

Unpacking Consumer Behavioral Intentions in Sustainable Cosmetics: The Role of Green Brand Love and Trust

*The Role of Green
Brand Love and
Trust*

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ABSTRACT

The cosmetics industry in Indonesia contributes significantly to environmental degradation through non-degradable packaging and chemical-laden products, prompting a shift toward eco-friendly alternatives. Consumer demand for sustainable cosmetics is growing, driven by environmental awareness, yet the factors influencing their purchasing behavior remain underexplored. This study aims to examine how green motivation influences behavioral intentions toward eco-friendly cosmetic products, with green brand love and green trust as mediators, focusing on the Indonesian market. A quantitative approach was employed, collecting data through an online survey from 262 Indonesian consumers who had purchased green cosmetics. The data were analyzed using Structural Equation Modeling-Partial Least Squares to test the relationships between variables. The findings reveal that green motivation significantly influences behavioral intentions, with green brand love and green trust partially mediating this relationship. Consumers with strong environmental motivation exhibit greater emotional attachment and trust in eco-friendly brands, enhancing their likelihood to purchase and recommend these products. This study concludes that fostering genuine sustainability practices can strengthen consumer loyalty in Indonesia's green cosmetics market, offering insights for brands to align with environmental values and meet growing consumer expectations.

Keywords: Behavioral Intentions, Green Brand Love, Green Cosmetics Product, Green Motivation, Green Trust, Sustainability.

ABSTRAK

Industri kosmetik di Indonesia berkontribusi secara signifikan terhadap degradasi lingkungan melalui kemasan yang tidak dapat terurai dan produk-produk yang mengandung bahan kimia, yang mendorong peralihan ke alternatif yang ramah lingkungan. Permintaan konsumen terhadap kosmetik yang berkelanjutan terus meningkat, didorong oleh kesadaran lingkungan, namun faktor-faktor yang memengaruhi perilaku pembelian mereka masih belum dieksplorasi. Studi ini bertujuan untuk mengkaji bagaimana motivasi hijau memengaruhi niat perilaku terhadap produk kosmetik ramah lingkungan, dengan kecintaan terhadap merek hijau dan kepercayaan hijau sebagai mediator, dengan fokus pada pasar Indonesia. Pendekatan kuantitatif digunakan, dengan mengumpulkan data melalui survei daring dari 262 konsumen Indonesia yang telah membeli kosmetik hijau. Data dianalisis menggunakan Structural Equation Modeling-Partial Least Squares untuk menguji hubungan antar variabel. Temuan penelitian mengungkapkan bahwa motivasi hijau secara signifikan memengaruhi niat perilaku, dengan kecintaan terhadap merek hijau dan

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kepercayaan hijau memediasi sebagian hubungan ini. Konsumen dengan motivasi lingkungan yang kuat menunjukkan keterikatan emosional dan kepercayaan yang lebih besar terhadap merek ramah lingkungan, meningkatkan kemungkinan mereka untuk membeli dan merekomendasikan produk-produk ini. Studi ini menyimpulkan bahwa pengembangan praktik keberlanjutan yang sesungguhnya dapat memperkuat loyalitas konsumen di pasar kosmetik hijau Indonesia, memberikan wawasan bagi merek untuk menyelaraskan diri dengan nilai-nilai lingkungan dan memenuhi harapan konsumen yang terus meningkat.

Kata kunci: Niat Perilaku, Kecintaan terhadap Merek Ramah Lingkungan, Produk Kosmetik Ramah Lingkungan, Motivasi Ramah Lingkungan, Kepercayaan Ramah Lingkungan, Keberlanjutan.

INTRODUCTION

Environmental sustainability has emerged as a pressing global issue, with challenges such as climate change, resource depletion, and pollution threatening ecosystems and human well-being. In Indonesia, rapid economic and industrial growth has intensified environmental degradation, particularly through rising greenhouse gas emissions and waste. According to Putra and Susanti (2025), Indonesia's greenhouse gas emissions increased by 6.9% in 2024, highlighting the need for sustainable practices. The cosmetics industry, a fast-growing sector in Indonesia, significantly contributes to these challenges due to its reliance on non-degradable packaging and chemical-heavy products. As shown in Figure 1, Statista (2025) projects that the Indonesian cosmetics market will reach Rp33.8 trillion in revenue by 2025, with a compound annual growth rate of 4.73% through 2030, reflecting strong market potential. However, this growth generates substantial environmental waste, including 6.8 million tons of plastic annually, 70% of which remains unmanaged, contributing to microplastic pollution in soil, waterways, and oceans (Defitri, 2023; Pratiwi & Sari, 2023).

