



**THE EFFECT OF CUSTOMER REVIEW, INFLUENCER REVIEW, AND
CUSTOMER INNOVATIVENESS ON GREEN PURCHASE INTENTION
MODERATED BY TRUST**

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Abstract

This study investigates the impact of customer reviews, influencer reviews, and customer innovativeness on green purchase intention in the eco-friendly skincare market, with trust as a moderating variable. Using a quantitative approach with SmartPLS and a sample of 205 respondents familiar with eco-friendly skincare, the study confirms that all three predictors significantly enhance green purchase intention. Interestingly, trust plays a dual role directly strengthening purchase intention while weakening the influence of reviews and innovativeness when acting as a moderator. This suggests that consumers with higher trust, particularly in the brand or product, may rely more on prior experience or internal beliefs than on external cues. The study extends existing literature by emphasizing the multidimensional nature of trust and highlighting the interplay between internal and external drivers of green behavior. Despite methodological appropriateness, limitations in sample diversity and potential response bias suggest directions for future research.

Keywords: Customer Innovativeness, Customer Review, Green Purchase Intention, Influencer Review, Trust



INTRODUCTION

Climate change and escalating environmental degradation have intensified global concern, prompting consumers to adopt more sustainable behaviors. In 2022, Indonesia generated around 68.5 million tons of household waste, with plastic accounting for 5% (DataIndonesia, 2022). This crisis has heightened awareness of individual responsibility, leading to increased interest in green products that aim to reduce ecological harm (Bhardwaj et al., 2020). Consequently, businesses are reshaping their strategies to meet this demand, with green purchase intention defined as a consumer's willingness to buy eco-friendly products becoming a critical area of study (Kanchanapibul et al., 2014; Joshi & Rahman, 2015).

In the digital age, online reviews and influencer endorsements significantly shape consumer decisions. However, findings remain inconsistent: while Dwidienawati et al. (2020) highlight influencers' stronger influence, Safira et al. (2022) found consumer reviews more impactful—possibly due to platform, demographic, or cultural factors. Beyond external influence, internal traits like customer innovativeness, or openness to new products, also drive green consumption (Jaiswal & Kant, 2018). Trust in the review source further moderates these effects, enhancing or diminishing their impact depending on perceived credibility (Liu et al., 2019). This study examines how reviews, innovativeness, and trust collectively influence green purchase intention in a socially and environmentally aware consumer landscape.



LITERATURE REVIEW

Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA), developed by Fishbein and Ajzen (1980), posits that an individual's behavioral intention is determined by two key factors: attitude toward the behavior and subjective norms. Attitude refers to an individual's positive or negative evaluation of performing the behavior, while subjective norms represent perceived social pressure from significant others (Ajzen & Fishbein, 1975). In the context of green purchase intention, TRA provides a solid theoretical foundation: consumer attitudes toward eco-friendly products and the normative influence of peers, influencers, or online reviews collectively shape the intention to purchase. Despite being introduced as a general theory, TRA can and should be applied throughout the conceptual framework to strengthen coherence.

Green Purchase Intention

Green purchase intention represents an individual's deliberate plan to purchase environmentally responsible products. This construct aligns closely with the *attitude* component of TRA, as it reflects a consumer's positive evaluation of sustainable consumption. According to Kautish et al. (2021), such intention is formed through ecological consciousness, product assessment, and perceived behavioral control. Damayanti (2021) similarly describes it as a personal commitment to sustainability. Joshi and Rahman (2015) distinguish between value-driven, dependable, and emotional types of intention, offering a nuanced view of motivation. As green products often demand a shift in behavior, understanding these drivers is essential for translating pro-environmental attitudes into action.



Customer Review

Customer reviews serve as informal digital endorsements that inform consumer decisions. In TRA terms, they are a powerful form of *subjective norm*, as they represent the perceived opinions of others. Zhao et al. (2019) argue that reviews act as electronic word-of-mouth (eWOM), affecting attitudes and behavioral intentions by sharing authentic user experiences. Thakur (2018) highlights the importance of review credibility, emotional tone, and perceived expertise in shaping product evaluations. However, existing studies often treat reviews as monolithic. A more critical approach would differentiate between types (positive vs. negative), platforms (e.g., e-commerce vs. social media), and credibility sources factors that could influence their actual impact on green purchase behaviors.

