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Green Marketing Strategies and Their Impact on Consumer Purchase Intention

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Abstract: This study aims to analyze the effect of green marketing strategies on consumer purchase intention at eco-friendly coffee shops in Tangerang Selatan. The research used a quantitative approach involving 120 Generation Z respondents selected through purposive sampling. Data were collected through questionnaires and analyzed using multiple linear regression. The results show that green marketing strategies significantly influence consumer purchase intention. Eco-friendly packaging, environmental campaigns, and sustainable promotional activities were found to increase consumer trust and encourage purchase intention. The novelty of this study lies in the integration of green trust in strengthening the relationship between green marketing and purchase intention within the context of eco-friendly coffee shop consumers in Tangerang Selatan. This study contributes to sustainable marketing literature and provides practical implications for environmentally oriented business strategies.

Keywords: Green Marketing, Purchase Intention, Green Trust, Eco-Friendly Coffee Shop, Generation Z.

INTRODUCTION

Environmental sustainability issues have become a major global concern over the past decade due to the increasing impact of climate change, environmental degradation, and plastic waste pollution. Companies are currently encouraged to implement sustainable business practices that not only focus on profitability but also emphasize environmental responsibility and social value creation. One of the most widely adopted approaches is green marketing, which refers to marketing activities designed to promote environmentally friendly products and sustainable business practices. Modern consumers are becoming increasingly aware of ecological issues and tend to prefer products from companies that demonstrate environmental responsibility (Khachatryan et al., 2023). In addition, the rapid growth of digital communication platforms has significantly increased public awareness regarding environmental sustainability and green consumption behavior (Ali et al., 2023). Previous studies also revealed that sustainability-oriented marketing strategies positively influence consumer attitudes toward environmentally responsible brands (Garg et al., 2025; Jia et al., 2023). Consequently, businesses are required to adapt their marketing strategies to meet the expectations of

environmentally conscious consumers and maintain competitiveness in modern markets (Sudirjo, 2023).

The implementation of green marketing has rapidly expanded across various industries, including the food and beverage sector, particularly within the coffee shop industry. Many coffee shops have begun adopting environmentally friendly practices such as using biodegradable packaging, paper straws, reusable containers, and waste reduction campaigns as part of their sustainability initiatives. These strategies are intended to strengthen brand image and attract environmentally conscious consumers, especially younger generations. According to Sujanska & Nadanyiova (2023), environmentally responsible business practices can significantly improve positive consumer perceptions toward brands and increase purchasing interest. Similarly, research conducted by Taufique (2022) demonstrated that sustainable marketing communication positively affects consumers' emotional attachment and buying decisions. In Indonesia, the growth of eco-friendly coffee shops has become increasingly visible in urban areas such as Jakarta, Bandung, and Tangerang Selatan, reflecting changes in consumer lifestyles toward sustainable consumption patterns (Sutisnawati et al., 2025). Furthermore, environmental campaigns promoted through digital platforms have strengthened consumer awareness regarding sustainable consumption behavior among urban communities (Miguel & Miranda, 2023).

Generation Z represents one of the most influential consumer segments in today's marketplace because of their strong awareness of environmental and social issues. This generation tends to prioritize sustainability values when making purchasing decisions and actively seeks information related to ethical business practices. Research conducted by Bergstrand & Åradsson (2024) found that Generation Z consumers are more likely to support brands that demonstrate environmental commitment and transparency. In addition, Generation Z consumers are highly connected to social media platforms, making them more exposed to sustainability campaigns and digital green marketing content (Yusuf & Setiawan, 2024). Another study by Kim & Lee (2023) revealed that environmental concern significantly shapes the purchasing behavior of younger consumers toward eco-friendly products. These characteristics indicate that Generation Z has substantial potential to influence the growth of sustainable consumption and environmentally responsible business practices in the future. Therefore, understanding the purchasing behavior of Generation Z consumers is essential for companies seeking to implement effective green marketing strategies in competitive industries such as the coffee shop sector (Ko & Jeon, 2024).

