

GREEN TRUST IN LINKING GREEN PRODUCT AND WORD OF MOUTH

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Abstract

Background: The increasing consumer awareness of health, safety, and environmental sustainability has encouraged the growth of green cosmetic products. In the skincare industry, green product attributes alone may not be sufficient to encourage consumers to recommend a brand, as consumers also need trust in the credibility of environmental claims. **Objective:** This study aims to examine the role of Green Trust in linking Green Product and Word of Mouth among Sensatia Botanicals consumers in Bali. **Method:** This study used a quantitative approach with an explanatory research design. Primary data were collected through a survey of 150 Sensatia Botanicals consumers in Denpasar City. Respondents were selected using purposive sampling based on two criteria: having purchased Sensatia Botanicals products and understanding the brand's environmentally friendly claims. Data were analyzed using Partial Least Squares Structural Equation Modeling. **Results:** The findings show that Green Product has a positive effect on Word of Mouth and Green Trust. Green Trust also has a positive effect on Word of Mouth. Furthermore, Green Trust significantly mediates the relationship between Green Product and Word of Mouth. **Conclusion:** Green product attributes become more effective in encouraging recommendation behavior when consumers trust the brand's environmental commitment.

Keywords: Green Product; Green Trust; Word of Mouth.

1. INTRODUCTION

The increasing consumer awareness of health, safety, and environmental sustainability has encouraged the growth of green cosmetic and natural skincare products (Farooqui & Aqeel, 2025). Green cosmetic products are personal care products produced through environmentally responsible processes aimed at minimizing environmental impact and promoting ethical and sustainable consumption (Mamta et al., 2026). Consumers are no longer concerned only with the functional benefits of skincare products, but also with the environmental values embedded in the products they use (Baltaci et al., 2026). This shift indicates that cosmetic consumption has become closely related to ethical, ecological, and health-oriented considerations. In this context, green cosmetic products are perceived as alternatives that combine personal care benefits with environmental responsibility (Lupindo et al., 2024). The growing attention to sustainable consumption also requires cosmetic brands to communicate their green product attributes clearly and credibly (Alviri, 2025).

Green cosmetic products have transformed business–consumer interactions, driven by increasing consumer awareness of environmental degradation caused by

human activities and consumption, as well as a growing commitment to environmental conservation (Dlamini & Mahowa, 2024). Green product attributes in the skincare market commonly include natural ingredients, product safety, environmentally friendly packaging, and responsible production practices (Jani et al., 2026). These attributes strengthen consumers' positive evaluations because they represent both utilitarian and symbolic value. Consumers may develop favorable impressions toward a skincare brand when they perceive its products as environmentally friendly (Al Mamun et al., 2023). However, green attributes alone do not always generate strong consumer responses. Consumers still need credible evidence that the environmental claims communicated by a brand are consistent with its actual product practices.

Sensatia Botanicals offers a relevant empirical context for examining green product evaluation in the natural skincare industry (Maesarah & Puspitasari, 2025). The brand is closely linked to natural ingredients, local identity, and environmentally oriented product positioning. This context is academically interesting because natural skincare products require a more complex consumer evaluation than many other product categories (Siahaya & Dananjaya, 2024). Consumers need to consider not only product benefits, but also ingredient transparency, product safety, skin suitability, and the credibility of green claims (Kozik et al., 2024). Sensatia Botanicals therefore provides a meaningful setting for understanding how green product perceptions are translated into consumer trust and recommendation behavior.

Word of Mouth represents the final consumer response examined in this study. Positive Word of Mouth occurs when consumers are willing to speak positively, share experiences, and recommend a product to others (Upadhyaya et al., 2025). In the skincare industry, this response is highly valuable because consumers often consider recommendations from other users as credible information (Ngo et al., 2024). For green cosmetic products, Word of Mouth reflects not only satisfaction with product performance, but also confidence in the brand's environmental claims (Putri et al., 2026).