Influencer Review

Influencer reviews are a contemporary manifestation of subjective norms. Social media influencers, perceived as trustworthy and relatable, have emerged as credible opinion leaders who can shape consumer behavior. Dwidienawati et al. (2020) found that influencer marketing positively influences brand image and purchasing behavior, especially when trust is established. According to Schouten et al. (2020), influencers' authenticity enhances their persuasive power. This supports TRA's assertion that behavioral intention is influenced not just by personal beliefs, but also by perceived expectations from influential others. Still, context matters: the effectiveness of influencer persuasion can differ based on the consumer's cultural background or their platform familiarity.



Customer Innovativeness

Customer innovativeness reflects a predisposition to embrace new products and ideas. This construct maps onto the *attitude* component of TRA, as more innovative consumers typically hold favorable evaluations of novel and eco-conscious solutions. Manning et al. (1995) classify innovativeness into hedonic and social dimensions, while Kuswati and Irmawati (2018) frame it as either a personality trait or a situational response. While prior studies link innovativeness with green behavior, they rarely consider boundary conditions such as price sensitivity or peer influence—factors that may temper the translation of innovativeness into actual green purchases. Thus, integrating TRA helps situate innovativeness as a cognitive antecedent to behavioral intention.

Trust

Trust is a key element in consumer-business relationships (Morgan & Hunt, 1994). Digital trust comprises integrity, reliability, and the ability to create a sense of security (Bonsón Ponte et al., 2015). Dwidienawati et al. (2020) reveal that trust strengthens consumers' behavioral intentions, especially in the context of recommendations and digital reviews.

Hypothesis Development

Research by Veronica and Lady (2023) and Xu et al. (2020) shows that customer reviews have a positive effect on green purchase intention, as they can shape positive product perceptions. The better the reviews received, the higher the intention to purchase environmentally friendly products.

H1: Customer reviews have a positive effect on green purchase intention.

Studies by Zaremohzzabieh et al. (2021) and Puspita et al. (2022) demonstrate that influencer reviews positively influence green purchase



intention. Recommendations from credible influencers can shape social norms and significantly impact purchasing decisions.

H2: Influencer reviews have a positive effect on green purchase intention.

Li et al. (2022) and Al-Jundi et al. (2022) found that customer innovativeness promotes green purchase intention, as innovative consumers tend to be more open to new products, driven by hedonic or social factors, encouraging the purchase of green products.

H3: Customer innovativeness has a positive effect on green purchase intention.

Studies by Erdil (2015) and Liu et al. (2019) indicate that trust can moderate the influence of customer reviews on green purchase intention. When product trust is high, consumers are less influenced by other customer reviews, relying more on personal conviction in decision-making.

H4: Trust moderates the effect of customer reviews on green purchase intention.

Tiwari et al. (2024) suggest that trust in influencers enhances the impact of influencer reviews on green purchase intention. When influencers are seen as credible and trustworthy, their reviews become more persuasive, making them more effective in encouraging the purchase of eco-friendly products.

H5: Trust moderates the effect of influencer reviews on green purchase intention.

Research by Jaiswal and Kant (2018) and Kim et al. (2021) shows that trust in the quality of green products strengthens the influence of customer innovativeness on the intention to buy such products.



H6: Trust moderates the effect of customer innovativeness on green purchase intention.

RESEARCH METHOD

This study employs a quantitative approach to examine the relationships among variables and test the proposed hypotheses. A total of 205 respondents aged 17 and above were selected using purposive sampling, targeting individuals with prior experience or knowledge of environmentally friendly skincare products. To ensure the relevance of the sample, participants were first screened through preliminary questions regarding their familiarity and usage of such products. Although purposive sampling is non-probabilistic, it was deemed appropriate to capture insights from a specific and informed population. The sample size of 205 was considered sufficient for PLS-SEM analysis, based on established guidelines for minimum path model requirements. Data were collected through an online questionnaire using a 7-point Likert scale and analyzed using SmartPLS. The analysis involved both measurement and structural model assessments, including convergent validity, discriminant validity, construct reliability, and hypothesis testing through bootstrapping.

