








Antecedents and Consequences of Green Trust in Environmentally Friendly Cosmetic Products

Tanti Handriana¹, Masmira Kurniawati¹, Suwandi S. Sangadji^{1*}, Febriana Wurjaningrum¹,
Ika Barokah Suryaningsih²

¹ Department of Management, Faculty of Economics and Business, Universitas Airlangga, Surabaya 60286, Indonesia

² Faculty of Economics and Business, Universitas Jember, Jember 68121, Indonesia

Corresponding Author Email: suwandi.s.sangadji-2022@feb.unair.ac.id

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ABSTRACT

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green perceived quality, green satisfaction, green trust, green commitment, green cosmetic

This study examines the antecedents and consequences of green trust in the context of environmentally friendly cosmetic products. Specifically, it investigates the influence of green perceived quality and green satisfaction on green trust, as well as the subsequent impact of green trust on consumer commitment and repurchase intention. A quantitative approach was employed, utilizing a survey method of 284 respondents. SEM within the AMOS software was used to examine the data. The results support six hypotheses. The first hypothesis asserts that green perceived quality positively influences both green satisfaction and green trust; the positive influence of green satisfaction was found on green trust; and green trust positively influences green commitment and repurchase intention. However, one unproven hypothesis was that green satisfaction influenced repurchase intention. These findings contribute to understanding the dynamics of green trust and its role in driving consumer behavior towards environmentally friendly cosmetic products.

1. INTRODUCTION

The cosmetics sector in Indonesia has risen in recent years, attracting the attention of major players both nationally and abroad. This growth is fueled by a substantial contribution of consumers, primarily Indonesian women, who view cosmetics as integrated into their daily routines [1]. Whether individuals are at home, at work, on campus, or in other social settings, cosmetics have become indispensable, highlighting the expansive potential of the cosmetic market. The industry's target spans from young women to older generations, further emphasizing its broad appeal and lucrative nature [2, 3].

Alongside the growth of the beauty industry, there has been a notable increase in global awareness about environmental sustainability. Consumers today are not merely driven by personal benefits such as enhancing their appearance, but they also seek products that align with their values, particularly those related to environmental preservation [4, 5]. Consumers' strong desire for eco-friendly cosmetics, "green cosmetics", is a direct outcome of this shift in consumer behavior. These products, designed to minimize ecological impact, address consumer demands for product quality and sustainability by incorporating organic ingredients, eco-friendly packaging, and sustainable production practices [6].

Social media have a pivotal role in promoting green cosmetics and raising awareness about sustainability. Opinions of influencers and leaders on platforms such as Instagram, TikTok, and YouTube have become the instruments to shape consumer preferences. Showcasing the benefits and ethical aspects of green products will amplify the

visibility of environmentally friendly cosmetics [7, 8]. Consequently, this digital influence has contributed to a growing demand for green products, underscoring the importance of integrating sustainability into marketing strategies within the beauty industry.

The increasing popularity of green cosmetics is also a response to urgent environmental issues such as resource depletion, deforestation, air and water pollution, and climate change. With that, the need for sustainable practices across industries, including cosmetics, is real. Over the past five decades have approximately 60% of the earth's ecosystems been degraded, and the consumption of natural resources has been projected to increase three to six times by 2050, with the global population expected to exceed nine billion [9]. These alarming trends have heightened consumer awareness and demand for green products contributing to environmental preservation while meeting personal needs.

Green cosmetic products encompass various offerings, designed to cater to environmentally conscious consumers. Categories include organic and natural skincare products, which utilize organic ingredients and avoid harmful chemicals; cruelty-free cosmetics, which are not tested on animals; vegan makeup, which excludes animal-derived ingredients; biodegradable and eco-friendly packaging, which reduces waste and environmental impact; reef-safe sunscreens, which avoid chemicals harmful to marine life; natural haircare products, which forgo harsh chemicals; zero-waste beauty products, which minimize packaging; and mineral makeup, which uses natural minerals and avoids synthetic additives [10, 11]. These innovations reflect the industry's commitment to

sustainability and alignment with evolving consumer values.