Green Product has been widely discussed in green marketing literature as a strategic element that shapes consumer evaluation. Previous studies have provided valuable evidence that Green Product can shape consumer trust (Khan et al., 2022) and encourage favorable consumer responses. However, many of these studies tend to explain consumer responses from a general green marketing perspective and often focus on broad outcomes such as purchase intention (Ahmed et al., 2023; Moslehpour et al., 2023), satisfaction (Chaturvedi et al., 2024), or repurchase intention (Mahmoud et al., 2024). This study extends previous research by focusing on Word of Mouth as a consumer advocacy outcome, which requires a stronger level of confidence because consumers place their personal credibility at stake when recommending skincare products to others. In addition, this study refines the existing explanation by positioning Green Trust as the linking mechanism that transforms green product evaluation into

recommendation behavior. This perspective offers a more specific understanding of how green product attributes become meaningful for consumers when supported by trust in the brand's environmental claims.

The current state of green marketing research has provided important explanations regarding the relationships among Green Product, Green Trust, and Word of Mouth. However, the relevance and strength of these relationships may vary across product categories and brand contexts. Natural skincare products create a more complex evaluation process because product claims are related to skin safety, natural ingredients, environmental credibility, and personal experience. Word of Mouth is therefore not formed simply because consumers perceive a product as green. Consumers are more likely to recommend a green skincare product when they believe that the brand consistently delivers its green promises.

This study responds to this issue by contextualizing the relationship between Green Product, Green Trust, and Word of Mouth in the case of Sensatia Botanicals consumers in Bali. The study does not position Word of Mouth as an antecedent of consumer behavior, but as the outcome of consumers' evaluations of green product attributes and their trust in green claims. Green Trust is placed as an important linking mechanism that explains why consumers may be willing to recommend a green skincare brand. The novelty of this study lies in its contextual contribution to green marketing literature by highlighting how trust in green claims strengthens the transformation of green product perception into consumer advocacy within a local natural skincare brand context.

This study aims to provide an academic explanation of how Green Trust links Green Product and Word of Mouth among Sensatia Botanicals consumers in Bali. This study is expected to enrich the literature on green marketing and consumer behavior, particularly in the context of natural skincare products. The findings are also expected to offer practical insight for green cosmetic brands in building credible product communication, strengthening consumer trust, and encouraging positive recommendation behavior.

2. Literature Review

2.1 The Relationship Between Green Product and Word of Mouth

Green Product can be understood as a product that is developed and marketed by emphasizing environmental responsibility, sustainability, and consumer safety (Mamta et al., 2026). In the context of skincare products, green cosmetic products are personal care products produced through environmentally responsible processes aimed at minimizing environmental impact and promoting ethical and sustainable consumption. Consumer evaluation of green skincare products is based on functional benefits, such as skin safety, and symbolic benefits, such as ethical identity. When these benefits are perceived positively, consumers are more likely to share

favorable experiences and recommend the product to others (Hassan et al., 2025; Polonsky et al., 2025). Green product provides environmental and functional value that can strengthen consumers' positive evaluations of skincare products. Perceived product safety and alignment with environmental values increase consumers' willingness to communicate favorable experiences and engage in recommendation behaviour (Lin et al., 2024). Therefore, green product is expected to strengthen word of mouth, and the following hypothesis is proposed.

H1: Green Product has a positive effect on Word of Mouth.

2.2 The Relationship Between Green Product and Green Trust

Green trust develops when consumers believe that a brand's environmental claims are credible, transparent, and aligned with its actual product practices (Mohammed et al., 2026; Wu & Liu, 2022). In the skincare industry, consumers evaluate green products through attributes such as safe formulations, environmentally friendly ingredients, sustainable packaging, and the credibility of green claims (De Canio, 2023). These attributes provide an important basis for consumers to assess whether a product truly represents environmental responsibility. Hashish et al. (2022) showed that green perceived quality significantly increases green trust, which confirms that perceived environmental superiority can strengthen consumers' confidence in green products.. Green marketing products can strengthen consumer perceptions and build green brand trust because consumers increasingly expect sustainability-oriented brands to demonstrate transparency, authenticity, and consistency (Santos et al., 2025). Therefore, green product is expected to strengthen green trust. Based on this explanation, the following hypothesis is proposed:

H2: Green Product has a positive effect on Green Trust.

