current economic activities continue to place considerable

pressure on the environment, highlighting the growing importance of sustainable consumption worldwide.

Indonesia generated approximately 25.14 million tons of waste nationwide in 2025 (Sistem Informasi Pengelolaan Sampah Nasional, 2025). From this amount, only about 34% received proper treatment, while the remaining portion lacked optimal handling. Domestic activities emerged as the primary contributor, accounting for nearly 56.67% of the total refuse. This situation underscores the urgency of shifting public habits toward eco-friendly behaviors to support sustainable development.

The cosmetics industry is among the sectors that considerably contribute to environmental degradation. The production and consumption of cosmetic products often involve synthetic chemicals, microplastics, and single-use plastic packaging that is difficult to recycle or decompose. According to Arumdati et al. (2025), approximately 120 million cosmetic packages are produced globally each year, with 79% ending up in landfills, 12% being incinerated, and only 9% successfully recycled. These figures highlight the considerable amount of packaging waste generated by the cosmetics industry and underscore the need for companies to adopt more environmentally sustainable business practices.

Despite these environmental concerns, Indonesia's cosmetics industry has experienced remarkable growth in recent years. The National Agency of Drug and Food Control estimated that the Indonesian cosmetics market reached IDR 35.6 trillion in 2025 (BPOM, 2026). Furthermore, the Ministry of Industry of the Republic of Indonesia reported that more than 343,000 cosmetic products had been officially registered by October 2025 (BPOM, 2026). This market expansion is further supported by Statista (2025), which projected that Indonesia's beauty and personal care industry would generate approximately US\$10.23 billion in revenue by 2026, with an average annual growth rate of 4.17% through 2030. Although this rapid growth creates substantial business opportunities, it also raises environmental concerns related to production activities, packaging waste, and product disposal after consumption.

As the cosmetics industry continues to expand, consumer preferences have increasingly shifted toward environmentally friendly products. Purchasing decisions are no longer based solely on product quality, price, or effectiveness but also on environmental considerations, including sustainable ingredients, eco-friendly packaging, ethical production processes, and corporate environmental responsibility. This trend is reflected in a NielsenIQ (2023) survey, which found that 86% of Indonesian consumers consider sustainability an important factor in their purchasing decisions, while 62% believe that environmentally friendly products have become more widely available. These findings suggest that sustainability has become a key consideration in consumer purchasing behavior, encouraging companies to adopt green marketing strategies to remain competitive.

Among Indonesia's local skincare brands, Avoskin has emerged as one of the leading companies committed to sustainability. The brand promotes the concept of clean beauty by utilizing naturally derived ingredients, adopting environmentally friendly packaging, and

implementing sustainability initiatives such as the #LoveEarth campaign. These efforts have strengthened Avoskin's reputation among environmentally conscious consumers, particularly younger generations who increasingly value sustainability when choosing skincare products. Nevertheless, despite the growing demand for sustainable cosmetics, consumers' purchase intention toward green skincare products remains influenced by various psychological factors that warrant further investigation.

Numerous scholarly works have identified several pivotal determinants influencing green purchase intentions, with particular emphasis on green brand image, ecological literacy, and green trust. A company's green brand image reflects the collective cognitive assessment of consumers regarding the organization's dedication to environmental preservation. Establishing a favorable green brand reputation nurtures the belief that the firm routinely engages in eco-friendly management, thereby alleviating consumer cynicism toward corporate green claims and reinforcing brand reliability (Javed et al., 2024). On the other hand, environmental knowledge represents the level of societal awareness concerning pressing ecological challenges and the direct environmental implications of individual purchase decisions. Extending beyond mere confidence in green assertions, green trust is characterized by the consumer's deep-seated conviction that an enterprise actively embeds sustainability principles into its core business strategies. Once such credibility is established, consumers are highly inclined to view the brand's ecological initiatives as authentic and dependable (Tikaro, 2025). This theoretical framework aligns closely with the Commitment–Trust Theory formulated by Morgan & Hunt (1994), which posits that trust plays a fundamental role in sustaining long-term relational exchanges by mitigating perceived transaction risks and enhancing confidence in consumer decision-making.

