Green Practices and Purchase Intentions: The Mediating Role of Green Image and Trust Among Muslim Consumers

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Abstract: The issue of sustainability of green products has garnered significant attention within both societal and business spheres. In essence, green products constitute a crucial consideration in marketing. The development of various marketing methods has contributed to diverse public perceptions as well as eco-friendly products widely available on the market. Therefore, this study aimed to determine the influence of green practice, green image, green trust, and purchase intention. Furthermore, this study also investigated green image and green trust as a mediator in the relationship between green practices and purchase intention while also exploring the moderating role of environmental awareness in this relationship. A total of 393 Muslim consumers from 10 provinces with the largest Muslim majority in Indonesia were selected to fill out an online questionnaire. The collected data was processed using AMOS-v26 and SPSS v25. The results demonstrated that green image and green trust mediate the relationship between green practices and green purchase intention. Meanwhile, environmental awareness was found to moderate the indirect relationship among the variables of green practices, green image, green trust, and green purchase intention. These findings contribute to the strengthening of self-congruity theory. This study also contributes to theoretical and contextual knowledge related to the perceptions and behavior of Muslim consumers regarding the consumption of green products, offering valuable business considerations for practitioners.

Introduction

The issue of global sustainability has increased public awareness of changes that are detrimental to business activities and the environment (Wasaya et al., 2021). Society is exhibiting growing concern over environmental issues, such as global warming, ozone depletion, and habitat destruction(Lee et al., 2010). As a result, the concept of green practices and environmental awareness is increasingly popular, particularly among consumers, in their efforts to preserve the environment and companies to increase their competitive advantage (Nuryakin & Maryati, 2022).

The term green practices is essentially defined as actions to reduce negative impacts on the environment (Namkung & Jang, 2014). Although the implementation of green practices can involve significant costs, they can ultimately benefit companies in the long term by increasing their positive

image in society (E. H. Jeong et al., 2014). Meanwhile, previous study has explored green practices across three dimensions: environmental concern, health concern, and social concern (E. Jeong & Jang, 2010). This signifies that the term 'green' transcends environmental concerns and encompasses the domain of health, as exemplified by the study of green restaurants. However, the specific interpretation of 'green' is contingent upon the research context. For this reason, researchers need to identify the green practices perspective to be examined in this study.

This study was preceded by the phenomenon of Muslim consumers related to green practices in Indonesia. Despite Indonesia possessing the world's largest Muslim population, studies on the green practices of Muslim consumers remain limited. This study focuses on the broad perspective of green practices, including environmental, social, and health issues (E. Jeong & Jang, 2010). It assumes that the term 'green' is inherent to the faith and values of Muslim consumers. Islamic principles, as embodied in Sharia, emphasize a harmonious relationship with both God (*hablun mina Allah*) and humanity (*hablun mina annas*). This assumption is reinforced by previous studies that religion plays a role in consumer decision-making regarding purchasing expenditures (Alam et al., 2011; Tuhin et al., 2020). In addition, self-congruity theory posits a harmonious alignment between Muslim consumer beliefs and business ideology, strengthening the acceptance and adoption of certain business ideologies which are growing rapidly, particularly among Muslim economists in recent years (Bukhari et al., 2020).

While previous studies clearly demonstrated that green practices have a positive effect on consumer perceptions, studies examining the mediating role of green image and green trust between green practices and green purchase intention remain scarce. Additionally, this study investigates whether environmental awareness moderates the relationship between green trust and green image on Muslim consumers' purchase intention.

Based on previous studies, researchers have not found a complete study regarding the role of green image and trust which is able to mediate the relationship between green practices and Muslim consumers' purchase intention as well as the moderating role of environmental awareness which strengthens or weakens the indirect relationships. By exploring this phenomenon, this study aims to directly provide suggestions for the effectiveness of green marketing and altruistic motivation for Muslim consumers, particularly in relation to their values concerning environmental awareness. Previous studies on this topic has often utilized samples from diverse consumer backgrounds without considering (Muslim) beliefs. This constitutes one of the key novelties of this study.

