

# Green cosmetics and Gen Z in Kudus, Indonesia: What drives eco-friendly purchases in a small city?

Sufiana Noor<sup>1</sup> , Mira Meilia Marka<sup>2</sup>  & Yasmin Mutiara Bintang<sup>1</sup>

<sup>1</sup>Program Studi Manajemen Bisnis Syariah (S1), Universitas Islam Negeri Sunan Kudus, Kab. Kudus, Indonesia

<sup>2</sup>Program Studi Manajemen (S1), Universitas Muria Kudus, Kab. Kudus, Indonesia

## ABSTRAK

### Introduction

The Indonesian cosmetics industry is rapidly expanding, yet it raises environmental concerns, particularly from packaging waste. Generation Z, known for its environmental consciousness, emerges as a critical market segment for eco-friendly cosmetics. However, consumer purchase intentions toward these products remain inconsistent across studies, especially in smaller, culturally distinct regions such as Kudus.

### Objectives

This study aims to investigate the influence of green marketing, green brand image, and green perceived quality on purchase intention of eco-friendly cosmetics among Generation Z in Kudus. It also examines the mediating role of green trust in strengthening these relationships.

### Method

A quantitative research approach was used with an associative causal design. Data were collected via an online questionnaire from 105 respondents aged 13–28 years in Kudus who had experience using eco-friendly cosmetics. The data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software.

### Results

The results reveal that green brand image, green perceived quality, and green trust significantly influence purchase intention. Green marketing showed no direct effect but had an indirect influence through green trust. The adjusted  $R^2$  value for purchase intention was 0.465, indicating that the model explains 46.5% of the variance. Generation Z in Kudus values product authenticity, ethical branding,

### JEL Classification:

L66, Q65, R11, Z12

### KAUJIE Classification:

H32, H57, H67

### ARTICLE HISTORY:

Submitted: April 16, 2025

Revised: June 11, 2025

Accepted: June 13, 2025

Published: June 25, 2025

### KEYWORDS:

eco-friendly cosmetics;  
Generation Z; green brand  
image; green marketing; green  
perceived quality; green trust;  
purchase intention

### COPYRIGHT © 2025 Sufiana

Noor, Mira Meilia Marka, &  
Yasmin Mutiara Bintang.  
Licensee Universitas Islam  
Indonesia, Yogyakarta,  
Indonesia.

**Contact:** Sufiana Noor ✉ [sufiana@iainkudus.ac.id](mailto:sufiana@iainkudus.ac.id)

This is an Open Access article distributed under the terms of the Creative Commons Attribution-ShareAlike 4.0 International (CC BY-SA 4.0) License (<https://creativecommons.org/licenses/by-sa/4.0/>).

PUBLISHER'S NOTE: Universitas Islam Indonesia stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



and halal-certification as critical to building trust and influencing behavior.

### Implications

The findings highlight that marketers must focus on building green trust by ensuring product transparency, environmental commitment, and culturally relevant messaging. Green brand image and product quality are key drivers in developing consumer trust and encouraging sustainable buying behavior among Gen Z.

### Originality/Novelty

This research enriches the Theory of Planned Behavior by incorporating green trust as a mediating factor and applying it within a unique socio-religious Gen Z demographic in a small Indonesian city. It provides novel insights into how eco-conscious values interact with trust and marketing in shaping local green consumption patterns.

**CITATION:** Noor, S., Marka, M. M., & Bintang, Y. M. (2025). Green cosmetics and Gen Z in Kudus, Indonesia: What drives eco-friendly purchases in a small city? *Journal of Islamic Economics Lariba*, 11(1), 169–200. <https://doi.org/10.20885/jielariba.vol11.iss1.art7>

## INTRODUCTION

The rapid expansion of the cosmetics industry has become a defining feature of both global and national markets. In Indonesia, the cosmetics sector contributes significantly to the national economic output in recent years (Nugroho et al., 2025; Puteri et al., 2025; Qolby & Astuti, 2024). This surge is aligned with increasing global demand for beauty products, underlining cosmetics as not merely a lifestyle trend but a strategic economic sector (Kartasasmita & Kurniawati, 2024; Musaidah et al., 2024; Ratmawati et al., 2024). Indonesia's global cosmetics industry is expected to reach USD473.21 billion by 2028 with an average growth of 5.5% per year (Kementerian Koordinator Bidang Perekonomian Republik Indonesia, 2024). These figures emphasize the sector's economic potential, especially amid post-pandemic digital consumer behavior shifts. However, this growth also brings to the forefront significant environmental concerns, particularly the overuse of non-biodegradable packaging materials.

Environmental degradation stemming from cosmetic waste has become a major issue. Plastic packaging dominates cosmetic product containers, contributing to Indonesia's status as the world's fifth-largest producer of plastic waste (Karianga, 2024; Raharja et al., 2024). The impact of such waste is exacerbated by inadequate recycling systems and consumer unawareness, calling for sustainable shifts in production and consumption. Some studies highlight the increasing attention given to environmental concerns, especially in light of Indonesia's critical position in global waste rankings (Briandana & Mohamad Saleh, 2022; Brotosusilo et al., 2022; Marešová et al., 2023). In response, many producers are transitioning toward eco-conscious packaging materials, including biodegradable and recyclable alternatives such as cardboard, glass, and low-carbon paper (Kannan et al., 2024; Popescu et al., 2024). This

transformation underscores a broader cultural and ethical awakening around sustainability that is gradually shaping consumer expectations.

A key demographic in this sustainable shift is Generation Z, comprising approximately 74.93 million individuals aged 13–28 out of Indonesia's 270.20 million population (Yuliastuti, 2024; Zahroq & Asiyah, 2022). This generation is recognized for its heightened environmental awareness and a strong inclination toward ethical consumption. According to a survey conducted by Katadata Insight Center (KIC), 60.5% of consumers have already purchased sustainable products, driven by comfort, personal preference, and social identity (Jayani, 2021). These statistics reflect a new pattern of consumerism where environmental values become central to purchasing decisions. The alignment of consumer identity with sustainability is especially notable among the youth, who often view eco-friendly consumption not only as a practical decision but also as a moral and social statement.

Despite the increasing visibility of green practices in marketing, their actual influence on consumer behavior remains contested. Several studies report conflicting outcomes regarding the effectiveness of green marketing in encouraging purchase intentions. For instance, Alhamad et al. (2023) underscore a positive influence of green marketing strategies on green product purchasing, while other scholars, such as Setiagraha et al. (2023), report negligible effects. This discrepancy reveals a research dilemma that warrants further exploration, particularly in nuanced socio-cultural contexts where consumer interpretations of green marketing may differ widely.

To address this, it is critical to move beyond generic understandings of green marketing and examine its efficacy in specific demographic and geographic settings. This study focuses on Kudus, a regency with a paradoxical profile—marked by high regional income yet relatively low competitiveness (Elang Muria News, 2025). Kudus' demographic structure, primarily composed of religiously observant and socially conservative communities, makes it a fertile ground for examining how cultural values intersect with environmental ethics in shaping purchase decisions. Thus, the city serves as an underexplored but theoretically rich setting to interrogate the contextual nuances of green consumerism.

In responding to the aforementioned problem, scholarly efforts have attempted to refine the theoretical models explaining environmentally conscious consumer behavior. One dominant framework is the Theory of Planned Behavior (TPB), which posits that behavioral intentions are shaped by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1985, 2002; Notani, 1998). While TPB provides a rational-actor model of consumer behavior, it has been criticized for neglecting emotional and normative values that influence eco-conscious decisions. As a result, many scholars have integrated the Green Consumption Values (GCV) theory into TPB to accommodate emotional, functional, and social motivations (J. Wang et al., 2020).

The integration of TPB with GCV has been particularly useful in explaining how values such as sustainability, ethics, and emotional satisfaction interact with more rational predictors like perceived quality or price. Previous study (J. Wang et al., 2020) assert that GCV enhances TPB's explanatory power by incorporating consumers'



internalized values, thereby offering a more comprehensive account of green purchase behavior. This integrated approach also resonates with the Value–Belief–Norm (VBN) theory, which links personal values with belief systems and environmental behavior. Consequently, it allows for a more layered understanding of the motivations behind sustainable consumption.

The growing body of literature has also examined specific variables associated with eco-friendly consumerism. Notably, green brand image, green perceived quality, and green trust have emerged as vital constructs. Rehman & Siddique (2023) emphasize that a strong green brand image cultivates consumer confidence, while other scholars show that perceived product quality significantly shapes purchasing behavior when the product is deemed environmentally superior (Prabusankar, 2016; Prameswari et al., 2024; Thomas et al., 2024). Additionally, green trust—defined as consumers' belief in a brand's environmental claims—has been acknowledged as a critical mediating variable (Chrysna et al., 2022; Y. M. Wang et al., 2022). Nevertheless, the literature also reveals contradictions, particularly in how green marketing interacts with trust and quality to influence purchase intention. These mixed findings highlight an empirical gap, particularly in localized settings like Kudus, where the cultural context might mediate these relationships differently.

This study thus aims to investigate the factors influencing Generation Z's intention to purchase eco-friendly cosmetics in Kudus by analyzing the direct and indirect effects of green marketing, green brand image, and green perceived quality, with green trust serving as a mediating variable. The novelty of this research lies in its contextual application of TPB and GCV frameworks in a region characterized by religious values and local consumption patterns. The study also addresses a gap in existing literature by focusing on an understudied demographic and incorporating green trust as a central intervening variable—an aspect that has been underexplored in prior TPB-based studies. Moreover, this research seeks to contribute to the development of localized behavioral models that can inform marketing strategies and policy interventions aimed at promoting sustainable consumption among young consumers in culturally unique environments. Ultimately, this study not only tests theoretical assumptions in a new setting but also provides practical insights for green marketers targeting Generation Z in similar socio-religious communities.

## LITERATURE REVIEW

### Green Marketing and Purchase Intention

In recent years, green marketing has emerged as a significant determinant of consumer purchase intentions, especially among Generation Z, a demographic known for its heightened environmental awareness and ethical consumerism. Empirical studies have consistently found that green marketing strategies—such as eco-labeling, cruelty-free claims, and environmentally themed advertisements—positively influence purchase intentions toward sustainable cosmetics (Bautista et al., 2023; Park et al., 2023; Wuisan & Februadi, 2022). For example, Park et al. (2023) demonstrated that green

attributes like brand sustainability, product quality, and ethical labeling contribute meaningfully to eco-cosmetic purchase intentions. These findings are reinforced by Gonçalves et al. (2022), who found that environmental involvement significantly shapes sustainable consumption behaviors, aligning with the Theory of Planned Behavior.

Moreover, the role of social influence and information dissemination—particularly through social media—has become crucial in enhancing the effectiveness of green marketing. An & Ngo (2025) and Lius & Salim (2024) highlight how influencer endorsements and electronic word-of-mouth (eWOM) strengthen emotional and cognitive engagement, driving Generation Z's interest in green cosmetics. Educational marketing, which increases environmental knowledge, also serves as a moderating factor, fostering positive attitudes and justifying higher price points (Kieu et al., 2024; Lius & Salim, 2024). Therefore, a comprehensive green marketing strategy that integrates informative content, social validation, and ethical branding is likely to significantly enhance Generation Z's purchase intention toward environmentally friendly cosmetics, including within specific local contexts such as Kudus.

