

## Exploring the Drivers of Green Skincare Purchases: Income, Norms, Trust, Knowledge and Attitude

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### ABSTRACT

This research aims to analyze the influence of income, subjective norms, social media, financial literacy, green trust, environmental knowledge, and environmental attitude on green skincare purchase decisions among Generation Z in Indonesia, as well as to examine the mediating role of environmental attitude. This study is quantitative and uses an online survey method, involving 358 Generation Z respondents who use green skincare products. Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results indicate that subjective norms, social media, financial literacy, green trust, environmental knowledge, and environmental attitude have a significant positive influence on green skincare purchase decisions, while income does not. In addition, environmental attitude was found to mediate the relationship between environmental knowledge and purchase decisions. This study demonstrates that sustainable consumption behavior among Generation Z is more strongly influenced by social, psychological, and sustainability value factors than by economic factors.

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## Introduction

Green products skincare has become a tangible manifestation of a sustainable lifestyle. The global cosmetics and personal-care market are undergoing a pronounced evolution while sustainable and green products increasingly drive growth. Globally, the green market skincare is estimated to grow 6.28% per year [1]. According to [2] the green beauty segment is among the most significant growth drivers in the Asia–Pacific region, as consumers gravitate toward products perceived as safer for their skin and less harmful to the planet. Consumers now demand not only product effectiveness but also concern for their environmental impact [3]. Skincare products are categorized as eco-friendly if they use natural ingredients, recycled packaging, and are ethically produced. [4]. In Southeast Asia, a study from Thailand found that when consumers see green cosmetics as useful and safe, they develop stronger ethical concerns, which then increases their intention to buy these products [5]. About 86% of young consumers consider organic or sustainably sourced ingredients as important in skincare and personal care purchases, with studies reporting around 74% emphasizing organic ingredients when selecting products [6]. In Indonesia, consumers of green products skincare market is dominated by Generation Z, who are known to be very concerned about environmental issues, with 81% prioritizing environmental protection and preservation [7]. These patterns suggest that for many young consumers, green skincare is not just a cosmetic choice but more into lifestyle and ethical statement. This phenomenon is particularly relevant for countries like Indonesia, which are experiencing rapid growth in both beauty demand and environmental awareness.

Although interest in environmentally friendly products is increasing, research into the factors that influence green skincare purchasing decisions is limited, especially among Generation Z in Indonesia. Previous research has identified the influence of income, subjective norms, social media, financial literacy, green trust, environmental knowledge, and environmental attitude [8], [9], [10], [11], [12], [13]. However, limited studies have explored how these factors interact as a whole, particularly regarding the mediating role of environmental attitude [14], [15]. Although consumers may possess substantial

environmental knowledge, such knowledge does not necessarily translate into green purchasing behavior unless it is internalized into a positive environmental attitude. Environmental attitude reflects an evaluative and affective response that enables environmental knowledge to influence actual purchase decisions. Therefore, testing environmental attitude as a mediator is necessary to explain how cognitive awareness is transformed into green purchasing behavior among Generation Z consumers.

Research on purchasing behavior for environmentally friendly products can be explained through several main theories. First, The Consumer Behavior Theory developed by [16] states that purchasing decisions are influenced by internal factors such as income and educational experience, as well as external factors such as exposure to social media [17]. Internal factors shape consumer preferences and purchasing power, while external factors determine how individuals respond to market information and social influences on purchasing decisions. Furthermore, the Theory of Planned Behavior (TPB) developed by [18] explains that individual behavior is influenced by intentions, attitudes, and subjective norms. Subjective norms reflect social pressures that encourage an individual to perform or avoid an action [19]. In the context of sustainable consumption, the TPB explains how positive attitudes toward the environment and social norms can increase intentions to purchase environmentally friendly products.

Complementing TPB, the Value-Belief-Norm (VBN) Theory introduced by [20] explains the relationship between personal values, beliefs, and moral obligations toward the environment. Within this framework, environmental knowledge strengthens individuals' environmental beliefs and awareness, which subsequently form a sense of environmental concern. This concern is reflected in a positive environmental attitude, which motivates pro-environmental behavior [21]. By integrating TPB and VBN, this study conceptualizes environmental knowledge as a cognitive foundation (VBN) that shapes environmental attitudes, while TPB explains how these attitudes are transformed into green skincare purchase decisions. Environmental attitude thus functions as a theoretical link between environmental knowledge and purchasing behavior, providing an integrated explanation of green purchasing decisions.

