

The Influence of Green Brand Knowledge and Green Attitude on Purchase Intention Through Green Perceived Value on Cosmetic Product

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Abstract

This study examines the influence of Green Brand Knowledge and Green Attitude on Purchase Intention regarding environmentally friendly skincare products, with Green Perceived Value mediating this relationship. Employing a quantitative approach, data were collected from 118 student consumers in Surabaya and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results indicate that Green Attitude and Green Perceived Value have positive and significant effects on Purchase Intention. Green Attitude also significantly influences Green Perceived Value. Although Green Brand Knowledge significantly affects Green Perceived Value, it does not directly influence Purchase Intention. Mediation analysis reveals that Green Perceived Value significantly mediates the relationship between Green Brand Knowledge and Purchase Intention, but not the relationship between Green Attitude and Purchase Intention. These findings suggest that purchase intention toward eco-friendly skincare products is primarily driven by consumers' attitudes and perceived value, rather than knowledge alone. This study contributes to green marketing literature by clarifying the psychological mechanisms linking cognitive and affective factors in high-involvement product categories within emerging markets.

Keywords: Green Brand Knowledge, Green Attitude, Green Perceived Value, Purchase Intention, Eco-Friendly Products.

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INTRODUCTION

In recent years, sustainability and environmental awareness issues have increased significantly, particularly among young consumers in Indonesia. This reflects a broader shift in consumer attitudes globally, with individuals increasingly considering ethical, environmental, and social responsibility factors in their purchasing decisions. However, such increased awareness is not always accompanied by consistent purchasing of eco-friendly products. This phenomenon is known as *the attitude-behavior gap*, in which consumers hold positive attitudes toward environmental issues but do not translate these attitudes into actual purchasing behavior. This gap is becoming increasingly relevant within Indonesia's rapidly growing skincare industry. Statista data (2024) indicate that Indonesia is among the largest skincare markets in Southeast Asia, valued at US\$3.02 billion, driven by growing interest in clean beauty and natural skincare. Generation Z and millennials constitute the dominant segment of this growth. Nevertheless, various market reports suggest that purchases of eco-friendly skincare products are often driven by social media trends and perceptions of product benefits, rather than solely by environmental awareness. This indicates that in product categories with high levels of engagement, such as skincare, consumers not only consider moral and sustainability values but also rationally evaluate the product's functional benefits, safety, and feasibility. This is important because skin care products concern health and beauty, so buyers are very careful in selecting which products to purchase.

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One of the skincare products under consideration is the local brand NPURE, which illustrates this dynamic more concretely. The brand positions itself as utilizing natural ingredients, touting a cleaner production process and a *green branding* approach. However, consumers' purchase decisions are primarily driven by clean beauty trends and trust in natural ingredients, rather than explicit environmental motivations. This phenomenon suggests that knowledge and a positive attitude toward sustainability do not necessarily translate into purchase intention. Consequently, a deeper understanding of the psychological mechanisms that link environmental awareness to actual purchasing decisions is required.

The shift toward natural and sustainable skincare is particularly pronounced among Indonesian Gen Z consumers. A survey by Jakpat (2023) involving more than 2,000 Indonesian respondents found that 81% of Indonesians consider a brand's commitment to social and environmental issues when making purchasing decisions, reflecting a strong green consciousness in this market (Jakpat, 2023, as cited in Eunice & Darmawan, 2024). Furthermore, research by DSG Consumer Partners, conducted in collaboration with Meta and Bain & Company (2024), revealed that 73% of Indonesian Gen Z consumers now regard beauty and skincare products as a daily necessity rather than a luxury, and that this demographic strongly prefers natural ingredients such as Centella Asiatica, heartleaf, and mugwort for their soothing and skin-compatible properties. This preference for natural, ingredient-transparent products is further corroborated by Populix (2025), which reported that 54% of Indonesian Millennial and Gen Z consumers prefer skincare products with natural ingredients and minimal chemicals. Meanwhile, sales of natural and organic beauty products in Indonesia reached approximately USD 500 million in 2023, reflecting a significant structural shift in consumer preferences toward cleaner and more sustainable options (Ken Research, 2024). Taken together, these figures confirm that sustainability awareness and ingredient transparency have become central decision-making criteria for Indonesian young consumers in the skincare category.

Within this context, NPURE was selected as the focal brand for this study for several reasons. First, NPURE is a local Indonesian skincare brand that explicitly positions itself around natural ingredients — most notably Centella Asiatica and Tea Tree Oil — and has adopted eco-friendly packaging policies, making it a representative case for studying green brand knowledge in the local market. Second, NPURE has a strong presence among young urban consumers, particularly students in major Indonesian cities, through active social media campaigns on Instagram and TikTok that emphasize its natural and sustainable identity. Third, as a mass-market local brand, NPURE offers an accessible price point that allows examination of whether sustainability considerations influence purchase intention even when consumers face real budget constraints, a condition particularly relevant to the student demographic. These characteristics make NPURE a fitting and contextually rich case for testing the proposed green marketing model within an emerging market setting.

Within the framework of consumer behavior, the Theory of Planned Behavior (TPB) suggests that intention is the primary determinant of behavior, influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Research on green products indicates a positive association between environmental attitudes and purchase intention (Paul et al., 2016; Zaremohzzabieh et al., 2021). Nevertheless, these relationships are not consistently linear, as evaluative factors such as value perception and risk also impact consumer decisions (Chen & Chang, 2012). In green marketing literature, Green Brand Knowledge refers to the extent to which consumers understand a brand's sustainability claims and attributes. This knowledge shapes perceptions of the credibility and quality of green brands (Chen, 2010). Furthermore, Green Attitude represents consumers' affective evaluation of environmentally friendly practices and is empirically correlated with purchase intention. However, the influence of both variables often depends on consumers' assessment of the actual benefits of the sustainability attributes offered.

Green perceived value is a crucial variable in this context. It refers to a consumer's assessment of whether a product's environmental and functional benefits outweigh its associated costs. Research indicates that perceived value can strengthen or weaken the relationship between attitudes and purchase intentions (Chen & Chang, 2012; Riva et al., 2022). In essence, even with consumer knowledge and a positive attitude toward green products, purchase intentions will only be formed if these sustainability attributes are perceived as relevant, credible, and providing genuine benefits for individual needs.