The growing popularity of eco-friendly beauty products highlights the importance of consumer satisfaction and trust to any business's bottom line. One of the most important factors in customer satisfaction is green-perceived quality, which refers to how customers view the eco-friendliness and general quality of a product [12]. When customers are satisfied with a product, they are more inclined to trust it, be loyal to the brand, and decide to buy it again [13, 14]. Researchers and marketers must understand these links if they want to make green marketing techniques more effective and make consumers happy in the long run.

Even though interest in eco-friendly cosmetics is rising, more research is still required to analyze variables affecting customer behavior in this market. Further research needs to scrutinize the connections between green repurchase intention, green commitment, green trust, green satisfaction, and green perceived quality. With these knowledge gaps, scholars and industry professionals are expected to gain important insights and create more efficient methods of satisfying customer demands and advancing sustainability.

This study aims to investigate the antecedents and consequences of green trust in the context of environmentally friendly cosmetic products. The current research examines how green perceived quality influences green satisfaction and green trust, as well as how these variables interact to shape green commitment and green repurchase intention. By addressing these relationships, the study seeks to contribute to the growing body of literature on green marketing and provide actionable insights for businesses in the beauty industry.

The current research involves seven research questions as follows:

RQ1: Does green perceived quality influence green satisfaction?

RQ2: Does green perceived quality influence green trust?

RQ3: Does green satisfaction influence green trust?

RQ4: Does green trust influence green commitment?

RQ5: Does green satisfaction influence green repurchase intention?

RQ6: Does green trust influence green repurchase intention?

RQ7: Does green commitment influence green repurchase intention?

The study's overarching goal is to shed light on what motivates green cosmetics buyers according to data collected with these questions. The findings are expected to offer valuable implications for businesses seeking to enhance consumer trust and satisfaction, in addition to promoting environmental sustainability in the beauty industry.

2. LITERATURE REVIEW

Green buying behavior (GCB) is consumer behavior driven by environmental concerns. It includes several steps, such as finding, buying, using, assessing, and finally disposing of products that have minimal effects on the environment [15]. People who practice GCB value products based on their environmental impact in addition to their practical benefits. They tend to avoid products that pose health risks, such as those containing harmful chemicals, and products whose production processes are detrimental to the environment [16, 17]. Instead, they favor environmentally friendly products, such as cosmetics made from natural ingredients or those packaged in biodegradable materials. Plastic waste, pollution,

and climate change are just a few global environmental challenges that GCB brings to light [18]. GCB makes consumers more educated about individual contributions to environmental sustainability. Eco-friendly beauty products require their individuals to practice GCB to grow green trust and satisfaction. GCB promotes more sustainable business practices and reflects changing customer demands.

2.1 Green perceived quality

Perceived quality has influenced how people make a purchase decision. Perception is the process of organizing, interpreting, and selecting useful information to form a meaningful image [19]. With perceived quality, consumers can rate a brand by considering both internal and external elements, including the product's performance and longevity [20]. Zeithaml [21] further defines perceived quality as the consumer's perception of how excellent a service or a product is. Green perceived quality of eco-friendly products represents the consumer's assessment of a product's quality based on environmental aspects [22]. As Hashish et al. [12] note, perceived green quality can be defined as the degree to which benefits, price, and environmentally friendly composition of a product or a service outweigh those of conventional or non-green alternatives. The consumer's experience with the goods determines whether the purchase intentions rise or decrease [23]. Therefore, green perceived quality serves as a key indicator not only for building trust in eco-friendly products but also for consumer satisfaction [14].

2.2 Green satisfaction

Green satisfaction is a key component of customer-business interaction. Generally speaking, customer satisfaction is related to the consumer's emotional response after using a product or service [24]. Green satisfaction illustrates how a product fulfills consumers' environmental needs, desires, and expectations, resulting in a positive and enjoyable experience [12]. High levels of satisfaction are often associated with increased customer loyalty and loyal purchase intentions, leading to long-term benefits for businesses [25]. Moreover, satisfaction serves as a crucial antecedent of trust, particularly green trust, in the context of sustainable product consumption. Customers are more likely to trust a business when they are drawn to its sustainability claims and experience a positive emotional response resulting from the alignment of these claims with their environmental values and expectations [26]. This causal relationship highlights that satisfaction fosters not only trust but also commitment in the long run.

