

The Role of Green Advertising as a Sustainable Marketing Strategy in Building Green Purchase Intention of Generation Z Consumers at Avoskin

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Abstract

Indonesia faces mounting environmental challenges, notably the rapid increase of plastic waste from cosmetic products and the resulting ecological damage. Although many studies have examined green marketing, the effects of green advertising, green trust, and attitude on green purchase intention remain under-explored, especially among Generation Z consumers who show a high concern for sustainability. This research therefore fills the gap by investigating how green advertising influences green purchase intention for Avoskin's Gen Z market, with green trust and attitude as mediators.

The sample used in this study were Gen Z consumers who had purchased and used Avoskin cosmetic products in Indonesia, with a total sample size of 384 respondents. This study employed quantitative research, collecting data using non-probability sampling with a purposive sampling technique and processing using SmartPLS software version 4.0.

The results indicate that green advertising has a positive and significant effect on green trust, attitude, and green purchase intention. Green trust, in turn, has a strong positive effect on attitude and green purchase intentions, while attitude also significantly drives green purchase intention. Mediation analysis confirmed that the influence of green advertising on green purchase intention is partially transmitted through green trust and attitude. These findings highlight that green advertising builds consumer trust and positive attitudes, which together strengthen the intention to purchase green cosmetics among Gen Z.

Keywords: Green Advertising, Green Trust, Attitude, Green Purchase Intention.

1. Introduction

Environmental degradation has become an increasingly serious global issue driven by unsustainable patterns of production and consumption. The cosmetic industry contributes to this problem through intensive use of plastic packaging and chemical materials that generate environmental waste. As public awareness of environmental sustainability grows, companies are encouraged to adopt environmentally responsible marketing practices to reduce negative environmental impacts.

Green marketing has emerged as a strategic approach that integrates environmental considerations into business activities, with green advertising serving as a key communication tool. Green advertising is used to convey a company's environmental commitment and promote eco-friendly product attributes. However,

the effectiveness of green advertising depends not only on message exposure but also on consumer trust and psychological evaluation of the claims presented. Green trust is therefore considered essential in shaping consumer trust toward green marketing messages.

In addition to trust, consumer attitude toward green products plays a significant role in influencing green purchase intention. Positive attitudes are formed when consumers perceive green products as credible, beneficial, and aligned with their environmental values. These attitudes can translate environmental concern into actual purchasing behavior.

Generation Z represents a consumer group with strong environmental awareness and high engagement with digital media. This generation tends to value transparency and ethical business practices, making them a relevant target for green advertising strategies. In the Indonesian cosmetic industry, Avoskin has positioned itself as a brand that emphasizes sustainability through green advertising and environmentally oriented practices.

Despite the increasing use of green advertising, empirical evidence regarding its influence on green purchase intention, particularly through green trust and attitude, remains limited. This research therefore aims to analyze the effect of green advertising on green purchase intention among Generation Z consumers of Avoskin in Indonesia, with green trust and attitude as mediating variables. The findings are expected to provide theoretical contributions to green marketing studies and practical insights for sustainable marketing strategies.

2. Literature Review

Environmental degradation and the rapid growth of plastic waste have heightened global concern regarding sustainable consumption, particularly within the cosmetics industry. As a response, companies increasingly implement green marketing strategies to reduce environmental impacts and respond to environmentally conscious consumers. One of the most widely used approaches is green advertising, which refers to promotional messages that highlight environmental benefits, eco-friendly attributes, or a firm's commitment to sustainability (Huang & Li, 2021; Wang et al., 2023).

Green advertising has been widely studied for its potential to influence green purchase intention, defined as consumers' willingness to buy products that minimize environmental harm (Zhuang et al., 2021). Effective green advertising can enhance environmental awareness and communicate corporate responsibility; however, its effectiveness largely depends on message credibility. When green advertising is perceived as exaggerated or misleading, it may lead to consumer skepticism and weaken purchase intention (Luo et al., 2020; Nguyen et al., 2023).

A key factor that strengthens the effectiveness of green advertising is green trust, which refers to consumers' trust in a brand's environmental claims and its capability to fulfill pro-environmental promises (Wahyumar et al., 2023). Empirical studies consistently show that green trust positively affects green purchase intention by reducing perceived risk and increasing consumers' confidence in environmentally friendly products (Zaremohzzabieh et al., 2020; Lavuri et al., 2022).

In addition to trust, attitude toward green products plays a central role in shaping sustainable consumption behavior. Attitude reflects consumers' overall favorable or unfavorable evaluation of environmentally friendly products and has been identified as a strong predictor of green purchase intention. Studies grounded in the Theory of Planned Behavior confirm that positive attitudes toward green products significantly increase consumers' intention to purchase them (Nguyen-Viet, 2022; Wang et al., 2021).

Recent literature highlights Generation Z as a particularly relevant segment in green consumption research.

Generation Z consumers tend to demonstrate high environmental awareness, strong social responsibility, and a preference for brands that align with sustainability values. However, they are also highly critical of greenwashing practices, making green trust and attitude essential mechanisms through which green advertising influences purchase intention (Lopez et al., 2024; Deloitte, 2023).

