

Green Trust as Mediator in Green Sharing Intention of Palmyra palm Packaging among Generation Z

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Abstract - This study examines how perceived credibility, eco-literacy, and environmental awareness shape green trust and ultimately increase green sharing intention toward environmentally friendly packaging made from palmyra palm in the context of Generation Z in Kupang. The aim is to emphasize the central role of green trust as a psychological bridge between perception, knowledge, and awareness with green information sharing behavior that has advocacy value. The method used is a quantitative survey based on an attitude scale questionnaire, with analysis using Partial Least Squares Structural Equation Modeling. This study involved 144 respondents. The results show that green trust directly drives green sharing intention, perceived credibility directly drives green sharing intention, while perceived credibility, eco-literacy, and environmental awareness strengthen green trust; subsequently, green trust mediates the influence of these three factors, thereby driving stronger sharing intentions. In the context of palmyra palm packaging, trust provides psychological legitimacy to sustainability claims and channels environmental awareness impacts through more stable beliefs. Theoretically, this study enriches the green marketing literature by introducing an integrated framework that positions green trust as a mediating mechanism linking credibility, ecological literacy, and awareness with green sharing intentions, while expanding the discourse that previously focused more on green purchasing intentions. Practically, these findings provide concrete guidance for companies and policymakers to strengthen transparent communication strategies, develop ecological literacy programs, and intensify environmental awareness campaigns to encourage consumer advocacy and expand the adoption of sustainable palm based packaging as an alternative to single-use plastics.

Keywords: Sustainable packaging; Green sharing intention; Perceived credibility

1. Introduction

Climate change, environmental degradation, and increasing exploitation of natural resources have created a global urgency to steer consumption behavior toward greater sustainability. A significant study reported that approximately 79% of consumers are actively altering their purchasing preferences to reflect sustainability values, which highlights the growing consumer inclination towards environmentally friendly products (Zeng et al., 2024). Today's consumers not only demand products with high functional quality, but also pay attention to the environmental impact of the products they use (Elmor et al., 2024; Lopes et al., 2024; Nguyen Tran Cam, 2023). In this context, there is a phenomenon of green consumption that emphasizes consumer preferences for environmentally friendly products, including a tendency to share positive experiences about green products with others, known as green

sharing intention (Wang & Li, 2022). Green sharing intentions play an important role in disseminating values and information related to sustainability, thereby encouraging the adoption of environmentally friendly behaviors on a wider scale.

To understand consumer behavior towards green products, a number of psychological and social variables have been studied, including perceived credibility, eco-literacy, environmental awareness, and green trust. These four variables are believed to play a significant role in shaping consumers' intentions to engage in green sharing. Perceived credibility refers to the level of consumer trust in environmental information provided by companies or related parties (Wang & Li, 2022). Eco-literacy or ecological literacy is an individual's level of understanding of environmental issues and their ability to make environmentally friendly consumption decisions (Hui et al., 2023). Meanwhile,

environmental awareness reflects individuals' awareness of the importance of protecting the environment, which is consistently associated with pro-environmental behavior tendencies (Gomes et al., 2023). On the other hand, green trust refers to the level of consumer confidence that companies are truly committed to environmentally friendly practices and not just greenwashing (Elmor et al., 2024). The integration of these factors is believed to influence consumers' willingness to share positive information about green products with their communities.

Global attention to environmental issues has also increased with international commitments through the Sustainable Development Goals (SDGs). One of the focuses of the SDGs is to encourage responsible production and consumption patterns (SDG 12). This effort requires the active involvement of consumers in choosing, using, and recommending green products. Previous research indicates that younger generations, particularly Generation Z, exhibit relatively high levels of environmental concern and are willing to pay more for environmentally friendly products (Gomes et al., 2023). However, despite this positive trend, the practice of sharing experiences or recommendations regarding green products still faces obstacles related to the credibility of information, the level of ecological understanding, and the level of consumer trust in green claims made by manufacturers.

