

## **Building Green Trust Through Brand Image: A Study on Dietinfood Consumers from Millennial and Gen Z Segments**

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### **Abstract**

*This study aims to analyze the influence of green marketing elements, which include green product, green price, green place, and green promotion, on green trust through green brand image among healthy food consumers from the Generation Millennial and Generation Z cohorts. The sample of this study consisted of 210 Dietinfood customers in Purwakarta who fall into the the Generation Millennial and Generation Z categories. This research employed a quantitative approach using primary data collected through questionnaire distribution. The data were analyzed using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method. The results indicate that green product, green price, green place, and green promotion significantly influence green brand image. However, only green product, green promotion, and green brand image have a direct effect on green trust. Moreover, green brand image is proven to mediate the influence of green product, green price, and green place on green trust among healthy food consumers from the Millennial and Gen Z groups. The implications of this study suggest that Dietinfood is perceived positively by consumers in terms of its commitment to sustainability. Therefore, the company should consistently maintain and enhance its environmentally friendly marketing practices in order to strengthen consumer trust and brand competitiveness in the growing healthy food market.*

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## 1. Introduction

A healthy lifestyle and concern for environmental sustainability have become central issues in modern society, in line with the growing awareness of the long-term impact of irresponsible consumption patterns. The demand for healthy food is no longer a stand-alone concern but is increasingly intertwined with consumers' awareness of environmentally friendly production processes (Malihah, 2022). Consumers are starting to evaluate the origin of ingredients, processing methods, and packaging forms, assessing the entire value chain of a product based on the extent to which sustainability principles are applied (Putri & Wijaya, 2023). This shift reflects a transformation toward more selective consumption behavior, especially in choosing products that are not only nutritious but also environmentally responsible.

This phenomenon is reinforced by a survey conducted by Katadata Insight Center (2021), which recorded that 62.9% of 3,631 respondents across Indonesia had purchased sustainable products, with food being the most dominant category. These findings indicate a shift in consumption orientation that goes beyond personal benefits, incorporating social and ecological considerations of the products consumed. This shift presents both opportunities and challenges for healthy food businesses to provide products that align with the expectations of increasingly eco-conscious consumers. However, amid this trend, there remains a gap between rising consumer awareness and the limited availability of environmentally friendly products, highlighting the need for effective strategies to ensure that such products are accepted and trusted by the market particularly among young consumers who are highly critical and active in sustainability issues.

The trend toward healthy and sustainable food consumption continues to grow alongside increased public awareness, especially among the younger generation, of environmentally friendly lifestyles. Consumers now assess not only the nutritional content but also how food is produced, packaged, and marketed in line with sustainability values (Caroline et al., 2021). In response to this opportunity, Dietinfood has emerged in Purwakarta as a healthy food business that emphasizes nutrition and environmental responsibility. Its products are made from natural ingredients, free from preservatives, and packaged in eco-friendly materials. Dietinfood also actively promotes healthy living through social media and implements a green marketing mix strategy, consisting of green product, green price, green place, and green promotion, to build a positive consumer perception.

However, in practice, Dietinfood faces various criticisms from consumers, such as questions regarding the authenticity of organic ingredients, product prices perceived as not matching the value offered, and the use of single-use plastics that contradict its eco-friendly image. A lack of in-depth education is also highlighted as a weakness in its promotional efforts. As a result, the intended green brand image is not yet firmly established in consumers' minds (Chen, 2020), and green trust in the company's environmental commitment remains inconsistent due to the absence of concrete proof such as certifications or sustainability reports (Yahya, 2022). This is reflected in a slowdown in customer growth since 2024, indicating a decline in loyalty and repurchase intentions, especially among Millennials and



Generation Z, who are known for their critical stance on sustainability issues (Agustina et al., 2024).

Increasing competition in the healthy food industry requires businesses like Dietinfood to deeply understand consumer preferences, particularly among Millennials and Gen Z, who are highly concerned about sustainability (Kesumahati et al., 2023). Declining repurchase intention and customer loyalty may indicate a weak brand image and lack of consumer trust in the company's sustainability commitment. Therefore, building a strong green brand image is crucial to reinforcing green trust, especially through marketing strategies that align with ecological values (Hapsari & Wijaya, 2022; Putri & Ardianto, 2023).

The green marketing mix strategy is a relevant approach to respond to consumer demands for products that are not only healthy but also environmentally friendly. This mix comprises four main elements: green product, green price, green place, and green promotion (Sofyan et al., 2021; Mustiawan, 2024). The implementation of this strategy not only creates competitive differentiation but also strengthens consumers' perceptions of a green brand image (Chen, 2020) and builds trust in the company's commitment to sustainable practices (Alamsyah et al., 2021). However, challenges such as high operational costs, limited availability of green raw materials, and the risk of greenwashing must be carefully managed (Handayani & Sukmawati, 2023).

