
The Influence of Environmental Knowledge and Environmental Concern on Purchase Intention of Green Personal Care Products, Mediated by Green Trust Among Generation Z in Bali

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ABSTRACT

This study aims to analyze the influence of environmental knowledge and environmental concern on the purchase intention of green personal care products, with green trust serving as a mediating variable among Generation Z in Bali. A quantitative approach was used, employing a survey of 210 respondents, and the data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that environmental knowledge and environmental concern have a positive and significant influence on green trust. Furthermore, green trust has a strong and significant effect on the purchase intention of green personal care products. The findings also confirm that green trust serves as a mediator, strengthening the relationship between environmental knowledge, environmental concern, and purchase intention. This study provides valuable insights into the behavior of young consumers who are increasingly aware of sustainability, as well as the importance of building trust through transparency and ethical commitment in marketing strategies for eco-friendly products.

KEYWORDS *environmental knowledge, environmental concern, green trust, purchase intention, green personal care*



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INTRODUCTION

Global warming has become a critical issue affecting the planet in this era of globalization. Almost every aspect of human life is impacted by the consequences of climate change. As environmental conditions deteriorate due to global warming, more people are becoming aware of the importance of environmental protection (Kemendikbud, 2022). In line with industrial growth, business competition has become increasingly intense. New businesses are constantly emerging within the same or related industries, leading to a range of social and environmental problems.

The expansion of companies and factories has caused significant environmental damage in recent decades. Manufacturing firms are obliged to

consider the environmental impacts of their operations in addition to producing organic products. In Indonesia, environmental concern is still a pressing issue and needs to be addressed (Yona & Thamrin, 2020). In a ranking of 180 countries, Indonesia is placed at 164 for environmental health and ecosystem quality (EPI, 2022). The country has failed to adequately manage environmental degradation, which impacts air and water quality, as well as its natural resource base and human activities.

Pressure from the government, shareholders, industry groups, and society has encouraged Asian nations, especially manufacturing firms, to take greater environmental responsibility (Diva, 2022). Environmental changes are increasingly being reflected in public policies, consumer preferences, and corporate strategies. As many as 62.9% of people purchased sustainable or eco-friendly products in the past year. Consumers tend to buy eco-friendly goods because they want to protect the environment (60.5%) and feel satisfied with their choice (51.1%) (Jatmiko & Kholiq, 2023).

Women tend to shop more and have a strong preference for personal care products, especially cosmetics. They typically compare brands by price, quality, and style (Marliani & Apriatni, 2022). From a perspective of age, profession, lifestyle, culture, socioeconomic status, perception, and attitude, the variety of personal care products goes beyond merely fulfilling basic needs. For women, the personal care sector is highly popular. The use of personal care products has long played an important role in women's lives.

Revenue from sales of facial beauty and care products on Indonesia's top e-commerce platforms, Tokopedia and Shopee, reached 19 million units in the first half of 2023 (Compas Market Insight, 2023). Sales revenue increased by 13.17% year-over-year (yoy) in October 2021 and by 49.54% yoy in March 2023. The growth of the personal care products sector has been driven by factors such as population growth, increased health and fitness awareness, and rising disposable incomes (Amberg & Fogarassy, 2019).

There is a recent trend in the personal care industry that involves the ongoing use of chemical ingredients, including parabens, petrochemicals, dyes, artificial preservatives, and sodium lauryl sulfate. Cancer, dermatitis, and allergies are just some of the many health issues caused by prolonged exposure to these substances (Liobikienė, Mandravickaitė & Bernatoniene, 2016). Personal care products formulated with chemicals can have harmful effects, such as skin discoloration, dark spots, allergies, irritations, and long-term neurological damage (Bella & Artanti, 2021).

In the environment, substances such as triclosan and plastic microbeads in personal care or skincare products can pollute water and poison plants and animals (Damayanti, 2019). When these substances dissolve in water, they flow into

habitats where plants and animals live. Green personal care products — often called organic or eco-friendly products — have become popular among consumers seeking to minimize exposure to potentially harmful ingredients, such as hormones, pesticide residues, synthetic compounds, artificial preservatives, and biotechnology products (Liobikienė et al., 2016).