Despite extensive research on green marketing, findings regarding the direct impact of green advertising on green purchase intention remain inconclusive, especially among Generation Z consumers. Several studies indicate that green advertising influences purchase intention indirectly through green trust and attitude rather than through a direct relationship. This inconsistency suggests the need for further empirical investigation into the mediating roles of green trust and attitude in explaining green purchase intention within the green cosmetics industry (Lavuri et al., 2022; Alamsyah et al., 2022).

3. Research Methodology

This study employed a quantitative approach using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.0 to test both direct and indirect relationships among variables. In this research, data collection involved the use of both primary and secondary sources. The primary data was obtained firsthand by the researchers through online surveys designed with Google Forms, which were then shared across various social media channels. The respondents were Generation Z consumers in Indonesia who had purchased and used Avoskin products. Meanwhile, secondary data was sourced from relevant literature, academic journals, and online materials to support the theoretical framework and discussion.

The measurement model was evaluated through indicator loadings, composite reliability, cronbach’s alpha, and average variance extracted (AVE). The structural model was assessed using path coefficients, bootstrapping procedures, and coefficient of determination (R^2).

4. Results

Convergent Validity

In this study, the validity test was conducted using the entire research sample, namely 384 samples, showing that all statement indicators were declared valid, that each statement item was valid and had qualified for further analysis and was relevant to this study. According to Ghazali (2021), individual indicators with correlation values above 0.7 are considered valid.

Table 1 Variable and Outer Loading Value

	Attitude	Green Advertising	Green Purchase Intention	Green Trust
A1	0.838			
A2	0.852			
A3	0.830			
A4	0.833			
A5	0.870			
A6	0.847			
A7	0.863			
GA1		0.922		
GA2		0.925		
GA3		0.924		

GA4		0.899		
GA5		0.927		
GA6		0.923		
GA7		0.818		
GPI1			0.850	
GPI2			0.781	
GPI3			0.861	
GPI4			0.909	
GPI5			0.905	
GPI6			0.878	
GPI7			0.876	
GT1				0.863
GT2				0.906
GT3				0.917
GT4				0.909
GT5				0.902

Validity and Reliability

Table 2 Cronbach’s Alpha, Composite Reliability, and AVE Values

Variable	Cronbach’s Alpha	Composite Reliability	AVE
Green Advertising	0.963	0.970	0.822
Green Trust	0.941	0.955	0.809
Attitude	0.935	0.947	0.718
Green Purchase Intention	0.944	0.955	0.751

All constructs demonstrate satisfactory reliability and convergent validity, with Cronbach’s alpha and composite reliability values exceeding 0.70 and AVE values above 0.50.

Table 3 Fornell-Larcker Criterion Results for Discriminant Validity Between Variables

	Attitude	Green Advertising	Green Purchase Intention	Green Trust
Attitude	0.848			
Green Advertising	0.687	0.906		
Green Purchase Intention	0.817	0.817	0.867	
Green Trust	0.773	0.786	0.860	0.900

From the table above, it can be concluded that the square root of the average variance extracted (\sqrt{AVE}) for each construct is greater than the correlation between one construct and another construct in the model. The AVE value based on the table above, it can be concluded that the constructs in the estimated model meet the discriminant validity criteria.

Inner Model

The internal model evaluation was performed through bootstrapping using SmartPLS. The R Square serves as an indicator of the predictive accuracy of the research model, with thresholds of 0.75 indicating a good model, 0.5 representing strength, and 0.25 reflecting a weak (Ghozali, 2021).

Table 4 R Square and R Square Adjusted Values

	R-square	R-square adjusted
Attitude	0.614	0.612
Green Purchase Intention	0.831	0.830
Green Trust	0.617	0.616

Based on the results of the R-Square table above, it can be seen that Attitude has an R-square value of 0.614 and an adjusted R-square of 0.612, which indicates that consumer attitudes towards environmentally friendly products can be explained by approximately 61.4% by the factors in the model. Second, Green Purchase Intention has the highest R-square, which is 0.831, with an adjusted R-square almost the same at 0.830, which indicates that 83.1% of the variation in the intention to purchase environmentally friendly products can be explained by Attitude and Green Trust. Third, Green Trust has an R-square value of 0.617 and an adjusted R-square of 0.616, which indicates that 61.7% of the variation in the level of trust in environmentally friendly products can be explained by the model.

The Q-Square (Q² Square) value > 0 indicates that the model has predictive relevance value and if the Q-Square < 0 indicates that it has less predictive relevance value.

Table 5 Q Square Values

	SSO	SSE	Q ² (=1-SSE/SSO)
Attitude	2688.000	1520.481	0.434
Green Advertising	2688.000	2688.000	0.000
Green Purchase Intention	2688.000	1024.798	0.619
Green Trust	1920.000	968.512	0.496

Based on the table above, it can be seen that for the Attitude variable, the Q² value of 0.434 indicates that this model has quite good predictive ability, with almost 43.4% of the variability in Attitude being explained by the model. For Green Advertising, the Q² value of 0.000 indicates that the model does not have significant predictive ability for this variable, meaning the model cannot explain the variability in Green Advertising. For Green Purchase Intention, the Q² value of 0.619 indicates very good predictive ability, with approximately 61.9% of the variability in purchase intention being explained by the model, indicating that this model is effective in predicting the intention to purchase environmentally friendly products. Finally, for Green Trust, the Q² value of 0.496 indicates that this model has good predictive ability for the level of consumer trust in environmentally friendly products, with almost 49.6% of the variability in Green Trust being explained by the model.

