Jurnal Ekonomi, Manajemen, dan Bisnis
2026, Vol. 4, No. 2, pp. 258-271
E-ISSN: 3031-7150

Green Purchase Intention among Generation Z Consumers: Does Green Trust Still Matter?

Naufal Rochman[1], Dewi Deniaty Sholihah[2]✉
(1, 2) Program Studi Manajemen, Universitas Pembangunan Nasional "Veteran" Jawa Timur

Abstract: The increasing pollution caused by plastic waste, along with the rise of the green consumerism trend, has encouraged businesses to develop more environmentally friendly products by targeting the Generation Z consumer segment. However, the high awareness of environmental issues is not necessarily reflected in consistent green product purchasing behavior among consumers. This research set out to assess how far green perceived value, environmental concern, and green trust shape the green purchase intention of Generation Z consumers of Eiger tumbler products in Surabaya. A quantitative survey design was used, drawing on a purposive sample of 160 participants, with data gathered via an online questionnaire and processed through PLS-SEM in SmartPLS. Results show that both green perceived value and environmental concern exert a positive and meaningful effect on green trust as well as on green purchase intention. By contrast, green trust did not significantly affect purchase intention and was unable to mediate the relationship between the two predictor variables and purchase intention. These outcomes suggest that Generation Z places greater weight on a product's tangible benefits and their own environmental commitment than on confidence in a brand's sustainability claims. The study further contributes to the body of knowledge on green consumer behavior, particularly regarding locally produced reusable goods within developing country markets.

Article history:
Received: 25 May 2026
Revised: 11 June 2026
Accepted: 16 June 2026
Published: 19 June 2026

Keyword:
Green Perceived Value, Environmental Concern, Green Trust, Green Purchase Intention, Tumbler

This is an open-access article under the CC-BY-SA License.

How to cite: Rochman, N., & Sholihah, D. D, (2026). Green Purchase Intention among Generation Z Consumers: Does Green Trust Still Matter?. *Jurnal Ekonomi, Manajemen, dan Bisnis, 4*(2), 258–271. https://doi.org/10.70716/emis.v4i2.597

INTRODUCTION

Among the various environmental challenges faced globally, the accumulation of plastic waste stands out as particularly urgent, a concern that Indonesia also grapples with. The National Waste Management Information System (SIPSN) recorded a total national waste volume of 33.79 million tons for 2024, within which approximately 7.8 million tons were plastic materials that remained inadequately handled (GoodStats 2025a; Enviu Indonesia 2024). This condition causes marine pollution, waste disposal in landfills, and air pollution due to uncontrolled waste burning. The impact is not only felt on the environment but also affects the social and economic conditions of the community. This condition places Indonesia among the countries with the highest contribution of plastic waste globally, so concrete steps are needed to encourage a shift in people's consumption patterns to be more responsible and oriented towards long-term sustainability (CNBC Indonesia, 2024).

In this context, Generation Z is a group with great potential to drive change towards sustainable consumption. This generation, born between 1997 and 2012, represents approximately 27.94% of Indonesia's total population and was raised in an era of digital technological advancements that opened up widespread access to a variety of information regarding global environmental issues (BPS, 2025). Concern for the future of the Earth and a strong understanding of

✉ *Corresponding author:* ***dewi_deniaty.mnj@upnjatim.ac.id***
Copyright © 2026, the author(s)

modern global challenges make Generation Z a highly promising consumer segment for sustainable products (Hidayat et al., 2024). According to a bibliometric study conducted by Sholihah et al., (2025) research on the role of Generation Z in sustainable consumption has become a prominent academic trend. These findings position sustainable consumption as a key pillar closely linked to consumer behavior, eco-friendly marketing, and the advancement of the SDGs.

Generation Z's awareness of environmental issues is beginning to be evident in their daily behavior, one example being the habit of carrying their own water bottles as an effort to reduce dependence on single-use plastic packaging. GoodStats (2025) noted that carrying their own water bottles is one of the most common actions taken by Gen Z to reduce plastic waste. However, this high level of environmental awareness is not always followed by consistent green product purchasing behavior. Findings Nguyen et al. (2019) show that intentions to purchase environmentally friendly products often do not align with actual purchases. This presents a unique challenge for businesses in identifying factors that can motivate consumers to actually realize their intentions to purchase environmentally friendly products.

One local brand striving to address the green consumerism trend is Eiger Adventure. Founded in 1989, this Bandung-based outdoor gear company offers a variety of eco-friendly tumbler products. Eiger uses materials such as food-grade stainless steel with double-wall vacuum insulation, BPA- and PVC-free Ecozen (Tritan), and sustainable teak wood in its Timberlake Tumbler series. The company's commitment to sustainability is further strengthened through its ESG reports, published regularly since 2021. The percentage of renewable material use has increased from 4% in 2021 to around 20-21% in 2023 (Eiger, 2025).

