

The Role of Green Product Trust in Mediating the Influence of Eco-Branding and Brand Uniqueness on Green Purchase Intention in KALIMBO Bag Products

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Abstract. This study aims to determine the role of green product trust in mediating the influence of eco-branding and brand uniqueness on green purchase intention. This study uses a quantitative approach with 150 respondents. The analysis tool uses SEM-PLS with the SmartPLS 4.0 application. The results of this study show that eco-branding has an insignificant direct influence on green purchase intention but has a significant influence when mediated by green product trust. Meanwhile, brand uniqueness significantly influences green purchase intention both directly and when mediated by green product trust. These findings prove the importance of creating trust in green products.

Keywords: eco-branding; brand uniqueness; green product trust; green purchase intention.

INTRODUCTION

Waste is a very important problem to pay attention to. Not only relying on the community, but every individual must immediately take a stance and action to deal with the waste problem. Waste has become an enemy of the global community because of its impact, which can potentially attack individuals and the planet (earth) where living things live. However, Indonesia's National Waste Management Information System (SIPSN) shows that Indonesia's waste production touched 69.9 million tons in 2023, 57% of which is organic waste [1]. Additionally, Indonesia is ranked second globally as a plastic waste producer. Continuous waste accumulation will trigger global warming due to methane gas contained in garbage.

The cause of waste accumulation in Indonesia cannot be separated from economic activities involving production, consumption, and distribution. According to the Ministry of Environment and Forestry's director of waste reduction, around 96% of online shopping packages are packaged with plastic [2]. Thus, the economic sector is one of the contributors to waste that causes the environmental crisis. This phenome-

non is often called the "economic growth paradox", resulting from economic behaviours that can contribute to greenhouse gas emissions and negative impacts on the visible environment or the greedy economy [3]. The volume of waste that endangers health and the environment will continue to increase along with increasing consumption and irresponsible industries (greedy economy). Implementing an economy oriented towards environmental preservation (green economy) is necessary.

The company is responsible for mitigating this impact by implementing the Triple Bottom Line (TBL), a business concept that combines economic benefits, social sustainability, and environmental preservation [4]. Businesses must consider the environmental and social effects of their operations in addition to financial gains while implementing TBL. Therefore, companies must create an image and message to consumers about their dedication to corporate social responsibility and sustainability through eco-branding [5].

Proper Eco-branding is needed to build awareness and consumer trust in green brands. More information from eco-branding activities re-

ceived by consumers about the value of a green product is predicted to increase consumer trust in green products (green product trust). Based on [6], customer trust is a factor that determines the service life of a product. If a product is reliable, consumers will continue to buy it. Trust will encourage consumers to buy selected products, including green products in fashion [7].

One of the businesses that is implementing a green concept is the KALIMBO business. KALIMBO offers bag products made of fabric with organic waste natural dyes and accessories from Lombok Island Ketak crafts and knitting. KALIMBO bag products with the tagline 'protect the environment, use local products' are actively promoted through social media content (Instagram, TikTok, WhatsApp) and e-commerce (Shopee). KALIMBO is branded as a sustainable, local, eco-friendly product, starting from production with natural materials that utilize organic waste to non-plastic packaging. In addition to being eco-friendly, KALIMBO adds a unique impression to its products by inserting green values and local wisdom through natural dyes and adding accessories from Lombok Island Ketak crafts and knitting.

KALIMBO was established in 2023, which makes it still classified as a new business. This phenomenon is a big challenge for new businesses when competing with existing competitors. If it does not have a clear differentiation or uniqueness, it will be difficult for a business to gain its market. The need for uniqueness is a certain theory centred on the desire to differentiate oneself from others, which can be expressed through high social status [8].

Therefore, this study seeks to determine whether eco-branding and brand uniqueness influence green purchase intention, with green product trust as a mediator. This study will provide deeper insights into eco-branding, brand uniqueness, and green product trust with green purchase intention. It can be used as an effective strategy to develop marketing strategies, especially for KALIMBO businesses, to encourage an increase in green purchase intention.

