

“Positioning for sustainability: How brand strategy and value perceptions drive green purchase intention”

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POSITIONING FOR SUSTAINABILITY: HOW BRAND STRATEGY AND VALUE PERCEPTIONS DRIVE GREEN PURCHASE INTENTION

Abstract

Despite increasing environmental awareness, many Generation Z consumers fail to translate pro-environmental attitudes into actual purchasing behavior, creating a persistent green gap in the cosmetics market. This study examines how Green Brand Positioning (GBP) and Green Perceived Value (GPV) influence Green Purchase Intention (GPI) through Attitude Toward Green Brand (ATGB), as well as the moderating role of Green Trust (GT). A quantitative cross-sectional survey was conducted among 384 Indonesian Generation Z consumers who had purchased green cosmetic products within the previous six months. Data were analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings reveal that both GBP and GPV exert a significant positive influence on ATGB, with GBP proving to be the most influential driver. Attitude toward green brand is the strongest predictor of green purchase intention and significantly mediates the effects of green brand positioning and green perceived value on purchase intention. Although green trust does not directly influence purchase intention, it strengthens the relationship between green perceived value and purchase intention. The results underscore the critical role of positive brand evaluations in bridging the gap between sustainability perceptions and purchase intentions. The study provides practical implications for green cosmetic companies by emphasizing credible environmental positioning, meaningful value communication, and trustworthy sustainability practices.

Keywords

green marketing, green brand positioning, perceived value, green trust, purchase intention, Generation Z, cosmetics

JEL Classification

M31, M30, Q56

INTRODUCTION

Sustainable consumption patterns have increasingly reshaped how companies develop marketing strategies and communicate environmental value to consumers. Indonesia offers a compelling context for this study, given that its cosmetics sector experienced a 21.9% growth rate from 2022 to mid-2023, with exports valued at USD 770.8 million (Statista, 2024). This growth reflects increasing consumer awareness of environmental sustainability and demand for environmentally friendly products. Generation Z has emerged as a strategically important market due to its digital engagement, purchasing power, and environmental concern (Surahman et al., 2023; White et al., 2019). Despite these trends, many Generation Z consumers remain sceptical of corporate sustainability claims and greenwashing practices (White et al., 2019). Such scepticism reinforces the well-documented disparity between consumers' stated environmental concerns and their actual purchasing behavior, commonly termed the green attitude-behavior gap (Joshi & Rahman, 2015; Kollmuss & Agyeman, 2002). In the green

cosmetics market, purchase decisions are influenced by perceptions of product value, brand credibility, and trust in sustainability claims (Chen & Chang, 2012). Consequently, understanding how sustainability-related perceptions are translated into purchase intentions remains an important challenge for both researchers and practitioners.

This study provides a contextual extension of Wang et al. (2022) by applying the Value–Attitude–Behavior (VAB) framework to Generation Z consumers in Indonesia’s green cosmetics market. Environmental positioning, perceived value, and trust are known to positively influence green purchasing decisions (Wang et al., 2022; Zhao et al., 2025). However, it remains unclear whether these perceptions directly affect GPI or operate primarily through attitudinal and trust-based mechanisms, particularly among Generation Z in emerging markets. Moreover, empirical evidence on the green cosmetics sector remains limited despite its growing significance. Given Generation Z’s environmental awareness and skepticism toward corporate claims, further investigation is needed to understand GPI mechanisms in Indonesia’s green cosmetics market.

Drawing upon the Value-Attitude-Behavior (VAB) framework (Homer & Kahle, 1988), this study examines the effects of GBP and GPV on GPI through ATGB, while considering the moderating role of GT. The VAB framework proposes that values and perceptions influence behavioral intentions primarily through attitudinal processes (Cheung & To, 2019), making it particularly suitable for explaining the green attitude-behavior gap in sustainable consumption contexts.

This study contributes to the green marketing literature in several ways. First, it extends the application of the VAB framework by simultaneously examining the mediating role of ATGB and the moderating role of GT in explaining GPI. Second, it provides empirical evidence from Generation Z consumers, a strategically important consumer segment characterized by high environmental awareness and digital engagement. Third, it enriches the limited body of research on green purchase behavior within the green cosmetics sector in an emerging market context, thereby offering both theoretical insights and practical implications for marketers seeking to promote sustainable consumption. Accordingly, this study seeks to answer the following research questions: (RQ1) How do GBP and GPV influence GPI among Generation Z consumers? (RQ2) What role does ATGB play in explaining the relationship between sustainability-related perceptions and GPI? and (RQ3) How does GT influence the relationship between sustainability-related perceptions and GPI?

1. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

According to the VAB framework, personal values serve as the foundation for attitude formation, which in turn guides behavioral intentions and subsequent actions (Homer & Kahle, 1988). Applied to sustainable consumption contexts, this theoretical lens suggests that individuals with strong environmental values tend to form more positive evaluations of green products, thereby increasing their propensity to purchase them (Cheung & To, 2019). However, the persistence of the “green gap” suggests that environmental concern alone is insufficient to generate green purchasing behavior (Joshi

& Rahman, 2015). Therefore, factors such as environmental positioning, perceived value, attitudes, and trust are important mechanisms linking sustainability-related values to purchase intentions.

GBP denotes a company’s deliberate strategy to distinguish its brand by highlighting environmental responsibility and sustainability-oriented operations (Wang et al., 2022). When firms convey trustworthy environmental messaging, they not only bolster consumer perceptions of their green brands but also mitigate scepticism regarding sustainability assertions (Nekmahmud et al., 2022; Sun et al., 2021). Previous studies consistently report that green brand positioning enhances favorable attitudes and purchase intentions (Wang et al., 2022; Zhao et al., 2025).

Source: Developed by the authors based on Chen and Chang (2012), Homer and Kahle (1988), Wang et al. (2022).

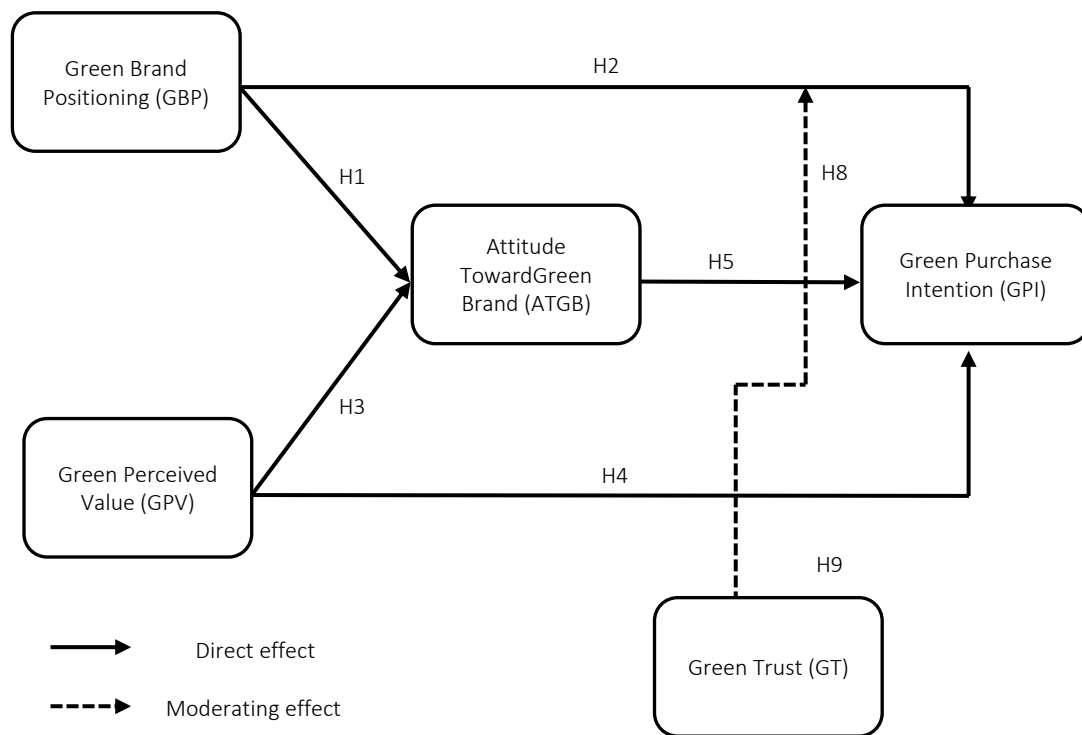


Figure 1. Research framework

GPV reflects consumers' assessment of the environmental, functional, and social benefits of green products relative to the total costs incurred, both monetary and non-monetary (Wang et al., 2022). The likelihood of green product adoption increases substantially when consumers recognize these benefits as outweighing the costs incurred. Prior research demonstrates that green perceived value positively influences both attitudes toward green brands and green purchase intention (Chaudhary & Bisai, 2018; Tan et al., 2022).