Although research on green marketing has grown extensively, most studies examine the direct effects of Green Brand Knowledge and Green Attitude on Purchase Intention. This approach does not fully explain the conversion process from cognitive to affective factors in purchase decisions, particularly within high-engagement product categories such as skincare. A key research gap lies in the limited understanding of how consumers integrate the sustainability dimension into the evaluation of functional benefits before forming Purchase Intention. This research addresses this gap by proposing Green Perceived Value as a mediating

mechanism between Green Brand Knowledge, Green Attitude, and Purchase Intention, specifically within the context of environmentally friendly skincare products. Testing the model on local brands in emerging markets, the study makes a conceptual contribution by elucidating the psychological processes linking green knowledge and attitudes to value-based purchasing decisions. Consequently, this work enriches the green marketing literature and provides a more contextualized understanding of how consumers interpret and evaluate sustainability within the skincare industry.

Based on this description, this research is entitled "*The Influence of Green Brand Knowledge and Green Attitude on Purchase Intention through Green Perceived Value on Cosmetic Product.*" This study aims to provide a more in-depth explanation of how cognitive and affective factors related to sustainability influence purchase intentions for environmentally friendly cosmetic products. Rather than assuming that green knowledge and attitudes directly shape purchase intention, this study emphasizes the importance of an evaluative process that bridges these factors, particularly through consumers' perceived value. It investigates fundamental questions regarding the influence of green brand knowledge on purchase intention within the context of sustainable skincare products. Specifically, it examines the extent to which green attitudes contribute to purchase intention and whether green perceived value functions as a psychological mechanism mediating the relationship between green knowledge and value-based purchase decisions. Testing this model in the context of local brands in emerging markets, particularly Indonesia, is expected to clarify the integration of sustainability awareness and functional benefit evaluation in shaping consumer purchase intentions.

This article is organized into several main sections, each systematically structured. **Section 1** provides an introduction outlining the background, research gap, and research objectives. **Section 2** presents a literature review and the development of hypotheses. **Section 3** describes the research methodology. **Section 4** presents the research results and discussion. Finally, **Section 5** contains conclusions, implications, research limitations, and suggestions for future research.

Literature Review

Consumer Behavior

Green consumer behavior is a subfield of consumer behavior that examines how individuals' awareness, knowledge, attitudes, and perceptions of environmental issues influence their purchasing decisions. Biswas and Roy (2015) posit that green consumer behavior emerges when consumers consider a product's ecological impact prior to making a purchase. This theory is frequently utilized to explain why some consumers select eco-friendly products, while others do not, despite possessing comparable levels of awareness.

One of the primary challenges in green consumer behavior is the attitude-behavior gap, wherein consumers often hold positive attitudes toward sustainability but do not consistently translate these attitudes into purchasing behavior. Young et al. (2010) stated that perceptions of value, price, product quality, and the credibility of environmental claims influence this gap. Therefore, understanding psychological factors, including green knowledge, green attitudes, and the perception of green values, is crucial for elucidating consumers' purchase intentions regarding products marketed as clean beauty. This research employs Green Consumer Behavior theory to explain how Green Brand Knowledge and Green Attitude affect Green Perceived Value and, ultimately, encourage Purchase Intention for environmentally friendly skincare products.

Green Brand Knowledge

Green Brand Knowledge is the level of consumer understanding of the extent to which a brand is committed to sustainable practices, the use of natural materials, and the positive impact on the environment. Chen (2020) defines *green brand knowledge* as encompassing consumer awareness of green imagery, understanding of environmentally friendly attributes, and hands-on experience with green products. This concept originates from *Brand Knowledge Theory* (Keller, 1993), which posits that brand knowledge is formed through two primary dimensions: *brand awareness* and *brand image*. In a green context, brand knowledge is shaped not only by information exposure but also by consumers' perceptions of a company's genuine efforts to support environmental sustainability.

In the context of the **NPURE** brand, *green brand knowledge* stems from consumers' understanding of the use of natural ingredients, such as *Centella Asiatica* and *Tea Tree Oil*, as well as the brand's policy regarding recyclable packaging. Greater consumer knowledge of a brand's green commitments is associated with a

heightened tendency to perceive the brand as authentic and trustworthy in its commitment to sustainability (Geralvine, Sharma, & Lee, 2025). The *indicators of green brand knowledge* utilized in this study are adapted from Chen (2020) and Geralvine et al. (2025), with modifications to suit the context of local *Indonesian skincare* consumers, including: 1. Consumer understanding of natural ingredients used in NPURE (GBK1) brand products, 2. Knowledge that NPURE implements production and distribution policies that prioritize sustainability aspects (GBK2), 3. Consumer understanding of labels, certifications, or environmental claims associated with NPURE (GBK3) products, 4. Consumer awareness of NPURE's social efforts that support environmental conservation and student empowerment (GBK4)

Green Attitude

Green attitude refers to a person's psychological tendency to evaluate behaviors or products favorably in relation to environmental conservation. According to Ajzen (1991), within *the Theory of Planned Behavior (TPB)*, attitudes are the product of cognitive and affective evaluations of the target behavior. In the context of green attitudes, individuals' evaluations are shaped by the belief that consuming environmentally friendly products reflects moral and social values. Research by Hasesda, Zhang, and Kim (2024) explains that green attitudes play an important role in shaping environmentally conscious consumer behavior. A person with a positive attitude towards sustainability is more likely to be loyal to brands that demonstrate ecological responsibility.

In the context of NPURE, a green attitude is reflected in a sense of pride and a belief that the use of natural products contributes to nature conservation. This attitude fosters the intention to purchase products aligned with sustainability values. The *green attitude* indicators utilized in this study are adapted from Ajzen (1991) and Hasesda et al. (2024) and include: 1. The level of consumer attention to environmental problems associated with the use of beauty products (GA1), 2. Positive consumer views regarding products that prioritize sustainability (GA2), 3. Consumer perception that the use of green products reduces environmental damage (GA4), and 5. Positive emotional reactions elicited by products considered environmentally friendly (GA5).