A positive green brand image is reflected in a brand identity that aligns with environmental conservation values, both in terms of the product itself and the brand's communication (Indrawati, 2023; Nguyen-Viet, 2023). Consumer trust is formed when there is consistency between claims and actions, along with transparency across the entire production chain (Yahya, 2022). Consumers who possess green trust tend to be loyal, engage in repeat purchases, and recommend products to others (Dangaiso, 2024). Therefore, this study is essential to examine how elements of the green marketing mix influence green trust through the mediating role of green brand image among young consumers, particularly in the context of healthy food businesses like Dietinfood.

Previous literature has extensively explored the influence of the green marketing mix on the formation of green brand image and green trust. However, findings vary in terms of study objects, methodological approaches, and the strength of relationships among variables. Nguyen-Viet (2023) and Madhunimasha & Pathmini (2022) found that green marketing strategies have a positive impact on brand perception and consumer trust. Meanwhile, Khan et al. (2022) and Dinh et al. (2023) emphasize the importance of promotion and consumer perception of sustainability credibility in shaping purchase intentions and loyalty toward green brands. Nevertheless, studies that specifically link the green marketing mix to green trust through green brand image within the Indonesian healthy food industry context remain limited. Therefore, this study focuses on Dietinfood consumers in Purwakarta, with a particular emphasis on Millennials and Generation Z, who are known for their heightened environmental awareness. This research aims to analyze the influence of each element of the green marketing mix on the formation of green trust through green brand image. The findings are expected to provide a strategic foundation for companies to design sustainability-oriented

marketing communication and strengthen young consumers' trust as a potential market segment.

## **2. Literature Review**

### **Green Marketing Mix**

The green marketing mix is a marketing strategy that emphasizes environmental responsibility through eco-friendly products, pricing, distribution, and promotion (Kaur et al., 2024). This strategy emerged in response to the growing consumer awareness of environmental preservation, prompting companies to not only meet market demands but also minimize ecological impacts (Mukonza & Swarts, 2020). Its four main elements—green product, green price, green place, and green promotion—each support sustainable business practices (Kiyak & Grigoliene, 2023). Implementing this mix not only strengthens a company's market position but also reflects its social and environmental commitment (Sofyan et al., 2021).

### **Green Brand Image**

Green brand image refers to consumers' perceptions of a brand that demonstrates environmental concern. This image is shaped by consumers' experiences and the information they receive, reflecting the brand's commitment to sustainability (Mahendra, 2023). According to Natasiah & Syaefulloh (2024), a strong brand image can enhance consumer trust and purchase intention. Green brand image consists of two aspects: functional, which is directly related to environmentally friendly products, and psychological, which involves the emotional perceptions of consumers (Majeed et al., 2022). The higher consumers' perception of a brand's green initiatives, the more positive the brand image formed in their minds.

### **Green Trust**

Green trust is consumers' trust in a brand that is perceived to have environmentally friendly commitments and practices (Rakhmawati et al., 2019). This trust is based not only on product quality but also on the sustainability values promoted by the company (Suyanto & Pramono, 2020). Consumers are more likely to trust a product when they believe it offers ecological benefits while also meeting functional expectations (Dharmawan & Wardhana, 2021). Mustanti et al. (2023) emphasize that green trust reflects confidence in a brand's ability and goodwill in protecting the environment. Therefore, green trust plays a vital role in fostering loyalty and influencing purchasing decisions for eco-friendly products.

### **Hypothesis development**

Green product refers to products designed with sustainability in mind, from raw materials to environmentally friendly production processes (Siti Fatimah & Setiawardani, 2019). Products with eco-friendly characteristics such as the use of recycled materials and energy efficiency can enhance consumers' positive perceptions of a brand. Green product innovation provides added value not only functionally but also emotionally and ethically (Rathnayaka & Wijethunga, 2020). Eco-friendly attributes in products contribute to forming a brand image that is environmentally conscious (Chen et al., 2017). Genoveva & Berliana (2021) found a positive influence of green products on green brand image.



H1: Green Product has a positive and significant effect on Green Brand Image.

Green price refers to a pricing strategy that reflects sustainability values and environmental concern (Islam, 2018). Eco-friendly products are often priced higher due to the use of sustainable technologies and materials. Environmentally conscious consumers tend to be willing to pay a premium based on ethical and sustainability considerations (Amrita et al., 2024). This pricing strategy enhances positive brand perceptions supporting green practices. Studies by Dwipamurti et al. (2018) and Nguyen-Viet (2023) confirmed that green price significantly affects green brand image.

H2: Green Price has a positive and significant effect on Green Brand Image.

Green place involves distribution and sales strategies that prioritize sustainability, such as energy efficiency and the use of eco-friendly transportation (Kaur et al., 2022). These strategies reinforce the brand image by demonstrating the company's commitment to ecologically responsible business practices (Mukonza & Swarts, 2020). Eco-friendly store designs and online selling are considered effective in reducing carbon footprints. Consumers tend to appreciate brands that not only sell green products but also distribute them sustainably. Genoveva & Samukti (2020) and Nguyen-Viet (2023) found that green place positively influences green brand image.

H3: Green Place has a positive and significant effect on Green Brand Image.