2.3 Green trust

Green trust is defined as a belief in a product or brand because of its environmental quality. Trust, in general, is a crucial factor in building successful relationships and plays a key role in influencing consumer behavior [27]. A mutual belief resulting in reliability and integrity between parties establishes mutual trust [27]. When customers see firms with a strong corporate and product image, they are more likely to trust those brands and their quality [28]. The nature of the interaction between consumers and products is greatly influenced by trust, which in turn shapes long-term loyalty [29]. Green signifies environmental considerations such as the product sustainability [26]. Trust plays a vital role in

validating consumers' choices of eco-friendly products or services. Beyond enhancing conservative brand equity, green trust also drives consumers' behavioral intentions to support sustainable brands [30].

2.4 Green commitment

From the standpoints of both producers and consumers, green commitment fosters environmental sustainability. According to Maniatis [31], green consumers exhibit a strong personal commitment to protecting and enhancing environmental quality, and one of the efforts is choosing eco-friendly products. This commitment reflects individual awareness and responsibility in reducing negative environmental impacts. From a business standpoint, Swar [32] argues that a strong commitment to environmental sustainability in product design and manufacturing not only supports ecological preservation but also opens significant business opportunities. By innovating and adopting green principles, companies compete, expand market share, and build sustainable brand equity for good. Recent studies have also emphasized that a company's commitment to green practices positively impacts consumer trust and green purchase behavior, thereby affecting a company's market position [33, 34]. Thus, green commitment is a vital strategy for fostering long-term brand awareness besides addressing environmental challenges.

2.5 Green repurchases intention

Green repurchases intention governs consumer behavior towards eco-friendly items. According to Morwitz [35], purchase intention comes from a person's desire to buy a product before making a purchase decision. Repurchase intention refers to customers' positive responses to consume a service or a product again because of its quality [36] and positive experiences in the past [37]. Recent studies highlight the correlation between intention to repurchase and sustainable marketing strategies [38, 39]. In this regard, Chatzoglou et al. [40] mention four main components of repurchase intention: intention to repurchase from the store, to return, use the store's products and related services, and buy more products in the future. These elements provide a comprehensive framework for understanding green repurchase intention in sustainable green consumption.

2.6 Relationship between variables

A product's perceived value takes into account the gaps between the product's benefits (related to the product itself, service, people, and image) and its costs (money, time, energy, and consumers' psychological well-being) [41]. Perceived value will make consumers satisfied [42-46] with the products they buy and create trust [45-48]. Meanwhile, customer satisfaction is characterized as the degree to which a buyer is pleased or dissatisfied with a product based on its performance and consumer expectations [41]. Satisfaction has an impact on consumer trust [42, 45, 46, 49] and trust will lead to consumer commitment [45, 49-52]. This causal relationship should be considered in maximizing the customer's perceived value.

Every business desires consumer loyalty, which is reflected in the consumer's intention to make future repurchases (repurchase intentions). Repurchase intention is determined by consumer satisfaction [42-44, 52-56], consumer trust [47-49, 54, 56], and also by consumer commitment [49, 51, 52, 57].

Figure 1 provides a picture on the connections between these factors following the seven hypotheses.

- H1: Green perceived quality influences green satisfaction
- H2: Green perceived quality influences green trust
- H3: Green satisfaction influences green trust
- H4: Green trust influences green commitment
- H5: Green satisfaction influences green repurchase intention
- H6: Green trust influences green repurchase intention
- H7: Green commitment influences green repurchase intention

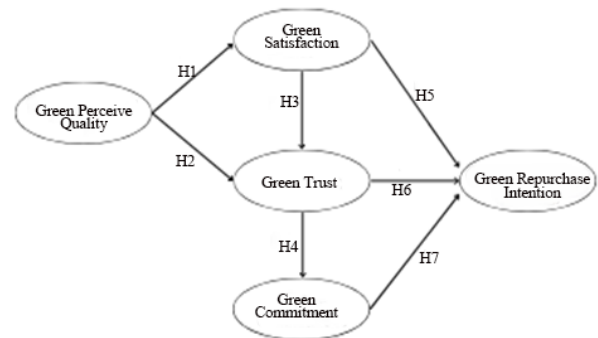


Figure 1. Research model

3. METHOD

This study investigates the relationships between one exogenous variable, which is green perceived quality, and four endogenous variables, which include green satisfaction, green trust, green commitment, and green repurchase intention. Data were collected using a 5-point Likert scale to measure the indicators, with response scales ranging from 1 (strongly disagree) to 5 (strongly agree).

