The Influence of Greenwashing and Consumer Trust on Green Skincare Repurchase Intention through Green Brand Image among Gen Z in West Sumatra

Rina Supryanita[1], Yasri[2], Rosyeni Rasyid[3]
[123]Universitas Negeri Padang, Indonesia
Correspondent: yasri33@fe.unp.ac.id[2]

ABSTRACT: This study aims to analyze the influence of greenwashing, consumer trust, and green brand image on the repurchase intention of green skincare products among Generation Z in West Sumatra Province. This study uses a quantitative approach with purposive sampling technique, which is the determination of samples based on certain criteria relevant to the research objectives, including respondents aged 18–26 years (Generation Z), active use of green skincare products for at least three months, and residing in the West Sumatra region. Data were obtained from 260 respondents and analyzed using Structural Equation Modeling (SEM). The findings indicate that greenwashing has a negative and significant effect on repurchase intention, suggesting that misleading or exaggerated sustainability claims reduce consumer interest in repurchasing. Conversely, consumer trust and green brand image positively and significantly affect repurchase intention, implying that confidence in sustainability claims and positive perceptions of green brand image foster repeat purchase behavior. However, the study reveals that green brand image does not mediate the relationship between greenwashing and repurchase intention but strengthens the influence of consumer trust. The study concludes that building consumer trust and reinforcing a credible green brand image are essential strategies for companies seeking to enhance consumer loyalty and long-term engagement in the growing sustainable skincare market.

Keywords: Consumer Trust, Green Brand Image, Green Skincare, Greenwashing, Repurchase Intention.

INTRODUCTION

The global environmental crisis and global warming have prompted people around the world to shift towards a more sustainable lifestyle. Gen Z has a high awareness of environmental issues because they grew up in a digital age full of information about climate change and ecological impacts. Therefore, they are more likely to choose an environmentally friendly lifestyle and support products and brands that are committed to sustainability. According to a Deloitte Global report (2023), more than 75% of

Gen Z worldwide stated that environmental sustainability influences their purchasing decisions. A survey by Nielsen IQ (2022) also showed that 73% of Gen Z consumers are willing to pay more for environmentally friendly products. Furthermore, according to Kotler and Keller (2021), young generations like Gen Z are the main drivers of the green consumerism trend, as they demand transparency and environmental responsibility from every brand they choose. Gen Z plays a key role in driving change toward more sustainable consumption and lifestyles in the modern era.

In Indonesia, interest in green products has been increasing significantly, especially among Generation Z consumers who prioritize authenticity, transparency, and environmental responsibility. This generation is more aware of the environmental impact of their consumption choices and tends to support brands that demonstrate genuine commitment to sustainability. However, alongside this positive trend, the rise of greenwashing practices where companies make false or exaggerated claims about the environmental benefits of their products has created growing skepticism among consumers. Many Gen Z consumers have become more cautious and critical toward brands that claim to be eco-friendly, particularly in the skincare industry, where marketing strategies often emphasize natural and sustainable ingredients. This contradiction highlights a critical challenge for companies: to maintain consumer trust by ensuring that their sustainability claims are transparent, verifiable, and aligned with real environmental practices rather than being used merely as a promotional strategy.

The shift in Gen Z consumption patterns in West Sumatra Province shows that demand for green skincare products continues to increase even though they are vulnerable to greenwashing practices. Gen Z in West Sumatra is becoming more aware of sustainability, so they tend to choose skincare products with eco-friendly labels. However, limited information and transparency from manufacturers make them susceptible to green claims that may not be true. According to a survey of Gen Z by (Kata Data, 2022), 56.2% of respondents actively purchase environmentally friendly products, and 45.2% choose natural or organic items. In the Indonesian context, data from Gatra (2020) states that 82% of Gen Z are willing to pay more for environmentally friendly and sustainable products, According to Khuan et al. (2024), DBS Bank highlights that around 40% of Indonesian consumers are interested in buying eco-friendly products; however, perceptions of greenwashing are increasingly causing skepticism in brand–consumer relationships. In West Sumatra, Gen Z shows a strong tendency to consume green skincare products, but greenwashing practices can undermine consumer trust and reduce their intention to repurchase products labeled as environmentally friendly.