Extensive empirical literature has mapped the structural connections among these psychological dynamics. Buying intentions can be driven upward through eco-marketing campaigns, with brand image and brand credibility acting as consecutive mediators (Tan et al., 2022). A strong ecological reputation also directly encourages buyers, meaning a positive green brand image significantly increases transaction willingness (Zahra & Rohman, 2024). From a cognitive standpoint, deep environmental literacy serves as a strong predictor for both green buying intentions and actual eco-purchasing actions, as heightened awareness naturally pushes shoppers toward sustainable options (Li et al., 2023). Additionally, substantial evidence highlights the mediating function of green trust. For instance, consumer trust acts as a vital bridge connecting environmental knowledge to purchase willingness (De Sio et al., 2022). Similarly, green trust connects a brand's ecological image directly to consumer purchase intent (Imaningsih et al., 2024). Ultimately, these collective findings show that credibility functions as the core psychological engine that converts eco-perceptions into decisive buying choices.

Current academic literature still displays sharp contradictions regarding how green brand image, ecological knowledge, and green trust interact. Some studies assert that

consumer purchase intentions are directly triggered by both ecological literacy and sustainable brand reputations (Halimatussakdia et al., 2025; Li et al., 2023; Zahra & Rohman, 2024). In stark contrast, another group of researchers found that eco-knowledge does not yield any direct impact on transactional willingness (Elbarky et al., 2023). This absence of a direct link is backed by independent findings showing that eco-literacy holds an insignificant direct relationship with purchase intent (Amanda et al., 2025; Harahap et al., 2024). Similar inconsistencies surface regarding brand image, with evidence suggesting that a sustainable brand reputation can only drive purchasing behavior indirectly by first establishing consumer trust (Evasari & Yani, 2024; Imaningsih et al., 2024). These structural mismatches indicate that brand images and environmental literacy alone cannot reliably predict consumer choices unless a deeper psychological bridge, specifically credibility, is integrated into the model.

Furthermore, the widespread threat of corporate greenwashing makes assessing green trust highly critical. Fake or overstated environmental packaging claims severely damage public confidence in eco-friendly goods, which ultimately drags down consumer buying intent (Guerreiro & Pacheco, 2021). Consequently, analyzing how consumer trust acts as an intervening mechanism is vital to fully decode buyer decision-making patterns within the eco-cosmetics market.

Although literature addressing eco-friendly consumer behavior continues to expand, several prominent research gaps still require academic attention. Notably, empirical insights regarding the direct impact of environmental knowledge on consumers' purchase intention remain highly contradictory. A body of research, including works by Li et al. (2023), Swahastuti & Muna (2025), and Halimatussakdia et al. (2025), demonstrated a significant positive relationship between these variables. Conversely, Elbarky et al. (2023), Harahap et al. (2024), and Sari & Nuvriasari (2026) observed no significant direct effect whatsoever. Comparable discrepancies are also visible in academic works exploring how a green brand image influences purchase intention. Even though Zahra & Rohman (2024), Halimatussakdia et al. (2025), and Al Hadi et al. (2024) verified a significant positive linkage, alternative studies concluded that a green brand image can only stimulate purchase intention through an indirect pathway, relying strictly on the intervening role of green trust (Evasari & Yani, 2024; Imaningsih et al., 2024; Yahya, 2022). These conflicting empirical results collectively underscore a critical need for deeper empirical exploration to better clarify the psychological pathways that shape consumer willingness to buy sustainable, environmentally safe products.

A contextual gap is also apparent in the existing literature. Previous studies have primarily focused on green food products (De Sio et al., 2022), personal care products in specific regions (Swahastuti & Muna, 2025), coffee shops (Sari & Nuvriasari, 2026), bottled drinking water (Yahya, 2022), cosmetics in particular cities (Harahap et al., 2024), or international settings (Srivastava & Mittal, 2026; Tan et al., 2022). Comparatively few studies have specifically investigated Indonesian local skincare brands that actively implement sustainability-oriented strategies. Given the rapid growth of Indonesia's beauty industry and

the increasing demand for environmentally friendly skincare products, further empirical evidence within this context is needed.

Beyond empirical and contextual limits, a noticeable methodological gap persists in the current literature. Most prior studies examined the connections between environmental knowledge, green brand image, green trust, and purchase intention separately. Alternatively, they integrated scattered intervening factors like environmental attitude (Harahap et al., 2024; Rahayu et al., 2023), consumer trust (Sari & Nuvriasari, 2026), green awareness (Prabowo & Sigit, 2023), and green perceived value (Sari & Nuvriasari, 2026). As a result, academic works that combine both ecological literacy and green brand image as dual predictors within a single structural framework remain extremely rare, particularly inside Indonesia's domestic cosmetics market. To plug this gap, the current study aims to deliver both practical and theoretical values. On a theoretical level, this project builds a unified conceptual framework to evaluate how green brand reputation and ecological literacy guide consumer buying choices through a green trust mediation path. Ultimately, this framework offers a clearer, more holistic view of the psychological forces driving sustainable purchase choices.

