

**THE EFFECT OF GREEN MARKETING ON PURCHASE INTENTION
MEDIATED BY BRAND TRUST: A STUDY ON AVOSKIN AMONG
GENERATION Z BANDAR LAMPUNG**

(Undergraduate Thesis)

By

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FACULTY OF ECONOMIC AND BUSINESS

UNIVERSITY OF LAMPUNG

BANDAR LAMPUNG

2026

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As One of the Requirements to Earn a Bachelor of Management Degree

BACHELOR OF MANAGEMENT

On

Management Department

Faculty of Economic and Business



FACULTY OF ECONOMIC AND BUSINESS

UNIVERSITY OF LAMPUNG

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ABSTRACT**THE EFFECT OF GREEN MARKETING ON PURCHASE INTENTION
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GENERATION Z IN BANDAR LAMPUNG****By****ARTANTI SHIRA DIVA ANANTA**

The increasing awareness of environmental issues has encouraged companies to implement green marketing strategies to attract environmentally conscious consumers, especially Generation Z. This study aims to analyze the effect of Green Marketing on Purchase Intention with Brand Trust as a mediating variable on Avoskin consumers in Bandar Lampung. This research uses a quantitative approach with a non-probability purposive sampling technique. Data were collected through questionnaires distributed to 140 respondents who are Generation Z consumers in Bandar Lampung and are aware of Avoskin's green marketing activities. The independent variable in this study is Green Marketing, the mediating variable is Brand Trust, and the dependent variable is Purchase Intention. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software.

The results show that Green Marketing has a positive and significant effect on Brand Trust and Purchase Intention. Brand Trust also has a positive and significant effect on Purchase Intention. Furthermore, Brand Trust significantly mediates the relationship between Green Marketing and Purchase Intention. These findings indicate that Green Marketing plays an important role in building consumer trust and encouraging purchase intention.

Based on descriptive analysis, the most dominant dimensions of Green Marketing are place and price, indicating that product accessibility and price-quality suitability are important factors in shaping consumer perceptions. However, some respondents still expressed neutral and negative responses, suggesting that the implementation of Green Marketing has not been fully optimized, particularly in terms of distribution accessibility, price competitiveness, product differentiation, and promotional effectiveness. Therefore, companies need to improve these aspects to strengthen Brand Trust and increase Purchase Intention.

Keywords: Green Marketing, Brand Trust, Purchase Intention, Generation Z, Avoskin

ABSTRAK

PENGARUH GREEN MARKETING TERHADAP PURCHASE INTENTION DENGAN BRAND TRUST SEBAGAI VARIABEL MEDIASI: STUDI PADA AVOSKIN PADA GENERASI Z DI BANDAR LAMPUNG

Oleh

ARTANTI SHIRA DIVA ANANTA

Meningkatnya kesadaran terhadap isu lingkungan mendorong perusahaan untuk menerapkan strategi green marketing guna menarik konsumen yang peduli terhadap lingkungan, khususnya Generasi Z. Penelitian ini bertujuan untuk menganalisis pengaruh *Green Marketing* terhadap *Purchase Intention* dengan *Brand Trust* sebagai variabel mediasi pada konsumen Avoskin di Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel *non-probability purposive sampling*. Data dikumpulkan melalui kuesioner yang disebarikan kepada 140 responden yang merupakan konsumen Generasi Z di Bandar Lampung dan mengetahui aktivitas *green marketing* Avoskin. Variabel independen dalam penelitian ini adalah *Green Marketing*, variabel mediasi adalah *Brand Trust*, dan variabel dependen adalah *Purchase Intention*. Analisis data dilakukan menggunakan *Partial Least Squares Structural Equation Modeling (PLS-SEM)* dengan bantuan *software SmartPLS*.

Hasil penelitian menunjukkan bahwa *Green Marketing* berpengaruh positif dan signifikan terhadap *Brand Trust* dan *Purchase Intention*. *Brand Trust* juga berpengaruh positif dan signifikan terhadap *Purchase Intention*. Selain itu, *Brand Trust* terbukti memediasi secara signifikan hubungan antara *Green Marketing* dan *Purchase Intention*. Temuan ini menunjukkan bahwa *Green Marketing* memiliki peran penting dalam membangun kepercayaan konsumen dan mendorong niat pembelian.

Berdasarkan analisis deskriptif, dimensi *Green Marketing* yang paling dominan adalah *place* dan *price*, yang menunjukkan bahwa aksesibilitas produk dan kesesuaian harga dengan kualitas merupakan faktor penting dalam membentuk persepsi konsumen. Namun, masih terdapat responden yang memberikan jawaban netral dan tidak setuju, yang mengindikasikan bahwa implementasi *Green Marketing* belum sepenuhnya optimal, terutama dalam hal distribusi produk, daya saing harga, diferensiasi produk, dan efektivitas promosi. Oleh karena itu, perusahaan perlu meningkatkan aspek-aspek tersebut untuk memperkuat *Brand Trust* dan meningkatkan *Purchase Intention*.

Kata kunci: *Green Marketing, Brand Trust, Purchase Intention, Generasi Z, Avoskin*

Undegraduate Thesis Title

**:THE EFFECT OF GREEN
MARKETING ON PURCHASE
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AMONG GENERATION Z IN BANDAR
LAMPUNG**

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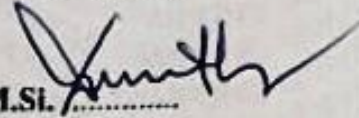
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I hereby declare that this research is my own work, and that this undergraduate thesis does not contain any material, in whole or in part, that I have copied or plagiarized in the form of sentences or symbols that express ideas or opinions from other research without acknowledging the original researcher. If it is later proven that this statement is untrue, I am prepared to accept punishment or sanctions in accordance with applicable regulations.

Bandar Lampung, 4 Mei 2026



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BIOGRAPHY

Artanti Shira Diva Ananta, the author, was born in Bandar Lampung on September 21, 2004. The author is the second child of Mr. Eko Arisanta and Mrs. Sri Lestari. She has one older sister, Maura Syifa Aurinta Anggraeni, and one younger brother, Rayyan Dzaky Radeya Arisanta.

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In 2022, the author was accepted as a student in the Management Department, Marketing concentration, Faculty of Economics and Business, University of Lampung through SBMPTN. She is enrolled in the International Class Program. During her academic journey, the author actively participated in the Student Executive Board (BEM) of the Faculty of Economics and Business for the 2024–2025 period as a staff member in the Arts and Sports Appreciation Department. She was involved in organizing major faculty events, including Ecophoria, a large-scale music concert featuring local artists such as Bernadya and Last Child. In addition, the author participated in international academic activities, including a student mobility program at Universiti Teknologi MARA Cawangan Sabah and an International Online Short Course conducted by Aoyama Gakuin University, Japan. Toward the completion of her study, the author completed an internship at PT Pertamina, gaining practical experience in a professional working environment.

Throughout her academic journey, the author has gained valuable experiences that contributed to both her academic development and personal growth. The author expresses sincere gratitude to all parties who have provided support and assistance in completing this thesis. It is hoped that this thesis will be beneficial for readers, particularly in the field of marketing management.

MOTTO

“Allah does not burden a soul beyond that it can bear.”
(QS. Al-Baqarah [2]: 286)

“Fa inna ma’al ‘usri yusra, inna ma’al ‘usri yusra.”
“Indeed, with hardship comes ease. Indeed, with hardship comes ease.”
(Q.S. Al-Inshirah: 5–6)

“Trust the process, everything happens for a reason, and it will pass.”

DEDICATION

Bismillahirrahmanirrahim

Alhamdulillahirabbil ‘alamin, the author expresses the deepest gratitude to Allah SWT, and sends prayers and blessings upon Prophet Muhammad SAW. By His grace, love, and mercy, every process has been eased, allowing this undergraduate thesis to be completed successfully.

I proudly dedicate this undergraduate thesis to:

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Mr. Eko Arisanta and Mrs. Sri Lestari.**

To my father, thank you for being part of my life and for your support in your own way.

To my mother, thank you for your endless love, strength, sacrifices, and prayers. As a single parent, you have given your very best in every aspect of my life, especially in supporting my education. You are the greatest source of my strength, and this achievement would not have been possible without you.

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May Allah SWT grant abundant blessings in return for all the kindness and assistance that have been given to the author. May this thesis provide benefits to all parties, especially for future researchers.

Bandar Lampung, 4 Mei 2026

Artanti Shira Diva Ananta

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I. INTRODUCTION

1.1 Background

Global awareness of environmental issues has significantly increased in recent years. This trend is reflected in the changing consumption behavior of society, where consumers increasingly prioritize environmentally friendly products. According to NielsenIQ, (2018), approximately 73% of global consumers reported that they “definitely or probably” would change their consumption habits to reduce environmental impact. This finding demonstrates that sustainability has become a crucial factor in modern consumers’ purchasing decisions. Such a phenomenon is not only evident in developed countries but has also expanded to developing nations, including Indonesia.

In Indonesia, consumer awareness of sustainability is becoming increasingly apparent. The latest development is shown by a survey conducted by Snapcart (2024), which revealed that 43% of Indonesian consumers had only recently started using sustainable products within the past year, 38% had been using them for 2–8 years, while 16% had never purchased sustainable products at all. The main barriers identified were a lack of understanding about eco-friendly products (45%), relatively higher prices (22%), and limited availability in the market (20%). This trend is consistent with the findings of PwC through the Voice of the Consumer Survey (2024), which reported that, globally, consumers are willing to pay an average of 9.7% more for sustainably produced or sourced products, with 46% of respondents stating that they had increased their purchases of eco-friendly products in response to climate issues. These data indicate that although price and accessibility remain key obstacles, consumer willingness to switch to sustainable products continues to grow both in Indonesia and globally. A more recent Katadata survey, (2023) found that awareness of eco-labels has grown among young

consumers, although preferences still vary across segments. These developments indicate a paradigm shift among Indonesian consumers from merely seeking quality products to demanding products with sustainability values.

In this context, green marketing has become an increasingly relevant strategy. Kotler and Keller, (2016) emphasize that marketing activities should incorporate environmental responsibility, encouraging companies to develop products that minimize negative environmental impacts. Supporting this perspective, a joint report by McKinsey & NielsenIQ, (2023) confirmed that sustainability claims are positively correlated with increased sales and stronger consumer loyalty. Thus, green marketing should be viewed not merely as a promotional tool but as a strategic necessity to engage modern consumers who are critical of environmental issues.