The crisis of confidence caused by misleading green claims has reduced consumer interest in repurchasing skincare products (Shojaei et al., 2024). Consumers who feel deceived by green claims tend to lose trust in the brand and are reluctant to repurchase. Low transparency makes consumers hesitant to distinguish between products that are truly environmentally friendly and those that are merely marketing strategies (Mamta & Prakash, 2025). Research by (Raihana & Purwanegara, 2023)), published in the Journal of IPB, shows that perceived greenwashing has a negative influence on green brand image, thereby affecting consumer attitudes and weakening their intention to repurchase body care products that claim to be environmentally friendly or made from natural ingredients. According

to (Wang & Walker, 2023), greenwashing practices often damage consumer trust and generate skepticism, especially when the ecological claims made by brands are inconsistent or non-transparent. Misleading greenwashing has been proven to damage consumer trust, thereby weakening their intention to repurchase green-labeled skincare products (Khoiriah & Imaningsih, 2025).

The phenomenon of greenwashing in the skincare industry reflects the paradox between increasing consumer awareness of sustainability and manipulative practices by manufacturers seeking to capitalize on green trends (Netto et al., 2020). Consumers, especially Gen Z, are increasingly oriented towards sustainability values and are willing to pay more for environmentally friendly products. However, various studies, including the findings of (Tu et al., 2024), prove that inconsistent or misleading green claims actually weaken the green brand image and reduce repurchase intent (LIANG & CHENG, 2025). This fact is reinforced by global reports that confirm that greenwashing erodes consumer trust and causes deep skepticism. This phenomenon underscores that greenwashing practices in the skincare industry not only damage the green brand image but also pose a serious obstacle to the formation of repurchase intent, despite the growing awareness of sustainability among Gen Z (Sagar et al., 2025).

The phenomenon of repurchase intent in the context of green skincare product consumption among Gen Z is increasingly relevant to study, especially since this group has a high awareness of sustainability issues (Wilson et al., 2022). However, greenwashing practices are actually a major obstacle to building consumer loyalty (Amalia et al., 2021). The literature shows that a crisis of confidence due to misleading green claims can significantly reduce repurchase intent. (Ensuncho, 2024). emphasize that consumers who feel deceived by false claims lose trust in the brand and are reluctant to make repeat purchases. This is in line with the findings of (Ahmad et al., 2024), who state that low manufacturer transparency causes consumers to doubt their ability to distinguish between products that are truly environmentally friendly and those that merely use green labels as a marketing strategy.

Furthermore, research by (Akturan, 2018) perceptions of greenwashing have a negative effect on green brand image, thereby reducing repurchase intention. (Chen et al., 2020) also emphasize that greenwashing practices not only damage brand image but also generate deep skepticism among consumers when ecological claims are inconsistent or non-transparent. This condition reinforces the findings of (Hameed et al., 2021) which describe a paradox in the skincare industry, where increased awareness of sustainability is exploited by manufacturers through misleading green claims. Therefore, the literature emphasizes that repurchase intention can only be built if companies consistently maintain transparency, strengthen consumer trust, and communicate their green commitments authentically.

The studies tend to discuss greenwashing in green marketing practices because it has a direct impact on consumer trust, green brand image, and repurchase intent. Generation Z is identified as the consumer group that is most concerned about sustainability issues and is the main driver of the trend of consuming environmentally friendly products. However, greenwashing practices carried out by companies actually cause a crisis of trust, increase skepticism, and weaken the relationship between brands and consumers. Negative perceptions of greenwashing have been shown to lower green brand

image and result in low consumer repurchase intentions for green-labeled products (Kotler & Keller, 2021; Deloitte, 2023; Netto et al., 2020; Wang & Walker, 2023; Raihana & Purwanegara, 2023; Tu et al., 2024; Liang & Cheng, 2025). Thus, there is still a research gap that needs to be explored further, namely the role of green brand image as a mediating variable in the relationship between greenwashing and repurchase intention, particularly among Gen Z in the skincare industry.