2.3 The Relationship Between Green Trust and Word of Mouth

Green Trust strengthens Word of Mouth because consumers are more willing to recommend a brand when they believe that its environmental claims are credible and consistent. Cai et al. (2025) found that customer green brand trust significantly encourages electronic Word of Mouth through positive reviews, recommendations, and consumer advocacy for environmentally responsible products. Trust plays an important role in shaping how green consumers exchange opinions and experiences, particularly through electronic Word of Mouth for eco-friendly products (Nittala & Moturu, 2023; Rana et al., 2024). (Guerreiro & Pacheco, 2021) showed that green trust is closely related to green word-of-mouth, particularly when consumers perceive a brand's green initiatives as reliable and not misleading. Similarly, Chen (2023) confirmed that green brand trust positively affects green Word of Mouth, indicating that consumers are more willing to recommend green brands when they trust the brand's environmental performance. In the context of Sensatia Botanicals, trust in green claims can increase

consumers' confidence to share positive experiences through direct recommendations, social media, review platforms, and online communities. Therefore, Green Trust is expected to have a positive effect on Word of Mouth.

H3: Green Trust has a positive effect on Word of Mouth.

2.4 The Mediating Role of Green Trust in the Relationship Between Green Product and Word of Mouth

Green Trust explains the relationship between Green Product and Word of Mouth. Green product attributes provide consumers with evidence of a brand's environmental responsibility, while Green Trust strengthens consumers' confidence in the credibility of the brand's green claims. Handriana et al. (2024) showed that green perceived quality serves as an important indicator for building trust in eco-friendly products, and green trust drives consumers' behavioral intentions to support sustainable brands. Hashish et al. (2022) also found that green trust partially mediates the relationship between green perceived quality and customers' green behavioral intentions, including positive green word-of-mouth. Cai et al. (2025) further confirmed that customer green brand trust mediates the effect of the green marketing mix on electronic Word of Mouth, where trusted environmental claims encourage consumers to share positive experiences and recommend the brand. These findings indicate that green product attributes become more effective in generating Word of Mouth when consumers trust the brand's environmental commitment. Therefore, Green Trust is expected to mediate the relationship between Green Product and Word of Mouth.

H4: Green Trust mediates the relationship between Green Product and Word of Mouth.

3. RESEARCH METHOD

This study used a quantitative approach with an explanatory research design. This design was applied to examine the causal relationship among Green Product, Green Trust, and Word of Mouth. Green Product was positioned as the independent variable, Green Trust as the mediating variable, and Word of Mouth as the dependent variable. The quantitative approach was considered appropriate because this study aimed to explain how consumers' perceptions of environmentally friendly product attributes can strengthen trust and encourage recommendation behavior toward Sensatia Botanicals.

The object of this study was consumers of Sensatia Botanicals products in Denpasar City, Bali. Sensatia Botanicals was selected because the brand is closely associated with natural cosmetic products, environmentally friendly positioning, and sustainability-oriented product communication. Denpasar was chosen as the research location because it represents an urban consumer market with access to cosmetic products, retail channels, digital information, and green product communication.

The population of this study consisted of consumers of Sensatia Botanicals products in Denpasar City. Since the exact number of consumers was not known, this

study used a non-probability sampling method. The sample was selected using purposive sampling. The respondent criteria were consumers who had purchased Sensatia Botanicals products and understood the brand's environmentally friendly claims. These criteria ensured that respondents had sufficient product experience and knowledge to evaluate Green Product, Green Trust, and Word of Mouth. A total of 150 respondents participated in this study.

The data used in this study were primary data collected through a structured questionnaire. The questionnaire was developed based on indicators adapted from previous studies and adjusted to the context of environmentally friendly cosmetic products. Green Product was measured through product safety, environmentally friendly packaging, environmentally friendly raw materials, and credible environmental certification. Green Trust was measured through trust in environmental commitment, environmental protection efforts, environmental claims, and concern for environmentally friendly products. Word of Mouth was measured through willingness to recommend, encouragement for others to buy, and willingness to share positive information. All indicators were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

Data were analyzed using Partial Least Squares Structural Equation Modeling. SEM-PLS was selected because it is suitable for testing causal relationships among latent variables and examining mediation effects. The analysis included the evaluation of the measurement model and the structural model. The measurement model was assessed using outer loading, Cronbach's Alpha, Composite Reliability, Average Variance Extracted, Fornell-Larcker Criterion, and Heterotrait-Monotrait Ratio. The structural model was evaluated using R-square, F-square, predictive relevance, path coefficients, t-statistics, p-values, and indirect effect testing.