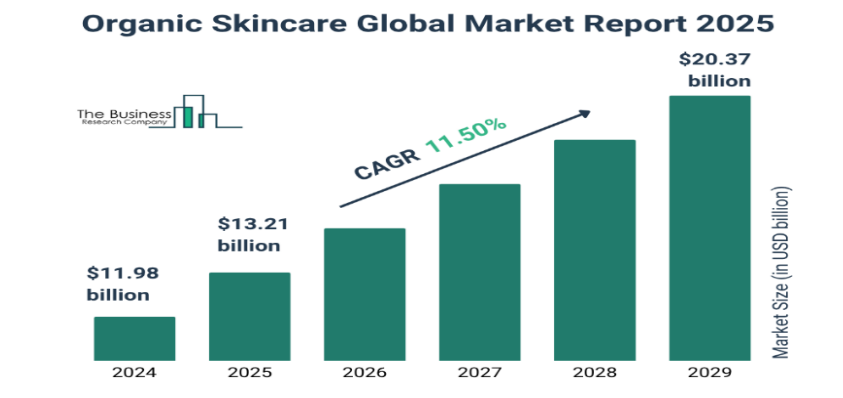


Figure 1. 1 Organic Skincare Global Market Report 2025

Source : The Business Research Company, 2025

Growing global consumer awareness of environmentally friendly skincare products has significantly driven the expansion of the organic skincare market in recent years. According to the Organic Skincare Global Market Report published by The Business Research Company, (2025), the global organic skincare market size is estimated to reach USD 11.98 billion in 2024 and is projected to grow to USD 20.37 billion by 2029, with a compound annual growth rate (CAGR) of approximately 11.5%. This growth is fueled by increasing health consciousness, sustainable

lifestyle preferences, demand for natural ingredients, as well as the influence of social media in reinforcing the trend of clean beauty and anti-pollution products. The report further highlights that the Asia-Pacific region is expected to be the fastest-growing market, even though North America currently remains the largest market.

The Indonesian cosmetics industry is one of the fastest-growing sectors in implementing sustainability-driven marketing. Data from the Ministry of Industry, (2024) revealed that the number of local cosmetic businesses increased by 20.6% from 2021 to 2022 and grew by an additional 21.9% in 2023 (Indonesia.go.id, 2024). This rapid growth highlights the immense potential for skincare products to incorporate sustainability as a core marketing strategy.

Based on data from We Are Social (2025), younger age groups, particularly those aged 18–24, represent a significant portion of social media users in Indonesia. Although this age group only partially represents Generation Z (born in 1997-2012 or 13-28 years old), it still accounts for a considerable share of Meta’s advertising audience. This indicates the strong presence of younger generations in digital platforms, making them a relevant target for green marketing strategies.

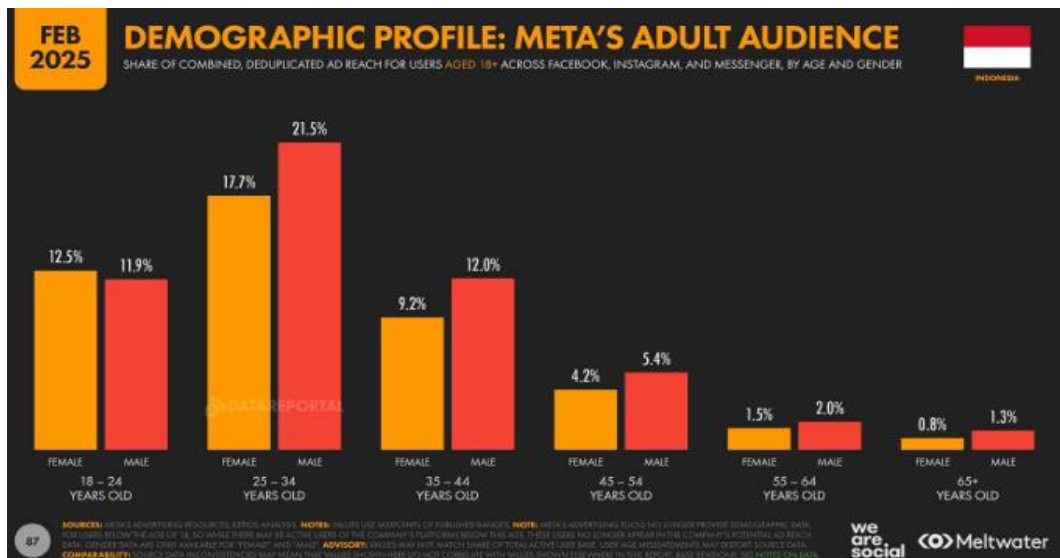


Figure 1. 2 Demographic Profile of Social Media Users in Indonesia

Source : We Are Social, 2025

This demographic is not only digitally savvy but also vocal in expressing social and environmental values online. Such conditions create a favorable landscape for brands to effectively communicate green marketing messages and build stronger relationships with critical and selective young consumers.

Generation Z is generally defined as individuals born between 1997 and 2012, which corresponds to an age range of approximately 13–28 years in 2025. However, due to data limitations from BPS (2025), which categorizes population data into five-year age groups, this study uses the age range of 10–29 years as a proxy to represent Generation Z.

Based on this classification, Generation Z in Indonesia accounts for approximately 88.8 million people, or around 31% of the total population. Similarly, in Bandar Lampung, this age group represents approximately 2.98 million people, or about 31% of the total population. This indicates that Generation Z forms a significant consumer segment both nationally and regionally.

Table 1. 1 Generation Z Population in Indonesia

Age Group	Male Population (thousand)	Female Population (thousand)	Total Population (thousand)
10–14	11,250.0	10,766.1	22,016.1
15–19	11,389.4	10,706.3	22,095.7
20–24	11,400.7	10,760.0	22,160.6
25–29	11.532,3	10.981,9	22.514,2

Source : BPS, 2025

Table 1. 2 Generation Z Population in Bandar Lampung

Age Group	Male Population (thousand)	Female Population (thousand)	Total Population (thousand)
10–14	397.33	380.05	777.38
15–19	376.92	354.67	731.59
20–24	373.95	353.62	727.57
25–29	381,50	365,23	746,73

Source : BPS, 2025

Within Indonesia’s skincare landscape, Avoskin stands out as a local brand consistently applying green marketing strategies. Established in 2014 under PT Avo Innovation and Technology by Anugrah Pekerti, Avoskin promotes a philosophy of “sustainable beauty” through the use of natural, safe ingredients that are free from alcohol, SLS, parabens, silicones, and synthetic fragrances, while also ensuring that no animal testing is conducted. The “Love Avoskin, Love Earth” program further demonstrates the brand’s environmental commitment by encouraging consumers to recycle skincare packaging through partnerships with Waste4Change (Digital Takeback – Avo and W4C, n.d.). Moreover, Avoskin predominantly uses glass packaging, which is easier to recycle, reinforcing its identity as an eco-conscious brand.



Figure 1. 3 The “Love Avoskin, Love Earth” Campaign

Source : PT AVO Innovation Technology, 2025

To further substantiate its commitment to sustainable beauty, Avoskin has implemented various environmental and social initiatives over time under its Eco-Friendly Journey. These initiatives include waste reduction campaigns, reforestation programs, wildlife conservation, and community empowerment activities, which are carried out through collaborations with credible partners such as Waste4Change, WWF Indonesia, BOS Foundation, and local environmental organizations. While many of these initiatives are conducted on a campaign or event

basis, they collectively reflect Avoskin's long-term orientation toward sustainability and environmental responsibility. A summary of Avoskin's eco-friendly programs, including their implementation period and current status, is presented in the following table.

Table 1. 3 Avoskin Eco-Friendly Journey

Year	Program / Initiative	Partner	Description	Period	Status	Source
2018	PHTE Conservation Program	WWF Indonesia	Allocated 15% of PHTE sales profit to support animal conservation programs	2018 (campaign-based)	Completed	Avoskin Official Website
2019	Bring Back Bottle (Offline)	–	Empty bottle return program held at beauty events in Jakarta and Surabaya	2019	Completed	Avoskin Official Website
2019	World Clean Up Day Collaboration	Little Care	Environmental action in commemoration of World Clean Up Day	2019	Completed	Avoskin Official Website
2020	Animal Feeding Support	Dompot Dhuafa	Support for animal feeding programs affected by the pandemic	2020	Completed	Avoskin Official Website
2020	Reforestation Program	Tree of Heart	Reforestation activities in Sumberoto, Malang, East Java	2020	Completed	Avoskin Official Website
2021	Bring Back Bottle (Digital)	Waste4Change	Digital empty packaging take-back initiative	2021	Completed	Avoskin Official Website
2021	Orangutan Adoption Program	BOS Foundation	Adoption of three baby orangutans (Taymur, Jelapat, and Bumi)	2021	Completed	Avoskin Official Website
2022	Bring Back Bottle Expansion & Reforestation	BOS Foundation	Reforestation of 2 hectares in Kalimantan, involvement of 10,000+ users, adoption of baby orangutan Avo, and release of one orangutan to natural habitat	2022	Completed	Avoskin Official Website
2023	Bring Back Bottles Waste Collection	Pandawara Group	Collection of 2.4 tons of waste and	2023	Completed	Avoskin Official Website

			11,339 beauty empties			
2024	Social Empowerment Program	Yayasan Pita Kuning & Rappo Indonesia	Support for children with cancer and empowerment of Rappo's fostered women	2024	Completed	Avoskin Official Website
2025	Digital Take Back Program	Waste4Change	Digital-based take-back program for empty beauty packaging	2025	Ongoing	Waste4Change

Source : PT AVO Innovation Technology, 2025

Despite those efforts, Avoskin faces intense competition from both global and local brands. Internationally, The Body Shop is widely cited as a pioneer in sustainability-oriented marketing and has implemented structured sustainability programs in its markets, including Indonesia (Yasari et al., 2025). Other global players such as Kiehl's and Nature Republic similarly emphasize natural ingredients to support eco-friendly positioning. Domestically, local brands including Somethinc and NPURE have been documented to intensify green positioning through product formulation and packaging initiatives; empirical studies on Avoskin also confirm that green marketing is a salient competitive factor in the Indonesian skincare market (Hanifa, 2024).

Referring to Avoskin Official Website (2026), Avoskin's green marketing implementation is grounded in its corporate sustainability commitment, which emphasizes the "People, Planet, and Profit" principle as the company's guiding framework. This principle reflects Avoskin's policy orientation toward minimizing environmental impact while maintaining product quality and business sustainability. Within this framework, the company integrates environmentally responsible practices into its operations, including sustainable packaging design, responsible ingredient sourcing, and participation in circular economy initiatives.

Furthermore, Avoskin's sustainability policy is reflected in its commitment to waste reduction through collaboration with environmental partners such as Waste4Change, as well as its support for ecosystem restoration programs in

collaboration with environmental organizations. These strategic commitments demonstrate that green marketing is not only implemented at the promotional level, but also embedded as part of the company's overall sustainability policy.