The main issue that arises in the context of this study is the gap between increasing environmental awareness and consumers' actual actions to spread green information to their communities. Rampant greenwashing by companies has led to a decline in consumer trust in green advertising messages, thereby reducing the effectiveness of sustainability campaigns (Wang & Li, 2022). In addition, although the younger generation has a high level of environmental awareness, not all of them have sufficient eco-literacy to assess the credibility of companies' environmentally friendly claims (Ogiemwonyi, 2022; Roy, 2023; Theocharis & Tsekouropoulos, 2025). As a result, the potential influence of consumers in spreading pro-environmental messages through green sharing intentions has not been optimized.

To address this issue, previous studies have suggested the need to improve eco-literacy through environmental education and effective communication campaigns. Eco-literacy is considered an important foundation for consumers to understand the ecological impact of the products they use and to assess the credibility of companies' environmental claims. (Fella & Bausa, 2024; Hui et al., 2023; Larranaga & Valor, 2022). With high eco-literacy, consumers are more critical of green advertising information and will only share information that is truly credible. Similarly, strong environmental awareness will encourage consumers to be more actively involved in pro-environmental

behavior, including sharing information about green products with their social networks (Auliandri et al., 2018; Mohiuddin et al., 2018; Ting et al., 2019)

Another solution that has been widely studied is the establishment of a green trust. Chen & Chang (2013) shows that green trust is formed from a combination of green perceived quality, green satisfaction, and low green perceived risk. If consumers believe that green products truly fulfill their environmental claims, they will be more confident in sharing their positive experiences with others. This is in line with the findings Wang & Li (2022) that the quality of information in green advertising has a significant effect on the formation of green trust, which ultimately encourages green sharing intention. Therefore, the combination of eco-literacy, environmental awareness, perceived credibility, and green trust are important factors in formulating strategies to increase green sharing intention.

A review of the latest literature also highlights the role of perceived credibility in strengthening the relationship between green advertising messages and consumer responses. Credible green advertising information increases consumer trust in the brand and encourages them to share this information within their community. Conversely, if the information is perceived as not credible, consumers tend to refrain from disseminating further information (Hasrama et al., 2025; Wang & Li, 2022; Zhang et al., 2024). Thus, perceived credibility plays an important role as a prerequisite for the success of green communication strategies.

A number of cross-context studies also show a close relationship between eco-literacy, environmental awareness, and green sharing intention. Hui et al. (2023) shows that eco-literacy can improve pro-environmental behavior by strengthening individuals' ability to understand sustainability information. Meanwhile, Gomes et al. (2023) emphasizes that environmental awareness among Generation Z is one of the main determinants of their willingness to pay more for green products. These two factors, when combined with the level of consumer trust in green claims, will form the basis for pro-environmental information sharing behavior. However, there is still limited research that specifically examines the relationship between these variables within an integrated framework, particularly by incorporating the role of green trust as a mediating mechanism bridging the influence of eco-literacy, environmental awareness, and perceived credibility on green sharing intention.

Based on this literature review, there appears to be a research gap. Most previous studies have focused on green purchase intention, while research on green sharing intention remains relatively scarce. Yet, in the current digital economy context, information-sharing behavior through social media can have broader implications than mere individual

purchasing decisions (Wang & Li, 2022). Therefore, empirical research is needed to examine how perceived credibility, eco-literacy, environmental awareness, and green trust can influence green sharing intention, especially among young people who are agents of change in environmentally friendly consumption behavior.

This study aims to analyze the influence of perceived credibility, eco-literacy, environmental awareness, and green trust on green sharing intention regarding environmentally friendly packaging made from *lontar*. The novelty of this research lies in the integration of these four variables into a single conceptual framework to explain consumers' intentions in sharing green information. By positioning green trust as the key variable bridging the relationship between cognitive factors (eco-literacy and environmental awareness) and communicative factors (perceived credibility) with green sharing intention, this study is expected to contribute theoretically to the development of green consumer behavior research while providing practical implications for companies in designing sustainable marketing communication strategies. The scope of the study is focused on the younger generation, particularly Generation Z, given their strategic role as digital natives with high environmental awareness and significant influence in disseminating information through digital platform (Gomes et al., 2023). Thus, this study is expected to provide a comprehensive understanding of the factors that determine green sharing intention and offer more effective strategies to encourage pro-environmental information sharing behavior in the digital age.