The original contribution of this research stems from its simultaneous incorporation of green brand image, ecological literacy, green trust, and buying intention into a comprehensive structural model specifically centered on Avoskin, a prominent domestic skincare brand in Indonesia renowned for its active engagement in sustainability programs. In contrast to previous explorations that centered on different industrial sectors, geographic regions, or alternative intervening mechanisms, this inquiry elucidates the exact pathways through which public environmental awareness translates into transactional intentions via the psychological bridge of green trust within the Indonesian sustainable cosmetics market. Consequently, these findings are anticipated to complement the existing body of literature regarding green consumerism while offering actionable recommendations for domestic cosmetic firms in formulating eco-friendly marketing initiatives. Guided by these objectives, this inquiry is designed to assess the extent to which green brand image and ecological knowledge shape purchase intentions, with green trust acting as a critical mediating link within the context of Indonesian Avoskin consumers.

Synthesizing the foundational theories, prior empirical insights, and the unresolved research gaps discussed earlier, this investigation develops an integrated conceptual framework. In this proposed model, both green brand image and environmental knowledge are presumed to govern purchase intentions through two distinct pathways: a direct causal link and an indirect path mediated by the mechanism of green trust. The visual representation of this hypothesized structural framework is illustrated in Figure 1.

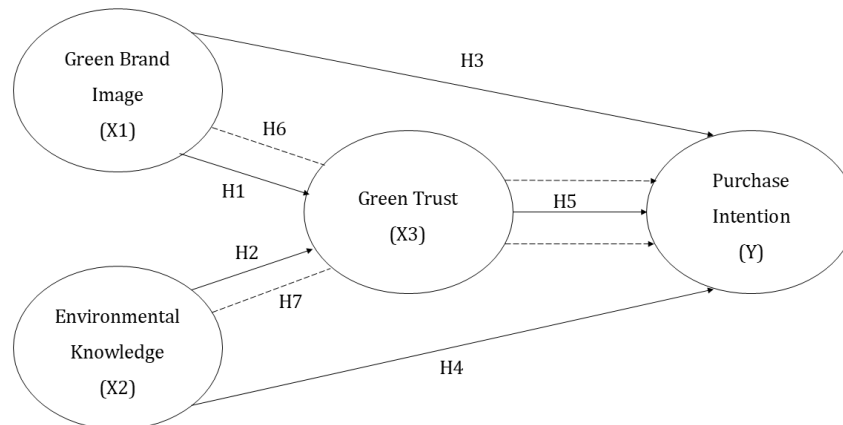


Figure 1. Conceptual Framework

RESEARCH METHODS

This research applied a quantitative method using a causal research design to investigate the relationships among green brand image, environmental knowledge, green trust, and purchase intention. The quantitative method was considered appropriate because it facilitates the empirical testing of research hypotheses through statistical analysis of numerical data (Sugiyono, 2018). A cross-sectional design was implemented, meaning that all responses were obtained from participants at a single period of data collection (Sekaran & Bougie, 2016). The analysis focused on Indonesian consumers who had previously used Avoskin skincare products.

The target population of this research consisted of individuals in Indonesia who had experience using Avoskin skincare products. Because the total number of Avoskin users could not be identified, the population was classified as infinite. Consequently, the minimum number of respondents required for the study was estimated using the Lemeshow formula (Lemeshow et al., 1990). The formula and its parameters are presented below:

$$n = \frac{Z^2 \cdot P(1 - P)}{E^2}$$

The parameters of the formula are defined as follows::

n = required minimum sample size

Z = z-score associated with a 95% confidence level (1.96)

P = estimated population proportion (0.5)

E = margin of error (0.10)

$$n = \frac{1,96^2 \cdot 0,5 \cdot 0,5}{0,1^2} = 96,04$$

The Lemeshow estimation indicated that at least 96 respondents were needed to ensure an adequate sample for the study. This sample size meets the recommendations for

conducting PLS-SEM analysis (Hair et al., 2022). Respondents were identified through purposive sampling, whereby only individuals who fulfilled specific inclusion criteria were invited to participate (Sugiyono, 2018). Eligible participants were required to have used Avoskin skincare products, be at least 17 years old, and demonstrate knowledge of or experience with environmentally friendly skincare products. Data collection was conducted using a structured questionnaire distributed online through Google Forms. Each construct was measured on a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5) (Sugiyono, 2018).