Table 1.4 Local Indonesian Beauty and Skincare Brands with Green Marketing Claims Based on Company's Claims on Its Official Websites

No	Brand	Green Marketing Claims				Source
		Green Product	Green Price	Green Place	Green Promotion	
1	Avoskin <ul style="list-style-type: none"> • Toner • Serum • Essence • Facial wash / cleanser • Moisturizer / cream • Face mask 	<ul style="list-style-type: none"> • Uses natural, vegan, and sustainably sourced ingredients (as claimed on official platforms) • Avoids microplastics • Recyclable / reusable packaging • Cruelty-free products • (Strong) 	<ul style="list-style-type: none"> • Product prices range approximately from IDR 70.000 to IDR 350.000, depending on the product type • Positioned in the mid-to-premium segment compared to local mass-market skincare brands • Higher price levels may reflect the use of natural ingredients, sustainable sourcing, and brand positioning • However, there is no explicit communication of green pricing strategy (e.g., no clear premium pricing justification based on 	<ul style="list-style-type: none"> • Products are distributed through online channels (official website and major e-commerce platforms such as Shopee and Tokopedia) and offline retail stores such as Sociolla and Guardian • Digital distribution channels may contribute to operational efficiency and reduced physical resource dependency • Implements a packaging take-back program, allowing consumers to return empty containers for recycling • Nevertheless, green distribution practices are 	<ul style="list-style-type: none"> • Actively promotes environmental awareness through campaigns such as #LoveAvoskinLoveEarth • Conducts sustainability education via social media platforms (e.g., Instagram content) • Collaborates with environmental organizations such as: WWF Indonesia, Borneo Orangutan Survival Foundation, LindungiHutan • Engages in environmental initiatives such as tree planting 	www.avoskinbeauty.com

			environmental value) • (Moderate)	not extensively communicated or emphasized • (Moderate)	and conservation campaigns (Strong)	
2	N'PURE • Facial cleanser • Face oil • Serum • Moisturizer • Body care (lotion, soap)	• Natural ingredients (e.g., Centella Asiatica) • Avoids harmful chemicals • Cruelty-free claim (limited emphasis) • (Moderate–Strong)	• Affordable pricing • Product prices range approximately from IDR 15.000 to IDR 170.000, depending on the product type. (Moderate)	• Widely accessible (online & offline) • No clear eco-logistics communication (Moderate)	• Mangrove planting program • Environmental campaigns (Moderate–Strong)	npureofficial.id
3	Somethinc • Toner (Centella series) • Serum • Essence • Face mask • Cleanser	• Clean beauty concept • Cruelty-free products • Sustainability not core positioning • (Weak–Moderate)	• Competitive pricing • Product prices range approximately from IDR 25.000 to IDR 200.000, depending on the product type. (Moderate)	• Highly accessible across platforms • Strong distribution network (Strong)	• Limited sustainability messaging • Environmental campaigns not consistently emphasized (Weak–Moderate)	something.com
4	Sensatia Botanicals • Serum • Toner • Essence • Cleanser • Moisturizer	• Natural & plant-based ingredients • Non-toxic formulations • Ethical sourcing • Cruelty-free products • (Strong)	• Premium pricing • Product prices range approximately from IDR 50.000 to IDR 400.000, depending on the product type. • Reflects ethical sourcing & quality • (Moderate–Strong)	• Available in selected stores • Niche distribution (Moderate)	• Strong sustainability narrative • Ethical & eco-brand communication (Strong)	www.sensatia.com
5	Wardah • Facial wash • Toner	• Natural-based ingredients	• Affordable to mid-range pricing • Product prices range	• Widely available (online & offline)	• Sustainability campaigns (e.g., Beauty	www.wardahbeauty.com

<ul style="list-style-type: none"> • Serum • Moisturizer • Sunscreen 	<ul style="list-style-type: none"> • Safe & non-toxic formulations • Halal green beauty concept • Recyclable packaging • Cruelty-free claim (not strongly emphasized) • (Moderate –Strong) 	<p>approximately from IDR 15.000 to IDR 465.000, depending on the product type. (Moderate)</p>	<ul style="list-style-type: none"> • Strong distribution network • No explicit eco-logistics communication • (Strong) 	<p>Moves You)</p> <ul style="list-style-type: none"> • Environmental awareness initiatives • CSR-based environmental programs • (Moderate –Strong) 	
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Source : Official brand websites (Avoskin, N’PURE, Somethinc, Sensatia Botanicals, Wardah) (2026)

The presence of those competitors underlines that green marketing has become a baseline expectation in the skincare industry, making it essential for Avoskin to build differentiation through demonstrable brand trust.

Table 1. 5 Estimated Market Share of Skincare Brands in the Toner E-Commerce Segment in Indonesia (2023 & 2025)

No.	Brand	Market Share 2023 (%)	Market Share 2025 (%)
1	Wardah	14.5	5.4
2	N’PURE	10.19	6.5
3	Avoskin	4.19	3.9 – 4.1
4	Somethinc	3.55	Not available
5	Sensatia Botanicals	Not available (niche segment)	Not available (niche segment)

Source : Kompas Market Insight Dashboard (2023) and Magpie E-commerce Intelligence (2025)

In Indonesia’s skincare e-commerce market, market share performance within a specific product category reflects relative consumer preference and competitive positioning. Based on data from Kompas (2023) and Magpie E-commerce Intelligence (2025), Wardah recorded the highest market share in the toner category at 14.5% in 2023, although this figure declined to approximately 5.4% in 2025.

Similarly, N'PURE experienced a decrease from 10.19% to around 6.5%, while Avoskin showed relatively stable performance, ranging from 4.19% in 2023 to approximately 3.9–4.1% in 2025. Meanwhile, Somethinc recorded a market share of 3.55% in 2023 but was not consistently represented in the latest data, and Sensatia Botanicals was not included in both periods due to its niche market positioning.

These variations indicate a dynamic and competitive skincare market, where market share fluctuates across time and data coverage. The differences in market performance among brands suggest a competitive gap in consumer preference within the e-commerce context. This condition provides a relevant background for examining how green marketing practices may influence brand trust and subsequently affect purchase intention among consumers.

The concept of brand trust plays a central role in explaining how green marketing strategies influence consumer behavior. According to Chaudhuri and Holbrook (2001), brand trust refers to the consumer's willingness to rely on a brand's ability to deliver its promised functions. More recently, Alhomid (2025) conceptualizes green brand trust as consumers' confidence in a brand's credibility, ability, benevolence in delivering environmentally responsible practices. Therefore, building genuine and consistent brand trust is essential to ensure that green marketing strategies are perceived as credible and effective.

Meanwhile, purchase intention represents an individual's readiness to perform a specific purchasing behavior. From the perspective of the Stimulus–Organism–Response (S-O-R) framework, purchase intention is not formed directly as a reaction to external stimuli, but emerges through consumers' internal psychological processes that mediate the influence of environmental stimuli on behavioral responses. Within this framework, marketing-related stimuli shape consumers' cognitive and emotional evaluations (organism), which subsequently lead to behavioral intentions such as purchase intention. Su and Li (2024) define purchase intention as the consumer's priority choice made before purchasing a product, which reflects the likelihood of actual purchase behavior. In the context of green

products, green purchase intention refers to an individual's tendency to choose environmentally friendly products over conventional alternatives. This intention can be reflected through several aspects, namely the willingness to purchase green products, the preference for eco-friendly alternatives, and the intention to switch from conventional products to green products. These aspects indicate that consumers' intention to purchase eco-friendly skincare products is strongly influenced by their trust in the brand's sustainability claims and perceived ethical value.

Green marketing refers to a marketing approach that emphasizes the promotion of products or services with minimal negative impact on the environment. Peattie and Crane, (2005) define green marketing as all activities designed to facilitate exchanges that satisfy human needs and desires while causing as little harm to nature as possible. Furthermore, Su and Li, (2024) conceptualize green marketing through four key indicators: green product, green price, green place, and green promotion, which are derived from the green marketing mix framework proposed by Peattie, (1995) and Mahmoud et al. (2018).

Conceptually, Avoskin has implemented green marketing across multiple dimensions of the green marketing mix. In terms of green product, the brand emphasizes product quality and safety through the use of natural, vegan, and cruelty-free ingredients, recyclable packaging, ECOCERT-certified materials, and fair trade practices with local farmers (Avoskin Official, n.d.). The green promotion dimension is reflected through environmental and educational campaigns such as #LoveAvoskinLoveEarth, as well as collaborations with environmental organizations including WWF Indonesia, BOS Foundation, and LindungiHutan.

Regarding green place, Avoskin products are widely accessible through both online and offline distribution channels, including the official website store (Avoskin Beauty), major e-commerce platforms such as Shopee and Tokopedia, and selected retail stores like Sociolla and Guardian, ensuring strong product availability and consumer accessibility.

In terms of green price, Avoskin applies a mid-to-premium pricing strategy, with product prices ranging approximately from IDR 70,000 to IDR 350,000 depending on product type. When compared to other local skincare brands such as NPURE, which generally ranges from approximately IDR 15,000 to IDR 170,000, Wardah from around IDR 15,000 to IDR 465,000, and Somethinc from approximately IDR 25,000 to IDR 200,000, Avoskin is positioned at a relatively higher price segment.

This pricing position reflects a stronger emphasis on product value, including natural ingredients, vegan formulations, cruelty-free standards, and environmentally friendly packaging. In line with Su and Li's Green Price dimension, Avoskin's pricing is perceived as aligned with product quality and green value attributes, where consumers tend to associate higher prices with better quality and sustainability performance. Therefore, Avoskin's pricing structure can be considered consistent with the indicators of green price, particularly in terms of price-quality congruence and perceived value fairness, although it is not explicitly communicated as a green pricing strategy in the brand's official messaging.

To provide a broader context, Table 1.4 presents a comparison of several local Indonesian skincare brands that claim to implement green marketing practices based on their official platforms. The table shows that most brands emphasize green product attributes and environmental promotion, while green pricing and distribution practices are less consistently communicated. This indicates that green marketing has become increasingly common in the industry, reducing its potential to serve as a unique competitive advantage.

Furthermore, Table 1.5 illustrates the market share performance of several skincare brands in the toner e-commerce segment in Indonesia. The data shows that although some brands actively implement sustainability initiatives, their market share performance fluctuates over time. Despite being positioned as a sustainability-oriented skincare brand, Avoskin holds the third position in Indonesia's local skincare market after Wardah and NPURE in terms of market presence and consumer reach. This indicates that although Avoskin has implemented green marketing practices, its market performance has not yet surpassed its main

competitors. This condition raises questions regarding the effectiveness of green marketing implementation, particularly in influencing consumer purchase intention.

Although Avoskin has implemented green marketing across multiple dimensions, the effectiveness of these efforts in influencing consumer behavior remains uncertain. As shown in Table 1.4, Avoskin demonstrates strong green product attributes and active environmental campaigns, while its green pricing and distribution practices are less explicitly communicated. Furthermore, as presented in Table 1.5, Avoskin's market share remains relatively stable but modest despite its sustainability initiatives.

