

Green Purchase Decision of Sustainable Menstrual Products: The Mediating Role of Green Trust

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Abstract: The growing concern over plastic waste and disposable menstrual product pollution has encouraged consumers, firms, and policymakers to consider sustainable menstrual products as an alternative for supporting environmental and public health goals. Although sustainable menstrual products such as menstrual cups, reusable pads, and biodegradable sanitary pads have been increasingly discussed, consumer adoption remains complex because it is shaped not only by environmental concern but also by personal health motives, perceived economic value, and trust in green product claims. This study aims to examine the influence of environmental concern, egoistic motive, and economic value on green purchase decision, with green trust as a mediating variable. The study adopts a quantitative explanatory design using a survey method. Data were collected from 400 female respondents in Banten Province who have experienced or are currently experiencing menstruation. The proposed model was analysed using Structural Equation Modelling based on Partial Least Squares. This study is expected to contribute to green marketing literature by extending the understanding of sustainable menstrual product adoption through the integration of environmental, personal, economic, and trust-based perspectives. The findings may also provide practical insights for firms and public health stakeholders in designing credible, consumer-oriented, and environmentally responsible communication strategies for sustainable menstrual products.

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INTRODUCTION

Sustainable consumption has become an increasingly important issue in marketing and consumer behaviour because contemporary consumption patterns are closely connected to plastic waste, environmental degradation, and long-term public health concerns. Green consumption is not merely an individual lifestyle preference but a behavioural response to reduce the negative impact of consumer products on the environment, shaped by environmental awareness, perceived value, and consumers' readiness to translate attitudes into purchase intention (Huda et al., 2023; Shehawy & Ali Khan, 2024).

One product category that has gained growing attention in sustainability and public health discussions is sustainable menstrual products. Conventional disposable sanitary products contribute to environmental problems because many components are difficult to degrade and are repeatedly consumed throughout women's reproductive years. Menstrual cups, reusable pads, and biodegradable sanitary pads have therefore been introduced as alternatives that may reduce waste while supporting menstrual health and women's well-being, positioned by Ahuja and Singh (2024) as part of a broader public health agenda involving environmental protection, education, accessibility, and social acceptance.

Despite their potential environmental and health benefits, the adoption of sustainable menstrual products remains complex. Consumers may hesitate to shift from conventional disposable products because reusable feminine hygiene products require changes in habit, product knowledge, and

perceived convenience (Shukla & Sanjeev, 2024), while switching from sanitary napkins to menstrual cups is influenced by concerns about hygiene, safety, comfort, and perceived ease of use (T Ajith & Rasheed, 2024). Adoption is further embedded in cultural and social contexts, shaped by environmental awareness, education, activism, taboo, and religion (Cruz-Barba & Ramirez-Alvarez, 2025), as well as by psychological factors such as attitudes, perceived control, and social expectations (Valentin & Hechanova, 2023).

In green marketing literature, environmental concern is frequently positioned as an important psychological antecedent of green purchase behaviour, since consumers who are more aware of the ecological consequences of their consumption tend to be more willing to support products that reduce environmental harm (Konalingam et al., 2024) and to associate their choices with sustainable source reduction (Salifu et al., 2024). In the context of menstrual products, environmental concern may encourage women to consider the long-term waste implications of disposable sanitary products and evaluate menstrual cups or reusable alternatives more positively (Valentin & Hechanova, 2023), leading this study to propose that environmental concern has a positive effect on green trust and green purchase decision.

However, green product adoption is not driven only by altruistic or environmental motives. Egoistic motive also plays an important role because consumers often evaluate green products based on personal benefits such as health, safety, comfort, convenience, and self-protection, which is particularly relevant for menstrual products given their close connection to hygiene and bodily comfort (Ahuja & Singh, 2024). The adoption of menstrual cups is influenced by consumer values and perceived personal benefits rather than environmental concern alone (Shukla et al., 2024), as well as by perceived behavioural control and users' confidence in managing product use (Soumyaja & Fathimathul Bisriya, 2024), so egoistic motive is expected to strengthen green trust and green purchase decision.

In addition to environmental and personal motives, economic value is another important factor in explaining green purchase decisions. Sustainable menstrual products may require a higher initial purchase cost, especially menstrual cups or reusable pads, but they may offer long-term value by reducing repeated spending on disposable products, consistent with consumption value theory in which purchase intention is influenced by the perceived utility consumers obtain from a product (Bernardo, 2023). Green product adoption is further shaped by consumers' evaluation of functional, economic, and environmental benefits (Hoyos-Vallejo et al., 2025), as price and performance can become important drivers or barriers of green purchase decisions (Niedermeier et al., 2021), so economic value is expected to increase green trust and green purchase decision.

Nevertheless, environmental concern, egoistic motive, and economic value may not automatically lead to green purchase decisions when consumers do not trust the product claims. Green trust refers to consumers' confidence that a product, brand, or producer genuinely fulfils its environmental promises, and becomes important because consumers often cannot directly verify whether a product is truly environmentally friendly, safe, or ethically produced (Chen, 2010). Green trust also reduces consumer scepticism when buyers must rely on environmental claims, labels, and product communication before making purchase decisions (Chen & Chang, 2012), just as trust in claims and certification influences consumer demand in certified product markets (Joya, 2025).

The role of green trust is particularly important in sustainable menstrual products because consumers are asked to believe not only in environmental claims but also in safety, hygiene, durability, and usability claims; if they doubt this credibility, they may be reluctant to shift from conventional products. Trust in product information and perceived reliability may help consumers overcome this uncertainty (Shukla & Sanjeev, 2024), particularly as social media and influencer communication shape menstrual product choices only when the information source is perceived as credible (Mehta et al., 2025). Therefore, green trust may act as a mediating mechanism that connects environmental concern, egoistic motive, and economic value with green purchase decision.