Green Perceived Value

Green perceived value represents a consumer's assessment of the extent to which the ecological, emotional, and social benefits derived from eco-friendly products are considered worth the associated costs and effort. According to Teng, Luo, and Wang (2023), the perception of green value is balanced between "what is given" (contribution to sustainability) and "what is received" (personal gain). This concept is grounded in the Value-Based Adoption Model (Kim et al., 2007), which suggests that purchasing decisions are influenced by perceptions of a product's overall value. Within an eco-friendly context, it encompasses not only functional but also moral and emotional dimensions.

For NPURE consumers, the perceived green value is formed when they believe that using natural products benefits skin health, preserves the environment, and supports their self-image as environmentally conscious consumers. The *green perceived value indicator*, adapted from Teng et al. (2023) and Chen (2020), comprises the following dimensions: 1. The perception that *ijthad* products provide genuine benefits for skin health and natural preservation (BPV1); 2. Positive feelings associated with the use of environmentally friendly products, stemming from the belief that they contribute to sustainability (GPV2); 3. The perception that using green products improves self-image as an environmentally conscious individual (GPV3); and 4. An assessment of the eco-friendly product's value relative to its price (GPV4).

Purchase Intention

Purchase intention refers to the propensity or desire of consumers to purchase a specific product in the future, following evaluation of its benefits, value, and brand trust (Fishbein & Ajzen, 1975). Within the context of green products, *purchase intention* is influenced by a positive attitude and a perception of value related to product sustainability (Testa, Iraldo, & Daddi, 2024). Research by Upadhyaya and Singh (2024) indicates that greater consumer trust and perception of a green product's value are associated with increased intention to repurchase and recommend it.

In the context of NPURE, purchase intent emerges when consumers perceive the product as both functionally useful and reflective of a sustainable lifestyle. This encompasses a desire to repurchase, explore

alternative variants, and recommend the product to others. *Purchase intention* indicators were adapted from Testa et al. (2024) and Zhang, Li, and Zhou (2024), including: 1. Consumer desire to repurchase products (PI1), 2. Future intention to recommend NPURE products to others (PI2), 3. Consumer propensity to purchase NPURE products in diverse types or variants (PI4), 4. Willingness to commit to purchasing products with sustainability value despite higher prices (PI5).

Relationship Between Concepts

The Relationship between Green Brand Knowledge and Green Perceived Value

From a green marketing perspective, consumer knowledge of a brand's sustainability attributes is an important foundation for value evaluation. Green brand knowledge refers to the extent to which consumers understand a brand's environmental commitments, raw materials, production processes, and sustainability claims. This knowledge provides a cognitive basis for consumers to form perceptions of product credibility and environmental benefits (Chen, 2010). Increased consumer understanding of a brand's green attributes increases the likelihood that consumers will assess the product as having positive ecological and functional value. Chen (2020) emphasized that green brand knowledge contributes to increased consumer evaluations of brand value by fostering trust and perceptions of green quality.

This relationship is strengthened by Chen and Chang's (2012) findings, which demonstrate that consumers' perceptions of green value are shaped by evaluations of sustainability information. A recent study by Teng et al. (2023) also indicated that consumers with a greater understanding of a company's green policies and practices tend to experience greater ecological benefits, thereby increasing perceived green value. Consequently, knowledge serves as a cognitive stimulus that shapes value judgments prior to the emergence of purchase intentions. In the context of NPURE, consumers who know that products are made from natural materials, use recycled packaging, and engage in sustainability campaigns will be more likely to rate the product as having high green value than consumers with lower levels of knowledge.

H₁: Green brand knowledge positively influences green perceived value among NPURE consumers.

The Relationship between Green Attitude and Green Perceived Value

Within the framework of green marketing, attitudes toward the environment (green attitudes) reflect individuals' affective evaluations of sustainability and environmentally friendly products. These attitudes not only indicate a preference for green products but also represent a value orientation that shapes consumers' interpretation of a product's ecological benefits. Consumers with strong pro-environmental attitudes tend to process sustainability information more positively and value green attributes in their purchasing decisions. Teng, Luo, and Wang (2023) show that green attitudes are significantly associated with the formation of green perceived value, as pro-environmental attitudes strengthen perceptions of a product's ecological benefits.

Furthermore, Hasesda, Zhang, and Kim (2024) argue that individuals with a strong environmental orientation are more likely to perceive high green values, as their moral beliefs and ecological concerns reinforce evaluations of the environmental and social benefits of green product consumption. In this context, a green attitude serves as an affective filter, shaping consumers' assessments of product value. Specifically, more positive consumer attitudes toward sustainability are associated with a greater tendency to consider eco-friendly attributes as significant sources of added value. For NPURE, consumers who hold positive views of environmental issues are more likely to perceive the benefits and value of products made from natural ingredients, particularly regarding health, ethics, and contributions to nature conservation. Consequently, a green attitude is expected to strengthen the formation of green perceived value.

H₂: Green attitude positively influences green perceived value among NPURE consumers.

The Relationship between Green Perceived Value and Purchase Intention

Green perceived value is a key factor in encouraging the intention to buy sustainable products. Consumers are more likely to purchase a product when they perceive it to provide genuine environmental benefits and to be worth the price (Teng et al., 2023). Research by Testa, Iraldo, and Daddi (2024) further demonstrates that perceived green value is the primary predictor of purchase intention within the green cosmetics industry. These findings align with Chen and Chang (2012), who assert that the perception of green value strengthens

consumers' positive evaluations of products and increases the likelihood of purchase. Furthermore, Riva et al. (2022) show that perceived green value directly affects purchase intention, as consumers tend to base their decisions on the perceived relative benefit of a product's sustainability attributes.

This suggests that perceptions of ecological value influence not only rational decisions but also the emotional and social dimensions of consumer behavior. Consumers are more motivated to act on purchase intentions when environmental benefits are perceived as personally relevant and meaningful. Consequently, in the context of eco-friendly skincare products such as NPURE, green perceived value plays a central role in linking sustainability evaluation to purchase intention.

H₃: Green perceived value positively influences purchase intention among NPURE consumers.