Although numerous studies have investigated the relationship between green marketing and purchase intention, several research gaps remain unresolved. Most previous studies focused primarily on industries such as cosmetics, fashion, and household products, while limited attention has been given to the eco-friendly coffee shop sector in Indonesia. Research conducted by Tan et al. (2022) examined the direct relationship between green marketing and consumer purchase intention, but did not consider psychological factors such as green trust. Similarly, Wong (2022) identified that consumer trust toward environmental claims plays an important role in influencing purchasing decisions. However, the study did not specifically analyze the behavior of Generation Z consumers in urban coffee shop settings. Another limitation found in previous research is the lack of studies focusing on local urban contexts such as Tangerang Selatan, despite the growing number of environmentally oriented coffee shops in the area. Furthermore, earlier studies often concentrated only on promotional activities without examining broader dimensions of green marketing strategies, including sustainable packaging and environmental campaigns (Amarga et al., 2026).

Green trust has emerged as a critical factor influencing the effectiveness of sustainable marketing strategies. Consumers are more likely to purchase environmentally friendly products when they believe that companies genuinely implement sustainable business practices rather than merely using environmental claims as marketing tools. According to Rizomyliotis (2026),

green trust significantly strengthens consumer confidence toward the credibility and quality of green products. In recent years, the rise of greenwashing practices has made consumers increasingly skeptical of environmental marketing claims, thereby increasing the importance of transparency and authenticity in sustainable branding strategies (Şenyapar, 2024). Research conducted by Isac et al. (2025) also emphasized that consumer trust mediates the relationship between environmental marketing communication and purchasing intention. In the context of eco-friendly coffee shops, maintaining consumer trust through consistent environmental practices may play a crucial role in enhancing long-term consumer loyalty and purchase intention. Therefore, integrating green trust into the relationship between green marketing and purchase intention is considered important for developing a more comprehensive understanding of sustainable consumer behavior.

The novelty of this research lies in the integration of green trust within the relationship between green marketing strategies and consumer purchase intention among Generation Z consumers at eco-friendly coffee shops in Tangerang Selatan. Previous studies generally focused only on the direct influence of green marketing on purchase intention without comprehensively examining the role of consumer trust in environmentally oriented businesses. Additionally, limited studies have explored sustainable consumer behavior specifically within the context of local coffee shop industries in urban Indonesia. This study also provides a new perspective regarding how Generation Z consumers respond to sustainability-oriented marketing strategies in the food and beverage sector. According to Sivarajah (2024), integrating psychological variables such as trust into green marketing research may provide deeper insights into consumer decision-making processes. Furthermore, the local context of Tangerang Selatan offers a relevant research setting because of the rapid growth of modern coffee shop businesses and increasing environmental awareness among urban consumers.

Based on the background and research gaps identified above, this study aims to analyze the effect of green marketing strategies on consumer purchase intention among Generation Z consumers at eco-friendly coffee shops in Tangerang Selatan by considering the role of green trust. This research is expected to contribute theoretically to the development of sustainable marketing and green consumer behavior literature. Practically, the findings of this study may serve as a strategic reference for coffee shop businesses in designing effective environmentally oriented marketing strategies to attract environmentally conscious consumers. Effective green marketing practices may help companies improve business competitiveness while simultaneously strengthening their brand image and consumer trust. Moreover, the results of this study are expected to encourage businesses to adopt more transparent and sustainable marketing practices in response to the increasing demand for environmentally responsible products and services.

METHOD

Research Design

This study uses a quantitative research approach with an explanatory research design. The quantitative approach is appropriate because this study aims to measure the effect of Green Marketing Strategies on Consumer Purchase Intention through numerical data obtained from respondents. Explanatory research is used because the study seeks to explain the causal relationship among variables, namely Green Marketing Strategies, Green Trust, and Consumer Purchase Intention. Previous studies have commonly used quantitative survey designs to examine green marketing, green trust, and purchase intention because these variables can be measured through consumer perceptions using structured questionnaires (Wibowo et al., 2022). Therefore, this design is considered relevant to test the proposed hypotheses objectively and systematically.