Despite the presence of these green marketing initiatives, their effectiveness in building consumer trust remains uncertain. Prior market reports indicate that Indonesian consumers, particularly Generation Z, tend to be skeptical toward sustainability claims made by local beauty brands when such claims are not supported by transparent and verifiable evidence (Intel, 2023; Ipsos Indonesia, 2023; Deloitte Indonesia, 2024). This skepticism is closely associated with concerns over greenwashing, where environmental claims are perceived as exaggerated or insufficiently substantiated.

However, despite the comprehensive implementation of green marketing practices, the effectiveness of these efforts in building consumer trust remains uncertain. Growing awareness of greenwashing has led consumers, particularly Generation Z, to become more skeptical toward environmental claims, even when such claims are supported by sustainability initiatives. As a result, the presence of green marketing across all dimensions does not automatically translate into strong brand trust or purchase intention. This condition indicates that the implementation of green marketing does not necessarily lead to stronger consumer preference or purchase intention. Such inconsistency highlights an empirical gap between the adoption of green marketing strategies and their actual impact on market performance. At the same time, it reflects a practical gap, where sustainability efforts may not be optimally communicated or fully leveraged to create differentiation in the market.

From a theoretical perspective, prior studies demonstrate inconsistent mechanisms in explaining how green marketing influences purchase intention. Su and Li (2024) emphasize the roles of environmental attitude and environmental knowledge, while other studies highlight brand-related variables such as brand image (Zuhdi et al., 2024) and brand trust (Tan et al., 2022; Zubairu & Shah, 2024). These variations indicate a lack of theoretical consensus regarding the most appropriate mediating variable linking green marketing to purchase intention.

Furthermore, although several studies confirm the mediating role of brand trust in transforming socially responsible or green marketing practices into behavioral outcomes (Tan et al., 2022), empirical evidence remains limited in the context of local skincare brands in Indonesia. Existing Indonesian studies tend to prioritize brand image rather than brand trust as a mediator (Zuhdi et al., 2024), leaving the mediating role of brand trust underexplored. Therefore, a theoretical gap exists regarding whether brand trust serves as an effective mediating mechanism between green marketing and purchase intention within local beauty brands and Generation Z consumers in Indonesia.

Nevertheless, empirical research in Indonesia examining the effectiveness of green marketing in shaping consumer behavior remains limited, particularly for local skincare brands. Although Avoskin has implemented green marketing across all dimensions, prior studies have mainly focused on brand image rather than brand trust as a mediator. Moreover, growing consumer skepticism toward environmental claims—often driven by concerns over greenwashing and the presence of partial sustainability practices have received little empirical attention. As a result, theoretical, empirical, and practical gaps persist regarding whether brand trust can effectively mediate the relationship between green marketing and purchase intention among Generation Z in Indonesia. This study aims to address these gaps by investigating “The Effect of Green Marketing on Purchase Intention Mediated by Brand Trust: A Study on Avoskin Among Generation Z in Bandar Lampung.”

1.2 Formulation of The Problem

1. Does green marketing (green product, green price, green place, green promotion) have a significant direct effect on brand trust?
2. Does green marketing (green product, green price, green place, green promotion) have a significant direct effect on purchase intention?
3. Does brand trust have a significant direct effect on purchase intention?
4. Does green marketing (green product, green price, green place, green promotion) have a significant indirect effect on purchase intention through brand trust?

1.3 Research Objectives

1. To examine the significant direct effect of green marketing (green product, green price, green place, green promotion) on brand trust.
2. To analyze the significant direct effect of green marketing (green product, green price, green place, green promotion) on purchase intention.
3. To investigate the significant direct effect of brand trust on purchase intention.
4. To determine the significant indirect effect of green marketing (green product, green price, green place, green promotion) on purchase intention through brand trust.

1.4 Research Contribution

Theoretical Contribution

This research enriches the sustainable marketing literature by examining green marketing and brand trust in the context of local skincare products. This research also using brand trust as a mediating variable in explaining purchase intention.

In addition, this study also adds empirical references regarding Generation Z consumer behavior towards sustainable products, especially in Indonesia. Thus, this

study enriches the limited academic studies on the relationship between green marketing, brand trust, and purchase intention in the young consumer segment who are increasingly concerned about sustainability issues

Practical Contribution

1. For PT Avo Innovation and Technology: The study provides input for designing more effective green marketing strategies and building stronger brand trust to attract Gen Z consumers.
2. For the beauty industry: The findings serve as a guide to understanding young consumers' preferences for sustainability values and brand trust.
3. For the government: The results can form the basis for policies promoting sustainable marketing practices in the cosmetics sector.
4. For consumers: The study encourages the creation of more transparent and environmentally friendly products, helping consumers make more conscious and responsible purchasing decision.

II. LITERATURE REVIEW

2.1 Stimulus Organism Response (S-O-R) Theory

The Stimulus–Organism–Response (S-O-R) theory in this research is employed as the main theoretical framework to explain how green marketing activities influence consumers' purchase intention through internal psychological mechanisms, particularly brand trust. The Stimulus–Organism–Response (S-O-R) model developed from early behavioral theories that attempted to explain human behavior through a direct relationship between stimulus and response. Early stimulus–response (S-R) theory emphasized observable reactions to external stimuli but failed to account for individuals' internal cognitive and emotional processes, which limited its ability to explain complex consumer behavior (Lin & Shen, 2023). To address these limitations, psychologists Mehrabian and Russell introduced the S-O-R framework in 1974, proposing that environmental stimuli do not directly generate behavioral responses but instead first influence individuals' internal emotional and cognitive states before shaping behavioral outcomes, as summarized in contemporary consumer behavior studies (Lin & Shen, 2023). This conceptual shift toward recognizing internal psychological processes as mediators between stimulus and response has since become a foundational perspective in consumer behavior research (Wang et al., 2024). Consequently, the S-O-R model has been widely applied in marketing and consumer research to explain how environmental and marketing-related stimuli affect behavioral intentions and actions (Amaya Rivas et al., 2022).

Within the S-O-R framework, stimuli refer to external environmental factors such as marketing activities, communication messages, and organizational practices that consumers are exposed to, while the organism represents consumers' internal psychological states, including perceptions, emotions, attitudes, values, and trust,

which mediate the influence of stimuli on behavioral responses (Amaya Rivas et al., 2022). This framework assumes that consumer behavior is not formed as an immediate reaction to external stimuli but is shaped through internal cognitive and affective evaluations that determine behavioral intentions (Lin & Shen, 2023). Empirical research applying the S-O-R model further confirms that the influence of external stimuli on consumer responses occurs indirectly through internal psychological mechanisms, reinforcing the importance of the organism as a mediating component in consumer decision-making processes (Wang et al., 2024).

In line with the title of this study, the S-O-R model provides a clear theoretical explanation of how green marketing activities function as stimuli that shape consumers' internal psychological evaluation in the form of brand trust as an organism which subsequently leads to purchase intention as a response. By positioning green marketing as the stimulus, brand trust as the organism, and purchase intention as the response, this research adopts the S-O-R framework to explain the indirect mechanism through which sustainability-oriented marketing strategies influence consumer decision-making, thereby justifying the use of the S-O-R model as the central theoretical foundation of this study (Amaya Rivas et al., 2022).

2.2 The Concept of Green Marketing

Green marketing is an approach in marketing strategy aimed at promoting products or services with minimal impact on the environment. Peattie and Crane (2005) define green marketing as all activities designed to facilitate exchanges that meet human needs and desires while causing as little negative impact on nature as possible. Green marketing is defined as the management process of identifying, predicting, and meeting customer and societal needs in a profitable and sustainable manner (Su & Li, 2024). In the cosmetics industry, the application of this concept has become increasingly relevant as consumer awareness of sustainability and product safety grows. A real-world example can be seen in the local brand Avoskin, which actively implements green marketing strategies through the use of natural raw materials, recyclable packaging, and consumer education on environmental

issues via various social media platforms. This strategy not only supports environmental conservation but also strengthens brand image, particularly among young consumers who uphold sustainability values.

Kotler and Keller (2016) emphasize that marketing activities should incorporate environmental responsibility, encouraging companies to develop products that minimize negative environmental impacts. Haryadi (2009) adds that this strategy manipulates the four main elements of the marketing mix product, price, promotion, and distribution with the goal of offering products and services that have eco-friendly advantages. This is achieved through waste reduction and energy efficiency improvements in every business process. Allen (2011) emphasizes that green marketing is not merely about offering eco-friendly products but also involves ensuring that the entire production and distribution process is based on sustainability principles. Therefore, green marketing is seen as a strategic development that provides a multiplier effect, benefiting both businesses and society as consumers. According to the American Marketing Association, green marketing involves product modifications, changes in production processes, packaging innovations, and transformations in promotional methods all aimed at supporting environmental sustainability.

2.2.1 Green Marketing Mix

In its application, the concept of green marketing is often operationalized through the green marketing mix, which integrates sustainability aspects into the traditional marketing mix framework. According to Mahmoud (2018), the green marketing mix consists of four main elements green product, green price, green place, and green promotion which enable companies to meet the needs of environmentally conscious consumers while maintaining competitiveness.

1. Green Product (Environmentally Friendly Product)

Environmentally friendly products are designed with consideration for ecological safety. This includes the use of recyclable materials and

production processes that minimize waste and emissions, ensuring sustainability throughout production, distribution, and consumption.

2. Green Price (Environmentally Friendly Price)

Green products tend to be priced higher than conventional ones due to additional costs such as environmental certifications and eco-friendly production processes. Nevertheless, this price premium reflects added value in the form of sustainability and environmental responsibility, increasingly appreciated by consumers.

3. Green Place (Environmentally Friendly Distribution Channels)

Distribution in green marketing must also uphold sustainability principles. Companies are encouraged to develop efficient and low-carbon distribution systems, ensuring that green products are accessible without creating excessive environmental impact.

4. Green Promotion (Environmentally Friendly Promotion)

Green promotion focuses on delivering sustainability messages through advertising, eco-campaigns, and social media to educate and motivate consumers to adopt environmentally friendly products. This way, companies both market their products and contribute to broader public awareness regarding environmental preservation.

2.2.2 Green Marketing Indicators

According to Su and Li (2024), the implementation of green marketing within a company can be measured through four main components, collectively referred to as the green marketing mix: green product, green price, green place, and green promotion. Each of these dimensions represents the company's efforts to integrate sustainability into its marketing practices and reflects its commitment to environmental responsibility.

1. Green Product

Green products are produced with non-toxic ingredients and environmental protection measures, certified by authorized institutions, and supported by

strategies such as recycling, reusing, dematerialization, and reducing packaging materials.

2. Green Price

Green price emphasizes the affordability of sustainable products to encourage responsible consumption.

3. Green Place

Green place highlights the reduction of carbon footprints through efficient logistics management and expanding market coverage beyond niche audiences.

4. Green Promotion

Green promotion focuses on communicating truthful information about eco-friendly products via advertising, social media, and corporate communications that link products and environmental sustainability

2.3 The Concept of Brand Trust

Brand trust is the consumer's belief in a brand's ability to fulfill its promises and meet expectations, even when there are risks associated with those expectations. According to Alhomid, (2025) conceptualizes green brand trust as consumers' confidence in a brand's sincerity, reliability, and consistency in delivering environmentally responsible practices.