This study fills a gap in knowledge regarding the role of green brand image as a mediating variable in the relationship between greenwashing practices and repurchase intention, particularly among Gen Z consumers in the skincare industry. Previous studies have generally focused on the direct influence of greenwashing on trust and purchase intention, but few have examined how green brand image can weaken or strengthen the negative impact of greenwashing on consumer behavior. Therefore, this study not only provides theoretical understanding of the psychological mechanisms underlying this relationship but also offers practical contributions for companies in designing more transparent, credible, and sustainable green marketing strategies to maintain the loyalty of Gen Z consumers who are increasingly critical of environmental claims in West Sumatra Province.

This study is based on the argument that greenwashing practices by companies can damage consumer trust and weaken the image of green brands, which ultimately reduces the intention to repurchase environmentally friendly products. In the context of Gen Z consumers who are highly aware of sustainability issues, green brand image plays an important role as a mediating factor that can bridge the negative impact of greenwashing on purchasing behavior. Thus, this study seeks to explain how the clarity and authenticity of environmental messages conveyed by companies can strengthen green brand image and maintain consumer loyalty, especially in the skincare industry, which is prone to misleading green claims.

The main objective of this study is to empirically examine how greenwashing practices and consumer trust influence consumers' repurchase intentions, particularly among Generation Z in West Sumatra Province, which is the dominant segment in the green skincare market. In addition, this study also aims to analyze the role of green brand image as a mediating variable that can explain the relationship between misleading green claims and consumer decisions to repurchase green skincare products. Unlike previous studies that only emphasize the relationship between greenwashing and brand image descriptively, this study aims to determine the influence of greenwashing and consumer trust on consumer repurchase intentions by including the mediating role of green brand image. This approach allows for a more comprehensive understanding of the mechanism by which misleading green claims can weaken the intention to repurchase green products, particularly among Gen Z in West Sumatra Province, and provides stronger empirical evidence than previous studies. Furthermore, to evaluate the relationship between the variables analyzed, this study uses a quantitative method based on SmartPLS, which has rarely been used in previous studies. This approach allows for testing complex structural models while measuring the direct and indirect effects of greenwashing and consumer trust on repurchase intention through the mediation of green brand image, resulting in more in-depth and comprehensive findings.

METHOD

This study uses a quantitative approach with a survey method. A quantitative approach was chosen because this study aims to measure the relationship between variables objectively and measurably, namely the influence of greenwashing, consumer trust, and green brand image on repurchase intention (Sugiono, 2016). The data analysis technique used is Partial Least Square (PLS)-based Structural Equation Modeling (SEM), which is suitable for testing complex relationship models between latent variables. The population in this study was Gen Z consumers in West Sumatra Province who use green skincare products. The sampling technique used was purposive sampling, which is the selection of samples based on specific criteria. The criteria for respondents were Gen Z consumers aged 18–28 years who had purchased and used green skincare products. The number of samples collected was 260 respondents, which was considered representative for SEM-PLS analysis.

The research instrument used in this study was a structured questionnaire using a 1–5 Likert scale, in which respondents were asked to rate each statement representing the research variable indicators on a scale ranging from "strongly disagree" to "strongly agree(Agyekum et al., 2021)." The variables measured in this study included greenwashing, consumer trust, green brand image, and the intention to repurchase green skincare products. Each indicator of these variables was formulated with reference to relevant and credible previous literature, so that the instrument had a strong theoretical basis. Before being used in the main data collection, the questionnaire was first tested for validity to ensure that each statement item was truly capable of measuring the intended concept, as well as for reliability to ensure consistency of measurement results (Arikunto, 2015). Furthermore, the data obtained was analyzed using SmartPLS 4 software with a Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. This tool was chosen because it is capable of testing the causal relationships between latent variables simultaneously, evaluating the measurement model (outer model), and assessing the structural model (inner model). With the use of SmartPLS 4, this study was not only able to test the direct influence of greenwashing and consumer trust on repurchase intention through green brand image, but also identify the mediating role and evaluate the overall strength of the model, resulting in more comprehensive and accurate results (Marsudi et al., 2022).