Green promotion is a communication strategy that highlights a company's environmental commitment across various media (Mukonza & Swarts, 2020). Honest, consistent, and transparent promotion increases trust and builds a positive brand image in consumers' minds (Dangelico & Vocalelli, 2017). Sustainability campaigns and consumer education play a key role in reinforcing a green brand image. Consumers perceive brands engaged in green promotion as environmentally responsible. Dwipamurti et al. (2018) and Nguyen-Viet (2023) support the significant influence of green promotion on green brand image.

H4: Green Promotion has a positive and significant effect on Green Brand Image.

Green products demonstrate environmental commitment through the use of eco-friendly materials, sustainable production processes, and resource-conserving designs (Sofyan et al., 2021). These products build trust by aligning with consumers' environmental values. Transparency in environmental claims is key to strengthening brand trust (Dangelico & Vocalelli, 2017; Testa et al., 2015). Consumers are more likely to trust brands that provide honest and consistent information about product sustainability. Rahbar & Wahid (2011) confirmed that green products significantly contribute to building green trust.

H5: Green Product has a positive and significant effect on Green Trust.

Green price reflects sustainability values embedded in the pricing of eco-friendly products, which are typically more expensive than conventional ones (Agustini et al., 2021).





Environmentally aware consumers understand that such prices include additional costs related to sustainable practices. Green pricing becomes a symbol of quality and commitment to sustainability (Kiyak & Grigoliene, 2023; Sugiyono, 2019). Corporate transparency in explaining price components is essential for building consumer trust (Taali & Maduwinarti, 2024). Truthfully communicated green pricing can strengthen green trust in the brand.

H6: Green Price has a positive and significant effect on Green Trust.

Green place emphasizes product distribution strategies that focus on energy efficiency, carbon emission reduction, and the use of eco-friendly transportation (Islam, 2018). Consumers perceive positively companies that implement green distribution, as it reflects environmental responsibility (Siti Fatimah & Setiawardani, 2019). Sustainable distribution serves as indirect communication that enhances trust in brand integrity. Studies by Davari & Strutton (2014), Sohail (2017) and Nguyen-Viet (2023) confirm that green place significantly affects green trust. This suggests that sustainable distribution strategies can reinforce consumer trust in the brand.

H7: Green Place has a positive and significant effect on Green Trust.

Green promotion is a communication strategy that emphasizes sustainability values through media such as advertising, campaigns, and social media Dangelico & Vocalelli (2019). Transparent communication regarding production processes, raw materials, and environmental contributions can increase corporate credibility in the eyes of consumers (Kiyak & Grigoliene, 2023). When consumers perceive the information as accurate and honest, their trust in the brand increases. Studies by Nguyen-Viet (2023) and Nguyen Viet & Nguyen Anh (2021) show that green promotion significantly shapes green trust.

H8: Green Promotion has a positive and significant effect on Green Trust.

Green brand image represents consumers' positive perception of a brand's environmental commitment (Bekk et al., 2016). When consumers perceive a brand as consistently applying environmentally friendly practices, trust in the brand increases (Butt et al., 2017). A strong and consistent image reduces perceived risk and fosters customer loyalty (Kumar et al., 2024). Research by Bashir et al. (2020) and Nguyen-Viet (2023) also demonstrates a positive effect of green brand image on green trust.

H9: Green Brand Image has a positive and significant effect on Green Trust.

Green products demonstrate environmental concern through eco-friendly materials and sustainable production processes (Genoveva & Berliana, 2021). These products create a positive green brand image that reflects sustainability values. This image serves as the foundation of consumer trust in a company's environmental commitment (Dangelico & Vocalelli, 2017). Consumer trust increases as they perceive that green products genuinely represent the brand's environmental values (Alamsyah & Febriani, 2022).



H10: Green Brand Image mediates the effect of Green Product on Green Trust.

Green price represents sustainability values embedded in product pricing (Gelderman et al., 2021). When the price is perceived to be aligned with environmental benefits, a green brand image is formed. This image encourages consumers to trust the company's consistent application of sustainability principles (Tan et al., 2022). Studies by Ahmad & Zhang (2020) and Salehzadeh et al. (2021) emphasize that fair green pricing strengthens green trust through a positive brand image.

H11: Green Brand Image mediates the effect of Green Price on Green Trust.

Green place includes the distribution and placement of products that support environmental sustainability, such as green retail locations and eco-friendly transportation (Mukonza & Swarts, 2020). This strategy fosters a positive brand image aligned with sustainability values (Fatimah & Setiawardani, 2019). The resulting green brand image strengthens consumer trust in the company's environmental commitment (Nguyen-Viet, 2022). Genoveva & Samukti (2020) found that green place influences green trust through brand image.

H12: Green Brand Image mediates the effect of Green Place on Green Trust.

Green promotion that conveys information honestly and transparently plays a role in shaping positive brand perceptions (Raji et al., 2019). When promotion emphasizes the company's environmental commitment, consumers form a green brand image (Nguyen-Viet, 2022). This image enhances trust as consumers perceive alignment between the company's claims and actions (Bang & Tuan, 2021). Research by Kiyak & Grigoliene (2023) confirms that credible promotion builds trust through a strong brand image.

H13: Green Brand Image mediates the effect of Green Promotion on Green Trust.