To guarantee the construct validity of the research instruments, all operational variables were evaluated using validated scales sourced from prior literature. For Green Brand Image, the evaluation metrics were sourced from Wardhani et al. (2025), which encompass aspects such as environmental concern, professionalism, reputation, trustworthiness, and overall success. The dimension of Environmental Knowledge was operationalized utilizing the framework developed by He et al. (2022); this includes assessing the respondents' subjective and objective environmental knowledge, alongside their systemic, action-based, and effectiveness-related awareness. Furthermore, Green Trust was examined by adapting the metrics from Bagia et al. (2024), focusing on dimensions of trusted environmental reputation, reliable performance, dependability, ecological concern, and the fulfillment of green promises. Finally, to evaluate Purchase Intention, the investigation integrated the measurement model from Sudaryanto et al. (2022), which breaks down buying intentions into transactional, referential, preferential, explorative, and expectation-based indicators.

Statistical computations in this research relied on the PLS-SEM method using the SmartPLS 4 application. The structural assessment followed a distinct two-stage evaluation protocol. First, the measurement (outer) model setup verified indicator reliability, internal consistency, and validity (both convergent and discriminant). This phase evaluated specific metrics including composite reliability, outer loadings, Cronbach's alpha, AVE, and the HTMT criterion (Hair et al., 2022). Second, the structural (inner) model analysis evaluated overall predictive capacity. This step calculated VIF scores, effect sizes (f^2), and the coefficient of determination (R^2). A standard bootstrapping routine determined the statistical significance of both indirect and direct paths. Hypothesized relationships were accepted if the path calculations yielded a p-value below 0.05 alongside a t-statistic exceeding 1.96 (Hair et al., 2022).

RESULTS AND DISCUSSION

Research Results

This empirical study gathered and evaluated a total of 96 valid questionnaire responses. The participating sample comprised Indonesian consumers who use Avoskin skincare products and satisfied all the specified purposive sampling requirements. To provide a detailed breakdown of the participants, the demographic profiles of these respondents are outlined in Table 1.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	8	8.33
	Female	88	91.67
Age	17–22 years	48	50.00
	23–28 years	35	36.46
	29–34 years	12	12.50
	≥35 years	1	1.04
Education	Senior High School	48	50.00
	Bachelor's Degree	44	45.83
	Master's Degree	2	2.08
	Professional Pharmacist	1	1.04
Occupation	Diploma IV	1	1.04
	Student	50	52.08
	Private Employee	26	27.08
	Entrepreneur	9	9.38
	Homemaker	5	5.21
	Others*	6	6.25

Source: Empirical data analyzed by the researcher (2026).

Table 1 presents the demographic characteristics of the respondents. Female respondents accounted for 91.67% of the total sample, while male respondents represented 8.33%, indicating that the sample reflects the dominant consumer segment of the Indonesian skincare market, where women remain the primary users of skincare products. In terms of age, respondents were largely concentrated in the 17–22 years age group (50.00%), followed by those aged 23–28 years (36.46%). This distribution suggests that the study was predominantly represented by Generation Z and young adults, a consumer segment that is generally more familiar with skincare routines, digital marketing, and environmental issues.

Regarding educational background, 50.00% of the respondents had completed senior high school and 45.83% held a bachelor's degree, indicating that most respondents possessed sufficient educational backgrounds to understand information related to environmentally friendly products and sustainability issues. Based on occupational data, students represented the majority of the sample at 52.08%, with private sector employees making up 27.08% and entrepreneurs constituting 9.38%. This demographic distribution indicates a segment of financially active buyers who frequently interact with personal care cosmetics. Consequently, they tend to be highly proactive in researching product formulation, overall quality, and ecological impact prior to completing a purchase.

Measurement Model Assessment

Before analyzing the structural model, checking the measurement model configuration ensured all latent constructs met the required benchmarks for reliability and validity. This evaluation strictly followed the PLS-SEM guidelines from Hair et al. (2022) to verify construct reliability alongside discriminant and convergent validity.

As displayed in Table 2, the calculated outer loadings spanned between 0.731 and 0.909. According to the established convergent validity criteria, individual item loadings must exceed the standard 0.70 threshold to be deemed acceptable. In this study, indicator X2.1

secured the maximum value at 0.909, whereas indicator Z5 recorded the minimum value at 0.731. Because every single item surpassed this 0.70 requirement, all indicators proved valid and were kept for the subsequent structural path modeling phases.