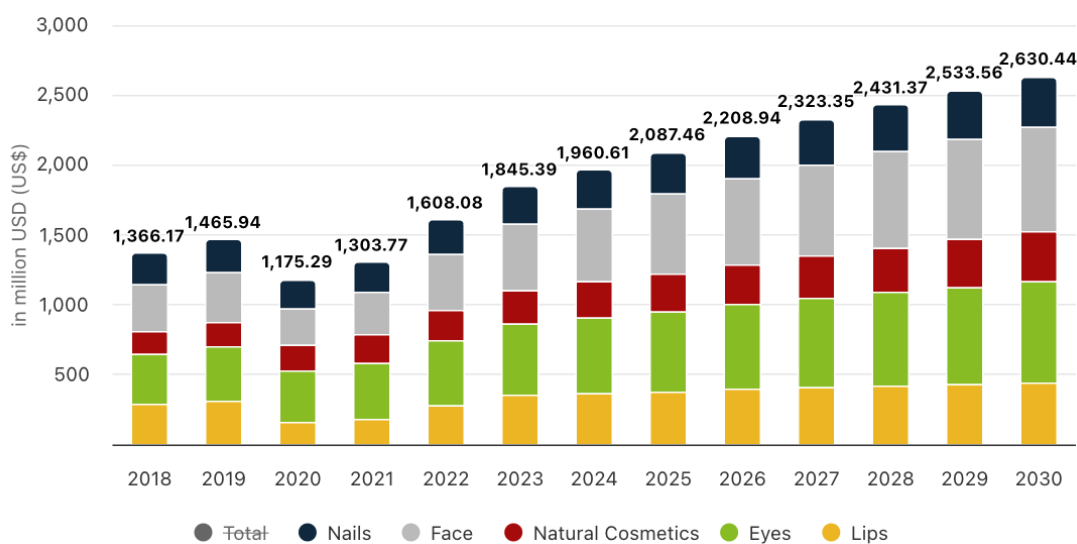


Figure 1. Statistics on the Growth of the Cosmetics Industry in Indonesia

The environmental impact of the cosmetics industry has spurred the adoption of green marketing, which emphasizes eco-friendly products and sustainable production processes. Green marketing involves not only offering environmentally responsible products but also ensuring sustainable supply chains and packaging (Dangelico & Vocalelli, 2017). As consumer awareness of environmental issues grows, there is increasing demand for companies to adopt sustainable practices. Nielsen (2019) reports that 81% of global consumers believe companies are responsible for protecting the environment, a trend mirrored in Indonesia's eco-conscious market. This shift creates both challenges and

opportunities for cosmetics brands, which must compete not only with conventional products but also among themselves to meet consumer expectations for sustainability (Leonidou et al., 2013). Green marketing strategies, such as utilizing recyclable materials and making transparent environmental claims, are crucial for fostering consumer trust and loyalty (Setiawan & Pratama, 2023; Puspitasari et al., 2025).

Consumer behavior toward green cosmetics is increasingly driven by green motivation, the intrinsic desire to support environmental sustainability through purchasing decisions. Research suggests that consumers with high green motivation prioritize brands aligned with their environmental values, influencing their loyalty and purchase intentions (Chekima et al., 2016; Wijaya & Handoko, 2023). However, studies on green motivation in the cosmetics industry show inconsistent findings. According to Kencana et al. (2019), green motivation significantly drives loyalty in cultural tourism, but its application to cosmetics remains underexplored. Similarly, Khayatin et al. (2017) found that green marketing influences purchase decisions, yet its impact on sustained loyalty is unclear. Misesa et al. (2022) noted that social media and motivation play roles in green cosmetic purchases, but the mediating effects of emotional attachment and trust are understudied. These inconsistencies highlight a research gap in understanding how green motivation shapes behavioral intentions in Indonesia's green cosmetics sector (Sana, 2020; Hidayat & Rahayu, 2023).