RESULTS AND DISCUSSION

Research Data Description

Table 1.
Respondent Characteristics Based on Gender, Age, Occupation, and Education

No	Category	Subcategory	Amount	Percentage
1	Gender	Female	109	53,2%
		Male	96	46,8%



2	Age	17–20 Years	58	28,3%
		21–25 Years	97	47,3%
		26–30 Years	13	6,3%
		>30 Years	37	18%
3	Occupation	Student	142	69,3%
		Employee	36	17,6%
		Entrepreneur	7	3,4%
		Freelance	3	1,5%
		Other	17	8,3%
4	Education	High	108	52,7%
		School/Equivalent		
		Diploma	9	4,4%
		Bachelor's Degree	86	42%
		Postgraduate	2	1%

Source: Processed Primary Data (2025)

The majority of respondents in this study were female (53.2%) and aged between 21–25 years (47.3%). Most of them were students (69.3%) and held a senior high school or equivalent level of education (52.7%). The categories with the lowest proportions were those aged 26–30 years, freelance professionals, and respondents with postgraduate education. These findings indicate the dominance of young individuals still engaged in formal education.

Data Analysis

Convergent Validity

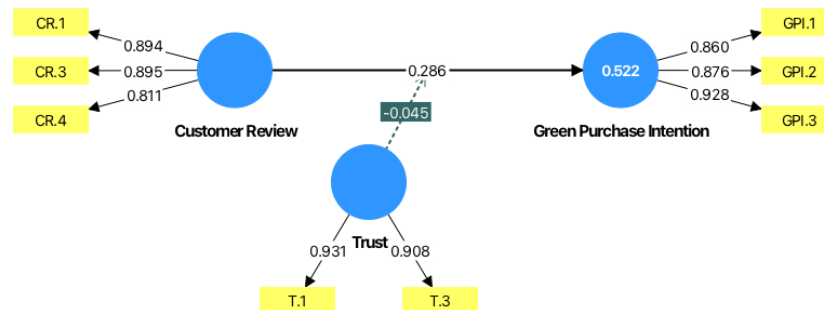


Figure 1.

Outer Model Customer Review

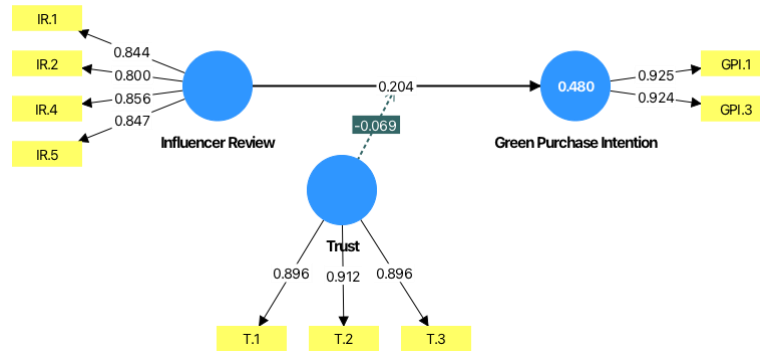


Figure 2.

Outer Model Influencer Review

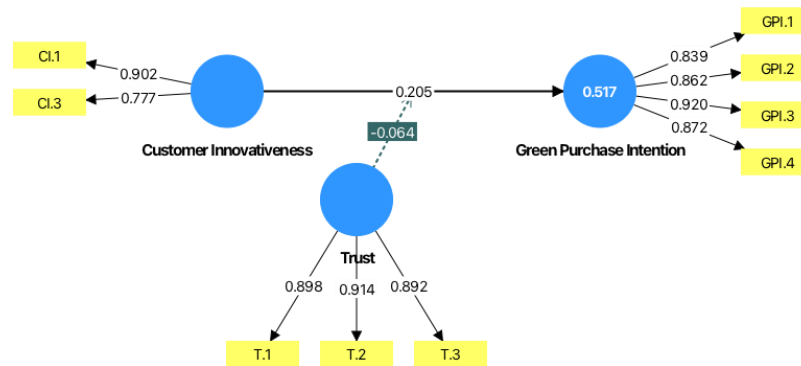


Figure 3.

Outer Model Customer Innovativeness

Table 2.