Several previous studies have discussed the factors influencing green purchase intention. Li & Shan (2025) found that green perceived value and green trust mediate the influence of green advertising on organic food purchase intention in China. Research Cahyadi & Widagda (2023) showed that environmental concern and green perceived value influence Starbucks tumbler purchase intention in Bali through attitude toward green as a mediating variable. Another study by Siringoringo & Harsoyo (2025) proved that environmental concern and green perceived value significantly influence organic food purchase intention, while Wibowo et al., (2022) found an effect of green trust on purchase intention for bottled drinking water products in Surabaya. However, most of these studies still focus on product categories such as organic food, green cosmetics, or eco-friendly electronics, and are conducted primarily in the context of global brands and developed country markets.

There are research gaps that need to be filled by future studies. First, studies on reusable products based on local Indonesian brands, particularly tumblers, in relation to Gen Z consumer behavior, are still relatively rare. Second, the three main variables, namely Green Perceived Value, Environmental Concern, and Green Trust, are generally studied separately, so there is no complete picture of how they simultaneously influence Green Purchase Intention. Third, the role of Green Trust as a mediating variable in the context of reusable products from local brands among the younger generation has not received adequate attention in the existing literature. Thus, this study aims to address this gap, namely how Green Perceived Value, Environmental Concern, and Green Trust together shape the Green Purchase Intention of Gen Z consumers towards local Indonesian brand tumblers in emerging markets, an issue that has not been comprehensively answered by previous studies.

Copyright © 2026, the author(s). This is an open access article under the CC-BY-SA License.

This research is based on the Value Belief Norm (VBN) as the primary theoretical framework. Stern (2000) formulated VBN as a macro model that links an individual's value orientation with their commitment to environmental sustainability; environmentally friendly behavior will be realized when individuals embrace nature-centered values, recognize real threats to the ecosystem, and feel personally responsible for responding to these negative impacts.

Within this framework, Green Perceived Value refers to consumers' evaluation of the advantages and benefits derived from environmentally friendly products, measured by the balance between benefits received and sacrifices incurred, taking into account the needs and expectations for ecological sustainability (Rakhmawati et al., 2019; Jalu et al., 2023). Environmental Concern is defined as the level of individual concern for ecological issues that encourages more responsible consumption behavior (Dunlap & Jones, 2002; Sharma & Foropon, 2019). Meanwhile, Green Trust is consumers' belief in the credibility and ability of a product to fulfill its promised environmental claims; this trust is formed when consumers perceive a brand's sustainability statements as verifiable and trustworthy (Lee, 2020; Wibowo et al., 2022). Green Purchase Intention is defined as the tendency of consumers to choose and purchase environmentally friendly products that have sustainable features, where ecological factors are actively considered in purchasing decision making (Wulandari & Fikri, 2025; Rismayanti & Harsoyo, 2025).

RESEARCH METHOD

This research adopted a quantitative survey design to test the relationships among the study variables. Primary data were gathered electronically via a structured questionnaire distributed through Google Forms, with each item rated on a Likert scale to translate respondents' subjective perceptions into numerical values. The resulting raw data were then processed statistically using structural equation modeling in SmartPLS. Because of the specific requirements of the data needed, sampling was carried out using a non-probability, purposive technique, yielding 160 respondents considered relevant and representative for the study.

The determination of the sample size of 160 respondents was based on the inverse square root method developed by Kock & Hadaya (2018), where this number is the minimum size recommended for PLS-SEM analysis. This number also exceeds the 10 times rule proposed by Hair et al., (2017), which requires a minimum of 10 times the number of the largest structural paths leading to one construct in this model of 3 paths, so the minimum required is 30 respondents.

The respondent group in this study was strictly screened based on three main criteria. First, the demographic age limit targeted Generation Z, aged 17 to 29. Second, the geographic limitation, requiring participants to reside in the city of Surabaya. Third, the cognitive criterion required respondents to have knowledge or awareness of Eiger tumbler products. These qualifications were implemented to ensure that the opinions collected through the questionnaire accurately reflected local market dynamics.

Copyright © 2026, the author(s). This is an open access article under the CC-BY-SA License.

RESULTS AND DISCUSSION

Structural Model Result

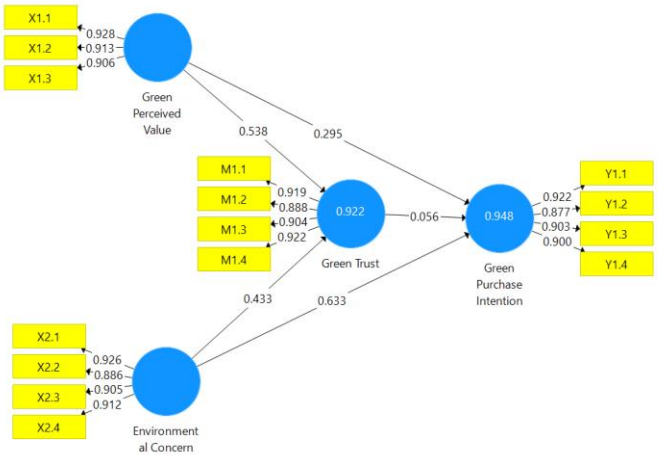

Figure 1. Outer Model

The results of the outer model measurement show that all indicators used in this study have outer loading values above the required threshold, which is 0.70. Green Perceived Value, Environmental Concern, Green Trust, and Green Purchase Intention have met the required validity requirements so that they are suitable for use in analyzing Generation Z consumer behavior in Surabaya towards the Eiger Tumbler product. Each indicator used is able to represent its respective construct well, which means that this research instrument accurately captures how Generation Z assesses the environmental advantages of the Eiger Tumbler, how much they care about environmental issues, and the extent to which they believe in the product's environmentally friendly claims leading to the emergence of an intention to make a purchase.