The target population consisted of green cosmetic consumers in Indonesia. To determine the sample size, this study followed Hair et al. [58]. A minimum sample size of 100 observations for SEM parameter estimation was collected. A purposive sampling technique was applied to select 284 women aged 18 years or older, who resided in major cities in Indonesia and had previously purchased environmentally friendly cosmetics. This sample size exceeds the minimum threshold, ensuring robust statistical strength for the analysis.

Structural Equation Modeling (SEM) within the AMOS software was used to analyze the data. A systematic approach was used in the SEM study. Confirmatory factor analysis (CFA) was used to check the measurement model for construct validity, which accurately reflected its corresponding latent variable. The next step was to examine the hypothesized associations among the variables using the structural model. Multiple indices, such as the chi-square statistic (χ^2), comparative fit index (CFI), Tucker-Lewis index (TLI), and root mean square error of approximation (RMSEA) were used to evaluate the model's fit. The last step was analyzing the paths in the structural model to see their significance and where the variables were related.

4. RESULTS AND DISCUSSION

The demographic characteristics of the 284 respondents in this study include the distribution of gender, age, occupation,

monthly expenses (IRD), and domicile/province, as summarized in Table 1.

Table 1 shows that women make up the majority of the participants, accounting for 83.1% of the sample. In terms of age, the largest group is composed of individuals between 18 and 25 years old, representing 66.5% of the respondents. Regarding employment status, students are in the largest proportion, at 51.1%. For monthly expenditures, the majority of respondents reported their spending between IDR 1,000,001 and IDR 3,000,000. Finally, as this study also investigates the respondents' residence, the majority of

respondents, or 63% are from East Java.

4.1 Convergent validity test

Construct validity, one of which is convergent validity, determines how strong a construct is related to its indicators [59, 60]. According to Hair et al. [60], convergent validity is established when the standardized loading estimate exceeds 0.5. Table 2 shows that all indicators have standardized loading estimate values higher than 0.5, meaning that all indicators in this study meet the convergent validity criterion.

Table 1. Respondents description

Characteristics	Frequency	Percentage
Gender		
Woman	236	83.10%
Man	48	16.90%
Total	284	100%
Age		
18-25 years	189	66.50%
26-35 years	58	20.50%
36-45 years	23	8.10%
46-55 years	12	4.20%
>55 years	2	0.70%
Total	284	100%
Job		
Student	145	51.10%
Entrepreneur	29	10.20%
Private / State-Owned Employee	60	21.10%
Government Employee	24	8.50%
Military / Police	1	0.40%
Housewife	12	4.20%
Household Assistant	2	0.70%
Health Worker	2	0.80%
Others	9	3%
Total	284	100%
Monthly Expenses (IRD)		
≤1,000,000	77	27.10%
1,000,001-3,000,000	125	44%
3,000,001-7,500,000	57	20.10%
7,500,001-10,000,000	16	5.60%
≥10,000,000	9	3.20%
Total	284	100%
Domicile / Province		
East Java	178	62.70%
Central Java	9	3.10%
West Java	22	7.70%
Jakarta	11	3.90%
Yogyakarta	2	0.70%
North Maluku	1	0.40%
Riau	49	17.20%
Riau Islands	2	0.70%
South Sumatra	2	0.70%
North Sulawesi	1	0.40%
South Kalimantan	3	1%
East Kalimantan	1	0.40%
West Nusa Tenggara	1	0.40%
Bali	2	0.70%
Total	284	100%

Table 2. The results of convergent validity testing

Constructs	Number of Indicators	Standardized Loading Factor	Explanation
Green perceived quality	5	0.851; 0.825; 0.771; 0.749; 0.810	Valid
Green satisfaction	3	0.826; 0.892; 0.912	Valid
Green trust	3	0.888; 0.874; 0.868	Valid
Green commitment	4	0.841; 0.899; 0.887; 0.789	Valid
Green purchase intention	3	0.906; 0.899; 0.919	Valid