The Relationship between Brand Knowledge and Purchase Intention

Consumer knowledge about a brand's green values (green brand knowledge) can directly influence consumers' purchase intentions. From a consumer behavior perspective, such knowledge serves as a cognitive basis for forming beliefs and evaluations of a brand prior to the formation of purchase intentions (Fishbein & Ajzen, 1975). Geralvine et al. (2025) state that consumers with a high level of understanding of a brand's eco-friendly practices tend to have greater trust and confidence, thereby increasing their propensity to purchase the product. This is because well-understood sustainability information reinforces the alignment between brand attributes and consumers' personal values.

The findings align with Chen (2010), who argued that knowledge of a brand's green attributes shapes positive perceptions of brand quality and credibility, ultimately influencing purchase intention. Furthermore, Wahyuni and Rahma (2021) demonstrated that green brand knowledge significantly contributes to green purchasing behavior via consumers' internal evaluation processes. Consequently, within the context of NPURE, consumers' understanding of the use of natural ingredients, cleaner production processes, and commitment to sustainability can increase their confidence that purchasing the product aligns with environmental values, thereby strengthening purchase intention.

H₄: Green brand knowledge positively influences purchase intention among NPURE consumers.

The Relationship between Green Attitude and Purchase Intention

A positive green *attitude* reflects an individual's affective evaluation of environmentally friendly products and a moral inclination to support sustainable practices. Within the Theory of Planned Behavior, attitudes towards a behavior are a direct predictor of intention (Ajzen, 1991). Consequently, a more positive attitude towards green product consumption increases the likelihood of forming a purchase intention. Paul et al. (2016) and Yadav and Pathak (2017) also show that green attitudes significantly influence purchase intention across various sustainable product contexts, as positive attitudes strengthen consumers' psychological readiness to act.

Research by Hasesda et al. (2024) found that consumers with a positive attitude toward green products are more likely to intend to purchase sustainable products, particularly when this attitude is grounded in ecological awareness and moral beliefs. Within the context of NPURE, pride in utilizing natural products and the conviction that they are safer for both individuals and the environment can reinforce positive evaluations of purchasing behavior. Consequently, a green attitude not only reflects preferences but also functions as an affective impulse that directly increases purchase intention.

H₅: Green attitudes positively influence purchase intention among NPURE consumers.

The Relationship Between Green Brand Knowledge and Purchase Intention through Green Perceived Value

Knowledge of a brand's green attributes serves as a cognitive stimulus, shaping consumers' evaluations of product value before purchase intentions emerge. Within the framework of consumer behavior, readily understood information fosters beliefs that subsequently influence the internal evaluation process. When consumers understand a brand's implementation of sustainable practices, use of eco-friendly materials, or adoption of cleaner production processes, they tend to evaluate the product's ecological benefits more positively. Tan (2022) demonstrates that value perception and trust in brands play significant mediating roles in the relationship between green marketing strategies and purchase intent, suggesting that knowledge does not automatically generate intent but is mediated by a prior process of value evaluation.

These findings align with Chen and Chang (2012), who argue that perceived green value is an important determinant of how sustainability attributes influence purchase intention. Riva et al. (2022) also found that the perception of green value mediates the relationship between cognitive factors and purchase intention in the context of green consumption. Consequently, knowledge of a brand's sustainability commitment increases perceived green value, which, in turn, strengthens purchase intention. Specifically, in the context of NPURE, consumers who understand the brand's commitment to natural ingredients and eco-friendly production practices are more likely to rate products as high-value, thereby influencing their purchasing decisions. H₆: Perceived green value mediates the influence of green brand knowledge on purchase intention among NPURE consumers.

The Relationship between Green Attitude and Purchase Intention through Green Perceived Value

A positive attitude towards the environment, often termed a “green attitude,” not only influences purchase intention but also shapes consumers’ evaluation of a product’s value prior to the purchase decision. From a consumer behavior perspective, attitudes function as an affective basis that influences how individuals assess a product’s benefits. Consumers with pro-environmental attitudes tend to interpret sustainability attributes as valuable and relevant. Upadhyaya and Singh (2024) emphasized that trust in the credibility of green products strengthens the relationship between attitudes and purchase intentions, suggesting that an evaluative process precedes intention formation. This process indicates that a positive attitude can enhance the perception of a product’s ecological value.

More specifically, Chen and Chang (2012) demonstrated that perceived green value plays a crucial role in linking psychological factors to purchase intent, as value perception determines the feasibility and meaningfulness of green attributes. Riva et al. (2022) also found that the perception of green value serves as a key mechanism in converting consumers' environmental orientation into actual purchase intention. Consequently, consumers with a positive view of sustainability are more likely to value eco-friendly products, thereby increasing purchase intent. In the context of local brands such as NPURE, a positive green attitude can translate into purchase intent through the perception of value associated with the product’s ecological and functional benefits.

H₇: Perceived value mediates the influence of attitude on purchase intention among NPURE consumers.

Based on the relationship between construct described above, a research model is proposed in Figure 1.

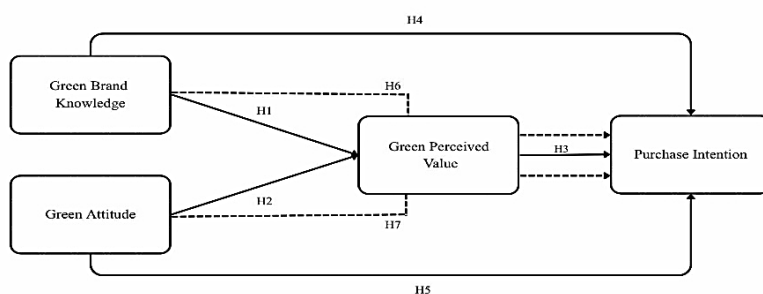


Figure 1. Research Model

Based on prior theories and research, the study's relationship model posits that Green Brand Knowledge and Green Attitude influence Purchase Intention, either directly or indirectly through Green Perceived Value. Consumers with a strong understanding of a brand's green practices are more likely to form a positive attitude toward the product. This positive attitude, in turn, strengthens perceptions of green values; specifically, when consumers perceive that the ecological and social benefits of green products outweigh the associated costs or risks, their intention to purchase increases. Consequently, *Green Perceived Value* functions as a psychological mechanism linking Green Brand Knowledge and Green Attitude to *Purchase Intention*.