Table 6 Hypothesis Testing Results

	Original sample (O)	T statistics (O/STDEV)	P values
Green Advertising → Green Trust	0.786	34.932	0.000
Green Advertising → Attitude	0.206	4.105	0.000
Green Advertising → Green Purchase Intention	0.304	6.907	0.000
Green Trust → Attitude	0.611	12.402	0.000
Green Trust → Green Purchase Intention	0.375	7.949	0.000
Attitude → Green Purchase Intention	0.318	7.941	0.000
Green Advertising → Green Trust → Green Purchase Intention	0.295	7.876	0.000
Green Advertising → Attitude → Green Purchase Intention	0.066	3.744	0.000
Green Advertising → Green Trust → Attitude → Green Purchase Intention	0.153	5.772	0.000

All hypothesized direct relationships are positive and statistically significant, indicating that green advertising, green trust, and attitude significantly influence green purchase intention.

5. Discussion

The findings of this study confirm that green advertising significantly influences green trust, attitude, and green purchase intention among Generation Z consumers. This result supports prior studies suggesting that credible and informative green advertising enhances consumers’ confidence in a brand’s environmental commitment and directly stimulates their intention to purchase environmentally friendly products (Huang & Li, 2021; Zhuang et al., 2021). For Generation Z, who are highly exposed to digital media and sustainability narratives, green advertising functions as a key informational cue in evaluating eco-friendly cosmetic brands.

The significant effect of green advertising on green trust indicates that environmental messages, when perceived as authentic and transparent, reduce consumer skepticism and foster trust. This finding aligns with previous research emphasizing that green trust plays a pivotal role in mitigating concerns related to greenwashing, particularly among environmentally conscious consumers (Luo et al., 2020; Wahyumar et al., 2023). In the context of green cosmetics, trust becomes essential as consumers cannot directly verify environmental claims prior to purchase.

Furthermore, the positive relationship between green advertising and attitude suggests that sustainability-oriented promotional messages contribute to shaping favorable consumer evaluations toward green products. This result is consistent with the Theory of Planned Behavior, which posits that attitude is a key antecedent of behavioral intention (Nguyen-Viet, 2022). Green advertising that emphasizes ethical production and environmental responsibility enhances the perceived value of green cosmetics, thereby strengthening positive attitudes.

The study also demonstrates that green trust and attitude significantly influence green purchase intention, confirming their roles as critical psychological drivers of sustainable consumption. Consumers who trust a brand’s environmental claims are more likely to develop favorable attitudes, which in turn increase their

intentions to purchase green products. These findings corroborate earlier studies indicating that trust and attitude are essential mechanisms through which green marketing strategies translate into actual purchase intentions (Lavuri et al., 2022; Wang et al., 2021).

Importantly, the partial mediation effects of green trust and attitude reveal that green advertising affects green purchase intention both directly and indirectly. This indicates that while green advertising can directly stimulate purchase intention, its effectiveness is enhanced when it successfully builds trust and positive attitudes. This finding helps explain inconsistencies in previous studies regarding the direct impact of green advertising and highlights the importance of incorporating mediating variables in green marketing research, particularly for Generation Z consumers.

Overall, this study contributes to the literature by empirically validating the integrated role of green advertising, green trust, and attitude in explaining green purchase intention within the green cosmetics industry. Practically, the findings suggest that firms targeting Generation Z should prioritize transparency, credibility, and consistency in their green advertising strategies to strengthen trust and foster positive consumer attitudes, ultimately enhancing green purchase intention.

6. Conclusion

This study examined the effect of green advertising on green purchase intention among Generation Z consumers in the green cosmetics industry, with green trust and attitude serving as mediating variables. The findings demonstrate that green advertising has a significant positive influence on green trust, attitude, and green purchase intention. These results indicate that sustainability-oriented advertising plays a crucial role in shaping consumers' perceptions and behavioral intentions toward environmentally friendly products.

Furthermore, the study confirms that green trust and attitude significantly affect green purchase intention and partially mediate the relationship between green advertising and green purchase intention. This suggests that green advertising is more effective when it not only communicates environmental messages but also builds consumer trust and fosters positive attitudes toward green products. The presence of partial mediation indicates that both direct and indirect pathways are important in explaining green purchase intention.

The findings contribute to the green marketing literature by providing empirical evidence on the psychological mechanisms underlying green purchase intention among Generation Z consumers. Practically, the results highlight the importance for green cosmetic brands to deliver credible, transparent, and consistent green advertising to enhance trust and encourage sustainable purchasing behavior. Future research is encouraged to explore additional variables and broader contexts to further strengthen understanding of green consumption behavior.

7. References

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