Table 3. The calculation of average variance extracted (AVE) & square multiple correlation

Constructs	Number of Indicators	Σ Stand. Loading Factor ²	AVE	Square Multiple Correlation Estimate
Green perceived quality	5	3.216	0.643	--
Green satisfaction	3	2.310	0.770	0.706
Green trust	3	2.306	0.779	0.771
Green commitment	4	2.925	0.731	0.717
Green purchase intention	3	2.474	0.825	0.797

4.2 Discriminant validity test

One measure of a construct's uniqueness and independence from others is its discriminant validity. This guarantees that no two constructs are ever measured in the same way [59, 60]. According to Hair et al. [60], when the squared correlation estimates are greater than the average variance extracted (AVE), discriminant validity is proven. This study confirms that all constructs meet the criteria for discriminant validity, see Table 3.

4.3 Reliability test

If the AVE value is more than 0.5, then the construct can be considered dependable. After adding together all of the squared standardized loading factors, the total number of indicators is divided by their sum to get the AVE [60]. As shown in Table 3, all constructs in this study have AVE values greater than 0.5. In conclusion, the reliability criteria for this study are fulfilled.

4.4 Overall model fit

The overall model fit test shows that in the absolute index fit which includes the CMIN/DF, GFI, RMR and RMSEA values, all measures meet the cut off value. Likewise, the incremental indices fit also shows that the TLI, NFI and FFI values meet the cut-off values. Meanwhile, in the parsimony index fit, the PNFI and PCFI measures have met the cut-off, while they are margin for AGFI, as presented in Table 4. Hair et al. [60] assert that researchers usually use three to four fit indices which provide adequate evidence of model fit. At least, one incremental index, one absolute index, and CMIN/DF meet the requirements. Thus, this study's model passed the goodness of fit test.

Table 4. The oddness of fit

Indices	Result	Cut-Off Value	Description
Absolute			
CMIN/DF	2.310	2.00-5.00	Fit
GFI	0.901	≥ 0.90	Fit
RMR	0.030	< 0.08	Fit
RMSEA	0.068	< 0.08	Fit
Incremental			
TLI	0.959	> 0.95	Fit
NFI	0.941	> 0.90	Fit
RFI	0.930	> 0.90	Fit
Parsimony			
AGFI	0.867	> 0.90	Marginal
PNFI	0.787	0.6-0.9	Fit
PCFI	0.808	0-1	Fit

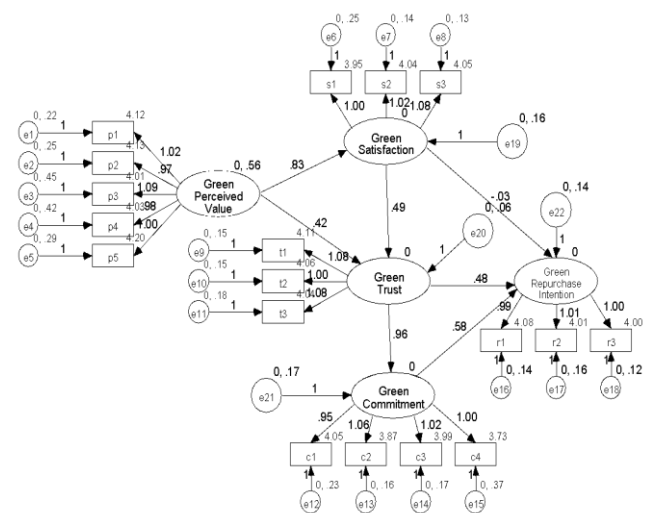
4.5 Hypothesis testing

The two-sided test proving the previous hypotheses shows that the cut-off t-value or CR is 1.96. For H1, the magnitude of CR appears 12,208, indicating that green perceived quality

influences consumer satisfaction with environmentally friendly cosmetics. Likewise, H2 shows the magnitude of CR is 6.094, which implies that green perception significantly influences consumers' trust in eco-friendly cosmetic products. From the H3 analysis, the CR value is 6,955, meaning that green satisfaction influences consumer trust in environmentally friendly cosmetic products. The results related to H4 also confirm that green trust influences green commitment with a CR value of 13.841. However, H5 analysis came out with a different result, where the CR value is -0.278, indicating no effect of consumers' green satisfaction on repurchase intentions.