2. Research Methods

2.1 Research Design

This study uses a quantitative approach with a survey method to test the causal relationship between variables that have been defined in the conceptual framework. A quantitative approach was chosen because it allows researchers to measure social phenomena through standardized instruments and perform statistical analysis to draw generalizable inferences (Creswell, 2014). The survey was deemed appropriate for the purpose of this study, which was to examine the influence of perceived credibility, eco-literacy, environmental awareness, and green trust on green sharing intention.

The research model was developed with reference to pro-environmental behavior theory and literature related to green marketing communication. As shown in the study Wang & Li (2022), The quality of green advertising information influences consumers' intention to share through green trust. In addition, Hui et al. (2023) emphasizes that eco-literacy is an important factor that encourages pro-environmental behavior.

The influence of green trust and perceived credibility on green sharing intention is a growing

area of research that emphasizes the importance of consumer perception in driving sustainable behavior; green trust, defined as consumer confidence in the authenticity and fidelity of environmentally friendly products and practices, has been shown to play a significant role in shaping positive attitudes and pro-environmental information sharing intentions, where high levels of trust remain positive with consumer engagement on sustainable products, both in the context of direct consumption and sharing platforms (Hossain et al., 2022); On the other hand, perceived credibility especially through green advertising and communication has been shown to increase consumer engagement because perceived credible information encourages sustainable practices and reduces trust deficit (Breves & Liebers, 2022; Testa et al., 2020).

Perceived credibility, often described as the belief in the trustworthiness of information, significantly affects consumers' Green Trust, the trust consumers place in green products and companies. Testa et al. argue that information seeking helps bridge the gap between skepticism and positive environmental behavior, indicating that a lack of trust can impede rational decision-making in sustainable purchasing (Testa et al., 2020). Similarly, Krsnik and Erjavec emphasize the necessity of trustworthy marketing communications to effectively promote sustainable practices among consumers, underscoring that clear and credible messaging is essential to nurture Green Trust in contexts filled with skepticism (Krsnik & Erjavec, 2024). Eco-literacy, defined as the understanding and awareness of ecological issues and sustainable practices, significantly influences Green Trust. Cheng et al. propose that eco-labeling serves as a tool to enhance consumers' environmental knowledge, which directly affects their intentions and pro-environmental behavior (Jonell et al., 2016). The studies by Hossain et al. demonstrate that higher levels of environmental knowledge correlate positively with Green Trust and, subsequently, pro-environmental behaviors Hossain et al. (2022). This aligns with the argument put forth by Testa et al., who state that informed individuals are better equipped to make environmentally aware decisions, thereby linking their awareness to trust in sustainable products (Testa et al., 2020). Dantas and Gomes emphasize that a multidimensional analysis of environmental awareness reveals its critical importance in affecting consumer behavior, indicating that a more nuanced understanding of environmental issues directly strengthens trust in sustainability claims by companies (Dantas & Gomes, 2025).

Green trust acts as an important mediator linking perceived credibility with green sharing intentions, where when consumers believe that a brand or product is truly consistent with its desired claims, this strengthens their intention to share that product information in social networks thereby

encouraging pro-environmental behavior; Research shows that the credibility of green claims increases consumer trust and serves to bridge the gap between attitudes, intentions, and actions in sustainable consumption (Ali et al., 2023; Duong, 2023), and when consumers receive credible information, trust in their environmental claims grows and directly influences their behavioral intentions, so that brands that build a credible image through transparent practices and authentic communication increase their audience's green trust and ultimately greater intentions to help in green.