Outer Loading Results of Customer Review Model

Variable	Indicator	Value	Description
Customer Review (X)	CR.1	0.894	Valid
	CR.2	0.314	Not Valid
	CR.3	0.895	Valid
	CR.4	0.811	Valid
Green Purchase Intention (Y)	GPI.1	0.860	Valid
	GPI.2	0.876	Valid
	GPI.3	0.928	Valid
	GPI.4	0.441	Not Valid
Trust (Z)	T.1	0.931	Valid
	T.2	0.349	Not Valid
	T.3	0.908	Valid

Source: Processed Primary Data (2025)



According to Hair et al. (2014), an indicator is considered to have convergent validity if its outer loading is greater than 0.7. Based on the analysis in Table 2, several indicators do not meet this criterion, namely CR.2 (0.314), GPI.4 (0.441), and T.2 (0.349). These indicators are recommended to be removed from the model to enhance construct validity.

Table 3.
Outer Loading Influencer Review

Variable	Indicator	Value	Description
Influencer Review (X)	IR.1	0.844	Valid
	IR.2	0.800	Valid
	IR.3	0.405	Not Valid
	IR.4	0.856	Valid
	IR.5	0.847	Valid
Green Purchase Intention (Y)	GPI.1	0.925	Valid
	GPI.2	0.411	Not Valid
	GPI.3	0.924	Valid
	GPI.4	0.514	Not Valid
Trust (Z)	T.1	0.896	Valid
	T.2	0.912	Valid
	T.3	0.896	Valid

Source: Processed Primary Data (2025)

According to Hair et al. (2014), an indicator is considered convergently valid if it has an outer loading value greater than 0.7. Based on the analysis in Table 3, several indicators do not meet this criterion, namely IR.3 (0.405), GPI.2 (0.411), and GPI.4 (0.514). Therefore, it is recommended that these indicators be removed from the model to improve construct validity.

Table 4.
Outer loading Customer Innovativeness

Variable	Indicator	Value	Description
Customer Innovativeness (X)	CI.1	0.902	Valid
	CI.2	0.512	Not Valid
	CI.3	0.777	Valid



	CI.4	0.560	Not Valid
Green Purchase Intention (Y)	GPI.1	0.839	Valid
	GPI.2	0.862	Valid
	GPI.3	0.920	Valid
	GPI.4	0.872	Valid
Trust (Z)	T.1	0.898	Valid
	T.2	0.914	Valid
	T.3	0.892	Valid

Source: Processed Primary Data (2025)

According to Hair et al. (2014), indicators are considered convergently valid if their outer loading values exceed 0.7. Based on the analysis in Table 4, indicators CI.2 (0.512) and CI.4 (0.560) do not meet this criterion and should be removed to improve the quality and validity of the construct.

Discriminant Validity

Table 5.
Fornell-Larcker Criterion Customer Review

Indicator	Customer Review	Green Purchase Intention	Trust
Customer Review	0.891		
Green Purchase Intention	0.611	0.722	
Trust	0.698	0.671	0.910

Source: Processed Primary Data (2025)

Based on the Fornell-Larcker Criterion, the square root of the AVE for each construct in the Customer Review model is higher than its correlation with other constructs. This indicates that each construct shares more variance with its indicators than with other constructs in the model. Hence, all variables are discriminantly valid. This discriminant validity confirms that Customer Review, Green Purchase Intention, and Trust are empirically distinct, supporting the theoretical framework that treats them as separate constructs. The clear



separation of constructs also strengthens the internal validity of the model and supports the meaningful interpretation of each construct's unique contribution.

Table 6.
Fornell-Larcker Criterion Influencer Review

Indicator	Green Purchase Intention	Influencer review	Trust
Green Purchase Intention	0.711		
Influencer review	0.861	0.901	
Trust	0.888	0.819	0.818

Source: Processed Primary Data (2025)

The Fornell-Larcker Criterion results show that the square root of the AVE for each construct exceeds its correlations with other constructs in the Influencer Review model. These results validate the uniqueness of each variable in the model. The distinctiveness of Influencer Review, Green Purchase Intention, and Trust underlines that each construct captures a different conceptual domain. This reinforces the robustness of the study's conceptual model and enhances the credibility of the structural relationships evaluated in the subsequent analysis.