Generally, the growing number of consumers concerned about environmental issues and the need for green products is also in line with the increasing demand for halal products among Muslim consumers (Al Hadi & Budi, 2022). This research suggests that Muslim consumers, like consumers in general, are recipients of products that have been developed and offered. After receiving the offer, consumers then make decisions regarding products and services (S. Wang & Su, 2022). However, Muslim consumers are subject to Islamic Sharia restrictions that do not apply to consumers in general. Therefore, information on product and service excellence is crucial for both Muslim and non-Muslim consumers to achieve sustainability goals.

This study offers a novel perspective by examining the effect of Islamic values on Muslim consumers' engagement with green practices and their purchase intentions, an area that has been underexplored in previous green marketing literature.

Literature Review and Hypothesis Development

Theory of Self-Congruity

Self-congruity theory posits that consumers tend to choose products that match their self-image (Sirgy, 1985). This theory assumes that consumers have a self-image consisting of two dimensions, actual self-image and ideal self-image (Plewa & Palmer, 2014). Consumers tend to select products whose perceived personality matches their actual and ideal self-image. In a marketing context, self-alignment can be used to build a strong brand and purchase intention. Several studies demonstrate that self-

congruity has a positive effect on purchasing decisions, consumer attitudes, and brand loyalty (Yusof & Ariffin, 2016).

Self-congruity theory has been widely adopted by previous studies to explain consumer behavior. Simply put, this theory compares their self-perception of brand image (Sirgy, 2018). If a Muslim considers Islam as a life guide to achieve the values of prosperity in this world and the hereafter, then they will probably consume products that comply with their religious principles. Environmental, health, and social welfare issues reflected in green practices are basically in harmony with the teachings of Islam. This is because Islamic principles emphasize the preservation of the environment (Abdul-Matin, 2010; Guntur, 2021; Kamla et al., 2006). Green practices and efforts to reduce negative impacts on the environment have expanded widely from environmental to social and health issues. This is in line with the principles of Sharia values, seeking to increase the prosperity of the earth and humanity on it (Abdullah & Keshminder, 2020; Hwang, 2018).

Previous research has primarily focused on green consumer behavior in general, with a limited understanding of how religious values, specifically Islamic principles, influence environmental sustainability preferences. This study aims to fill this gap by exploring the unique influence of Islamic values on Muslim consumers' green purchase intentions.

Green marketing

According to Ansu-Mensah (2021), green marketing is currently of significant importance. Green marketing is a modern approach to marketing products in an environmentally friendly manner, with a focus on packaging, product modification, and manufacturing processes (Singh et al., 2011). This aims to meet customer needs without damaging the environment (Gurel et al., 2015). Despite the growing concern surrounding environmental issues, consumer engagement in sustainable consumption practices remains low. This is often reflected in a reluctance to purchase green products. Key challenges include a lack of societal consensus regarding the environment, the need for standardized measures for organic products, and the need for patience (Guber, 2003).

In Islamic marketing, the principles of environmental stewardship are emphasized as a reflection of faith. This study builds upon the Islamic marketing framework by examining how these values shape consumer attitudes and behaviors toward green products. Green practices allow companies to receive intangible benefits, such as consumer satisfaction or fulfillment of self-esteem which influences their behavior towards the company (E. H. Jeong et al., 2014; Sellitto & Hermann, 2019). A previous study demonstrated that consumer perceptions of a company's green practices influence its green image. Green image is generally defined as the public's perception of an organization. Green image is related to a company's physical and behavioral attributes, such as name, products or services, ideology, and the quality of communication between company service and consumers (E. H. Jeong et al., 2014). Companies with a positive public image have been shown to effectively build and maintain consumer trust and behavior (Yu et al., 2021).