METHODS

This study employs a quantitative, explanatory-causal design to test the structural relationships among variables within the research model. A quantitative approach was selected due to the research ’sfocus on

hypothesis testing through statistical analysis of numerical data. The model was analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.0. PLS-SEM was chosen for its strong predictive capabilities, ability to estimate complex models with multiple latent constructs, and suitability for research oriented toward theoretical development and mediation testing (Chin, 1998; Hair et al., 2021), as it does not require strict assumptions about data normality. The study population consisted of students residing in Surabaya who were familiar with or had used NPURE-brand skincare products. A non-probability sampling technique, employing a purposive sampling approach, was utilized, based on the following criteria: (1) active students in Surabaya and (2) familiarity with or use of NPURE products. A sample size of 120 respondents was considered adequate, based on the 10-fold rule as recommended in the methodological literature (Hair et al., 2021).

Research data comprises primary data collected via online questionnaires distributed through Google Forms. The research instrument utilized a closed-ended questionnaire employing a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Prior to the main deployment, a trial (pre-test) was conducted with 30 respondents to assess instrument clarity and response consistency. To mitigate potential common *method bias*, the questionnaire was administered anonymously and accompanied by a statement indicating that there are no correct or incorrect responses. Data analysis proceeded in two stages: evaluation of the measurement model and the structural model. The measurement model was evaluated to ensure construct validity and reliability. The measurement model was evaluated to ensure construct validity and reliability; convergent validity was assessed based on outer loadings ≥ 0.70 and Average Variance Extracted (AVE) ≥ 0.50 , while construct reliability was evaluated using Cronbach's Alpha and Composite Reliability values, with minimum thresholds of ≥ 0.70 (Hair et al., 2021). Discriminant validity was assessed using the Heterotrait-Monotrait (HTMT) ratio criterion, as recommended by Hair et al. (2021), with a threshold of below 0.90.

The measurement instruments for each construct were adapted from validated scales in the green marketing and consumer behavior literature. Green Brand Knowledge (GBK) items were adapted from Chen (2020) and Geralvine et al. (2025), modified to reflect the context of local Indonesian skincare consumers. Green Attitude (GA) items were adapted from Ajzen (1991) and Hasesda et al. (2024). Green Perceived Value (GPV) items were adapted from Teng et al. (2023) and Chen (2020). Purchase Intention (PI) items were adapted from Testa et al. (2024) and Zhang et al. (2024). All adaptations were reviewed for content validity prior to pre-testing to ensure alignment with the study context.

The structural model was evaluated by estimating path coefficients between latent variables. The significance of these relationships was assessed using a bootstrapping procedure with 5,000 subsamples. A relationship was considered significant if the p-value was less than 0.05 and the t-statistic exceeded 1.96 at the 5% significance level. The model's explanatory power was assessed using the coefficient of determination (R^2), where values were interpreted as weak (0.25), moderate (0.50), or strong (0.75). Mediation testing analyzes direct and indirect effects using bootstrapping procedures. A significant mediation effect is declared when the indirect path yields a p-value less than 0.05. The type of mediation—full or partial—is determined by the significance of the direct path following the inclusion of the mediator in the model (Hair et al., 2021). All stages of the analysis adhered to the latest PLS-SEM methodology guidelines to ensure structural validity, construct reliability, and the predictive power of the research model (Chin, 1998; Hair et al., 2021).

RESULT

This study involved 118 active university students in Surabaya familiar with NPURE-brand skincare products. The majority of respondents were aged 18–25 years, aligning with NPURE's primary target market. Most respondents reported daily use of skincare products, suggesting adequate experience in assessing product quality and benefits. Participants were drawn from Surabaya and represented a diverse demographic background relevant to the study's scope. Consequently, the data obtained can reflect students' perceptions and purchase intentions regarding environmentally friendly skincare products, particularly NPURE.

In this study, the dominant age group was 18–25 years, comprising 94.92% (112 participants). This group exhibited greater knowledge of NPURE products, potentially attributable to extensive social media use within this demographic. The 26–35 age group included only one participant, the lowest across all age groups; the <18 age group consisted of three participants (2.54%), and the >35 age group comprised two participants (1.69%).

Based on the age distribution of respondents, the majority were aged 18-25, comprising 112 people (94.92%) of the total. This age group generally falls within Generation Z, typically defined as individuals born

between the mid-1990s and the early 2010s. Consequently, the respondent composition in this study predominantly reflects the characteristics of Generation Z within the established age limit. Furthermore, 3 respondents (2.54%) were under 18 years old, 1 respondent (0.85%) was aged 26–35 years, and 2 respondents (1.69%) were over 35 years old. The number of respondents outside Generation Z's primary age range is minimal and constitutes a disproportionately small proportion of the sample. Consequently, the research sample effectively meets the age criteria for Generation Z and is well-suited to represent the behavior and characteristics of this generation in subsequent analyses.

Table 1. Respondent Profile

Age	Quantity	Percentage
<18 years old	3	2.54%
18-25 years old	112	94.92%
26-35 years old	1	0.85%
>35 years old	2	1.69%

Table 2. Indicator Descriptive Analysis

Symbol	Indicator	Score Average	STDEV
GBK 1	I learned that NPURE utilizes natural, environmentally friendly ingredients.	3.924	0.922
GBK 2	I understand that NPURE's production process prioritizes environmental sustainability.	4.051	1.104
GBK 3	NPURE product packaging is recyclable and environmentally friendly.	3.720	1.081
GBK 4	NPURE offers several advantages over non-environmentally friendly skincare products.	3.788	0.919
GA 1	Purchasing environmentally friendly products is important.	3.831	1.044
GA 2	I believe my use of environmentally friendly products contributes to environmental preservation.	4.059	1.028
GA 3	I support brands that are committed to environmental conservation	3.864	0.999
GA 4	I tend to choose green products, even though they are more expensive.	3.949	1.134
GPV 1	NPURE products have proven beneficial to me and the environment.	4.000	1.058
GPV 2	NPURE's products are considered to be of higher quality due to their environmentally friendly nature.	3.932	0.945
GPV 3	Using NPURE appears to mitigate environmental impacts.	3.932	0.945
PI 1	I intend to purchase NPURE products in the near future.	3.873	1.124
PI 2	I would recommend NPURE products to my friends.	3.915	0.962
PI 3	I am willing to pay more for NPURE products that are environmentally friendly	3.644	1.086
PI 4	I intend to repurchase NPURE products once my current supply is depleted.	3.958	0.995

Based on Table 4, the results for the four variables indicate that the overall average score falls within the high category. This indicates that respondents have a good understanding of the sustainability attributes that constitute NPURE's product identity. The indicators exhibited average values between 3.644 and 4.059, with standard deviations ranging from 0.919 to 1.124. However, respondents' understanding and approval of the indicator statements varied, as indicated by the standard deviations. Although the overall average is high, the variation indicates that participants in this study demonstrated diverse understandings of environmental sustainability.