This study aims to analyze the influence of income, subjective norms, social media, financial literacy, green trust, environmental knowledge, and environmental attitudes on green purchasing decisions. Although green purchasing behavior has been widely examined, prior studies largely focus on isolated determinants or assume direct relationships between antecedent variables and purchase decisions [8], [11], [12]. Empirical evidence explaining how environmental knowledge is transformed into actual green purchasing behavior remains fragmented, particularly in the context of emerging markets and Generation Z consumers [14]. Addressing this gap, this study aims to examine green skincare purchasing decisions among Generation Z in Indonesia by integrating economic factors (income and financial literacy), social influence factors (subjective norms and social media), and psychological factors (green trust and environmental knowledge). Importantly, this study specifically investigates the mediating role of environmental attitude in the relationship between environmental knowledge and green purchasing decisions, thereby addressing the knowledge–behavior gap in sustainable consumption literature.

These findings are expected to contribute to the development of literature on sustainable consumer behavior and the practices of the eco-friendly cosmetics industry in Indonesia. This research is important for understanding how environmental awareness shapes sustainable consumption behavior. Practically, the results can serve as a reference for producer green skincare in designing relevant and sustainable marketing strategies.

### **Green Skincare Purchase Decision**

Green skincare refers to skin-care treatments that avoid the use of harmful chemical ingredients [22]. It encompasses beauty products that are produced ethically and in an environmentally friendly manner, typically formulated with natural ingredients sourced from renewable resources and free from synthetic chemicals. According to the [4], green skincare products must meet several criteria: (1) use of organic and recyclable materials, (2) packaging that is recyclable or reusable, (3) transparency in production processes, ingredient origins, and sustainability initiatives, and (4) ethical and sustainable manufacturing

practices. In Indonesia, skincare products are currently among the most purchased environmentally friendly goods, accounting for 30.6% of consumer preference [23]. Examples of brands that fall into the category of green skincare include The Body Shop, Sensatia Botanicals, N'Pure, and Avoskin Beauty[24], [25].

Purchase decision refers to the process by which consumers decide whether or not to buy a product [26]. Before making a purchase, consumers typically go through several stages: need recognition, information search, evaluation, purchase decision, and post-purchase behavior [27]. Prior research has identified several factors that influence green skincare purchasing decisions. [28] found that environmental trust affects consumers' decisions to purchase green skincare. Similarly, [8] identified social influence, promotional mix, economic and financial conditions, and green skincare lifestyle as important determinants of these decisions.

### **Income and Green Skincare Purchasing Decisions**

Income plays an important role in shaping consumer consumption patterns [29]. Within Consumer Behavior Theory, income is considered an internal factor that influences a person's level of consumption. Several studies show that consumers with higher income levels tend to prefer and are more willing to pay premium prices for green skincare products, which are generally more expensive than conventional alternatives [8], [30], [31], [32]. In the context of Generation Z, income does not necessarily reflect a preference for premium or high-quality products but rather indicates the financial feasibility of purchasing green skincare products, which are often priced higher than conventional alternatives. As a result, although Gen Z consumers may express positive attitudes toward environmentally friendly products, insufficient income can hinder actual purchasing behavior [31], [32]. The higher cost of green skincare products is often attributed to the use of natural ingredients and environmentally sustainable production processes. Individuals with greater financial capacity are therefore more able to choose higher-priced products [33]. Moreover, high-income consumers typically prioritize product quality for their skin and view such purchases as a worthwhile long-term investment.



H1: Income positively influences green skincare purchasing decisions.

### **Subjective Norms and Green Skincare Purchasing Decisions**

Subjective norms refer to the social pressure an individual perceives when deciding whether to perform a particular behavior [34]. People tend to act in ways that are accepted, valued, or encouraged by those around them. According to the Theory of Planned Behavior, an individual's intention to perform a behavior can be shaped by subjective norms. Prior research shows that consumers are more likely to purchase environmentally friendly products when people in their social environment do the same [30], [35], [36], [37]. Individuals tend to make purchasing decisions based on what is considered appropriate, acceptable, and valued by their social groups [9]. Therefore, when individuals are surrounded by people who value sustainability and use green skincare products, they are more likely to be influenced to purchase green skincare as well.

H2: Subjective norms positively influence green skincare purchasing decisions.