Ballester, (2018) states that brand trust grows from the expectation of product reliability and the brand's good intentions, thus reducing the potential for consumer disappointment. Brand trust plays a crucial role in creating customer loyalty and encouraging repurchase intentions (Wilson & Keni, 2018; Navarone & Evanita, 2019). This trust stems from continuous satisfaction with products that consistently meet consumer expectations (Ledikwe et al., 2019). Additionally, Gecti & Zengin (2013) emphasize that brand trust serves as an important mediator in shaping long-term loyalty and strengthening the relationship between consumers and brands.

2.3.1 Brand Trust Factor

According to Lau Geok and Sook, there are three connecting factors between consumers and brands that affect trust in a brand, including:

1. Brand characteristics

Brand characteristics play an important role in trusting a brand for consumer decision making. Brand characteristics are related to brand trust that is predictable, reputable, and competent.

2. Company characteristics

Company characteristics can influence consumer trust in a brand. Consumer knowledge about the company that produces a brand or product is the basis for consumer understanding of a brand. These characteristics include company reputation, desirable company motivation, and company integrity.

3. Customer-brand characteristic (consumer-brand quality)

Consumer-brand characteristics are two categories that influence each other in brand trust. consumer-brand characteristics include similarities in emotional concepts between consumers and brand personalities, brand preferences, and brand experiences.

2.3.2 Brand Trust Indicators

According to Chaudhuri and Holbrook (2001), brand trust refers to the willingness of consumers to rely on a brand's ability and intention to consistently deliver on its promises. Similarly, Delgado-Ballester (2004) defines brand trust as consumers' expectation that a brand is reliable and benevolent, emphasizing both competence and sincerity in its performance. Alhomaïd (2025) conceptualizes green brand trust as consumers' confidence in a brand's sincerity, reliability, and consistency in delivering environmentally responsible practices.

In this study, the indicators of green brand trust follow the measurement framework adopted by Alhomaïd (2025), which was adapted from Chen (2010). Green brand trust is measured through consumers' perceptions of a brand's environmental credibility, capability, and benevolence. These dimensions represent consumers'

evaluations of whether a brand can be trusted to act responsibly toward the environment and to fulfill its environmental commitments in a consistent and dependable manner.

The indicators of green brand trust are described as follows:

1. Credibility

Credibility refers to the extent to which a brand's environmental commitments and claims are perceived as reliable and trustworthy. This indicator reflects consumers' belief that the brand communicates honest and credible information regarding its environmental practices.

2. Ability

Ability represents consumers' perception of a brand's capability to effectively perform and implement environmentally friendly practices. This indicator emphasizes the brand's competence in delivering consistent environmental performance.

3. Benevolence

Benevolence refers to consumers' perception that a brand genuinely cares about environmental protection and fulfills its environmental promises. This indicator reflects the brand's concern for environmental well-being beyond mere compliance or marketing claims.

Collectively, these indicators capture consumers' overall trust in a brand's environmental responsibility and form the basis of green brand trust, which plays a crucial role in influencing consumers' attitudes and behavioral intentions toward environmentally oriented brands.

2.4 The Concept of Purchase Intentions

Purchase interest cannot be separated from the theory of consumer purchasing decisions because interest is one of the final processes of purchasing decisions. The following is the definition of purchase interest or purchase intention according to experts:

1. According Su and Li (2024), purchase intention as the consumer's purchase priority choice made before buying a product, which reflects the intention to purchase that product. In the context of green products, green purchase intention is described as an individual's tendency to choose more environmentally friendly products when making a purchase, serving as a reflection of green purchasing behavior.
2. According to Kotler & Keller (2016), purchase intention is a form of behavior from consumers who wish to buy or choose a product based on their experience, use and desire for a product.
3. According to Mahrinasari et al. (2020), consumer buying intention is something that arises after receiving a stimulus from the product he sees, from there arises an interest or desire to try the product until it finally arises intention to buy to have it.

Based on the several definitions above, the researcher can conclude that purchase intention is, a desire or intention to buy or own something based on usage experience, brand characteristics and motivation.

2.4.1 Purchase Intentions Indicators

According to Su and Li (2024), green purchase intention refers to a person's willingness to choose more environmentally friendly products when making a purchase, and it is also regarded as a symbolic form of actual green purchasing behavior. In their study, this construct was measured using five items adapted from Laheri et al. (2024) and Lavuri and Susanty (2020), based on a five-point Likert scale ranging from "strongly disagree" to "strongly agree." Conceptually, green purchase intention is treated as a unidimensional construct that reflects consumers' behavioral intentions toward environmentally friendly products. Based on the meaning of the measurement items, this variable can be understood to comprise three main conceptual indicators, namely:

1. Willingness to purchase green products — the extent to which consumers intend or are ready to buy green products;

2. Preference for eco-friendly alternatives — consumers’ tendency to favor environmentally friendly products over conventional ones; and
3. Intention to switch to green products — the degree to which consumers are willing to change their purchasing behavior and replace non-green products with green options.

The variable purchase intention in the present study is conceptually derived from the green purchase intention construct proposed by Su and Li (2024), which measures consumers’ willingness, preference, and intention to buy environmentally friendly products.

2.5 Previous Research

In every research or literature, it is necessary to do a literature review is one of the essential initial layers to be carried out by the author. This aspect serves to discuss previous literature or literature that is closely related to the research to be carried out by the author. Through the literature review, the author can examine the logical limits of the research and see gaps in various reference literature that has been previously present and compare it with the research to be observed. Thus, the author uses five previous studies whose discussions are related to this research, the research data in question include:

Table 2. 1 Previous Research

No.	Journal Title	Researcher Name	Journal Result	Relation with My Research
1.	“Exploring the Impact of the Green Marketing Mix on Environmental Attitudes and Purchase Intentions: Moderating Role of Environmental Knowledge in China’s	Siwen Su & Yannan Li	The study explores how the green marketing mix affects consumers’ environmental attitudes and green purchase intentions, with environmental knowledge as a moderating variable. Based on 334 respondents from second- and third-tier cities in China and analyzed with	<p>1. The study relates to my research because it evaluates the effects of green marketing strategies on purchase intentions and includes attitudinal and knowledge-based factors that influence consumer behavior.</p> <p>2. It strengthens my theoretical framework by showing how</p>

	<p>Emerging Markets”</p> <p>Sustainability, Vol. 16, No. 10934, December 2024, MDPI (Q1, Open Access)</p>		<p>SEM-AMOS, the key findings are:</p> <ol style="list-style-type: none"> 1. Green promotion, price, and place significantly influence environmental attitude; green product does not. 2. Green product and promotion significantly influence green purchase intention; price negatively affects it; place has no effect. 3. Environmental attitude significantly predicts green purchase intention. 4. Environmental knowledge negatively moderates the relationship between environmental attitude and green purchase intention (higher knowledge reduces the effect). 	<p>environmental knowledge can alter the link between attitude and intention—helpful for considering moderating or mediating variables like brand trust or eco-literacy in my model.</p> <p>3. It provides empirical support for using TPB (Theory of Planned Behavior) in explaining green consumer behavior, aligning with my analytical approach.</p>
2.	<p>“Building Trust in Sustainable Journeys: The Interplay Between Green Marketing, Green Brand Trust, and Tourism Purchase Intentions”</p> <p>Sustainability, Vol. 17, 2025, Article 8464.</p> <p>Published by: MDPI (Q1, Scopus Indexed)</p>	Abrar Alhomaïd	<p>The study investigates the impact of green marketing on green purchase intention among tourists, with a particular focus on the mediating role of green brand trust and brand engagement. Using a quantitative approach with Partial Least Squares Structural Equation Modeling (PLS-SEM), data were collected from 882 tourists. The results show that green marketing has a positive and significant effect on green purchase intention, while also positively influencing green brand trust and brand engagement. Furthermore, green brand trust has a significant positive effect on green purchase intention, and both green brand trust and brand engagement partially mediate the</p>	<p>This study is relevant to the present research because it empirically demonstrates brand trust as a mediating variable linking green marketing to purchase intention. It strengthens the conceptual argument that the influence of green marketing on purchase intention is enhanced through psychological mechanisms such as trust. Although conducted in a tourism context and based on the Theory of Planned Behavior and Attachment Theory, the findings support the present study’s focus on brand trust as a key mediator in sustainability-oriented consumer behavior.</p>

			relationship between green marketing and green purchase intention. The findings emphasize that trust and emotional attachment are critical mechanisms in explaining how green marketing encourages sustainable purchasing behavior in the tourism sector.	
3.	<p>“The Effect of Green Marketing on Purchase Intention Mediated by Brand Image: Case Study at Love Beauty and Planet Consumers in Bogor City”</p> <p><i>International Journal of Progressive Sciences and Technologies (IJPSAT)</i>, Vol. 45 No. 2, July 2024, pp. 181–193</p> <p>Q4</p> <p>Published by: Scholar AI LLC</p>	<p>Saefudin Zuhdi, Gen Gen Gendalasari, Ineung Sekar Ningrum, Febry Lodwyk Rihe Riwoe, Mumuh Mulyana, Yulia Nurendah</p>	<p>This study examines the effect of Green Marketing on Purchase Intention, with Brand Image as a mediating variable. Based on data from 400 respondents in Bogor using SEM-AMOS, the results show that:</p> <ol style="list-style-type: none"> 1. Green Marketing has a positive and significant effect on Brand Image; 2. A negative and insignificant effect on Purchase Intention; 3. Brand Image has a positive and significant effect on Purchase Intention; 4. Brand Image significantly mediates the effect of Green Marketing on Purchase Intention. 	<ol style="list-style-type: none"> 1. This research is related to my study because it examines the mediating role of brand-related factors (Brand Image, similar to Brand Trust in my model) in the relationship between Green Marketing and Purchase Intention. 2. It strengthens my research design by providing empirical evidence that brand perception plays a crucial mediating role
4.	<p>“Impact of Green Marketing on Consumer Purchase Intention”</p> <p><i>Bulletin of Business and Economics</i>, Vol. 10, No. 2, pp. 76–84</p> <p>Q4</p> <p>Published by:</p>	<p>Abdul Rehman Tahir</p>	<p>This study examines the impact of Green Marketing components Green Brand Awareness (GBA), Green Brand Trust (GBT), Green Brand Image (GBI), Green Perceived Value (GPV), and Social Responsibility (SR) on Consumer Purchase Intention. Based on 203 valid responses from</p>	<ol style="list-style-type: none"> 1. This research relates to my study as it also examines how green marketing dimensions influence consumer purchase intention, which is the main objective of my research. 2. The variable Green Brand Trust (GBT) is also included in my study as a mediating

