



Sustainability and Consumer Behavior: Enhancing Trust and Purchase Decisions in Eco-Friendly Products

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Abstract. The central goal of this study is to examine the different factors that influence purchasing choices for baby plastic products featuring BPA-free labels by analyzing the roles played by green knowledge, green attitude, and green trust. Additionally, this inquiry looks into the capacity of green trust to act as a mediator within the realm of sustainable marketing, emphasizing how essential consumer assurance is in encouraging environmentally conscious buying practices. The defined population for this study involves mothers of young children located in West Java who have previously bought BPA-free infant plastic goods, involving a final group of 360 respondents. Data collection was carried out through a structured questionnaire employing Likert-scale indicators and was subsequently evaluated via a quantitative framework using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) technique. The empirical results demonstrate that green knowledge, green attitude, and green trust each have a direct, favorable, and statistically significant impact on the ultimate decision to buy. However, the analysis shows that green trust does not function as a mediator for the influence of green knowledge on purchase intentions, whereas it acts as a major mediating element in the connection between green attitude and the purchasing outcome. These findings underscore the fact that both ecological awareness and consumer confidence are critical factors in the development of sustainable consumption habits. This study enriches the current literature on sustainable marketing by providing evidence-based insights into the interaction between green knowledge, attitude, and trust in driving eco-friendly behavior. Its specific value lies in revealing the asymmetric mediating role of green trust, which offers a more nuanced perspective on how consumer confidence uniquely influences the motivation behind buying environmentally safe products.

Keywords: Green knowledge, green attitude, green trust, purchasing decisions, BPA-free, sustainable marketing.

1 INTRODUCTION

Plastic is an essential element of modern existence, utilized extensively in sectors ranging from food packaging to automotive industries. Since the mid-20th century, global production has reached approximately 8.3 billion metric tons [1]. Alarmingly, 6.3 billion tons of this total have turned into waste, with a mere 9% being recycled; the rest accumulates in landfills or natural environments. These non-recycled plastics break down into microplastics, which infiltrate the food chain and carry toxic pollutants that threaten both human and animal health. Furthermore, microplastics negatively impact soil ecosystems, including microbial communities and nutrient cycling [2]. Globally, production hit 400 million metric tons in 2022, a 1.6% annual increase. In Indonesia, this trend is mirrored by a sharp rise in domestic investment within the plastic and rubber sector, which jumped from 4,442 billion IDR to 7,803 billion IDR in 2021, according to BPS data. This highlights the growing prevalence of plastic throughout Indonesian industry and society [3].

The rising output of plastic materials also triggers serious apprehensions concerning their prospective effects on human health. The fabrication of plastic entails the utilization of numerous toxic chemical substances, including phthalates and bisphenol A (BPA), which are recognized for triggering endocrine disruption and other medical complications through long-term exposure. Empirical evidence shows that mismanaged plastic waste exerts deep-seated detrimental impacts on the atmosphere, marine ecosystems, and global food networks, which in turn diminishes the well-being of humans and wildlife alike. A major health risk linked to plastic consumption is the pollution caused

by dangerous chemical additives. Common consumer goods made of plastic frequently incorporate compounds like BPA, which possess the ability to seep into dietary items and the surrounding habitat. Contact with these toxins has been correlated with several medical conditions, such as hormonal irregularities, reproductive ailments, and a heightened susceptibility to long-term illnesses like cancer and pediatric developmental issues. Bisphenol A (BPA) constitutes a primary precursor in the synthesis of epoxy resins and polycarbonate plastics. Due to its structural properties, BPA is extensively employed within the food packaging industry to enhance the durability and thermal resistance of containers. This chemical can transfer from the packaging into food and drinks, particularly during the sterilization phase within cans or plastic vessels. As an endocrine-disrupting compound (EDC), BPA is linked to numerous health challenges, including hypertension, obesity, diabetes, and cancer [3].