Convergent validity assesses the degree to which indicators associated with a construct relate to that construct. The analysis results indicated that the outer loading values for each indicator within the constructs of Green Brand Knowledge (GBK), Green Attitude (GA), Green Perceived Value (GPV), and Purchase Intention (PI) exceeded the recommended threshold of 0.5. Figure 2 demonstrates that all outer loadings within each construct are valid for measuring their intended construct. Therefore, the measurement model satisfies the criteria for convergent validity, and the indicators are deemed appropriate for representing their respective constructs.

Figure 2 also illustrates the validity of the constructs within the model and their relationships, as examined in this study. An Average Variance Extracted (AVE) value, indicated within each construct symbol, greater than 0.5 suggests that these constructs are valid in distinguishing one from another.

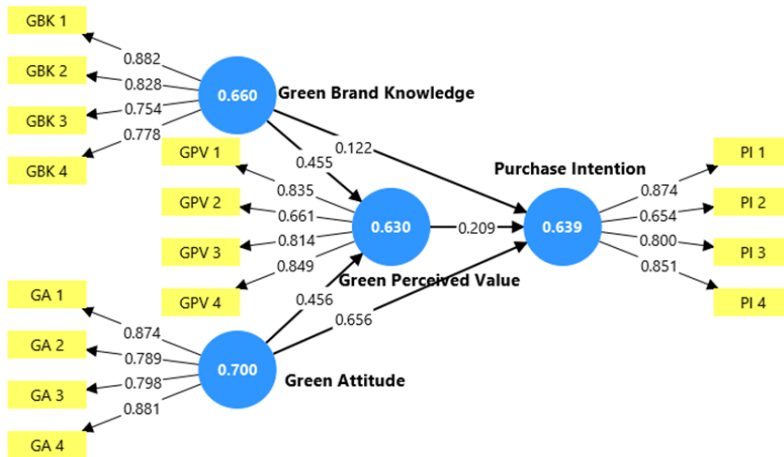


Figure 2. Research Model and Test Result

Discriminant validity was assessed using the Heterotrait-Monotrait (HTMT) ratio criterion (Hair et al., 2021). The HTMT ratio is considered a more sensitive and conservative measure than the Fornell-Larcker criterion or cross-loadings. A construct pair exhibits adequate discriminant validity when its HTMT value falls below 0.90 (Hair et al., 2021). As presented in Table 3, all HTMT values were below this threshold, confirming that the constructs are empirically distinct from one another.

Table 3. HTMT Ratio Test Result

Indicator	Green Attitude	Green Brand Knowledge	Green Perceived Value	Purchase Intention
GA 1	0.874	0.741	0.692	0.818
GA 2	0.789	0.680	0.700	0.762
GA 3	0.798	0.585	0.684	0.699
GA 4	0.881	0.753	0.711	0.831
GBK 1	0.644	0.882	0.734	0.700
GBK 2	0.721	0.828	0.733	0.683
GBK 3	0.675	0.754	0.606	0.703
GBK 4	0.649	0.778	0.622	0.640
GPV 1	0.730	0.650	0.835	0.726
GPV 2	0.579	0.615	0.671	0.636
GPV 3	0.665	0.663	0.814	0.666
GPV 4	0.658	0.709	0.849	0.685
PI 1	0.834	0.700	0.729	0.874
PI 2	0.660	0.640	0.667	0.754
PI 3	0.720	0.641	0.698	0.800
PI 4	0.748	0.696	0.642	0.851

To assess the model's reliability, two primary indicators were used: Cronbach's Alpha and composite reliability. Cronbach's Alpha values for all constructs exceeded 0.7, suggesting acceptable internal consistency. Composite reliability also exceeded 0.7, indicating acceptable reliability.

Table 4. Reliability Test Result

Construct	Cronbach's Alpha	Composite Reliability
Green Brand Knowledge (GBK)	0.826	0.831
Green Attitude (GA)	0.856	0.859
Green Perceived Value (GPV)	0.805	0.805
Purchase Intention (PI)	0.815	0.815

Coefficient of Determination (R^2)

The R^2 value measures the proportion of variance in the dependent variable explained by the independent variables in the model. The analysis results indicate that the R^2 value suggests the model accounts for a significant portion of the variation in Purchase Intention.

Table 5. R² Test Result

Construct	R-square	R-square adjusted
Purchase Intention	0.893	0.890
Green Perceived Value	0.759	0.755

The R² value presented in Table 5, Purchase Intention (PI) is 89%, indicating that 89% of the variation in purchase intent is explained by Green Brand Knowledge (GBK), Green Attitude (GA), and Green Perceived Value (GPV). Furthermore, the R² value for Green Perceived Value (GPV) is 76%, suggesting that 76% of the variation in Green Perceived Value is explained by Green Brand Knowledge (GBK) and Green Attitude (GA). In a hypothesis test, the t-statistic assesses the significance of relationships among variables within the model. Bootstrapping was employed to generate t-statistics and p-values. The bootstrapping analysis indicated a statistically significant relationship between the constructs, supporting the proposed hypothesis. A p-value less than 0.05 confirmed the relationship’s significance at the 95% confidence level.