Literature review

Green Purchase Intention. An individual's intention is their mental activity before purchasing [9]. The emergence of eco-friendly or green products can affect consumer behaviour and purchase

intentions. Green purchase intention is the desire to buy a product by considering the green value inherent in a product or brand. In short, according to [10], green purchase intention refers to consumers' green behaviour when purchasing products. Concern for the environment is one factor affecting green purchase intentions because green products are typically purchased by customers more concerned about the environment [11]. In addition, green purchase intention can also be influenced by increasing consumer trust in green product choices [11]. According to [12], to measure green purchase intention, there are several indicators, including intending to buy because of environmental concerns, hoping to buy in the future because of environmental concerns, and being happy to buy products because they are eco-friendly.

Eco-Branding. Eco-branding is an image a business creates to communicate its commitment to running its business while still striving to protect the environment. Eco-branding ensures that a product meets certain standards regarding environmental performance [13]. One useful eco-branding tactic is emotional positioning, which emphasizes the brand's benefits related to the community's emotional needs, such as satisfaction with contributing to environmental improvement or protection [14]. Therefore, eco-branding will create a consumer perception of the value obtained when buying or using green products. According to Kotler [15], several indicators measure eco-branding, including environmental awareness, product quality, and value provided.

In a study conducted by [11], which examines how green purchase intention and consumer behaviour are affected by eco-labelling and eco-branding, it was stated that they were positively and significantly correlated. Thus, this study develops hypotheses:

H1: eco-branding significantly influences green purchase intention in KALIMBO products.

Brand Uniqueness. The brand uniqueness is a uniqueness that the business has made to make it seem more valuable to its consumers. This will make a brand easy to remember and give it a positioning for its consumers. Uniqueness is a behaviour that encourages a person's emotions to appear different from others. According to [16], several indicators measure brand uniqueness, including difference, resonance, and esteem.

The author [17] examines how purchase intentions are influenced by brand origin, image, and uniqueness of luxury furniture in Iran. The study found that the purchase intention is significantly influenced by brand uniqueness. However, no research has found a direct influence between the uniqueness of a brand and the green concept offered on green purchase intention. Thus, its purpose is to:

H2: brand uniqueness significantly influences green purchase intention in KALIMBO products.

Green Product Trust. Green products or eco-friendly products are products that are created without negatively affecting the environment. Based on [18], green products are made to reduce the impact of environmental pollution, both at the time of production, distribution, and consumption. Meanwhile, green product trust is consumer trust in a product claimed to be green or eco-friendly. This study's Green product trust indicators refer to research [19]: goodwill, ability, honesty, and reputation.

Authors [20] mentioned that green product trust is one of the components of eco-branding. In another research, green product trust and brand image mediated the association between green marketing approach and green purchase intention [21]. However, no research has found how eco-branding affects green purchase intention mediated by green product trust. Likewise, the research results from [17] stated that brand uniqueness positively influences purchase intention. Still, no other research has discussed how the brand's uniqueness, offering a unique eco-friendly effect, affects green purchase intention with green product trust as a mediator. Meanwhile, green product trust influences green purchase intention [22]. Therefore, these were the hypotheses that the researcher developed:

H3: eco-branding significantly influences green product trust in KALIMBO products.

H4: brand uniqueness significantly influences green product trust in KALIMBO products.

H5: green product trust significantly influences green purchase intention in KALIMBO products.

H6: eco-branding significantly influences green purchase intention through green product trust in KALIMBO products.

H7: brand uniqueness significantly influences green purchase intention through green product trust in KALIMBO products.

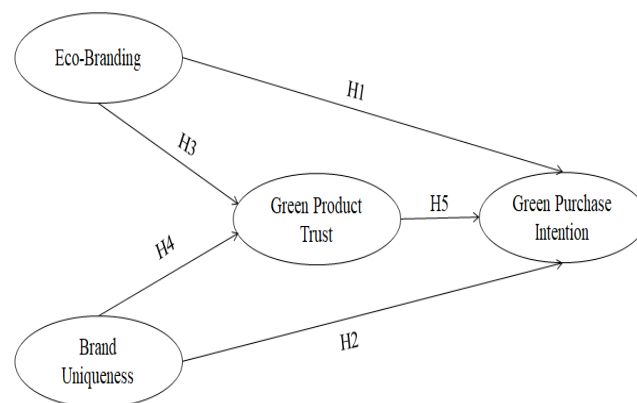


Figure 1 – Conceptual Framework

METHOD

In this study, the quantitative research method uses a causal approach to show the causality of two or more variables [23]. This study explains the relationship between exogenous variables (X1: eco-branding, X2: brand uniqueness), endogenous variables (Y: green purchase intention), and mediation variables (Z: green product trust) that influence and influence each other. The population in this study is consumers with the potential to purchase KALIMBO products. The sampling method is a non-probability sampling technique specifically targeted and requires that the individual be at least 19 years old, domiciled in the city of Mataram, and know the KALIMBO brand.