	Bulletin of Business and Economics		Pakistani consumers and using reliability and regression analysis, the results show that GBI, GPV, and SR have significant positive effects, while GBA and GBT do not significantly influence purchase intention.	variable between Green Marketing and Purchase Intention, making this journal a strong reference and comparison for my analysis of Avoskin among Generation Z in Bandar Lampung.
5.	<i>Investigating the Impact of Green Marketing Components on Purchase Intention: The Mediating Role of Brand Image and Brand Trust Sustainability (MDPI Journal), Vol. 14, No. 5939, Published: 13 May 2022</i>	Zhongfu Tan, Burhan Sadiq, Tayyeba Bashir, Hassan Mahmood, & Yasir Rasool	The study found that green marketing components (green knowledge, attitude, and environmental knowledge) positively affect brand image, brand trust, and purchase intention. Brand trust and image significantly mediate the relationship between green marketing and purchase intention.	<ol style="list-style-type: none"> 1. This research aligns closely with my study, as it confirms the mediating role of brand trust in the relationship between green marketing and purchase intention. 2. Although conducted in Pakistan, it supports the same theoretical model applied to Avoskin and Gen Z consumers in Bandar Lampung.
6.	<i>Conceptual Analysis of the Relationship Between Green Marketing Mix and Green Purchase Intention: Mediating Role of Green Trust Among Nigerian Consumers International Journal of Business and Technology Management, Vol. 6, No. 4, Pages 65–74, December 2024 e-ISSN: 2682-7646</i>	Abubakar Zubairu & Khairul Anuar Mohammad Shah	This conceptual paper found that green trust significantly mediates the relationship between green marketing mix (product, price, place, promotion) and green purchase intention. Trust enhances the effectiveness of green marketing by increasing consumer confidence in eco-friendly claims.	<ol style="list-style-type: none"> 1. This study directly supports my thesis, confirming the mediating role of brand (green) trust in the effect of green marketing on purchase intention. 2. Although focused on Nigerian consumers, the conceptual model is highly relevant to my research on Avoskin among Generation Z in Bandar Lampung.

Based on a comprehensive review of previous empirical and conceptual studies, it can be concluded that green marketing plays a significant role in shaping consumer trust and purchase intention. Prior research consistently demonstrates that green marketing practices, such as environmentally friendly products, sustainable promotion, and responsible business conduct, enhance brand credibility and foster consumer trust (Tan et al., 2022; Alhomaïd, 2025; Zubairu & Shah, 2024). Furthermore, numerous studies confirm that green marketing directly influences purchase intention by strengthening consumers' positive evaluations of environmentally responsible brands (Su & Li, 2024; Alhomaïd, 2025).

In addition, brand trust emerges as a key psychological mechanism that explains how green marketing translates into purchase intention. Empirical findings indicate that trust not only has a direct effect on purchase intention but also mediates the relationship between green marketing and purchase intention (Tan et al., 2022; Alhomaïd, 2025). Although some studies report inconsistent or insignificant direct effects, these variations highlight the importance of contextual factors and justify further investigation. Overall, the accumulated evidence confirms that green marketing significantly affects both brand trust and purchase intention, thereby providing a strong theoretical and empirical foundation for the hypotheses proposed in this study.

2.6 Conceptual Framework

This framework is designed to serve as a research guide for writers. Green marketing serves as the independent variable (X) that influences purchase intention as the dependent variable (Y), with brand trust acting as the intervening variable (Z). The conceptual framework of this research is presented in the following Figure 2.1:

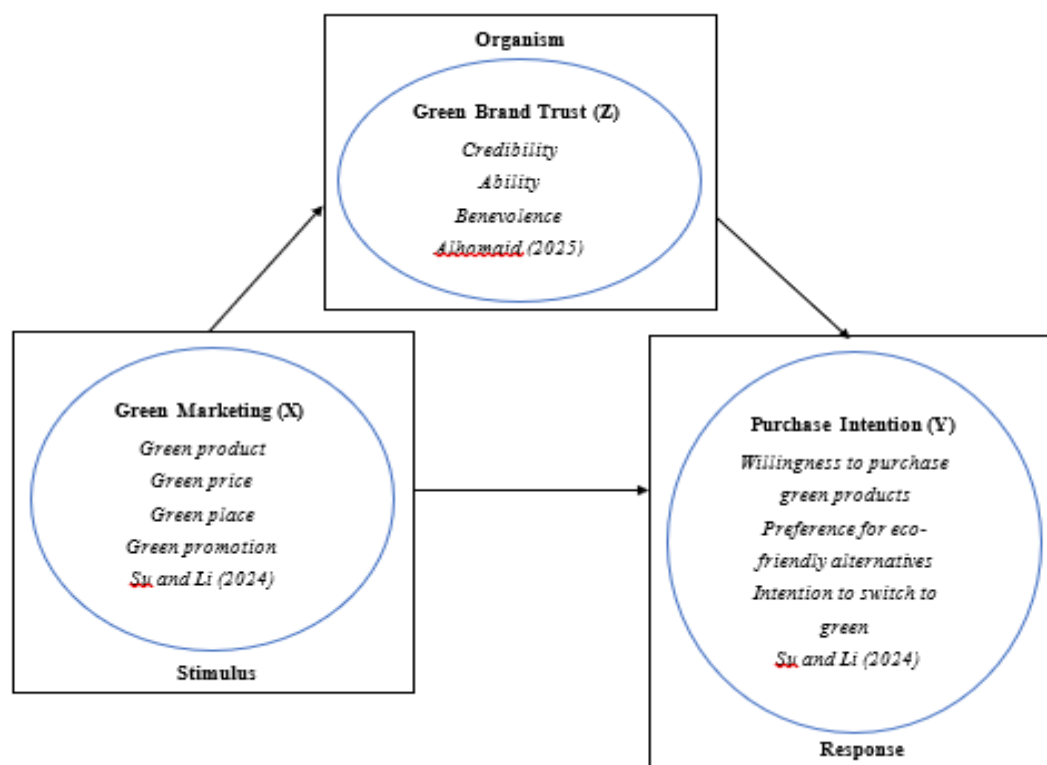


Figure 2.1 Research Framework

Source : Su and Li (2024) & Alhomaid (2025)

2.7 Hypothesis Development

According to Uma Sekaran and Bougie (2016), a hypothesis is a logically conjectured relationship between two or more variables expressed in the form of a testable statement. Hypotheses are formulated based on theory, prior research, and logical reasoning, and serve as tentative answers to the research problem until they are empirically tested. Although they are not yet proven facts, hypotheses provide a theoretical foundation for the research.

2.7.1 The effect of green marketing on green brand trust

Green marketing refers to the integration of environmental responsibility into a company's marketing strategy, including eco-friendly products, sustainable pricing, responsible distribution, and green promotion (Chen, 2010; Tan et al., 2022). Previous studies indicate that consistent green marketing practices enhance

consumers' trust by increasing the perceived credibility and authenticity of a brand's environmental commitments. Alhomaïd (2025) found that green marketing has a positive and significant effect on green brand trust, while Tan et al. (2022) and Zubairu and Shah (2024) emphasized that trust strengthens when consumers believe that green claims are reliable and aligned with corporate values. Based on these findings, the following hypothesis is proposed:

Hypothesis 1 (H1) : Green Marketing has a significant effect directly on Brand Trust

2.7.2 The effect of green marketing on purchase intention

Green marketing is considered an important factor influencing consumers' purchase intention toward environmentally friendly products, as it shapes perceptions of environmental responsibility and product value (Su & Li, 2024; Alhomaïd, 2025). Empirical evidence shows that green marketing can directly encourage green purchase intention (Alhomaïd, 2025), although some studies report inconsistent results, suggesting the presence of intervening factors (Zuhdi et al., 2024; Tahir, 2021). Nevertheless, the dominant findings indicate that green marketing remains relevant in influencing consumer purchase decisions. Therefore, the following hypothesis is formulated:

Hypothesis 2 (H2) : Green Marketing has a significant effect directly on Purchase Intention

2.7.3 The effect of green brand trust on purchase intention

Brand trust reflects consumers' confidence in a brand's credibility and reliability, particularly in the context of green products where environmental claims may be difficult to verify (Chaudhuri & Holbrook, 2001; Delgado-Ballester, 2004). Prior studies demonstrate that higher levels of brand trust lead to stronger purchase intention by reducing perceived risk and increasing consumer confidence (Alhomaïd, 2025; Tan et al., 2022), although contrasting findings have also been

reported (Tahir, 2021). Despite these inconsistencies, brand trust remains a key determinant of purchase intention. Thus, the following hypothesis is proposed:

Hypothesis 3 (H3) : Green Brand Trust has a significant effect directly on Purchase Intention

2.7.4 The mediating role of green brand trust in the relationship between green marketing and purchase intention

The relationship between green marketing and purchase intention can be explained through the mediating role of brand trust, as green marketing activities strengthen trust, which subsequently influences consumers' behavioral intentions (Tan et al., 2022; Alhomaïd, 2025). Empirical and conceptual studies confirm that brand trust significantly mediates the effect of green marketing on purchase intention by enhancing confidence in environmental claims (Alhomaïd, 2025; Zubairu & Shah, 2024). Therefore, this study proposes the following hypothesis:

Hypothesis 4 (H4) : Green Brand Trust mediates significantly the effect of Green Marketing on Purchase Intention

Based on the previous explanation, the research model of this thesis can be illustrated as follows:

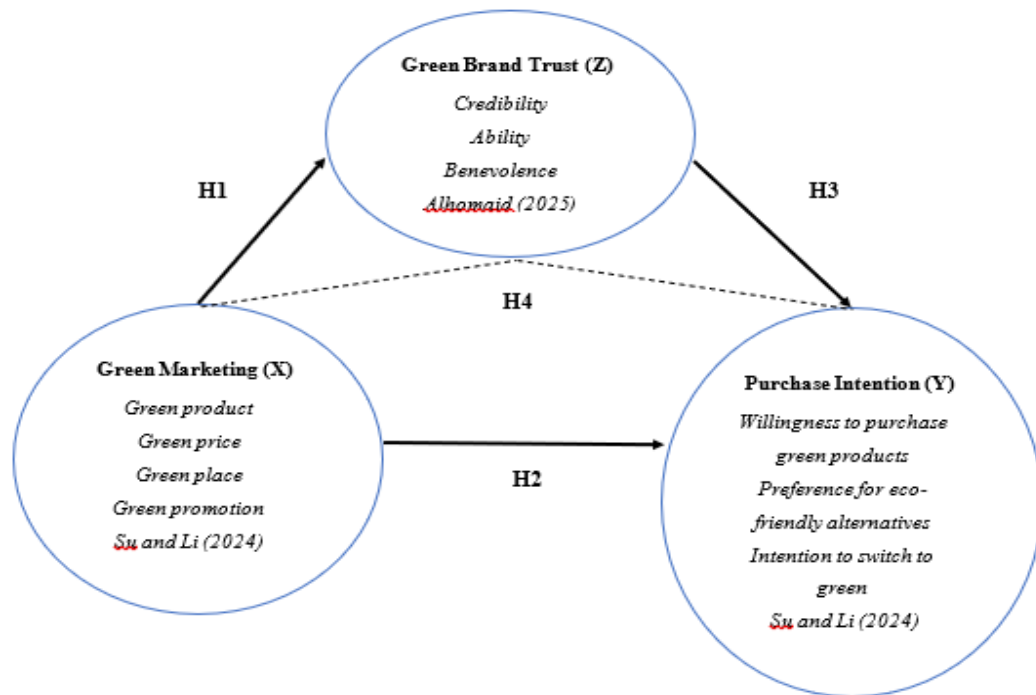


Figure 2.2 Research Model

Source : Su and Li (2024) & Alhomaid (2025)

III. RESEARCH METHODOLOGY

3.1 Type of Research

The type of research used in this study is quantitative. According to Creswell (2023), quantitative research is based on a post-positivist approach, where researchers test theories by formulating hypotheses, measuring variables, and analyzing data statistically.