Eco-literacy, which consists of environmental knowledge and understanding sustainable practices, directly affects Green Trust. This trust is a critical mediator that enhances consumers' intentions to share green initiatives. According to Hossain et al., eco-literacy equips consumers with the necessary knowledge to evaluate eco-friendly products effectively Hossain et al. (2022). When consumers are well-versed in environmental issues, they tend to trust products demonstrating a commitment to sustainability, which leads to increased intentions to engage in behaviors such as sharing eco-friendly products or information. This mediation effect is supported by the work of Testa et al., who argue that consumer behavior in the context of circular economies is heavily influenced by the individual's ability to understand sustainable features of products (Testa et al., 2020). As eco-literacy improves,

consumers not only develop trust in sustainable brands but are also more inclined to advocate for these products within their social circles, resulting in heightened Green Sharing Intention.

Environmental awareness, similar to eco-literacy, plays a fundamental role in influencing Green Trust and subsequently, Green Sharing Intention. Studies indicate that heightened awareness of environmental issues fosters trust in eco-friendly products and brands. For example, Duong discusses how attitudes toward environmental initiatives significantly impact customer intentions to engage in green consumption behaviors (Duong, 2023). As consumers become more aware of the ecological implications of their choices, they are likely to develop trust in brands that prioritize sustainability, which, in turn, prompts them to share these products or practices within their networks.

Moreover, the comprehensive study by Kim and Hall demonstrates how increased environmental consciousness translates to pro-environmental purchasing and sharing behaviors, reinforcing the idea that awareness leads to trust, mediating action (Kim & Hall, 2019). This suggests that as environmental awareness grows, consumers not only become better informed but also feel more empowered to engage in sustainable behaviors, including sharing initiatives that promote green solutions.

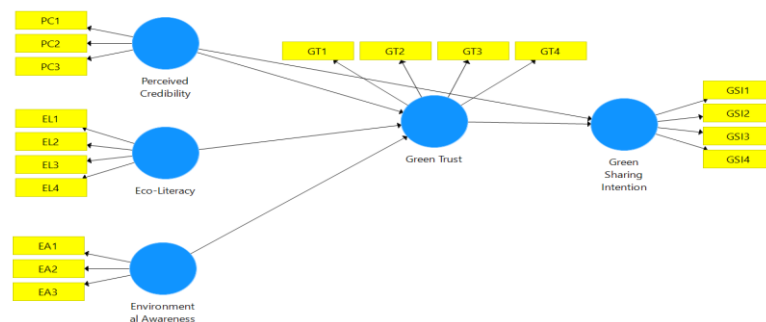


Figure 1. Research Model

Hypothesis:

- H1: Green Trust influences Green Sharing Intention.
- H2: Perceived Credibility influences Green Sharing Intention.
- H3: Perceived Credibility influences Green Trust.
- H4: Eco-literacy influences Green Trust.
- H5: Environmental Awareness influences Green Trust.
- H6: Perceived credibility positively influences green sharing intention through the mediation of green trust.
- H7: Eco-literacy positively influences Green Sharing Intention through the mediation of Green Trust
- H8: Environmental Awareness positively influences Green Sharing Intention through the mediation of Green Trust

2.2 Population and Sample

The target population of this study was Generation Z consumers residing in Kupang City, the capital of East Nusa Tenggara Province, Indonesia. Kupang was reported as one of the lowest-performing municipalities in the Ministry of Environment and Forestry's Adipura assessment in 2019 and 2022 (Haki, 2022). Generation Z were selected because they are active social-media users and potential agents of change in disseminating sustainability information. Generation Z was selected based on their characteristics as digital natives who have a high level of concern for environmental issues and a tendency to share information online. The number of indicators is multiplied by 5-10 according to Hair et al. (2010) and in this study I chose the number 8 because the number 8 is the middle number of 5-10. The sample size was determined by multiplying the number of indicators

by eight. Based on the operational variable records (see Table 1), the total number of indicators used in this study is 18, derived from the variables of environmental awareness (3 indicators), perceived

credibility (3 indicators), eco-literacy (4 indicators), green trust (4 indicators), and green sharing intention (4 indicators). Thus, the minimum number of respondents required is $18 \times 8 = 144$ respondents.