Under certain conditions, BPA can migrate from polycarbonate packaging into the water or food it contains. Upon the ingestion of contaminated water or food, BPA enters the systemic circulation and undergoes hepatic metabolism. The liver processes the compound, which is subsequently eliminated from the body via urinary excretion. BPA has been detected in urine, blood, breast milk, and amniotic fluid. In addition to the prenatal and neonatal periods, childhood is a critical phase for brain development.

According to market intelligence data, the Total Addressable Market (TAM) for Bisphenol A (BPA) accounted for 7,082 metric tons in 2022. It is projected to reach 12,169 metric tons by 2031, reflecting a growth rate of 6.2% over the forecast period (2022–2031). Given this projected increase in BPA usage, there is a significant possibility of heightened BPA exposure for future generations. In developed countries, where plastic usage has been prevalent for a longer period, studies have already indicated that human exposure to BPA is widespread. Statistical data from several countries showed that a large percentage of their populations had detectable BPA levels in their urine [4].

In the context of Sustainable Development Goal (SDG) 3, which emphasizes good health and well-being for all, addressing the negative impacts of plastic usage on human health and the environment is an integral part of the global effort to improve public health. A sustainable and holistic approach is required to reduce plastic use that poses risks to human health, ranging from innovations in product design to the development of strict regulatory policies. A cross-sectoral approach and strong collaboration with industries and civil society are essential for governments to implement, ensuring that we can achieve truly sustainable development goals while safeguarding human health for the future. Eco-friendly or sustainable products are designed to have minimal negative impact on the environment and human health. Eco-friendly plastic products are also often associated with health benefits, primarily because they reduce exposure to hazardous chemicals commonly found in conventional plastics.

Marketers often employ marketing strategies by labeling their products as BPA-Free on the packaging. This label aims to attract consumers who are increasingly aware of the importance of using BPA-free products, as BPA is a chemical that can pose health risks when exposed in large amounts. With the "BPA-Free" label, consumers are expected to feel safer in choosing products, especially for baby feeding and drinking utensils, which require special attention to the materials used [5].

BPA-free plastic products, especially baby products, are now widely available in Indonesia, covering various categories to meet babies' daily needs. Pigeon, Philips Avent, and Dr. Brown's offer BPA-free baby bottles. In the baby feeding utensils category, Munchkin and NUK design BPA-free tableware. Baby toys from brands such as Playgro, Fisher-Price, and Bright Starts ensure their products are BPA-free. In the baby health and care equipment category, brands like Medela, Chicco, and Safety 1st offer safe and BPA-free products. These products can be found in major baby stores, pharmacies, and online shopping platforms such as Tokopedia, Shopee, and Lazada. Parents should always check product labels and ensure they choose safe and BPA-free options to protect their baby's health [6].

Based on the previously discussed phenomena, several factors are believed to influence the purchase decisions of BPA-free plastic products for toddlers, one of which is green knowledge. Consumers with green knowledge are expected to have a strong understanding of the dangers and impacts of BPA on infant health, which in turn affects their preference for BPA-free products. The higher a consumer's level of knowledge about environmental and health issues, the more likely they are to choose eco-friendly and safe products, such as BPA-free labeled products. Research indicates that green knowledge positively influences purchase decisions. However, some findings contrast, showing that green knowledge does not have a significant impact on purchase decisions [7].

Another factor influencing consumers' decision to purchase BPA-free labeled baby plastic products is Green Attitude. Consumers' attitudes toward environmental and health issues significantly impact their preferences when choosing plastic products. Consumers with a strong Green Attitude are more concerned about environmental and health issues, making them more likely to choose products that are perceived as environmentally friendly and safe for their babies, such as BPA-free products. Some research indicates that Green Attitude positively influences purchase decisions, while other studies suggest that Green Attitude does not significantly affect purchase decisions [8].

Another important factor that is expected to influence purchase decisions is green trust. Consumers' trust in product claims also plays a crucial role in their purchasing decisions. If consumers believe that the 'BPA-Free' label guarantees product safety, they are more likely to choose the product. Research shows that green trust positively influences purchase decisions, although other findings show no significant impact.