4. RESULT AND DISCUSSION

4.1 Respondent Profile

This study involved 150 respondents who had purchased Sensatia Botanicals products and understood the brand's environmentally friendly claims. The respondent profile shows that the sample was dominated by female consumers, with 118 respondents or 79 percent, while male consumers accounted for 32 respondents or 21 percent. Based on age, most respondents were between 22 and 25 years old, representing 91 respondents or 61 percent. The second largest group was respondents aged 26 to 35 years, representing 54 respondents or 36 percent. This profile indicates that the respondents were mostly young adult consumers who were familiar with skincare products, digital information, sustainability issues, and green product communication. In terms of product usage duration, most respondents had used Sensatia Botanicals products for three to six months, representing 61 respondents or 41 percent. Respondents who had used the products for seven to twelve months

accounted for 37 respondents or 25 percent, while those who had used the products for less than three months accounted for 36 respondents or 24 percent. This profile indicates that most respondents had sufficient product experience to evaluate the brand's green product attributes and environmental claims. In terms of monthly income, most respondents earned between IDR 3,000,000 and IDR 6,000,000, representing 82 respondents or 55 percent. Overall, the respondent profile indicates that this study captured consumers with relevant product experience, purchasing capacity, and sufficient awareness to evaluate Sensatia Botanicals as an environmentally friendly cosmetic brand.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	32	21.0%
	Female	118	79.0%
Age	17-21 years	4	27.0%
	22-25 yeras	91	60.7%
	26-35 years	54	36.0%
	36-45 years	1	0.7%
Product usage duration	< 3 months	36	24.0%
	3–6 months	61	40.7%
	7-12 months	37	24.7%
	More than 1 year	16	10.7%
Monthly income	Less than IDR 3,000,000	38	25.0%
	IDR 3,000,000–IDR 6,000,000	82	55.0%
	IDR 6,000,000–IDR 10,000,000	22	15.0%
	More than IDR 10,000,000	8	5.3%

Source: Processed primary data.

4.2 Outer Model Evaluation

The outer model evaluation was conducted to assess the validity and reliability of the indicators used to measure each construct. The evaluation included outer loading, construct reliability, convergent validity, and discriminant validity. The outer loading value was used to examine indicator validity. An indicator is considered valid when its outer loading value is higher than 0.70.

The results show that all indicators have outer loading values above 0.70. The Green Product indicators have outer loading values ranging from 0.896 to 0.940. The highest loading value is found in X1, with a value of 0.940, indicating that product safety is the strongest indicator of Green Product. X3 also has a high loading value of 0.920,

indicating that the use of environmentally friendly raw materials strongly reflects the Green Product construct. X2 and X4 also meet the validity criteria, with loading values of 0.896 and 0.899.

The Green Trust indicators have outer loading values ranging from 0.808 to 0.854. The highest loading value is found in M2, with a value of 0.854, indicating that consumers' trust in Sensatia Botanicals' efforts to protect the environment is the strongest indicator of Green Trust. The remaining indicators, namely M1, M3, and M4, also have loading values above 0.80. These results indicate that environmental commitment, environmental protection efforts, environmental claims, and concern for environmentally friendly products validly measure Green Trust.

The Word of Mouth indicators have outer loading values ranging from 0.882 to 0.909. The highest loading value is found in Y1, with a value of 0.909, indicating that consumers' willingness to recommend Sensatia Botanicals to friends or family is the strongest indicator of Word of Mouth. Y2 and Y3 also have high loading values of 0.899 and 0.882. These results show that recommendation, encouragement to buy, and positive information sharing validly measure Word of Mouth.