Table 1. Operational Variable

Variable	Indicator	Scale	Reference
Perceived Credibility (PC) X1	PC1: advertising claims for environmentally friendly packaging made from palm leaves accurately describe the environmental benefits of using such packaging. PC2: Companies that advertise packaging made from palm leaves have a sincere intention to protect the environment. PC3: I believe that the environmental claims made in advertisements for packaging made from palm leaves are true.	Likert 1-5	(Gomes et al., 2023)
Eco-Literacy (EL) X2	EL1: I understand consumption activities that can damage the environment, including the use of non-environmentally friendly packaging. EL2: I know various ways to minimize packaging waste in everyday life. EL3: I understand the regulations or policies that encourage the use of environmentally friendly packaging in Indonesia. EL4: I am willing to be actively involved in supporting the use of natural packaging such as palm leaves to reduce environmental impact.	Likert 1-5	(Hui et al., 2023)
Environmental awareness (EA) X3	EA1: I am aware of various environmental initiatives and programs in my community. EA 2: I understand the environmental labels and symbols used on product packaging. EA3: I consider myself to have a broad knowledge of environmental issues related to product packaging.	Likert 1-5	(Fauzi et al., 2024)
Green Trust (GT) Z	GT1: I believe that this packaging is made from environmentally friendly and sustainable materials. GT2: I am confident that this sustainable packaging provides good protection for the product inside. GT3: I believe that using this packaging will have a positive impact on the environment. GT4: I believe that choosing sustainable packaging is in line with my personal values regarding sustainability and environmental protection.	Likert 1-5	(Chen & Chang, 2013)
Green Sharing Intention (GSI) Y	GSI1: I will talk to other people on online platforms (social media, forums, etc.) about brands with environmentally friendly packaging made from lontar. GSI 2: I will say positive things about brands that use environmentally friendly packaging made from palmyra palm on online platforms. GSI 3: I will share messages or information about the brand with eco-friendly packaging made from palmyra palm on online platforms. GSI 4: I will share product information from the brand using palmyra palm packaging through social media or messaging apps	Likert 1-5	(Gomes et al., 2023)

2.3 Data Collection Techniques

Data were collected through an online questionnaire using the Google Forms platform. The questionnaire was designed based on the variable indicators specified in Table 1. Each statement item was measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The use of an likert scale was based on recommendations (Hair et al., 2019), because this scale is able to capture the intensity of respondents' attitudes in more detail.

The questionnaire was distributed through social media (Instagram, WhatsApp, and Telegram) using a snowball sampling approach. This method

was chosen because the target population was Generation Z, who are active users of social media, thus facilitating the distribution of the questionnaire and accelerating the acquisition of respondents. Before being fully implemented, the questionnaire was pilot-tested on 30 respondents to ensure clarity of language and consistency of the questions. The pilot test results showed that all items were well understood, with validity scores above the 0.50 threshold and initial reliability above the Cronbach's alpha threshold of 0.60.

2.5 Data Analysis Techniques

The collected data were analyzed using the Partial Least Square–Structural Equation Modeling (PLS-SEM) approach with the help of SmartPLS version 4 software. PLS-SEM was chosen because it is capable of handling research models with relatively small sample sizes and complex latent indicators (Hair et al., 2019). In addition, this method allows for testing direct and indirect relationships between variables, including the mediating role of green trust.

3. Results and Discussion

3.1. Results

3.1.1. Respondent Profile

This study involved 144 respondents with the following demographic composition. Based on gender, the majority of respondents were women, totaling 86 individuals (59,7%), while men accounted for 58 individuals (40,3%). In terms of age, the respondents were predominantly in the 20–29 age group, totaling 97 individuals (67,4%), while 47 individuals (32,6%) were under the age of 20. Based on the highest level of education, most respondents were university graduates (S1) at 81 people (56,3%), followed by high school/vocational school graduates at 47 people (32,6%), postgraduate (S2) at 11 people (7,6%), and diploma holders at 5

people (3,5%). In terms of occupation, the majority of respondents were students/college students (55 people, 38,2%), followed by government/private sector employees (40 people, 27,8%), entrepreneurs/business owners (20 people, 13,9%), housewives (15 people, 10,4%), and others 14 people (9,7%).