Green practices refer to environmentally responsible and sustainable practices that minimize the negative impact of human activities on the environment. These practices are applicable across various spheres of life, including homes, workplaces, and communities (Hussain, 2018; Roscoe et al., 2019). In a previous study conducted by (E. Jeong & Jang, 2010), it was demonstrated that green practices have an effect on the green image. The study found that customer perceptions of a restaurant's eco-friendly initiatives, such as in-store recycling bins, organic menu options, and motion-detecting lights, have a significant effect on their perceptions of the restaurant's green practices.

While previous studies by E. H. Jeong et al. (2014) and Tan et al. (2022) have demonstrated the significance of green practices in influencing consumer behavior, this study extends the literature by integrating the role of religious values, specifically Islam, and their influence on green purchase intention among Muslim consumers. Attributes such as performance in green practices can influence customers' perceptions significantly, thereby influencing their perception of the overall green image.

Likewise, studies have been conducted by (Cho et al., 2023; Gasbarro & Bonera, 2021; Hameed et al., 2022). From the study above, this study proposes the following hypothesis:

H1: green practices have a positive and significant effect on green image

The term "green consumers" emerged in the 1990s due to environmental concerns, which led to the desire for green products (Milovanov, 2015). The business world has to address this need, and the green image plays a crucial role in predisposing purchasing decisions. Green image literacy enhances consumers' eco-friendly value, self-identity, and purchase intention. The green image can differentiate a company's products from those of competitors, therefore it has a significant impact on consumer purchasing intentions and ensures business sustainability (Tan et al., 2022).

Previous studies demonstrated that green image has a significant effect on consumer purchase intention. This has been supported by the findings of Chinomona & Chivhungwa, (2019); Huang et al., (2014); Lasuin & Ng, (2014); Majeed et al., (2022). Therefore, the hypothesis in this study is:

H2: green image has a positive and significant effect on green purchase intention

Green practices refer to environmentally responsible and sustainable practices that foster trust among environmentally conscious consumers. Recent studies found that green practices have a positive effect on green trust, which in turn can lead to positive consumer behavior and image perceptions (Y.-S. Chen et al., 2015; Mercadé Melé et al., 2020).

Nyilasy et al., (2014) stated that consumers' understanding of green marketing influences trust in products. There is a strong relationship between green practices and green trust. This is because consumer perception of companies actively supporting eco-friendly practices, such as concern for health or social issues, can gain consumer trust and influence them to purchase these products (Sultana et al., 2022). For this reason, this study proposes the following hypotheses:

H3: green practices have a positive and significant effect on green purchase intention
H4: green practices have a positive and significant effect on green trust

Green trust refers to the level of confidence that environmentally conscious consumers have in the environmental performance of a particular product, service, or brand. A previous study suggests that green trust has a positive effect on purchase intentions, which in turn can lead to positive consumer behavior and image perceptions (Guerreiro & Pacheco, 2021).

A study conducted by Tarabieh, (2021) concluded that green trust has a positive impact on green purchase intention in food and beverage companies. A well-crafted environmental statement can increase sales and market share without incurring the risks associated with greenwashing. Companies must integrate environmental impacts into their marketing strategies and make specific commitments to their environmental performance. This aligns with the findings of Wasaya et al., (2021). Therefore, the researcher proposed the following hypothesis:

H5: green trust has a positive and significant effect on green purchase intention

Environmental awareness refers to the level of knowledge and understanding an individual possesses regarding environmental issues and their impact on the planet (Newhouse, 1990). It is an understanding of the protection of the natural environment and activities that can cause damage to the environment (Akhmadieva et al., 2019). Environmental awareness is an integral part of the environmental movement, which awakens the need and responsibility of humans to respect, protect, and preserve nature from anthropogenic suffering (Tomar, 2017).