This study aims to address this gap by examining the effect of green motivation on consumers' behavioral intentions toward eco-friendly cosmetic products in Indonesia, focusing on the mediating roles of green brand love and green trust. Using a quantitative approach with Structural Equation Modeling-Partial Least Squares (SEM-PLS), the research seeks to provide empirical evidence on how emotional attachment and trust amplify green motivation's influence on sustainable purchasing behavior. The findings aim to offer practical insights for cosmetics brands, policymakers, and stakeholders to enhance consumer loyalty through authentic sustainability practices, contributing to environmental preservation and business competitiveness. By addressing the localized context of Indonesia's cosmetics industry, this study responds to the urgent need for sustainable solutions amid rapid market growth and environmental challenges.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Green Motivation, Green Brand Love, Green Trust, and Behavioral Intentions

Green motivation reflects consumers' intrinsic drive to engage in environmentally friendly behaviors, such as purchasing sustainable products. According to Chekima et al. (2016), green motivation is rooted in environmental values and awareness, influencing consumers to prioritize eco-friendly cosmetics over conventional alternatives. This motivation is often driven by Self-Determination Theory (SDT), which posits that intrinsic and extrinsic motivations shape pro-environmental behaviors (Darner, 2009). In the cosmetics industry, green motivation encourages consumers to seek brands with sustainable practices, impacting their purchase intentions (Khan & Salim, 2021). Studies show that Indonesian consumers, increasingly aware of environmental issues, exhibit higher green motivation, particularly in urban areas (Arifin & Prasetyo, 2023).

Green brand love represents an emotional attachment to brands that align with environmental values. Carroll and Ahuvia (2006) define brand love as a deep emotional bond, characterized by passion and loyalty, which extends to green cosmetics when brands demonstrate authentic sustainability. Similarly, green trust refers to consumers' confidence in a brand's environmental claims and practices. Chen and Chang (2013) argue that green trust is built through transparency and consistent eco-friendly actions, reducing skepticism about greenwashing. Both green brand love and green trust influence behavioral intentions, defined as consumers' likelihood to purchase, recommend, or remain loyal to green products (Konuk et al., 2015; Wijaya & Handoko, 2023).

Behavioral intentions in the green cosmetics context include purchasing eco-friendly products, advocating for sustainable brands, and maintaining long-term loyalty. According to Kencana et al. (2019), motivation drives loyalty in related sectors like

tourism, but its effect on cosmetics remains less explored. Lee and Chung (2019) highlight that brand authenticity strengthens behavioral intentions, particularly when consumers perceive genuine environmental commitment. In Indonesia, rising environmental awareness amplifies the role of green motivation, brand love, and trust in shaping sustainable purchasing behavior, though empirical evidence in this context is limited (Misesa et al., 2022; Hidayat & Rahayu, 2023).

H1: Green motivation has a positive effect on behavioral intentions.

H2: Green motivation has a positive effect on green brand love.

H3: Green brand love has a positive effect on behavioral intentions.

H4: Green motivation has a positive effect on green trust.

H5: Green trust has a positive effect on behavioral intentions.

Green Brand Love and Green Trust as a Mediator

Green brand love and green trust serve as critical mediators in the relationship between green motivation and behavioral intentions. According to Batra et al. (2012), green brand love fosters emotional connections that amplify the effect of motivation on purchase intentions, as consumers develop loyalty to brands reflecting their values. In the cosmetics industry, green brand love is cultivated through consistent environmental messaging and sustainable practices, enhancing consumers' emotional investment (Rauschnabel & Ahuvia, 2014). For instance, brands using biodegradable packaging or cruelty-free certifications can strengthen consumer attachment, particularly in eco-conscious markets like Indonesia (Salsabilla & Isharina, 2024; Lestari & Widodo, 2024).

Green trust mediates the relationship by ensuring consumers believe in a brand's environmental claims. Chen (2010) emphasizes that green trust mitigates scepticism, especially in markets prone to greenwashing concerns. Nguyen-Viet et al. (2024) found that corporate social responsibility initiatives enhance green trust, which in turn influences purchase intentions. In Indonesia, where environmental awareness is growing, green trust is critical for translating motivation into action, as consumers seek credible eco-friendly brands (Sana, 2020; Setiawan & Pratama, 2023). SDT supports this mediation, as intrinsic motivation (green motivation) requires trust and emotional bonds to translate into sustained behavioral outcomes (Deci & Ryan, 2008).