Population, Sample, and Research Location

The population of this study consists of Generation Z consumers who have purchased products from eco-friendly coffee shops in Tangerang Selatan, Banten. The research location focuses on several urban areas in Tangerang Selatan, especially Bintaro, BSD, and Serpong, because these areas have many modern coffee shops and are close to young consumer communities. The sample consists of 120 Generation Z respondents. This number is considered adequate for multiple linear regression analysis because the study uses a focused model with three main variables. The sampling technique used is purposive sampling, which allows researchers to select respondents based on specific criteria relevant to the research objectives (Obilor, 2023).

Respondent Criteria

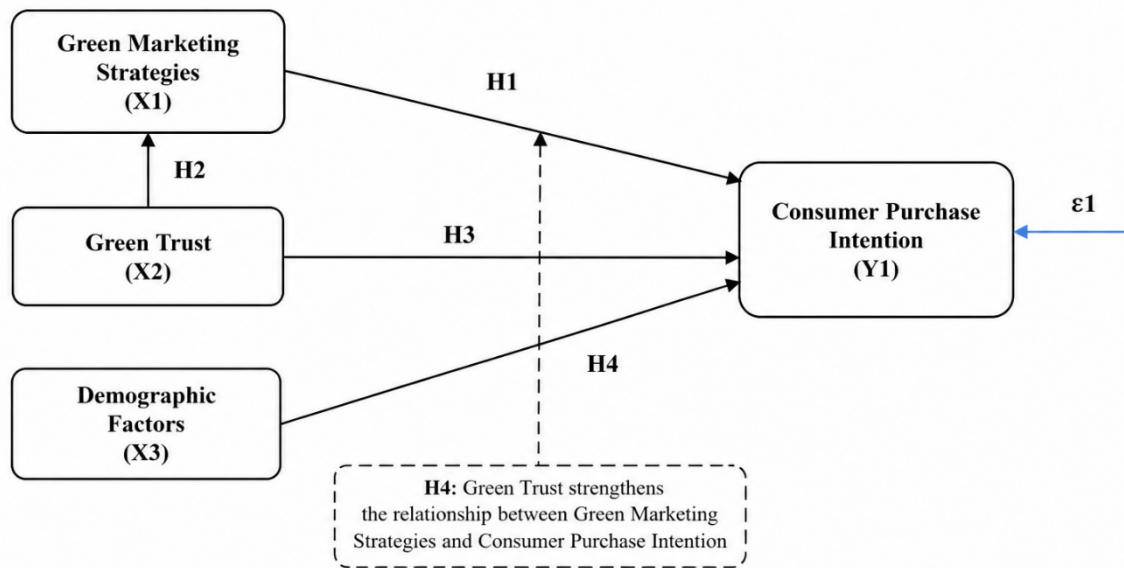
Respondents in this study must meet several criteria. First, respondents must belong to Generation Z, namely individuals aged approximately 17 to 28 years. Second, respondents must live, study, work, or frequently carry out activities in Tangerang Selatan. Third, respondents must have purchased products from eco-friendly coffee shops that apply environmentally friendly practices, such as using paper straws, biodegradable packaging, reusable cups, or participating in environmental campaigns. Fourth, respondents must be willing to complete the questionnaire voluntarily. These criteria are used to ensure that the data obtained truly represent consumers who understand and experience green marketing practices in the coffee shop context.

Variables and Operational Definitions

This study consists of three main variables. The independent variable is Green Marketing Strategies, which refers to marketing activities that emphasize environmental responsibility, including green products, eco-friendly packaging, environmental campaigns, and sustainable promotion. The mediating or strengthening variable is Green Trust, which refers to consumer confidence that a coffee shop genuinely implements environmentally responsible business practices. The dependent variable is Consumer Purchase Intention, which refers to the consumer's willingness, interest, and ability to purchase products from eco-friendly coffee shops. Green trust is included because previous research shows that consumer trust toward environmental claims plays an important role in shaping green purchase intention (Luo et al., 2023).