Data Analyst

Table 1. Composite Reliability

Variable	*Reliability*	Information
Green Perceived Value X1	0.940	Reliable
Environmental Concern X2	0.949	Reliable
Green Trust M	0.950	Reliable
Green Purchase Intention Y	0.945	Reliable

Source: Primary data processed by Author

All constructs examined recorded composite reliability scores between 0.940 and 0.950, figures considered very strong. As these values comfortably surpass the 0.70 minimum benchmark, the measurement instrument can be regarded as internally consistent, with each indicator able to reliably and accurately reflect its corresponding latent variable.

Copyright © 2026, the author(s). This is an open access article under the CC-BY-SA License.

Table 2. Cross Loading

	X1	X2	M	Y
X1.1	**0,928**	0,893	0,902	0,891
X1.2	**0,913**	0,874	0,865	0,877
X1.3	**0,906**	0,866	0,849	0,856
X2.1	0,885	**0,926**	0,873	0,911
X2.2	0,850	**0,886**	0,851	0,852
X2.3	0,874	**0,905**	0,855	0,877
X2.4	0,869	**0,912**	0,860	0,877
M1.1	0,878	0,864	**0,920**	0,850
M1.2	0,858	0,843	**0,888**	0,845
M1.3	0,862	0,858	**0,904**	0,858
M1.4	0,862	0,880	**0,922**	0,853
Y1.1	0,893	0,900	0,877	**0,922**
Y1.2	0,820	0,864	0,805	**0,877**
Y1.3	0,868	0,863	0,853	**0,903**
Y1.4	0,860	0,864	0,841	**0,900**

Source: Primary data processed by Author

Discriminant validity testing using the cross loading approach is carried out by comparing the loading value of each indicator against its own construct with the loading value of that indicator on other constructs. Referring to Table 2, all indicators consistently show that the highest loading value of each indicator falls on the construct that is supposed to be measured, and is higher than the loading value for other constructs. This pattern reflects that each indicator has a stronger relationship with its original construct, so that all variables in this research model are declared to have met the discriminant validity criteria and each construct is proven to be clearly distinguishable from one another.

Table 3. R Square

Variable	R Square	R Square Adjusted
Green Purchase Intention	0.948	0.947
Green Trust	0.922	0.921

Source: Primary data processed by Author

The coefficient of determination indicates that the model proposed in this study accounts for 94.8 percent of the variance in Green Purchase Intention (Y), driven jointly by Green Perceived Value (X1), Environmental Concern (X2), and Green Trust (X3), while the remaining 5.2 percent is attributable to factors lying outside the model. For Green Trust, the R Square value of 0.922 indicates that about 92.2 percent of the variation in green trust formation among young Eiger tumbler consumers in Surabaya can be attributed to Green Perceived Value and Environmental Concern as predictors, leaving roughly 7.8 percent explained by variables not captured within this research framework.

Copyright © 2026, the author(s). This is an open access article under the CC-BY-SA License.

Table 4. Path Coefficient (Mean, STDEV, T-Values, P-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
GPV -> GT	0.538	0.536	0.084	6.398	0.000
EC -> GT	0.433	0.434	0.081	5.337	0.000
GPV -> GPI	0.294	0.287	0.082	3.580	0.000
EC -> GPI	0.634	0.627	0.069	9.179	0.000
GT -> GPI	0.057	0.070	0.086	0.656	0.512
GPV -> GT -> GPI	0.030	0.038	0.049	0.609	0.543
EC -> GT -> GPI	0.024	0.029	0.039	0.621	0.535

Source: Primary data processed by Author

Verification of all hypotheses in this study can be summarized based on the data processing results presented in the table above:

1. Green Perceived Value (X1) is shown to exert a positive and significant effect on Green Trust (M), confirming that consumers who place greater value on a product's environmental benefits develop stronger trust in that green product, H1 is therefore supported.
2. Environmental Concern (X2) likewise exerts a positive and significant effect on Green Trust (M). This result suggests that individuals who pay close attention to sustainability issues are more inclined to extend trust toward offerings associated with the concept of sustainability, supporting H2.
3. Green Perceived Value (X1) also has a positive and significant effect on Green Purchase Intention (Y), indicating that a favorable perception of a product's green benefits can directly heighten consumers' interest in completing a purchase, thereby supporting H3.
4. Environmental Concern (X2) is found to positively and significantly affect Green Purchase Intention (Y), with this internal motivation emerging as one of the strongest drivers of consumers' intention to buy environmentally friendly products, confirming H4.
5. Green Trust (M) shows no significant effect on Green Purchase Intention (Y), implying that consumer confidence in a product's green attributes does not by itself generate a strong purchase intention; H5 is therefore not supported.
6. The pathway from Green Perceived Value (X1) through Green Trust (M) to Green Purchase Intention (Y) is also not significant, confirming that Green Trust does not function as a mediator linking these two constructs. Consumers' perceptions of a product's environmental benefits appear capable of driving purchase intention directly, without first passing through a trust-formation stage, leading to the rejection of H6.
7. Similarly, Environmental Concern (X2) channeled through Green Trust (Z) does not significantly affect Green Purchase Intention (Y), confirming that Green Trust fails to mediate this relationship. Consumers' environmental concern appears able to independently spark their purchase interest without requiring trust as an intermediary step, so H7 is not supported.

Copyright © 2026, the author(s). This is an open access article under the CC-BY-SA License.

Discussion

The Influence of Green Perceived Value on Green Trust

The first hypothesis test confirms that Green Perceived Value positively and significantly shapes Green Trust. This suggests that consumers who rate the ecological and practical advantages of the Eiger tumbler highly are more likely to develop firmer convictions about the credibility of the brand's environmental claims. In other words, the more substantial the sustainability related benefits consumers perceive, the more solid their green trust becomes.

Theoretically, this finding can be explained through Value Belief Norm Theory, which states that an individual's value orientation toward the environment gradually shapes ecologically informed normative beliefs. In the context of this study, Generation Z consumers who directly experience the superiority of product materials, such as the use of food-grade stainless steel, BPA-free design, and the transparency of Eiger's ESG reporting, tend to interpret the consistency between the brand promise and actual experience as concrete evidence that strengthens their green trust. This suggests that utilitarian evaluations of product benefits serve as cognitive antecedents for the formation of green trust.

These findings align with research by (Wicaksono & Darpito 2023), which found that perceived value of environmentally friendly products positively contributes to consumer trust in Le Minerale gallon bottles, and research by Marques & Dewi (2022) on Tupperware products. The similarity of these results across product categories strengthens the argument that green perceived value is a consistent predictor of green trust, regardless of product type. Differences in research contexts, such as cultural background, product category, and age segment, do not diminish the consistency of this relationship, indicating that the cognitive mechanisms between perceived value and green trust are relatively universal among ecologically oriented consumers.

The implications of these findings suggest that, theoretically, these results strengthen the relevance of Value Belief Norm Theory in explaining the formation of green trust among young consumers in emerging markets. Managerially, Eiger needs to consistently communicate concrete evidence of product sustainability, such as material certification information, measurable environmental impact reports, and supply chain transparency narratives, as key strategies in building and maintaining green trust among the Generation Z segment.

The Influence of Environmental Concern on Green Trust

The second hypothesis test likewise confirms a positive and significant influence of Environmental Concern on Green Trust. This indicates that individuals who care deeply about environmental matters tend to apply a more discerning evaluative lens when assessing a brand's sustainability claims, which in turn makes it easier for them to trust products perceived as genuinely committed to green practices.

This outcome can be situated within Value Belief Norm Theory, which proposes that recognizing environmental threats leads individuals to believe that ecosystem damage carries direct consequences for human life, thereby shaping personal norms oriented toward ecology. Here, Generation Z respondents' concern over the scale of Surabaya's plastic waste problem appears to sharpen their scrutiny of how authentic a brand's environmental claims really are. Those with stronger environmental concern tend to seek out additional information about a brand's

Copyright © 2026, the author(s). This is an open access article under the CC-BY-SA License.

sustainability practices before extending trust, meaning their trust rests more on verified evidence than on surface impressions.

This finding aligns with Khan & Qureshi (2025), who demonstrated that high environmental concern can increase university students' trust in environmentally friendly products, and Marcelino & Widodo (2020), who confirmed a positive relationship between environmental concern and green trust. The consistency of findings across these studies indicates that environmental concern is a robust antecedent to green trust. Differences in cultural context and product categories across these studies further strengthen the generalizability of these findings, demonstrating that ecological concern is a universal motivator in the formation of trust in green brands.

The implications of these findings suggest that these results confirm the role of environmental concern as a significant predictor of green trust, complementing the Value Belief Norm Theory model in the context of young consumers in emerging markets. Managerially, Eiger needs to strengthen its brand involvement in relevant environmental awareness campaigns, such as single-use plastic reduction initiatives and community-based recycling programs, to leverage the ecological concerns of Generation Z in Surabaya as a gateway to building more organic and sustainable brand trust..

The Influence of Green Perceived Value on Green Purchase Intention

The third hypothesis is supported, with Green Perceived Value found to have a direct and significant bearing on Green Purchase Intention. This indicates that, beyond evaluating the Eiger tumbler purely on functionality and looks, Generation Z consumers actively weigh how meaningfully the product reduces environmental harm. The ecological benefits they perceive directly appear to act as a catalyst that speeds up their decision to purchase green products.