H1: Green marketing has a positive effect on Generation Z's purchase intention toward eco-friendly cosmetics in Kudus

### **Green Brand Image and Purchase Intention**

A growing body of literature has established the critical role of green brand image in shaping Generation Z's purchase intention toward environmentally friendly cosmetics. As sustainability becomes a central concern, brands that project a credible green identity are more likely to attract eco-conscious consumers (Majeed et al., 2022; Yuszana & Tunjungsari, 2024). Majeed et al. (2022) found that green brand image significantly mediates the relationship between green marketing practices and purchase intention, suggesting that a trustworthy environmental reputation enhances consumer engagement. Likewise, Wong (2024) highlighted how sustainable brand efforts directly influence positive perceptions and reinforce buying behaviors, particularly among younger, environmentally aware demographics.

The literature further demonstrates that brand image serves as a key mediator in digital and social marketing contexts, amplifying consumer response through electronic word-of-mouth and influencer engagement (Indriana et al., 2022; Markiones et al., 2023). According to Hasan & Frendy (2024), favorable green brand perceptions, when combined with targeted promotion, positively impact purchase decisions. Moreover, Amallia et al. (2022) emphasized that green advertising enhances brand image, which in turn elevates green purchase intention. If brands fail to maintain a strong and consistent green image, they risk losing trust from Generation Z, who value authenticity and environmental accountability (Ryliannabila & Qastarin, 2021). Therefore, a robust green brand image is hypothesized to significantly influence Generation Z's intent to purchase eco-friendly cosmetics, particularly in contexts like Kudus, where consumer environmental awareness is rising.



H2: Green brand image has a positive effect on Generation Z's purchase intention toward eco-friendly cosmetics in Kudus

### **Green Perceived Quality and Purchase Intention**

Green perceived quality has emerged as a critical determinant of purchase intention, especially among environmentally conscious Generation Z consumers. This concept reflects the extent to which individuals assess a product's quality based on its environmental performance (Kee et al., 2021). Suhaily et al. (2020) demonstrated that green perceived quality has a direct and positive effect on purchase intention, underscoring the need for brands to emphasize sustainability as an integral aspect of product excellence. Vania & Ruslim (2023) further assert that Generation Z's confidence in green beauty products depends not only on ecological claims but also on perceived functional value, highlighting a dual expectation of quality and sustainability.

Additionally, perceived quality interacts with consumer trust, environmental concern, and information clarity to strengthen purchase intention (Kamalanon et al., 2022; Zhuang et al., 2021). Sherina & Selamat (2023) found that quality perception plays a central role in shaping the buying behavior of Generation Z, who often scrutinize both environmental impact and product performance. Hudayah et al. (2023) emphasized that green perceived value is more effective among those with stronger environmental awareness, suggesting that consumer education enhances perceived quality evaluations. Therefore, it is hypothesized that green perceived quality significantly influences Generation Z's intention to purchase eco-friendly cosmetics in Kudus, as they increasingly align their preferences with sustainability-driven brand offerings.

H3: Green perceived quality has a positive effect on Generation Z's purchase intention toward eco-friendly cosmetics in Kudus

### **Green Marketing and Purchase Intention with Green Trust as Mediator**

Recent literature emphasizes that green marketing significantly influences Generation Z's purchase intention, particularly when mediated by green trust. Green marketing strategies—ranging from eco-labeling to sustainable product promotion—initially capture consumer attention, but it is the establishment of green trust that solidifies the intention to purchase (Magfiroh & Vania, 2024). Green trust refers to consumer confidence in a brand's environmental claims and ethical conduct, which builds over time through transparency and consistency (Riva et al., 2022). Empirical findings suggest that trust mediates the link between sustainability-oriented marketing and behavioral intention, reinforcing the necessity for brands to communicate credibility in their environmental initiatives (Issock & Muposhi, 2022).

Bautista et al. (2023) and Kazançoğlu et al. (2024) further argue that trust, once established, mitigates skepticism and strengthens sustainable buying behavior—especially among Generation Z, who are particularly vigilant toward greenwashing. The use of digital channels, including social media, plays a pivotal role in reinforcing green trust through credible endorsements and interactive content (Aldaihani et al., 2024). When brands integrate genuine green values into their marketing and maintain

consistent messaging, they are more likely to convert environmentally inclined interest into purchase intent. Therefore, it is hypothesized that green marketing positively affects Generation Z's intention to purchase eco-friendly cosmetics in Kudus, with green trust serving as a critical mediating mechanism.

H4: Green trust mediates the positive effect of green marketing on Generation Z's purchase intention toward eco-friendly cosmetics in Kudus

### **Green Brand Image and Purchase Intention with Green Trust as Mediator**

Recent studies have highlighted the role of green brand image as a pivotal factor in shaping Generation Z's intention to purchase environmentally friendly cosmetics, particularly when mediated by green trust. A favorable green brand image—formed through credible sustainability claims, ethical branding, and eco-conscious marketing—can foster consumer trust, which in turn strengthens purchase intention (Magfiroh & Vania, 2024). Aldaihani et al. (2024) emphasize that in the face of widespread skepticism regarding green claims, trust becomes essential to translate brand perception into consumer action. When Generation Z perceives a brand as genuinely committed to environmental values, their trust solidifies, enhancing their willingness to buy.

Green trust operates as a psychological assurance, bridging the gap between brand image and behavioral outcomes. Karmakar et al. (2023) found that trust in a brand's environmental credibility reinforces beliefs about product quality, thereby increasing purchase intention. Similarly, Nguyen et al. (2022) and Sun & Xing (2022) show that trust built through influencer endorsements and social media engagement can magnify the effects of a positive brand image. Saut & Saing (2021) add that transparent sustainability communication bolsters both image and trust. Therefore, it is hypothesized that green trust mediates the effect of green brand image on Generation Z's intention to purchase eco-friendly cosmetics, particularly in environmentally aware communities such as Kudus.

H5: Green trust mediates the positive effect of green brand image on Generation Z's purchase intention toward eco-friendly cosmetics in Kudus

### **Green Perceived Quality and Purchase Intention with Green Trust as Mediator**

Green perceived quality, defined as consumers' evaluation of a product's quality based on its environmental attributes, has been consistently linked to increased purchase intention for eco-friendly products, particularly among Generation Z (Humairoh et al., 2023). However, this influence is significantly strengthened when mediated by green trust—consumer confidence in a brand's environmental credibility (L. Liu et al., 2024). Magfiroh & Vania (2024) emphasize that green marketing and high product quality alone are insufficient without trust; Generation Z must believe that sustainability claims are genuine before translating positive quality perceptions into purchasing behavior.

The role of green trust as a mediator has become increasingly relevant in an era of rising consumer skepticism about greenwashing. Studies by Li & Sun (2022) and Riva et al. (2024) affirm that without trust, even high perceived quality may fail to generate



buying intent. Trust enhances consumers' confidence in green claims, enabling brands to convert environmental value into consumer loyalty (Amin & Tarun, 2021). Therefore, it is hypothesized that in Kudus, where environmental awareness is emerging, green perceived quality influences Generation Z's purchase intention through green trust, underscoring the importance of transparent, quality-driven, and credible brand communication.

H6: Green trust mediates the positive effect of green perceived quality on Generation Z's purchase intention toward eco-friendly cosmetics in Kudus

### **Green Trust and Purchase Intention**

Green trust has emerged as a crucial mediating variable in understanding the pathway from green marketing and perceived product attributes to consumer purchase intention. Defined as consumer confidence in a brand's environmental integrity, green trust translates marketing credibility into behavioral outcomes (Duong, 2024). Magfiroh & Vania (2024) highlight that green trust significantly mediates the effect of green marketing strategies on purchase intention, particularly among Generation Z. This demographic values authenticity and transparency, making trust essential for bridging the gap between environmental awareness and actual purchasing behavior in the eco-cosmetics market.

Furthermore, the mediating role of green trust is strengthened by the increasing skepticism toward sustainability claims. Studies by Kazançoğlu et al. (2024) and Aldaihani et al. (2024) confirm that trust must be cultivated through consistent, transparent, and verifiable communication. Liu et al. (2024) emphasize that green trust enhances the effect of green perceived quality on purchase intention, while Dragolea et al. (2023) show that informed consumers are more inclined to act when trust is present. Therefore, it is hypothesized that in Kudus, green trust plays a positive mediating role in determining Generation Z's intention to purchase environmentally friendly cosmetics.

H7: Green trust has a positive mediating effect on Generation Z's purchase intention toward eco-friendly cosmetics in Kudus

### **Islamic Economic Perspectives on Eco-Friendly Cosmetics**

From the standpoint of Islamic economics, eco-friendly cosmetics align closely with foundational values such as *khilafah* (stewardship), ethical consumption, and social responsibility. Islam emphasizes the preservation of the environment as a moral imperative, obligating both producers and consumers to adopt sustainable behaviors. Mayvita & Rifani (2024) argue that Muslim entrepreneurs are increasingly integrating green marketing strategies within business practices, driven not only by profitability but also by ethical considerations embedded in Islamic teachings. In the context of cosmetics, this creates a strong synergy between Islamic values and the environmental consciousness observed in younger Muslim consumers, including Generation Z.

The concept of halal cosmetics inherently reflects ethical and ecological concerns, as these products must comply with Islamic law, ensuring both purity and

transparency. Liew & Karia (2024) find that halal cosmetics appeal to Generation Z because they fulfill dual expectations: adherence to religious obligations and alignment with environmental ethics. This dual compliance enhances the appeal of eco-friendly cosmetics among Gen Z Muslims, particularly in regions like Kudus, Indonesia, where religiosity and emerging environmental awareness coexist. Thus, halal certification may not only signal religious permissibility but also act as a proxy for sustainability and ethical production.

Green trust—defined as the confidence in a brand's environmental integrity—is essential for building purchase intention among Muslim Gen Z consumers. Alotaibi & Abbas (2023) demonstrate that Islamic religiosity strongly influences green purchase behavior, suggesting that trust rooted in religious ethics enhances consumers' willingness to buy eco-conscious products. Similarly, Hayeemad & Soliman (2024) highlight that consumer acceptance of halal cosmetics is increasingly driven by environmental practices. This trust, when reinforced by religious values, can solidify the credibility of green marketing claims, especially amid rising concerns about greenwashing and authenticity in sustainability efforts.

Furthermore, Islamic finance mechanisms, particularly green *sukuk*, offer practical tools to support the eco-cosmetic industry. Liu & Lai (2021) explain that green *sukuk* are designed to fund environmentally responsible projects while maintaining compliance with Shariah principles. These instruments can serve as financing platforms for producers aiming to develop and distribute eco-friendly cosmetic products. As Generation Z in Muslim-majority regions like Kudus becomes more environmentally engaged, integrating Islamic economic instruments with sustainability initiatives offers a comprehensive path toward ethical and impactful consumption. This convergence underscores the compatibility of Islamic economics with modern green consumerism.