The data collection procedure in this study was conducted online using a Google Form-based questionnaire designed according to the indicators of each research variable. The questionnaire was distributed through various social media platforms popular among Gen Z, such as Instagram, WhatsApp Groups, and active digital communities in West Sumatra. Respondents were selected using purposive sampling, which only involved individuals who met the research criteria, namely Gen Z consumers who had experience using green skincare products. The data collection process took place intensively over two weeks until the target number of respondents was met, so that the data obtained was relevant and representative of the phenomenon being studied. The collected data was then analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with SmartPLS 4 software. The analysis was conducted in several main stages. First, an outer model test was conducted, which included testing convergent validity, and reliability to ensure that the indicators

used were able to measure latent variables accurately and consistently. Second, the inner model test involved evaluating the determination coefficient (R²), values to assess the strength, predictive relevance, and contribution of each variable in the mode (Hair et al., 2010) (Lamb, C. W., Hair, J. F., & McDaniel, 2022). Third, hypothesis testing is conducted to identify direct and indirect relationships between variables, including assessing the mediating role of green brand image in bridging the influence of greenwashing and consumer trust on repurchase intention. The entire research process was conducted with high regard for research ethics. Before filling out the questionnaire, respondents were given a clear explanation of the research objectives, data confidentiality guarantees, and their right to participate voluntarily. Respondents' personal identities were not included in the research report, and the data obtained was used solely for academic purposes. With these measures, the research sought to ensure that the data collection and analysis process was conducted professionally, transparently, and with respect for the rights and privacy of participants.

RESULT AND DISCUSSION

Outer Model Test

The validity of an indicator can be seen if the outer loading value exceeds 0.6 (Hair et al., 2010). In addition, the measurement instrument is considered valid if the average variance extracted (AVE) value is above 0.5 (Hair et al., 2019). Meanwhile, the reliability of the instrument is evaluated based on a value range between 0 and 1, with reference to Cronbach's alpha and composite reliability values. A construct is considered reliable if both values are greater than 0.6 and 0.7 (Hair, J. F., & McDaniel, 2022). The Outer Model values for each indicator and variable are shown in Table 1 below.

Table 1. Validity and Reliability Results in the Outer Model Test

Variable	Item		Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Greenwashing (X1)	GW← (X1)	Greenwashing	0.957	0.869	0.975	0.977
	GW← (X1)	Greenwashing	0.925			
	GW← (X1)	Greenwashing	0.932			
	GW← (X1)	Greenwashing	0.898			
	GW← (X1)	Greenwashing	0.926			
	GW← (X1)	Greenwashing	0.949			
	GW7←Greenwashing (X1)		0.937			

Variable	Item	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Consumer Trust (X2)	CT1 ← Consumer Trust (X2)	0.906	0.800	0.950	0.958
	CT2 ← Consumer Trust (X2)	0.898			
	CT3 ← Consumer Trust (X2)	0.894			
	CT4 ← Consumer Trust (X2)	0.867			
	CT5 ← Consumer Trust (X2)	0.853			
	CT6 ← Consumer Trust (X2)	0.944			
Green Brand Image (Z)	GBI1 ← Green Brand Image (Z)	0.956	0.961	0.990	0.993
	GBI2 ← Green Brand Image (Z)	0.982			
	GBI3 ← Green Brand Image (Z)	0.995			
	GBI4 ← Green Brand Image (Z)	0.987			
	GBI5 ← Green Brand Image (Z)	0.980			
Repurchase Intention (Y)	RI1 ← Repurchase Intention (Y)	0.779	0.640	0.930	0.931
	RI2 ← Repurchase Intention (Y)	0.770			
	RI3 ← Repurchase Intention (Y)	0.762			
	RI4 ← Repurchase Intention (Y)	0.781			
	RI5 ← Repurchase Intention (Y)	0.861			
	RI6 ← Repurchase Intention (Y)	0.812			
	RI7 ← Repurchase Intention (Y)	0.821			
	RI8 ← Repurchase Intention (Y)	0.790			
	RI9 ← Repurchase Intention (Y)	0.820			