Table 2. Outer Loading Values

Indicator	Green Product	Green Trust	Word of Mouth
X1	0.940		
X2	0.896		
X3	0.920		
X4	0.899		
M1		0.838	
M2		0.854	
M3		0.837	
M4		0.808	
Y1			0.909
Y2			0.899
Y3			0.822

Source: Processed primary data

Construct reliability was assessed using Cronbach's Alpha and Composite Reliability, while convergent validity was assessed using Average Variance Extracted. The results show that all constructs meet the required criteria. Green Product has a Cronbach's Alpha value of 0.934, Composite Reliability of 0.953, and AVE of 0.835. Green Trust has a Cronbach's Alpha value of 0.855, Composite Reliability of 0.901, and AVE of 0.696. Word of Mouth has a Cronbach's Alpha value of 0.878, Composite Reliability of 0.925, and AVE of 0.804. These values indicate that all constructs are reliable because Cronbach's Alpha and Composite Reliability values are above 0.70. The AVE values are also above 0.50, indicating that all constructs meet convergent validity. Therefore, the

indicators used in this study are valid and reliable in measuring Green Product, Green Trust, and Word of Mouth.

Table 3. Construct Reliability and Convergent Validity

Variable	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Green Product	0.934	0.934	0.953	0.835
Green Trust	0.855	0.863	0.901	0.696
Word of Mouth	0.878	0.879	0.925	0.804

Source: Processed primary data.

Discriminant validity was assessed to ensure that each construct measured a different concept. This study used the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio. The Fornell-Larcker Criterion shows that the square root of AVE for each construct is higher than its correlation with other constructs. Green Product has a square root of AVE of 0.914, Green Trust has a value of 0.834, and Word of Mouth has a value of 0.897. These values are higher than the correlations among constructs. Therefore, the Fornell-Larcker Criterion confirms that the constructs have adequate discriminant validity.

Table 4. Fornell-Larcker Criterion

Variable	Green Product	Green Trust	Word of Mouth
Green Product	0.914		
Green Trust	0.551	0.834	
Word of Mouth	0.569	0.503	0.897

Source: Processed primary data.

4.3 Inner Model Evaluation

The inner model evaluation was conducted to examine the explanatory power and predictive capability of the research model. The evaluation included R-square, F-square, predictive relevance, and Goodness of Fit. Green Product was positioned as the predictor of Green Trust and Word of Mouth, while Green Trust was positioned as the mediating variable between Green Product and Word of Mouth.

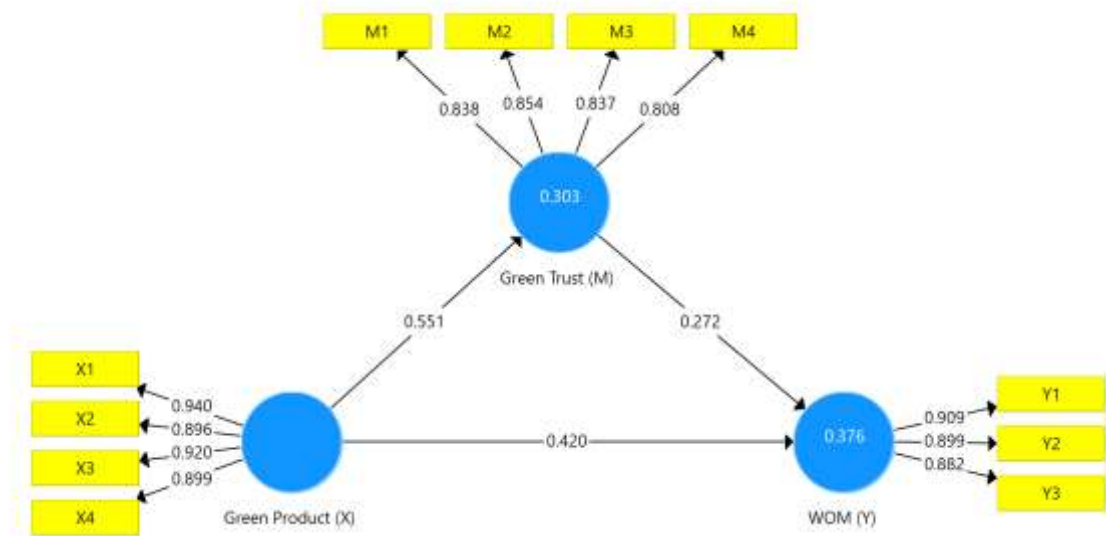


Figure 1. Structural Model

Figure 1 presents the structural relationship among Green Product, Green Trust, and Word of Mouth. The figure shows that Green Product has a positive path coefficient to Green Trust of 0.551. Green Product also has a positive path coefficient to Word of Mouth of 0.420. Green Trust has a positive path coefficient to Word of Mouth of 0.272.