Overall, these characteristics indicate that the study respondents are predominantly young, highly educated, and mostly students/college students or formal workers.

3.1.2. Validity and Reliability

Validity and reliability tests were conducted to ensure that the research instruments met reliability criteria and were able to measure constructs consistently. Convergent validity was assessed through outer loading values and Average Variance Extracted (AVE), while reliability was tested using Cronbach's Alpha and Composite Reliability (CR). According to Hair et al. (2019), an indicator is considered valid if the outer loading value is $> 0,70$ and the AVE value is $> 0,50$. Meanwhile, reliability is considered good if the Cronbach's Alpha and CR values are $> 0,70$.

Table 2. Validity and Reliability Test

Variable	Indicator	Outer Loading	Cronbach Alpha	CR	AVE
Perceived Credibility	PC1	0,866	0,862	0,916	0,784
	PC2	0,910			
	PC3	0,881			
Eco-Literacy	EL1	0,883	0,843	0,897	0,687
	EL2	0,871			
	EL3	0,869			
	EL4	0,675			
Environmental Awareness	EA1	0,906	0,898	0,936	0,829
	EA2	0,943			
	EA3	0,882			
Green Trust	GT1	0,845	0,843	0,895	0,680
	GT2	0,859			
	GT3	0,802			
	GT4	0,791			
Green Sharing Intention	GSI1	0,866	0,874	0,913	0,725
	GSI2	0,910			
	GSI3	0,881			
	GSI4	0,866			

The results in Table 2 show that all indicators have outer loading values above 0,70, except for EL4 (0,675). However, Hair et al. (2025) emphasize that indicators with values slightly below 0.70 can still be retained if their contribution to construct reliability is significant. All variables have Cronbach's Alpha and CR values above 0.70, as well as AVE values greater than 0.50. This proves that the research construct has adequate convergent validity and reliability.

3.1.3. Discriminant Validity

Discriminant validity was tested using the Fornell–Larcker criteria, which states that the square root

AVE value of each construct must be greater than the correlation between constructs (Fornell & Larcker, 1981).

The results in Table 3 show that all diagonal values are higher than the correlations between constructs in the same row and column. This confirms that each construct in this study has good discriminant validity. Thus, each variable of perceived credibility, eco-literacy, environmental awareness, green trust, and green sharing intention has a unique construct and does not overlap with each other.

Table 3. Fornell Lacker

	EL	EA	GSI	GT	PC
EL	0,829				
EA	0,506	0,911			
GSI	0,566	0,518	0,851		
GT	0,591	0,653	0,676	0,825	
PC	0,711	0,440	0,559	0,579	0,886

3.1.4. R-Square

R-Square analysis is used to assess how much variation in endogenous constructs can be explained

by exogenous constructs. According to Chin (1998) An R-Square value of 0,67 is considered substantial, 0,33 moderate, and 0,19 weak.

Table 4. R-Square

	R-Square	Adjusted R-Square
Green Sharing Intention	0,500	0,493
Green Trust	0,548	0,538

The results in Table 4 show that the green trust variable has an R-Square value of 0.548, which means that 54,8% of the variation in green trust can be explained by perceived credibility, eco-literacy, and environmental awareness. 45,2% is explained by other factors not included in this research model. Meanwhile, green sharing intention has an R-Square

value of 0,500, indicating that half of its variation can be explained by perceived credibility, eco-literacy, environmental awareness, and green trust. This value falls into the moderate category, as stated by Hair et al. (2019), so the research model can be considered adequate.

Table 5. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Statistics (O/STDEV)	P-Values	Hypotesis
Green Trust -> Green Sharing Intention	0,531	0,537	0,094	5,627	***	Accepted
Perceived Credibility -> Green Sharing Intention	0,384	0,375	0,102	3,750	***	Accepted
Eco-Literacy -> Green Trust	0,099	0,107	0,054	1,829	0,034	Accepted
Perceived Credibility -> Green Trust	0,249	0,247	0,083	2,987	0,001	Accepted
Environmental Awareness -> Green Trust	0,449	0,444	0,074	6,096	***	Accepted
Perceived Credibility -> Green Trust -> Green Sharing Intention	0,132	0,132	0,050	2,638	0,004	Accepted
Eco-Literacy -> Green Trust -> Green Sharing Intention	0,099	0,107	0,054	1,829	0,034	Accepted
Environmental Awareness -> Green Trust -> Green Sharing Intention	0,238	0,241	0,066	3,630	***	Accepted