This study adopts an adapted perspective of the Theory of Planned Behavior, which explains that human behaviour is shaped by psychological antecedents that influence intention and action, and which has been widely used in green consumption studies as a behavioural foundation for explaining consumer decision-making (Ajzen, 1991). Rather than testing the theory's core constructs of attitude, subjective norm, and perceived behavioural control directly, this study follows studies that extend the theory by incorporating environmental, moral, value-based, and trust-based factors as context-specific antecedents that better explain pro-environmental behaviour (Duong et al., 2024). Following this adapted logic, environmental concern, egoistic motive, and economic value are positioned as attitudinal and value-based antecedents of green trust and green purchase decision in the context of sustainable menstrual products.

The novelty of this study lies in its focus on green purchase decision of sustainable menstrual products by integrating environmental, egoistic, economic, and trust-based perspectives in a single conceptual model. Prior studies have examined pro-environmental behaviour in baby diapers, showing that hygiene-related and environmentally relevant products can be analysed through green behaviour perspectives (Amelia & Saragih, 2023). Other studies have examined biodegradable sanitary pads, menstrual cups, and reusable feminine hygiene products as separate sustainability issues (Baruah et al., 2025; Shukla et al., 2024; Valentin & Hechanova, 2023). However, limited attention has been given to how green trust mediates the effect of environmental concern, egoistic motive, and economic value on purchase decisions in the sustainable menstrual product context.

Based on the above discussion, this study aims to analyse the direct influence of environmental concern, egoistic motive, and economic value on green trust and green purchase decision, as well as the mediating role of green trust in these relationships. The study is expected to provide theoretical contribution by adapting the Theory of Planned Behavior with context-specific antecedents, namely environmental concern, egoistic motive, economic value, and green trust, to explain sustainable menstrual product adoption (Ajzen, 1991; Duong et al., 2024). The study is also expected to provide practical contribution by helping producers, marketers, and public health stakeholders design more credible, consumer-oriented, and environmentally responsible green communication strategies for sustainable menstrual products (Ahuja & Singh, 2024; Shukla & Sanjeev, 2024).

RESEARCH METHOD

Research Design

This study uses a quantitative research approach with an explanatory survey design, appropriate for testing causal relationships among the latent variables of environmental concern, egoistic motive, economic value, green trust, and green purchase decision, since it examines the direct and indirect effects among variables through hypothesis testing rather than merely describing consumer perceptions (Hair et al., 2022; Saunders et al., 2019).

This study also applies a cross-sectional design, with data collected at one point in time from respondents meeting the research criteria, an approach suitable for capturing current psychological and behavioural tendencies toward sustainable menstrual products and commonly used in green consumption studies to measure attitudes, motives, trust, and purchase decisions within a specific consumer group (Creswell & Creswell, 2018; Shehawy & Ali Khan, 2024).

Conceptual Framework and Hypotheses

The conceptual framework of this study explains the relationship between environmental concern, egoistic motive, economic value, green trust, and green purchase decision in the context of sustainable menstrual products. As shown in Figure 1, environmental concern, egoistic motive, and economic value are positioned as exogenous variables, green trust as the mediating variable, and green purchase decision as the endogenous variable, following the extended logic of the Theory of Planned

Behavior in which consumer behaviour is explained through psychological, value-based, and trust-based factors (Ajzen, 1991; Duong et al., 2024; Ilagan et al., 2024).

Figure 1 shows that environmental concern is expected to influence green trust and green purchase decision, since consumers who are more concerned about environmental problems, including the association between disposable sanitary products and long-term environmental harm, tend to evaluate sustainable menstrual products more positively and show stronger trust and purchase decisions toward them (Konalingam et al., 2024; Salifu et al., 2024; Valentin & Hechanova, 2023).

The framework also positions egoistic motive, referring to personal considerations such as health, safety, comfort, convenience, and self-protection, as an antecedent of green trust and green purchase decision. This variable is important because sustainable menstrual products are evaluated not only for their environmental benefits but also for their perceived suitability for intimate bodily use: when consumers perceive the products as safe, comfortable, and beneficial for personal health, they are more likely to trust and purchase them (Ahuja & Singh, 2024; Shukla et al., 2024; T Ajith & Rasheed, 2024).

Economic value is included in the framework because consumers evaluate sustainable menstrual products based on cost-benefit comparison: although these products may require a higher initial cost, reusable alternatives such as menstrual cups and reusable pads may provide long-term value by reducing repeated purchases of disposable products. When consumers perceive meaningful value, functional benefits, and long-term savings, they are expected to develop stronger green trust and purchase decisions (Bernardo, 2023; Chen & Chang, 2012; Hoyos-Vallejo et al., 2025; Niedermeier et al., 2021).

Green trust is placed as a mediating variable because consumers may not directly translate environmental concern, egoistic motive, and economic value into purchase decisions without trusting the product's environmental and functional claims, which helps reduce scepticism and perceived risk when such claims cannot be directly verified. This is especially important for sustainable menstrual products, where consumers must believe in the credibility of claims related to environmental friendliness, hygiene, safety, and usability before shifting from conventional products (Chen, 2010; Chen & Chang, 2012; Joya, 2025; Shukla & Sanjeev, 2024).