ATGB represents consumers' comprehensive evaluation of brands that actively support and promote environmental responsibility (Wang et al., 2022). Within the VAB framework, attitudes function as the pivotal mechanism that translates value perceptions into subsequent behavioral intentions. Previous studies have shown that favorable attitudes increase green purchase intention and mediate the effects of environmental positioning and perceived value on consumer behavior (Wang et al., 2022; Wei et al., 2018; Hwang & Lyu, 2020; Le et al., 2025).

GT reflects the level of assurance consumers have in the environmental assertions and sustainability track record of a brand (Wang et al., 2022). The significance of trust is amplified in markets where scepticism regarding greenwashing practices persists. Although previous studies report mixed findings regarding its direct effect on purchase intention, evidence suggests that trust can strengthen the influence of other green marketing factors on consumer behavior (Nekmahmud et al., 2022; Wang et al., 2022).

GPI reflects consumers' tendency to choose green products over conventional alternatives (Chaudhary & Bisai, 2018; Wang et al., 2022), indicating whether environmental values translate into actual purchases. Drivers include perceived benefits, attitudes, trust, and brand positioning (Nguyen et al., 2019a; Nguyen et al., 2019b; Sun et al., 2021). However, scepticism toward green claims can weaken intentions, reinforcing trust as a crucial mechanism (Wei et al., 2018; Zhao et al., 2025). In Indonesia's cosmetics sector, consumers balance performance against ecological benefits (Le et al., 2025). This

study examines how GBP and GPV shape GPI through ATGB, with GT as a moderator.

This study aims to develop and test an integrated framework for explaining green purchase intention among Generation Z consumers in Indonesia's green cosmetics market.

Based on the theoretical foundation and hypotheses developed above, Figure 1 illustrates the proposed research model. The framework integrates GBP and GPV as antecedent variables, ATGB as a mediating variable, GT as a moderating variable, and GPI as the outcome variable.

1.1. Hypotheses development

H1: GBP positively influences ATGB.

H2: GBP positively influences GPI.

H3: GPV positively influences ATGB.

H4: GPV positively influences GPI.

H5: ATGB positively influences GPI.

H6: ATGB mediates the relationship between GBP and GPI.

H7: ATGB mediates the relationship between GPV and GPI.

H8: GT positively moderates the relationship between GBP and GPI.

H9: GT positively moderates the relationship between GPV and GPI.

2. METHODOLOGY

This research employs a quantitative methodology employing a cross-sectional survey design to examine the structural relationships among GBP, GPV, ATGB, GT, and GPI. A structured questionnaire served as the primary data collection instrument, selected for its capacity to systematically gather standardized and comparable data, a widely accepted approach in behavioral and marketing research (Hair & Alamer, 2022). The analytical fo-

cus was on testing a mediation-moderation model grounded in the VAB framework, with paths specified a priori based on the literature. PLS-SEM was employed to test the proposed hypotheses, given its suitability for predictive research objectives and its capability to accommodate complex models incorporating both mediation and moderation effects simultaneously.

The target population comprised Generation Z consumers (born 2001-2012) in Indonesia, representing approximately 27.94% of the national population (74.93 million individuals). Generation Z was selected due to its growing purchasing power in the cosmetics market, digital engagement, and increasing environmental awareness. Given the large and unknown population of green cosmetic consumers, Cochran's formula was used as an initial guideline to estimate the minimum sample size, yielding a requirement of 384 respondents. Because the study employed purposive sampling, this estimate should not be interpreted as providing statistical representativeness. Sample adequacy was therefore further assessed based on PLS-SEM recommendations (Hair et al., 2018). The final sample of 384 respondents met the recommended requirements for PLS-SEM analysis, indicating adequate statistical power for testing the proposed model.