The determination of the sample size uses the opinion [23], who states that the sample size requires at least 5 times the estimated number of parameters ($n \times 5$). So the sample is $(30 \times 5) = 150$ samples. The research data collection technique uses a questionnaire through the distribution of questionnaires with Likert scale measurements designed using five assessment points that should yield precise findings [24].

The data was analyzed using Structural Equation Modeling (SEM) with Partial Least Square (PLS) assisted by the SmartPLS 4.0 application, and the following results were obtained (Table 2).

Table 1 – The Definition of Operational Variable

Variable	Indicators	Item	Reference
Eco-Branding (X1)	Environmental awareness	KALIMBO products use eco-friendly materials KALIMBO products help reduce negative impacts on the environment. KALIMBO brand supports environmental awareness campaigns.	[15]
	Product Quality	KALIMBO products are of good quality even though eco-friendly. Eco-friendly innovation improves the quality of KALIMBO products.	
	Value provided	KALIMBO products provide valuable benefits to consumers. The price of KALIMBO products is in line with the environmental benefits offered. Willing to pay more for green products.	
Brand Uniqueness (X2)	Differentiation	The KALIMBO brand offers natural dye bags that are unique from other products. The KALIMBO brand offers bags with knitted accessories and Ketak crafts typical of the island of Lombok, making it unique compared to other products. KALIMBO products provide a different experience to consumers.	[16]
	Resonance	Feel emotionally connected to the KALIMBO brand because of the uniqueness it offers. KALIMBO products provide a meaningful experience for consumers.	
	Esteem	KALIMBO products make consumers feel proud to have The use of KALIMBO products can improve consumers' self-image	
Green product trust (Z)	Goodwill	Belief in the impact of the KALIMBO brand on reducing organic waste. The KALIMBO brand has good intentions to protect the environment. The desire to help reduce the accumulation of organic waste through green products.	[19]
	Ability	KALIMBO brand capability in producing green products. KALIMBO brand's ability to create uniqueness in its products.	
	Honestly	The KALIMBO brand is honest about the ingredients used in its products Information about the KALIMBO brand is transparent and trustworthy	
	Reputation	KALIMBO brand has a good reputation for creating green products I often hear positive reviews about the KALIMBO products from other consumers	
Green purchase intention (Y)	I intend to buy it because I am concerned about the environment	Intend to purchase KALIMBO products to lessen adverse environmental impacts. Choosing KALIMBO products because of concern for the environment	[12]

Variable	Indicators	Item	Reference
	Hope to buy in the future because of environmental concerns	I hope to buy KALIMBO products in the future because it's eco-friendly Planning to purchase KALIMBO products as a contribution to the environment	
	I am happy to purchase products because they are eco-friendly.	I am happy to support the environment through the purchase of KALIMBO products. I am proud to buy KALIMBO products because of their good environmental impact.	

Table 2 - Validity and Reliability Test Results

Variable	Items	Outer Loading	Cronbach's Alpha	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Eco-Branding (EB)	1.1	0.771	0.920	0.936	0.676
	1.2	0.874			
	1.3	0.773			
	2.1	0.814			
	2.2	0.816			
	3.1	0.855			
	3.2	0.809			
	3.3	0.639			
Brand Uniqueness (BU)	1.1	0.790	0.927	0.941	0.697
	1.2	0.830			
	1.3	0.867			
	2.1	0.824			
	2.2	0.861			
	3.1	0.854			
	3.2	0.814			
Green Product Trust (GPT)	1.1	0.838	0.947	0.955	0.703
	1.2	0.806			
	1.3	0.815			
	2.1	0.855			
	2.2	0.880			
	3.1	0.848			
	3.2	0.847			
	4.1	0.878			
	4.2	0.776			
Green Purchase Intention (GPI)	1.1	0.819	0.907	0.928	0.683
	1.2	0.829			
	2.1	0.821			
	2.2	0.877			
	3.1	0.851			
	3.2	0.756			

The test results showed that 29 statements had a value of more than 0.7, which means the statement was valid, while 1 statement below 0.7 was discarded or not used for further analysis. The test results also showed that the AVE values of all

variables were more than 0.5, indicating that all variables were valid. Cronbach's alpha and composite reliability values were greater than 0.7 for all variables, so all construction indicators were considered reliable and met the reliability test.