## METHOD

### Research Design

This study employed a quantitative causal-associative approach to examine the relationship and potential causality between multiple constructs influencing Generation Z's purchase intention of eco-friendly cosmetics in Kudus. Causal-associative design is particularly appropriate for identifying the underlying mechanisms that link independent variables such as green marketing, green brand image, and green perceived quality to the dependent variable of purchase intention, with green trust as a mediating factor. This approach allows researchers to statistically validate the pathways between constructs and measure the strength and direction of those effects.

### Population and Sampling Procedure

The target population consisted of Generation Z individuals residing in Kudus who have experience purchasing eco-friendly cosmetic products. Since the exact size of this population is unknown, it was classified as an infinite population. Based on the generational age range, participants were limited to those aged 13–28 years.

A non-probability purposive sampling technique was employed to recruit participants based on specific eligibility criteria: (1) must belong to Generation Z, (2) reside in Kudus, and (3) have purchased eco-friendly cosmetics. The sample size was determined using Hair et al.'s (2014, 2019) recommendation for structural equation modeling, which suggests a minimum of five respondents per indicator. With 21 measurement items, the minimum sample size required was 105.

### Data Collection Procedure

Data were collected via a self-administered online questionnaire distributed through Google Forms, ensuring wider accessibility and efficiency in reaching respondents. The questionnaire consisted of items adapted from validated scales in previous studies and was structured using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). This scale measured the degree of agreement with statements related to green marketing, brand image, perceived quality, trust, and purchase intention.

### Operationalization of Variables

This study examined three independent variables, one mediating variable, and one dependent variable:

- Independent Variables:
  - *Green Marketing* refers to sustainable marketing strategies and practices, including eco-labeling and environmental advertising.
  - *Green Brand Image* reflects consumer perceptions of a brand's environmental commitment and socially responsible behavior.
  - *Green Perceived Quality* denotes consumers' judgments regarding the environmental and functional performance of cosmetic products.
- Mediating Variable:
  - *Green Trust* represents the consumer's belief in the credibility, reliability, and environmental integrity of the brand or product.
- Dependent Variable:
  - *Purchase Intention* is defined as the likelihood of a consumer to buy eco-friendly cosmetic products based on prior evaluations and beliefs.

### Data Analysis Technique

To test the research model and hypotheses, the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0 (Ringle et al., 2024). This method is well-suited for predictive analysis and exploratory research, particularly with complex models involving mediating variables.

The evaluation process consisted of two stages:

#### Outer Model Assessment (Measurement Model)

The outer model was assessed for reliability and validity:

- Convergent Validity was established using factor loadings and Average Variance Extracted (AVE). All indicator loadings exceeded 0.70, and AVE values were above the 0.50 threshold, confirming the constructs' ability to represent the variables adequately.
- Reliability was assessed using Cronbach's Alpha and Composite Reliability. All values exceeded the minimum acceptable level of 0.70, indicating high internal consistency.
- Discriminant Validity was tested using the Fornell-Larcker criterion and cross-loading analysis. In both tests, constructs demonstrated higher correlations with their own indicators than with other constructs, confirming discriminant validity.

### **Inner Model Assessment (Structural Model)**

The structural model's quality was evaluated using:

- $R^2$  (Coefficient of Determination): Green Trust had an  $R^2$  value of 0.429 (moderate explanatory power), and Purchase Intention had an  $R^2$  value of 0.485, indicating that approximately 48.5% of the variance in purchase intention could be explained by the model variables.
- Goodness-of-Fit (GoF): A GoF value of 0.597 indicated a strong model fit, suggesting that both the measurement and structural models jointly explained a substantial portion of the variance in the data.
- Hypothesis Testing: Path coefficients, t-statistics, and p-values were examined to assess the significance of direct and indirect relationships. The bootstrapping method was used with 5,000 subsamples to ensure the robustness of estimations.

### **Ethical Considerations**

The study received ethical clearance from Program Studi Manajemen Bisnis Syariah (SI), Universitas Islam Negeri Sunan Kudus, Kab. Kudus, Indonesia. Informed consent was obtained from all participants prior to data collection, and their identities remained anonymous.

## **RESULTS**

### **Outer Model Assessment (Measurement Model)**

The outer model assessment, also referred to as the measurement model evaluation in Partial Least Squares Structural Equation Modeling (PLS-SEM), is crucial in determining the validity and reliability of the constructs used in a study. This assessment ensures that the measurement indicators appropriately reflect the latent variables they are intended to measure. The process involves evaluating convergent validity, discriminant validity, and reliability using statistical measures such as factor loadings, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha. In this study, these evaluations were rigorously conducted across five constructs: Green Marketing, Green Brand Image, Green Perceived Quality, Green Trust, and Purchase Intention. The

results confirmed that all indicators exceeded established thresholds, demonstrating high internal consistency, adequate convergent and discriminant validity, and a robust measurement structure capable of supporting further structural model analysis (Hair & Alamer, 2022).

Table 1 presents the results of the convergent validity test using loading factors for each indicator within the study's measurement model. All indicators for the five constructs—Green Marketing, Green Brand Image, Green Perceived Quality, Green Trust, and Purchase Intention—exceed the recommended loading threshold of 0.70. This indicates that each observed variable contributes significantly to measuring its corresponding latent construct. The strong factor loadings, ranging from 0.829 to 0.938, confirm that the indicators reliably represent their constructs. Therefore, it can be concluded that the measurement model achieves good convergent validity across all dimensions assessed.

**Table 1**

*Convergent Validity Results*

Variable	Indicator	Loading Factor	Decision
Green Marketing (X1)	X1_1	0.938	Valid
	X1_2	0.903	Valid
	X1_3	0.905	Valid
Green Brand Image (X2)	X2_1	0.837	Valid
	X2_2	0.857	Valid
	X2_3	0.896	Valid
	X2_4	0.885	Valid
	X2_5	0.888	Valid
Green Perceived Quality (X3)	X3_1	0.887	Valid
	X3_2	0.914	Valid
	X3_3	0.884	Valid
	X3_4	0.859	Valid
Green Trust (Z)	Z1	0.861	Valid
	Z2	0.892	Valid
	Z3	0.901	Valid
	Z4	0.927	Valid
	Z5	0.853	Valid
Purchase Intention (Y)	Y1	0.871	Valid
	Y2	0.829	Valid
	Y3	0.873	Valid
	Y4	0.869	Valid

Source: Primary data. Authors' estimation using SmartPLS 4.0

Table 2 displays the results of the discriminant validity assessment using the Average Variance Extracted (AVE), alongside Cronbach's alpha and composite reliability values. All constructs—Green Marketing, Green Brand Image, Green Perceived Quality, Green Trust, and Purchase Intention—show AVE values well above the recommended threshold of 0.50, ranging from 0.740 to 0.838. These results indicate that each construct accounts for more than 50% of the variance in its indicators. Moreover,

high reliability scores confirm internal consistency. Collectively, the findings demonstrate that the constructs in this study meet the criteria for both convergent and discriminant validity.

**Table 2**

*Average Variance Extracted (AVE) and Reliability Measures*

Variable	Cronbach's Alpha	rho_A	rho_C	AVE
Green Marketing (X1)	0.903	0.910	0.939	0.838
Green Brand Image (X2)	0.922	0.932	0.941	0.762
Green Perceived Quality (X3)	0.909	0.909	0.936	0.785
Green Trust (Z)	0.932	0.934	0.949	0.787
Purchase Intention (Y)	0.883	0.891	0.919	0.740

Source: Primary data. Authors' estimation using SmartPLS 4.0

Table 3 presents the Fornell-Larcker criterion results used to assess discriminant validity. Each construct's square root of AVE, shown on the diagonal, exceeds the corresponding inter-construct correlation values in its row and column. For instance, Green Brand Image (0.873), Green Perceived Quality (0.886), and Green Trust (0.887) all display higher diagonal values than their correlations with other variables. This confirms that each latent construct shares more variance with its own indicators than with others. Thus, the discriminant validity requirements are satisfactorily met, indicating that all constructs are empirically distinct within the structural model.

**Table 3**

*Fornell-Larcker Criterion*

	Green Brand Image (X2)	Green Perceived Quality (X3)	Green Trust (Z)	Green Marketing (X1)	Purchase Intention (Y)
Green Brand Image (X2)	0.873				
Green Perceived Quality (X3)	0.444	0.886			
Green Trust (Z)	0.456	0.584	0.887		
Green Marketing (X1)	-0.232	-0.157	-0.325	0.915	
Purchase Intention (Y)	0.511	0.542	0.621	-0.135	0.860

Source: Primary data. Authors' estimation using SmartPLS 4.0

Table 4 presents the results of the cross-loading analysis, which is used to assess discriminant validity by comparing each indicator's correlation with its own construct versus other constructs. The table clearly shows that each indicator loads highest on its corresponding latent variable. For instance, items X1\_1 to X1\_3 exhibit the highest loading values with Green Marketing (above 0.90), while all other correlations with different constructs are significantly lower. Similar patterns are observed across indicators for Green Brand Image, Green Perceived Quality, Green Trust, and Purchase Intention. These results confirm that each indicator uniquely and strongly represents its designated construct, supporting discriminant validity.

**Table 4***Cross Loadings (Excerpt)*

Indicator	Green Brand Image (X2)	Green Perceived Quality (X3)	Green Trust (Z)	Green Marketing (X1)	Purchase Intention (Y)
X1_1	-0.215	-0.147	-0.306	0.938	-0.167
X2_1	0.837	0.396	0.429	-0.233	0.422
X3_1	0.366	0.887	0.505	-0.071	0.494
Z1	0.375	0.494	0.861	-0.332	0.445
Y1	0.510	0.534	0.586	-0.052	0.871

Source: Primary data. Authors' estimation using SmartPLS 4.0

The reliability assessment was conducted using Composite Reliability and Cronbach's Alpha, with a minimum threshold of 0.70 for both. The findings in Table 5 indicate that all constructs exceed the required standards, showing strong internal consistency. Specifically, Green Marketing demonstrates the highest composite reliability (0.949), followed closely by Green Perceived Quality (0.941) and Green Trust (0.939). Similarly, all Cronbach's Alpha values are above 0.88, confirming the reliability of the instruments. These results validate that the indicators consistently measure their respective constructs, meeting the criteria for construct reliability.