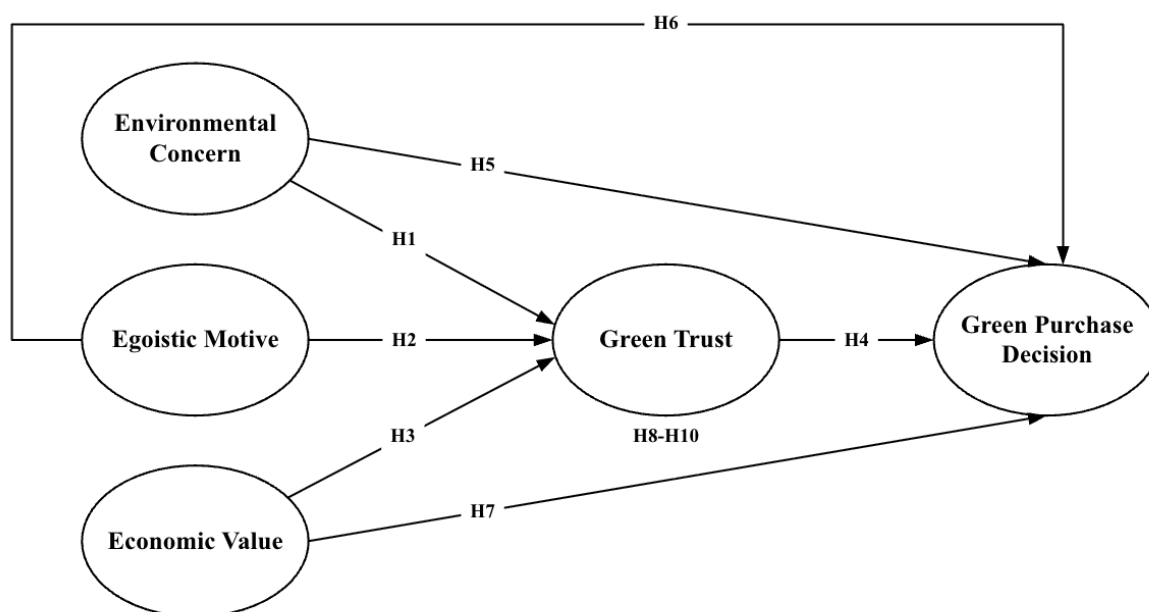


Figure 1. Conceptual framework

The hypotheses developed from the conceptual framework are as follows.

H1: Environmental concern has a positive effect on green trust.

H2: Egoistic motive has a positive effect on green trust.

H3: Economic value has a positive effect on green trust.

H4: Green trust has a positive effect on green purchase decision.

H5: Environmental concern has a positive effect on green purchase decision.

H6: Egoistic motive has a positive effect on green purchase decision.

H7: Economic value has a positive effect on green purchase decision.

H8: Green trust mediates the effect of environmental concern on green purchase decision.

H9: Green trust mediates the effect of egoistic motive on green purchase decision.

H10: Green trust mediates the effect of economic value on green purchase decision.

These hypotheses are formulated to test both the direct effects and mediating effects within the proposed model (Hair et al., 2022; Nitzl et al., 2016; Sarstedt et al., 2022).

Population and Sample

The population of this study consists of female consumers in Banten Province who have experienced or are currently experiencing menstruation, a population relevant because sustainable menstrual products are directly related to menstrual hygiene needs and require respondents able to evaluate product attributes, health-related considerations, and purchase decisions. Previous studies on sustainable menstrual products similarly focus on women as the relevant consumer group, given that adoption is closely connected to menstrual health, personal comfort, and product usability (Ahuja & Singh, 2024; Shukla et al., 2024).

The sample was selected using purposive sampling, with criteria including women living in Banten Province, aged between 10 and 54 years, who have experienced or are currently experiencing menstruation. This technique is appropriate because not all members of the general population are relevant to the research context, and selected respondents must have sufficient relevance to the use or evaluation of menstrual products (Etikan et al., 2016; Saunders et al., 2019).

Data collection was conducted from March to April 2026 and yielded 400 valid responses used for analysis, considered adequate for Partial Least Squares Structural Equation Modelling because PLS-SEM supports predictive modelling of complex relationships among latent variables without requiring strict multivariate normality assumptions, while providing sufficient statistical power to estimate direct and mediating effects in the proposed model (Hair et al., 2022; Kock & Hadaya, 2018).

Data Collection Technique

Data were collected using an online questionnaire distributed to respondents who met the sampling criteria, an approach appropriate for measuring individual perceptions, motives, trust, and purchase decisions through structured self-report instruments, while allowing the researcher to reach female respondents across Banten Province more efficiently and consistently (Creswell & Creswell, 2018; Saunders et al., 2019).

The questionnaire used closed-ended statements measured with a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), suitable because the measured constructs are psychological and perceptual, and common in consumer behaviour and green marketing research for allowing respondents to express their degree of agreement in a simple, structured manner (Hair et al., 2022; Huda et al., 2023).

Operationalisation of Variables

Environmental concern is operationalised as consumers' awareness, concern, and sense of responsibility toward environmental problems caused by product consumption and waste, reflecting respondents' perception of plastic and disposable menstrual product waste as serious environmental issues, concern about products' environmental impact, personal responsibility to reduce harmful

consumption, preference for environmentally friendly materials or packaging, and intention to support environmental preservation. Environmental awareness shapes consumer attitudes and purchase intention toward green and zero-waste products (Huda et al., 2023; Konalingam et al., 2024), and can contribute to reducing plastic pollution when consumers see their choices as part of sustainable source reduction (Salifu et al., 2024).

Egoistic motive is operationalised as consumers' personal motivation to choose sustainable menstrual products because of perceived individual benefits, including perceived health safety, attention to product materials, comfort in daily use, reduced personal health risks, and better personal benefits compared with conventional products. This is closely related to public health, since adoption involves menstrual hygiene, bodily comfort, and women's well-being (Ahuja & Singh, 2024), consumer values and perceived safety and usefulness (Shukla et al., 2024), and perceived comfort, ease of use, and confidence in product suitability (T Ajith & Rasheed, 2024).