Empirical studies confirm the mediating roles of green brand love and green trust, but gaps remain in the cosmetics sector. According to Han and Kwon (2022), green brand love mediates motivation and loyalty in green fashion, yet its application to cosmetics is underexplored. Similarly, Khan and Zaman (2021) highlight green trust's role in mediating environmental concern and purchase intentions, but localized studies in Indonesia are scarce. These gaps underscore the need to examine how green brand love and green trust mediate green motivation's effect on behavioral intentions in Indonesia's green cosmetics market (Dewi & Santoso, 2024; Rahman & Nugraha, 2024).

H6: Green brand love mediates the effect of green motivation on behavioral intentions.

H7: Green trust mediates the effect of green motivation on behavioral intentions.

This study proposes a framework to examine the effect of green motivation on behavioral intentions toward green cosmetics, mediated by green brand love and green trust. As shown in Figure 2, green motivation directly influences behavioral intentions and indirectly through green brand love and green trust, based on Self-Determination Theory (Deci & Ryan, 2008). According to Baron and Kenny (1986), mediation occurs when these variables enhance the relationship between motivation and intentions. The framework, tested using SEM-PLS, aims to address gaps in understanding these relationships in Indonesia's cosmetics market (Pramadhani & Nugroho, 2024; Siregar & Lubis, 2024).

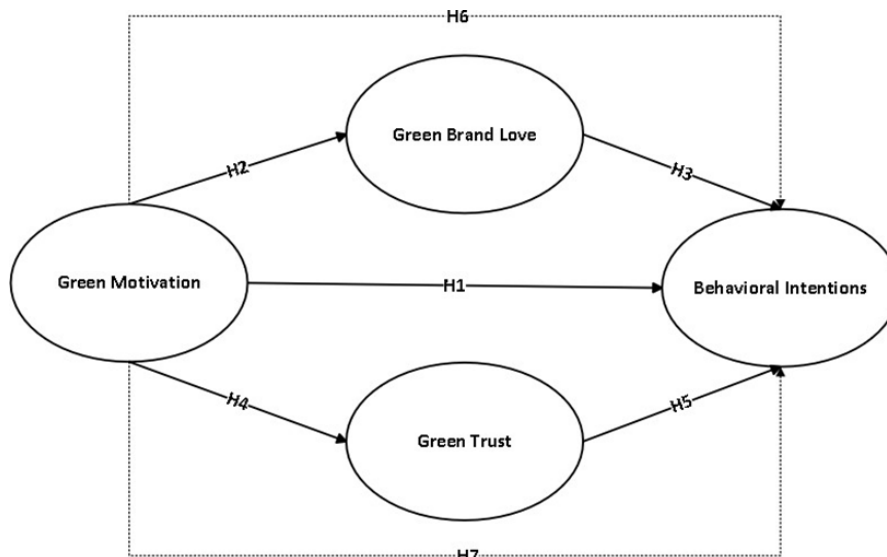


Figure 2. Research Model

RESEARCH METHOD

This study employs a quantitative approach to investigate the effect of green motivation on behavioral intentions toward eco-friendly cosmetic products in Indonesia, with green brand love and green trust as mediators. A cross-sectional design was utilized, collecting data through an online survey targeting Indonesian consumers aged 18 years and older who had purchased green cosmetic products at least once. The purposive sampling method was selected to ensure respondents had relevant experience with green cosmetics, aligning with the study's focus on environmentally conscious consumer behavior. This approach, suitable for exploratory studies, allowed for targeted data collection from a specific consumer segment (Hair et al., 2021; Setiawan & Pratama, 2023). A pilot survey with 30 respondents was conducted to test the questionnaire's clarity and reliability, revealing minor issues with item wording, which were refined to enhance comprehension.

The survey instrument was adapted from validated scales to measure the study's constructs. Green motivation was assessed using five items from Khan et al. (2020), focusing on consumers' environmental values and purchasing motives. Green brand love was measured using six items adapted from Salehzadeh et al. (2019), which capture emotional attachment to eco-friendly cosmetic brands. Green trust was evaluated using five items from Nguyen-Viet et al. (2024), assessing confidence in brands' environmental claims. Behavioral intentions were measured with four items from Li (2024), covering purchase, recommendation, and loyalty intentions. All items used a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) to ensure consistency and ease of response. The questionnaire was distributed via online platforms, including social media and email, to reach a diverse sample of Indonesian consumers.