Environmental awareness has also become part of Islamic teachings. Thus, an ideal Muslim consumer is one who demonstrates awareness of environmental sustainability for future generations (Al-Kwifi et al., 2019; Bukhari et al., 2019; Golnaz et al., 2010). This study proposes the following hypotheses:

H6a: environmental awareness significantly moderates the indirect effect between green practices and green image on green purchase intention

H6b: environmental awareness significantly moderates the indirect effect between green practices and green trust on green purchase intention

Research Methods

Participants

To address the research question, this study employed a quantitative approach. According to Leavy, (2022), the quantitative approach is centered on achieving objectivity, control, and precise measurement. Methodologically, this approach relies on a deductive design aimed at either refuting or supporting existing theories and hypotheses. Researchers have summarized theories developed in previous research, however, the confirmation of these theories within the context of this current study remains uncertain.

The population in this study is Muslim consumers in Indonesia. Given the limitations faced by researchers, it is impossible to collect all existing data from a population. Therefore, researchers must resort to sampling techniques, selecting a subset of the population for their study. By sampling from a predetermined population, researchers can draw conclusions that can be generalized to a population of interest (Adams et al., 2007). Meanwhile, the sampling technique used is multistage sampling. Multistage sampling was used to identify respondents.

In the first stage, a purposive sampling technique was used to select the 10 provinces with the largest Muslim populations among the 38 provinces in Indonesia. The second stage used stratified sampling, with an age limit of 18 years as a measure for each province. In the third stage, respondents were chosen from each province, encompassing all Muslim consumers aged eighteen years and older who had purchased green products, such as shopping bags and substitutes for plastic products, including tumblers or drinking bottles. While the generalizability of this technique may be limited, it often provides the most insightful approach to investigation (Sekaran & Bougie, 2016).

We used multistage sampling to ensure a diverse representation of Muslim consumers across Indonesia's largest provinces. A sample of 393 respondents was selected, providing adequate statistical power based on the criteria outlined by (Hair et al., 2018). Given the descriptive nature of the analysis, this sample size allows us to capture a broad range of consumer behavior while maintaining a level of precision.

In this study, data was collected using a questionnaire. To ensure broad sample distribution, Google Forms was utilized to enhance the efficiency and effectiveness of data collection while maintaining the integrity of the information gathered. Subsequently, the data extracted from the questionnaire underwent analysis for normality, the presence of outliers, and multicollinearity. This was followed by hypothesis testing.

Researchers need to test the hypothesis model, conduct a literature review, and identify the validity and reliability of variables, namely green practices, green trust, green image, consumer purchase intention, and environmental awareness using AMOS. Meanwhile, a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) was employed to assess these five variables.
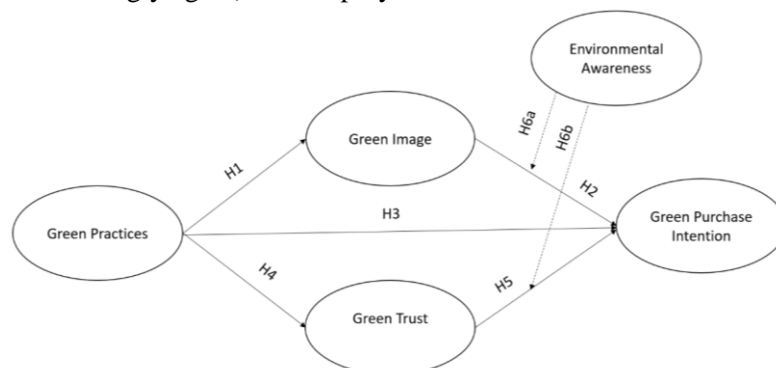
Figure 1. Research Model

Meanwhile, the green practices variable in this research refers to environmental, health, and social indicators adapted from previous research (Choi & Parsa, 2007). The green image and green trust variables were adopted from research by (Assaker et al., 2020). The environmental awareness variable was confirmed by Wang and Shah's study (N. Wang & Mohammad Shah, 2022). Lastly, the consumer purchase intention variable was developed by (Al Hadi & Budi, 2022).