Economic value is operationalised as consumers' perception that sustainable menstrual products provide benefits worth the cost, including perceived price-benefit fairness, efficient use of materials or packaging, added value compared with conventional products, environmental benefits that justify purchase, and long-term advantages for consumers and the environment. This is consistent with consumption value theory, in which purchase intention is influenced by perceived value and utility (Bernardo, 2023), and with evidence that green perceived value strengthens trust and purchase intention (Chen & Chang, 2012; Hoyos-Vallejo et al., 2025), while price and performance can become drivers or barriers of green purchase decisions in fast-moving consumer goods (Niedermeier et al., 2021).

Green trust is operationalised as consumers' confidence in the environmental claims, credibility, reliability, and commitment of sustainable menstrual products or their producers, reflecting trust in green product claims, belief in the producer's environmental commitment, confidence in information accuracy, trust in labels or certifications, and belief that green claims are genuine. This is important because consumers often cannot directly verify environmental or safety claims (Chen, 2010), and because trust reduces scepticism and strengthens purchase intention (Chen & Chang, 2012), including in certified product markets where consumers rely on claims and certification when evaluating product value (Joya, 2025).

Green purchase decision is operationalised as consumers' decision-readiness, that is, the resolved state of choosing, buying, and repurchasing sustainable menstrual products based on environmental, personal, economic, and trust-related considerations. This decision-readiness is measured through five indicators: the decision to buy when available, preference over conventional alternatives, consideration of environmentally friendly materials, willingness to pay a slightly higher price, and willingness to repurchase. These indicators are treated as components of a single decision-readiness construct rather than as separate constructs of purchase intention or willingness to buy, because in a cross-sectional survey design green purchase decision is necessarily captured through respondents' stated readiness to act rather than through observed transactional behaviour, consistent with common practice in green consumption research where decision-oriented items are used to approximate actual purchase decisions (Huda et al., 2023; Shehawy & Ali Khan, 2024). This decision-readiness is shaped by environmental awareness, perceived value, and consumer attitudes (Huda et al., 2023), by the relationship between green awareness, attitudes, and purchase intention as a precursor to decision (Shehawy & Ali Khan, 2024), and, in the menstrual product context, by its association with plastic pollution reduction and support for sustainable alternatives (Valentin & Hechanova, 2023).

Ethical Considerations

This study ensured that respondents participated voluntarily and understood the research purpose before completing the questionnaire. Because the topic concerns menstrual products, the

questionnaire was designed in a respectful and non-invasive manner, avoiding unnecessarily sensitive or personally intrusive questions, and respondents' identities were kept confidential, with collected data used only for academic purposes (Creswell & Creswell, 2018; Saunders et al., 2019).

The study also considered inclusivity and dignity in the wording of questionnaire items, since menstrual health is connected to personal well-being, social norms, and cultural sensitivity, including taboo, religious beliefs, education, and social acceptance, making ethical and culturally sensitive communication important throughout the research process (Ahuja & Singh, 2024; Cruz-Barba & Ramirez-Alvarez, 2025).

RESULTS AND DISCUSSION

The respondent profile is not presented in this article because the topic concerns menstrual products, which is personal and sensitive. Instead, this section focuses on the evaluation of the measurement model and structural model to maintain respondent privacy while still presenting the statistical evidence needed to answer the research objectives. This approach is also consistent with ethical considerations in survey-based consumer research, where sensitive demographic information should be handled carefully to protect respondents' dignity and confidentiality (Creswell & Creswell, 2018).

The data were analysed using Partial Least Squares Structural Equation Modelling. The analysis was conducted in two main stages. The first stage assessed the measurement model through indicator loadings, internal consistency reliability, convergent validity, and discriminant validity. The second stage assessed the structural model through coefficient of determination, predictive relevance, model fit, and hypothesis testing. This two-step procedure is recommended in PLS-SEM because the quality of the measurement model must be confirmed before interpreting the structural relationships among constructs (Hair et al., 2022).

Measurement Model Evaluation

The measurement model results show that all indicators have outer loading values above the recommended threshold of 0.70. This indicates that each indicator has sufficient explanatory power in measuring its respective latent construct. According to Hair et al. (2022), outer loading values above 0.70 indicate that an indicator shares adequate variance with its construct and can be retained in the measurement model.

Environmental Concern is measured by five valid indicators covering perceived seriousness of plastic and menstrual product waste, concern about product impact, personal responsibility, preference for environmentally friendly materials, and intention to support environmental preservation, as detailed in Table 1. The strongest indicator is EC4, suggesting that environmentally friendly materials or packaging are central to how respondents understand environmental concern in this product category, consistent with Huda et al. (2023), who explain that environmental awareness can shape consumer attitudes toward green products.

Table 1. Loadings, AVE, and Reliability

Construct	Item	Indicator	Loading	Cronbach's Alpha	rho_a	rho_c	AVE
Environmental Concern	EC1	Plastic and menstrual product waste seen as a serious environmental issue	0.807	0.879	0.88	0.912	0.673
	EC2	Concern about the environmental impact of products used	0.818				
	EC3	Personal responsibility to reduce environmentally harmful consumption	0.809				