Purposive sampling was used to recruit Indonesian Generation Z consumers aged 13-24 years who had purchased or used green cosmetic products within the previous six months, were familiar with green cosmetic attributes, and resided in major urban areas. Respondents who had never purchased green cosmetics or lacked familiarity with sustainable product characteristics were excluded. For participants under 18 years of age, parental consent and participant assent were obtained. Data were collected through an online survey distributed between June and July 2025 via Instagram, WhatsApp, TikTok, Twitter (X), and sustainability-oriented consumer communities. The survey targeted respondents in Jakarta, Bandung, Surabaya, and Makassar. Participation was voluntary and anonymous, and screening questions together with one-response-per-device restrictions were used to ensure eligibility and minimize duplicate submissions.

A total of 413 responses were collected through the online survey. After screening for completeness, duplication, and eligibility, 384 valid responses were retained for analysis, yielding a usable response rate of 92.98%. The Cochran estimate was used only as an initial guideline for determining the minimum sample size. Sample adequacy was further evaluated using the inverse square root and gamma-exponential methods recommended for PLS-SEM (Kock & Hadaya, 2018). The final sample of 384 respondents satisfied these requirements, indicating adequate statistical power for testing the proposed model. Data were analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 4. The analysis proceeded in two stages: (1) assessment of the measurement model, including reliability, valid-

ity, and common method bias; and (2) assessment of the structural model, including collinearity, model fit, R^2 , Q^2 , hypotheses testing, moderation, and mediation analysis using bootstrapping with 5,000 resamples.

All constructs were operationalized using multi-item scales adapted from validated instruments in the green marketing and consumer behavior literature. Responses were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Minor modifications were made to the item wording to reflect the context of Indonesia's green cosmetics market while preserving the conceptual meaning of the original scales. Table 2 presents the measurement items and their respective sources.

Table 1. Measurement of constructs

Source: Authors' compilation (2025).

Variables	Items	Adapted question	Adapted from
Green Brand Positioning	GBP1	Green cosmetics brands clearly communicate their environmental commitment	Chen et al. (2017), Pahlevi and Suhartanto (2020)
	GBP2	I prefer purchasing green cosmetics from brands committed to sustainability	
	GBP3	I believe a green cosmetics brand's value can be enhanced by its environmental responsibility	
	GBP4	Green cosmetics have been developed to meet specific consumer desires and requirements	
Green Perceived Value	GPV1	Green cosmetics deliver greater benefits than the cost of purchasing them	Nguyen et al. (2024), Pahlevi and Suhartanto (2020)
	GPV2	Green cosmetics offer greater health and environmental benefits than conventional cosmetic products	
	GPV3	The green cosmetics brand delivers superior environmental benefits compared to other cosmetic brands	
	GPV4	Green cosmetics contribute more positively to my health and the environment than conventional cosmetic products	
	GPV5	A green cosmetics brand's environmental features confer substantial value to me	
Attitude Toward Green Brand	ATGB1	I opt for a green cosmetics brand because I am strongly committed to environmental protection	Chen et al. (2017), Wang et al. (2022)
	ATGB2	I have a positive opinion about the environmental effectiveness of green cosmetics	
	ATGB3	I evaluate green cosmetic brands' environmental claims positively	
	ATGB5	Green cosmetics align well with my expectations for environmental protection	
Green Trust	GT1	I think green cosmetics are highly respected because they benefit our well-being and the planet	Pahlevi and Suhartanto (2020), Wang et al. (2022)
	GT2	I find green cosmetics to be dependable	
	GT3	I trust companies that offer green cosmetics	
	GT4	In my experience, green cosmetics deliver on their promise to benefit both our well-being and the environment	
Green Purchase Intention	GPI1	Environmental and health concerns drive my intention to purchase green cosmetics	Ghassani et al. (2022), Isac et al. (2024)
	GPI2	I check available green cosmetics brands and options before deciding to purchase	
	GPI3	I enjoy purchasing green cosmetics as they support health and environmental	
	GPI4	I consistently choose green cosmetics despite their higher cost compared to conventional cosmetics	
	GPI5	If quality is equal, I will always choose green cosmetics over regular cosmetics	
	GPI6	I intend to continue purchasing green cosmetic products in the future	

A pilot test with 30 Generation Z consumers confirmed the clarity and relevance of the questionnaire. Minor wording adjustments were made based on feedback.