### 3. Research Methods

The population in this study consists of all Dietinfood customers residing in the Purwakarta area. The sampling was conducted using a non-probability sampling approach, specifically through purposive sampling, which is a method of sample selection based on certain considerations or criteria deemed relevant to the research objectives (Sugiyono, 2019). The sampling criteria included: (1) customers who had previously ordered healthy menu items from Dietinfood Purwakarta, and (2) individuals categorized as Millennials (born between 1981 and 1996) and Generation Z (born between 1997 and 2012). The sample size was determined based on the guideline proposed by Hair et al. (2019), which recommends a sample size of five to ten times the number of indicators used in the research model. Following this guideline, a total of 210 respondents were included in the study.

The measurement of the variables green product, green price, green place, and green promotion was adapted from the study by Karunarathna et al. (2020), while the variables of green brand image and green trust were based on the study by Yahya (2022). Data collection



was carried out by distributing an online questionnaire via Google Forms, and each item was measured using a four-point Likert scale, ranging from 1 (strongly disagree) to 4 (strongly agree). The data obtained were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with a two-stage approach, employing the SmartPLS software as the analytical tool.

## 4. Results and Discussion

In the initial stage of the two-stage approach used in this study, a first-order model was applied, in which all constructs including green product, green price, green place, green promotion, green brand image, and green trust were directly analyzed through their respective indicators. Therefore, the measurement model analysis in the first stage involved testing validity and reliability based on outer loading values, Average Variance Extracted (AVE), Heterotrait-Monotrait Ratio (HTMT), Composite Reliability (CR), and Cronbach's Alpha.

**Table 1.** First Stage Validity Test

Variable	Code	Loading Factor	AVE	Results
<i>Ingredients</i>	IG1	0.943	0.901	Valid
	IG2	0.955		Valid
	IG3	0.949		Valid
<i>Green Packaging</i>	GP1	0.949	0.902	Valid
	GP2	0.951		Valid
<i>Recyclable</i>	RC1	0.96	0.92	Valid
	RC2	0.958		Valid
<i>Quality</i>	QL1	0.944	0.894	Valid
	QL2	0.947		Valid
<i>Cost Saving</i>	CS1	0.95	0.904	Valid
	CS2	0.951		Valid
<i>Benefits</i>	BN1	0.951	0.901	Valid
	BN2	0.948		Valid
<i>Channel Distribution</i>	CD1	0.952	0.905	Valid
	CD2	0.95		Valid
<i>Widely Available</i>	WA1	0.946	0.892	Valid
	WA2	0.943		Valid
<i>Re-usable Containers</i>	RU1	0.948	0.900	Valid
	RU2	0.95		Valid
<i>Energy Saving</i>	ES1	0.952	0.911	Valid
	ES2	0.957		Valid
<i>Communication</i>	CG1	0.952	0.909	Valid
	CG2	0.955		Valid
<i>Campaigns</i>	CP1	0.951	0.906	Valid
	CP2	0.952		Valid





Variable	Code	Loading Factor	AVE	Results
<i>Incentives</i>	IC1	0.957	0.914	Valid
	IC2	0.955		Valid
<i>Corporate Image</i>	CI1	0.933	0.888	Valid
	CI2	0.942		Valid
	CI3	0.951		Valid
<i>User Image</i>	UI1	0.958	0.918	Valid
	UI2	0.959		Valid
<i>Product Image</i>	PI1	0.971	0.944	Valid
	PI2	0.972		Valid
<i>Environmental Comitments</i>	EC1	0.909	0.839	Valid
	EC2	0.923		Valid
<i>Environmental Performance</i>	EP1	0.879	0.771	Valid
	EP2	0.877		Valid
<i>Reputation</i>	RP1	0.92	0.837	Valid
	RP2	0.91		Valid
<i>Environmental Claim</i>	ECL1	0.886	0.776	Valid
	ECL2	0.875		Valid

Sources: Data Processed By Author, 2025

The validity testing results of the first-order model indicate that all indicators of the variables Green Product, Green Price, Green Place, Green Promotion, Green Brand Image, and Green Trust have outer loading values above 0.7. This value demonstrates that each indicator contributes strongly to representing its respective construct. Moreover, all latent constructs in the model show Average Variance Extracted (AVE) values greater than 0.5, indicating that more than 50% of the indicator variance is explained by the underlying construct. These findings confirm that all constructs meet the criteria for convergent validity. Therefore, the first-order measurement model used in this study is considered valid.