Table 1. Items of Green Practices Variable

No.	Items of Green Practices Variable
1	I feel that the company has produced products that are good for health.
2	I believe the company has produced products that support a healthy lifestyle
3	I know that the company is committed to environmental preservation
4	I understand that the company has participated in environmentally friendly activities
5	I feel the company has carried out its social responsibility
6	I know that the company has good morality.

Source: Choi & Parsa, (2007)

Table 2. Items of Green Image Variable

No.	Items of Green Image Variable
1	The company is a benchmark for commitment to the environment
2	The company has a strong environmental reputation
3	The company has been successful in terms of environmental conservation
4	The company is well-established in environmental matters
5	This company is trustworthy regarding its environmental practices

Source: Assaker et al., (2020)

Table 3. Items of Green Trust Variable

No.	Items of Green Trust Variable
1	I believe in this company
2	I rely on this company
3	This company has an honest brand
4	This company is safe

Source: Assaker et al., (2020)

Table 4. Items of Environmental Awareness Variable

No.	Items of Environmental Awareness Variable
1	I can modify the natural environment to suit my needs
2	We are approaching the limit of the number of people the Earth can support
3	When humans interfere with nature, it often results in disastrous consequences
4	The Earth has many natural resources if I am able to learn how to develop them
5	Plants and animals have the same right as humans to live

Source: N. Wang & Mohammad Shah, (2022)

Table 5. Items of Green Purchase Intention Variable

No.	Item Variabel Minat Beli Konsumen
1	I am interested in consuming green products because I care about the environment.
2	I hope to consume green products due to their environmental performance.
3	Overall I feel happy consuming green products.
4	I feel that purchasing green products is beneficial.
5	I feel satisfied with purchasing green products

Source: Al Hadi & Budi, (2022)

Analysis and Discussion

Data Analysis

To streamline data filtering, data was tabulated using Microsoft Excel. Six respondents were excluded from the sample due to their failure to meet the inclusion criteria, resulting in a final sample size of 393 participants. Subsequently, the data was imported into IBM SPSS Statistics 25. Within this software, the average value of each indicator and the interaction value between the moderating and endogenous variables were computed. Lastly, the data was processed in IBM SPSS Statistics 25 and then transferred to IBM SPSS AMOS 26 for the calculation of significance values, direct and indirect effects, regression weights, and model fit indices.

In the Excel tabulation, researchers successfully filtered and calculated the data as percentages, categorized by gender, occupation, province, income, and age, as presented in Table 6.

Table 6. Respondent Demographics

Gender		Percentage
Male	201	51%
Female	192	49%
Occupation		
Employee	210	53%
Teacher/Lecturer	74	19%
Self-employed	34	9%
Student	47	12%
Govt. Service	26	7%
Others	2	1%
Income		
Rp 2 m - Rp 3.9 m	133	34%
Rp 4 m - Rp 5.9 m	194	49%
< Rp 2 m	30	8%
> Rp 6 m	36	9%
Province		
Aceh	8	2%
South Kalimantan	15	4%
West Java	160	41%
East Java	35	9%
Central Java	69	18%
Bengkulu	17	4%
West Nusa Tenggara	11	3%
Gorontalo	6	2%
South Sumatra	12	3%
West Sumatra	60	15%
Age Group		
26-33 years	243	62%
18-25 years	110	28%
34-41 years	33	8%
Above 41 years	7	2%

Following data processing in Excel, the researcher imported the data into IBM SPSS Statistics 25. Descriptive statistics were calculated for each variable, including the mean values of green image, green

trust, and environmental awareness. Additionally, the interaction effects between the moderator (environmental awareness) and the exogenous variables (green image and green trust) were computed. The resulting data were subsequently utilized as input for model fit testing in IBM AMOS 26.