Hypotheses

1. H1: Green Marketing Strategies have a positive and significant effect on Consumer Purchase Intention.
2. H2: Green Marketing Strategies have a positive and significant effect on Green Trust.
3. H3: Green Trust has a positive and significant effect on Consumer Purchase Intention.
4. H4: Green Trust strengthens the relationship between Green Marketing Strategies and Consumer Purchase Intention.



Source: Developed by researcher (2026)

Figure 1. Conceptual Framework

Data Collection Technique and Instrument

Primary data are collected through an online questionnaire using Google Forms. The questionnaire uses a five-point Likert scale, ranging from 1 for strongly disagree to 5 for strongly agree. The instrument includes items related to Green Marketing Strategies, Green Trust, and Consumer Purchase Intention. The Green Marketing Strategies items are adapted from previous studies on green marketing mix, sustainable promotion, and green packaging, while the Green Trust and Purchase Intention items are adapted from studies that examined consumer trust and green purchase behavior. Similar studies have used questionnaires and Likert scales to measure green marketing, green trust, and purchase intention because these constructs are perceptual and behavioral in nature (Hussain & Ehsan, 2026).

Research Procedure

The research procedure begins with identifying the research problem based on the phenomenon of eco-friendly coffee shops and Generation Z consumer behavior in Tangerang Selatan. After that, the researcher develops the research model, formulates hypotheses, and prepares questionnaire items based on relevant previous studies. The questionnaire is then reviewed to ensure clarity, relevance, and suitability with the research variables. After the instrument is considered appropriate, the questionnaire is distributed online to respondents who meet the predetermined criteria. The collected data are screened to remove incomplete or inconsistent responses. Finally, the valid data are processed and analyzed using statistical software.

Validity and Reliability Testing

Before testing the hypotheses, the research instrument is tested for validity and reliability. Validity testing is conducted to ensure that each questionnaire item is able to measure the intended variable. An item is considered valid if the correlation value is higher than the minimum accepted value. Reliability testing is conducted using Cronbach’s Alpha to measure the internal consistency of each variable. A variable is considered reliable if the Cronbach’s Alpha value is greater than 0.70. This testing process is important because questionnaire-based research must ensure that all indicators are accurate and consistent before being used for further analysis.

Data Analysis Technique

The data are analyzed using multiple linear regression with the support of Statistical Package for the Social Sciences software. Descriptive statistical analysis is used to describe respondent characteristics and the general tendency of each variable. Classical assumption tests are conducted before regression analysis, including normality, multicollinearity, and heteroscedasticity tests. Multiple linear regression is then used to examine the effect of Green Marketing Strategies on Consumer Purchase Intention and the role of Green Trust in the research model. This technique is appropriate because the study aims to test the influence among variables using numerical survey data. Recent studies on green marketing and Generation Z purchase intention also use quantitative approaches to examine how green marketing factors influence consumer purchase behavior (Ngo et al., 2025).

RESULTS AND DISCUSSION

1. The Effect of Green Marketing Strategies on Consumer Purchase Intention

The first analysis in this study examined the effect of Green Marketing Strategies on Consumer Purchase Intention among Generation Z consumers at eco-friendly coffee shops in Tangerang Selatan. The findings indicate that environmentally oriented marketing activities significantly influence consumers' willingness to purchase products from sustainable coffee shops. Respondents showed positive perceptions toward coffee shops that implemented eco-friendly packaging, environmental campaigns, reusable products, and sustainability-oriented promotions. Generation Z consumers tend to prefer brands that align with their environmental values and sustainable lifestyles. This finding demonstrates that green marketing activities are increasingly becoming an important factor influencing purchasing behavior among young urban consumers.