This study proposes a novel framework for analyzing the impact of green knowledge and green attitude on the purchase intentions of BPA-free plastic baby products, specifically examining green trust as a moderating variable. When consumers have a good understanding of the positive impacts of BPA-free products, they are more likely to make purchase decisions that support environmentally friendly products. However, green trust can strengthen this belief by ensuring that the BPA-free and eco-friendly claims advertised or labeled by manufacturers are legitimate. If consumers trust that the product is genuinely safe and environmentally friendly, they are more likely to be influenced by their knowledge, which in turn enhances their purchase intention [9].

Green trust also strengthens the influence of green attitude on purchase decisions. Consumers with a positive attitude toward eco-friendly products will be more inclined to purchase BPA-free labeled products if they believe that the claims are credible. Having an environmentally friendly attitude alone may not be strong enough to drive purchasing decisions without trust in the product. When green trust is high, a positive attitude toward BPA-free products is further reinforced, as consumers feel confident that their actions contribute to sustainability and environmental health.

2 METHOD

2.1 Research Design

This research utilizes an associative design to examine the relationships and impacts between two or more variables through hypothesis testing [10]. The study's framework encompasses the research object, methodology, population and sampling, data sources, collection techniques, and analytical procedures [11]. To model these complex relationships, Variance-Based Structural Equation Modeling (SEM-PLS) was employed, specifically to gain a comprehensive understanding of consumer decision-making regarding BPA-free plastic products in West Java [12]. Data obtained via structured questionnaires—focusing on plastic literacy and product perceptions—were tabulated and analyzed. This process involved descriptive statistics (mean, median, and standard deviation) and advanced factor analysis to identify variable interrelationships and validate the conceptual model. [13].

2.2 Sampling and Data Collection

Data collection in this study was conducted using structured questionnaires, in which all statements were measured on a Likert scale. To complement the primary data, a literature review was also carried out in order to strengthen the theoretical foundation and support a more comprehensive data collection process. The population of this study consists of mothers with toddlers who have purchased BPA-free labeled plastic products for their babies. The sample size for this study was established following the guidelines proposed by Hair et al. (2020), which recommend a ratio of 5 to 10 observations per indicator. Utilizing the upper limit of this range, the 36 indicators identified in this research were multiplied by 10, yielding a total sample of 360 respondents to ensure robust statistical power.

2.3 Variable Measurement

There are four primary variables in this research: green knowledge, green attitude, green trust, and purchase decision. Serving as independent variables, green knowledge represents a person's grasp of environmental matters and sustainable products, assessed through three indicators: knowledge of eco-issues, product understanding, and consumption impact awareness. Similarly, green attitude captures an individual's perspective on the environment, reflecting their values and commitment to eco-friendly actions. This is measured via concern for the environment, sustainability beliefs, and support for green behavior [14].

The mediating variable in this study is green trust, which is defined as consumers' trust in the green claims made by products or companies, reflecting the belief that such products are genuinely environmentally friendly and produced ethically. Green trust is measured using three indicators, namely trust in product green claims, belief in the company's environmental commitment, and perception of the company's ethical environmental practices. The dependent variable is purchase decision, which refers to the process by which consumers select, purchase, use, and evaluate products to

fulfill their needs or desires. This variable is measured using three indicators, including confidence in product choice, purchase intention, and willingness to recommend the product [15].

2.4 Analysis Data

Information gathered through questionnaires will be examined to generate descriptive statistics, such as the mean, median, and standard deviation, in order to characterize the sample and the distribution of variables. Furthermore, sophisticated statistical techniques like factor analysis may be utilized to identify patterns and interconnections between the variables. Following this, the data will be handled using the Partial Least Square (PLS) approach via the Smart-PLS 4.0 software, which is a multivariate method specifically intended for the evaluation of structural models within SEM [16].