Note: *** = $p < 0,001$

The results in Table 5 show that all tested paths are significant. Green trust has a positive direct effect in green sharing intention ($\beta = 0,531$; $t = 5,627$; $p < 0,001$), Perceived credibility has a positive direct effect on green sharing intention ($\beta = 0,384$; $t = 3,750$; $p < 0,001$). Eco-literacy also has a positive effect on green trust ($\beta = 0,099$; $t = 1,829$; $p = 0,034$). Furthermore, perceived credibility has a significant effect on green trust ($\beta = 0,249$; $t = 2,987$; $p = 0,001$), as does environmental awareness, which has the greatest positive effect on green trust ($\beta = 0,449$; $t = 6,096$; $p < 0,001$). The mediation analysis results indicate that green trust mediates the relationship between perceived credibility, eco-literacy, and environmental awareness with green sharing intention. The mediation path $EA \rightarrow GT \rightarrow GSI$ has

the greatest effect ($\beta = 0,238$; $t = 3,630$; $p < 0,001$), followed by the $PC \rightarrow GT \rightarrow GSI$ path ($\beta = 0,132$; $t = 2,638$; $p = 0,004$) and the $EL \rightarrow GT \rightarrow GSI$ path ($\beta = 0,099$; $t = 1,829$; $p = 0,034$). Thus, all hypotheses proposed in this study were accepted because they met the criteria for statistical significance.

3.2. Discussion

3.2.1. Green Trust and Green Sharing Intention

This study shows that green trust has a positive effect on green sharing intention, meaning that the higher consumers' trust that palmyra palm packaging is truly environmentally friendly, the greater their tendency to share positive information about the product. This trust is formed when consumers believe in the ecological claims of lontar, such as its

biodegradable nature, use of local resources, and ability to reduce dependence on single-use plastic (Chen & Chang, 2013; Amaral et al., 2025). Thus, green trust serves as a bridge connecting consumers' belief in the sustainability of the product with social actions in the form of green sharing intention, thereby promoting the broader dissemination of green consumption values.

3.2.2. Perceived Credibility and Green Sharing Intention

The results of the study show that perceived credibility has a direct positive influence on green sharing intention. This means that the higher the credibility of environmental claims attached to palmyra palm packaging, the greater the consumers' intention to share information about it. In this context, the credibility of messages emphasizing that palmyra palm packaging is a sustainable alternative to single-use plastic can be an important factor in encouraging consumer advocacy. Wang & Li (2022) emphasizes that the quality of green advertising information, including the accuracy of environmental benefit claims, can influence consumer attitudes. For palm-based products, claims stating that this material is biodegradable, environmentally friendly, and supports plastic waste reduction must be communicated clearly and transparently. Conversely, if these claims are questionable, consumers' potential to spread positive information will decrease, and may even lead to resistance due to perceptions of greenwashing (Fella & Bausa, 2024).

3.2.3. Perceived Credibility and Green Trust

The results of the study indicate that perceived credibility has a significant effect on green trust, meaning that the higher the level of consumer confidence in the credibility of environmental claims on palmyra palm packaging, the greater their belief in the product. This finding aligns with the perspectives of Wang & Li (2022) and Chen and Chang (2013), who emphasize that the credibility of green claims is a crucial factor in building green trust, especially amid the growing phenomenon of greenwashing, which has made consumers increasingly critical of green marketing messages. Green trust is formed when consumers are confident that the product truly possesses the ecological characteristics promised, such as being naturally biodegradable and contributing to the reduction of plastic waste. Amaral et al., (2025) emphasize that this trust is the main foundation for consumers to adopt and recommend green products.