The skin can be safely treated with green personal care products. This is a primary reason why those who care about skin health choose green personal care products over chemical-based alternatives (Martha & Febriyanto, 2019). Personal care products are considered “green” if made from natural ingredients and manufactured in an environmentally friendly manner (Bella & Artanti, 2021). Most Indonesian consumers remain largely unaware of green personal care products. Nevertheless, these products have gained significant popularity in Indonesia (Ruslim et al., 2022).

The growing proportion of Generation Z and the rising trend of natural products have the potential to positively impact the Indonesian personal care market, creating opportunities for natural personal care products (Salim & Rismawati, 2020). One of the largest consumer groups contributing to the growth of the global beauty industry is women, who have emerged as the primary buyers of beauty products (Janah & Suswardji, 2021). Studies have found that women are more likely than men to act impulsively (Nisa & Haryono, 2022). Not only do women dominate beauty product sales (86%), but Generation Z accounts for 70% of total beauty product purchases (Salsabila et al., 2020). In 2023, 79.6% of women in Indonesia, especially those from Generation Z, chose safety as the primary consideration when selecting skincare products (Zap Beauty Index, 2023).

Based on this data, it can be seen that concern for product safety among Indonesian women, especially Generation Z, has increased to 79.3% compared to the previous year. This suggests that Generation Z chooses product safety as the primary consideration when selecting personal care products. Moreover, the ingredients of a skincare product are also an important consideration, with 70.7% of Generation Z making this a priority, up from 63% in 2022 (Zap Beauty Index, 2023).

This trend shows that Generation Z is a health-conscious generation, especially when it comes to skincare. They prefer safe and healthy products, making green personal care products more attractive due to their use of natural ingredients and absence of harmful chemicals. As a generation that is often called the most environmentally conscious, Generation Z has recently become more aware of environmental concerns compared to previous generations.

Generation Z, those aged between 12 and 27, was chosen for this study due to their strong purchasing power and significant influence on consumption trends. They are more responsive to environmental issues, making them an ideal population

for research on eco-friendly products (Nisa & Haryono, 2022). In Bali, the negative environmental impacts of intensive tourism are especially evident, including increased plastic waste and damage to marine ecosystems caused by the use of non-eco-friendly products.

The Body Shop, a global brand known for its ethical business practices and environmental sustainability, offers personal care products made from natural and eco-friendly ingredients. While the brand has built a strong reputation in global markets, its acceptance within local markets like Bali requires further exploration. Understanding the extent to which environmental knowledge and environmental concern affect the purchase intention of green personal care products, and how green trust mediates this relationship, is critical.

Trust in green claims (green trust) is a key factor that can strengthen the link between environmental knowledge and concern and the intention to purchase eco-friendly products. Many young consumers, including Generation Z, have become aware that not all green claims by companies can be trusted (greenwashing), making it vital to investigate how green trust mediates the influence of environmental knowledge and concern on the purchase intention for green personal care products.

An individual's environmental knowledge and concern can shape their purchase intention for green personal care products, ultimately affecting their desire to buy natural skincare products. Put simply, "green trust" refers to the tendency of consumers to support and purchase from businesses and brands that are trusted to be genuinely eco-friendly (Haq et al., 2023). In this study, green trust is used as a mediating variable to assess the influence of environmental knowledge and concern on the purchase intention of green personal care products among Generation Z in Bali.

Purchase intention for green personal care products depends on many factors such as environmental knowledge (Moslehpour et al., 2021; Hamzah & Tanwir, 2021; Salim & Rismawati, 2020; Wang et al., 2020). Environmental concern also affects the purchase intention for green personal care products (Moslehpour et al., 2021; Firmansyah, 2020; Diash & Syarifah, 2021; Wahyumar et al., 2023; Chairy & Alam, 2019). Meanwhile, green trust is another significant factor affecting the purchase intention for green personal care products (Yahya, 2022; Wiranto & Adialita, 2020; Wahyumar et al., 2023).

Environmental knowledge and environmental concern aim to improve, maintain, and protect health and quality of life by promoting a healthy lifestyle. When women recognize how their behavior affects their health, they can adjust their consumption habits accordingly (Chen, 2013). Studies have shown that "environmental knowledge has a positive and significant effect on the purchase intention for green personal care products" (Zhuang et al., 2021). However, the

findings of Moslehpour et al. (2021) indicate that “environmental knowledge has no significant effect on the purchase intention for green personal care products,” highlighting a discrepancy in prior research and the need for further investigation.