This finding can be explained through Value Belief Norm Theory, which states that internalized pro-environmental values encourage responsible consumption behavior. In the context of this study, consumers' positive perceptions of the Eiger tumbler's contribution to reducing daily plastic waste, a highly relevant ecological issue for Generation Z, serve as a substitute value that integrates utilitarian and ethical considerations into a single purchase decision. This is consistent with the notion that young consumers increasingly view purchasing green products as an expression of identity and moral commitment, rather than simply an economic transaction.

This research finding aligns with several previous studies that have examined the relationship between green perceived value and green purchase intention. Wicaksono & Darpito (2023) examined the Le Mineral disposable gallon product. Li & Shan (2025) in the organic food segment, and Cahyadi & Widagda (2023) in the Starbucks tumbler in Bali, demonstrated the positive and significant role of green perceived value on green purchase intention. The consistency of these findings across different green product categories strengthens green perceived value's position as a reliable predictor of green purchase intention.

The implications of these findings suggest that green perceived value in the context of green products has dual utilitarian and ecological dimensions, both of which contribute to purchase intention. Managerially, Eiger needs to communicate the product's ecological advantages more specifically and measurably, for example, through quantitative claims of plastic reduction per tumbler sold or avoided carbon footprint, to further strengthen consumer perceived value in driving purchase intention.

Copyright © 2026, the author(s). This is an open access article under the CC-BY-SA License.

The Influence of Environmental Concern on Green Purchase Intention

The fourth hypothesis test reveals that Environmental Concern positively and significantly shapes Green Purchase Intention, and does so more strongly than any other predictor in the model. This points to environmental concern as the leading driver behind Generation Z's intentions to purchase green products, with internal moral motivation exerting a more powerful pull than purely utilitarian assessments of product benefits.

These findings are relevant to the Value Belief Norm principle, which states that personal norms formed from ecological concern and an awareness of personal responsibility will directly guide pro-environmental consumption behavior without the need for complex mediation. In the context of this research, Generation Z, who grew up amidst massive information about the plastic crisis and its environmental impacts, feels a moral obligation to contribute through sustainable consumption choices. Reusable products like the Eiger tumbler serve as a concrete instrument for expressing this moral responsibility, resulting in relatively instinctive purchase intentions without the need for lengthy benefit calculations.

These research results also strengthen the consistency of findings from several previous studies. Cahyadi & Widagda (2023) examined Starbucks tumblers, and Siringoringo & Harsoyo (2025) demonstrated a positive and significant influence of environmental concern on green purchase intention. This contrasts with the findings of Anggraini et al., (2023) who found a positive but insignificant influence. This difference is likely due to differences in the ecological relevance of the products studied. Tumblers, as a direct substitute for single-use plastic, are more explicitly linked to the plastic waste issue, a primary concern for Generation Z. Therefore, environmental concern translates more directly into purchase intention than products like eco-friendly homes, which have a larger perception gap.

The implications of these findings suggest that the dominance of environmental concern strengthens the relevance of Value Belief Norm Theory in explaining green consumption behavior among Generation Z, while also providing empirical evidence that moral motivations are more dominant than utilitarian evaluations in this segment. Managerially, a marketing communications approach that activates moral awareness through educational content based on environmental impact data and community-based social campaigns will be more effective in driving purchase intention than advertising that only emphasizes product features.

The Influence of Green Trust on Green Purchase Intention

Contrary to expectations, the fifth hypothesis test shows that Green Trust does not significantly influence Green Purchase Intention. This suggests that trusting a brand's green claims is not a major factor behind Generation Z's intention to buy reusable products. For items in this category, such as tumblers, consumers seem to lean more on functional benefits and visible environmental outcomes than on symbolic, trust-based judgments of the brand.

This finding can be explained by Generation Z's characteristics as digitally informed consumers who have extensive access to product information and are more responsive to tangible environmental benefits than abstract brand claims. In the context of this study, reusable products like tumblers have utilitarian value that can be directly observed and evaluated, for example through material durability and the reduction in plastic waste that is evident in everyday life. This condition

Copyright © 2026, the author(s). This is an open access article under the CC-BY-SA License.

means that consumers do not need a layer of symbolic trust in the brand to influence their decision-making, as the product's ecological benefits can be independently verified.

This research finding contradicts previous studies by Wibowo et al., 2022 and Wicaksono & Darpito, 2023, which found a significant effect of green trust on green purchase intention for FMCG products. This difference is likely due to the different characteristics of FMCG products, such as bottled water and organic beverages, which are categories with benefits that are not directly observable visually, so brand trust plays a larger role as a substitute for information. Conversely, this finding aligns with Widi & Ramli (2024), who stated that green trust had no significant effect on green purchase intention for Tupperware products. This finding suggests that for the reusable product category, trust is not a primary determinant of purchase intention.