**Table 2.** First Stage Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Results
Ingredients	0.945	0.965	Reliabel
Green Packaging	0.892	0.949	Reliabel
Recyclable	0.913	0.958	Reliabel
Quality	0.881	0.944	Reliabel
Cost Saving	0.893	0.949	Reliabel
Benefits	0.890	0.948	Reliabel
Channel Distribution	0.895	0.950	Reliabel
Widely Available	0.879	0.943	Reliabel
Re-Usable Containers	0.889	0.947	Reliabel
Energy Saving	0.902	0.953	Reliabel
Communication	0.900	0.953	Reliabel

Variable	Cronbach's Alpha	Composite Reliability	Results
Campaigns	0.896	0.950	Reliabel
Incentives	0.906	0.955	Reliabel
Corporate Image	0.937	0.960	Reliabel
User Image	0.911	0.957	Reliabel
Product Image	0.941	0.971	Reliabel
Environmental Comitments	0.809	0.912	Reliabel
Environmental Performance	0.702	0.870	Reliabel
Reputation	0.806	0.911	Reliabel
Environmental Claim	0.712	0.874	Reliabel

Sources: Data Processed By Author, 2025

The reliability test results using the PLS algorithm for the first-stage model (lower-order constructs) are presented in Table 2. The Composite Reliability values for all items are greater than 0.7, indicating that the instruments used in this study have a good level of consistency and are considered reliable. The Cronbach's Alpha values are above 0.6, meeting the accepted reliability criteria, which implies that the instruments possess sufficient internal consistency to ensure measurement reliability. The results of the discriminant validity test using the HTMT criterion show values below 0.9 (Hair et al., 2019). At this stage of discriminant validity assessment, all constructs have HTMT values below the threshold of 0.9, indicating that all constructs are considered valid.

The PLS model in the second stage of measurement is presented in Figure 2. A two-stage approach was employed in the analysis process because the study involves higher-order constructs (HOC), using latent variable score (LVS) estimation (Hamid et al., 2020). After all criteria in the first-stage testing were met, the analysis proceeded to the second stage, which focused on the higher-order construct model to examine the relationships among the studied variables.

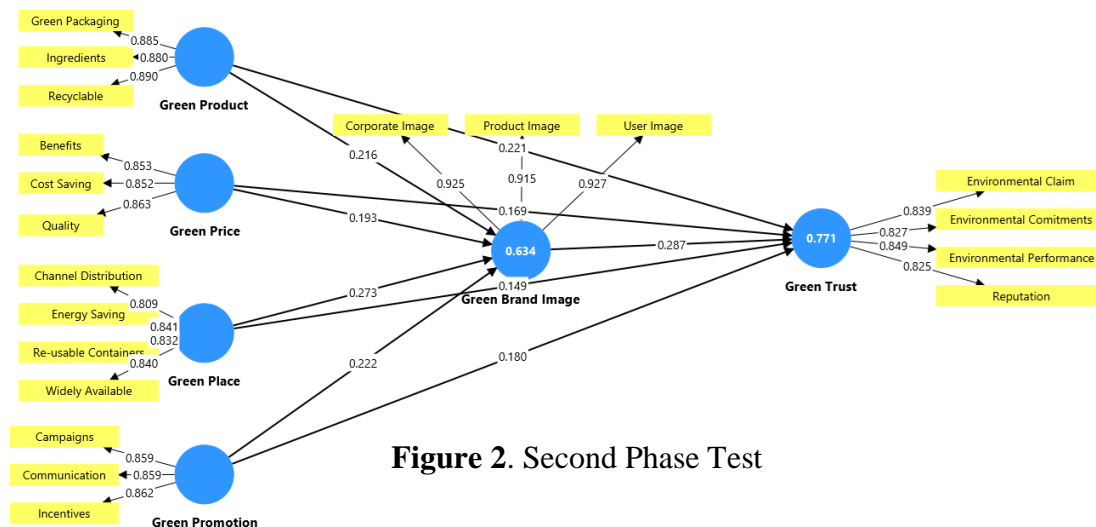


Figure 2. Second Phase Test

The measurement model analysis in the second stage includes an assessment of validity and reliability by referring to the values of loading factors, Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha. Furthermore, discriminant validity was tested using the Heterotrait-Monotrait Ratio (HTMT) criterion.

**Table 3.** Second order validity test

Variable	Indicator	Loading Factor	AVE	Results
Green Product	<i>Ingredients</i>	0.880	0.783	Valid
	<i>Green Packaging</i>	0.885		Valid
	<i>Recyclable</i>	0.890		Valid
Green Price	<i>Quality</i>	0.863	0.733	Valid
	<i>Cost Saving</i>	0.852		Valid
	<i>Benefits</i>	0.853		Valid
Green place	<i>Channel Distribution</i>	0.809	0.690	Valid
	<i>Widely Available</i>	0.840		Valid
	<i>Re-usable Containers</i>	0.832		Valid
Green Promotion	<i>Energy Saving</i>	0.841		Valid
	<i>Communication</i>	0.859	0.740	Valid
	<i>Campaigns</i>	0.859		Valid
Green Brand Image	<i>Incentives</i>	0.862		Valid
	<i>Corporate Image</i>	0.925	0.851	Valid
	<i>User Image</i>	0.927		Valid
Green Trust	<i>Product Image</i>	0.915		Valid
	<i>Environmental Comitments</i>	0.827	0.698	Valid
	<i>Environmental Performance</i>	0.849		Valid
	<i>Reputation</i>	0.825		Valid
	<i>Environmental Claim</i>	0.839		Valid

Sources: Data Processed By Author, 2025

Based on the results of convergent validity evaluation in the second-stage model testing, as presented in Table 3, all constructs show loading factor values above 0.7, thus meeting the criteria for convergent validity. In addition, the Average Variance Extracted (AVE) values for each variable exceed 0.5. These findings indicate that the constructs used are valid in representing the measured variables and have fulfilled the requirements for convergent validity in the research model.