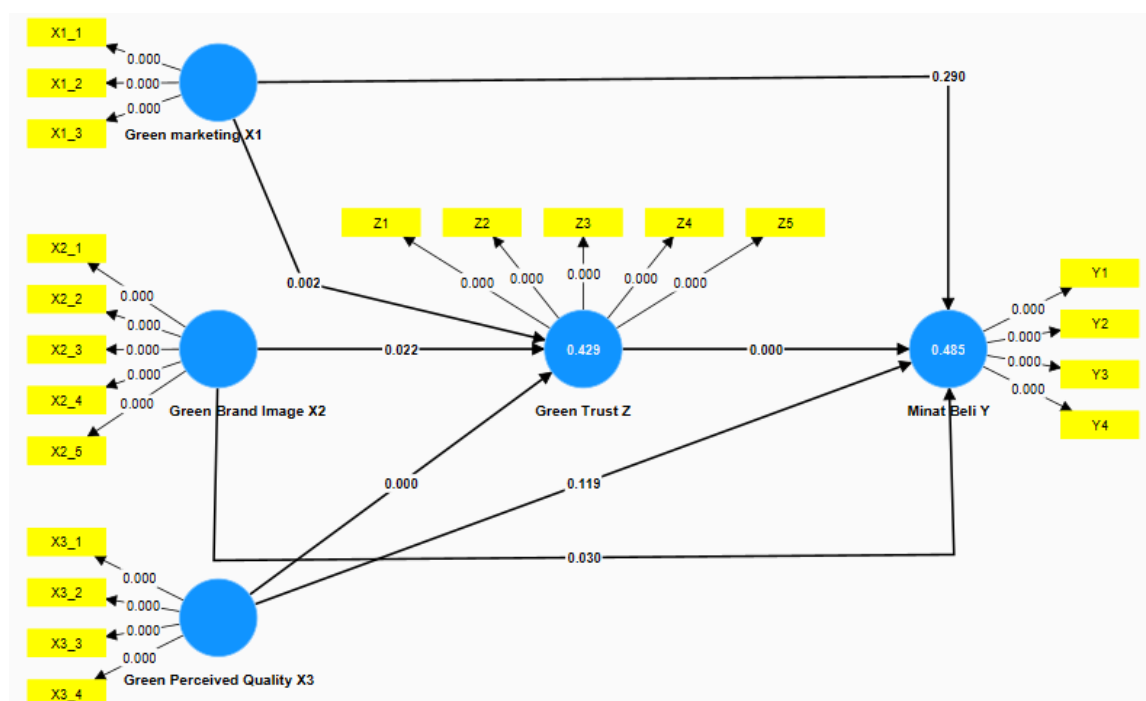
**Table 5***Reliability Test Results Based on Composite Reliability and Cronbach's Alpha*

Variable	Cronbach's Alpha	Composite Reliability ( $\rho_c$ )
Green Perceived Quality	0.922	0.941
Purchase Intention	0.909	0.936
Green Marketing	0.932	0.949
Green Trust	0.903	0.939
Green Brand Image	0.883	0.919

Source: Primary data. Authors' estimation using SmartPLS 4.0

### Inner Model Assessment (Structural Model)

The Inner Model Assessment serves to evaluate the structural relationships between latent constructs, determining the explanatory power and predictive relevance of the proposed theoretical framework. In this study, the structural model is assessed through several key statistical indicators, including R-square, the Goodness of Fit (GoF) index, path coefficients for both direct and indirect effects, and their respective significance levels. These metrics provide insight into how well the independent variables—Green Marketing, Green Brand Image, and Green Perceived Quality—influence the dependent variable, Purchase Intention, either directly or through the mediating variable Green Trust. Together, these evaluations help validate the theoretical assumptions and highlight the critical pathways through which Generation Z's eco-conscious buying behavior is shaped as depicted in Figure 1.

**Figure 1***Results of Hypothesis Testing Using SmartPLS*

Source: Primary data. Authors' estimation using SmartPLS 4.0

In Table 6, the R-Square adjusted results indicate that 41.2% of the variance in Green Trust is explained by Green Marketing, Green Brand Image, and Green Perceived Quality, with the remaining 58.8% influenced by other factors. Similarly, the adjusted R-Square for Purchase Intention is 0.465, meaning that these same predictors explain 46.5% of its variance, while 53.5% is attributable to other unmeasured variables. According to Chin's (1998) classification, these results reflect relatively weak model strength for both constructs, although they remain statistically meaningful in structural equation modeling.

**Table 6***R-Square and Adjusted R-Square Values*

Dependent Variable	R-Square	R-Square Adjusted
Green Trust	0.429	0.412
Purchase Intention	0.485	0.465

Source: Primary data. Authors' estimation using SmartPLS 4.0

The Goodness of Fit (GoF) index, calculated as  $\sqrt{(AVE \times R^2)}$ , reflects the overall explanatory power of the measurement and structural models combined. Using the average AVE (0.782) and average  $R^2$  (0.457), the resulting GoF value is 0.597. This exceeds the threshold for a strong model, as suggested by Wetzels et al. (2009), indicating that the model exhibits high overall quality and explanatory relevance in capturing the relationships between latent constructs.

**Table 7***Goodness of Fit (GoF) Index*

Variable	AVE	R-Square
Green Marketing	0.838	
Green Brand Image	0.762	
Green Perceived Quality	0.785	
Green Trust	0.787	0.429
Purchase Intention	0.740	0.485
Average	0.782	0.457

Source: Primary data. Authors' estimation using SmartPLS 4.0

The direct effect analysis shows that Green Trust has the strongest influence on Purchase Intention ( $\beta = 0.420$ ,  $p < 0.001$ ), followed by Green Perceived Quality ( $\beta = 0.393$ ,  $p = 0.002$ ) and Green Brand Image ( $\beta = 0.337$ ,  $p = 0.006$ ). Interestingly, Green Marketing does not significantly impact Purchase Intention directly ( $\beta = 0.090$ ,  $p = 0.956$ ). These findings suggest that the effects of marketing initiatives may be more effectively transmitted through mediating constructs such as trust, rather than having a standalone influence on consumer intent.

**Table 8***Direct Effect Results*

Path	Path Coefficient	T-Statistics	P-Values
Green Brand Image → Purchase Intention	0.337	2.777	0.006
Green Perceived Quality → Purchase Intention	0.393	3.131	0.002
Green Marketing → Purchase Intention	0.090	0.055	0.956
Green Trust → Purchase Intention	0.420	4.278	0.000

Source: Primary data. Authors' estimation using SmartPLS 4.0

The mediation analysis highlights the role of Green Trust as a significant intermediary in the relationship between the independent variables and Purchase Intention. Green Perceived Quality exhibits the strongest indirect effect via Green Trust ( $\beta = 0.193$ ,  $p < 0.001$ ), followed by Green Brand Image ( $\beta = 0.086$ ,  $p = 0.044$ ). Surprisingly, Green Marketing exerts a negative indirect effect ( $\beta = -0.086$ ,  $p = 0.018$ ), suggesting that marketing efforts perceived as inauthentic may erode trust and ultimately reduce purchase intentions. These results emphasize the critical role of consumer trust in mediating eco-conscious behavior among Generation Z.

**Table 9***Indirect Effect (Mediation) Results*

Path	Path Coefficient	T-Statistics	P-Values
Green Brand Image → Green Trust → Purchase Intention	0.086	2.013	0.044
Green Perceived Quality → Green Trust → Purchase Intention	0.193	3.484	0.000

Green Marketing → Green Trust → Purchase Intention	-0.086	2.367	0.018
--	--------	-------	-------

Source: Primary data. Authors' estimation using SmartPLS 4.0

The mediation analysis highlights the role of Green Trust as a significant intermediary in the relationship between the independent variables and Purchase Intention. Green Perceived Quality exhibits the strongest indirect effect via Green Trust ( $\beta = 0.193$ ,  $p < 0.001$ ), followed by Green Brand Image ( $\beta = 0.086$ ,  $p = 0.044$ ). Surprisingly, Green Marketing exerts a negative indirect effect ( $\beta = -0.086$ ,  $p = 0.018$ ), suggesting that marketing efforts perceived as inauthentic may erode trust and ultimately reduce purchase intentions. These results emphasize the critical role of consumer trust in mediating eco-conscious behavior among Generation Z.

## DISCUSSION

### Influence of Green Marketing on Purchase Intention

The findings of this study reveal that Green Marketing does not have a statistically significant influence on Generation Z's purchase intention toward environmentally friendly cosmetics in Kudus. With a T-statistic of 0.055 and a P-value of 0.956, the hypothesis asserting a positive relationship between Green Marketing and Purchase Intention is rejected. This suggests that promotional strategies alone are insufficient to drive purchase behavior among Gen Z consumers in this context. Rather than being persuaded by sustainability messaging, these consumers appear to require evidence of substantive actions—such as product quality, trustworthy practices, and strong brand image—before forming purchase intentions.

These findings align with previous studies that similarly question the standalone effectiveness of green marketing. For example, Setiagraha et al. (2023) found that Green Marketing did not exert a direct effect on consumer purchase decisions, suggesting that promotional messages must be accompanied by credible value propositions. Moreover, other research highlights price sensitivity as a more decisive factor (Dlamini & Mahowa, 2024; Testa et al., 2024), noting that the premium cost of eco-friendly cosmetics often deters purchase, regardless of marketing efforts. This suggests that consumer rationality and perceived economic value may override ethical appeals in purchasing decisions.

Contrary evidence can be found in the work of Park et al. (2023), who demonstrated that Green Marketing attributes—including sustainability claims—positively affect Generation Z's buying behavior, especially when aligned with brand quality and trust. However, these findings may be contextually bound to more urban or digitally integrated populations. In Kudus, where community trust and religious values play a prominent role, marketing messages are viewed more skeptically. Theoretically, this implies that the influence of Green Marketing is highly contingent upon sociocultural contexts and perceived authenticity. Practically, it emphasizes the need for firms to embed sustainability within product performance and community engagement, rather than relying solely on promotional claims.



### **Influence of Green Brand Image on Purchase Intention**

The present study finds that Green Brand Image exerts a statistically significant and positive influence on Generation Z's Purchase Intention toward environmentally friendly cosmetics in Kudus. The analysis using Smart-PLS version 4 shows a T-statistic of 2.777 and a P-value of 0.006, surpassing the accepted thresholds for significance. These findings suggest that a favorable perception of a brand's environmental commitment significantly enhances consumers' willingness to purchase eco-friendly cosmetic products. In the context of Theory of Planned Behavior (TPB), this reflects the formation of positive attitudes and subjective norms that guide Generation Z's intention to align their consumption with their sustainability values.

These results are consistent with several previous studies, notably Majeed et al. (2022), who established that Green Brand Image serves as a vital mediator between green marketing practices and consumer intentions. Likewise, Wong (2023) emphasized that sustainability initiatives contribute meaningfully to brand image and positively affect purchasing decisions. Research by Yuszana & Tunjungsari (2024) also demonstrated that a strengthened brand image—particularly in digital contexts—elevates Generation Z's purchase intention. Collectively, these findings affirm that consumers, especially younger demographics, are not merely influenced by product features but by perceived brand values and environmental ethics embedded in the brand image.