3 RESULT

3.1 Description of Respondent Characteristics

The presentation of the results of the questionnaire recapitulation presented several characteristics of respondents which were used as a database to describe the profile of the respondents. The distribution of respondents sampled in research conducted by researchers. In the first column, the descriptive data classification classifies respondents according to gender, namely male and female [17]. The distribution of respondents can be seen that the distribution of the sample of respondents is all female respondents, namely 360 respondents or around 100.0%.

Descriptive of respondents for age level criteria, the data from the study showed that the largest sample distribution was dominated by the age range between 31 – 40 years, namely 187 (51.9%) which showed that most of the respondents entered the productive age range in work. The second highest proportion of respondents aged between 21-30 years is 98 (27.2%). Followed by respondents with an age range of more than 40 years, namely 75 (20.8%). The highest level of respondent education was occupied by respondents with Bachelor's qualifications totaling 124 people (34.4%), then Postgraduate respondents ranked second with a sample of 93 respondents (26.1%). The next order is Diploma qualification with a total of 77 respondents (21.4%) and SMA/K with a total of 65 respondents (18.1%).

The description of the respondents is related to the income of respondents who participated in the survey, most of the respondents were in the income range of more than Rp 10,000,000 which showed around 122 (33.9%) respondents. Then respondents with an income of IDR 5,000,000 to IDR 10,000,000 were 115 people (31.9%), followed by respondents with an income range between IDR 1,000,000 to IDR 5,000,000, which was 89 (24.7%), followed by respondents with an income range of less than IDR 1,000,000, which was 34 (9.4%).

Descriptive respondents based on domicile, data from the study showed that the majority of respondents with Bogor domicile were 119 (30.6%). Then respondents with a domicile in Depok were 102 (28.3%), followed by respondents with a domicile in Bekasi which was as many as 68 (18.9%), then respondents with a domicile in Bandung which was as many as 41 (11.4%), and finally respondents with a domicile in Cirebon which was as many as 39 (10.8%).

3.2 Discriminant Validity

The evaluation of discriminant validity is performed by examining the cross-loading values of the measurements in relation to the specified constructs.

TABLE 1. Discriminant validity – Fornell – Larcker Criterion

	<i>Green Attitude</i>	<i>Green Knowledge</i>	<i>Green Trust</i>	Purchase Decision
<i>Green Attitude</i>	0,809			
<i>Green Knowledge</i>	0,773	0,794		
<i>Green Trust</i>	0,782	0,765	0,804	
Purchase Decision	0,781	0,672	0,780	0,789

Source: author 2025

The evaluation results of the Fornell-Larcker criterion, which are detailed in Table 1, indicate that the square root of the Average Variance Extracted ($\sqrt{\text{AVE}}$) for each individual construct is greater than its strongest correlation with any other latent variable. Accordingly, these results confirm that every construct within the proposed model fulfills the required criteria for discriminant validity. [18].

TABLE 2. Discriminant validity – cross loadings

	<i>Green Attitude</i>	<i>Green Knowledge</i>	<i>Green Trust</i>	Purchase Decision
GA1	0,814	0,751	0,748	0,627
GA2	0,814	0,693	0,715	0,625
GA3	0,809	0,717	0,639	0,650
GA4	0,848	0,768	0,739	0,657
GA5	0,875	0,647	0,692	0,769
GA6	0,829	0,612	0,669	0,696
GA7	0,732	0,491	0,600	0,703
GA8	0,786	0,554	0,680	0,759
GA9	0,762	0,611	0,703	0,750
GK1	0,607	0,811	0,619	0,535
GK2	0,638	0,757	0,592	0,497
GK3	0,554	0,833	0,579	0,481
GK4	0,537	0,743	0,541	0,477
GK5	0,647	0,833	0,617	0,537
GK6	0,575	0,808	0,607	0,511
GK7	0,741	0,800	0,639	0,601
GK8	0,661	0,758	0,645	0,599
GT2	0,750	0,616	0,862	0,734
GT3	0,688	0,568	0,844	0,649
GT4	0,706	0,591	0,861	0,714
GT5	0,624	0,573	0,788	0,640
GT6	0,611	0,609	0,763	0,560
GT7	0,617	0,587	0,766	0,582
GT9	0,672	0,655	0,733	0,598
KP1	0,715	0,569	0,659	0,762
KP2	0,796	0,611	0,778	0,857
KP3	0,721	0,569	0,629	0,797
KP4	0,691	0,566	0,655	0,794
FP5	0,573	0,451	0,513	0,772
KP6	0,622	0,482	0,580	0,817
FP8	0,576	0,419	0,546	0,714