Environmental concern serves as the foundation for understanding the strong link between individual responsibility and its environmental impacts, which is vital for sustainable development. Consumer attitudes toward the purchase intention for green personal care products are influenced by environmental concern for environmental protection. Research has found that environmental concern impacts consumers’ willingness to adopt green purchasing behavior (Moslehpour et al., 2021). However, this contradicts the findings of Braga Junior et al. (2018) and Kamalanon et al. (2022), which claim that “environmental concern has no significant effect on the purchase intention for green products.”

The term “green trust” refers to a consumer’s tendency to support businesses and brands whose goods and services are perceived as credible and making a positive environmental impact. According to studies conducted by Yahya (2022), Wiranto & Adialita (2020), and Wahyumar et al. (2023), “green trust has a significant effect on the purchase intention for personal care products.” However, this contradicts the findings of Mustofa et al. (2022), who concluded that “green trust has no significant effect on the purchase intention for personal care products,” indicating the need for further investigation.

Based on the discussion above, it is evident that green trust plays a vital role in shaping the purchase intention for green personal care products among Generation Z in Bali. Generation Z, born between 1997 and the present, was chosen as the subject of this study due to their reputation for possessing stronger environmental awareness compared to earlier generations (Rusti Dian, 2023). At the same time, Generation Z is often characterized as hedonistic, consumerist, and prone to overspending (Nisa & Haryono, 2022). Changes in skincare purchasing habits have been increasingly dominated by Generation Z (Shim et al., 2024).

Research by Shim et al. (2024) highlights that Generation Z tends to purchase skincare products more frequently than any other generation. The use of green trust as a mediating variable differentiates this study from prior research. The urgency of this study lies in its relevance and significance for understanding the behavior of young, environmentally conscious consumers, especially in Bali. Currently, there is a growing awareness and concern about environmental issues among Generation Z, making them a unique consumer group in terms of social values and sustainability.

In Bali, the environmental impacts of intensive tourism are significant, ranging from increased plastic waste to the damage of marine ecosystems. This has created a pressing need for changes in local consumption patterns, including the adoption of more eco-friendly products. However, many consumers remain

skeptical about green claims made by businesses due to the phenomenon of greenwashing. Thus, it is critical to understand how environmental knowledge and concern affect the intention to purchase eco-friendly products, and how green trust can serve as an important mediator in this process.

RESEARCH METHOD

This study employed a quantitative approach utilizing a survey method to analyze factors influencing the purchase intention for green personal care products among Generation Z consumers of The Body Shop in Bali. Given the dispersed nature of the target population, estimated at approximately 20,000 individuals aged 12–27, data were collected online via digital platforms using a non-probability judgmental sampling technique based on specific criteria, including interest in the brand and residence in Bali. The sample size was determined following Hair et al. (2019), requiring a minimum of 210 respondents based on the 42 indicators used to measure the four main variables: exogenous variables (Environmental Knowledge and Environmental Concern), the endogenous variable (Purchase Intention), and the mediating variable (Green Trust).

Primary data were gathered through an online questionnaire on Google Forms, employing a 1–10 interval scale where higher scores indicated more positive perceptions, structured with "Strongly Agree" on the right and "Strongly Disagree" on the left for ease of response. Prior to main data collection, reliability and validity tests were conducted with 30 respondents using SPSS 27, adhering to thresholds of Cronbach's Alpha >0.7 for reliability, outer loadings >0.7 for indicator validity, and AVE >0.5 for convergent validity. Descriptive analysis interpreted mean scores against a verbal scale adapted from Bringrula et al. (2012), categorizing responses from "Strongly Disagree" (1.00–1.50) to "Strongly Agree" (4.51–5.00).

The analytical process involved a two-stage evaluation using SmartPLS 3.2.7, beginning with the measurement model assessment for indicator loadings, internal consistency (Cronbach's Alpha and Composite Reliability >0.7), convergent validity (loadings >0.70), and discriminant validity via cross-loadings and the Fornell-Larcker criterion. The structural model was then evaluated using R-Square for predictive strength (with thresholds of ≥ 0.75 for strong, ≥ 0.50 for moderate, and ≥ 0.25 for weak), Predictive Relevance ($Q^2 > 0$), and the Goodness of Fit Index (GoF). Hypothesis testing was conducted through bootstrapping, with acceptance requiring a t-statistic exceeding the t-table at $\alpha=0.05$, while mediation analysis compared direct and indirect effects to determine mediation type, all ensuring result accuracy through integrated use of SmartPLS and SPSS.