**Table 4.** Second order reliability test

Variable	Cronbach's Alpha	Composite Reliability	Result
<i>Green Product</i>	0.861	0.915	Reliabel
<i>Green Price</i>	0.818	0.892	Reliabel
<i>Green place</i>	0.850	0.899	Reliabel
<i>Green Promotion</i>	0.824	0.895	Reliabel
<i>Green Brand Image</i>	0.912	0.945	Reliabel
<i>Green Trust</i>	0.856	0.902	Reliabel

Sources: Data Processed By Author, 2025



Based on Table 4, the Composite Reliability values for the second-order model are above 0.7, indicating that the model demonstrates good reliability. The Cronbach's Alpha values for all latent variables also meet the required criteria, exceeding 0.6. These results confirm that the instruments used in this study have met the reliability standards and are suitable for use in the subsequent analysis.

**Table 5.** HTMT Second order

	<i>Green Brand Image</i>	<i>Green Place</i>	<i>Green Price</i>	<i>Green Product</i>	<i>Green Promotion</i>	<i>Green Trust</i>
<i>Green Brand Image</i>						
<i>Green Place</i>	0.819					
<i>Green Price</i>	0.802	0.860				
<i>Green Product</i>	0.777	0.815	0.834			
<i>Green Promotion</i>	0.801	0.859	0.840	0.786		
<i>Green Trust</i>	0.889	0.890	0.899	0.882	0.890	

Sources: Data Processed By Author, 2025

The discriminant validity measurement using the HTMT values, as shown in Table 5, indicates that the HTMT values for each construct are below 0.9. This suggests that there is no significant overlap between the constructs being tested, meaning that each construct in the model can be clearly distinguished from the others.

**Table 6.** R-Square

	<b>R Square</b>	<b>Category</b>
<i>Green Brand Image</i>	0.634	Moderate
<i>Green Trust</i>	0.771	Strong

Sources: Data Processed By Author, 2025

Based on Table 6, the R-Square value for the Green Brand Image variable is 0.634, indicating that 63.4% of the variability in Green Brand Image can be explained by the four independent variables: Green Product, Green Price, Green Place, and Green Promotion. This value falls into the moderate category. Meanwhile, Green Trust has an R-Square value of 0.771, which is considered strong, indicating that 77.1% of the variance in Green Trust can be explained by five variables, including Green Brand Image. The remaining variances of 36.6% and 22.9% for each respective variable are attributed to other factors outside the research model. Thus, these findings indicate that the model has a fairly strong ability to explain the relationships among constructs in shaping Green Brand Image and Green Trust.

**Table 7.** Direct and Indirect Effect

<b>Hipotesis</b>	<b>Path Coeffitient</b>	<b>T- statistik</b>	<b>P- value</b>
<i>Green Product -&gt; Green Brand Image</i>	0.216	2.753	0.006
<i>Green Price -&gt; Green Brand Image</i>	0.193	3.943	0.000
<i>Green place -&gt; Green Brand Image</i>	0.273	3.425	0.001
<i>Green Promotion -&gt; Green Brand Image</i>	0.222	2.651	0.008
<i>Green Product -&gt; Green Trust</i>	0.221	2.718	0.007
<i>Green Price -&gt; Green Trust</i>	0.169	1.893	0.058
<i>Green place -&gt; Green Trust</i>	0.149	1.881	0.06
<i>Green Promotion -&gt; Green Trust</i>	0.180	1.981	0.048
<i>Green Brand Image -&gt; Green Trust</i>	0.287	4.243	0.000
<i>Green Product -&gt; Green Brand Image -&gt; Green Trust</i>	0.062	2.085	0.037
<i>Green Price -&gt; Green Brand Image -&gt; Green Trust</i>	0.055	2.560	0.010
<i>Green place -&gt; Green Brand Image -&gt; Green Trust</i>	0.078	2.895	0.004
<i>Green Promotion -&gt; Green Brand Image -&gt; Green Trust</i>	0.064	1.899	0.059

Sources: Data Processed By Author, 2025

Hypothesis testing was conducted by comparing the t-statistic value with the t-table value (1.96) or the p-value with a significance level of 0.05, as explained by Hair et al. (2019). A hypothesis is accepted if the t-statistic > 1.96 and the p-value < 0.05. Based on the bootstrapping analysis results, the Green Product variable has a positive and significant effect on Green Brand Image (t = 2.753; p = 0.006). Green Price, Green Place, and Green Promotion also have a positive and significant effect on Green Brand Image, with t-statistics of 3.943, 3.425, and 2.651 respectively, and p-values < 0.05. Green Product also has a significant effect on Green Trust (t = 2.718; p = 0.007). However, Green Price does not have a significant effect on Green Trust (t = 1.893; p = 0.058), and similarly, Green Place does not show a significant effect (t = 1.881; p = 0.060). Green Promotion has a significant effect on Green Trust (t = 1.981; p = 0.048). Green Brand Image is proven to have a positive effect on Green Trust (t = 4.243; p = 0.000). The mediation test shows that Green Brand Image mediates the effect of Green Product on Green Trust (t = 2.085; p = 0.037), as well as the effect of Green Price on Green Trust (t = 2.560; p = 0.010). Mediation also occurs in the relationship between Green Place and Green Trust (t = 2.895; p = 0.004). However, the effect of Green Promotion on Green Trust is not mediated by Green Brand Image, as the t-statistic value of 1.899 and the p-value of 0.059 do not meet the significance criteria.