Meanwhile, the Discriminant Validity Test ensures convergent validity, which occurs when two different instruments measuring two predictive constructs do not correlate and produce unrelated scores. One of the methods used to test this validity is the Fornell-Larcker criterion. In the previous analysis, there was a correlation between the Eco-branding variable and green product trust, so some statements with a high correlation, namely EB 1.2 and EB 2.2, were not used for further analysis.

Table 3 – Fornell-Larcker Criterion

	Eco-Branding	Brand Uniqueness	Green Product Trust	Green Purchase Intention
Eco-Branding	0.823			
Brand Uniqueness	0.780	0.835		
Green Product Trust	0.817	0.823	0.839	
Green Purchase Intention	0.726	0.790	0.789	0.826

According to the Fornell & Larcker criterion, the validity value of the specified discrimination is greater than the latent constructs' correlation value. Therefore, the results of the above tests are considered valid and allow further analysis to be carried out.

RESULTS AND DISCUSSIONS

The data used in this study was 150 samples, with the majority of respondents consisting of

women (69.4%) and students (93.3%). Geographically, respondents come from Mataram City, an urban area with most people considering fashion style. Respondents know a lot about the KALIMBO brand from digital media, namely social media & website (71.3%), mouth of mouth (22.6%) and others (6%), which indicates that the dominant respondents are tech-savvy people. The data shows trends in consumer behaviour that can provide an important overview of the population studied, especially regarding green purchase intention and its relationship with eco-branding, brand uniqueness and green product trust.

Next, the R^2 value was examined to test the structural model. This is a test of goodness-fit-model.

Table 4 – R2 Test Results

	R2	R2 adjusted
Green Product Trust	0.755	0.752
Green Purchase Intention	0.688	0.682

From the results of the above test, it can be seen that the R-square value of green product trust is 0.755. This means that in this model, the exogenous variable affects green product trust by 75.5%, and the remaining 24.5% is another variable not included. Green purchase intention has an R-square value of 0.688, which means that in the model, the exogenous variable affects green purchase intention by 68.8%. In comparison, the remaining 31.2% is influenced by other variables not included in this research model.

Table 5 - Hypothesis Test Results

Hypothesis	Original sample (O)	T statistics (O/STDEV)	P values	Conclusion
H1 EB -> GPI	0.117	1.162	0.245	Not Significant
H2 BU -> GPI	0.397	3.285	0.001	Significant
H3 EB -> GPT	0.445	5.384	0.000	Significant
H4 BU -> GPT	0.476	5.912	0.000	Significant
H5 GPT -> GPI	0.367	3.614	0.000	Significant
H6 EB -> GPT -> GPI	0.163	2.741	0.006	Significant
H7 BU -> GPT -> GPI	0.174	3.355	0.001	Significant