The R-square value for Green Trust is 0.303, indicating that Green Product explains 30.3 percent of the variance in Green Trust. This means that consumers' perceptions of Sensatia Botanicals' green product attributes contribute to the formation of Green Trust. The R-square value for Word of Mouth is 0.376, indicating that Green Product and Green Trust explain 37.6 percent of the variance in Word of Mouth. The remaining variance is explained by other variables outside the model.

4.4 Hypothesis Testing

Hypothesis testing was conducted using path coefficients, t-statistics, and p-values. A hypothesis is supported when the p-value is lower than 0.05. The results show that all direct effects and indirect effects are positive and significant. Green Product has a positive and significant effect on Word of Mouth, with an original sample value of 0.420, t-statistic of 3.078, and p-value of 0.002. Therefore, H1 is supported. Green Product has a positive and significant effect on Green Trust, with an original sample value of 0.551, t-statistic of 5.556, and p-value of 0.000. Therefore, H2 is supported. Green Trust has a positive and significant effect on Word of Mouth, with an original sample value of 0.272, t-statistic of 2.326, and p-value of 0.020. Therefore, H3 is supported. The indirect effect of Green Product on Word of Mouth through Green Trust is also positive and significant, with an original sample value of 0.150, t-statistic of 2.065, and p-value of 0.039. Therefore, H4 is supported.

Table 5. Hypothesis Testing

Hypothesis	Relationship	Original Sample	P-Values	Decision
H1	Green Product → Word of Mouth	0.420	0.002	Supported
H2	Green Product → Green Trust	0.551	0.000	Supported
H3	Green Trust → Word of Mouth	0.272	0.020	Supported
H4	Green Product → Green Trust → Word of Mouth	0.150	0.039	Supported

Source: Processed primary data.

4.5 Discussion

The first hypothesis states that Green Product has a positive effect on Word of Mouth. The results support this hypothesis, as Green Product has a positive and significant effect on Word of Mouth. This finding indicates that stronger consumer perceptions of Sensatia Botanicals' green product attributes increase consumers' willingness to recommend the brand to others. Consumers who perceive Sensatia Botanicals products as safe, environmentally friendly, and credible tend to share favorable experiences and encourage others to buy the products. This finding is consistent with the theoretical argument that Green Product provides functional and symbolic value for consumers. In the skincare context, functional value is reflected in product safety, the absence of harmful ingredients, and suitability for personal care needs. Symbolic value is reflected in environmental responsibility, ethical consumption, and alignment with consumers' green identity. When consumers perceive that a skincare product provides these values, they become more willing to communicate positive experiences and recommend the product to friends, family, and other potential consumers. The finding also strengthens the argument of Mamta et al. (2026), Hassan et al. (2025), Polonsky et al. (2025), and Lin et al. (2024), who emphasized that green products can encourage favorable consumer responses when consumers perceive environmental value and product safety positively. In the case of Sensatia Botanicals, green product attributes such as safe ingredients, environmentally friendly packaging, green raw materials, and credible certification provide a basis for consumers to form positive evaluations. These evaluations then encourage Word of Mouth because consumers are more confident in recommending products that they perceive as safe and environmentally responsible.

The second hypothesis states that Green Product has a positive effect on Green Trust. The results support this hypothesis, as Green Product has a positive and significant effect on Green Trust. The coefficient of 0.551 indicates that Green Product is the strongest predictor of Green Trust in this research model. This result means that

consumers' perceptions of Sensatia Botanicals' green product attributes strongly contribute to the formation of trust in the brand's environmental claims. This finding is in line with the idea that Green Trust develops when consumers believe that a brand's environmental claims are credible, transparent, and consistent with its actual product practices. In the skincare industry, consumers evaluate green products through safe formulations, environmentally friendly ingredients, sustainable packaging, and credible green claims. These product attributes function as evidence that helps consumers assess whether a brand truly represents environmental responsibility.