## Discussion

Statistical test results indicate that Green Product has a positive and significant influence on Green Brand Image, with a coefficient of 0.216 and a p-value of 0.006. This finding suggests that the higher the quality of environmentally friendly products, the stronger the green brand image formed in the minds of consumers, particularly among Millennials and Generation Z. Attributes such as ingredients, green packaging, and recyclability of Dietinfood products play an important role in shaping this perception. The ingredient indicator, which reflects environmentally friendly raw materials, received the highest rating, indicating consumer

preference for health-conscious and sustainable products. This supports the findings of (Yahya, 2022), Genoveva & Berliana (2021), and Majeed et al. (2022), who stated that Green Product influences the formation of Green Brand Image.

Green Price also has a significant effect on Green Brand Image, with a coefficient of 0.193 and a p-value of 0.000. Dietinfood consumers perceive the price of environmentally friendly products to be appropriate relative to the quality they receive, including sustainable packaging. Pricing strategies that reflect environmental commitment enhance positive perceptions of the brand (Islam, 2018). This result aligns with findings from Wu & Liu, (2022), Nguyen-Viet (2023), and Majeed et al. (2022), which indicate that green pricing directly affects brand image and purchasing decisions, especially among sustainability-conscious consumers.

Green Place has a positive and significant influence on Green Brand Image, with a coefficient of 0.273 and a p-value of 0.001. Ease of access to products and environmentally friendly distribution strategies play a role in strengthening Dietinfood's brand image. Respondents perceived strategically located distribution points and the use of efficient resources as reflections of the company's sustainability commitment. This finding supports previous studies by Mukonza & Swarts (2020), Nguyen-Viet (2023), Majeed et al. (2022), and Genoveva & Samukti (2020), which highlight the importance of sustainable distribution in shaping a green brand image.

Green Promotion has a significant effect on Green Brand Image, with a coefficient of 0.222 and a p-value of 0.008. The intensity and approach of eco-friendly promotion implemented by Dietinfood, particularly through social media platforms such as Instagram, have successfully enhanced positive brand perceptions among Millennials and Generation Z. The effectiveness of these campaigns depends on the clarity of sustainability messages and the consistency in their delivery. These findings align with those of Wibowo & Santoso (2024), Nguyen-Viet (2023), and Majeed et al. (2022), who emphasized that green promotion can shape a strong brand image and influence consumer preferences.

Green Product has a significant effect on Green Trust, with a coefficient of 0.221 and a p-value of 0.007. Dietinfood consumers, particularly from the Millennial and Generation Z cohorts, perceive that the use of environmentally friendly raw materials and high product quality reflects consistency and a strong commitment to sustainability. This finding supports the studies of Sofyan et al. (2021), Román-Augusto et al. (2022), Yahya (2022), and Lestari et al. (2020), which indicate that green products can enhance a company's positive image and increase consumer trust—provided that sustainability claims are communicated credibly.

Green Price does not have a significant effect on Green Trust (coefficient = 0.169; p-value = 0.058). Although the price of green products reflects sustainable practices, Dietinfood consumers who come from various income levels—do not entirely consider price as a basis for trust. This finding is supported by Zhang & Yang (2020), Agustini et al. (2021), Kaur et al. (2024), and Nguyen-Viet (2023), who state that the high price of green products often poses a barrier, even when the level of Green Trust is relatively high.





Green Place does not have a significant effect on Green Trust (coefficient = 0.149;  $p = 0.060$ ). Although environmentally friendly distribution strategies are important, respondents consider Dietinfood's Green Place practices to be suboptimal. Indicators such as strategically located distribution points and eco-friendly delivery systems received low scores. This suggests a need for improved sustainable distribution (Kiyak & Grigoliene, 2023; Mukonza & Swarts, 2020), differing from the findings of Nguyen-Viet (2023) and Majeed et al. (2022).

Green Promotion has a significant effect on Green Trust (coefficient = 0.180;  $p = 0.048$ ). Consumers perceive Dietinfood's green promotion as informative but believe it should be enhanced with more engaging initiatives such as discounts or bundling. According to Mukonza & Swarts (2020), Nguyen-Viet (2023), Guan et al. (2024), and Guerreiro & Pacheco (2021), educational, authentic, and transparent green promotion can strengthen Green Trust and help prevent perceptions of greenwashing.

Green Brand Image significantly influences Green Trust (coefficient = 0.287;  $p = 0.000$ ). Consumers believe an environmentally friendly brand image reflects the company's genuine commitment to sustainability. However, there remains skepticism about the alignment between claims and real-world practices. Therefore, Dietinfood should strengthen its brand communication and substantiate its sustainability efforts through certifications or sustainability reports. These findings align with Alamsyah et al. (2021), Kumar et al. (2025), Nguyen-Viet (2023), and Bashir et al. (2020).