Table 1. The Effect of Green Marketing Strategies on Consumer Purchase Intention

Variable Relationship	Beta	t-value	Sig.	Result
Green Marketing Strategies → Consumer Purchase Intention	0.482	6.217	0.000	Accepted

Source: Processed research data (2026)

Based on Table 1, the beta coefficient value of 0.482 indicates that Green Marketing Strategies positively influence Consumer Purchase Intention. The t-value of 6.217 is higher than 1.96, while the significance value of 0.000 is lower than 0.05. Therefore, Hypothesis 1 (H1) is accepted. This means that better implementation of environmentally friendly marketing strategies increases consumer purchase intention toward eco-friendly coffee shops. Sustainable promotional activities, biodegradable packaging, and environmental communication were found to encourage Generation Z consumers to support environmentally responsible businesses.

The findings of this study are consistent with the Theory of Planned Behavior, which explains that positive consumer attitudes toward sustainability influence behavioral intention and purchasing decisions. According to Khan et al. (2023), environmentally friendly business practices positively shape consumer attitudes and behavioral intentions in sustainable consumption contexts. Similarly, Shimul & Cheah (2023) found that eco-friendly packaging and environmental campaigns significantly influence consumer purchasing decisions among younger generations. These findings indicate that sustainable marketing activities strengthen emotional and psychological connections between consumers and environmentally responsible brands.

This study also supports previous findings reported by Chen et al. (2023), who found that sustainable marketing communication positively affects consumer willingness to purchase environmentally friendly products. However, the present study differs because it specifically focuses on eco-friendly coffee shops in Tangerang Selatan, which remains underexplored in

Indonesian sustainable marketing studies. Most previous studies primarily examined cosmetics, fashion, or household products rather than the coffee shop industry. Therefore, this study provides a new perspective regarding sustainable consumer behavior in urban food and beverage businesses.

Another interesting aspect of this research lies in its focus on Generation Z consumers as the primary research subjects. Generation Z consumers are highly exposed to sustainability information through digital platforms and social media, making them more sensitive toward environmental issues compared to previous generations. According to Brito et al. (2023), younger consumers are more likely to support businesses that demonstrate authentic environmental commitments. The novelty of this study lies in examining green marketing and purchase intention within eco-friendly coffee shops while integrating environmental trust as an important supporting variable. This approach provides a more comprehensive understanding of sustainable consumer behavior among urban Generation Z consumers in Indonesia.

2. The Effect of Green Marketing Strategies on Green Trust

The second analysis examined the effect of Green Marketing Strategies on Green Trust among Generation Z consumers at eco-friendly coffee shops in Tangerang Selatan. The findings demonstrate that environmentally responsible marketing activities significantly increase consumer trust toward sustainable coffee shop businesses. Respondents perceived businesses that consistently implemented green campaigns, eco-friendly packaging, and sustainable promotional strategies as more credible and trustworthy. Consumers also believed that businesses applying sustainable practices genuinely cared about environmental preservation rather than merely using environmental claims for commercial purposes. This finding indicates that green marketing activities are capable of strengthening consumer confidence toward environmentally responsible businesses.

Table 2. The Effect of Green Marketing Strategies on Green Trust

Variable Relationship	Beta	t-value	Sig.	Result
Green Marketing Strategies → Green Trust	0.517	7.103	0.000	Accepted

Source: Processed research data (2026)

Based on Table 2, the beta coefficient value of 0.517 indicates that Green Marketing Strategies positively influence Green Trust. The t-value of 7.103 exceeds 1.96, while the significance value of 0.000 is below 0.05. Therefore, Hypothesis 2 (H2) is accepted. This finding indicates that stronger implementation of sustainable marketing strategies significantly increases consumer trust toward eco-friendly coffee shops. Environmental campaigns, transparent sustainability communication, and eco-friendly operational practices successfully improve consumer confidence regarding the authenticity of business environmental commitments.

These findings align with signaling theory, which explains that companies send signals to consumers through marketing communication and business practices. According to Shaukat (2022), environmentally oriented marketing communication significantly improves consumer trust because it reduces uncertainty regarding business credibility. Similarly, Nguyen-Viet & Thanh Tran (2024) found that sustainable promotional activities positively influence consumer trust toward environmentally responsible brands. (Nguyen-Viet & Thanh Tran, 2024) This indicates that businesses implementing authentic environmental practices are more likely to gain consumer confidence and long-term support.