RESULT AND DISCUSSION

This study aimed to analyze how environmental knowledge and environmental concern affect the purchase intention for green personal care products, with green trust acting as a mediating variable, focusing on Generation Z in Bali. Based on the results of data collected from 210 respondents, it was found that all variables in the model demonstrated significant positive effects, both directly and indirectly. These findings not only address the research questions posed but also support all the proposed hypotheses.

The Effect of Environmental Knowledge on Green Trust

The test results indicated that environmental knowledge has a positive relationship with green trust, with a coefficient value of 0.354 and significance $p < 0.05$. This suggests that the higher an individual's understanding of environmental issues, the stronger their trust in products claimed to be eco-friendly. Knowledge allows consumers to evaluate products based on credible sustainability information, making trust-based decisions more rational.

Table 1. Environmental Knowledge

Item	Answer										Average	Criteria
	1	2	3	4	5	6	7	8	9	10		
X1.1	0	5	16	26	17	38	33	41	24	10	6.429	High
X1.2	0	4	8	24	20	32	41	36	33	12	6.724	High
X1.3	0	3	8	22	25	28	34	38	33	19	6.857	High
X1.4	0	4	9	22	17	29	35	37	38	19	6.929	High
X1.5	0	4	9	20	25	38	31	42	30	11	6.671	High
X1.6	0	0	6	27	21	31	39	40	30	16	6.857	High
X1.7	1	3	10	27	12	31	32	33	33	28	6.933	High
X1.8	0	4	13	14	26	26	32	40	35	20	6.895	High
X1.9	0	2	9	24	20	26	31	29	36	33	7.076	High
X1.10	0	2	6	21	21	18	31	37	27	47	7.357	High
X1.11	0	2	10	22	23	41	17	29	34	32	6.952	High
Total Average											6.880	High

Table 1 shows that all indicators measuring environmental knowledge have achieved high average scores. This suggests that respondents generally understand various ecological issues, including recycling, the use of natural ingredients, and the environmental impacts of products. The highest score was for understanding the dangers posed by non-recyclable materials, while the lowest score—although still in the high category—was for perceptions of personal knowledge compared to others. These findings reflect that Generation Z in Bali is generally aware of environmental issues.

These findings align with Sultana et al. (2022), who stated that consumers with strong environmental knowledge tend to have higher trust in green products.

Similarly, Ha et al. (2022) found that knowledge strengthens skepticism towards greenwashing while reinforcing trust in brands that adhere to ethical practices.

The Effect of Environmental Concern on Green Trust

The environmental concern variable also contributes significantly to green trust, with a coefficient of 0.482 and $p < 0.001$. This means that the higher an individual's concern for environmental sustainability, the higher their trust in products believed to support sustainability values. Consumers with strong environmental concern consider not only personal benefits but also long-term impacts on the global environment.

These findings can be seen in Table 2, which shows that all indicators for the environmental concern variable fall within the high category. The highest score was for the statement that the state of the environment affects personal health, highlighting an emotional link between environmental conditions and individual well-being.

Table 2. Environmental Concern

Item	Answer										Average	Criteria
	1	2	3	4	5	6	7	8	9	10		
X2.1	0	4	16	20	9	22	13	33	38	55	7.429	High
X2.2	0	1	14	20	12	18	19	34	44	48	7.490	High
X2.3	0	6	14	12	15	17	24	39	36	47	7.395	High
X2.4	0	2	12	23	11	15	20	40	35	52	7.486	High
X2.5	0	0	9	23	13	18	21	28	44	54	7.614	High
X2.6	0	10	15	15	10	22	31	47	30	30	7.000	High
X2.7	0	3	12	22	12	17	22	38	30	54	7.429	High
X2.8	0	0	12	23	16	15	26	48	31	39	7.300	High
X2.9	0	5	7	18	18	17	22	40	35	48	7.448	High
X2.10	0	0	27	11	11	22	28	38	44	29	7.133	High
Total Average											7.372	High

This table shows that the respondents' level of environmental concern is also classified as high. Most respondents agree that the state of the environment affects their quality of life, including their health. Although there is some skepticism when it comes to making financial sacrifices, the majority still display a positive attitude toward environmental responsibility. This reflects that Generation Z not only has knowledge but also a strong sense of care for nature conservation.