While no major contradictory findings were identified, complementary studies such as those by Amallia et al. (2022) further reinforce the current study's conclusions by emphasizing that green advertising plays a pivotal role in shaping brand image, which in turn influences purchase intention. Theoretically, this research supports the TPB framework by confirming that consumer behavior is shaped by attitudinal and normative beliefs grounded in brand perception. Practically, it underscores the importance for firms to invest in authentic, transparent sustainability branding to cultivate stronger emotional and moral resonance with Generation Z. In the sociocultural context of Kudus, where moral identity and environmental consciousness intersect, Green Brand Image emerges as a powerful strategic asset.

### **Influence of Green Perceived Quality on Purchase Intention**

The findings of this study indicate a statistically significant and positive relationship between Green Perceived Quality and Generation Z's Purchase Intention toward environmentally friendly cosmetics in Kudus. With a T-statistic of 3.131 and a P-value of 0.002, the data affirm that consumers' perception of quality—particularly in terms of environmental sustainability—has a meaningful influence on their intention to purchase. In line with the Theory of Planned Behavior (TPB), Green Perceived Quality functions as both an attitudinal and behavioral control factor, shaping consumers' confidence in the product and their intention to engage in sustainable consumption. For Generation Z in Kudus, perceived quality encompasses not only product safety and functionality but also alignment with Islamic ethical values and environmental principles.

This result is strongly corroborated by prior studies, such as those by Suhaily et al. (2020) and Vania & Ruslim (2023), which confirm that the higher the perceived quality of environmentally friendly products, the stronger the purchase intention. Sherina & Selamat (2023) also affirm the pivotal role of product quality in influencing Generation Z's selective purchase behavior, highlighting that trust in green attributes such as biodegradable packaging or natural ingredients fosters stronger buying inclinations. Hudayah et al. (2023) further emphasize that environmental concern moderates this relationship, suggesting that perceived quality is especially potent among consumers already attuned to ecological values.

Contradictory evidence to this relationship is largely absent in the literature, which consistently supports the centrality of Green Perceived Quality in shaping eco-conscious purchasing behavior. Additional reinforcement is provided by Zhuang et al. (2021) through a meta-analysis confirming the effect of perceived green quality on purchase intention. Theoretically, this study strengthens the TPB framework by validating perceived quality as a key driver of positive attitude and behavioral control. Practically, it underscores the necessity for marketers to communicate product quality transparently—emphasizing environmental benefits, halal certification, and user safety—to meet the specific expectations of Generation Z in religious and culturally aware communities like Kudus.

### **Influence of Green Marketing on Purchase Intention with Green Trust as Mediator**

The findings of this study reveal that Green Marketing significantly influences Generation Z's Purchase Intention toward environmentally friendly cosmetics through the mediating role of Green Trust. With a T-statistic of 2.367 and a P-value of 0.018, the data demonstrate that marketing strategies emphasizing sustainability—such as eco-conscious packaging and natural ingredients—are effective in stimulating purchase intention only when they first succeed in building consumer trust. Within the Theory of Planned Behavior (TPB) framework, Green Trust reflects a positive attitudinal formation, while Green Marketing represents subjective norms. However, in Kudus, where trust is often grounded in communal and familial endorsement, formal marketing messages may fail to create immediate trust without informal social reinforcement.

This result is supported by research from Magfiroh & Vania (2024), who assert that Green Marketing's impact on purchase intention is strengthened through the mediation of Green Trust. Similarly, Bautista et al. (2023) and Riva et al. (2022) emphasize that trust is a critical intermediary, particularly in contexts where consumers are wary of greenwashing. Aldaihani et al. (2024) further support these conclusions, showing that digital and influencer-based strategies that foster authenticity are more effective at developing Green Trust, especially among Generation Z. These findings confirm that consistent, transparent communication about sustainable values plays a central role in shaping consumer behavior in the green cosmetics market.

While no studies in the current literature directly contradict these findings, many highlight that the formation of Green Trust is complex and context-dependent. For instance, Kazançoğlu et al. (2024) warn that misinformation or insincere claims can



erode trust, weakening Green Marketing's efficacy. Theoretically, this study contributes to expanding the TPB framework by highlighting the mediating role of trust as a bridge between subjective norms and behavioral intention. Practically, marketers targeting Generation Z in culturally communal settings like Kudus must go beyond formal advertising—leveraging peer recommendations, community validation, and transparency—to effectively nurture Green Trust and, by extension, sustainable purchasing behavior.

### **Influence of Green Brand Image on Purchase Intention with Green Trust as Mediator**

The present study reveals that Green Brand Image significantly influences Generation Z's Purchase Intention toward environmentally friendly cosmetics through the mediation of Green Trust. With a T-statistic of 2.013 and a P-value of 0.044, the results indicate that a brand's environmentally conscious image not only cultivates favorable consumer attitudes but also fosters trust—an essential precursor to purchase intention. Within the framework of the Theory of Planned Behavior (TPB), Green Brand Image functions as an attitudinal component, and its effectiveness in shaping intention depends on the presence of Green Trust as a mediating construct. Among Gen Z consumers in Kudus, brand credibility and alignment with personal values, such as ethical or religious standards, play a critical role in translating perception into behavior.

These findings are consistent with prior research, notably Magfiroh & Vania (2024), who emphasize that Green Trust mediates the effect of Green Brand Image on purchase intention in the cosmetics sector. Karmakar et al. (2023) similarly show that positive brand perception enhances trust in product quality, which subsequently drives environmentally conscious purchasing decisions. Additionally, Saut & Saing (2021) highlight that transparent communication on sustainable practices can strengthen brand image and build trust among Generation Z consumers. The influence of digital platforms is further supported by Sun and Xing (2022), who found that social media interactions positively affect both brand perception and trust, enhancing the intention to purchase green products.

No contradictory findings were identified in the literature; instead, multiple studies reinforce the centrality of Green Brand Image and Green Trust in influencing consumer behavior. This convergence suggests key theoretical and practical implications. Theoretically, the study expands TPB by emphasizing trust as a critical bridge between attitude formation and intention realization. Practically, brands targeting Gen Z should prioritize authentic, value-driven brand narratives that align with the ethical and environmental ideals of this cohort. Particularly in communities like Kudus, where communal values and religiosity shape consumer identity, cultivating trust through culturally aligned branding can effectively amplify green purchase behaviors.

### **Influence of Green Perceived Quality on Purchase Intention with Green Trust as Mediator**

The findings of this study demonstrate a significant positive influence of Green Perceived Quality on Generation Z's Purchase Intention toward environmentally friendly cosmetics, mediated by Green Trust. With a T-statistic of 3.484 and a P-value of 0.000, the mediation model confirms that consumers' positive evaluations of environmental product attributes—such as halal certification, sustainable ingredients, and eco-safe packaging—strengthen trust in the brand, which in turn increases the likelihood of purchase. Within the Theory of Planned Behavior (TPB) framework, both Green Perceived Quality and Green Trust serve as key antecedents for shaping favorable consumer attitudes, which ultimately form the behavioral intention to engage in green consumption.

Supporting these results, Humairoh et al. (2023) and Liu et al. (2024) emphasize that the perception of quality is not sufficient in isolation; rather, it must be complemented by trust to drive actual purchase decisions among Gen Z. Magfiroh & Vania (2024) also confirm the mediating role of trust in translating product attributes into consumer behavior. Meanwhile, Borah et al. (2024) and Riva et al. (2022) underscore that transparent and reliable environmental claims—especially in the face of greenwashing concerns—are essential to foster trust and stimulate green purchase behavior. These findings are particularly relevant for young, values-driven consumers, such as those in Kudus, who are highly attentive to ethical consumption indicators like ingredient transparency and halal certification.

No conflicting studies have been identified; instead, the extant literature collectively reinforces the critical role of Green Trust in enhancing the impact of Green Perceived Quality on purchase behavior. Theoretically, this study advances the TPB by demonstrating how trust operates as a mediator that strengthens the attitudinal link between perceived product quality and intention. Practically, brands targeting Generation Z must prioritize not only delivering high-quality green products but also cultivating consumer trust through authentic, transparent communication. Especially in culturally embedded markets such as Kudus, aligning product quality with religious and ethical standards can significantly elevate consumer confidence and purchasing decisions.

### **Influence of Green Trust on Purchase Intention**

The findings of this study affirm that green trust plays a significant mediating role in shaping Generation Z's purchase intention toward environmentally friendly cosmetics. With a T-statistic of 4.278 and a P-value of 0.000, green trust emerges as a crucial determinant that bridges the gap between sustainability claims and actual consumer behavior. The results indicate that Generation Z in Kudus is more likely to form positive purchase intentions when they genuinely trust the brand's commitment to environmental values. Within the Theory of Planned Behavior (TPB), green trust contributes to shaping attitudes, enhancing perceived behavioral control, and



reinforcing subjective norms, making it essential for translating environmental awareness into consumer action.

These findings are corroborated by numerous studies that highlight the centrality of green trust in sustainable consumption. Duong (2024) confirms that trust mediates the link between consumer attitudes and green purchase behavior, especially among younger consumers who demand authenticity. Magfiroh and Vania (2024) also demonstrate that effective green marketing must foster trust to drive purchase decisions. Similarly, Kazançoğlu et al. (2024) and Aldaihani et al. (2024) stress that transparency and consistency in communication are necessary to cultivate trust, particularly in combating the detrimental effects of greenwashing. These studies collectively emphasize that green trust is not merely an outcome but a strategic asset that shapes consumer intent.

Contradictory findings are minimal in the literature, which predominantly supports the mediating role of green trust. Theoretical implications suggest that trust serves as a vital psychological mechanism that underpins sustainable consumer behavior, extending the TPB by reinforcing attitudinal and normative dimensions. Practically, brands must focus on long-term trust-building strategies rooted in product transparency, ethical certifications, and consistent value alignment with consumer expectations. For markets like Kudus, where religious and moral integrity shape purchasing behavior, green trust becomes not just a marketing tool but a prerequisite for social acceptance and brand endorsement within peer networks.

### **Islamic Economic Perspectives on Purchase Intention of Eco-Friendly Cosmetics among Gen Z in Kudus**

The findings from this study underscore that Generation Z in Kudus demonstrates a high level of purchase intention toward eco-friendly cosmetics when those products align with Islamic economic principles, particularly those related to *khilafah* (stewardship), ethical conduct, and social responsibility. The integration of environmental values with Islamic teachings reinforces purchasing decisions, as young consumers perceive eco-conscious consumption as an expression of faith. This is consistent with the assertions by Mayvita & Rifani (2024), who emphasize that Muslim entrepreneurs, driven by moral obligation, embed environmental considerations in marketing and product development as part of their Islamic duty.

The concept of green trust plays a vital mediating role in driving purchase intentions among Gen Z. From an Islamic economic viewpoint, trust is not only a transactional virtue but also a moral imperative. When brands transparently uphold environmental claims and comply with halal standards, they enhance their credibility and consumer confidence (Alotaibi & Abbas, 2022). This moral trustworthiness is essential in fostering long-term relationships with ethically minded Muslim consumers, especially in a demographic influenced by both digital narratives and spiritual awareness (Liu & Lai, 2021). For Gen Z in Kudus, green trust bridges the cognitive gap between religious identity and environmental action.