### **Social Media and Green Skincare Purchase Decisions**

Consumer Behavior Theory states that one of the external factors influencing purchase decisions is exposure to social media. With the rapid development of social media platforms and their easy accessibility, consumers increasingly rely on these platforms to search for, evaluate, and purchase products [38]. Companies also utilize social media as a promotional space to market their environmentally friendly products [39]. Previous studies show that social media affects the purchase of eco-friendly products by serving as a channel for promotion and information exchange among consumers [10], [40], [41]. Creative images or videos promoting green skincare on social media can effectively capture consumer attention and encourage them to purchase these products.

H3: Social media positively influence green skincare purchasing decisions.

### **Financial Literacy and Green Skincare Purchasing Decisions**

Within the Theory of Planned Behavior, financial literacy serves as a form of behavioral control in consumer financial decision-making. Financial literacy is particularly important for young people, as it helps them set goals wisely and manage their finances for the future [42]. However, research examining the influence of financial literacy on decisions to purchase environmentally friendly products remains limited [43]. Findings by [11] show that financial literacy supports more sustainable consumption behaviors related to eco-friendly products. Previous studies also indicate that higher financial literacy can influence purchasing decisions and increase the likelihood of choosing environmentally friendly products [44]. Consumers with strong financial literacy make purchasing decisions not only based on price but also by considering product quality and sustainability value. As a result, they may choose green skincare products for both personal benefits and broader environmental impacts.

H4: Financial literacy positively influence green skincare purchase decisions.

### **Green Trust and Green Skincare Purchase Decisions**

Green trust refers to consumers' confidence in a product's ability and commitment to contribute positively to the environment [45]. According to the Value-Belief-Norm (VBN) Theory, an individual's beliefs shape their environmental behavior. When consumers believe that using environmentally friendly products generates positive environmental outcomes, their trust in these products increases [46]. Previous studies have shown that environmental trust influences consumers' decisions to purchase green skincare [28], [35], [47]. Higher levels of trust in a company's environmental commitment and performance help reduce consumer concerns regarding the products they use [48]. Consequently, consumers are more likely to purchase eco-friendly skincare products because they believe in the environmental benefits they provide [48].

H5: Green Trust positively influence green skincare purchase decisions.

### **Environmental Knowledge and Green Skincare Purchase Decisions**

Environmental knowledge is defined as an individual's understanding of facts, concepts, and relationships related to environmental protection [49]. According to the Value-Belief-Norm (VBN) Theory, knowledge shapes beliefs about the consequences of behavior, which in turn influence pro-environmental actions. Several studies have found that environmental knowledge significantly affects consumers' decisions to purchase eco-friendly products. Consumers with higher levels of environmental knowledge exhibit greater awareness and are more likely to choose environmentally friendly products [12], [50], [51]. Such consumers tend to believe that their individual actions can have meaningful impacts on the environment.

H6: Environmental knowledge positively influence green skincare purchase decisions.

### **Environmental Knowledge and Environmental Attitude**

According to the VBN Theory, environmental knowledge can shape an individual's attitude toward greater environmental concern. Consumers with higher levels of environmental knowledge are more aware of the negative impacts of conventional products on the environment and are motivated to reduce these impacts by choosing more sustainable alternatives, such as green skincare [52]. Several studies have found that environmental knowledge positively contributes to the development of pro-environmental attitudes [14], [53]. As consumers' environmental knowledge increases, their pro-environmental attitudes become stronger [15]. Environmental knowledge significantly influences environmental attitude among consumers of environmentally friendly products [14]. Thus, increased knowledge strengthens environmental concern.

H7: Environmental knowledge positively influence environmental attitudes.

### **Environmental Attitude and Green Skincare Purchase Decisions**

A positive attitude toward the environment is a major factor in environmentally friendly consumption behavior. [13] showed that environmental awareness significantly influences green purchasing decisions. Skincare among Generation Z. Pro-environmental