Source: Primary data processed using SmartPLS 4.0 (2025).

Based on the results presented in Table 1, it can be interpreted that all measurement indicators for each research variable demonstrate good validity and reliability. For the Greenwashing (X1) variable, all item loadings range from 0.898 to 0.957, which exceeds the recommended threshold of 0.70, indicating strong convergent validity. The Average Variance Extracted (AVE) value of 0.869 further confirms that the majority of variance in the construct is explained by its indicators. In addition, Cronbach's Alpha (0.975) and Composite Reliability (0.977) are both well above the 0.70 benchmark, confirming the high internal consistency of the greenwashing construct. For Consumer Trust (X2), item loadings vary between 0.853 and 0.944, also exceeding the minimum requirement, with an AVE value of 0.800, Cronbach's Alpha of 0.950, and Composite Reliability of 0.958, all of which indicate strong reliability and validity. Similarly, the Green Brand Image (Z) variable shows the highest levels of reliability and validity, with item loadings between 0.956 and 0.995, AVE of 0.961, Cronbach's Alpha of 0.990, and Composite Reliability of 0.993, suggesting this construct is very well measured. Lastly, for Repurchase Intention (Y), the indicator loadings range from 0.762 to 0.861, which are within acceptable limits, with AVE recorded at 0.640, Cronbach's Alpha at 0.930, and Composite Reliability at 0.931, all meeting the standard criteria. Overall, the results confirm that all constructs in this study are valid and reliable, ensuring the robustness of the measurement model for subsequent structural analysis.

Inner Model Test

The purpose of testing the inner model is to assess the suitability of the structural model with the data through latent variable analysis. This process begins by evaluating the measurement model first, before proceeding to test the structural model using the bootstrapping method. The evaluation is based on the t-statistic value (≥ 1.96) and the p-value (≤ 0.05) to determine whether the hypothesis is accepted or rejected. Additionally, the coefficient of determination (R^2) is used to measure the contribution of exogenous variables to endogenous variables. According to (Chin, 1998) , the strength of the R^2 value is categorized as strong (0.67), moderate (0.33), and weak (0.19)(VanderWeele & Vansteelandt, 2022). In the context of this study, the R^2 value Repurchase intention variable can be seen in Table 2, which shows the extent to which these variables are influenced by other factors in the model.

Tabel 2. Coefficient of Determination (R-Square)

Endogen Variabel	R-square
Repurchase Intention (Y)	0.793

Source: Primary data processed using SmartPLS 4.0 (2025).

Based on Table 2, the coefficient of determination (R-square) value for the endogenous variable Repurchase Intention (Y) is 0.793. This figure shows that the exogenous variables in the research model, namely greenwashing, consumer trust, and green brand image, are able to explain 79.3% of the variation that occurs in consumer repurchase intention. In other words, almost all changes in

repurchase intention can be explained by these three variables. Meanwhile, the remaining 20.7% is influenced by factors outside the research model, such as promotion, product quality, price, consumer experience, or social influence. This high R-square value indicates that the research model has excellent explanatory power, so that the variables tested can be considered relevant and significant in shaping repurchase intention. This finding reinforces that greenwashing, consumer trust, and green brand image are key factors that companies must consider in their sustainable marketing strategies to maintain consumer loyalty.