In this study, the collected data are in the form of numerical responses from questionnaires, which are then analyzed using statistical techniques to examine the relationships among variables. Based on the research objective, the approach applied is causal associative, as this study aims to explain the cause-and-effect relationship between the independent variable (Green Marketing) and the dependent variable (Purchase Intention), with Brand Trust as the mediating variable.

The object of this research is focused on Avoskin consumers from Generation Z in Bandar Lampung.

3.2 Types of Data

1. Primary Data

According to Sekaran & Bougie (2016), primary data are data obtained directly from respondents for a specific research purpose. In this study, primary data are collected through online questionnaires (Google Form) distributed to Generation Z respondents in Bandar Lampung who are aware of Avoskin products.

2. Secondary Data

Secondary data are data that already exist and are collected from other sources (Sekaran & Bougie, 2016). In this study, secondary data are obtained from scientific journals, books, articles, reports, and relevant online sources related to green marketing, brand trust, and purchase intention.

3.3 Data Collection Technique

The data in this study were collected using a survey method with a structured questionnaire as the primary instrument. According to Sekaran & Bougie (2016), a questionnaire is a set of systematically arranged questions given to respondents to obtain information relevant to the research objectives.

The questionnaire was distributed using an online survey (Google Form) to facilitate access for Generation Z respondents in Bandar Lampung. Respondents were selected based on predetermined criteria through purposive sampling.

The questionnaire items were developed from the operationalization of research variables. Each construct Green Marketing, Brand Trust, and Purchase Intention was measured using multiple indicators adopted from research result previously.

All items were measured on a 5-point Likert scale

Table 3. 1 Likert Table Scale

No	Likert Scale	Abbreviation	Score
1.	Strongly Agree	SA	5
2.	Agree	A	4
3.	Neutral	N	3
4.	Disagree	D	2
5.	Strongly Disagree	SD	1

This scaling allows respondents to express the intensity of their agreement, providing quantitative data to test the research hypotheses using PLS-SEM.

3.4 Population and Sample

3.4.1 Population

According to Sekaran & Bougie (2016), a population is the entire group of people, events, or things of interest to the researcher. The population in this study consists of all Generation Z individuals in Bandar Lampung who are aware of Avoskin products.

3.4.2 Sample

A sample is a subset of the population selected to represent its characteristics (Creswell, 2023). The sampling technique used in this study is purposive sampling, where respondents are selected based on predetermined criteria to ensure the sample is relevant to the research objectives.

Sample criteria:

1. Belong to Generation Z (born between 1997–2012) or age of 13 years old – 28 years old.
2. Reside in Bandar Lampung.
3. Aware of Avoskin products as doing green marketing activities (green product, green price, green place, green promotion).
4. Not yet purchased avoskin products, but use other brand of skincare.

The sample size for this research will be determined based on the guidelines established by Hair et al. (2014), which recommend calculating the minimum sample size as 5 times the number of measurement indicators and the maximum as 10 times. In this study, the constructs consist of Green Marketing, Brand Trust, and Purchase Intention, with a total of 24 questionnaire items (measurement indicators) distributed across these constructs.

The minimum sample size is calculated as follows:

Minimum sample size = $5 \times$ number of questionnaire items

$$= 5 \times 24$$

$$= 120 \text{ respondents}$$

The maximum sample size is calculated as follows:

Maximum sample size = $10 \times$ number of questionnaire items

$$= 10 \times 24$$

$$= 240 \text{ respondents}$$

The questionnaire items are designed to measure the dimensions of Green Marketing (Green Product, Green Price, Green Place, and Green Promotion), Brand Trust (Credibility, Ability, and Benevolence), and Purchase Intention (Willingness to Purchase Green Products, Preference for Eco-Friendly Alternatives, and Intention to Switch to Green). Consequently, the targeted sample size will range between 120 and 240 respondents, where 120 represents the minimum required number of respondents to ensure the data can be processed and analyzed reliably.

This means that even if the maximum target of 240 respondents is not reached, the research can still proceed effectively as long as the minimum threshold of 120 is met. This range ensures adequate statistical power for analyzing the relationships among the constructs and allows for meaningful insights into how Green Marketing influences Purchase Intention through Brand Trust (Hair et al., 2014).

3.5 Research Variables

According to Creswell (2023), a variable is an attribute or characteristic that can be measured and varies across individuals. This study uses three types of variables:

- Independent Variable (X): Green Marketing

- Mediating Variable (Z): Brand Trust
- Dependent Variable (Y): Purchase Intention

3.6 Operational Definitions of Variables

3.6.1 Green Marketing (Independent Variable)

Green marketing, also referred to as sustainable marketing, involves the management processes of identifying, predicting, and meeting customer and societal needs in a profitable and sustainable manner (Su & Li, 2024). The research instruments used in this study were adapted from previous validated studies to ensure measurement accuracy and construct reliability. The green marketing variable was adapted from Su and Li (2024), who measured the construct using four indicators derived from items by Ahmed et al. (2023) and Bailey, Mishra, and Tiarniyu (2018). Each dimension green product, green price, green place, and green promotion was assessed using multiple items on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). All constructs demonstrated acceptable reliability ($CR > 0.70$) and convergent validity ($AVE > 0.50$), confirming the instrument's suitability for measuring green marketing activities.

Table 3. 2 Operational Definition of Green Marketing

Variable	Definition	Indicator	Original Item Measurement of Variables	Item Measurement of Variables	Scale
Green Marketing (X)	Green marketing, also referred to as sustainable marketing, involves the management processes of identifying, predicting,	1. Green product 2. Green price 3. Green place 4. Green promotion Su and Li (2024)	Green Product 1. The use of green products or services is one of the solutions to environmental problems 2. I will try to use products that do not harm the environment 3. I think green products or services are	Green Product 1. I believe that using eco-friendly skincare products like Avoskin can be a solution to environmental problems. 2. I try to use skincare products that do not harm the environment.	Likert

	<p>and meeting customer and societal needs in a profitable and sustainable manner.</p> <p>Su & Li (2024)</p>		<p>good for health</p> <p>4. I think the quality of green products or services is better</p> <p>Green Price</p> <p>1. I think the quality of green products or services is better</p> <p>2. A green product or service needs to be reasonably priced so that consumers are willing to buy it</p> <p>3. The price and quality of a green product or service are matched</p> <p>4. The improvement of green product or service performance shows that their price is reasonable</p> <p>Green Place</p> <p>1. I live in the area that will regularly provide green products or services</p> <p>2. Green products or services are readily available near where I live</p> <p>3. Green products or services are</p>	<p>3. I think eco-friendly skincare products like Avoskin are good for skin health.</p> <p>4. I consider the quality of green skincare products like Avoskin to be better than regular products.</p> <p>Green Price</p> <p>1. I think the quality of green skincare products like Avoskin matches their price.</p> <p>2. Green skincare products should be reasonably priced so that consumers are willing to buy them.</p> <p>3. The price and quality of green skincare products like Avoskin are balanced.</p> <p>4. The improvement in the performance of green skincare products like Avoskin shows that their price is reasonable.</p> <p>Green Place</p> <p>1. I live in an area where eco-friendly skincare products like</p>	
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			<p>ubiquitous everywhere</p> <p>Green Promotion</p> <p>1. I tend to focus on advertising messages related to protecting the environment</p> <p>2. Green advertising can help consumers make smarter buying choices</p> <p>3. Green advertising can help consumers better understand the benefits of green products or services</p> <p>Su and Li (2024)</p>	<p>Avoskin are easy to find.</p> <p>2. Green skincare products like Avoskin are readily available near where I live</p> <p>3. Green skincare products like Avoskin products are ubiquitous in various stores (offline mall & online mall).</p> <p>Green Promotion</p> <p>1. I pay attention to Avoskin advertisements that emphasize the importance of protecting the environment.</p> <p>2. Avoskin's environmentally themed advertisements help me make smarter purchasing decisions.</p> <p>3. Avoskin's environmental campaigns help me better understand the benefits of eco-friendly skincare products.</p> <p>Su and Li (2024)</p>	
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3.6.2 Brand Trust (Mediating Variable)

Green brand trust is the degree to which consumers believe that a brand's environmental claims are sincere, credible, and supported by actual practices (Alhomaïd, 2025). The green brand trust variable was measured using five statement items adapted from Chen (2010), as cited in Alhomaïd (2025). The items

were measured using a Likert-scale questionnaire. The measurement results reported by Alhomaïd (2025) indicate that the green brand trust construct demonstrates strong reliability and validity, with a Composite Reliability (CR) value of 0.944, which exceeds the recommended threshold of 0.70, and an Average Variance Extracted (AVE) value of 0.772, which is above the minimum acceptable value of 0.50. These results confirm that the measurement instrument is reliable and valid for assessing consumers' trust toward a brand's environmental commitments.

Table 3. 3 Operational Definition of Brand Trust

Variable	Definition	Indicator	Original Item Measurement of Variables	Item Measurement of Variables	Scale
Brand Trust (Z)	Green brand trust is the degree to which consumers believe that a brand's environmental claims are sincere, credible, and supported by actual practices. (Alhomaïd, 2025)	1. Credibility 2. Ability 3. Benevolence (Alhomaïd, 2025)	Credibility 1. You feel that this brand's environmental commitments are generally reliable 2. You feel that this brand's environmental argument is generally trustworthy Ability 3. You feel that this brand's environmental performance is generally dependable Benevolence 4. This brand's environmental concern meets your expectations; and 5. This brand keeps promises and commitments	Credibility 1. I feel that Avoskin's environmental commitments are generally reliable. 2. I feel that Avoskin's environmental claims are generally trustworthy. Ability 3. I feel that Avoskin's environmental performance is generally dependable. Benevolence 4. Avoskin's environmental concern meets my expectations. 5. Avoskin keeps its promises and commitments for	Likert

			for environmental protection. (Alhomaid, 2025)	environmental protection. (Alhomaid, 2025)	
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3.6.3 Purchase Intention (Dependent Variable)

Purchase intention as the consumer's purchase priority choice made before buying a product, which reflects the intention to purchase that product (Su and Li, 2024). The green purchase intention variable was also adapted from Su and Li (2024), who measured the construct using five items obtained from Laheri et al. (2024) and Lavuri and Susanty (2020) on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). The instrument exhibited high internal consistency, with CR = 0.946 and AVE = 0.779, indicating that it accurately captures consumers' behavioral intentions to purchase environmentally friendly products.