Table 7.
Fornell-Larcker Criterion Customer Innovativeness

Indicator	Customer Innovativeness	Green Purchase Intention	Trust
Customer Innovativeness	0.781		
Green Purchase Intention	0.771	0.791	
Trust	0.817	0.831	0.890

Source: Processed Primary Data (2025)

The Fornell-Larcker analysis indicates that the AVE square root values are consistently higher than the inter-construct correlations, confirming discriminant validity among Customer Innovativeness, Green Purchase Intention, and Trust.



This suggests that respondents perceive each construct as a distinct concept, aligning with the theoretical premise of the study. These findings substantiate the model’s ability to differentiate between personal innovativeness, intention to purchase green products, and trust, thereby enhancing the theoretical clarity and empirical strength of the model.

Reliability Test

**Table 8.
Reliability Test Result**

Variable	Indicator	Cronbach's Alpha	Composite Reliability
Customer Review	Customer Review	0.835	0.838
	Green Purchase	0.866	0.866
	Intention		
	Trust	0.818	0.830
Influencer Review	Green Purchase	0.830	0.830
	Intention		
	Influencer review	0.858	0.865
	Trust	0.885	0.886
Customer Innovativeness	Customer Innovativeness	0.799	0.855
	Green Purchase	0.896	0.897
	Intention		
	Trust	0.885	0.890

Source: Processed Primary Data (2025)

The reliability test results indicate that all variables in the three models – Customer Review, Influencer Review, and Customer Innovativeness – fulfill composite reliability criteria with construct values exceeding 0.7. Likewise, the Cronbach's Alpha values are all above 0.7, indicating that the variables are reliable.



Model Fit Test

R-Square

Table 9.

Coefficient of Determination (R²)

Variable	R2	Adjusted R2
Customer Review → Green Purchase Intention	0.522	0.515
Influencer Review → Green Purchase Intention	0.480	0.472
Customer Innovativeness → Green Purchase Intention	0.517	0.510

Source: Processed Primary Data (2025)

The test results show that Green Purchase Intention is strongly correlated in the Customer Review model (R² = 0.522, Adjusted R² = 0.515), has a relatively weaker but still relevant influence in the Influencer Review model (R² = 0.480, Adjusted R² = 0.472), and shows a similarly strong correlation in the Customer Innovativeness model (R² = 0.517, Adjusted R² = 0.510).

Effect Size

Table 10. Effect Size

Variable	Indicator	Green Purchase Intention
Customer Review	Customer Review	0.089
	Trust x Customer Review	0.275
Influencer Review	Influencer review	0.052
	Trust x Influencer review	0.272
Customer Innovative	Customer Innovative	0.064
	Trust x Customer Innovative	0.434

Source: Processed Primary Data (2025)

The findings reveal that the direct influence of customer review on green purchase intention is relatively small (0.089), but trust strengthens this relationship, with a moderation value of 0.275. Similarly, the impact of influencer



review is also minor (0.052), yet it increases to a moderate level (0.272) when moderated by trust. Meanwhile, customer innovativeness has a small direct effect (0.064), but when moderated by trust, the effect becomes very strong (0.434). These findings underscore the critical role of trust as a moderating variable in enhancing the influence of customer innovativeness on green purchase intention.

Hypothesis Testing

Table 11.
Hypothesis Test-Direct Effect

Indicator	Coefficient	Std-Dev	t-statistic	P-values
Customer Review -> Green Purchase Intention	0.286	0.071	4.007	0.000
Influencer Review -> Green Purchase Intention	0.204	0.083	2.450	0.007
Customer Innovativeness -> Green Purchase Intention	0.205	0.059	3.486	0.000
Trust (Customer Review)-> Green Purchase Intention	0.454	0.066	6.901	0.000
Trust (Influencer Review)-> Green Purchase Intention	0.495	0.073	6.804	0.000
Trust (Customer Innovativeness)-> Green Purchase Intention	0.553	0.063	8.837	0.000

Source: Processed Primary Data (2025)

The hypothesis testing results indicate that all variables have a positive influence on green purchase intention. Customer Review (p-value = 0.000, coefficient = 0.286) and Influencer Review (p-value = 0.007, coefficient = 0.204) significantly affect green purchase intention. This suggests that more favorable and numerous reviews from influencers and customers increase consumers' intention to purchase green products. Customer Innovativeness (p-value = 0.000, coefficient = 0.205) also plays a role; the more innovative the customer is in



exploring product choices, the higher the intention to purchase. Trust in Customer Review (p-value = 0.000, coefficient = 0.454), Influencer Review (p-value = 0.000, coefficient = 0.495), and Customer Innovativeness (p-value = 0.000, coefficient = 0.553) significantly enhance green purchase intention.