Variable Relationship Constructs

The relationship and influence between variables in the study can be analyzed through path coefficient testing. A relationship is considered significant if it meets certain criteria, namely a t-statistic value greater than 1.96 and a p-value less than 0.05 (Hair et al., 2017). If both conditions are met, it can be concluded that the independent variable has a significant effect on the dependent variable in the research model. This is illustrated in Table 3.

Table 3. Construct of the Relationship between Variables

Construct	Coefisien	T Statisic (| O/STDEV |)	P Values
Green Washing (X1) -> Repurchase Intention (Y)	-0.227	2.934	0.003
Consumer Trust (X2) -> Repurchase Intention (Y)	0.170	2.420	0.016
Green Brand Image (X3) -> Repurchase Intention (Y)	0.208	2.489	0.013
Green Washing (X1) -> Green Brand Image (Z) -> Repurchase Intention (Y)	0.022	1.148	0.251
Consumer Trust (X2) -> Green Brand Image (Z) -> Repurchase Intention (Y)	0.187	2.762	0.006

Source: Primary data processed using SmartPLS 4.0 (2025).

Based on the results of the analysis in Table 3, it can be seen that the effect of greenwashing (X1) on repurchase intention (Y) shows a negative coefficient of –0.227 with a t-statistic of 2.934 and a p-value of 0.003, which is significant. This indicates that the higher the level of greenwashing perceived by consumers, the lower their intention to repurchase. This finding is in line with the literature which states that greenwashing practices damage consumer trust and reduce loyalty due to the discrepancy between environmental claims and the reality of company practices. Furthermore, consumer trust (X2) in repurchase intention (Y) has a positive and significant effect with a coefficient of 0.170, a t-statistic of 2.420, and a p-value of 0.016. This proves that the greater the consumer's trust in the brand, the higher their intention to repurchase green products. Trust plays an important role as a foundation in building long-term loyalty, because consumers who feel confident about a brand's credibility are more likely to make repeat purchases.

In addition, green brand image (X3) on repurchase intention (Y) shows a significant positive influence with a coefficient of 0.208, t-statistic of 2.489, and p-value of 0.013. These results confirm that a strong green brand image can reinforce positive consumer attitudes and encourage them to make repeat purchases. A brand image that is consistent with environmental commitments will strengthen consumers' perceptions of brand credibility. However, in terms of mediation, the results show a difference. Greenwashing (X1) through green brand image (Z) on repurchase intention (Y) has a coefficient of 0.022 with a t-statistic of 1.148 and a p-value of 0.251, which means it is not significant. This indicates that green brand image is unable to mediate the negative influence of greenwashing on repurchase intention, possibly because consumers are already critical enough to assess manipulative sustainability practices. Conversely, consumer trust (X2) through green brand image (Z) on repurchase intention (Y) provides significant results with a coefficient of 0.187, t-statistic of 2.762, and p-value of 0.006. This finding shows that green brand image strengthens the influence of consumer trust on repurchase intention. In other words, when consumer trust is high and reinforced by a credible green brand image, the intention to repurchase increases significantly.

The first finding in this study shows that greenwashing has a negative and significant effect on the intention to repurchase green skincare products among Gen Z in West Sumatra Province. These results show that the stronger consumers' perception of greenwashing practices, the lower their intention to repurchase the same product. Greenwashing has a significant effect on consumers' intention to repurchase, especially for environmentally friendly skincare products. This practice often causes skepticism that the green claims made by companies are not always true. As a result, even though consumers are initially interested in buying products with eco-friendly labels, the negative experiences that arise from the perception of greenwashing make them hesitate to make repeat purchases. These findings are in line with research conducted by (Sun & Shi, 2022), which shows that greenwashing has a negative and significant effect on the intention to repurchase environmentally friendly products. These findings are also supported by Thu et al. (2019), who state that multivariate analysis shows that greenwashing has a negative relationship with the intention to repurchase green products.