Construct	Item	Indicator	Loading	Cronbach's Alpha	rho_a	rho_c	AVE
Egoistic Motive	EC4	Preference for environmentally friendly materials or packaging	0.866	0.929	0.93	0.947	0.78
	EC5	Intention to support environmental preservation through the product	0.801				
	EM1	Perceived personal health safety of the product	0.871				
	EM2	Consideration of product materials before purchase	0.891				
	EM3	Comfort in daily use	0.922				
	EM4	Motivation to reduce personal health risks	0.859				
Economic Value	EM5	Willingness to choose the product for better personal benefits	0.872	0.943	0.945	0.956	0.814
	EV1	Perceived benefits worth the price	0.861				
	EV2	Reduced wasteful consumption through efficient materials or packaging	0.896				
	EV3	Added value compared with conventional products	0.94				
	EV4	Environmental benefits make the product worth buying	0.93				
Green Trust	EV5	Long-term benefits for consumers and the environment	0.883	0.911	0.914	0.934	0.738
	GT1	Trust in the product's environmental claims	0.814				
	GT2	Belief that the producer genuinely cares about the environment	0.867				
	GT3	Confidence in the accuracy of environmental information	0.855				
	GT4	Trust in environmental labels or certifications	0.881				
Green Purchase Decision	GT5	Belief that green claims are not merely promotional tactics	0.875	0.915	0.918	0.937	0.748
	GPD1	Decision to buy the product when available	0.901				
	GPD2	Preference over conventional alternatives	0.885				
	GPD3	Consideration of eco-friendly materials or packaging before purchase	0.899				
	GPD4	Willingness to buy despite a slightly higher price	0.832				
	GPD5	Willingness to repurchase the product in the future	0.803				

The strong measurement of Environmental Concern also supports the relevance of sustainability issues in menstrual product consumption: consumers who pay attention to materials, packaging, and waste implications tend to evaluate sustainable alternatives more seriously, consistent with

Konalingam et al. (2024), who identify environmental concern as an important driver of pro-environmental behavioural intention in emerging markets, and with Salifu et al. (2024), who show that green consumption can support plastic pollution reduction when consumers see their choices as part of sustainable source reduction.

Egoistic Motive is measured by five valid indicators covering perceived personal safety, consideration of product materials, comfort in daily use, motivation to reduce health risks, and willingness to choose products with better personal benefits, as detailed in Table 1. The highest loading appears in EM3, indicating that comfort is the most dominant indicator of egoistic motive, which is reasonable given that menstrual products are intimate-use products evaluated primarily through bodily comfort and daily usability.

This finding strengthens the argument that sustainable menstrual product adoption is not purely environmental, consistent with Ahuja and Singh (2024), who emphasise that sustainable menstrual products are closely connected to women's health and public health improvement, with Shukla et al. (2024), who show that menstrual cup adoption is shaped by consumer values and perceived personal benefits, and with T Ajith and Rasheed (2024), who explain that switching from sanitary napkins to menstrual cups involves concerns about comfort, safety, and perceived ease of use.

Economic Value is measured by five valid indicators covering perceived price-benefit fairness, reduced wasteful consumption, added value over conventional products, environmental benefits justifying purchase, and long-term benefits, as detailed in Table 1. The highest loading appears in EV3, indicating that respondents strongly evaluate sustainable menstrual products through their added value compared with conventional alternatives.

This indicates that respondents do not assess sustainable menstrual products only from price, but also from functional benefit, environmental usefulness, and long-term value, consistent with Bernardo (2023), who explains that purchase intention is influenced by perceived value and utility, and with Chen and Chang (2012), who argue that green perceived value can strengthen trust and purchase intention when consumers believe a product provides meaningful environmental and functional benefits. This supports the idea that sustainable menstrual products may be perceived as valuable when their long-term use compensates for their initial cost.

Green Trust is measured by five valid indicators covering trust in environmental claims, belief in producer commitment, confidence in information accuracy, trust in labels or certifications, and scepticism reduction, as detailed in Table 1. All indicators show strong loadings, meaning that green trust is formed through a combination of claim credibility, producer commitment, information accuracy, and certification reliability.

This finding confirms the importance of trust in green product markets. Chen (2010) defines green trust as consumers' willingness to rely on a product or brand because of its environmental credibility and performance, while Chen and Chang (2012) explain that trust can reduce consumer uncertainty when green claims are difficult to verify directly. In the context of sustainable menstrual products, this issue becomes even more important because consumers must trust not only environmental claims, but also claims related to hygiene, safety, and usability.

Green Purchase Decision, treated as a single decision-readiness construct, is measured by five valid indicators covering the decision to buy when available, preference over conventional alternatives, consideration of environmentally friendly materials, price tolerance, and repurchase willingness, as detailed in Table 1. The highest loading appears in GPD1, indicating that product availability is strongly related to respondents' decision-readiness to buy sustainable menstrual products.

This pattern is consistent with Shehawry and Ali Khan (2024), who explain that consumer readiness for green consumption depends on the relationship between awareness, attitudes, and purchase intention, and with Valentin and Hechanova (2023), who show that the intention to use menstrual cups is linked to green consumption behaviour because the product is associated with

plastic pollution reduction. Sustainable menstrual product purchase decisions should therefore be understood as both consumer behaviour and environmental action.

The reliability results show that all constructs have Cronbach's alpha and composite reliability values above 0.70. This indicates that all constructs have strong internal consistency. Hair et al. (2022) state that reliability values above 0.70 indicate that the indicators consistently measure the same latent construct. The AVE values of all constructs are also above 0.50, meaning that each construct has adequate convergent validity. This shows that the indicators explain more than half of the variance of their respective constructs.

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio. The results show that all HTMT values are below 0.90, indicating that each construct is empirically distinct from the others. Henseler et al. (2015) recommend HTMT as a robust criterion for assessing discriminant validity in variance-based SEM. Since all values meet the recommended threshold, Environmental Concern, Egoistic Motive, Economic Value, Green Trust, and Green Purchase Decision can be interpreted as separate constructs in the model.