Furthermore, this study highlights the growing importance of green perceived quality and Islamic branding in influencing Gen Z's intention to buy eco-friendly cosmetics. Consistent with the work of Rusydiana et al. (2022) and Tuna & Çevik (2024), consumers equate Islamic labeling and environmental sustainability with higher product integrity. Green perceived quality, when rooted in Islamic values, promotes the belief that such products are both efficacious and spiritually compliant. In Kudus, where brand reputation and religious consistency are highly regarded, cosmetic products that fulfill both aesthetic and ethical expectations are more likely to succeed in attracting consumer loyalty.

Digital engagement also contributes to this phenomenon. As digital natives, Gen Z in Kudus relies heavily on social media and peer networks to assess product authenticity and compliance with Islamic ethics (Lutfi & Prihatiningrum, 2023). The integration of Islamic finance instruments like *green sukuk* and ethical marketing strategies provides not only infrastructure for sustainable growth but also a financial narrative that resonates with the Islamic lifestyle (Affandi & Rahmawati, 2023). Brands that align their promotional messages with Islamic environmental values can foster both material and moral satisfaction, meeting Gen Z's expectations for transparency, eco-consciousness, and religiosity.

Theoretically, this study reinforces the relevance of Islamic economic principles in shaping consumer behavior, particularly in environmentally sensitive markets. It expands the discourse on ethical consumption by illustrating how green marketing, brand trust, and perceived quality—when informed by Islamic teachings—act as decisive factors in purchase intention. Practically, these findings urge marketers, Islamic financial institutions, and policymakers to adopt integrated models that promote sustainability within a halal framework. For emerging markets like Kudus, embedding Islamic ethics in environmental product strategies not only enhances market appeal but also advances broader goals of sustainable development in Muslim communities.

## CONCLUSION

This study explores the influence of Islamic economic values on the purchase intentions of eco-friendly cosmetics among Generation Z in Kudus, Indonesia. The research focuses on key constructs such as green marketing, green brand image, green perceived quality, and green trust, contextualized within the Islamic ethical framework. The findings indicate that green trust serves as a significant mediating factor, reinforcing the relationship between marketing strategies and purchasing intentions. Generation Z in Kudus, known for its digital nativity and environmental consciousness, exhibits a strong preference for products that align not only with ecological values but also with Islamic principles such as stewardship (*khilafah*), ethical responsibility, and halal integrity.

The study confirms that Islamic economic thought, when integrated into marketing communication and branding strategies, enhances consumer confidence and purchase decisions. This is especially pertinent in a socio-religious context like Kudus,



where Islamic identity and environmental awareness intersect meaningfully. Brands that successfully embody Islamic ethics through transparent environmental claims and consistent halal compliance are more likely to foster green trust and drive sustainable consumer behavior. The results support the broader theoretical assertion that ethical consumption in Muslim societies is not merely a functional decision but a moral one, deeply rooted in values and beliefs.

Furthermore, the study enriches existing literature by positioning green trust as both a psychological and spiritual construct in the Islamic economic paradigm. It demonstrates that consumer trust can be cultivated through authenticity in brand values, which resonates with Generation Z's demand for ethical and environmentally responsible consumption. Overall, this research provides empirical evidence that the integration of Islamic economic values into sustainability marketing is not only viable but essential in targeting faith-driven markets. By linking Islamic principles to sustainability-driven marketing and branding practices, this study offers a novel framework for understanding eco-conscious consumerism in Muslim-majority contexts, underscoring the broader economic and social significance of faith-based environmental behavior.

### **Limitation of the Study**

Despite its meaningful findings, this study is subject to several limitations that should be acknowledged. First, the research is geographically confined to Kudus, Indonesia—a region characterized by a strong Islamic cultural identity and local market dynamics that may not be fully representative of broader Muslim populations either nationally or internationally. Thus, the generalizability of the findings to other regions with different sociocultural or religious intensities may be limited. Second, the study primarily utilizes self-reported data collected through surveys, which can be susceptible to response bias, especially concerning socially desirable answers aligned with environmental and religious values. This methodological limitation may influence the accuracy of the relationships measured among the variables.

Third, the study adopts a cross-sectional design, capturing consumer behavior at a single point in time. Consequently, it does not account for potential shifts in attitudes, perceptions, or intentions over time, particularly in a rapidly evolving digital and environmental landscape. Lastly, the theoretical framework, while rooted in Islamic economic perspectives, could benefit from incorporating broader multidisciplinary perspectives such as behavioral economics or sociology to offer a more comprehensive understanding of Generation Z's purchasing decisions. Acknowledging these limitations provides a foundation for interpreting the findings cautiously and offers direction for enhancing future empirical efforts.

### **Recommendations for Future Research**

To build upon the findings of this study, future research should consider a broader and more diverse geographic scope beyond Kudus to validate the generalizability of the results across various Muslim-majority regions. Comparative studies between urban

and rural contexts or among regions with differing levels of religious adherence would provide deeper insights into the contextual influence of Islamic values on green purchasing behavior. Future research could also benefit from adopting longitudinal designs to examine changes in attitudes and behaviors over time, particularly in light of evolving environmental policies, Islamic branding strategies, or generational shifts in religious engagement. This would offer a dynamic perspective on how trust, ethics, and environmental awareness interact over time in shaping consumer preferences.

Moreover, the incorporation of qualitative methods such as focus groups or in-depth interviews may enrich the understanding of nuanced motivations behind eco-friendly purchases among Generation Z. Such approaches could reveal the underlying emotional, cultural, and religious dimensions that are not easily captured through quantitative instruments alone. Lastly, future studies could explore the integration of Islamic fintech or green sukuk as mechanisms for financing and promoting sustainable consumer goods, expanding the conversation to include institutional roles in shaping ethical consumption. This would allow scholars to explore the convergence of Islamic finance, sustainability, and youth consumerism in greater depth, potentially leading to innovative policy and marketing frameworks grounded in Islamic economic thought.

### Author Contributions

Conceptualization	S.N., M.M.M., & Y.M.B.	Resources	S.N., M.M.M., & Y.M.B.
Data curation	S.N., M.M.M., & Y.M.B.	Software	S.N., M.M.M., & Y.M.B.
Formal analysis	S.N., M.M.M., & Y.M.B.	Supervision	S.N., M.M.M., & Y.M.B.
Funding acquisition	S.N., M.M.M., & Y.M.B.	Validation	S.N., M.M.M., & Y.M.B.
Investigation	S.N., M.M.M., & Y.M.B.	Visualization	S.N., M.M.M., & Y.M.B.
Methodology	S.N., M.M.M., & Y.M.B.	Writing – original draft	S.N., M.M.M., & Y.M.B.
Project administration	S.N., M.M.M., & Y.M.B.	Writing – review & editing	S.N., M.M.M., & Y.M.B.

All authors have read and agreed to the published version of the manuscript.

### Funding

This study received no direct funding from any institution.

### Institutional Review Board Statement

The study was approved by Program Studi Manajemen Bisnis Syariah (S1), Universitas Islam Negeri Sunan Kudus, Kab. Kudus, Indonesia.

### Informed Consent Statement

Informed consent was obtained before respondents filled out the questionnaire.

### Data Availability Statement

The data presented in this study are available on request from the corresponding author.

### Acknowledgments

The authors thank Program Studi Manajemen Bisnis Syariah (S1), Universitas Islam Negeri Sunan Kudus, Kab. Kudus, Indonesia, for administrative support for the research on which this article was based.



## Conflicts of Interest

The authors declare no conflicts of interest.

## Declaration of Generative AI and AI-Assisted Technologies in the Writing Process

During the preparation of this work, the authors used ChatGPT, DeepL, Grammarly, and PaperPal to translate from Bahasa Indonesia into American English and improve the clarity of the language and readability of the article. After using these tools, the authors reviewed and edited the content as needed and took full responsibility for the content of the published article.

## REFERENCES

- Affandi, M. I., & Rahmawati, F. (2023). Do determinants of behaviors influence the intention to invest in green Sukuk? *Jurnal Ekonomi Syariah Teori Dan Terapan*, 10(4), 403–414. <https://doi.org/10.20473/vol10iss20234pp403-414>
- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In J. Kuhl & J. Beckmann (Eds.), *Action Control: From Cognition to Behavior* (pp. 11–39). Springer. [https://doi.org/10.1007/978-3-642-69746-3\\_2](https://doi.org/10.1007/978-3-642-69746-3_2)
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32(4), 665–683. <https://doi.org/10.1111/j.1559-1816.2002.tb00236.x>
- Aldaihani, F. M. F., Islam, M. A., Saatchi, S. G., & Haque, M. A. (2024). Harnessing green purchase intention of generation Z consumers through green marketing strategies. *Business Strategy & Development*, 7(3), e419. <https://doi.org/10.1002/bsd2.419>
- Alhamad, A. M., Akyürek, M., Mohamed, S. A., & Baadhem, A. M. S. (2023). Do the relationship between green marketing strategies, green perceived value, and green trust enhance green purchase intentions: A conceptual study. *International Journal of Scientific and Management Research*, 6(7), 176–203. <https://doi.org/10.37502/IJSMR.2023.6711>
- Alotaibi, A., & Abbas, A. (2023). Islamic religiosity and green purchase intention: A perspective of food selection in Millennials. *Journal of Islamic Marketing*, 14(9), 2323–2342. <https://doi.org/10.1108/jima-06-2021-0189>
- Amallia, B. A., Effendi, M. I., & Ghofar, A. (2022). Pengaruh green advertising, green brand trust, dan sikap pada green product terhadap green purchase intention [Pengaruh green advertising, green brand trust, dan sikap pada green product terhadap green purchase intention]. *Entrepreneurship Bisnis Manajemen Akuntansi (E-BISMA)*, 3(2), 68–84. <https://doi.org/10.37631/ebisma.v3i2.113>
- Amin, S., & Tarun, M. T. (2021). Effect of consumption values on customers' green purchase intention: A mediating role of green trust. *Social Responsibility Journal*, 17(8), 1320–1336. <https://doi.org/10.1108/srj-05-2020-0191>
- An, G. K., & Ngo, T. T. A. (2025). Uncovering the influence of social media marketing activities on Generation Z's purchase intentions and eWOM for organic cosmetics. *PLOS One*, 20(6), e0325953. <https://doi.org/10.1371/journal.pone.0325953>
- Bautista, N. I., Palmiano, J. S., Reyes, A. R., San Juan, Y. M. L., & Etrata, A. Jr. (2023). Beauty goes green: Determinants of sustainable purchasing behavior among Gen X and Z Filipino consumers. *MEC-J (Management and Economics Journal)*, 7(2), 127–146. <https://doi.org/10.18860/mec-j.v7i2.19243>