The analysis results indicate that Green Product has both a direct and indirect effect on Green Trust through Green Brand Image (indirect coefficient = 0.062;  $p = 0.037$ ; direct coefficient = 0.221), suggesting a partial mediation. This implies that product quality and sustainability contribute to building consumer trust both directly and indirectly through brand image. Environmentally friendly features such as natural ingredients and recyclable packaging serve as signals of the company's commitment to sustainability (Majeed et al., 2022), enhancing perceived quality and satisfaction, which in turn foster trust in the brand (Alamsyah & Febriani, 2022). A strong green brand image reinforces trust by demonstrating consistency between corporate claims and actual practices. Zubairu & Shah (2024) note that a green image reflects a company's commitment to sustainability values and influences purchase intention, while Green Trust reflects consumers' belief in the positive environmental impact of a product (Asif et al., 2022). Millennials and Gen Z tend to trust brands that align their messaging with real action (Chuah et al., 2020). This finding is consistent with Nguyen-Viet (2023) and Bashir et al. (2020), who also confirmed the mediating role of Green Brand Image in the relationship between Green Product and Green Trust.

Green Brand Image fully mediates the influence of Green Price on Green Trust (indirect coefficient = 0.055;  $p = 0.010$ ), while the direct effect is not significant. This suggests that Green Price can enhance consumer trust only when it contributes to the formation of a credible brand image. Although green products tend to be more expensive, Millennials and Gen Z are still willing to trust the brand when the price reflects a genuine commitment to sustainability. Pricing strategies that emphasize sustainable values can enhance positive

brand perceptions. Consumers are more likely to pay a premium if they perceive it as a contribution to environmental protection (Gelderman et al., 2021). Additional strategies such as recycling incentives and green price differentiation further support brand image (Darberazi et al., 2025). However, price sensitivity remains a challenge, particularly when prices exceed consumer expectations (Kaur et al., 2024). Therefore, pricing must be accompanied by a strong and consistent brand image aligned with sustainability values (Tan et al., 2022). This is supported by Darberazi et al. (2025), who emphasized that Green Brand Image bridges the impact of green pricing on consumer trust.

Green Brand Image fully mediates the influence of Green Place on Green Trust (indirect coefficient = 0.078;  $p = 0.004$ ), as the direct effect is not significant. This means consumer trust is built through the brand image rather than directly from green distribution practices. Sustainable distribution strengthens brand reputation only when it aligns with green values (Mukonza & Swarts, 2020; Agustini et al., 2021). However, the effectiveness of distribution depends on consumer expectations related to access, availability of green products, and sustainable practices. When consumers perceive that sustainability claims are consistent with real actions, Green Trust is established (Alamsyah et al., 2021). Distribution practices must reflect genuine commitment to sustainability to enhance consumer trust (Kaur et al., 2024). Thus, Green Brand Image plays a vital mediating role in connecting Green Place with Green Trust.

Green Brand Image does not mediate the relationship between Green Promotion and Green Trust (coefficient = 0.064;  $p = 0.059$ ). Although green promotion has a direct effect on trust, the brand image is not strong enough to bridge this relationship. This indicates that despite active green campaigns, they do not always create a credible brand image in the minds of Millennial and Gen Z consumers (Kim et al., 2019). The direct effect of Green Promotion on Green Trust is significant, as younger consumers respond more positively to honest and transparent promotions (Bang & Tuan, 2021). However, the long-term effectiveness of promotion in building trust depends on the consistency between the message and the company's actual practices. Any discrepancy may lead to perceptions of greenwashing (Guan et al., 2024), which can prevent the development of a strong brand image and the optimal formation of Green Trust Zubairu & Shah (2024). Therefore, promotion alone is not sufficient to build Green Trust. A strong integration between communication strategies and a true commitment to sustainability is needed for Green Brand Image to form and contribute to strengthening consumer trust in the brand.

## 5. Conclusion and Suggestion

Based on the analysis results, this study demonstrates that elements of the green marketing mix namely green product, green price, green place, and green promotion have an influence on green brand image, which in turn affects consumers' green trust in healthy food products, particularly among Millennials and Generation Z. Green product and green promotion are also found to have a direct effect on green trust, whereas green price and green place do not show a significant influence. Green brand image serves as a mediating variable between most green marketing mix elements and green trust, except in the case of green promotion. These



findings suggest that product quality and a consistent brand image play a more decisive role in building consumer trust than price or distribution alone.

In light of these findings, companies such as Dietinfood are advised to continuously strengthen environmentally friendly practices in a concrete and consistent manner, particularly in terms of product quality and transparent communication. Although some elements do not directly influence trust, companies should still maintain fair pricing aligned with product quality and ensure efficient and eco-friendly product distribution. An educational communication strategy aligned with sustainability efforts will enhance brand image and foster consumer loyalty. For future research, it is recommended to explore additional variables such as sustainability communication or government regulations, as well as to expand the study to other industries and more diverse populations to deepen the understanding of green marketing implementation in building consumer trust.

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