Structural Model Evaluation

The structural model results show that Green Purchase Decision has an R-square value of 0.728. This means that Environmental Concern, Egoistic Motive, Economic Value, and Green Trust explain 72.8% of the variance in Green Purchase Decision. This value indicates strong explanatory power because the proposed model is able to explain most of the variation in consumers' purchase decisions. Putra (2022) explain that higher R-square values indicate stronger explanatory power in PLS-SEM, especially in behavioural models involving consumer perceptions and intentions.

Table 2. R-Square, Model Fit, and Q-Square

Evaluation Aspect	Variable or Indicator	Value	Interpretation
R-square	Green Purchase Decision	0.728	The model explains 72.8% of the variance in Green Purchase Decision
R-square Adjusted	Green Purchase Decision	0.725	The adjusted explanatory power remains strong
R-square	Green Trust	0.718	The model explains 71.8% of the variance in Green Trust
R-square Adjusted	Green Trust	0.716	The adjusted explanatory power remains strong
Model Fit	SRMR	0.051	Acceptable model fit
Model Fit	d_ULS	0.834	Reported as model fit information
Model Fit	d_G	0.692	Reported as model fit information
Model Fit	Chi-square	1529.686	Reported as model fit information
Model Fit	NFI	0.85	Indicates an acceptable approximation of model fit
Q-square	Green Purchase Decision	0.54	The model has strong predictive relevance for Green Purchase Decision
Q-square	Green Trust	0.523	The model has strong predictive relevance for Green Trust

Green Trust has an R-square value of 0.718. This means that Environmental Concern, Egoistic Motive, and Economic Value explain 71.8% of the variance in Green Trust. This finding indicates that trust in sustainable menstrual products is strongly shaped by environmental awareness, personal benefits, and perceived value. The result supports Chen and Chang's (2012) argument that green trust can be developed when consumers perceive credible environmental value and meaningful product benefits.

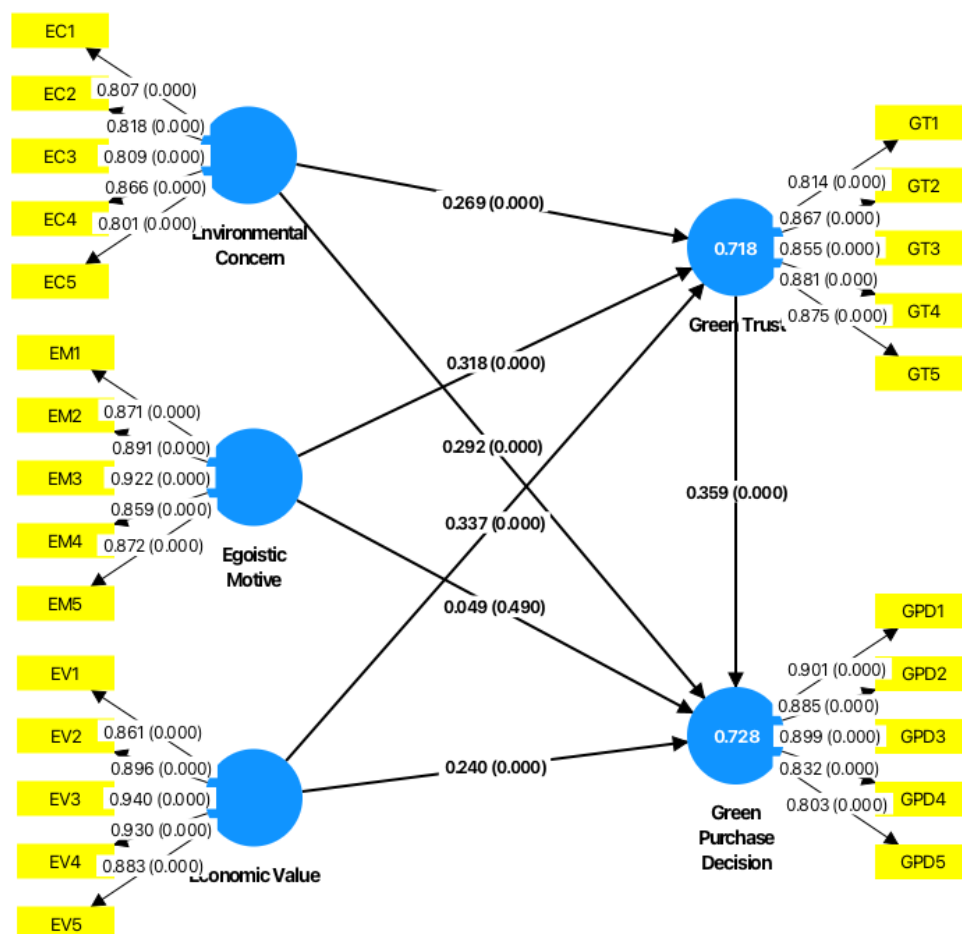


Figure 2. Bootstrapping results of the structural model

The Q-square value for Green Purchase Decision is 0.540, while the Q-square value for Green Trust is 0.523. Since both values are above zero, the model has predictive relevance for the two endogenous constructs. Hair et al. (2022) explained that Q-square values above zero indicate that the model has predictive capability. This means that the proposed model is not only useful for explaining the observed relationships but also has relevance for predicting green trust and green purchase decisions in sustainable menstrual product consumption.

The model fit results show an SRMR value of 0.051. This value indicates acceptable model fit because it is below the commonly used threshold of 0.08. Henseler et al. (2015) explain that SRMR can be used as an approximate model fit criterion in PLS-SEM. The NFI value is 0.850, which also indicates an acceptable approximation of model fit. Overall, the structural model is adequate for hypothesis testing.