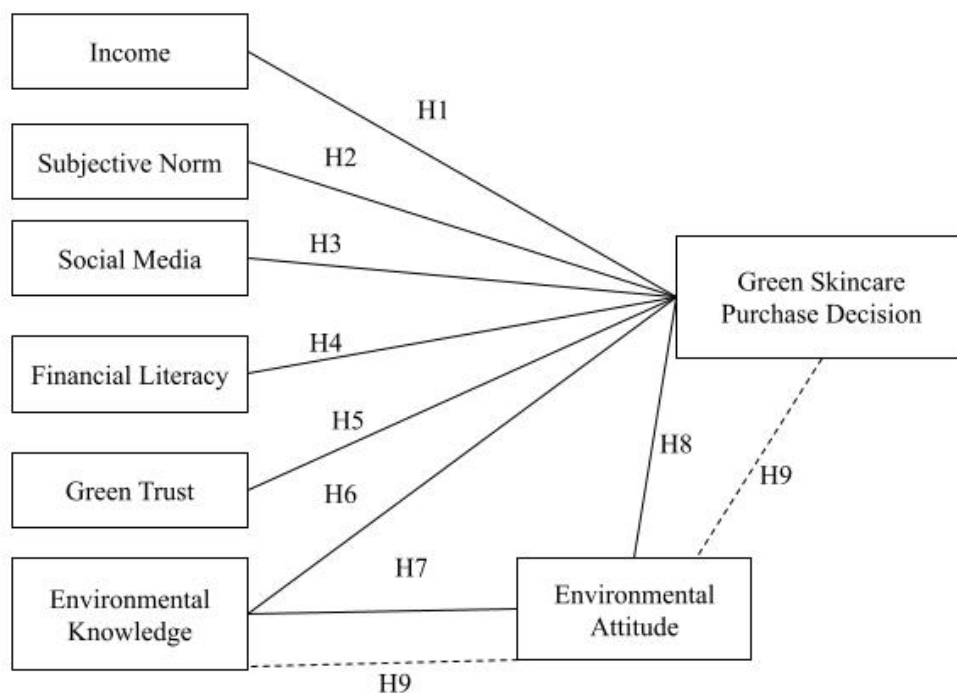
attitude increases interest in purchasing sustainable products [54]. The more positive a person's attitude toward the environment, the more likely they are to purchase environmentally friendly products.

H8: Environmental Attitude has a positive influence on green skincare purchase decisions.

### **The Mediating Role of Environmental Attitude on the Relationship between Environmental Knowledge and Green Skincare Purchase Decisions**

Environmental attitudes have the potential to mediate the relationship between environmental knowledge and purchasing decisions. [14] demonstrated that environmental attitudes mediated the influence of knowledge on purchase intentions for green skincare products. Research by [15] also showed that pro-environmental attitudes strengthen the relationship between knowledge and purchasing behavior for environmentally friendly products. Thus, attitudes act as a bridge between consumer awareness and action.

H9: Environmental Attitude mediates the influence of environmental knowledge on purchasing decisions green skincare.





**Figure 1.** Conceptual Framework

Source: Processed Data (2025)

## Method

This study uses a quantitative approach with a survey method to analyze the factors that influence green purchasing decisions. skincare among Generation Z in Indonesia. This approach was chosen because it can empirically measure the relationship between variables through statistical data processing. The research subjects were green consumers skincare among generation Z (born 1997–2012) in Indonesia and have purchased or used green products skincare. Respondents were selected using convenience sampling, and the total data collected from the online survey was 358 respondents. Primary data was collected through an online questionnaire using Google Forms, distributed through social media platforms. The research instrument contained statements related to seven variables: income, subjective norms, social media, financial literacy, green trust, environmental knowledge, environmental attitudes, and purchasing decisions. Other than income, each variable was measured using a five-point Likert scale to assess respondents' level of agreement with each statement.

**Table 1.** Variables' indicators

Variable	Indicators
Income	Monthly income < Rp 1,500,000; Rp 1,500,000–Rp 2,500,000; Rp 2,500,000–Rp 3,500,000; > Rp 3,500,000 [8]
Subjective Norms	Purchasing trends, social beliefs, social recognition, social support [34]
Social Media	Social interaction, information access, information dissemination, media credibility [38]
Financial Literacy	Financial awareness, financial knowledge, financial competence, financial attitude, financial behaviour [42]
Green Trust	Product image, sustainable functionality, sustainability claims, environmental performance [48]

Environmental Knowledge	Knowledge, awareness, regulation [52]
Environmental Attitude	Cognitive, affective, behavioral components [52]
Purchase Decision	Habit, desire, priority, willingness to sacrifice, perceived benefits [55]

Source: Processed Data (2025)

The collected data was analyzed using Partial Least Squares – Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0 software. The analysis was conducted in two stages: an outer model to test the validity and reliability of the instrument, and an inner model to test the direct and indirect relationships between variables, including mediation effects. The results of the analysis were used to test the nine previously formulated research hypotheses.