The findings are also consistent with previous studies conducted by Saif et al. (2024), who explained that environmental responsibility plays a significant role in shaping green consumer trust. However, unlike previous studies focusing on multinational companies, this study specifically examines eco-friendly coffee shops operating in urban Indonesian contexts.

This local context provides a unique contribution because consumers can directly observe environmental practices such as biodegradable packaging and reusable products during purchasing experiences. Therefore, the study contributes to sustainable marketing literature in the food and beverage industry.

The novelty of this study lies in demonstrating how sustainable marketing activities directly strengthen Green Trust among Generation Z consumers in Tangerang Selatan. Previous studies generally examined green trust in broader retail or product contexts, while this study focuses specifically on environmentally friendly coffee shops. According to Daou et al. (2025), modern consumers are becoming increasingly critical toward greenwashing practices and tend to support brands that demonstrate consistent environmental responsibility. Therefore, this research provides practical insights for coffee shop businesses seeking to build stronger trust relationships with environmentally conscious consumers.

3. The Effect of Green Trust on Consumer Purchase Intention

The third analysis investigated the effect of Green Trust on Consumer Purchase Intention among Generation Z consumers at eco-friendly coffee shops in Tangerang Selatan. The findings indicate that consumer trust toward environmentally responsible businesses significantly increases their intention to purchase products from eco-friendly coffee shops. Respondents expressed a stronger willingness to support businesses that consistently implemented sustainable practices and demonstrated genuine environmental commitment. Consumers also perceived trustworthy, environmentally responsible businesses as more reliable, ethical, and aligned with their personal values. This finding suggests that trust plays an important psychological role in influencing sustainable purchasing decisions among younger consumers.

Table 3. The Effect of Green Trust on Consumer Purchase Intention

Variable Relationship	Beta	t-value	Sig.	Result
Green Trust → Consumer Purchase Intention	0.436	5.884	0.000	Accepted

Source: Processed research data (2026)

Based on Table 3, the beta coefficient value of 0.436 indicates that Green Trust positively affects Consumer Purchase Intention. The t-value of 5.884 is higher than 1.96, while the significance value of 0.000 is lower than 0.05. Therefore, Hypothesis 3 (H3) is accepted. This means that higher consumer trust significantly increases purchasing intention toward eco-friendly coffee shops. Consumers are more willing to purchase products from businesses they perceive as transparent, ethical, and environmentally responsible.

The findings support relationship marketing theory, which emphasizes that trust is one of the key elements influencing long-term consumer relationships and purchasing behavior. According to Rizomyliotis (2026), consumer trust significantly influences green purchasing behavior because consumers prefer brands they perceive as transparent and ethically responsible. Similarly, Friberg Jonsson et al. (2023) showed that trust toward environmental claims positively affects consumer willingness to purchase sustainable products. These studies indicate that trust serves as an emotional and psychological mechanism connecting sustainable marketing communication with consumer behavior.

The present findings are also consistent with previous research conducted by Alhomid (2025), who found that environmentally responsible branding significantly strengthens purchase intention through trust formation. However, the present study differs because it specifically focuses on eco-friendly coffee shops and Generation Z consumers in Tangerang Selatan. This context becomes particularly relevant because younger consumers in urban Indonesia are increasingly influenced by sustainability trends and environmentally oriented

lifestyles. In addition, the coffee shop sector provides direct opportunities for consumers to observe sustainable business practices during purchasing activities.

The novelty of this study lies in demonstrating that Green Trust acts as a significant psychological factor influencing sustainable purchasing behavior. Many previous studies focused primarily on direct relationships between marketing activities and purchase intention without examining the role of trust in depth. This study provides empirical evidence that consumer trust strengthens environmentally oriented consumer behavior within the urban coffee shop industry. Therefore, the findings contribute to sustainable marketing literature by offering a more comprehensive explanation regarding how environmentally responsible businesses influence Generation Z purchasing decisions in Indonesia.