Common method bias was assessed using predictor–criterion collinearity diagnostics following Kock and Hadaya (2018). All Variance Inflation Factor (VIF) values were below the recommended threshold of 3.3, indicating that common method bias was unlikely to affect the study results. Procedural remedies, including respondent anonymity and voluntary participation, were also implemented to minimize response bias.

This study complied with the Declaration of Helsinki and received approval from the Research Ethics Committee of Universitas Pendidikan Indonesia. Informed consent was obtained from all participants, while parental consent and participant assent were secured for respondents under 18 years of age. Participation was voluntary, data were collected anonymously, and confidentiality was maintained throughout the study.

3. RESULT

Table 2 presents the demographic characteristics of the 384 Generation Z consumers included in the sample. The sample is characterized by a predominance of female respondents (79%), a concentration in the 21-24 age group (58%), and a high proportion of students (30%) and private employees (47%) with moderate monthly earnings (38% earn USD 92-185). The predominance of female respondents is consistent with the characteristics of the cosmetics market, where women constitute the primary consumer segment and are generally more involved in cosmetic purchasing decisions. Geographically, respondents were distributed across four major Indonesian urban centers, namely Jakarta (40.1%), Bandung (35.7%), Surabaya (20.3%), and Makassar (3.9%). These cities were selected because they provide greater accessibility to green cosmetic products and represent areas with high concentrations of digitally active Generation Z consumers. Most respondents reported purchasing green cosmetic products three to six times per month (89% combined), suggesting that

Table 2. Demographic characteristics of respondents (N = 384)

Source: Authors' survey (2025).

Demographic	Characteristics	Frequency	Percentage (%)
Gender	Male	81	21%
	Female	303	79%
Age	13-16 years old	23	6%
	17-20 years old	138	36%
	21-24 years old	223	58%
Education level	Junior high school	23	6%
	High school	146	38%
	Diploma degree	50	13%
	Bachelor degree	165	43%
Occupation	Student	115	30%
	Private employees	181	47%
	Government employees	27	7%
	Entrepreneur	42	11%
	Others	19	5%
Monthly earnings (USD)	< 92	115	30%
	92-185	146	38%
	185-277	119	31%
	277-369	4	1%
City of residence	Jakarta	154	40.1%
	Bandung	137	35.7%
	Surabaya	78	20.3%
	Makassar	15	3.9%
Green shopping frequency	1-2 times per month	42	11%
	3-4 times per month	192	50%
	5-6 times per month	150	39%

Note: USD values are approximate conversions from Indonesian Rupiah.

Table 3. The evaluation of the measurement model

Source: Data processing using SmartPLS (2025).

Variable	Question item	Indicator reliability (loading factor > 0.70)	Convergent validity (AVE > 0.50)	Composite reliability (> 0.70)	Cronbach's Alpha (> 0.60)
Green Brand Positioning	GBP1	0.913	0.884	0.968	0.956
	GBP2	0.931			
	GBP3	0.949			
	GBP4	0.967			
Green Perceived Value	GPV1	0.927	0.820	0.958	0.955
	GPV2	0.939			
	GPV3	0.834			
	GPV4	0.892			
	GPV5	0.932			
Attitude Toward Green Brand	ATGB1	0.867	0.760	0.927	0.895
	ATGB2	0.900			
	ATGB3	0.875			
	ATGB5	0.845			
Green Trust	GT1	0.910	0.917	0.978	0.972
	GT2	0.972			
	GT3	0.982			
	GT4	0.965			
Green Purchase Intention	GPI1	0.828	0.734	0.943	0.928
	GPI2	0.884			
	GPI3	0.885			
	GPI4	0.896			
	GPI5	0.845			
	GPI6	0.800			

they are active participants in the green cosmetics market. This relatively high purchasing frequency may reflect the purposive sampling strategy adopted in this study, which specifically targeted active users of green cosmetic products rather than the broader population of consumers.

The measurement model was evaluated to assess indicator reliability, internal consistency, convergent validity, and discriminant validity. Table 3 presents the results of this evaluation.

Following the removal of ATGB4, all constructs met the recommended thresholds for reliability and

validity, confirming satisfactory indicator reliability, convergent validity, and internal consistency.

Discriminant validity was evaluated using the Fornell-Larcker criterion, Heterotrait-Monotrait Ratio (HTMT), and cross-loadings.