## Results and Discussion

**Table 2.** Respondent Characteristics

Item	Frequency	Presentation
Gender		
Woman	318	88.83%
Man	40	11.17%
Income Level		
< Rp. 1,500,000 (low)	93	25.98%
Rp. 1,500,000 – Rp. 2,500,000 (medium)	104	29.05%
Rp. 2,500,000 – Rp. 3,500,000 (high)	73	20.39%
> Rp. 3,500,000 (very high)	88	24.58%
Work		
Students	203	56.70%
Businessman	20	5.59%
Employee	128	35.75%
Etc	7	1.96%
Age		
13 – 18 years	48	13.41%
19 – 23 years old	188	52.51%

23 – 28 years old	122	34.08%
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Source: Primary data processed (2025)

Table 2 presents the demographic characteristics of the respondents. The sample is predominantly female (88.83%), indicating that green skincare consumption is largely driven by women, which is consistent with the nature of skincare products as well as previous studies on cosmetic consumption behavior. In terms of income level, the respondents are relatively evenly distributed across all categories, with the largest proportion in the medium-income group (29.05%), followed by low-income (25.98%), very high-income (24.58%), and high-income groups (20.39%). Regarding occupation, most respondents are students (56.70%), followed by employees (35.75%), indicating that the majority of Generation Z consumers have limited or early-stage income levels. In terms of age, the respondents are mainly between 19–23 years old (52.51%), followed by those aged 23–28 years (34.08%), reflecting the core demographic of Generation Z who are highly exposed to social media, digital marketing, and environmental narratives. Overall, these characteristics provide an important context for interpreting the empirical results, particularly the non-significant effect of income on green skincare purchasing decisions, as the purchasing behavior of Generation Z is more strongly influenced by awareness, social influence, and values rather than purely by economic capacity.

## Descriptive Statistics

**Table 3.** Descriptive Statistics

Variables	N	Mini-mall	Maximum	Average	Standard Deviation
Income	358	1	4	2,436	1,121
Subjective Norms	358	1	5	4,246	0.860
Social media	358	1	5	4,272	0.857
Financial Literacy	358	1	5	4,293	0.818
Green Trust	358	1	5	4,323	0.820

Environmental Knowledge	358	1	5	4,237	0.916
Environmental attitude	358	1	5	4,285	0.893
Buying decision	358	1	5	4,253	0.926

Source: Data processed using SmartPLS 4.0 (2025)

Table 3 above presents the mean and standard deviation for each variable: income, subjective norms, social media, financial literacy, green trust, environmental knowledge, environmental attitudes, and purchasing decisions. The results show that all variables have a mean above the median ( $\geq 3$ ), indicating a positive response from respondents to the research topic. This finding indicates that Generation Z's awareness and attitudes toward environmental issues are high.

## Validity Test

**Table 4.** Validity Test

Indicator	Variables	Outer Loading	Information
KP1	Purchase Decision	0.875	Valid
KP2		0.873	Valid
KP3		0.860	Valid
KP4		0.881	Valid
KP5		0.870	Valid
KRL1	Green Trust	0.828	Valid
KRL2		0.911	Valid
KRL3		0.865	Valid
KRL4		0.860	Valid
LK1	Financial Literacy	0.802	Valid
LK2		0.834	Valid
LK3		0.840	Valid
LK4		0.809	Valid
LK5		0.867	Valid
MS1	Social Media	0.855	Valid
MS2		0.875	Valid
MS3		0.862	Valid
MS4		0.869	Valid



NS1		0.891	Valid
NS2	Subjective Norms	0.837	Valid
NS3		0.876	Valid
NS4		0.837	Valid
P	Income	1,000	Valid
PL1		0.886	Valid
PL2	Environmental Knowledge	0.893	Valid
PL3		0.889	Valid
STL1		0.885	Valid
STL2	Environmental Attitude	0.906	Valid
STL3		0.890	Valid
STL4		0.889	Valid

Source: Data processed using SmartPLS 4.0 (2025)

Table 4 above shows the results of validity testing with outer indicators loading. All indicators have a loading value A factor above 0.70 indicates that the research instrument is valid in measuring the intended construct. This ensures that the questionnaire items accurately represent the research variables.