- Borah, P. S., Dogbe, C. S. K., & Marwa, N. (2024). Generation Z's green purchase behavior: Do green consumer knowledge, consumer social responsibility, green advertising, and green consumer trust matter for sustainable development? *Business Strategy and the Environment*, 33(5), 4530–4546. <https://doi.org/10.1002/bse.3714>
- Briandana, R., & Mohamad Saleh, M. S. (2022). Implementing environmental communication strategy towards climate change through social media in Indonesia. *Online Journal of Communication and Media Technologies*, 12(4), e202234. <https://doi.org/10.30935/ojcmt/12467>
- BrotoSusilo, A., Utari, D., Negoro, H., Firdaus, A., & Velentina, R. (2022). Community empowerment of waste management in the urban environment: More attention on waste issues through formal and informal educations. *Global Journal of Environmental Science and Management*, 8(2), 209–224. <https://doi.org/10.22034/GJESM.2022.02.05>
- Chin, W. W. (1998). The partial least squares approach for structural equation modeling. In G. A. Marcoulides (Ed.), *Modern methods for business research* (pp. 295–336). Lawrence Erlbaum Associates Publishers.
- Chryсна, V. Y., Sumarsono, H., & Widyaningrum, P. W. (2022). Pengaruh green trust, green price, dan eco brand terhadap keputusan pembelian [The influence of green trust, green price, and eco brand on purchasing decisions]. *E-Journal Ekonomi Bisnis Dan Akuntansi*, 9(2), 65–70. <https://doi.org/10.19184/ejeba.v9i2.32466>
- Dlamini, S., & Mahowa, V. (2024). Investigating factors that influence the purchase behaviour of green cosmetic products. *Cleaner and Responsible Consumption*, 13, 100190. <https://doi.org/10.1016/j.clrc.2024.100190>
- Dragolea, L.-L., Butnaru, G. I., Kot, S., Zamfir, C. G., Nuță, A.-C., Nuță, F.-M., Cristea, D. S., & Ștefănică, M. (2023). Determining factors in shaping the sustainable behavior of the generation Z consumer. *Frontiers in Environmental Science*, 11, 1096183. <https://doi.org/10.3389/fenvs.2023.1096183>
- Duong, C. D. (2024). Environmental corporate social responsibility initiatives and the attitude-intention-behavior gap in green consumption. *Social Responsibility Journal*, 20(2), 305–325. <https://doi.org/10.1108/srj-11-2022-0487>
- Elang Muria News. (2025, June 2). Kudus sebagai terkaya, tapi jeblok daerah termaju [Kudus as the richest, but the least developed region] [HTML]. *Elang Muria News*. <https://elangmuria-news.com/berita-online/kudus-sebagai-terkaya-tapi-jeblok-daerah-termaju/>
- Gonçalves, J., Santos, A. R., Kieling, A. P., & Tezza, R. (2022). The influence of environmental engagement in the decision to purchase sustainable cosmetics: An analysis using the Theory of Planned Behavior. *Revista de Administração Da UFSM*, 15(3), 541–562. <https://doi.org/10.5902/1983465969295>
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027. <https://doi.org/10.1016/j.rmal.2022.100027>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J. F., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hasan, G. & Frendy. (2024). The influence of brand image, promotion, sales, product quality, and services on purchase intention with social media marketing as a mediating variable on e-



- commerce users. *International Journal of Social Science and Human Research*, 7(8), 5867–5875. <https://doi.org/10.47191/ijsshr/v7-i08-06>
- Hayeemad, M., & Soliman, M. S. M. (2024). Modelling halal cosmetics purchase intention among Millennial female consumers. *International Journal of Research and Innovation in Social Science*, 8(2), 601–615. <https://doi.org/10.47772/ijriss.2024.802040>
- Hudayah, S., Aulia Ramadhani, M., Arum Sary, K., Raharjo, S., & Yударuddin, R. (2023). Green perceived value and green product purchase intention of Gen Z consumers: Moderating role of environmental concern. *Environmental Economics*, 14(2), 87–102. [https://doi.org/10.21511/ee.14\(2\).2023.07](https://doi.org/10.21511/ee.14(2).2023.07)
- Humairoh, H., Annas, M., & Rabbania, A. (2023). Gen Z: Purchase decision on go green products. *Dinasti International Journal of Economics, Finance & Accounting*, 4(4), 609–615. <https://doi.org/10.38035/dijefa.v4i4.2132>
- Indriana, A., Sholahuddin, M., Kuswati, R., & Soepatini. (2022). The impact of e-WOM and celebrity endorser on purchase intention mediated by brand image: A study on halal cosmetic products. *Journal of Business and Management Studies*, 4(4), 197–210. <https://doi.org/10.32996/jbms.2022.4.4.29>
- Issock, P. B. I., & Muposhi, A. (2022). Understanding energy-efficiency choices through consumption values: The central role of consumer's attention and trust in environmental claims. *Management of Environmental Quality: An International Journal*, 34(1), 250–270. <https://doi.org/10.1108/MEQ-01-2022-0012>
- Jayani, D. H. (2021, August 24). 5 alasan konsumen belanja produk ramah lingkungan [5 reasons consumers shop for green products] [HTML]. Data Boks. <https://databoks.katadata.co.id/produk-konsumen/statistik/a7c5e69df2a64c6/5-alasan-konsumen-belanja-produk-ramah-lingkungan>
- Kamalanon, P., Chen, J.-S., & Le, T.-T.-Y. (2022). "Why do we buy green products?" An extended theory of the planned behavior model for green product purchase behavior. *Sustainability*, 14(2), 689. <https://doi.org/10.3390/su14020689>
- Kannan, S., Parashar, B., & Chaurasia, A. (2024). E-commerce and green packaging: Sustainable business trends. In R. Sharma, G. Rana, & S. Agarwal (Eds.), *Green innovations for industrial development and business sustainability: Models and implementation strategies* (pp. 22–39). CRC Press.
- Karianga, J. L. (2024). Tinjauan hukum terhadap upaya penanganan sampah plastik sebagai salah satu sumber pencemaran lingkungan laut [Legal review of efforts to deal with plastic waste as a source of marine environmental pollution]. *Lex Administratum*, 12(5), Article 44. <https://ejournal.unsrat.ac.id/v3/index.php/administratum/article/view/58015>
- Karmakar, A., Afrin, T. H., & Ahmed, A. (2023). The superstore myth: A comparison of Generations X and Z's purchase intentions. *International Journal For Multidisciplinary Research*, 5(4), 1–8. <https://doi.org/10.36948/ijfmr.2023.v05i04.4267>
- Kartasasmita, I. K. H., & Kurniawati, K. (2024). The impact of perceived brand integrity in increasing brand legitimacy in halal cosmetics among Muslim customers in Jakarta, Indonesia. *Journal of Islamic Economics Lariba*, 10(2), 727–746. <https://doi.org/10.20885/jielariba.vol10.iss2.art6>
- Kazançoğlu, İ., Köse, Ş. G., & Arslan, A. (2024). Drivers and barriers influencing consumers' intention to purchase cosmetics with refillable packaging. *Packaging Technology and Science*, 37(6), 551–569. <https://doi.org/10.1002/pts.2808>

- Kee, J. G. S., Baharuddin, N.-N., & Ab-Rahim, R. (2021). Factors affecting purchase intention of green products among households in Sarawak. *International Journal of Academic Research in Business and Social Sciences*, 11(8), 1767–1779. <https://doi.org/10.6007/ijarbss/v11-i8/10892>
- Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (2024, February 3). *Hasilkan produk berdaya saing global, industri kosmetik nasional mampu tembus pasar ekspor dan turut mendukung penguatan blue economy* [Producing globally competitive products, the national cosmetics industry is able to penetrate the export market and support the strengthening of the blue economy] [HTML]. Kementerian Koordinator Bidang Perekonomian Republik Indonesia. <https://www.ekon.go.id/publikasi/detail/5626/hasilkan-produk-berdaya-saing-global-industri-kosmetik-nasional-mampu-tembus-pasar-ekspor-dan-turut-mendukung-penguatan-blue-economy>
- Kieu, T.-K., Vuong, N. T. B., & Phuong, H. N. A. (2024). The determinants of consumers' sustainable purchase behavioral intention: Gen Z perspectives. *International Journal of Religion*, 5(11), 6824–6833. <https://doi.org/10.61707/490czj30>
- Li, G., & Sun, X. (2022). The impact of green brand crises on green brand trust: An empirical study. *Sustainability*, 14(2), 611. <https://doi.org/10.3390/su14020611>
- Liew, C. W. S., & Karia, N. (2024). Halal cosmetics: A technology-empowered systematic literature review. *Journal of Islamic Marketing*, 15(7), 1722–1742. <https://doi.org/10.1108/jima-09-2023-0295>
- Liu, F. H., & Lai, K. P. (2021). Ecologies of green finance: Green *sukuk* and development of green Islamic finance in Malaysia. *Environment and Planning A: Economy and Space*, 53(8), 1896–1914. <https://doi.org/10.1177/0308518x211038349>
- Liu, L., Zhang, W., Li, H., & Zheng, Z. (2024). The impact of environmental accidents on the green apparel purchase behavior of Generation Z. *Frontiers in Psychology*, 15, 1338702. <https://doi.org/10.3389/fpsyg.2024.1338702>
- Lius, S., & Salim, L. (2024). Do female Generation Z have purchase intention on green cosmetic based on their environmental knowledge, environmental concern, health consciousness, attitude and subjective norm? *Fokus Ekonomi: Jurnal Ilmiah Ekonomi*, 19(1), 95–110. <https://doi.org/10.34152/fe.19.1.95-110>
- Lutfi, L., & Prihatiningrum, V. (2023). Social media, Islamic financial literacy, and Islamic banking product ownership: A moderating model. *EL DINAR: Jurnal Keuangan Dan Perbankan Syariah*, 11(1), 35–57. <https://doi.org/10.18860/ed.v11i1.17803>
- Magfiroh, N. N., & Vania, A. (2024). We trust in green product: The impact of green marketing and packaging on purchase intention. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 5(6), 3093–3108. <https://doi.org/10.47467/elmal.v5i6.2085>
- Majeed, M. U., Aslam, S., Murtaza, S. A., Attila, S., & Molnár, E. (2022). Green marketing approaches and their impact on green purchase intentions: Mediating role of green brand image and consumer beliefs towards the environment. *Sustainability*, 14(18), 11703. <https://doi.org/10.3390/su141811703>
- Marešová, D., Mareš, K., Alexiou-Ivanova, T., Satyakti, Y., & Pilařová, T. (2023). Evaluating the waste management situation and attitudes of residents in Bandung, Indonesia. *Integrated Environmental Assessment and Management*, 19(1), 114–125. <https://doi.org/10.1002/ieam.4630>
- Markiones, S. A., Buyung Romadhoni, & Andi Mappatempo. (2023). The influence of social media influencer and electronic word of mouth mediated by brand image on purchase intention at Eternamoore Beauty Clinic Makassar. *Dinasti International Journal of Digital Business Management*, 4(5), 945–953. <https://doi.org/10.31933/dijdbm.v4i5.2008>