Table 4. Fornell-Larcker criterion

Source: SmartPLS output (2025).

Construct	ATGB	GBP	GPI	GPV	GT
ATGB	0.848				
GBP	0.817	0.940			
GPI	0.714	0.574	0.857		
GPV	0.253	0.115	0.159	0.905	
GT	−0.042	−0.032	−0.077	0.080	0.958

Table 5. HTMT matrix

Source: SmartPLS output (2025).

Construct	ATGB	GBP	GPI	GPV	GT	GT × GPV	GT × GBP
ATGB							
GBP	0.807						
GPI	0.748	0.608					
GPV	0.220	0.095	0.123				
GT	0.051	0.037	0.075	0.060			
GT × GPV	0.035	0.062	0.198	0.024	0.013		
GT × GBP	0.061	0.042	0.037	0.062	0.044	0.144	

As presented in Table 4, the square root of the AVE for each construct exceeded its correlations with all other constructs, satisfying the Fornell-Larcker criterion and confirming discriminant validity. As shown in Table 5, all HTMT values were below the conservative threshold of 0.85 (Henseler et al., 2015), confirming adequate discriminant validity and empirical distinctiveness among the constructs.

Table 6. Cross-loadings matrix

Source: SmartPLS output (2025).

Indicator	ATGB	GBP	GPI	GPV	GT
ATGB1	0.867	0.592	0.600	0.291	−0.046
ATGB2	0.900	0.684	0.554	0.202	−0.031
ATGB3	0.875	0.608	0.623	0.184	−0.017
ATGB5	0.845	0.721	0.657	0.247	−0.076
GBP1	0.717	0.913	0.520	0.040	−0.037
GBP2	0.657	0.931	0.533	0.108	−0.020
GBP3	0.701	0.949	0.540	0.121	−0.035
GBP4	0.744	0.967	0.563	0.155	−0.026
GPI1	0.439	0.431	0.828	0.056	−0.084
GPI2	0.675	0.458	0.884	0.221	−0.022
GPI3	0.699	0.500	0.885	0.114	−0.058
GPI4	0.617	0.463	0.896	0.130	−0.059
GPI5	0.460	0.525	0.845	0.028	−0.154
GPI6	0.629	0.568	0.800	0.231	−0.038
GPV1	0.376	0.185	0.250	0.927	0.118
GPV2	0.178	0.088	0.114	0.939	0.063
GPV3	0.104	−0.023	0.038	0.834	−0.017
GPV4	0.134	0.044	0.029	0.892	0.023
GPV5	0.133	0.027	0.071	0.932	0.059
GT1	−0.054	−0.063	−0.022	0.044	0.910
GT2	−0.046	−0.024	−0.093	0.111	0.972
GT3	−0.025	−0.005	−0.040	0.073	0.982
GT4	−0.061	−0.042	−0.079	0.047	0.965

As shown in Table 6, all indicators loaded more strongly on their respective constructs than on any other construct, confirming satisfactory discriminant validity based on the cross-loading criterion.

Table 8. Model fit evaluation

Source: SmartPLS output (2025).

Model fit index	Saturated model	Estimated model	Recommended threshold	Evaluation
SRMR	0.078	0.078	≤ 0.08	Acceptable fit
d_ULS	1.682	1.699	Smaller is better	Acceptable
d_G	1.532	1.537	Smaller is better	Acceptable
Chi-square	2980.674	2978.612	Descriptive	—
NFI	0.751	0.751	≥ 0.70	Acceptable fit

To assess the potential presence of common method bias, predictor-criterion collinearity diagnostics were conducted following Kock and Hadaya (2018). The results are presented in Table 7.

Table 7. Common method bias assessment

Source: SmartPLS output (2025).

Construct relationship	VIF
GBP → ATGB	1.013
GPV → ATGB	1.013
ATGB → GPI	3.270
GBP → GPI	3.102
GPV → GPI	1.117
GT → GPI	1.013
GT × GPV → GPI	1.030
GT × GBP → GPI	1.032

As shown in Table 7, all VIF values were below the recommended threshold of 3.3, indicating that common method bias was unlikely to affect the study results.

The structural model's fit with the empirical data was evaluated using several indices. Table 8 presents the model fit evaluation results.