Table 6. Hypothesis Test result

Hypothesis	Coefficient	T statistics	P values
Green Brand Knowledge -> Green Perceived Value (H1)	0.455	2.836	0.005
Green Attitude -> Green Perceived Value (H2)	0.456	3.022	0.003
Green Perceived Value -> Purchase Intention(H3)	0.209	2.477	0.013
Green Brand Knowledge -> Purchase Intention (H4)	0.122	1.222	0.222
Green Attitude -> Purchase Intention (H5)	0.656	6.436	0.000
Green Brand Knowledge -> Green Perceived Value -> Purchase Intention (H6)	0.095	2.345	0.019
Green Attitude -> Green Perceived Value -> Purchase Intention(H7)	0.095	1.694	0.090

Hypothesis testing was conducted using t-statistics and p-values. A hypothesis is declared acceptable if the t-value is greater than 1.96 and the p-value is less than 0.05. Conversely, a hypothesis is rejected if the t-value is less than 1.96 and the p-value is greater than 0.05. Table 1 demonstrates that the H1 hypothesis, which examines the influence of Green Brand Knowledge on Green Perceived Value, was accepted because the t-statistic of 2.836 exceeds 1.96 and the p-value of 0.005 is less than 0.05.

Likewise, the H2 hypothesis—which tests the influence of Green Attitude on Green Perceived Value—is supported, with a t-statistic of 3.022 and a p-value of 0.003. The H3 hypothesis—which examines the influence of Green Perceived Value on Purchase Intention—is accepted because its t-statistic of 2.477 and a p-value of 0.013 meet the significance criteria. In contrast, the H4 hypothesis—which tests the influence of Green Brand Knowledge on Purchase Intention—is rejected because its t-statistic of 1.222 is less than 1.96, and its p-value of 0.222 exceeds 0.05.

Furthermore, support was found for Hypothesis 5, which examines the influence of Green Attitude on Purchase Intention, with a t-statistic of 6.436 and a p-value of 0.000. Hypothesis 6, testing the mediating role of Green Perceived Value in the relationship between Green Brand Knowledge and Purchase Intention, was accepted, as indicated by a t-statistic of 2.345 and a p-value of 0.019. Conversely, Hypothesis 7, which tests the mediating role of Green Perceived Value in the relationship between Green Attitude and Purchase Intention, was rejected, due to a t-statistic of 1.694 and a p-value of 0.090, which did not meet the significance criteria.

DISCUSSION

The Influence of Green Brand Knowledge on Green Perceived Value (H1)

The study’s results indicate that Green Brand Knowledge fosters Green Perceived Value through a cognitive process that culminates in a holistic assessment of product benefits. When consumers understand the use of natural ingredients, such as Centella Asiatica and Tea Tree Oil, and recognize that production and distribution adhere to sustainability principles, this knowledge cultivates confidence in the product’s ability to provide genuine skin health benefits while reducing environmental impact. Awareness of labels, certifications, and eco-friendly claims reinforces the perception of a brand's authentic, structured commitment to environmental responsibility, facilitating consumers’ judgment of the relevance of both ecological and functional advantages. Furthermore, awareness of the brand's social contributions to environmental preservation and student empowerment extends perceived value to emotional and social dimensions.

Consumers experience moral satisfaction and strengthen their self-image as environmentally conscious individuals, thereby shifting price considerations beyond simple cost. Increased knowledge of a brand's green commitments correlates with a heightened belief in the justification of associated sacrifices.

The Influence of Green Attitude on Green Perceived Value (H2)

The study's results demonstrate that Green Attitude strengthens Green Perceived Value via a cognitive evaluation process grounded in concern for environmental sustainability. When consumers closely consider environmental issues related to beauty products, they become more critical in assessing whether a product genuinely contributes to environmental preservation. A positive view of brands that prioritize sustainability encourages consumers to see the use of natural ingredients and eco-friendly production practices as tangible and relevant benefits. Furthermore, the belief that consuming green products can mitigate environmental damage reinforces the notion that a product's value extends beyond its skincare function to encompass its ecological contribution. On the emotional dimension, experiencing pride, satisfaction, and comfort when using eco-friendly products deepens perceived value. This affective response reinforces an individual's self-image as environmentally conscious, thereby integrating consumption decisions into the expression of personal identity. Consequently, the ecological and social benefits obtained lead consumers to assess the product as worthwhile, considering both its price and the effort expended. Thus, a green attitude directly enriches the evaluation of the product's value.

The Effect of Green Perceived Value on Purchase Intention (H3)

The study's results demonstrate that Green Perceived Value directly strengthens Purchase Intention by enhancing consumers' evaluation of ecological, emotional, and social benefits. Consumers who believe that natural products benefit skin health and support environmental conservation are more likely to consider repurchasing. Positive feelings and moral satisfaction associated with using eco-friendly products also deepen brand attachment. Moreover, the perception that using green products reinforces an individual's self-image as environmentally conscious encourages consumers to not only repurchase but also recommend the product to others. When consumers assess that the benefits they obtain justify the price they pay, their willingness to continue using the product is reinforced, even in the presence of cheaper alternatives. Consequently, when Green Perceived Value outweighs financial sacrifice, consumers are more likely to explore product variants and establish long-term purchasing commitments consistent with their perceived sustainability value.

The Influence of Green Brand Knowledge on Purchase Intention (H4)

The study's results indicate that Green Brand Knowledge does not directly affect Purchase Intention; knowledge of brand green attributes is insufficient to encourage purchase intention. Although consumers recognize the use of natural ingredients, sustainable production processes, and the brand's eco-friendly claims, their understanding typically remains at a cognitive level. Awareness of green commitments does not automatically encourage repeat purchase, product experimentation, or product recommendations. These findings suggest a gap between knowledge and action: information regarding sustainability does not necessarily translate into behavioral motivation without supporting psychological factors. Consumers can recognize a brand's ecological and social benefits. Consumers can recognize a brand's ecological and social benefits; however, if this understanding does not foster a positive attitude or perception that the product is truly valuable and relevant to personal needs, purchase intention is not strongly formed. Consequently, green brand knowledge must be transformed into an emotional evaluation and perceived value to facilitate actual, sustainable purchasing intentions.

The Effect of Green Attitude on Purchase Intention (H5)

The study results demonstrate a positive relationship between Green Attitude and Purchase Intention, suggesting that a positive attitude toward sustainability directly encourages purchase intention. Consumers concerned about environmental issues and who view the use of sustainable products as an important action increasingly perceive purchase decisions not merely as consumption but as a form of personal responsibility. The belief that green products mitigate environmental impact reinforces this drive, bolstering purchase

intention. Furthermore, on the emotional dimension, feelings of pride and moral satisfaction associated with using eco-friendly products strengthen purchase commitment. These positive emotions encourage repeat purchases, exploration of alternative products, and product recommendations. Even when prices are relatively high, consumers with a strong green attitude remain willing to purchase because the decision aligns with their values and self-identity.