Table 2. Outer Loadings

Construct	Indicator	Outer Loading	Interpretation
Green Brand Image	X1.1	0.880	Valid
	X1.2	0.775	Valid
	X1.3	0.862	Valid
	X1.4	0.858	Valid
	X1.5	0.826	Valid
Environmental Knowledge	X2.1	0.909	Valid
	X2.2	0.863	Valid
	X2.3	0.892	Valid
	X2.4	0.903	Valid
	X2.5	0.896	Valid
Purchase Intention	Y1	0.867	Valid
	Y2	0.823	Valid
	Y3	0.826	Valid
	Y4	0.823	Valid
	Y5	0.833	Valid
Green Trust	Z1	0.859	Valid
	Z2	0.822	Valid
	Z3	0.804	Valid
	Z4	0.835	Valid
	Z5	0.731	Valid

Source: Empirical data analyzed by the researcher (2026).

The metrics for construct reliability and convergent validity are documented in Table 3. In this study, the calculated Cronbach's Alpha spanned from 0.869 to 0.936, while the values for Composite Reliability registered between 0.869 and 0.942 for rho_a, and from 0.906 to 0.951 for rho_c. Because every latent variable surpassed the standard 0.70 benchmark, these results confirm an excellent level of internal consistency. Furthermore, the model satisfies the criteria for convergent validity, proved by the Average Variance Extracted (AVE) values that fell within the 0.658 to 0.797 range, easily exceeding the mandatory 0.50 cutoff points.

Table 3. Construct Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	AVE
Green Brand Image	0.897	0.918	0.923	0.707
Environmental Knowledge	0.936	0.942	0.951	0.797
Green Trust	0.869	0.869	0.906	0.658
Purchase Intention	0.891	0.892	0.920	0.697

Source: Empirical data analyzed by the researcher (2026).

Table 4 presents the HTMT values calculated to verify discriminant validity. The analysis shows that the HTMT coefficients spanned from 0.105 to 0.600, remaining safely below the established 0.90 maximum threshold (Hair et al., 2022). These findings confirm that each latent construct represents a distinct empirical concept without severe empirical redundancy. As a result, the outer model satisfies the necessary criteria for validity, meaning it is fully qualified to serve as the foundation for evaluating the subsequent structural models.

Table 4. Discriminant Validity (HTMT)

Construct	Green Brand Image	Environmental Knowledge	Green Trust	Purchase Intention
Green Brand Image	—			
Environmental Knowledge	0.105	—		
Green Trust	0.600	0.507	—	
Purchase Intention	0.330	0.491	0.590	—

Source: Empirical data analyzed by the researcher (2026).

Structural Model Assessment

The assessment of the structural model involved examining multicollinearity, the coefficient of determination (R^2), and effect sizes (f^2), alongside testing the significance of the hypothesized paths through a bootstrapping approach. This analytical process was performed to verify the conceptual hypotheses and measure the model's overall predictive power.

Table 5. Collinearity Assessment (Inner VIF)

Relationship	VIF
Green Brand Image → Purchase Intention	1.700
Green Brand Image → Green Trust	1.003
Environmental Knowledge → Purchase Intention	1.528
Environmental Knowledge → Green Trust	1.003
Green Trust → Purchase Intention	2.156

Source: Empirical data analyzed by the researcher (2026).

Table 5 details the collinearity analysis conducted through Variance Inflation Factor (VIF) values. Hair et al. (2022) state that VIF scores under 5.00 signal that multicollinearity does not pose an issue for the structural model. Because the VIF scores for the predictors in this study ranged from 1.003 to 2.156, all variables fell well within the acceptable limit. Hence, with no collinearity complications detected, the structural model is validated for further statistical testing.

Table 6. Coefficient of Determination (R^2)

Construct	R^2	Adjusted R^2
Green Trust	0.536	0.526
Purchase Intention	0.351	0.330

Source: Empirical data analyzed by the researcher (2026).

The R^2 values for the endogenous constructs are presented in Table 6. In PLS-SEM, higher R^2 values reflect a stronger ability of the structural model to explain variations in the endogenous variables (Hair et al., 2022). The analysis indicates that the proposed model explains 53.6% of the variance in Green Trust and 35.1% of the variance in Purchase Intention, indicating a moderate explanatory capability.

Table 7. Effect Size (f^2)

Relationship	f^2	Effect Size
Green Brand Image $\rightarrow$ Green Trust	0.695	Large
Environmental Knowledge $\rightarrow$ Green Trust	0.523	Large
Green Brand Image $\rightarrow$ Purchase Intention	0.034	Small
Environmental Knowledge $\rightarrow$ Purchase Intention	0.121	Small
Green Trust $\rightarrow$ Purchase Intention	0.047	Small

Source: Empirical data analyzed by the researcher (2026).