Table 8 presents the model fit evaluation results. The SRMR value (0.078) was below the recommended threshold of 0.08, while the NFI value (0.751) exceeded the recommended threshold of 0.70, indicating an acceptable model fit. Furthermore, the relatively low d_ULS and d_G values suggest satisfactory model discrepancy. Overall, the structural model demonstrated an acceptable fit to the observed data and was appropriate for hypothesis testing.

The model's explanatory and predictive capabilities were assessed using R-square and Q-square values. Table 9 presents these results.

Table 9. R-square and Q-square values

Source: SmartPLS output (2025).

Variable	R-square (R ²)	Q-square (Q ²)
ATGB	0.596	0.446
GPI	0.525	0.370

ATGB recorded an R² of 0.596, indicating that GBP and GPV jointly explain approximately 59.6% of the variance in consumers' attitudes. GPI yielded an R² of 0.525, representing moderate explanatory power. The Q² values exceeded zero for both endogenous constructs (ATGB = 0.446, GPI = 0.370), confirming that the model possesses satisfactory predictive relevance.

The structural model was estimated to test the hypothesized relationships. Table 10 presents the hypotheses testing results, including path coefficients, t-statistics, p-values, and decisions for each hypothesized relationship.

The results indicate that five of seven direct and moderating hypotheses were supported. Specifically, ATGB had a significant positive effect on GPI and was significantly influenced by both GBP and GPV. Besides, GBP exerted a significant direct effect on GPI, whereas GPV and GT did not significantly influence GPI. Regarding the moderating effects, GT significantly moderated the relationship between GPV

and GPI but did not moderate the relationship between GBP and GPI.

The mediation analysis revealed that ATGB significantly mediated the relationships between GBP and GPI ($\beta = 0.456$, $t = 10.839$, $p < 0.001$), as well as between GPV and GPI ($\beta = 0.114$, $t = 5.080$, $p < 0.001$). These findings indicate that both GBP and GPV enhance GPI indirectly through consumers' ATGB, thereby supporting both mediation hypotheses.

4. DISCUSSION

The results confirm that GBP exerts the strongest influence on ATGB, highlighting the importance of environmental positioning in shaping favorable consumer attitudes toward green cosmetic brands. This finding aligns with signaling theory, wherein credible environmental positioning acts as a market signal that diminishes information asymmetry and allows consumers to assess a company's genuine environmental commitment (Chen & Chang, 2012; Hartmann et al., 2005). For Generation Z consumers, GBP appears to function not only as a source of product information but also as a means of expressing personal values and environmental identity. This finding is consistent with Sahioun et al. (2023), who reported that green marketing

Table 10. Hypotheses testing results

Source: SmartPLS output (2025)

Hypothesis	Path	Original sample (β)	t-statistics	p-value	Decision
H1	GBP → ATGB	0.730	35.139	< 0.001	Supported
H2	GBP → GPI	0.096	2.001	0.045	Supported
H3	GPV → ATGB	0.183	5.949	< 0.001	Supported
H4	GPV → GPI	-0.008	0.188	0.851	Not supported
H5	ATGB → GPI	0.625	11.649	< 0.001	Supported
H8	GT × GBP → GPI	0.027	0.827	0.408	Not supported
H9	GT × GPV → GPI	0.152	2.605	0.009	Supported

Note: Statistical significance is established at the 5% level.

Table 11. Mediation analysis result

Source: SmartPLS output (2025).

Hypothesis	Indirect relationship	Indirect effect (β)	t-statistics	p-value	Decision
H6	GBP → ATGB → GPI	0.456	10.839	< 0.001	Supported
H7	GPV → ATGB → GPI	0.114	5.080	< 0.001	Supported

Note: Mediation is considered significant when $p < 0.05$.

initiatives positively influence consumer attitudes when environmental attributes are clearly communicated and understood. In the Indonesian context, where concerns regarding greenwashing remain prevalent, transparent and credible environmental positioning is particularly important for fostering favorable evaluations of green cosmetic brands (Nguyen et al., 2019a; Nguyen et al., 2019b).