- Mayvita, P. A., & Rifani, A. (2024). Resilience and sustainability of Muslim entrepreneurs of Gen Z in Era 5.0: A conceptual approach. *RSF Conference Series: Business, Management and Social Sciences*, 4(2), 51–58. <https://doi.org/10.31098/bmss.v4i2.900>
- Musaidah, A., Ahmadiono, A., & Masrohatin, S. (2024). The influence of halal label, price, and brand image on cosmetic product purchase decisions among female students at FEBI UIN KHAS Jember. *Journal of Islamic Economics Lariba*, 10(1), 347–362. <https://doi.org/10.20885/jielariba.vol10.iss1.art19>
- Nguyen, C., Nguyen, T., & Luu, V. (2022). Relationship between influencer marketing and purchase intention: Focusing on Vietnamese Gen Z consumers. *Independent Journal of Management & Production*, 13(2), 810–828. <https://doi.org/10.14807/ijmp.v13i2.1603>
- Notani, A. S. (1998). Moderators of perceived behavioral control's predictiveness in the theory of planned behavior: A meta-analysis. *Journal of Consumer Psychology*, 7(3), 247–271. [https://doi.org/10.1207/s15327663jcp0703\\_02](https://doi.org/10.1207/s15327663jcp0703_02)
- Nugroho, M. A., Manzilati, A., Ekawaty, M., Badriyah, N., & Sulaeman, S. (2025). Factors driving the growth of the halal industry in top GIEI countries: The role of domestic investment, FDI and economic freedom. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-07-2024-0273>
- Park, S.-J., Kim, Y.-J., Kwon, O.-H., & Lee, J.-M. (2023). Influence of consumer innovativeness and cosmetic selection attributes on purchase intention of eco-friendly cosmetics. *Journal of Cosmetic Medicine*, 7(1), 29–37. <https://doi.org/10.25056/jcm.2023.7.1.29>
- Popescu, C., Dissanayake, H., Mansi, E., & Stancu, A. (2024). Eco breakthroughs: Sustainable materials transforming the future of our planet. *Sustainability*, 16(23), 10790. <https://doi.org/10.3390/su162310790>
- Prabusankar, R. (2016). A study on consumer's perception and purchase intentions towards eco-friendly products. *Asian Journal of Research in Social Sciences and Humanities*, 6(8), 1794–1802. <https://doi.org/10.5958/2249-7315.2016.00711.5>
- Prameswari, A., Atika, A., & Harahap, M. I. (2024). Analisis faktor-faktor yang mempengaruhi keputusan pembelian green product (Studi kasus pada produk Love Beauty and Planet di Kota Medan) [Analysis of factors that influence green product purchasing decisions (Case study on Love Beauty and Planet products in Medan City)]. *Jurnal Ilmiah Edunomika*, 8(1), 1–17. <https://doi.org/10.29040/jie.v8i1.10472>
- Puteri, A., Suci, F. R., Arissafia, R. A., Panjaitan, D., & Nisa, K. (2025). SWOT analysis in the Indonesian cosmetics industry: A systematic literature review with a case study of PT Paragon Innovation and Technology. *Journal of Business and Behavioural Entrepreneurship*, 9(1), 123–150. <https://doi.org/10.21009/JOBBE.009.1.07>
- Qolby, A. S., & Astuti, W. R. D. (2024). Indonesia's economic diplomacy in increasing halal product exports through the Organization of Islamic Cooperation (2020–2024). *Insignia: Journal of International Relations*, 11(2), 166–183. <https://doi.org/10.20884/1.ins.2024.11.2.12887>
- Raharja, A. S., Ruardhian, M., Yusuf, M., Sihalohe, N. F., Salsabila, Z., & Muliastri, D. (2024). Analisis sifat fisik dan mekanik terhadap hasil lelehan sampah plastik kemasan sebagai pengganti bata beton [Analysis of physical and mechanical properties of plastic packaging waste melt as a substitute for concrete bricks]. *Jurnal Rekayasa Mesin*, 19(3), 353–360. <https://doi.org/10.32497/jrm.v19i3.5815>
- Ratmawati, E., Rifkha, M. A., Pramesuari, S. A., & Saleh, M. Z. (2024). Dampak globalisasi terhadap perilaku konsumen kosmetik dan perawatan kulit Skintific [The impact of globalization on the consumer

- behavior of Skintific cosmetics and skincare]. *Business and Investment Review*, 2(6), 1–5. <https://doi.org/10.61292/birev.148>
- Rehman, S. U., & Siddique, S. H. (2023). Effect of green brand packaging on green brand image: Mediating role of green brand association and green brand advertising in the context of green apparel brand. *Journal of Policy Research*, 9(3), 196–212. <https://doi.org/10.61506/02.00107>
- Ringle, C. M., Wende, S., & Becker, J.-M. (2024). *SmartPLS 4* [Computer software]. SmartPLS. <https://www.smartpls.com/>
- Riva, F., Magrizos, S., Rubel, M. R. B., & Rizomyliotis, I. (2022). Green consumerism, green perceived value, and restaurant revisit intention: Millennials' sustainable consumption with moderating effect of green perceived quality. *Business Strategy and the Environment*, 31(7), 2807–2819. <https://doi.org/10.1002/bse.3048>
- Rusydiana, A. S., Raditya Sukmana, Nisful Laila, & Muhammad Syamsul Bahri. (2022). The nexus between a green economy and Islamic finance: Insights from a bibliometric analysis. *ICR Journal*, 13(1), 51–71. <https://doi.org/10.52282/icr.v13i1.908>
- Ryliannabila, A. S., & Qastarin, A. R. (2021). An examination of the relationship of green brand affect and other determinant factors towards green purchase intention in skin care industry. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 6(8), 552–566. <https://doi.org/10.47405/mjssh.v6i8.965>
- Saut, M., & Saing, T. (2021). Factors affecting consumer purchase intention towards environmentally friendly products: A case of Generation Z studying at universities in Phnom Penh. *SN Business & Economics*, 1(6), Article Number 83. <https://doi.org/10.1007/s43546-021-00085-2>
- Setiagraha, D., Junianto, M., & Muharramah, U. (2023). Pengaruh green marketing terhadap minat beli serta dampaknya pada keputusan pembelian di minimarket Alfamart Kota Palembang [The influence of green marketing on purchase intention and its impact on purchasing decisions at Alfamart minimarkets in Palembang City]. *Journal of Management, Entrepreneur and Cooperative*, 2(2), 82–91. <https://doi.org/10.56869/jmec.v2i2.509>
- Sherina, S., & Selamat, F. (2023). The impact of consumer ethnocentrism, perceived quality, and emotional value on purchase intention of local brand streetwear products in Generation Z in Jakarta. *International Journal of Application on Economics and Business*, 1(1), 530–538. <https://doi.org/10.24912/ijaeb.11.530-538>
- Suhaily, L., Darmoyo, S., Boentoro, S., & Anasthashia, E. (2020). The impact of green product innovation, green perceived quality to purchase intention moderated by lifestyle on stainless steel straw. *International Journal of Applied Business and International Management*, 5(2), 13–25. <https://doi.org/10.32535/ijabim.v5i2.854>
- Sun, Y., & Xing, J. (2022). The impact of social media information sharing on the green purchase intention among Generation Z. *Sustainability*, 14(11), 6879. <https://doi.org/10.3390/su14116879>
- Testa, R., Rizzo, G., Schifani, G., Tóth, J., & Migliore, G. (2024). Critical determinants influencing consumers' decision-making process to buy green cosmetics. A systematic literature review. *Journal of Global Fashion Marketing*, 15(3), 357–381. <https://doi.org/10.1080/20932685.2023.2268669>
- Thomas, L. M., Anil, A. S., Jayadas, P., & Sojan, T. (2024). A study on consumer perception on green marketing. *International Research Journal on Advanced Engineering and Management (IRJAEM)*, 2(12), 3774–3781. <https://doi.org/10.47392/irjaem.2024.0560>



- Tuna, G., & Çevik, Z. (2024). The effects of green technology, clean energy, and green finance on faith-based investments: Evidence from Islamic stock markets. *Turkish Journal of Islamic Economics*, 11(2), 84–105. <https://doi.org/10.26414/a4105>
- Vania, C., & Ruslim, T. S. (2023). The effect of environmental concern, attitude, green brand knowledge, green perceived value on green purchase behavior with green purchase intention as a mediating variable on green beauty products. *Jurnal Ilmiah Manajemen Dan Bisnis*, 9(3), 325. <https://doi.org/10.22441/jimb.v9i3.18126>
- Wang, J., Wang, J., & Gao, J. (2020). Effect of green consumption value on consumption intention in a pro-environmental setting: The mediating role of approach and avoidance motivation. *Sage Open*, 10(1), 2158244020902074. <https://doi.org/10.1177/2158244020902074>
- Wang, Y. M., Zaman, H. M. F., & Alvi, A. K. (2022). Linkage of green brand positioning and green customer value with green purchase intention: The mediating and moderating role of attitude toward green brand and green trust. *Sage Open*, 12(2), 21582440221102441. <https://doi.org/10.1177/21582440221102441>
- Wetzels, M., Odekerken-Schroder, G., & Oppen, C. van. (2009). Using PLS path modeling for assessing hierarchical construct models: Guidelines and empirical illustration. *Management Information Systems Quarterly*, 33(1), 177–195. <https://aisel.aisnet.org/misq/vol33/iss1/11>
- Wong, A. (2024). How green sustainability efforts affect brand-related outcomes. *Asia-Pacific Journal of Business Administration*, 16(5), 1182–1201. <https://doi.org/10.1108/apjba-03-2023-0104>
- Wuisan, E. C., & Februadi, A. (2022). Consumers' attitude towards the cruelty-free label on cosmetic and skincare products and its influence on purchase intention. *Journal of Marketing Innovation (JMI)*, 2(2), 102–129. <https://doi.org/10.35313/jmi.v2i2.35>
- Yuliasuti, M. (2024). Ketika TikTok 'mengkhianati' kepercayaan Gen Z: Studi uses & gratification penggunaan TikTok di Surabaya [When TikTok "betrayed" Gen Z's trust: A uses & gratification study of TikTok usage in Surabaya]. *Scriptura*, 14(1), 82–94. <https://doi.org/10.9744/scriptura.14.1.82-94>
- Yuszana, A., & Tunjungsari, H. K. (2024). Mediating role of brand image in the effect of eWOM on purchase intention of online ticketing apps. *International Journal of Application on Economics and Business*, 2(1), 2812–2821. <https://doi.org/10.24912/ijaeb.v2i1.2812-2821>
- Zahroq, E. L., & Asiyah, B. N. (2022). Analisis penentu keputusan pembelian dan implikasinya terhadap minat beli ulang pada pengguna Shopee Generasi-Z [Analysis of the determinants of purchasing decisions and their implications for repurchase interest in Generation-Z Shopee users]. *Juremi: Jurnal Riset Ekonomi*, 2(1), 83–98. <https://doi.org/10.53625/juremi.v2i1.2377>
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the factors influencing green purchase intention: A meta-analysis approach. *Frontiers in Psychology*, 12, 644020. <https://doi.org/10.3389/fpsyg.2021.644020>