Table 7 details how each exogenous factor impacts the endogenous constructs through calculated f^2 metrics. Following the standard benchmarks set by Hair et al. (2022), f^2 effect sizes are categorized into weak (0.02), moderate (0.15), and strong (0.35) thresholds. The statistical findings indicate that Green Brand Image ($f^2 = 0.695$) and Environmental Knowledge ($f^2 = 0.523$) exert a massive impact in shaping Green Trust. On the other hand, the direct predictive strengths of Environmental Knowledge ($f^2 = 0.121$), Green Trust ($f^2 = 0.047$), and Green Brand Image ($f^2 = 0.034$) toward Purchase Intention remain low, categorizing these specific pathways within the minor effect classification.

Table 8. Direct Effects

Hypothesis	Relationship	β	t-value	p-value	Decision
H1	Green Brand Image $\rightarrow$ Purchase Intention	0.195	1.809	0.071	Rejected
H2	Green Brand Image $\rightarrow$ Green Trust	0.569	8.673	0.000	Accepted
H3	Environmental Knowledge $\rightarrow$ Purchase Intention	0.346	3.395	0.001	Accepted
H4	Environmental Knowledge $\rightarrow$ Green Trust	0.493	7.521	0.000	Accepted
H5	Green Trust $\rightarrow$ Purchase Intention	0.256	2.181	0.029	Accepted

Source: Empirical data analyzed by the researcher (2026).

The outcomes of the direct pathway testing evaluated via the bootstrapping approach are outlined in Table 8. Following the established criteria by Hair et al. (2022), a proposed hypothesis achieves statistical backing if the calculated p-value drops below the 0.05 limit. The final data reveal that four out of the five direct paths demonstrated statistical significance. Specifically, Green Brand Image failed to show a substantial direct impact on Purchase Intention ($\beta = 0.195$, $t = 1.809$, $p = 0.071$), which requires the rejection of H1. In contrast, Green Brand Image directly shaped Green Trust, and Environmental Knowledge successfully generated a significant effect on both Green Trust and Purchase Intention. Furthermore, Green Trust exerted a strong direct influence over Purchase Intention, providing empirical validation for H2, H3, H4, and H5.

Table 9. Indirect Effects

Hypothesis	Indirect Relationship	β	t-value	p-value	Decision
H6	Green Brand Image $\rightarrow$ Green Trust $\rightarrow$ Purchase Intention	0.145	1.946	0.052	Rejected
H7	Environmental Knowledge $\rightarrow$ Green Trust $\rightarrow$ Purchase Intention	0.126	2.084	0.037	Accepted

Source: Empirical data analyzed by the researcher (2026).

The findings from the indirect effect assessment are detailed in Table 9. The bootstrapping output demonstrates that Green Trust failed to act as a significant intervening

variable between Green Brand Image and Purchase Intention ($\beta = 0.145$, $p = 0.052$), which leads to the rejection of H6. Conversely, Green Trust served as a significant mediating mechanism connecting Environmental Knowledge to Purchase Intention ($\beta = 0.126$, $p = 0.037$), thereby offering strong empirical backing for H7.

Figure 2 displays the comprehensive structural model generated through the bootstrapping sequence. This diagram offers a visual overview of the conceptual framework, highlighting the computed path coefficients across all analyzed research variables.