Table 12.
Hypothesis Test-Indirect Effect

Indicator	Coefficient	Std-Dev	t-statistic	P-values
Trust x Customer Review -> Green Purchase Intention	-0.045	0.026	1.764	0.039
Trust x Influencer Review -> Green Purchase Intention	-0.069	0.036	1.922	0.027
Trust x Customer Innovativeness -> Green Purchase Intention	-0.064	0.029	2.186	0.014

Source: Processed Primary Data (2025)

Interestingly, the interaction (moderation) analysis reveals a contrasting dynamic: the coefficients for the interaction terms are negative and statistically significant. This indicates that trust weakens the relationship between each independent variable and green purchase intention. Specifically, when trust is high, the effects of Customer Review ($\beta = -0.045$, $p = 0.039$), Influencer Review ($\beta = -0.069$, $p = 0.027$), and Customer Innovativeness ($\beta = -0.064$, $p = 0.014$) on green purchase intention are attenuated.

This contradiction between the direct positive effects of trust and its negative moderating role suggests a complex duality. On one hand, trust directly enhances green purchase intention. On the other hand, it appears to reduce reliance on external stimuli (reviews and innovativeness) when forming purchase intentions. This implies that as consumers' trust increases, they may become more



self-assured and less influenced by external sources, which diminishes the impact of those sources on their green purchasing behavior.

Therefore, trust may function not as a pure moderator but potentially as a **suppressor**, buffering the influence of external information cues. This nuanced role of trust highlights the importance of context and consumer disposition in determining the relative influence of reviews and innovativeness. A deeper investigation into trust's dual role may provide further insight into the mechanisms driving green consumer behavior.

The Influence of Customer Review on Green Purchase Intention

The data analysis reveals a positive and significant effect of customer reviews on green purchase intention (Coefficient 0.286, t-statistic 4.007, p-value 0.000). Credible and informative reviews enhance consumer trust in the quality and effectiveness of green skincare products. This finding aligns with studies by Veronica and Lady (2023) and Xu et al. (2020), confirming that customer reviews significantly influence green purchase intentions. However, it is essential to understand the psychological mechanisms driving this effect. Consumers often rely on reviews when purchasing unfamiliar products, particularly green skincare items that are typically more expensive and possess specific attributes, such as eco-friendly ingredients or sustainable packaging. The reliance on reviews may stem from cognitive biases, such as social proof, where individuals trust the experiences of others as a guide for their own behavior (Cialdini, 2009). Understanding how consumers process these reviews, especially in the context of higher-priced products, adds depth to the interpretation of the positive relationship observed in this study.



The Influence of Influencer Review on Green Purchase Intention

Influencer reviews also positively and significantly influence green purchase intention (Coefficient 0.204, t-statistic 2.450, p-value 0.007). Reviews from credible influencers can shape consumers' perceptions of eco-friendly products, aligning with findings by Zaremohzzabieh et al. (2021) and Puspita et al. (2022). However, a more critical evaluation is needed to explore the nature of influencer credibility and how it might vary across different contexts. The effectiveness of influencer reviews may not be uniform—micro-influencers, for example, may evoke higher levels of trust among specific niche audiences compared to macro-influencers, who often have broader but less engaged followings. Additionally, the platform on which the influencer operates (e.g., Instagram vs. YouTube) can impact consumer behavior. Younger generations, such as Gen Z and Millennials, are particularly attuned to authenticity, and influencer marketing effectiveness may be influenced by perceptions of authenticity and relatability (Marwick, 2015). Therefore, contextualizing the results within the digital consumption habits and skepticism of these younger consumers strengthens the theoretical implications of influencer reviews in green marketing.