The second finding shows that consumer trust has a positive and significant impact on Gen Z's intention to repurchase environmentally friendly skin care products in West Sumatra Province. This indicates that the higher the level of consumer trust in a product or brand, the greater the likelihood of repeat purchases. For Gen Z consumers, who are known to be critical and knowledgeable about information, trust is formed from consistent product quality, transparency of eco-friendly claims, and positive experiences after using the product. Trust is also an important psychological factor that can reduce doubts about a company's eco-friendly claims, thereby creating a sense of security and confidence that the chosen product is truly beneficial for individuals and the environment (Loaiza-Ramírez et al., 2022)These findings are in line with previous studies, such as those conducted by (Nuraeni & Harsoyo, 2024) and (Ruslim et al., 2022) which confirm that consumer trust is one of the main drivers in strengthening loyalty and the intention to repurchase environmentally friendly products. In the context of business practices, these results indicate that eco-friendly skincare

companies need to build a credible reputation through tangible evidence of sustainability, official certifications, and transparent communication. Thus, consumer trust not only attracts first-time purchases but also creates long-term engagement in the form of intent to continue repurchasing the same products (Kim & Lee, 2019);(Hellier et al., 2023).

The third finding in this study shows that among Gen Z in West Sumatra Province, the stronger the green brand image of a product, the higher the consumer's desire to make repeat purchases. As modern consumers, Gen Z pays close attention to sustainability and environmental concerns when choosing products, so a positive perception of a green brand image will strengthen their loyalty. A green brand image not only reflects a company's concern for environmental issues, but also serves as a symbol of social identity for consumers, especially Gen Z, who tend to want to show off a sustainable lifestyle. These findings are in line with research by (Simanjuntak et al., 2023) and (Mohd Suki, 2020), which confirms that green brand image has a strong influence in increasing interest and intent to repurchase environmentally friendly products. In business practice, green skincare companies can leverage these findings by consistently communicating their sustainability strategies, strengthening visual branding related to environmental awareness, and demonstrating tangible evidence of eco-friendly practices in production and distribution processes. Thus, a green brand image not only builds a positive reputation but also plays a crucial role in maintaining repeat purchases among Gen Z (Mansoor et al., 2022).

The fourth finding in this study shows that green brand image is unable to mediate the effect of greenwashing on Gen Z's intention to repurchase green skincare products in West Sumatra Province. These results indicate that even though a brand strives to build a positive green image, the existence of greenwashing practices still weakens consumers' intention to repurchase these products. In other words, the green brand image built by companies is not strong enough to cover the negative impact of consumer perceptions of misleading green claims. Gen Z, known as critical and information-savvy consumers, tend to respond more quickly to greenwashing issues by lowering their level of trust in brands. As a result, even though the brand image appears to be environmentally friendly, consumers remain skeptical if they feel that the claims are not authentic. These findings are consistent with research conducted by Nyilasy et al. (2022), which states that green image cannot function effectively when consumers already have negative perceptions due to greenwashing practices. Practically speaking, these results serve as a warning to green skincare companies that building a green brand image alone is not enough; real consistency in the implementation of environmentally friendly strategies is needed to prevent consumer trust from eroding. Without authenticity and transparency, the green brand image will lose its function as a bridge that can drive consumer loyalty through repurchase intent (Jabeen et al., 2023).

The fifth finding in this study shows that green brand image mediates the influence of consumer trust on the intention to repurchase green skincare products among Gen Z in West Sumatra Province. This means that when consumers have a high level of trust in a product, positive perceptions of green brand image further strengthen their confidence to make repeat purchases. Consumer trust is the