The implications of this finding suggest that these results make an important contribution to the literature on green consumer behavior by indicating that green trust is conditional, its relevance as a predictor depending on the characteristics of the product category. For products with high utilitarian value and directly observable environmental benefits, green trust loses its role as a dominant predictor.

The Influence of Green Perceived Value on Green Purchase Intention through Green Trust

The sixth hypothesis, which tested the mediating role of Green Trust in the pathway of Green Perceived Value toward Green Purchase Intention, was rejected. This means that Generation Z's perception of green value in Surabaya is capable of independently driving purchase intention without first having to go through the process of trust formation. This pattern suggests that Generation Z operates with a more concise and direct decision mechanism, where the evaluation of a product's ecological benefits is strong enough to trigger purchase intention without requiring an additional layer of belief as an intermediary.

Theoretically, these results can be explained through Value Belief Norm Theory, which states that pro-environmental behavior can directly drive green consumption behavior through personal norms without always requiring the construct of trust as an intermediary. In the context of this research, the psychological mechanisms at work differ between green trust and green purchase intention. Trust is a long-term cognitive construct formed through repeated evaluations, while purchase intention in Generation Z is more driven by the relevance of a product's value to their current ecological identity and personal commitment. When perceived value is strong enough, for example because a product clearly reduces plastic waste, the decision process becomes more efficient without going through the trust stage.

This finding contradicts research by Wicaksono & Darpito (2023), which found that green trust mediates the relationship between perceived green value and purchase intention for Le Minerale gallons. This difference in results is likely due to differences in product characteristics and consumer involvement. Water gallons are FMCG products with short purchase cycles and low involvement, so brand trust acts as a heuristic to simplify decisions. Conversely, tumblers are durable products with a higher level of involvement, so consumers conduct a more in-depth self-evaluation of product benefits before purchasing, without relying on trust as a shortcut.

The implications of this finding suggest that these results contribute to a new understanding that the mediating effect of green trust is contingent, depending on the product category and level of consumer involvement, particularly in the reusable product category. Managerially, for locally

Copyright © 2026, the author(s). This is an open access article under the CC-BY-SA License.

branded reusable products like Eiger, investing in quality materials and designs that support a sustainable lifestyle will be more effective in increasing purchase intention than abstract trust-building programs.

The Influence of Environmental Concern on Green Purchase Intention through Green Trust

The seventh hypothesis was also not supported, meaning Green Trust failed to mediate the effect of Environmental Concern on Green Purchase Intention. This finding indicates that consumer concern for environmental issues is a sufficient driving force to directly trigger purchase intention for green products, without requiring the construct of trust as a bridge between the two.

Theoretically, these results can be explained through Value Belief Norm Theory, which states that individuals who feel a moral responsibility towards the environment will act directly based on their personal norms without necessarily requiring the mediation of trust. In the context of this study, Generation Z in Surabaya who believe they have a personal obligation to reduce their contribution to plastic waste tend to make more instinctive purchasing decisions for substitute products. Environmental concern, internalized within their personal value system, acts as a stand-alone behavioral trigger, making it more efficient in generating purchase intention than the pathway mediated by brand trust.

This study's results differ from the findings of Khan & Qureshi (2025), who found green trust to be a significant mediator between environmental concern and purchase intention. This difference is likely due to differences in cultural context and product characteristics. In the Pakistani consumer context studied by Khan & Qureshi, brand trust may play a larger role as a determining factor due to varying levels of skepticism toward green claims. Conversely, in Indonesia, particularly among Generation Z, who are highly exposed to sustainability content on social media, consumers are more accustomed to evaluating environmental benefits independently rather than relying on formal brand trust. This research finding aligns with research conducted by Wahyumar et al., (2023) which found similar results for green personal care products in Indonesia.

The implications of this finding strengthen the argument that the failure of green trust as a mediator is not an anomaly, but rather reflects a paradigm shift in young consumer behavior, which increasingly relies on evidence-based evaluations rather than symbolic trust. This contributes to the development of green consumer behavior models that are more contextual and sensitive to the characteristics of Generation Z. Managerially, marketing strategies that integrate ecological community narratives, data-driven environmental education content, and activation of consumers' green identities will be more relevant for targeting Generation Z than strategies that rely solely on building brand trust through conventional green claim communication.

CONCLUSION

This study offers empirical evidence on how green perceived value and environmental concern shape green trust and purchase intention toward environmentally friendly products among young consumers in Surabaya, using the Eiger tumbler as the object of study. The data analysis reveals that both green perceived value and environmental concern play significant roles in fostering green trust while also directly driving green purchase intention, with environmental concern emerging as the most influential factor. Notably, green trust was not found to be a direct determinant of purchase intention, nor did it function as a mediator between the two predictor

Copyright © 2026, the author(s). This is an open access article under the CC-BY-SA License.

variables and purchase intention. This pattern suggests that Generation Z consumers in Surabaya tend to make purchasing decisions for reusable products in a relatively pragmatic manner, relying on ecological and functional benefits that can be directly perceived or observed, rather than first developing deep trust in a brand's sustainability claims.