Source: author 2025

Based on Table 2 discriminant validity - cross loading, there is no loading factor value that exceeds the cross loading value, so the construct is said to be discriminatively valid.

3.3 Model Reality Test

1) Composite Reliability

As per Sarwono and Narimawati (Alfa et al., 2017), a composite reliability score above 0.7 indicates that a latent variable is reliable [19]. This study adopts this standard to test the consistency of the model.

TABLE 3. Composite reliability

	Composite Reliability rho_A	Composite Reliability rho_C
<i>Green Attitude</i>	0,934	0,944
<i>Green Knowledge</i>	0,917	0,931
<i>Green Trust</i>	0,911	0,927
Purchase Decision	0,905	0,920

Source: author 2025

As illustrated in Table 3, all constructs demonstrate strong internal consistency, as their composite reliability (CR) values exceed the recommended threshold of 0.7. Consequently, the measurement model can be considered highly reliable.

3.4 Cronbach's Alpha

According to Sarwono and Narimawati in (Alfa et al., 2017) stated that a latent variable can be said to have good realism if *Cronbach's alpha value* is greater than 0.7. The following are the results of *the composite reality test* using *Cronbach's alpha test*:

TABLE 4. Cronbach's Alpha

	Cronbach's Alpha
<i>Green Attitude</i>	0,933
<i>Green Knowledge</i>	0,916
<i>Green Trust</i>	0,908
Purchase Decision	0,898

Source: author 2025

As shown in the table above, all constructs achieve a Cronbach's alpha value exceeding 0.7, indicating that the instruments are reliable.

3.5 Structural Model Test (Inner Model)

1) Goodness of fit model test

Based on the standards established by Chin in (Alfa et al., 2017), an R² value of 0.67 signifies a substantial (good) model. Results falling between 0.33 and 0.67 are interpreted as moderate, while a value of 0.33 is classified as weak. The R-Square calculation results are presented below.

TABLE 5. R-square value

	R Square	R Square Adjusted
<i>Green Trust</i>	0,744	0,742
Purchase Decision	0,760	0,758

Source: author 2025

Based on Table 5, it can be seen that the *R-square* values are 0.744 and 0.760, so it can be said that independent variables make a great contribution to explaining dependent variables or models are said to be strong.

2) Goodness Of Fit Model

The inner model is evaluated based on its predictive relevance (Q^2), where a value greater than zero confirms the model's predictive capability. Additionally, the R^2 values for the study's endogenous variables are detailed in the subsequent calculations. To determine the overall predictive relevance, the following formula is applied::

$$Q^2 = 1 - (1 - R1)(1 - Rp)$$

$$Q^2 = 1 - (1 - 0.744)(1 - 0.760)$$

$$Q^2 = 1 - (0.256)(0.240)$$

$$Q^2 = 0.9386$$

The aforementioned calculation results in a predictive relevance Q^2 value of 0.9386, which is greater than 0. This confirms that 93.86% of the data in the dependent variables—Green Trust and purchasing decisions—is explained by the independent variables. Therefore, the model is proven to have relevant predictive value and is considered feasible.