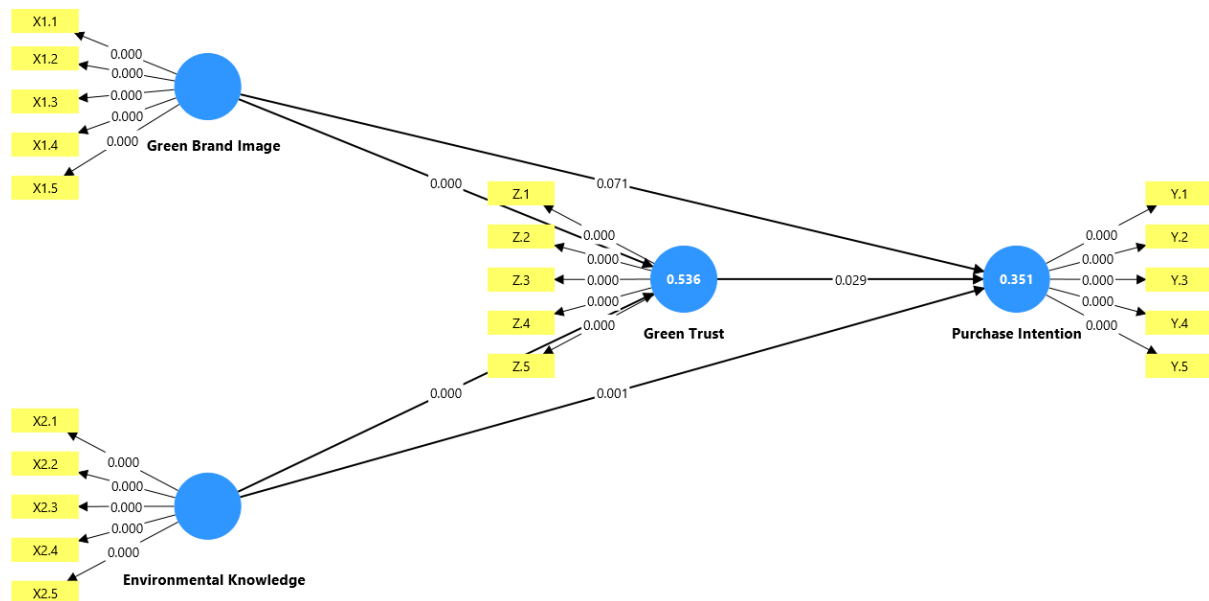


Figure 2. Structural Model Based on Bootstrapping Results

Discussion

This research provides empirical evidence that clarifies how eco-friendly brand reputations, purchase intentions, environmental knowledge, and green trust connect within the Indonesian Avoskin skincare market. Broadly speaking, the structural model demonstrates that green trust serves as a foundational pillar in shaping consumer buying choices. At the same time, ecological literacy functions through two separate mechanisms: it directly influences buying willingness and operates indirectly via a green trust bridge. These findings prove that purchasing behavior for sustainable cosmetics involves more than mere ecological awareness. Instead, consumer action depends heavily on how much confidence buyers place in the environmental assertions broadcasted by the brand.

Hypothesis testing showed that green brand image had no statistically significant effect on purchase intention; therefore, H1 was not supported. This finding suggests that consumers who perceive Avoskin as an environmentally friendly brand do not necessarily intend to purchase its products. Although respondents recognized the company's environmental commitment, such perceptions alone were insufficient to encourage purchase intention. Consumers may also consider other factors, such as product quality, price, product

effectiveness, compatibility with skin conditions, and previous consumption experiences before making purchasing decisions. This finding supports the argument that environmental image alone is not always capable of stimulating consumer buying intention without the presence of other psychological mechanisms.

This result is consistent with the findings of Evasari & Yani (2024) and Imaningsih et al. (2024), who reported that green brand image does not directly influence purchase intention but instead affects purchasing decisions indirectly through green trust. However, the finding contradicts Zahra & Rohman (2024) and Halimatussakdia et al. (2025), who found that green brand image significantly increases consumers' purchase intention. The inconsistency among previous studies suggests that the effectiveness of green brand image may depend on the characteristics of consumers and the product context. In the Indonesian skincare market, consumers appear to require stronger evidence regarding environmental responsibility before translating positive brand perceptions into purchase intention.

Conversely, the results demonstrate that green brand image significantly influences green trust, supporting H2. This finding indicates that consumers who perceive Avoskin as having a strong environmental commitment are more likely to trust the brand. A positive environmental reputation reduces consumers' uncertainty regarding the credibility of environmental claims and strengthens confidence that the company genuinely implements sustainable business practices. These findings are consistent with the Commitment–Trust Theory proposed by Morgan & Hunt, (1994), which emphasizes that trust develops when consumers perceive a company as reliable and committed to fulfilling its promises. The present finding also supports previous studies conducted by Javed et al. (2024), Tan et al. (2022), and Imaningsih et al. (2024), which reported that green brand image positively influences green trust. In the context of Avoskin, sustainability campaigns, environmentally friendly packaging, and the use of naturally derived ingredients appear to strengthen consumers' confidence in the brand's environmental commitment.

The empirical data further indicate that ecological literacy exerts a substantial impact on buying intention, thereby providing validation for H3. Individuals who hold a deeper understanding of ecological crises and eco-friendly commodities demonstrate a greater propensity to purchase sustainable options. This is because consumers with advanced ecological awareness are more mindful of the environmental ramifications of their consumption patterns, steering them to actively favor products that champion ecological preservation.

This outcome aligns with the empirical observations of Li et al. (2023), Rahayu et al., (2023), Swahastuti & Muna (2025), and Halimatussakdia et al. (2025), all of whom identified a positive association linking ecological literacy to buying intentions. Nevertheless, this finding stands in contrast to the insights of Amanda et al. (2025), Elbarky et al. (2023), Harahap et al. (2024), who documented an unestablished direct pathway between the two variables. This discrepancy could potentially be attributed to the unique demographic profile

of Avoskin users, who are predominantly younger cohorts with high exposure to sustainability-oriented content across various digital channels.