Table 5. Results of hypothesis testing

Variables	Estimate	CR	Decision
GS <--- GPQ	0.825	12.208	H1 Accepted
GT <--- GPQ	0.450	6.094	H2 Accepted
GT <--- GS	0.526	6.955	H3 Accepted
GC <--- GT	0.890	13.841	H4 Accepted
GRI <--- GS	-0.033	-0.278	H5 Rejected
GRI <--- GT	0.572	6.697	H6 Accepted
GRI <--- GC	0.444	2.981	H7 Accepted

**Figure 2.** Full model

This study gains CR value of 6.697, demonstrating the effect of green trust on green repurchase intention. The current results affirm H7 analysis where the magnitude of CR is 2.981, suggesting that green commitment influences repurchase intentions. To conclude, this study offers 6 proven hypotheses and 1 unproven hypothesis as shown in Table 5 and Figure 2.

4.6 Discussion

Understanding the connection between green satisfaction and perceived quality is vital to elaborate on how consumers

perceive and evaluate environmentally friendly products or services and how satisfied they are with their green choices. Perceived environmental friendliness is the subjective measure by which buyers assess the sustainability of a service or good. It involves how well the product or service meets their expectations about its eco-friendliness, sustainability, and overall environmental impact. Consumers may assess the green perceived quality based on other factors such as recyclability, energy efficiency, use of eco-friendly materials, carbon footprint, and adherence to environmental standards. Green satisfaction measures consumers' contentment and fulfilment with their green choices.

Green products and services favored by many consumers will last a long time when they have some values to satisfy them. Consumer satisfaction is influenced by the perceptions of the product's green qualities. Failure to meet consumer expectations for a product can lead to disappointment and decreased satisfaction, even if other aspects of the product are satisfactory. Companies which practices are eco-friendly to produce green-perceived products or services are more likely to generate satisfied and loyal customers. Consumer perceptions about eco-friendly cosmetic products influence the level of consumer satisfaction. For business people, the need to maintain the product's real environmental quality leads to consumer satisfaction as this notion is in line [42-46].

A product's real quality concerning sustainability includes whether the product is made with environmentally friendly raw materials under a cleaner production process. Environmental quality also deals with the ability of a product to be recycled. In promoting product green quality, companies should formulate transparent advertising including whether their practices comply with environmental standards or certification from environmentally-related institutions. Green perceived quality evaluates the product's attributes meeting environmental benefits or not. Green quality can be reinforced with a brand's environmental statements or labels, driving consumers to trust a product more as reported by the studies [45-48].

Green satisfaction results from a consumer's experience in consuming green cosmetic products, while green trust is interpreted as consumer confidence in the product's environmental claims or labels. When consumers are satisfied with the products, they will create their own mindset about the product's quality and effectiveness. Consumers confirm the product quality after verifying that the label's claims align with the product's actual effectiveness. [42, 45, 46, 49].

Researches conducted by Morgan [27], Smith [61], Garbarino and Johnson [62], and Sargeant and Lee [63] found that trust has an effect on customer commitment. Geyskens et al. [64] and Fruchter and Sigué [65] found a positive relationship between trust and commitment. Green trust or belief in product claims or labels provided has a significant impact on green commitment. The commitment is linked to the awareness of performing environmental behavior as reported by the studies [45, 49-52].

The majority of previous studies contradict the findings of the current study, which found that there is no direct influence between green satisfaction and repurchase intention. In this context, positive experiences may not be enough to create a strong desire to repurchase due to the intervention of factors such as evolving personal preferences, broader environmental considerations, or changing perceptions of product value. Moreover, green satisfaction alone might not provide the emotional and cognitive reassurance necessary for a

commitment to repurchase. Interestingly, this study shows that green trust, rather than satisfaction alone, mediates the relationship between satisfaction and repurchase intention [62]. This suggests that trust acts as a critical catalyst in transforming satisfaction into a concrete repurchase decision. Trust enhances consumers' confidence in the product's environmental claims and its ability to consistently meet green standards, creating a deeper emotional connection and commitment. Thus, trust and commitment are a more effective combination in encouraging repurchase behaviour, compared to focusing on consumer satisfaction alone.