3) Summary of Hypothesis Testing Results

The results of the hypothesis test on each path coefficient are attached as follows:

TABLE 6. Path Coeffisients

	Original Sample (O)	Standard Deviation (STDEV)	T ((O/STDEV))	Statistics P Values	Information	
<i>Green Attitude</i> <i>Green Trust</i>	0,667	0,092	7,216	0,000	Positive Significant	-
<i>Green Attitude</i> Purchase Decision	0,714	0,082	8,726	0,000	Positive Significant	-
<i>Green Knowledge</i> <i>Green Trust</i>	0,229	0,060	3,817	0,000	Positive Significant	-
<i>Green Knowledge</i> Purchasing Decision	0,217	0,105	2,056	0,020	Positive Significant	-
<i>Green Trust</i> Purchase Decision	0,380	0,070	5,435	0,000	Positive Significant	-
Mediation						
<i>Green Attitude</i> Decision	<i>Green Trust</i> Purchase	0,187	0,039	4,829	0,000	Partial Mediation
<i>Green Knowledge</i> <i>Green Trust</i> Purchase Decision		0,064	0,054	1,193	0,675	Unmediated

Source: author 2025

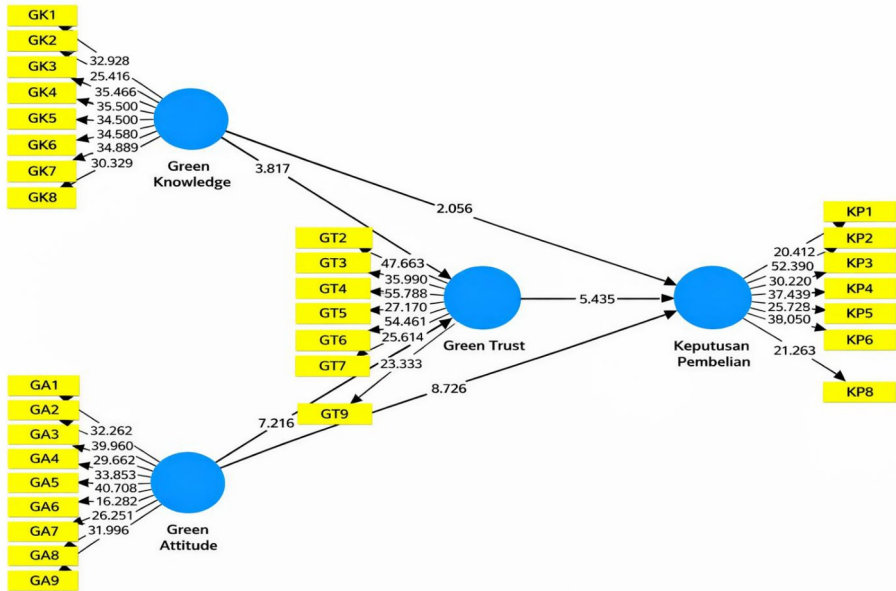


FIGURE 1. Test Path Coefficients (Bootstrapping)
Source: author 2025

3.6 Discussion

The Influence of Green Attitude on Green Trust. Based on the hypothesis test in this study, these statistical outcomes provide strong evidence that consumers who have a positive attitude toward environmental issues tend to develop higher levels of trust in eco-friendly products and companies. The rationale behind this finding is that individuals with a stronger green attitude are generally more sensitive and responsive to sustainable practices carried out by companies. When consumers already have favorable perceptions and values related to environmental sustainability, they are more inclined to believe that the products offered by companies with green claims are genuine and trustworthy. In other words, positive environmental attitudes act as a foundation for building trust, because consumers perceive consistency between their personal values and the company’s environmental initiatives [19].

This finding is consistent with previous studies, such as Susanto and Sugiyanto (2021), who confirmed the significant role of environmental knowledge in fostering green trust. In line with these results, the current study emphasizes that beyond knowledge, consumer attitudes play a crucial role in strengthening trust, as attitudes reflect internalized values and beliefs that motivate individuals to trust environmentally responsible companies and their products. Thus, the significant positive relationship found in this study supports the theoretical argument that trust is not only shaped by information or knowledge but also by consumers’ attitudes and values toward sustainability.