## Reliability Test

**Table 5.** Reliability Test

Variables	Cronbach's alpha	Composite reliability
Purchase Decision	0.921	0.941
Subjective Norms	0.883	0.920
Social Media	0.888	0.922
Financial Literacy	0.888	0.918
Green Trust	0.889	0.923
Environmental Knowledge	0.868	0.919
Environmental Attitude	0.915	0.940

Source: Data processed using SmartPLS 4.0 (2025)

Table 5 shows that all variables have Cronbach's  $\alpha$  values. Alpha and Composite The reliability is above 0.70. This indicates that the measuring instrument has good internal consistency and is reliable in measuring the research constructs. Therefore, the data obtained is suitable for further analysis using the PLS structural model.

## Hypothesis Testing

**Table 6.** Hypothesis Test Results

			Path Coefficient	T statistics	P values	Information
Income Decision	->	Purchase	0.007	0.294	0.769	H1 is rejected
Subjective Purchase Decisions	Norms ->		0.118	2,046	0.041	H2 is accepted
Social Media Decision	->	Purchase	0.145	2,167	0.030	H3 is accepted
Literacy Decisions	->	Purchase	0.111	2.175	0.030	H4 is accepted
Green Trust Decisions	->	Purchase	0.137	2,095	0.036	H5 is accepted
Environmental Knowledge - > Purchase Decision			0.187	2,787	0.005	H6 is accepted
Environmental Knowledge - > Environmental Attitude			0.801	21,043	0.000	H7 is accepted
Environmental Attitude -> Purchase Decisions			0.292	4,066	0.000	H8 is accepted
Environmental Knowledge - > Environmental Attitude -> Purchasing Decision			0.234	3,827	0.000	H9 is accepted

Source: Data processed using SmartPLS 4.0 (2025)

Table 6 displays the results of direct and indirect relationships between variables using PLS bootstrapping. Of the nine paths tested, eight had a significant influence on purchasing decisions, while income showed no significant effect. These results confirm that social, cognitive, and psychological factors are more dominant than economic factors in

determining Generation Z's eco-friendly product consumption behavior. This table also shows that environmental attitudes significantly mediate the relationship between environmental knowledge and purchasing decisions. The t- statistic and p- value indicate a strong mediation relationship, meaning environmental knowledge will impact purchasing decisions only if accompanied by a positive attitude toward the environment. This finding reinforces the Value-Belief-Norm concept. Theory that explains the importance of attitudinal components in sustainable behavior.

## Discussion

### Income on Green Skincare Purchasing Decisions

The results of this study indicate that income does not influence purchasing decisions. This is evidenced by the results of the path analysis. The result showed in Table 6 indicates that the decision to purchase environmentally friendly products is not solely driven by economic capacity, but rather by awareness and sustainability values. This finding differs from [8] who found a positive effect of income on the purchase of environmentally friendly products. It can be explained by the demographic characteristics of the respondents in Table 2, the majority of whom are students or early-stage workers with relatively low and unstable income levels. As presented in the demographic profile, limited income reduces variation in purchasing power among respondents, thereby weakening the explanatory role of income in purchasing decisions. However, the results of this study are in line with the research of [57], [58] who stated that income has no effect on purchasing decisions.

### Subjective Norms on Green Skincare Purchasing Decisions

Table 6 shows that H2 is accepted. The results of this study indicate that subjective norms influence purchasing decisions. This indicates that social pressure from peers and the environment plays an important role in environmentally friendly consumption behavior. In addition, consumers receive praise and support from their social environment when they purchase and own green skincare products. The results of this study are in line with the

Theory of Planned Behavior which states that social norms shape behaviors[18]. This finding is in line with research by [36], [37] which state that consumers decide to purchase a product if those around them also do so.

### **Social Media on Green Skincare Purchasing Decisions**

The results of this study indicate that social media influences purchasing decisions. This means that promotions and reviews on social media can create a positive impression of green products skincare. Linked to Consumer Behavior Theory, social media is an external factor influencing purchase decisions, serving as an effective channel for consumers to search for information, exchange opinions with friends, and receive relevant details about green skincare products. These results support [10] who asserted that social media increases trust in environmentally friendly products, and are in line with research by [60] who stated that generation Z relies on social media as a primary source of sustainability information and a means of exchanging information related to green products skincare.