Similarly, environmental knowledge significantly influenced green trust, supporting H4. Consumers with greater environmental knowledge tend to evaluate environmental claims more carefully and are better able to distinguish between genuinely sustainable companies and those engaging in greenwashing practices. Consequently, environmental knowledge enhances consumers' confidence in brands that consistently demonstrate environmental responsibility. The findings are in line with De Sio et al. (2022) and Li et al. (2023), who argued that consumers possessing greater environmental knowledge are more likely to develop trust toward environmentally responsible companies. In the context of Avoskin, consumers who understand sustainability issues are more likely to appreciate the company's environmental initiatives, thereby strengthening green trust.

Furthermore, the validation of H5 is strongly confirmed by the significant impact that green trust exerts on purchase intention. This result suggests that consumer buying decisions are actively stimulated by the perceived credibility of Avoskin's eco-friendly claims. When trust is firmly built, it mitigates buyer skepticism and reduces perceived risks associated with green marketing strategies, while assuring consumers that the manufacturing processes adhere to eco-responsible standards. This empirical outcome reinforces the core principles of the Commitment-Trust Theory proposed by Morgan & Hunt (1994), which positions trust as a fundamental element for maintaining enduring brand-consumer ties. Additionally, this discovery mirrors previous research conducted by De Sio et al. (2022), Bagia et al. (2024), and Tikaro (2025), all of whom identified a positive association between consumer buying intentions and green trust.

Looking at the indirect relationships, H6 was rejected because green trust did not function as a statistically significant intervening bridge between a green brand image and purchase intention. Although establishing an eco-friendly brand image substantially elevated green trust, this psychological trust alone was insufficient to translate environmental views into an increased willingness to buy. This phenomenon suggests that consumers likely prioritize other crucial considerations, such as firsthand product experiences, distinct value propositions, or perceived item quality, before deciding to purchase sustainable skincare goods. This outcome is consistent with research by Evasari & Yani (2024), who noted that an eco-friendly brand image may not directly dictate purchase intentions, adding that the mediating effect of green trust often shifts depending on the research environment and consumer perspectives. In contrast, this finding contradicts the empirical work of Imaningsih et al. (2024), who determined that green trust plays a vital role in connecting a green brand image to actual purchase intentions. These conflicting results might emerge from distinct product markets, variations in target populations, or how critically consumers assess the reliability of green claims.

Alternatively, the empirical support for H7 demonstrates that green trust functions as a substantial intervening variable connecting environmental knowledge to purchase intention. This finding indicates that as consumers acquire greater ecological literacy, they cultivate deeper confidence in sustainable brands, which subsequently stimulates their willingness to buy. Hence, green trust serves as an essential psychological link between a buyer's environmental awareness and their final purchasing choices. This behavior aligns with the research by De Sio et al. (2022), who recognized green trust as a key mediating bridge between ecological understanding and consumer intent. In a similar vein, Li et al. (2023) noted that eco-conscious shoppers possess a strong tendency to trust ethical corporations, which strengthens their transaction commitment. In short, these outcomes support the academic consensus that ecological understanding shapes consumer choices through both direct impacts and indirect mechanisms driven by green trust.

CONCLUSION AND SUGGESTION

This investigation analyzed how green brand image and ecological literacy impact buying intentions, specifically exploring the intervening function of green trust among Indonesian consumers of Avoskin skincare products. The empirical outcomes demonstrate that ecological literacy and green trust exert a substantial positive influence on transactional intentions, while an eco-friendly brand image does not display a direct causal connection to purchase intention. Nevertheless, both green brand image and environmental awareness play a key role in significantly strengthening green trust. Moreover, green trust effectively acts as a significant mediator linking ecological literacy to buying intentions, whereas it fails to significantly bridge the path between green brand image and purchase intention. These insights collectively suggest that a consumer's ecological understanding, when reinforced by solid confidence in a corporation's ecological dedication, serves as a far more critical catalyst for stimulating purchase intentions than relying solely on an eco-friendly brand image.

This study advances our comprehension of eco-conscious buying patterns by demonstrating that green trust is the crucial link transforming environmental knowledge into a willingness to buy. For industry practitioners, beauty brands should elevate consumers' environmental awareness using transparent eco-messaging and verifiable green practices to establish lasting trust. Because this research was restricted to Avoskin users in Indonesia, future projects are encouraged to broaden their focus. Researchers should investigate other cosmetics labels, recruit wider and more varied participant groups, and test additional predictors like perceived product quality, perceived value, or eco-anxiety to deliver a more holistic view of green purchase intentions.

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