The result supports Hashish et al. (2022), who found that green perceived quality significantly increases green trust. The result also supports Santos et al. (2025), who explained that green marketing products strengthen consumer perceptions and build green brand trust when brands demonstrate transparency, authenticity, and consistency. In the context of Sensatia Botanicals, consumers may trust the brand more when they perceive that its green claims are supported by actual product characteristics, such as safe ingredients and environmentally friendly packaging.

The third hypothesis states that Green Trust has a positive effect on Word of Mouth. The results support this hypothesis, as Green Trust has a positive and significant effect on Word of Mouth. This finding indicates that consumers who trust Sensatia Botanicals' environmental commitment, environmental efforts, and green claims are more willing to recommend the brand and share positive information with others. This finding confirms that trust plays an important role in recommendation behavior. Word of Mouth is not only a simple act of sharing information. It also involves personal credibility because consumers take social responsibility when recommending a skincare product to others. In the skincare context, consumers may hesitate to recommend a product when they are unsure about its safety, credibility, or environmental claims. When trust is established, consumers become more confident in sharing positive experiences through direct recommendations, social media, review platforms, and online communities. This finding is consistent with Cai et al. (2025), who found that customer green brand trust significantly encourages electronic Word of Mouth through positive reviews, recommendations, and consumer advocacy for environmentally responsible products. The finding also aligns with Guerreiro and Pacheco (2021), who showed that green trust is closely related to green word-of-mouth when consumers perceive green initiatives as reliable and not misleading. Similarly, Chen (2023) confirmed that green brand trust positively affects green Word of Mouth.

The fourth hypothesis states that Green Trust mediates the relationship between Green Product and Word of Mouth. The results support this hypothesis, as the indirect effect of Green Product on Word of Mouth through Green Trust is positive and significant. This finding indicates that Green Product can increase Word of Mouth not only directly, but also indirectly through Green Trust. This finding explains the psychological mechanism that connects green product attributes with

recommendation behavior. Green product attributes provide consumers with evidence of environmental responsibility. However, consumers may not immediately recommend a product only because they perceive it as green. Recommendation behavior becomes stronger when consumers trust the brand's green claims and environmental commitment. Therefore, Green Trust functions as a linking mechanism that transforms Green Product perception into Word of Mouth. This result supports Handriana et al. (2024), who showed that green perceived quality serves as an important indicator for building trust in eco-friendly products and that green trust drives consumer behavioral intentions toward sustainable brands. The result also supports Hashish et al. (2022), who found that green trust partially mediates the relationship between green perceived quality and customers' green behavioral intentions, including positive green word-of-mouth. Cai et al. (2025) also confirmed that customer green brand trust mediates the effect of the green marketing mix on electronic Word of Mouth.

The findings of this study provide theoretical and practical implications. Theoretically, this study extends green marketing literature by explaining Word of Mouth as a consumer advocacy outcome in the green skincare context. The findings show that green product attributes are important, but their effect becomes stronger when consumers trust the brand's environmental claims. Practically, Sensatia Botanicals should maintain product safety, environmentally friendly packaging, green raw materials, and credible certification. The company should also communicate its environmental claims transparently and consistently. This strategy can strengthen Green Trust and encourage consumers to share positive recommendations about the brand.

CONCLUSION

This study examined the role of Green Trust in linking Green Product and Word of Mouth among Sensatia Botanicals consumers in Bali. The findings show that Green Product has a positive effect on Word of Mouth, indicating that consumers are more willing to recommend Sensatia Botanicals when they perceive its products as safe, environmentally friendly, and credible. Green Product also has a positive effect on Green Trust, which means that green product attributes such as product safety, environmentally friendly packaging, green raw materials, and credible environmental certification can strengthen consumers' trust in the brand's environmental claims. In addition, Green Trust has a positive effect on Word of Mouth, showing that consumers who trust the brand's environmental commitment are more likely to share positive information and recommend the product to others.

The mediation result confirms that Green Trust mediates the relationship between Green Product and Word of Mouth. This finding indicates that green product attributes do not only directly encourage recommendation behavior, but also work through consumer trust. Green Trust becomes an important psychological mechanism that

transforms consumers' positive evaluation of green product attributes into Word of Mouth. Therefore, the contribution of this study lies in explaining Word of Mouth as a consumer advocacy outcome in the green skincare context, particularly by emphasizing the role of trust in strengthening the effect of Green Product.

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