From a theoretical standpoint, these findings enrich the understanding of Value Belief Norm Theory by demonstrating that the role of green trust is contextual and highly dependent on product category characteristics. For products with high utilitarian value and easily observable environmental impact, such as tumblers, trust loses its position as a primary pathway toward purchase intention, indicating that models of green consumer behavior need to account for such contingency factors to remain relevant when applied to younger generations in emerging markets. From a managerial standpoint, these findings provide strategic input for businesses such as Eiger and similar brands to prioritize communication that highlights concrete and measurable ecological benefits such as data on plastic waste reduction or avoidable carbon footprint while strengthening engagement with environmental issues that resonate with Generation Z's daily lives, rather than focusing solely on building a symbolic image of brand trust.

For future research, it is recommended that the scope of study be expanded beyond reusable products such as tumblers to include other green product categories with varying levels of involvement and price points, in order to test the consistency of green trust's mediating role across different contexts. Broadening the geographical coverage and increasing the number of respondents beyond Surabaya should also be considered to allow for greater generalizability of the findings to Indonesia's Generation Z population as a whole. In addition, future researchers may consider incorporating other potentially relevant variables, such as social media influence, green skepticism, or perceived price fairness, and adopting a longitudinal approach to capture changes in green consumption behavior patterns over time. Combining quantitative methods with qualitative approaches, such as in-depth interviews, could also provide a more comprehensive understanding of the underlying motives behind environmentally friendly purchasing decisions among young consumer segments

REFERENCES

Anggraini, I., Imaningsih, E., & Wibowo, M. (2023). Pengaruh kesadaran lingkungan, kepedulian lingkungan, dan pengetahuan lingkungan terhadap sikap dan implikasinya pada niat pembelian hijau rumah ramah lingkungan. *Jurnal Internasional Studi Sosial Dan Manajemen*, *4*(2), 46–64.

BPS. (2025). *Memahami generasi Z: Tantangan & Peluang*. BPS Gorontalo. https://gorontalokab.bps.go.id/id/news/2025/02/05/30/memahami-generasi-z--tantangan--perilaku--dan-peluang

Cahyadi, & Widagda. (2023). Attitude towards green memediasi pengaruh environmental concern dan green perceived value terhadap green purchase intention. *E-Jurnal Ekonomi dan Bisnis Universitas Udayana*, 1034.

CNBC Indonesia. (2024). *10 Negara Penyumbang Sampah Plastik Terbesar*. https://www.cnbcindonesia.com/lifestyle/20241119175253-33-589471/10-negara-penyumbang-sampah-plastik-terbesar-di-dunia-ri-nomor-3

Dunlap, R. E., & Jones, R. E. (2002). Environmental concern: Conceptual and measurement issues. Dalam R. E. Dunlap & W. Michelson (Eds.), *Handbook of environmental sociology* (hlm. 482–524). Greenwood Press.

Copyright © 2026, the author(s). This is an open access article under the CC-BY-SA License.

Enviu Indonesia. (2024). *Reuse Revolution Impact Report*. https://news.enviu.org/240376-enviu-indonesia-reuserevolution-impact-report/

Eiger. (2025). *Eiger Adventure Official*. https://www.eigeradventure.com/products?search=tumbler

GoodStats. (2025a). *39% Sampah Indonesia adalah Sisa Makanan*. GoodStats. https://data.goodstats.id/statistic/39-sampah-indonesia-adalah-sisa-makanan-r1vK4

GoodStats. (2025b). *Bawa Botol Minum Pribadi Jadi Cara Andalan Gen Z Kurangi Sampah*. https://goodstats.id/article/membawa-botol-minum-pribadi-menjadi-cara-andalan-gen-z-dalam-mengurangi-sampah-6mWZU

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). SAGE Publications.

Hidayat, T. ., Nashirah, AF ., & Pangestuti, IRD . (2024). Menganalisis Perilaku Konsumen dan Implikasi Konsumsi Berkelanjutan di Kalangan Generasi Z. *Research Horizon* , 4 (4), 161–176. https://doi.org/10.54518/rh.4.4.2024.321.

Jalu, G., Dasalegn, G., Japee, G., Tangl, A., & Boros, A. (2023). Investigating the Effect of Green Brand Innovation and Green Perceived Value on Green Brand Loyalty: Examining the Moderating Role of Green Knowledge. *Sustainability (Switzerland)*, *16*.

Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, *28*(1), 227–261.

Khan, N. L., & Qureshi, I. H. (2025). Impact of Environmental Concern on Green Purchase Intention: A Mediation Model Using Green Trust. *Asian Journal of Economics, Business and Accounting*, *25*(3), 538–550. https://doi.org/10.9734/ajeba/2025/v25i31729

Lee, Y. K. (2020). The Relationship between green country image, green trust, and purchase intention of Korean products: Focusing on Vietnamese Gen Z consumers. *Sustainability (Switzerland)*, *12*(12). https://doi.org/10.3390/su12125098

Lou, X., & Li, L. M. W. (2021). The relationship between identity and environmental concern: A meta-analysis. Journal of Environmental Psychology, 76, 101653.