3.2.4. Eco-Literacy and Green Trust

This study also found that eco-literacy has a positive effect on green trust. Consumers with a good understanding of environmental issues are more likely to trust sustainability claims on palmyra palm packaging. Hui et al. (2023) emphasize that eco-

literacy strengthens consumers' ability to assess the ecological impact of a product. By understanding that palmyra palm is a natural material that can be biodegraded, consumers are more confident that this packaging is truly environmentally friendly. Additionally, consumers with high eco-literacy are more likely to distinguish between products that are genuinely green and those that merely use green labels for marketing purposes. This strengthens green trust, which in turn influences their willingness to share positive information about the product (Cheah & Phau, 2011). Palmyra palm is an abundant local resource in East Nusa Tenggara, and consumer ecological literacy also plays a role in strengthening cultural identity while promoting sustainability.

3.2.5. Environmental Awareness and Green Trust

Research findings indicate that environmental awareness has the greatest influence on green trust. This means that the higher the respondents' environmental awareness, the greater their trust in lontar-based packaging. Gomes et al. (2023) emphasize that Generation Z's environmental awareness drives their preference for environmentally friendly products, including their willingness to pay more. Consumers who are aware of plastic pollution and damage to marine ecosystems are more likely to accept palmyra palm as an alternative solution. Auliandri et al. (2018) found that environmental awareness is closely related to the acceptance of green packaging. Similarly, Mohiuddin et al. (2018) and Ting et al. (2019) shows that consumers with a high level of awareness will have more trust in products that truly have a positive impact on the environment. Environmental awareness serves as the main psychological capital that strengthens the legitimacy of palmyra palm packaging in the eyes of consumers.

3.2.6. Green Trust as a Mediator of the Influence of Perceived Credibility, Eco-Literacy, and Environmental Awareness on Green Sharing Intention

The results of the study indicate that green trust acts as a significant mediator in the relationship between perceived credibility, eco-literacy, and environmental awareness toward green sharing intention. The credibility of environmental claims on eco-friendly packaging made from palmyra palm fiber can enhance consumer trust, and it is through this trust that they are motivated to share positive information about the product. Similarly, a high level of eco-literacy enables consumers to better understand the ecological benefits of lontar, thereby strengthening their trust in the green claims made. At the same time, high environmental awareness makes consumers more sensitive to plastic pollution issues and more confident that lontar-based packaging is a real solution. In line with the findings of Wang & Li (2022), Hui et al. (2023), Gomes et al. (2023), and

Amaral et al. (2025), green trust functions as a psychological bridge that transforms consumers' perceptions and awareness into concrete actions in the form of intentions to share pro-environmental information. Green trust has proven to be a key mechanism linking cognitive, affective, and communicative factors with green information-sharing behavior in the context of palmyra palm packaging.

4. Conclusion

This study confirms that perceived credibility, eco-literacy, and environmental awareness are important determinants that build green trust, which in turn increases green sharing intention toward environmentally friendly packaging made from lontar. Structurally, green trust explains this cognitive-affective-communicative relationship and acts as a significant mediator. The explanatory contribution of the model is moderate, with variations in green trust and green sharing intention explained by approximately half of the exogenous constructs. When information is perceived as trustworthy, environmental knowledge is adequate, and concern is high, trust in palmyra palm packaging will grow and encourage people to recommend it on social media. Implications: Businesses and policymakers promoting the adoption of palmyra palm packaging should prioritize transparency and evidence of environmental claims to strengthen credibility, accelerate ecological literacy programs, and sharpen environmental awareness campaigns aligned with the values of the younger generation. This integrated approach not only strengthens the position of palmyra palm as a substitute for single-use plastic but also expands the reach of sustainability messages through information sharing among users.

Theoretically, this study enriches the body of knowledge on green consumer behavior by integrating the three main drivers of credibility, literacy, and awareness into a single framework centered on green trust to explain sharing intentions, complementing the literature that has focused more on green purchase intentions. Going forward, research can be expanded across regions and segments, using longitudinal or experimental designs to test causality, incorporating moderators such as social norms and local identity, and combining actual behavioral metrics on digital platforms to enhance the accuracy of inferences and generalizations.

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