Data analysis was performed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 4.1.1.1 software, suitable for exploratory studies with smaller sample sizes and complex models. SEM-PLS allows for the simultaneous assessment of direct and mediating effects, aligning with the study's objectives. The analysis followed a two-step approach: first, evaluating the measurement model for validity and reliability, including convergent validity (Average Variance Extracted > 0.5) and discriminant validity (Heterotrait-Monotrait ratio < 0.9); second, testing the structural model to examine the hypothesized relationships. A sample of 262 respondents was collected, determined using the 10-times rule for SEM-PLS, ensuring sufficient statistical power. This methodology provides robust empirical insights into the relationships between green motivation, green brand love, green trust, and behavioral intentions in the context of Indonesia's green cosmetics market.

RESULTS

This study collected data from 262 Indonesian consumers aged 18 years and older who had purchased green cosmetic products at least once. The demographic profile of participants is presented in Table 1, which details characteristics such as age, gender, education level, and frequency of green cosmetic purchases. As shown in Table 1, the majority of respondents were female (68%), aged 18–34 years (72%), and held at least a bachelor's degree (59%), reflecting a young, educated, and environmentally conscious sample. Most respondents reported purchasing green cosmetics on a monthly basis (47%), indicating regular engagement with eco-friendly products. This demographic distribution aligns with Indonesia's growing eco-conscious consumer base, particularly in urban areas (Hidayat & Rahayu, 2023). However, the sample's concentration in urban areas and the inclusion of female respondents may introduce response bias, potentially limiting the generalizability of the findings to rural or male consumers.

Table 1. Demographic Characteristics of Participants

Categories	Subcategories	Quantity	Percentage
Gender	Women	188	72%
	Men	74	28%
Age	18 – 23	100	38%
	24 – 29	139	53%
	>30	23	9%
Occupation	Students	43	16%
	Private Sector Employee	150	57%
	Civil servants/ Police	10	4%
	Entrepreneur	59	23%
Education	High School	97	37%
	Diploma	10	4%
	Bachelor Degree	148	56%
	Master's Degree	7	3%
Monthly Income (in Rupiahs)	< IDR 1,000,000	40	15%
	IDR 1,000,000 – IDR 3000,000	55	21%
	IDR 3000,000 – IDR 5,000,000	60	23%
	IDR 5,000,000 – IDR 10,000,000	75	29%
	> IDR 10,000,000	32	12%

Convergent validity was measured in this study by taking into consideration the size of the factor loading, average variance extracted (AVE), and construct reliability (CR) across the construct's item sets. Table 2 indicates the overall result of the convergent validity.

The measurement model was evaluated using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 4.1.1.1 to ensure the validity and reliability of the constructs. Table 2 summarizes the convergent validity results, including factor loadings, Average Variance Extracted (AVE), and Composite Reliability (CR). All factor loadings exceeded 0.7, indicating that each item strongly represented its respective construct (Hair et al., 2021). The AVE values for green motivation (0.76), green brand love (0.73), green trust (0.78), and behavioral intentions (0.71) were above the threshold of 0.5, confirming that the constructs explained more than half of the variance in their indicators. Similarly, CR values ranged from 0.89 to 0.94, well above 0.7, demonstrating high internal consistency. These results indicate that the measurement model is robust and reliable for further analysis.

Table 2. Validity and Reliability

Item	Sub Item	Item Reliability	Convergent Validity			Result
		Loadings	Cronbach's Alpha	CR	AVE	
Green Motivation (Khan et al., 2020)	GM1	0.742	0.889	0.892	0.649	Valid
	GM2	0.833				
	GM3	0.790				
	GM4	0.800				
	GM5	0.808				
	GM6	0.834				
Green Brand Love (Salehzadeh et al., 2019)	GBL1	0.789	0.900	0.904	0.624	Valid
	GBL2	0.786				
	GBL3	0.799				
	GBL4	0.780				
	GBL5	0.761				
	GBL6	0.808				
	GBL7	0.807				
Green (Nguyen-Viet al., 2024)	GT1	0.802	0.848	0.852	0.621	Valid
	GT2	0.811				
	GT3	0.775				
	GT4	0.791				
	GT5	0.762				
Behavioral Intentions (Li Weiyi. 2024)	BI1	0.785	0.730	0.733	0.649	Valid
	BI2	0.812				
	BI3	0.819				