The Influence of Customer Innovativeness on Green Purchase Intention

Customer innovativeness has a positive and significant effect on green purchase intention (Coefficient 0.205, t-statistic 3.486, p-value 0.000). Consumers with high levels of innovativeness are more likely to purchase eco-friendly products, in line with research by Jaiswal and Kant (2018), Kim et al. (2021), and Li et al. (2022). However, further nuance is required in understanding how customer innovativeness interacts with environmental consciousness. Innovative



consumers may be more likely to embrace new green products, but this behavior could also be influenced by other factors, such as socioeconomic status or environmental awareness. For example, consumers from higher socioeconomic backgrounds may have greater financial flexibility to purchase eco-friendly products, even if they are priced higher than conventional alternatives. Thus, exploring how different demographic factors interplay with customer innovativeness can provide deeper insights into green purchase behavior.

The Moderating Effect of Trust on the Relationship between Customer Review and Green Purchase Intention

Trust moderates the relationship between customer reviews and green purchase intention with a negative coefficient (Coefficient -0.045, t-statistic 2.069, p-value 0.039). This suggests that as consumers' trust in a brand increases, the influence of customer reviews on green purchase intention weakens. While this finding contradicts the results of Liu et al. (2019) and Erdil (2015), which argue that trust strengthens the impact of customer reviews, it can be interpreted through the lens of consumer loyalty. Loyal consumers may already have a strong belief in the brand's product quality and efficacy, diminishing their reliance on third-party reviews. However, alternative explanations also warrant exploration. For instance, overconfidence bias could lead to overreliance on personal experience, causing consumers to discount the value of external reviews. Additionally, message fatigue where consumers become overwhelmed by the volume of reviews and seek to rely on their own experiences instead—could contribute to this negative moderating effect. Further empirical research into these biases would be valuable in understanding the complex dynamics of trust in consumer decision-making.



The Moderating Effect of Trust on the Relationship between Influencer Review and Green Purchase Intention

Trust also significantly moderates the relationship between influencer reviews and green purchase intention, with a negative coefficient (Coefficient -0.069, t-statistic 2.226, p-value 0.027). This indicates that when brand trust is high, the influence of influencer reviews on purchase intention decreases. This finding contradicts Tiwari et al. (2024), who argue that trust enhances the impact of influencer reviews. One possible explanation is that consumers with strong brand loyalty may place more value on direct communication from the brand rather than external influencers. Brand trust may foster a sense of personal connection, leading loyal consumers to trust their own experiences or brand information over influencer endorsements. Understanding this dynamic within the broader framework of brand loyalty is essential for comprehending the interaction between trust and influencer effectiveness in green marketing.

The Moderating Effect of Trust on the Relationship between Customer Innovativeness and Green Purchase Intention

Trust significantly moderates the relationship between customer innovativeness and green purchase intention (Coefficient -0.064, t-statistic 2.461, p-value 0.014). Although innovative consumers tend to be more willing to try new products, high levels of trust may reduce their inclination to experiment with alternatives. This result aligns with Keshya et al. (2023), who found that trust can limit the effect of consumer innovativeness on the adoption of new products, including green products. Trust in a particular brand or product may reduce consumers' perceived risk, leading them to choose familiar brands over new, potentially innovative alternatives. This interaction between trust and



innovativeness opens up further avenues for research into how consumer confidence in existing brands may inhibit the adoption of newer, sustainable options.

CONCLUSION

This study reveals that customer reviews, influencer reviews, and consumer innovativeness significantly influence green purchase intention, with the quality of reviews and consumer innovativeness enhancing the likelihood of purchasing green products. However, the role of trust as a moderating factor is more complex; while trust strengthens purchase intention, it weakens the influence of external factors such as reviews and innovativeness, suggesting that highly trusting consumers may rely more on internal factors. The study's limitations, including its focus on green skincare products and reliance on a cross-sectional dataset, could be expanded by considering additional factors like cultural context, price sensitivity, or brand familiarity, which may also influence the relationships studied. Practical recommendations include improving review quality and collaborating with relevant influencers, but a more actionable approach to maintaining consumer trust is needed, especially given its dual role as both an enabler and inhibitor. Brands should manage trust in a way that complements, rather than diminishes, the impact of other persuasive factors like reviews and innovativeness to better drive green purchase intention.

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