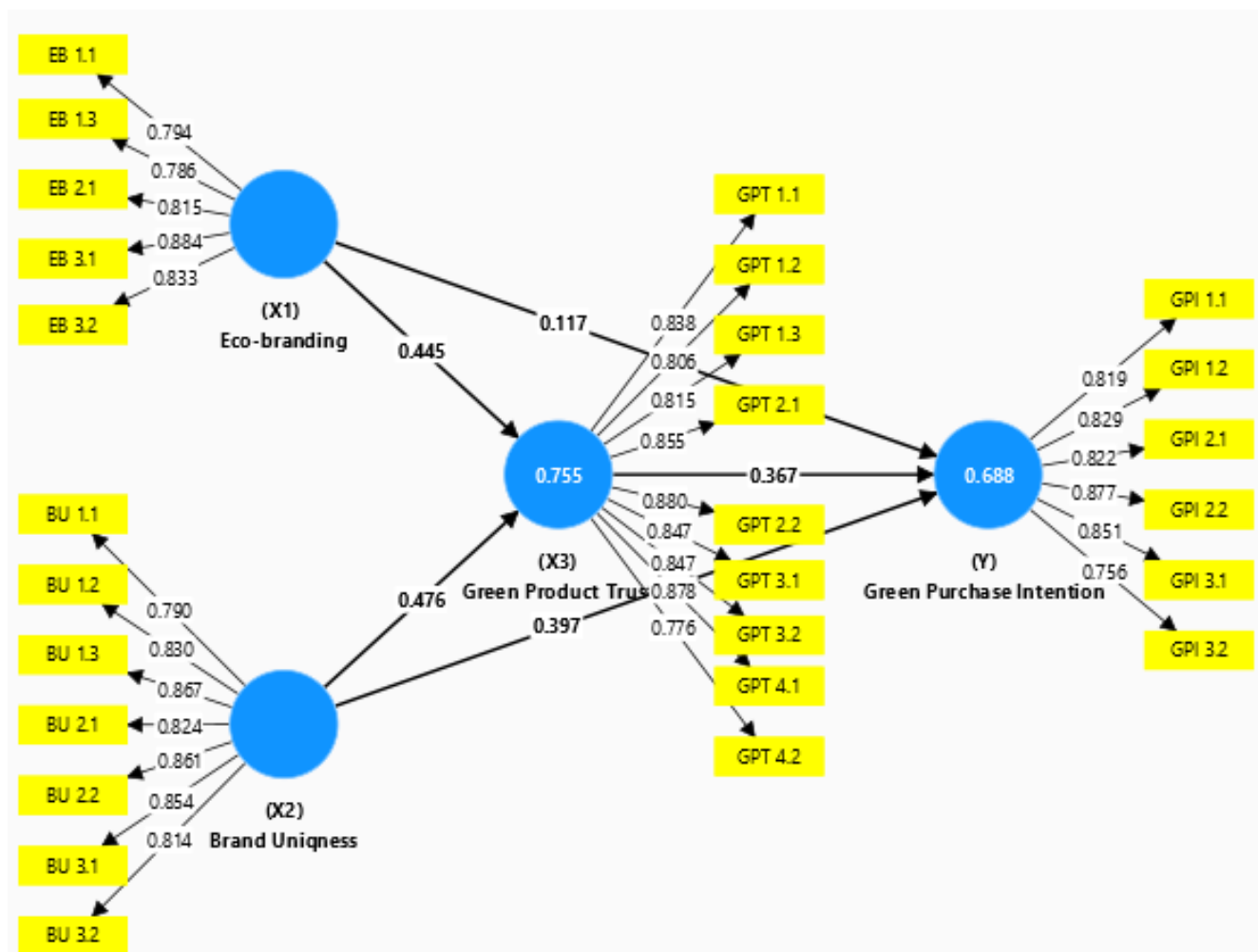


Figure 2 – Results of Analysis

We used a two-tailed test with a 5% error rate to perform the hypothesis test. In this hypothesis test, 1.96 is the crucial number to reach [25]. Exogenous and endogenous latent variables significantly impact each other if the computed t-value exceeds the critical value of 1.96.

Eco-Branding on Green Purchase Intention. Eco-branding has an insignificant influence on green purchase intention. This happens because most respondents are Generation Z. Being in a generation with easy access to technology and information makes Gen Z tend to have a character that is not easy to intend to make a purchase. Still, the encouragement of intention needs to be accompanied by trust. Previous studies found a significant influence between eco-branding and green purchase intention [11]. Meanwhile, other studies found that eco-branding significantly influences green purchase intention by mediating green brand associations and attitudes, but not directly [26]. This finding means that eco-branding can not directly affect green purchase

intention but requires intermediaries such as green product trust, especially in this study.

Brand Uniqueness on Green Purchase Intention. Brand uniqueness significantly influences green purchase intention. KALIMBO's business, which offers uniqueness in terms of green value and local wisdom, is a combination that can attract the purchase intention of its consumers, especially people who live in urban areas and are literate in technology. Mass media has many voices about environmental, cultural and local wisdom issues, so technologically literate people will be more sensitive and concerned when purchasing. In addition, brands that offer unique green values and local wisdom are considered to have appeal and symbolic meaning relevant to their pride in the environment and the region of origin. The findings of this study are consistent with research [17], which found that brand uniqueness significantly influences purchase intention. Other studies have also found that brand uniqueness affects purchase intention [27]. Thus, it can be concluded that brand uniqueness significantly

influences consumers' purchase intentions, especially for green products.