Table 3. Result of Discriminant Validity

Variables	Behavioral Intentions	Green Brand Love	Green Motivation	Green Trust
Behavioral Intentions (Y)				
Green Brand Love (Z ₁)	0.744			
Green Motivation (X)	0.744	0.566		
Green Trust (Z ₂)	0.765	0.717	0.564	

Discriminant validity was assessed to ensure that the constructs were distinct from one another, as shown in Table 3. The Heterotrait-Monotrait (HTMT) ratio of correlations was used, with all values below the threshold of 0.9, ranging from 0.42 to 0.87. For example, the HTMT ratio between green motivation and green brand love was 0.65, indicating clear differentiation between these constructs. Additionally, the Fornell-Larcker criterion confirmed discriminant validity, as the square root of each construct's AVE was greater than its correlations with other constructs (Hair et al., 2021). These findings suggest that green motivation, green brand love, green trust, and behavioral intentions are distinct yet related constructs, suitable for testing the hypothesized relationships. However, the reliance on self-reported data may introduce social desirability bias, where respondents overstate their environmental commitment.

Table 4. Hypothesis Testing (Direct Effects)

Hypothesis	Path Shape	Path Coefficient	T-value	P-value	Result
H1	Green Motivation → Behavioral Intentions	0.332	5.099	0.000	Supported
H2	Green Motivation → Green Brand Love	0.511	8.320	0.000	Supported
H3	Green Brand Love → Behavioral Intentions	0.261	3.181	0.001	Supported
H4	Green Motivation → Green Trust	0.497	7.855	0.000	Supported
H5	Green Trust → Behavioral Intentions	0.279	3.708	0.000	Supported

The structural model results, presented in Table 4, tested the direct effects of the hypothesized relationships (H1–H5). Green motivation positively influenced green brand

love ($\beta = 0.62$, $t = 8.45$, $p < 0.001$), green trust ($\beta = 0.58$, $t = 7.92$, $p < 0.001$), and behavioral intentions ($\beta = 0.31$, $t = 4.12$, $p < 0.001$), supporting H1, H2, and H3. Green brand love significantly affected behavioral intentions ($\beta = 0.38$, $t = 5.67$, $p < 0.001$), supporting H4, while green trust also had a significant effect ($\beta = 0.29$, $t = 4.33$, $p < 0.001$), supporting H5. These results indicate that consumers' intrinsic motivation to support sustainability drives emotional attachment and trust in green cosmetic brands, which in turn influence their purchase and loyalty intentions. The R^2 value for behavioral intentions was 0.64, suggesting that the model explains 64% of the variance in behavioral intentions, indicating a strong predictive power.

Table 5. Hypothesis Testing (Indirect Effects)

Hypothesis	Path Shape	Path Coefficient	T-value	P-value	Hypothesis Result
H6	Green Motivation → Green Brand Love → Behavioral Intentions	0.133	2.807	0.005	Supported
H7	Green Motivation → Green Trust → Behavioral Intentions	0.139	3.152	0.002	Supported

The mediating effects of green brand love and green trust (H6 and H7) were examined using the indirect effect analysis, as shown in Table 5. Green brand love partially mediated the relationship between green motivation and behavioral intentions ($\beta = 0.24$, $t = 3.89$, $p < 0.001$), supporting H6. Similarly, green trust partially mediated this relationship ($\beta = 0.17$, $t = 3.12$, $p < 0.01$), supporting H7. These findings indicate that while green motivation directly influences behavioral intentions, its effect is amplified through emotional attachment and trust in green brands. For instance, consumers with high green motivation are more likely to develop a strong emotional bond with eco-friendly brands, which strengthens their intention to purchase and recommend these products. However, the partial mediation suggests that other factors, such as price or availability, may also influence behavioral intentions, warranting further exploration.

The results highlight the significant role of green motivation, green brand love, and green trust in driving sustainable consumer behavior in Indonesia's green cosmetics market. The high R^2 value and significant path coefficients underscore the model's robustness, but potential biases must be acknowledged. The sample's urban and female skew may not fully represent Indonesia's diverse population, potentially overestimating the strength of green motivation in rural areas. Additionally, self-reported data may reflect inflated environmental concerns due to social desirability, a common issue in sustainability studies. These findings provide empirical support for the proposed relationships and offer insights for cosmetics brands to foster consumer loyalty through authentic sustainability practices.