This finding is in line with the results of Chuah et al. (2020) and Li et al. (2021), which confirm that environmental concern is a strong predictor in forming green trust. The greater the sense of responsibility for the environment, the higher the level of acceptance of products claimed to support sustainability.

The Effect of Environmental Knowledge on Purchase Intention

Although its contribution is not as strong as its effect on green trust, environmental knowledge still has a significant direct influence on purchase

intention, with a coefficient of 0.148. This proves that consumer understanding of environmental issues serves as a foundation for shaping purchasing preferences, even though its effect is relatively weaker compared to trust or attitude.

As shown in Table 3, indicators of purchase intention related to rational aspects, such as a desire to buy based on natural composition, received high scores, whereas the score slightly decreased when it came to price considerations. This suggests that knowledge alone is not enough unless it is supported by strong trust. The study by Amin and Tarun (2021) highlights the same point, stating that knowledge tends to strengthen purchase intentions only when it is accompanied by consumer trust in the brand and its environmental claims.

Table 3. Purchase Intention

Item	Answer										Average	Criteria
	1	2	3	4	5	6	7	8	9	10		
Y.1	0	3	17	20	10	21	24	40	55	20	7.124	High
Y.2	0	1	12	23	14	14	23	49	48	26	7.281	High
Y.3	0	0	10	24	11	24	24	52	43	22	7.219	High
Y.4	0	3	9	19	18	11	26	39	59	26	7.381	High
Y.5	0	1	13	19	17	15	22	51	42	30	7.295	High
Y.6	0	9	22	12	11	13	33	44	43	23	6.976	High
Y.7	0	1	5	16	24	8	26	42	52	36	7.595	High
Y.8	0	2	10	20	16	22	21	39	47	33	7.324	High
Y.9	0	0	14	25	12	13	23	52	49	22	7.229	High
Y.10	0	3	14	19	13	18	25	42	55	21	7.205	High
Y.11	1	0	12	20	15	14	29	37	49	33	7.362	High
Y.12	0	2	10	21	16	17	20	50	40	34	7.333	High
Y.13	0	2	14	21	13	17	18	40	51	34	7.343	High
Total Average											7.282	High

From the table, it can be seen that the intention to purchase green personal care products is relatively high. The most prominent indicator is the preference for sellers who demonstrate a commitment to the environment, while price consideration still acts as a barrier for a small portion of respondents. Nevertheless, overall, the desire to buy more eco-friendly products has been well established among the respondents in this study.

The Effect of Environmental Concern on Purchase Intention

In contrast to knowledge, environmental concern has a stronger effect on purchase intention, with a coefficient value of 0.241. This shows that the intention to buy eco-friendly products is more driven by a moral drive and collective awareness of sustainability, rather than merely rational information.

This is further supported by Table 5, which shows a strong response to the statement that consumers are willing to make sacrifices to buy eco-friendly products.

Table 4. Results of Partial Hypothesis Testing (Direct Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Environmental Concern (X2) -> Green trust (Z)	0.482	0.480	0.087	5.512	0.000
Environmental Concern (X2) -> Purchase Intention (Y)	0.241	0.242	0.072	3.319	0.001
Environmental Knowledge (X1) -> Green trust (Z)	0.354	0.356	0.079	4.456	0.000
Environmental Knowledge (X1) -> Purchase Intention (Y)	0.148	0.151	0.058	2.533	0.012
Green trust (Z) -> Purchase Intention (Y)	0.587	0.582	0.089	6.576	0.000

Source: Data processed, 20

This table combines the aspects of environmental concern and purchase intention, and the results show that the two factors reinforce one another. Those who feel responsible for the environment are more inclined to choose products that align with sustainability values. These findings confirm that concern is not merely passive, but also encourages active behavior, such as making a decision to purchase green products.

These results align with studies conducted by Han et al. (2020) and Yona & Thamrin (2020), which affirm that moral awareness is a strong driving force for consumers to shift toward green products.