The Influence of Green Brand Knowledge on Purchase Intention through Green Perceived Value (H6)

The study's results indicate that Green Perceived Value mediates the effect of Green Brand Knowledge on Purchase Intention. Specifically, knowledge of a brand's green attributes drives purchase intention when it develops into a strong value perception. Consumers who understand a brand's use of natural ingredients, sustainable production commitments, and social activities evaluate these attributes for tangible benefits related to skin health and environmental impact, as well as meaningful emotional satisfaction. This perception of value subsequently encourages purchase intention, leading to repurchase behavior, exploration of alternative product variants, product recommendations, and continued selection despite potentially higher prices. While brand knowledge does not directly elicit action, it must be evaluated for its functional, emotional, and social benefits relative to the associated costs. Consequently, Green Perceived Value acts as a crucial bridge between cognitive factors and concrete purchasing decisions.

The Influence of Green Attitude on Purchase Intention through Green Perceived Value (H7)

The study found that Green Perceived Value did not mediate the effect of Green Attitude on Purchase Intention; consequently, Green Attitude directly influenced Purchase Intention. Consumers concerned about environmental issues view purchasing sustainable products as an important action, believing that green products reduce environmental harm and foster immediate purchase intentions. This impulse arises without an in-depth evaluation of the product's benefits or its perceived value. In the emotional dimension, pride, moral satisfaction, and comfort associated with environmentally friendly products are primary triggers for purchase intentions. These positive feelings reinforce an individual's identity as environmentally conscious, leading purchasing decisions to prioritize consistency with personal values over rational considerations of ecological or social benefits. Consequently, consumers are encouraged to repurchase, explore alternative variants, and recommend products, despite relatively high prices. Thus, a strong Green Attitude is sufficient to immediately translate into Purchase Intention without undergoing a structured value assessment.

CONCLUSIONS

This study analyzes the influence of Green Brand Knowledge, Green Attitude, and Green Perceived Value on Purchase Intention for environmentally friendly skincare products, examining the mediating role of Green Perceived Value in this relationship. The analysis reveals that Green Attitude and Green Perceived Value positively affect Purchase Intention. Furthermore, Green Attitude increases Green Perceived Value, whereas Green Brand Knowledge primarily influences Green Perceived Value and does not directly impact Purchase Intention. In addition, Green Perceived Value has been shown to mediate the influence of Green Brand Knowledge on Purchase Intention. However, it does not mediate the relationship between Green Attitude and Purchase Intention. Green Attitude demonstrates a stronger direct influence than Green Brand Knowledge.

Companies such as NPURE should prioritize strengthening education about sustainability commitments to enhance consumer perceptions of value and foster a positive attitude toward green products by communicating their social and environmental values. Eco-friendly products must also provide genuine benefits, quality, and prices that align with consumer expectations to reinforce the perception of value. Communication strategies consistently emphasizing environmental and social impact can strengthen consumers' emotional connections to brands.

Theoretical Contributions

This study makes several theoretical contributions to the green marketing and consumer behavior literature. First, it extends the Theory of Planned Behavior (Ajzen, 1991) by demonstrating that in high-involvement product categories such as skincare, the attitude–intention relationship operates directly and does

not require value-based mediation. This finding implies that affective commitment to environmental sustainability functions as a strong autonomous driver of purchase intention, particularly among Gen Z consumers in an emerging market context. Second, this study advances the understanding of the cognitive-to-affective conversion process in green consumption by revealing that Green Brand Knowledge influences Purchase Intention only indirectly through Green Perceived Value, not directly. This highlights the necessity of a value-evaluation bridge between sustainability information processing and behavioral intention formation — a mechanism that has received limited empirical attention in prior literature. Third, by testing this model in the context of a local Indonesian brand (NPURE) within an emerging market setting, this study addresses an important contextual gap in green marketing research, which has been predominantly conducted in developed economies. The findings confirm that the psychological mechanisms linking sustainability knowledge and attitudes to value-based purchase intentions are operative in an emerging market, while also revealing that affective drivers (Green Attitude) exert a stronger influence than cognitive factors (Green Brand Knowledge) in this setting.

Managerial Contributions

The findings of this study offer concrete strategic directions for NPURE and similar eco-friendly local brands in Indonesia's skincare market. Given that Green Attitude is the strongest direct predictor of Purchase Intention ($\beta = 0.656$, $p < 0.001$), marketing communications should prioritize building pro-environmental attitudes rather than merely disseminating product facts. In practice, NPURE's social media campaigns on Instagram and TikTok should employ emotional storytelling that connects product use to consumers' self-identity as environmentally conscious individuals — for example, through user-generated content campaigns that invite consumers to share their personal reasons for choosing natural skincare. With respect to Green Brand Knowledge, since it influences Purchase Intention only indirectly through Green Perceived Value, NPURE should translate sustainability information into tangible value narratives. Rather than simply declaring that packaging is recyclable, communications should articulate a concrete environmental impact (e.g., "Every returned NPURE bottle prevents X grams of plastic waste"), thereby converting factual knowledge into perceived ecological value. To strengthen Green Perceived Value broadly, NPURE's product descriptions on e-commerce platforms such as Tokopedia and Shopee should emphasize multi-dimensional value — encompassing functional skin health benefits, ecological contributions, and social identity value — rather than competing on price alone. Finally, loyalty programs rewarding repeat purchases and eco-friendly behaviors (such as packaging returns or recycling participation) can deepen consumers' perceived value and strengthen long-term purchase commitment.

Limitations and Future Research

This study has limitations due to its focus on student respondents in Surabaya, which restricts the generalizability of the findings to specific segments and regions. Furthermore, the variables examined do not encompass external factors such as price, social media influence, or social norms, all of which may have influenced purchasing decisions. Consequently, further research is recommended to broaden the geographical scope, incorporate a wider range of respondent characteristics, include relevant contextual variables, and employ a qualitative approach to investigate the psychological mechanisms underlying green product purchasing behavior.

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