The results further indicate that GPV positively influences ATGB but does not directly affect GPI. This finding suggests that consumers do not automatically transform perceived environmental, functional, and social benefits into purchasing intentions. Instead, the influence of GPV operates primarily through attitudinal mechanisms. In line with the VAB framework (Homer & Kahle, 1988), consumers assess the value proposition of green products prior to forming positive attitudes, which then guide their subsequent behavioral intentions. The significant mediating role of ATGB confirms that attitudes constitute a crucial psychological mechanism linking sustainability-related perceptions to GPI. This result aligns with previous studies demonstrating that favorable ATGB and brands play a central role in translating environmental value perceptions into purchasing decisions (Mohd Suki, 2016; Wang et al., 2022).

Interestingly, GBP exerted a significant direct effect on GPI, whereas GPV did not, despite both constructs significantly influencing ATGB. This finding indicates that Generation Z consumers may directly translate favorable environmental positioning into purchase intentions, while perceived environmental value requires attitudinal evaluation before influencing behavioral intentions. Accordingly, ATGB remains an important psychological mechanism through which both GBP and GPV influence GPI, consistent with the VAB framework (Homer & Kahle, 1988; Wang et al., 2022). Moreover, the stronger indirect effect of GBP compared with GPV suggests that symbolic and identity-related aspects of green brands may exert a greater influence on Generation Z consumers than purely utilitarian benefits, particularly in the cosmetics industry, where consumption is closely associated with self-expression and lifestyle.

ATGB proved to be the most powerful determinant of GPI and served as a significant mediator in the relationships between GBP, GPV, and GPI. Specifically, ATGB partially mediated the relationship between GBP and GPI, while fully mediating the relationship between GPV and GPI. This finding provides strong support for the VAB framework, which posits that attitudes serve as the primary pathway through which values and perceptions are translated into behavioral intentions. The result is also consistent with Surahman et al. (2023), who found that environmental attitudes play a critical role in shaping green purchase intentions among Generation Z consumers. Therefore, favorable attitudes toward green brands appear to be a prerequisite for transforming environmental positioning and perceived value into actual purchase intentions. These findings suggest that green cosmetic companies should not only focus on communicating environmental benefits but also ensure that such benefits contribute to positive brand evaluations and emotional connections with consumers.

Extending Wang et al. (2022), this study confirms that GT does not directly influence GPI but significantly strengthens the GPV-GPI relationship. This suggests that GT functions as a contextual mechanism that enhances the conversion of perceived value into purchase intention. Consumers are more likely to act upon perceived environmental benefits when they trust the credibility of a brand's sustainability claims and environmental performance (Chen & Chang, 2012; Chen, 2010; Wang et al., 2022). However, GT does not moderate the relationship between GBP and GPI. A plausible explanation is that GBP itself already signals sustainability commitment, thereby reducing GT's additional role in shaping intentions. This finding indicates that trust becomes more important when consumers evaluate the value received from green products rather than when they evaluate environmental positioning messages. From a managerial perspective, green cosmetic companies should prioritize transparent sustainability communication, third-party environmental certifications, cruelty-free verification, and verifiable environmental claims to strengthen consumer trust and maximize the effectiveness of GPV in driving GPI.

CONCLUSION

This study examined the effects of green brand positioning and green perceived value on green purchase intention through attitude toward green brand, as well as the moderating role of green trust among Generation Z consumers in Indonesia's green cosmetics market. The findings indicate that green brand positioning and green perceived value significantly enhance attitude toward green brand. In addition, green brand positioning exerts a significant direct effect on green purchase intention, while attitude toward green brand serves as the strongest predictor and significantly mediates the effects of green brand positioning and green perceived value on purchase intention. Although green trust does not directly influence purchase intention, it strengthens the relationship between green perceived value and purchase intention. These findings underscore the critical role of favorable attitudes toward green brands in driving green purchase intentions.

LIMITATIONS AND FUTURE RESEARCH

This study has several limitations, including the use of purposive sampling, the predominance of female respondents, and the cross-sectional research design, which may limit the generalizability of the findings. Future studies should employ more diverse samples and longitudinal approaches to improve the generalizability and robustness of the findings.

DECLARATION OF GENERATIVE AI IN THE WRITING PROCESS

The authors used Perplexity AI for language editing and structural refinement. All generated content was reviewed and bears full responsibility for the final manuscript.

DATA AVAILABILITY STATEMENT

The dataset used in this study is available from the corresponding author upon reasonable request.

CONFLICT OF INTEREST

The authors declare that they have no conflict of interest.

AUTHOR CONTRIBUTION

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