

**INVESTIGATION ON GEN Z RESPONSIBLE COSMETICS
CONSUMPTION: MEDIATING ROLE OF GREEN TRUST ON
GREEN PURCHASE INTENTION**

THESIS



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**DEPARTMENT OF MANAGEMENT
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UNIVERSITAS MERCUBUANA
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**INVESTIGATION ON GEN Z RESPONSIBLE COSMETICS
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GREEN PURCHASE INTENTION**

Thesis Submitted to Fulfill One of The Requirements To Obtain A Bachelor Of
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Program Of Universitas Mercu Buana Jakarta



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ABSTRACT

The growing emphasis on sustainability in both business and societal frameworks underscores the imperative for environmentally responsible practices. This study examines how environmental concern, green packaging, and social media exposure influence green purchase intention in the beauty industry, with a focus on the mediating role of green trust. Using the Theory of Planned Behavior and empirical studies, the research employs a quantitative method to collect data from 220 respondents. Findings of this study reveals that environmental concern, green packaging, and social media exposure have positive impact on green purchase intention, whereas green trust is revealed to partially mediate environmental concern. Green packaging, and social media exposure towards green purchase intention.

Keywords: Consumer Behavior, Green Consumption Intention, Environmental Concern, Green Packaging, Social Media Exposure, Green Trust.

ABSTRACT

The growing emphasis on sustainability in both business and societal frameworks underscores the imperative for environmentally responsible practices. This study examines how environmental concern, green packaging, and social media exposure influence green purchase intention in the beauty industry, with a focus on the mediating role of green trust. Using the Theory of Planned Behavior and empirical studies, the research employs a quantitative method to collect data from 220 respondents. Findings will enhance understanding of sustainable consumer behavior and guide businesses in aligning practices with consumer preferences. Findings of this study reveals that environmental concern, green packaging, and social media exposure have positive impact on green purchase intention, whereas green trust is revealed to partially mediate environmental concern. Green packaging, and social media exposure towards green purchase intention.

Keywords: *Consumer Behavior, Green Consumption Intention, Environmental Concern, Green Packaging, Social Media Exposure, Green Trust*

FOREWORD

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Jakarta, 10 July 2024



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