The Influence of Green Attitude on Purchase Decisions. The findings indicate that green attitude has a significant positive effect on purchase decisions. This implies that consumers with a positive attitude toward the environment are more likely to choose and purchase eco-friendly products. A green attitude reflects consumers’ values, beliefs, and concerns for sustainability; therefore, the stronger these positive attitudes are, the greater the likelihood that consumers will translate them into actual purchasing behavior.

This result can be explained by the fact that consumers with a high level of green attitude tend to be more selective in evaluating products, considering not only functional benefits but also their environmental impact. Such attitudes drive consumers to favor products that are perceived as supportive of sustainability, such as BPA-free labeled

products. Consequently, purchase decisions are not merely based on immediate needs but also on the consistency between consumption behavior and sustainability values held by the consumer. These findings are consistent with the studies of Fatmawati and Al Amudi (2023) and Agarwal (2020), which emphasize that positive attitudes toward environmental issues play a crucial role in shaping both purchase intentions and actual purchasing behavior. In other words, green attitude acts as a primary driver of sustainable purchasing behavior, as positive attitudes are effectively translated into real consumer actions in the form of eco-friendly product choices.

The Influence of Green Knowledge on Green Trust. The results of the study demonstrate that green knowledge has a significant positive effect on green trust. This finding suggests that when consumers possess greater knowledge about environmental issues and eco-friendly products, they are more likely to develop trust in the green claims made by companies. Green knowledge enables consumers to critically assess whether a product or company genuinely implements environmentally friendly practices, thereby reducing skepticism and strengthening consumer confidence. Consumers with higher levels of green knowledge are generally more capable of distinguishing between authentic eco-friendly products and those merely engaging in “greenwashing.” As a result, they tend to place more trust in companies that consistently provide transparent and credible information about their environmental practices. This finding highlights that knowledge is a key foundation for trust, as informed consumers are better equipped to validate the legitimacy of sustainability initiatives.

The results of this study are consistent with the findings of Wiranto and Adialita (2020) and Laela et al., (2022), both of which confirmed that consumer knowledge plays an important role in building trust toward environmentally friendly products and brands. Accordingly, this study reinforces the argument that enhancing consumer knowledge about sustainability is essential for fostering green trust, which in turn supports the development of stronger consumer–brand relationships in the context of eco-friendly products.

The Influence of Green Knowledge on Purchase Decisions. The results derived from this research demonstrate that green knowledge exerts a substantial and positive influence on purchasing determinations. This implies that as consumers' understanding of ecological concerns and sustainable goods increases, their inclination to make buying choices that promote environmental preservation also grows. Having a solid foundation of green knowledge enables individuals to comprehend the advantages and consequences associated with their consumption, thereby increasing their certainty when choosing products that correspond with their personal environmental principles.

Consumers who are well-informed about eco-friendly products tend to evaluate not only the functional aspects of a product but also its environmental footprint. This deeper understanding motivates them to choose products that are considered safe, ethical, and sustainable, such as those labeled BPA-free. Knowledge also reduces uncertainty and strengthens consumer confidence in the products they buy, thereby increasing their likelihood of purchase. These results are consistent with the studies of Jouzdani and Esfahani (2020) as well as Bansal and Agrawal (2022), which emphasized that green knowledge plays an important role in shaping consumer behavior by encouraging more responsible and environmentally conscious purchasing decisions. In this regard, the findings reinforce the argument that enhancing consumer awareness and education about eco-friendly products is a crucial strategy to drive sustainable consumption behavior [20].