The Effect of Environmental Knowledge on Green Trust

Based on the results of the hypothesis testing, it was found that the Environmental Knowledge variable has a positive and significant effect on Green Trust, with a p-value of 0.000 and a t-statistic of 4.456. The original sample estimate of 0.354 shows that the influence is positive, meaning that the higher a person's knowledge of environmental issues, the higher their trust in products claimed to be eco-friendly. Environmental knowledge reflects an individual's understanding of the importance of sustainability, the impact of human activities on the environment, and the ecological values embedded within a product. When a person has adequate knowledge, they tend to be more critical and able to evaluate the authenticity of environmental claims made by a brand, thereby increasing their trust in the product. These findings align with the results of studies conducted by Sultana et al. (2022), Ha et al. (2022), and Sio et al. (2022), which conclude that consumer understanding of environmental issues significantly increases green trust, especially when products align with sustainability values.

The Effect of Environmental Concern on Green Trust

The results of the test show that the Environmental Concern variable has a positive and significant effect on Green Trust, with a p-value of 0.000 and a t-statistic of 5.512. The original sample estimate of 0.482 indicates a positive relationship between the two variables, meaning that the higher an individual's concern for the environment, the greater their trust in products that emphasize sustainability. Environmental concern reflects an individual's active attitude toward environmental protection and preservation. Consumers with higher sensitivity to environmental issues tend to be more selective and trust brands that align with their ecological values. This trust grows as they perceive that the products or brands genuinely support sustainability goals that matter to them. These findings are supported by studies conducted by Li et al. (2021), Sultana et al. (2022), and Chuah et al. (2020), which demonstrate that the higher an individual's environmental concern, the more likely they are to trust brands or products that promote eco-friendly practices.

The Effect of Environmental Knowledge on Purchase Intention

Based on the results of the hypothesis testing, Environmental Knowledge has a positive and significant effect on Purchase Intention, with a p-value of 0.012 and a t-statistic of 2.533. The original sample estimate of 0.148 confirms a positive direction of the effect, although its strength is relatively low. This means that the higher a consumer's understanding of environmental issues, sustainable products, and the ecological impacts of personal care consumption, the more likely they are to have an intention to buy eco-friendly products. Adequate knowledge allows consumers to be more selective in choosing products that align with sustainability values. These findings are in line with studies stating that sound environmental knowledge plays an important role in shaping purchase intentions. Studies by Yahya (2022) and Yadav & Pathak (2016) demonstrate that consumers who understand the environmental benefits of a product are more inclined to make a purchase, and Amin & Tarun (2021) emphasize that knowledge can reduce risk perceptions and foster stronger decision-making confidence.

The Effect of Environmental Concern on Purchase Intention

The results of the hypothesis testing show that Environmental Concern has a positive and significant effect on Purchase Intention, with a p-value of 0.001 and a t-statistic of 3.319. The original sample estimate of 0.241 confirms a positive direction, indicating that the higher an individual's environmental concern, the higher their intention to buy green personal care products. Environmental concern reflects an individual's interest in and awareness of environmental conditions and their desire to take concrete action to reduce environmental impacts. When consumers have a strong sense of concern about issues such as pollution, global warming, and resource depletion, they tend to seek responsible alternatives, one of

which is selecting safer and eco-friendly products. These findings are supported by several earlier studies conducted by Diash and Syarifah (2021), Yona and Thamrin (2020), Han et al. (2020), and Indriani et al. (2019), which confirm that a higher level of environmental concern significantly influences the intention to purchase eco-friendly products.

The Effect of Green Trust on Purchase Intention

Based on the results of the hypothesis testing, the Green Trust variable has a highly significant effect on Purchase Intention, with a p-value of 0.000 and a t-statistic of 6.576. The original sample estimate of 0.587 confirms a strong and positive relationship, making it the strongest variable compared to the others. Green trust refers to the consumer's belief in a company's integrity, credibility, and commitment to providing sustainable products that do not harm the environment. This trust forms a fundamental basis for shaping the intention to purchase green products, as consumers who are confident that a brand genuinely upholds sustainability principles will feel more secure and motivated to make a purchase. These findings align with several earlier studies conducted by Yahya (2022), Yadav and Pathak (2016), and Amin and Tarun (2021), which state that green trust directly influences purchase intention because trust in ecological benefits reduces uncertainty and increases consumer confidence, making green trust a critical link between awareness and actual purchasing behavior.