4. The Role of Green Trust in Strengthening Green Marketing Strategies and Consumer Purchase Intention

The final analysis examined the role of Green Trust in strengthening the relationship between Green Marketing Strategies and Consumer Purchase Intention. The findings indicate that Green Trust significantly strengthens the positive relationship between environmentally responsible marketing activities and consumer purchase intention. Consumers who trusted the environmental commitment of coffee shops showed stronger purchasing intention when exposed to green marketing activities. This finding suggests that sustainable marketing strategies become more effective when consumers perceive environmental claims as authentic and credible. Therefore, trust acts as an important reinforcing mechanism within sustainable consumer behavior.

Table 4. The Role of Green Trust

Variable Relationship	Beta	t-value	Sig.	Result
Green Trust → Green Marketing Strategies & Consumer Purchase Intention	0.391	4.992	0.000	Accepted

Source: Processed research data (2026)

Based on Table 4, the beta coefficient value of 0.391 indicates that Green Trust significantly strengthens the relationship between Green Marketing Strategies and Consumer Purchase Intention. The t-value of 4.992 exceeds 1.96, while the significance value of 0.000 is lower than 0.05. Therefore, Hypothesis 4 (H4) is accepted. These findings indicate that sustainable marketing activities become more influential when consumers trust the authenticity of environmental practices implemented by coffee shops. Green marketing alone may not fully influence purchasing intention unless consumers believe that environmental commitments are genuinely implemented.

The findings support trust theory, which explains that trust functions as a critical mechanism influencing consumer behavioral responses toward business activities. According to Yu et al. (2024), consumers are more likely to respond positively to sustainability-oriented marketing strategies when they trust the company’s environmental commitment. Likewise, Alhomaïd (2025) revealed that trust strengthens the effectiveness of green marketing activities because it increases consumers’ emotional confidence toward environmentally responsible brands. These findings indicate that authentic sustainability practices play a vital role in transforming marketing communication into actual purchasing behavior.

The present study also aligns with previous research conducted by Tan et al. (2022), which found that consumer trust enhances the influence of sustainable branding on purchase intention. However, the current study specifically investigates eco-friendly coffee shops within the local urban context of Tangerang Selatan. This setting becomes relevant because environmentally oriented coffee shop businesses are rapidly growing among younger consumers. Therefore, the study contributes to sustainable marketing literature by demonstrating how trust strengthens environmentally oriented purchasing behavior in urban Indonesia.

The novelty of this study lies in integrating Green Trust as a strengthening variable within the relationship between Green Marketing Strategies and Consumer Purchase Intention. Previous studies generally focused only on direct effects without exploring how trust amplifies the effectiveness of sustainable marketing strategies. This study demonstrates that Generation Z consumers are not only attracted to environmental campaigns but also critically evaluate the authenticity of sustainability practices implemented by businesses. Consequently, the findings provide both theoretical and practical contributions for sustainable marketing development within the Indonesian food and beverage industry.

CONCLUSION

This study concludes that green marketing strategies have a positive and significant effect on consumer purchase intention and green trust among generation Z consumers at eco-friendly coffee shops in Tangerang Selatan. The findings also reveal that green trust positively influences consumer purchase intention and strengthens the relationship between green marketing strategies and consumer purchase intention, indicating that consumer trust plays an important role in increasing sustainable purchasing behavior. Eco-friendly packaging, environmental campaigns, and sustainable promotional activities were found to strengthen consumer confidence and encourage purchase intention toward environmentally responsible businesses. The novelty of this study lies in integrating green trust within the relationship between green marketing and purchase intention in the context of eco-friendly coffee shops, which remains limited in previous Indonesian studies. However, this study is limited to generation Z consumers in Tangerang Selatan and only focuses on the coffee shop industry using a quantitative approach. Therefore, future research is recommended to involve broader demographic groups, different business sectors, and additional variables such as brand image, environmental awareness, or customer loyalty to provide a more comprehensive understanding of sustainable consumer behavior.

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