foundation of long-term brand relationships with a green brand image, consumers feel that the brand is not only trustworthy, but also has social and environmental responsibilities that are in line with the sustainability values they uphold (Watson et al., 2024). This phenomenon is particularly relevant to Gen Z, who are known to be more critical of environmental issues and value transparency in business practices. They tend to be loyal to brands that are not only trustworthy in terms of product quality but also consistent in communicating sustainability values through their green image. When the green brand image is perceived as strong, existing consumer trust will translate into a higher intention to repurchase, even in the long term (Nguyen-Viet et al., 2024). Conversely, if the green image is weak, consumer trust may not be strong enough to drive sustainable repurchasing. These findings are supported by Tan et al. (2022), who state that green brand image functions as a mediator between consumer trust and purchase intention, facilitating the translation of trust into repeat purchasing behavior for environmentally friendly products. Nguyen et al. (2020) also found that green brand image can strengthen the relationship between trust and purchase intention, as consumers perceive the brand as a responsible and authentic entity in its environmentally friendly practices. Thus, for green skincare companies, strategies to build a strong green image not only impact brand positioning but also serve as a catalyst that strengthens the influence of consumer trust on repurchase intention.

CONCLUSION

This study concludes that greenwashing has a negative and significant effect on Gen Z's intention to repurchase green skincare products in West Sumatra Province. This shows that consumers' perceptions of greenwashing practices reduce their interest in repurchasing because of skepticism about environmental claims. Conversely, consumer trust has been proven to have a positive and significant effect in encouraging repurchase intention, which is reinforced by positive experiences, transparency of claims, and product quality. In addition, green brand image has been proven to play an important role in increasing repurchase intention, as Gen Z tends to view green image as a representation of social identity and commitment to sustainability. However, green brand image is unable to mediate the influence of greenwashing on repurchase intention, proving that greenwashing practices still have a negative impact even when companies try to build a green image.

Conversely, green brand image has been proven to mediate the influence of consumer trust on repurchase intention, further strengthening their belief in remaining loyal to green skincare products. Thus, it can be concluded that efforts to build consumer trust and an authentic green brand image are key to increasing Gen Z's repurchase intention. Companies cannot rely solely on green image, but must also avoid greenwashing practices and demonstrate a genuine commitment to sustainability in order to maintain consumer loyalty in the long term.

This section outlines both the theoretical and practical contributions of this study. Theoretically, the research extends the understanding of how greenwashing, consumer trust, and green brand image interact to influence repurchase intention among Generation Z in an emerging market context. It adds

empirical evidence to sustainability and consumer behavior literature by highlighting the non-mediating role of green brand image. Practically, the findings provide valuable insights for marketers and skincare brands to design more transparent communication strategies, rebuild consumer trust, and strengthen authentic green brand positioning to enhance repurchase behavior.

This study makes a theoretical contribution by expanding the understanding of the influence of greenwashing on consumers' repurchase intentions, particularly among Gen Z, through the mediating role of green brand image. This contribution is based on consumer skepticism theory, which explains that consumers tend to doubt environmental claims that are not transparent or consistent, so that negative perceptions can reduce trust and repurchase intentions. In addition, this study also applies trust transfer models, which show that a positive green brand image can transfer trust to consumers and mediate the negative impact of greenwashing. In other words, even though greenwashing practices cause skepticism, a strong green brand image can reduce these negative effects and maintain consumer loyalty. This study further links empirical findings with signaling theory, where companies send signals or tangible evidence of their sustainability commitments through products, certifications, or communication campaigns.

Thus, this study not only clarifies the theoretical mechanisms behind the relationship between greenwashing, trust, and repurchase intention, but also reinforces the application of green marketing management theories in the context of Gen Z, who are increasingly critical of environmental claims.This study also emphasizes that trust and brand image play a dominant role in building consumer loyalty, while greenwashing is a weakening factor. From a practical standpoint, the research results provide implications for green skincare companies to focus more on transparency of claims, tangible evidence of sustainability practices, and building an authentic and consistent green brand image in order to maintain Gen Z loyalty. However, this study has several limitations. First, the study only focuses on Gen Z in West Sumatra Province, so the results cannot necessarily be generalized to other age groups or regions. Second, the variables analyzed are still limited to greenwashing, consumer trust, and green brand image, so other factors such as price, hedonistic values, and social influence have not been considered. Third, questionnaire-based survey methods have limitations in capturing the depth of consumer perceptions, so future research can use qualitative or mixed methods approaches to gain a more comprehensive understanding.

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