Table 3. 4 Operational Definition of Purchase Intention

Variable	Definition	Indicator	Original Item Measurement of Variables	Item Measurement of Variables	Scale
Purchase Intention (Y)	Purchase intention as the consumer's purchase priority choice made before buying a product, which reflects the intention to purchase that product.	1. Willingness to purchase green products 2. Preference for eco-friendly alternatives 3. Intention to switch to green Su and Li (2024)	Willingness : 1. Considering the future of environmental pollution, I will try to choose to buy green products Intention : 2. I would consider switching to a green brand on ecological issues Preference : 3. I prefer to buy green goods, even if the	Willingness : 1. Considering the future of environmental pollution, I will try to buy eco-friendly skincare products like Avoskin. Intention : 2. I would consider switching to a green skincare brand like Avoskin due to environmental concerns.	Likert

	Su and Li (2024)		price is slightly higher than other goods Willingness : 4. I prefer to buy green products Intention : 5. I prefer to switch from buying non-green products to buying green products Su and Li (2024)	Preference : 3. I prefer to buy green skincare products like Avoskin, even if the price is slightly higher than others. Willingness : 4. I prefer to purchase eco-friendly skincare products like Avoskin over non-green brands.. Intention : 5. I intend to switch from using non-green skincare products to eco-friendly skincare products like Avoskin. Su and Li (2024)	
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3.7 Instrument Testing Techniques

3.7.1 Validity Test

According to Sekaran & Bougie (2016), validity indicates the extent to which an instrument truly measures what it is intended to measure. According to Hair et al. (2019), validity in SEM refers to the extent to which the observed indicators accurately measure the latent constructs they are intended to represent. In this study, validity is assessed using Confirmatory Factor Analysis (CFA) within the SEM framework. Two types of validity are tested:

Convergent Validity – evaluated through factor loadings, Average Variance Extracted (AVE), and Composite Reliability (CR).

- Factor loadings should be ≥ 0.50 .
- AVE should be ≥ 0.50 .

If these criteria are met, the measurement items are considered valid in representing their respective constructs (Green Marketing, Brand Trust, and Purchase Intention).

3.7.2 Reliability Test

Reliability, according to Sekaran & Bougie (2016), refers to the consistency of measurement results over time. Reliability testing in this study is conducted using Cronbach's Alpha. An instrument is considered reliable if the α value is greater than 0.70.

3.8 Analysis Data Technique

The data in this study are analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the SmartPLS software. PLS-SEM is chosen because it is suitable for analyzing complex models that include latent variables, multiple indicators, and mediating relationships, as well as when the data distribution does not strictly meet normality assumptions (Hair et al., 2019).

The analysis procedure in PLS-SEM consists of two main stages:

1. Measurement Model (Outer Model) Evaluation

- Construct validity is assessed by examining the factor loading values.
- Convergent validity and reliability are evaluated using Average Variance Extracted ($AVE \geq 0.50$), Composite Reliability ($CR \geq 0.70$), and Cronbach's Alpha (≥ 0.70).

2. Structural Model (Inner Model) Evaluation

- The relationships between constructs are evaluated using path coefficients (β) and their significance levels, tested through bootstrapping (5000 resamples).
- The coefficient of determination (R^2) is used to assess the explanatory power of independent variables on dependent variables.
- Predictive relevance (Q^2) and effect size (f^2) are also examined to assess model quality.

In this study, the structural model is specified as follows:

- X = Green Marketing
- Z = Brand Trust (Mediator)
- Y = Purchase Intention

The analysis tests the direct effect of Green Marketing on Brand Trust, the direct effect of Green Marketing on Purchase Intention, the direct effect of Brand Trust on Purchase Intention, and the indirect effect of Green Marketing on Purchase Intention through Brand Trust.

Mediation testing is conducted using bootstrapping in SmartPLS, which provides confidence intervals and p-values to determine the significance of the indirect effect.

3.9 Hypothesis Test

Hypothesis testing is conducted to determine whether the proposed relationships among constructs are statistically significant. According to Hair et al. (2019), hypothesis testing in PLS-SEM is performed using the bootstrapping procedure, which generates t-statistics and p-values for each path coefficient in the model.

The decision criteria are as follows:

1. If t-statistic > 1.96 or p-value < 0.05 , then H_a is accepted and H_0 is rejected, meaning that the hypothesized relationship is significant.

2. If $t\text{-statistic} \leq 1.96$ or $p\text{-value} \geq 0.05$, then H_a is rejected and H_0 is accepted, meaning that the hypothesized relationship is not significant.

For mediation testing, the indirect effect of Green Marketing on Purchase Intention through Brand Trust is evaluated using bootstrapping. Mediation is considered significant if the indirect path shows $p\text{-value} < 0.05$. The type of mediation (full or partial) is determined by examining the significance of both direct and indirect effects simultaneously.

V. CONCLUSION AND SUGGESTION

5.1 Conclusions

Based on the results of data analysis, Green Marketing plays a significant role in building customer trust and motivating consumers' purchase intention. The most interesting finding is the significant mediating role of Brand Trust, which strengthens consumers' intention to buy. However, the implementation of Green Marketing in the Avoskin brand has not been fully optimized, particularly in terms of place and price. Although the accessibility of Avoskin products is generally perceived as good, some consumers still experience difficulties in finding the products in nearby offline stores, indicating that distribution may not yet be evenly spread across all locations. In addition, while the price is generally considered to reflect product quality, some consumers still compare it with competitors offering more affordable or competitive pricing, which may influence their perception of value.

Furthermore, in terms of product and promotion, although Avoskin has demonstrated strong environmental positioning, there are still some consumers who are not fully convinced about the superiority of its green products or the effectiveness of its promotional activities. This indicates that the communication of product benefits and sustainability values can still be improved. In the context of Brand Trust, although consumers generally perceive Avoskin as a trustworthy and environmentally responsible brand, there are still variations in perception, suggesting that trust has not been maximized.

Therefore, it can be concluded that while Green Marketing and Brand Trust significantly influence Purchase Intention, there are still several aspects that need to be enhanced. Improving product availability in more accessible locations, strengthening competitive pricing strategies, enhancing product differentiation, and

delivering more consistent and convincing promotional messages are necessary to optimize the effectiveness of Green Marketing and to further increase consumer trust and purchase intention

5.2 Suggestion

5.2.1 Management Suggestion

Based on the findings and discussions of this study, several management suggestions can be proposed for PT Avo Innovation and Technology or Avoskin to optimize its Green Marketing strategy and strengthen Brand Trust in order to enhance Purchase Intention.

First, in terms of place, Avoskin is recommended to improve its product distribution, particularly in offline channels. Although the products are generally accessible, some consumers still find it difficult to obtain them in nearby stores. Therefore, expanding distribution beyond shopping malls to more accessible locations such as local retail stores, pharmacies, or smaller beauty outlets could help ensure more equal availability and improve consumer convenience.

Second, regarding price, although consumers generally perceive that the price reflects product quality, some still compare Avoskin with competitors offering more affordable or competitive pricing. Therefore, Avoskin may consider strengthening its pricing strategy by providing clearer value communication, such as emphasizing the benefits of sustainable ingredients, product effectiveness, and long-term value. In addition, offering promotional pricing, bundling strategies, or loyalty programs could help increase perceived value and attract more price-sensitive consumers.

Third, in the product dimension, even though Avoskin is recognized for its environmentally friendly products, some consumers are not fully convinced about the superiority of green products compared to conventional alternatives. Therefore, Avoskin should enhance product differentiation by more clearly communicating the benefits of its ingredients, such as safety, effectiveness, and environmental impact.

Providing transparent information about ingredient sourcing, certifications, and product testing can help strengthen consumer confidence.

Fourth, in terms of promotion, although Avoskin's environmental campaigns are generally well received, they have not yet fully convinced all consumers. Therefore, the company should improve the consistency and reach of its promotional activities by using more engaging, educational, and evidence-based content. Collaborations with influencers, experts, or environmental organizations could also help strengthen credibility and make the message more persuasive.

Furthermore, related to Brand Trust, particularly in the dimensions of benevolence, credibility, and ability, Avoskin needs to further strengthen consumer trust by consistently delivering on its environmental promises. This can be achieved by maintaining transparency in sustainability practices, ensuring product safety through the use of high-quality and environmentally friendly ingredients, and providing clear proof of its environmental commitments. Strengthening credibility through honest communication and demonstrating product performance (ability) will help reduce consumer doubts and perceived risks.

In conclusion, by improving distribution accessibility, strengthening pricing competitiveness, enhancing product communication, optimizing promotional strategies, and reinforcing trust through transparency and consistency, Avoskin can maximize the effectiveness of its Green Marketing strategy and further increase consumers' trust and purchase intention.

5.2.2 Theoretical Suggestion

Based on the findings of this study, several theoretical suggestions can be proposed. First, this research reinforces the application of the Stimulus-Organism-Response Theory in the context of green marketing, brand trust, and purchase intention. In this study, Green Marketing acts as the stimulus, Brand Trust represents the organism, and Purchase Intention reflects the response. The significant results, including the mediating role of Brand Trust, confirm that external marketing stimuli—such as environmentally friendly products, pricing, distribution, and

promotion—can influence internal consumer evaluations, which in turn shape behavioral responses. Therefore, this study contributes to strengthening the relevance of S-O-R Theory in explaining how green marketing strategies can effectively influence consumer behavior through psychological mechanisms such as trust.

Furthermore, the findings suggest that Brand Trust plays a crucial role as an internal factor that connects marketing activities with consumer decisions. This highlights the importance of incorporating psychological constructs, such as trust, into marketing models, particularly in the context of sustainability and environmentally conscious consumption.

However, this study also has several limitations that open opportunities for future research. This research is limited in terms of sample characteristics, as it only focuses on Generation Z consumers in Bandar Lampung who use skincare products. Therefore, future studies are recommended to expand the sample to include different age groups, geographic locations, or broader consumer segments in order to obtain more generalizable results. In addition, future research can explore other industries beyond skincare, such as fashion, food and beverage, or other sustainable product sectors, to examine whether similar relationships between green marketing, brand trust, and purchase intention are observed in different contexts.

Moreover, future research may consider adding other relevant variables, such as environmental awareness, perceived value, or brand image, to provide a more comprehensive understanding of consumer behavior in the context of green marketing.

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