Hypothesis Testing

Hypothesis 1 is supported: Environmental Concern has a positive and significant effect on Green Trust, indicating that respondents with stronger environmental concern develop stronger trust in sustainable menstrual products, consistent with the Theory of Planned Behavior (Ajzen, 1991) and with Konalingam et al. (2024), who found that environmental concern contributes to pro-environmental behavioural intention.

Table 3. Hypothesis Testing Results

Path	Original Sample	T-Statistics	P-Values	Result
H1 Environmental Concern → Green Trust	0.269	5.177	<0.001	Supported

H2	Egoistic Motive → Green Trust	0.318	4.745	<0.001	Supported
H3	Economic Value → Green Trust	0.337	5.641	<0.001	Supported
H4	Green Trust → Green Purchase Decision	0.359	5.892	<0.001	Supported
H5	Environmental Concern → Green Purchase Decision	0.292	5.717	<0.001	Supported
H6	Egoistic Motive → Green Purchase Decision	0.049	0.69	0.49	Not supported
H7	Economic Value → Green Purchase Decision	0.24	3.599	<0.001	Supported
H8	Environmental Concern → Green Trust → Green Purchase Decision	0.097	3.778	<0.001	Supported
H9	Egoistic Motive → Green Trust → Green Purchase Decision	0.114	3.909	<0.001	Supported
H10	Economic Value → Green Trust → Green Purchase Decision	0.121	3.673	<0.001	Supported

This is particularly relevant for sustainable menstrual products, since consumers who associate conventional disposable products with plastic waste and environmental harm are more likely to trust credible alternatives, echoing Valentin and Hechanova (2023), who describe menstrual cups as a green consumption response to plastic pollution.

Hypothesis 2 is supported: Egoistic Motive has a positive and significant effect on Green Trust, indicating that personal motives such as health, safety, comfort, and self-protection strengthen consumers' trust, especially given menstrual products' direct connection to intimate bodily use (Ahuja & Singh, 2024). Respondents thus need to perceive the products as personally beneficial before trusting them, consistent with evidence that consumer values and perceived comfort shape menstrual cup adoption and switching behaviour (Shukla et al., 2024; T Ajith & Rasheed, 2024).

Hypothesis 3 is supported: Economic Value has a positive and significant effect on Green Trust, indicating that respondents trust sustainable menstrual products more when they perceive meaningful value in price-benefit fairness, efficiency, and long-term benefits (Chen & Chang, 2012). Reusable menstrual products, despite higher initial spending, thus need to be communicated as economically reasonable as well as environmentally friendly, since price and performance are important drivers or barriers in green fast-moving consumer goods (Niedermeier et al., 2021).

Hypothesis 4 is supported: Green Trust has a positive and significant effect on Green Purchase Decision, indicating that respondents who trust the claims, information, labels, and producer commitment behind sustainable menstrual products are more likely to purchase them (Chen, 2010). This confirms the relevance of trust in reducing the perceived risk inherent in claims about environmental friendliness, hygiene, safety, and durability, since green trust reduces scepticism when consumers cannot directly verify product claims (Chen & Chang, 2012); trust thus functions as the key psychological bridge between evaluation and purchase decision.

Hypothesis 5 is supported: Environmental Concern has a positive and significant effect on Green Purchase Decision, indicating that respondents who care about environmental issues are more likely to buy sustainable menstrual products, consistent with the extended Theory of Planned Behavior (Ajzen, 1991) and with Salifu et al. (2024), who show that green consumption supports plastic pollution reduction when consumers see their choices as part of environmental responsibility. Environmental messaging therefore remains important, as consumers who understand the waste implications of disposable products may be more willing to consider reusable or biodegradable alternatives (Huda et al., 2023).

Hypothesis 6 is not supported: although positive, the effect of Egoistic Motive on Green Purchase Decision is not statistically significant, indicating that personal benefits such as health, safety, and comfort are not by themselves enough to drive purchase decisions when consumers still doubt product credibility or suitability. This reflects the sensitive nature of menstrual products, where

consumers may acknowledge personal benefits yet still hesitate without sufficient trust, consistent with Shukla and Sanjeev (2024), who note that shifting toward reusable feminine hygiene products involves behavioural change and product knowledge; egoistic motives therefore appear to need to operate through trust before translating into purchase decisions.

Hypothesis 7 is supported: Economic Value has a positive and significant effect on Green Purchase Decision, indicating that respondents are more likely to purchase sustainable menstrual products when they perceive value worth the cost (Bernardo, 2023; Hoyos-Vallejo et al., 2025). Sustainable menstrual products should therefore be positioned as valuable long-term consumption choices, especially relevant for reusable products that reduce repeated purchases of disposable alternatives, since consumers evaluate green products through both performance and price before deciding to buy (Niedermeier et al., 2021).

To clarify the mediation results, direct, indirect, and total effects are distinguished as follows. The direct effects of Environmental Concern, Egoistic Motive, and Economic Value on Green Purchase Decision are reported in H5, H6, and H7, while the specific indirect effects through Green Trust are reported in H8, H9, and H10. The total effect of each variable is obtained by summing its direct and indirect effects: Environmental Concern ($0.292 + 0.097 = 0.389$), Egoistic Motive ($0.049 + 0.114 = 0.163$), and Economic Value ($0.240 + 0.121 = 0.361$). Following the mediation typology of Nitzl et al. (2016), Environmental Concern and Economic Value show complementary partial mediation, since their direct and indirect effects are both significant and point in the same direction, whereas Egoistic Motive shows an indirect-only (full mediation) pattern, since its direct effect on Green Purchase Decision (H6) is not significant while its indirect effect through Green Trust (H9) is significant. This distinction indicates that Green Trust is the mechanism through which egoistic motive is statistically associated with purchase decisions, whereas for environmental concern and economic value, Green Trust strengthens an effect that is also present directly.