Eco-Branding on Green Product Trust. Eco-branding significantly influences green product trust. Through eco-branding, consumers can see the company's commitment to preserving the environment, especially the products offered are green products such as KALIMBO's business. Therefore, eco-branding will create a good reputation for a brand and create consumer trust in the green products offered. So far, no research has specifically discussed the influence between eco-branding and green product trust. However, research [28] found that eco-innovations and eco-branding can affect green loyalty. According to many previous studies, trust is the foundation of loyalty. In other words, the study inexplicitly found the influence of eco-branding on the trust in green products.

Brand Uniqueness on Green Product Trust. The brand uniqueness significantly influences green product trust. This study, which collaborates uniqueness regarding local wisdom and green values, affects the trust of green products. In other words, when a brand wants to create uniqueness, it needs green values to be aligned to increase the confidence of the expected green products. This result is the latest discovery because no research has directly examined the relationship between brand uniqueness and green product trust. However, previous research [29] found the influence of the perception of uniqueness on the goodwill of consumers to pay higher prices. If it is related, the goodwill of consumers to pay a higher price indicates trust in the product offered.

Green Product Trust on Green Purchase Intention. Green product trust significantly influences green purchase intention. In this study, KALIMBO's efforts are more targeted at women and educated people who are meticulous when purchasing. This makes trust the foundation of purchase intention in a green context. Increasing green purchase intention requires consumer trust in green products. These results are supported by other research, which states that green product trust and green purchase intention have a strong correlation [30]. Other research also found that green product trust affects purchase intention [6]. Therefore, it can be concluded that the more consumer confidence in green products, the more consumers' purchase intention for these green products will also increase.

Eco-Branding on Green Purchase Intention through Green Product Trust. Through green product trust, eco-branding significantly affects green purchase intention. Previously, in this study, H1 was rejected, namely that eco-branding insignificantly influences green purchase intention directly, which suggests that green product trust plays an essential function in mediating the correlation between eco-branding and green purchase intention. In other words, eco-branding alone is not enough to guarantee the creation of green purchase intentions. Trust is an important benchmark for creating green purchase intentions, especially when targeting the market from a generation that finds distinguishing between true information and hoaxes difficult. This is consistent with other research, which shows that green perceived value influences green purchase intention with green product trust as a mediator [30]. Other research also found that environmental concerns influence green purchase intention, with consumer trust as a mediator in green products [31].

Brand Uniqueness on Green Purchase Intention through Green Product Trust. There is a significant influence between brand uniqueness and green purchase intention through green product trust. This study shows that green product trust can be a practical approach to increase the influence between brand uniqueness and green purchase intention. Increasing green purchase intentions requires the role of eco-friendly or green elements attached to the product or brand so that it can also be unique and will create a competitive advantage for a brand. With this finding, it is hoped that many brands will create their uniqueness in the future, especially regarding green values.

CONCLUSIONS

The research can conclude that eco-branding has a direct insignificant influence on green purchase intention but has a significant influence when mediated by green product trust. Meanwhile, brand uniqueness significantly influences green purchase intention both directly and when mediated by green product trust. This indicates that green product trust is important in mediating the influence between eco-branding and brand uniqueness on green purchase intention, especially for KALIMBO's new business, which still needs strong branding. When we want to increase green purchase intention through eco-

branding, we need the role of green product trust because when we only focus on increasing eco-branding, it cannot necessarily affect the increase in green purchase intention. Meanwhile, the uniqueness of the KALIMBO brand, which combines green concepts and local wisdom, is an effective business strategy in encouraging consumer purchase intentions, especially for green products.

In this study, the eco-branding variable has the lowest average value in the value-provided item, which means that consumer perception of the

extra value obtained from the KALIMBO brand still needs to be improved. This is expected to be a reference for a business offering a green concept, especially KALIMBO's efforts to increase green purchase intentions. This research adds to the new literature on green marketing. It is expected to open up new opportunities for other researchers to explore other factors that affect green purchase intention, such as Perceived Consumer Effectiveness, Green Lifestyle Compatibility, Environmental Storytelling, and others.

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