Future behavioural intentions are shaped by various factors derived from consumer experiences, with commitment and trust playing key roles [62, 66-68]. Trust in cosmetic products, particularly those with an environmentally friendly focus, significantly contributes to building long-term loyalty. This loyalty emerges when customers perceive and believe in the product's environmental quality. Previous research has consistently highlighted the importance of trust in fostering loyalty, as demonstrated in studies by Atulkar [47], Moliner [48], Eluiza et al. [49], Fang et al. [54], Trivedi and Yadav [55] and Izogo [56]. These findings underscore the critical role of trust in shaping consumer behavior, particularly in markets where environmental sustainability is a core value. Thus, cultivating trust through commitment to environmental quality is essential for brands seeking to establish and maintain enduring customer loyalty in the competitive landscape of environmentally friendly cosmetic products.

Ndubisi [69] found that commitment is an important factor in predicting the frequency of future repeat purchases. Similar to trust, commitment is a key component in convincing people to consume a product and gauge their loyalty. Those who are ecologically conscious shoppers also tend to be more cognizant of how their purchasing habits align with their environmental beliefs. Such awareness can increase their motivation to keep choosing green products and internalize as responsibility [49, 51, 52, 57].

5. CONCLUSIONS

Eco-friendly cosmetic products are categorized into organic and natural skincare, cruelty-free cosmetics, vegan makeup, biodegradable and eco-friendly packaging, reef-safe sunscreens, natural haircare products, zero-waste beauty products, and mineral-based makeup. These products' sales are increasing as they have the potential to meet consumer needs while aligning with environmental values. Consumer perceptions and satisfaction with environmentally friendly cosmetic products are closely interrelated. When these products fulfill consumers' expectations for tangible environmental benefits, they likely boost consumer loyalty and continued usage. Green perceived quality is measured from to what extent a product meets the consumer's expectations for functionality along with its sustainable practices. It affects consumer decision-making once they have acknowledged the product's environmental claims and perceived benefits, laying the groundwork for green commitment and repurchase intention.

Green satisfaction, derived from positive user experiences with eco-friendly cosmetics, forms the foundation of green trust. This trust, in turn, fosters green commitment a deeper alignment with environmental values which influences consumer attitudes, behaviors, and loyalty. Importantly, green

satisfaction does not directly lead to green repurchase intention but operates through green commitment. This finding highlights the role of fostering strong consumer commitment to drive sustained loyalty and advocacy. Furthermore, green trust significantly influences repurchase intentions by shaping consumer perceptions, values, and identity consistent with consumer environmental commitment and long-term eco-friendly engagement. The research findings provide robust look into how companies may produce and market eco-friendly products by considering their environmental effectiveness, safety, and longevity. Second, companies should implement educational campaigns to raise consumer awareness of the ecological advantages of their products and commitment to practice eco-friendly behavior. Third, companies also should consider to initiate loyalty programs rewarding eco-friendly purchases which may strengthen consumer commitment and repurchase intentions. Policymakers should support these efforts by enacting regulations that incentivize sustainable production and ensure transparency in environmental claims through clear labeling standards.

Despite its contributions, this study has several limitations. For its major limitation, the study's sample dominantly comes from 66.5% of respondents aged 18-25. The overrepresentation of younger consumers cannot generalize the findings to other age groups whose preferences and behaviors may vary. Future research should scope a broader and more diverse demographic profile for better inclusion. Additionally, the study relies on a quantitative research approach, which may not fully capture the nuanced motivations behind consumer behavior. Further research should employ mixed-methods research, incorporating qualitative approaches like interviews or focus groups to offer deeper insights. Lastly, as this study focuses exclusively on environmentally friendly cosmetics, the findings may not apply universally to other categories of sustainable products. Therefore, other sectors should be investigated to build a more comprehensive understanding of green consumer behavior towards different products or services.

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