Green Trust Mediates Environmental Knowledge and Purchase Intention

Table 5. Results of the Mediation Hypothesis Testing (Indirect Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Environmental Concern (X2) -> Green trust (Z) -> Purchase Intention (Y)	0.283	0.278	0.063	4.481	0.000
Environmental Knowledge (X1) -> Green trust (Z) -> Purchase Intention (Y)	0.208	0.208	0.060	3.470	0.001

Source: Data Processed, 2025

Green Trust as a Mediator Between Environmental Knowledge and Purchase Intention

Based on the results of the mediation test, it was found that Green Trust acts as a significant mediator in the relationship between Environmental Knowledge and Purchase Intention, with an original sample value of 0.208, a p-value of 0.001, and a t-statistic of 3.470. These findings indicate that Green Trust effectively bridges the link between environmental knowledge and the intention to purchase green personal care products. In other words, although individuals may have a high level of environmental knowledge, their decision to buy green personal care products is not driven by knowledge alone but is strengthened by their level of trust in products

that claim to be eco-friendly. Consumers with a strong understanding of environmental issues tend to be more aware of the ecological impacts of their consumption and more critical in assessing sustainability claims, but knowledge by itself is insufficient to drive purchase decisions unless it is supported by trust in the brand's integrity. Previous research by Sio et al. (2022) also supports the role of green trust as a mediator, emphasizing that consumer trust in the authenticity of eco-friendly claims is vital for increasing purchase intention.

Green Trust as a Mediator Between Environmental Concern and Purchase Intention

The test results show that Green Trust acts as a significant mediator between Environmental Concern and Purchase Intention, with an original sample value of 0.283, a p-value of 0.000, and a t-statistic of 4.481. These findings highlight that although concern for the environment is an important factor in shaping purchase intentions, trust in green products is the key element that strengthens this relationship. Individuals with high environmental concern tend to have stronger intentions to buy eco-friendly products when they also trust the brand or product making those claims. Green Trust serves as both an emotional and rational link that bolsters consumer belief in the authenticity of green products. Consumers who feel confident that a product genuinely reflects a commitment to environmental sustainability are more comfortable and assured in making a purchase decision. These findings align with studies conducted by Taufique and Vaithianathan (2020), Li et al. (2021), and Klabi (2022), which highlight the role of green trust as an important mediator that bridges the impact between environmental concern and green consumption behavior.

Comparison with Other Studies

Compared to studies conducted in other countries, the findings of this research reveal a similar trend. Young consumers in various countries generally demonstrate a sensitivity toward environmental issues and increasingly consider sustainability in their purchasing decisions. However, what makes these findings unique is the strong local value observed in respondents from Bali. Cultural values that emphasize harmony with nature, such as the concept of "Tri Hita Karana," deepen the emotional bond between individuals and eco-friendly products. As a result, green trust is shaped not only through information or advertisements but also by aligning a brand's image with cultural values. This is an aspect that has been less explored in international studies, which tend to focus more on rational factors or global trends.

Practical Implications

These findings imply that marketing strategies for eco-friendly products must go beyond highlighting functional benefits or ecological impacts. Consumer trust emerges from a combination of transparency, education, and concrete evidence of

sustainable practices. To build loyalty among Generation Z, brands like The Body Shop must demonstrate consistent commitment through campaigns that actively engage with local communities, aligning environmental messages with personally relatable narratives. Additionally, providing honest product information, using sustainable packaging, and obtaining credible environmental certifications are critical factors for reinforcing green trust. If implemented consistently, this approach will foster not only a strong intention to purchase but also long-term relationships between the consumer and the brand.

CONCLUSION

This research shows that environmental knowledge and concern have significant impacts on the intention to purchase green personal care products, both directly and through the mediation of green trust. Green trust proves to be a critical factor in strengthening the relationship between environmental awareness and purchase intention, highlighting the importance of consumer trust in a brand's sustainability claims. Generation Z, as the target demographic, has demonstrated responsiveness to environmental issues and a tendency to favor products aligned with sustainability values. As such, companies must build consumer trust through education, transparency, and genuine business practices that support environmental conservation. For future research, it is recommended to explore other dimensions of green marketing, such as the influence of green brand image and customer loyalty, and to expand the geographical and demographic scope of respondents to obtain more generalizable results.

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