Hypothesis 8 is supported: Green Trust mediates the effect of Environmental Concern on Green Purchase Decision, meaning environmental concern influences purchase decisions both directly and indirectly through trust, as consumers who care about environmental problems are more likely to trust sustainable menstrual products, and this trust strengthens their purchase decision (Chen & Chang, 2012). Environmental concern thus works more effectively when supported by credible product claims, since consumers still need assurance that products genuinely fulfil their environmental promises (Valentin & Hechanova, 2023).

Hypothesis 9 is supported: Green Trust mediates the effect of Egoistic Motive on Green Purchase Decision, a particularly important finding given that the direct effect of Egoistic Motive (H6) is not significant. This indicates that personal benefits such as health, comfort, and safety influence purchase decisions only once they strengthen trust, consistent with the sensitive, intimate-use nature of menstrual products (Ahuja & Singh, 2024; T Ajith & Rasheed, 2024); trust therefore appears to be the mechanism through which personal motives are statistically associated with purchase decisions.

Hypothesis 10 is supported: Green Trust mediates the effect of Economic Value on Green Purchase Decision, indicating that perceived economic value is associated with stronger purchase decisions in part through the formation of trust: consumers may see sustainable menstrual products as cost-effective in the long term, but this perception appears stronger when they also trust the product's claims and reliability (Chen & Chang, 2012). Value communication alone may therefore not be sufficient; producers should support economic value claims with transparent information and credible certification, since trust in claims and certification influences consumer demand in certified product markets (Joya, 2025).

Overall, the findings show that Green Trust is the central mechanism in the purchase decision of sustainable menstrual products. Environmental Concern and Economic Value have both direct and indirect effects on Green Purchase Decision, while Egoistic Motive works only indirectly through Green Trust, suggesting that consumers may be environmentally aware and personally motivated, but

their purchase decisions depend heavily on whether they trust the product's safety, credibility, and functional reliability.

The findings contribute to an adapted perspective of the Theory of Planned Behavior by showing that green purchase decisions are shaped not only by environmental beliefs but also by perceived personal benefits, economic value, and trust, even though the theory's core constructs of attitude, subjective norm, and perceived behavioural control were not measured directly (Ajzen, 1991). This is consistent with Duong et al. (2024), who show that pro-environmental consumption is better explained when the theory is integrated with additional motivational and value-based factors; this study extends that logic by demonstrating that Green Trust acts as a key mediator in sustainable menstrual product purchase decisions.

From a practical perspective, the findings suggest that marketers and producers should not rely only on environmental messages but should also communicate personal benefits such as safety, comfort, and hygiene, supported by credible evidence, transparent information, and certification (Shukla & Sanjeev, 2024). Economic value should likewise be communicated in a long-term, practical way, emphasising durability, reusability, and potential cost savings (Niedermeier et al., 2021); firms should therefore frame sustainable menstrual products as offering environmental, personal, and economic value simultaneously.

CONCLUSION

This study concludes that the purchase decision of sustainable menstrual products is influenced by Environmental Concern, Economic Value, and Green Trust. Environmental Concern has a positive effect on both Green Trust and Green Purchase Decision, indicating that consumers who care about environmental problems are more likely to trust and purchase sustainable menstrual products. This finding supports the view that environmental awareness can shape green consumption decisions when consumers perceive their choices as part of environmental responsibility.

Egoistic Motive has a positive effect on Green Trust, but it does not have a significant direct effect on Green Purchase Decision. This means that personal benefits such as health, safety, comfort, and self-protection are not enough to directly encourage purchase decisions. These benefits become influential when they first build trust in the product. Therefore, in the context of sustainable menstrual products, trust is necessary to convert personal motives into purchase decisions.

Economic Value has a positive effect on both Green Trust and Green Purchase Decision, indicating that consumers evaluate sustainable menstrual products through perceived value, price-benefit fairness, long-term usefulness, and added value compared with conventional products, and are more likely to purchase them when they believe the products provide meaningful economic and environmental benefits.

Green Trust has a positive effect on Green Purchase Decision and mediates the effects of Environmental Concern, Egoistic Motive, and Economic Value. This shows that trust is the most important mechanism connecting consumer motives and perceived value with purchase decisions. Consumers may care about the environment, recognise personal benefits, and perceive economic value, but these factors become stronger when consumers trust the product's green claims, safety, reliability, and producer commitment.

Theoretically, this study contributes to green marketing and sustainable consumer behaviour literature by integrating Environmental Concern, Egoistic Motive, Economic Value, and Green Trust in explaining Green Purchase Decision. The findings extend the Theory of Planned Behavior by showing that sustainable menstrual product adoption requires not only environmental and personal beliefs, but also trust as a mediating mechanism. Practically, the findings suggest that producers, marketers, and public health stakeholders should build credible communication strategies through transparent product information, reliable certification, clear safety claims, and education about long-term environmental and economic benefits.

This study has limitations that should be acknowledged. First, Green Purchase Decision was measured through respondents' self-reported decision-readiness within a cross-sectional survey rather than observed transactional behaviour, so the findings reflect stated purchase decisions at one point in time rather than confirmed actual purchases. Second, because the design is cross-sectional, the relationships among constructs, including the mediating role of Green Trust, should be interpreted as statistically supported associations consistent with the hypothesised model rather than as definitive causal evidence. Future research may address these limitations by incorporating actual purchase or repurchase records, employing longitudinal or experimental designs, and expanding the model by including social influence, perceived behavioural control, product knowledge, price sensitivity, and cultural barriers. Future studies may also compare different types of sustainable menstrual products, such as menstrual cups, reusable pads, and biodegradable sanitary pads, to understand whether consumer trust and purchase decisions differ across product categories.

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