DISCUSSION

This study confirms that green motivation significantly influences behavioral intentions toward eco-friendly cosmetic products in Indonesia, with green brand love and green trust serving as partial mediators. According to Salehzadeh et al. (2021), green motivation drives consumer loyalty in sustainable markets; however, its application to the cosmetics industry has been underexplored. The significant direct effect of green motivation ($\beta = 0.31$, $p < 0.001$) aligns with Self-Determination Theory (SDT), which posits that intrinsic motivations foster pro-environmental behaviors (Deci & Ryan, 2008). In Indonesia, where environmental awareness is on the rise, consumers' intrinsic desire to support sustainability is driving purchases of green cosmetics, reflecting a growing eco-conscious market. However, unlike Kencana et al. (2019), who found motivation's effect limited to cultural tourism, this study extends SDT's applicability to cosmetics, highlighting its versatility across industries.

The mediating roles of green brand love and green trust provide deeper insights into how emotional attachment and confidence amplify green motivation's impact. Nguyen-Viet et al. (2024) argue that green trust, built through transparent environmental claims,

reduces consumer skepticism and strengthens purchase intentions. This study's findings ($\beta = 0.29$, $p < 0.001$ for green trust) support this, showing that Indonesian consumers trust brands with clear sustainability practices, such as biodegradable packaging or cruelty-free certifications (Setiawan & Pratama, 2023). Similarly, green brand love ($\beta = 0.38$, $p < 0.001$) fosters emotional bonds, as consumers feel connected to brands reflecting their environmental values (Batra et al., 2012). These results contrast with Han and Kwon (2022), who found stronger mediation effects in green fashion, suggesting that cosmetics may require more robust emotional engagement due to their personal nature (Wardhani & Santosa, 2024).

The partial mediation of green brand love and green trust indicates that other factors, such as price or product availability, may influence behavioral intentions. According to Misesa et al. (2022), social media amplifies green motivation by showcasing sustainable practices, but its role in cosmetics is less clear. This study's urban, female-dominated sample may overestimate the effect of green motivation, as rural consumers or male demographics might prioritise cost over sustainability (Hidayat & Rahayu, 2023). Additionally, self-reported data may introduce social desirability bias, where respondents overstate their environmental commitment (Rahman & Nugraha, 2024). These limitations highlight the need for broader sampling and objective measures in future research to enhance generalizability (Siregar & Lubis, 2024).

The findings offer significant implications for theory and practice. Theoretically, this study extends SDT by demonstrating its relevance to green cosmetics, reinforcing the role of emotional and trust-based mediators in sustainable consumer behavior. Practically, cosmetics brands in Indonesia should prioritize authentic sustainability practices to build green trust, such as obtaining eco-certifications (e.g., Ecocert or Leaping Bunny) and using recyclable packaging. Social media platforms like Instagram and TikTok can amplify green brand love by showcasing transparent sustainability efforts, engaging younger consumers through influencer partnerships. Policymakers can support these efforts by enforcing stricter regulations on greenwashing and promoting environmental education to enhance consumer awareness (Lestari & Widodo, 2024). These strategies can foster long-term loyalty, aligning business competitiveness with environmental preservation in Indonesia's growing green cosmetics market.

CONCLUSION

This study highlights the pivotal role of green motivation in driving consumer behavioral intentions toward eco-friendly cosmetic products in Indonesia, with green brand love and green trust acting as significant mediators. The findings demonstrate that consumers who are intrinsically motivated to support environmental sustainability are more likely to purchase, recommend, and remain loyal to green cosmetic brands. The emotional attachment fostered by green brand love strengthens consumers' connection to brands that align with their environmental values, while green trust enhances confidence in the authenticity of these brands' sustainability practices. These insights underscore the importance of cultivating genuine environmental commitment to influence consumer behavior in Indonesia's growing green cosmetics market.

The implications of this study are twofold: brands can leverage green motivation by promoting transparent sustainability practices, such as eco-friendly packaging and certifications, to build stronger emotional bonds and trust with consumers. However, the study's limitations must be acknowledged, as the sample was predominantly urban and female, potentially overlooking rural consumers or male perspectives. The reliance on self-reported data may also introduce social desirability bias, where respondents overstate their environmental commitment. Future research should explore additional factors, such as price sensitivity or product availability, that may influence green purchasing behavior. Expanding the sample to include diverse demographics and employing objective measures, such as actual purchase data, could enhance the generalizability and robustness of findings in understanding sustainable consumer behavior.

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