Li, Y., & Shan, B. (2025). The influence mechanism of green advertising on consumers' purchase intention for organic foods: the mediating roles of green perceived value and green trust. *Frontiers in Sustainable Food Systems*, *9*. https://doi.org/10.3389/fsufs.2025.1515792

Marcelino, D., & Widodo, A. (2020). *Green Purchase Intention on Nutrifood's Consumer in Bandung: The Role of Environment Concern With Green Trust Mediation Green Purchase Intention Pada Konsumen Nutrifood di Bandung: Peran Environment Concern Dengan Mediasi Green Trust*. http://jurnal.asmtb.ac.id/index.php/jsab

Marques, E. A. D., & Dewi, N. M. W. K. (2022). *PERAN GREEN TRUSTMEMEDIASI GREEN PERCEIVED VALUE DAN KEPUASAN KONSUMEN TERHADAP GREEN REPURCHASE INTENTION*. https://doi.org/10.59188/jurnalsostech.v2i11.483

Nguyen, T. T. H., Yang, Z., Nguyen, N., Johnson, L. W., & Cao, T. K. (2019). Greenwash and green purchase intention: The mediating role of green skepticism. *Sustainability (Switzerland)*, *11*(9). https://doi.org/10.3390/su11092653

Putri, N. M. D. R., Syawal, R. I., Handayani, N., Asmawi, Faluti, M. Z., & Marsha, B. (2021). *Pengaruh Green Marketing Terhadap Green Consumer Behavior Fore Coffee Di Jakarta*. *6*, 115–126.

Rakhmawati, D., Puspaningrum, A., & Hadiwidjojo, D. (2019). Hubungan green perceived value, green brand image, dan green trust terhadap green purchase intention. IQTISHODUNA, 1(1), 1–16. https://doi:10.18860/iq.v1i1.5957

Rismayanti, R., & Harsoyo, T. D. (2025). Pengaruh green perceived value, environmental knowledge, green brand image terhadap green purchase intention pada produk Sensatia Botanicals. QISTINA: Jurnal Multidisiplin Indonesia, 4(1), 115–126. https://doi:10.57235/qistina.v4i1.5931

Stern, P. C. (2000). Toward a coherent theory of environmentally significant behavior. Journal of Social Issues, 56(3), 407-424.

Sharma, A., & Foropon, C. (2019). Green product attributes and green purchase behavior. Management Decision, 57(4), 1018–1042.

Copyright © 2026, the author(s). This is an open access article under the CC-BY-SA License.

Sholihah, D. D., Rizqan, A., Bascha, U. F., Asrul, S. A. B., Astutik, R. D., & Anugerah, A. M. (2025). *Generation Z and Consumer Awareness in Sustainable Consumption: A Bibliometric Analysis* (pp. 27–38). https://doi.org/10.2991/978-94-6463-698-7_4

Siringoringo, C. N., & Harsoyo, T. D. (2025). Analisis Pengaruh Environmental Concern, Celebrity Endorsement, dan Green Perceived Value terhadap Green Purchase Intention pada Produk Makanan Organik. *Jurnal Ekonomi, Manajemen, Akuntansi Dan Keuangan*, *6*(3), 11. https://doi.org/10.53697/emak.v6i3.2611

Wahyumar, H., Manggabarani, A. S., & Desmintari. (2023). Pengaruh analisis green purchase intention dengan green trust sebagai variabel intervening pada green product perawatan tubuh. Jurnal Sosial dan Sains, 3(3), 315–325. https://doi.org/10.59188/jurnalsosains.v3i3.707

Wibowo, A., Prihartanti, W., Edy Wibowo, A., & Rahmanto, A. (2022). Enrichment: Journal of Management The Effect of Green Trust, Green Marketing and Green Perceived Quality on Green Purchase Intention. In *Enrichment: Journal of Management* (Vol. 12, Number 5). https://enrichment.iocspublisher.org/index.php/enrichment/article/view/951/732

Wicaksono, R. A., & Darpito, S. H. (2023). Pengaruh Green Perceived Value dan Green Perceived Risk terhadap Green Purchase Intention yang dimediasi Green Trust. *Jurnal Ilmiah Manajemen Kesatuan*, *11*(2), 223–232. https://doi.org/10.37641/jimkes.v11i2.1775

Widi, R. N., & Ramli, Y. (2024). The Influence of Green Product, Environmental Concern, and Green Trust on Tupperware's Green Purchase Intention (Study on Ciledug Society). *Journal of Sustainable Economic and Business*, *1*(1), 1–11. https://doi.org/10.70550/joseb.v1i1.5

Wulandari, S., & Fikri, M. A. (2025). Green Purchase Intention: Peran Attitude Toward Green Product, Green Customer Value, Dan Green Psychological Benefit. *Value : Jurnal Manajemen Dan Akuntansi*, *20*(3), 825–850. https://doi.org/10.32534/jv.v20i3.8043

Copyright © 2026, the author(s). This is an open access article under the CC-BY-SA License.