### **Financial Literacy on Green Skincare Purchasing Decisions**

The results of this study indicate that financial literacy influences purchasing decisions, evidenced by the path results. According to the Theory of Planned Behavior (TPB), financial literacy enhances perceived behavioral control, promoting responsible financial behavior. These results indicate that consumers who understand financial management tend to be more selective in purchasing sustainable products. Consumers with high financial literacy view sustainability as a long-term investment, not just an additional cost. This finding aligns with [11], [44] who assert that financial literacy increases awareness of responsible consumption.

### **Green Trust on Green Skincare Purchasing Decisions**

The results of this study indicate that green trust influence purchasing decisions. This means that the greater the trust in the manufacturer's commitment to protecting the environment, the higher the tendency to purchase the product. According to VBN Theory,

environmental trust influences pro-environmental behavior. Consumers who believe that green skincare products and their producers are committed to environmental sustainability are more confident and motivated to purchase these products. This finding supports the research results of [35], [48], which stated that green trust is the main factor in forming commitment and purchasing behavior for environmentally friendly products.

### **Environmental Knowledge on Green Skincare Purchasing Decisions**

Environmental knowledge has been statistically proven to influence positively purchasing decisions. According to VBN Theory, environmental knowledge underlies pro-environmental behavior. Consumers with greater environmental knowledge understand sustainability issues and product impacts, making them more likely to purchase green skincare products. This result is in line with research by [12], [51], which confirmed that environmental knowledge influences purchasing decisions for environmentally friendly products. Consumers with environmental knowledge have a higher level of awareness in purchasing environmentally friendly products [52].

### **Environmental Knowledge on Environmental Attitude**

The results of path analysis show that environmental knowledge influences environmental attitude. Positively. This indicates that a good understanding of environmental issues shapes a positive attitude towards nature conservation. VBN Theory, environmental knowledge is a key factor shaping environmental attitudes and behaviors. Consumers with greater environmental knowledge are more likely to have pro-environmental attitudes and engage in responsible actions. These results align with research by [53], [61] which state that environmental knowledge plays a positive role in shaping environmental attitude. Consumers who better understand environmental issues are more interested in acting responsibly and pro-environmentally. Environmental knowledge supports the formation of a strong attitude towards environmental care.



### **Environmental Attitudes Influence Green Skincare Purchasing Decisions**

Based on Table 6, environmental attitude positively influences purchasing decisions. Supporting the VBN Theory, consumers with a positive attitude towards sustainability are more likely to purchase environmentally friendly products because they consider it a form of social responsibility. These results support research by [13], [54], who found a positive influence of environmental attitude on purchasing decisions for environmentally friendly products. A positive attitude towards the environment motivates consumers to choose green products. skincare as part of sustainable consumption behavior.

### **Environmental Attitude Mediates the Influence of Environmental Knowledge on Green Skincare Purchasing Decisions**

The results of this study indicate that environmental knowledge influences purchasing decisions through attitudes toward the environment. This means that higher environmental knowledge will increase positive environmental attitude and strengthen consumers' decisions to make green purchases skincare. Based on VBN Theory, consumers' environmental knowledge enhances awareness of environmental issues, fosters pro-environmental attitudes, and rise the intention to purchase green skincare products. This finding supports [14] which states that environmental attitude can mediate the influence of environmental knowledge on purchasing decisions green skincare. Research by [15] states that a positive attitude towards the environment can strengthen the influence of environmental knowledge on purchasing decisions for environmentally friendly products.

### **Conclusion**

This study found that subjective norms, social media, financial literacy, green trust, environmental knowledge, and environmental attitude have a positive influence on green purchasing decisions skincare among Generation Z in Indonesia, while income had no significant effect. Furthermore, environmental attitudes were shown to mediate the relationship between environmental knowledge and purchasing decisions. These findings address the research objective by confirming that Generation Z's environmentally friendly

consumption behavior is more influenced by social, psychological, and sustainability values than by economic capabilities.

Theoretically, the research results strengthen the Theory of Planned Behavior and Value-Belief-Norm Theory by demonstrating the important role of attitudes and beliefs in bridging knowledge and sustainable behavior. Practically, this research has implications for green industry players. Skincare to emphasize consumer education, brand transparency, and marketing strategies through social media. The limitations of this study lie in the use of online survey methods and the focus on Generation Z in Indonesia. Therefore, future studies are recommended to expand the sample across generations or use a mixed approach methods to gain a deeper understanding of sustainable consumption behavior.

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