The Influence of Green Trust on Purchase Decisions. The results of this study confirm that green trust has a significant positive effect on purchase decisions. This finding suggests that when consumers trust the environmental claims made by companies or products, they are more likely to translate this trust into actual purchasing behavior. Green trust reduces skepticism and uncertainty, giving consumers confidence that the product they buy is genuinely eco-friendly and aligned with sustainability values. Consumers who believe that a company is committed to ethical and environmentally responsible practices tend to perceive lower risks in making purchasing decisions. Trust serves as a bridge between consumers' positive perceptions and their willingness to act, encouraging them not only to buy eco-friendly products but also to remain loyal and even recommend them to others. In this context, green trust functions as a critical factor in transforming positive attitudes into real consumer behavior. This finding aligns with the research of Rakhmawati & Okshanela (2023) and Laela & Parawansa (2022), both of which highlight that consumer trust in environmental claims has a significant influence on purchasing decisions. Thus, the results of this study strengthen the theoretical perspective that trust is a key determinant in sustainable consumption behavior, playing a pivotal role in encouraging consumers to commit to eco-friendly product choices.

The Influence of Green Attitude on Purchase Decisions through Green Trust. The findings of this study reveal that green trust is able to partially mediate the influence of green attitude on purchase decisions. This indicates that while consumers' positive attitudes toward the environment directly encourage eco-friendly purchasing behavior, the presence of trust strengthens and reinforces this relationship. In other words, green attitude alone can drive purchase

decisions, but when supported by strong consumer trust, the likelihood of purchasing eco-friendly products becomes significantly greater. This mediation effect can be explained by the fact that a positive environmental attitude shapes consumers' openness to sustainable products, but trust provides the assurance needed to translate that attitude into concrete action. Consumers may hold favorable views toward eco-friendly consumption, yet without trust in the authenticity of a company's green claims, they may remain hesitant to make a purchase. Green trust reduces such uncertainty by confirming that companies and their products genuinely align with sustainability values, thereby reinforcing consumers' willingness to act on their attitudes. These findings are consistent with the study of Marques & Dewi (2022), which confirmed that green trust mediates the effect of green attitudes on purchasing decisions. This suggests that trust functions as a psychological bridge that converts consumer attitudes into actual behavior, ensuring that positive perceptions of sustainability are not only internalized but also expressed through real purchasing actions [21].

The Influence of Green Knowledge on Purchasing Decisions through Green Trust. The results of this study show that green trust is not able to mediate the influence of green knowledge on purchase decisions. This means that consumers' knowledge about environmental issues and eco-friendly products directly influences their purchasing decisions without necessarily being strengthened by trust. In other words, when consumers already possess sufficient knowledge about the benefits and impacts of eco-friendly products, that knowledge alone is sufficient to drive them to make purchasing decisions, regardless of the level of trust they have in the company's green claims. This finding can be explained by the fact that knowledgeable consumers are generally more confident in evaluating product attributes independently. Their understanding of sustainability issues, product safety, and environmental benefits provides them with a strong basis for decision-making, reducing the need for mediation through trust. Instead of relying on company claims, informed consumers rely on their own knowledge to judge the authenticity and value of a product, thereby enabling them to proceed with purchase decisions even in the absence of strong trust in the brand. The results are consistent with the research of Ryantari & Giantari (2020), which emphasized that green knowledge influences purchasing decisions directly, without the mediating role of green trust. This suggests that while trust is important in consumer decision-making, its mediating role is less significant when consumers already possess high levels of knowledge. In such cases, knowledge itself acts as the main driver of purchase behavior for eco-friendly products.

4 CONCLUSION

This research establishes that green knowledge and green attitude have a substantial and positive impact on green trust regarding BPA-free infant products, which implies that heightened ecological awareness and a supportive perspective on sustainability directly bolster consumer assurance. Moreover, both elements act as vital determinants of purchase decisions, showing that consumers who are well-informed and environmentally conscious possess a higher propensity to purchase such goods. Green trust also demonstrates a significant positive influence on buying behavior, suggesting that a consumer's dependency on the safety and ecological advantages of a product is a fundamental driver for acquisition. Furthermore, the mediation analysis indicates that green trust serves as a partial mediator in the link between green attitude and purchasing choices, underscoring how personal attitudes are translated into tangible actions. Nevertheless, green trust fails to mediate the influence of green knowledge, thereby confirming that a consumer's understanding directly stimulates buying decisions without needing trust to function as an intervening variable.

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