Chi-square 528.017, df=231, p=0.000, GFI = 0.905, CFI = 0.969, TLI = 0.959, and RMSEA = 0.057 are the results of the model fit test. This study incorporates several additional indicators in the model fit test, as the chi-square value exhibits high sensitivity to sample size. The GFI, CFI, and TLI are predicted to exceed 0.9, with values closer to 1 indicating a better model fit. A close fit is anticipated for RMSEA, ideally below 0.08. Based on the aforementioned test results, it can be concluded that the path analysis model's suitability, as assessed using Amos, is considered satisfactory. This model fulfills the criteria for a structural model, as illustrated in Figure 2.
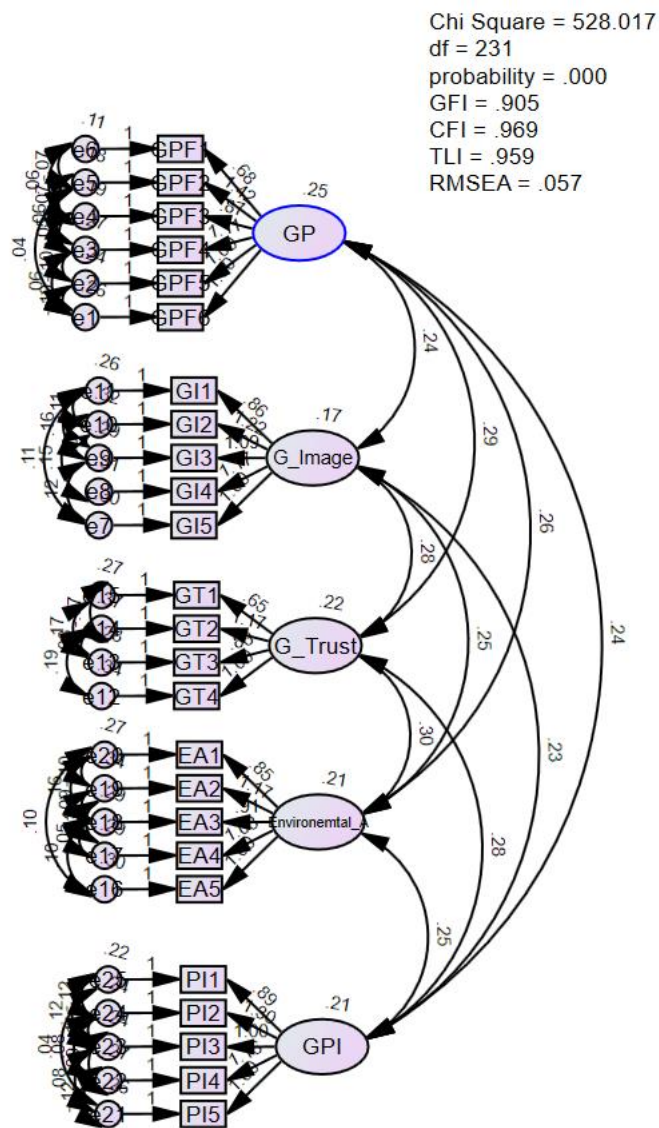
Figure 2. Measurement Model.

The subsequent stage is to assess the reliability and validity of the variables following the model fit determination. Variable reliability can be established by measuring a construct's consistency. Cronbach's alpha and composite reliability are employed to assess variable reliability. Both values must exceed 0.7 for the construct to be considered credible. In this study, IBM SPSS Statistics 25 was used as the testing tool, as can be seen in Table 7 below:

Table 7. Result of Measurement Model Testing

Construct	No. Items	Loading	C Alpha	CR	AVE
GP	GPF1	0.723	0.857	0.977	0.56
	GPF2	0.869			
	GPF3	0.712			
	GPF4	0.733			
	GPF5	0.717			
	GPF6	0.708			
GI	GI1	.709	0.815	0.964	0.54
	GI2	.799			
	GI3	.740			
	GI4	.732			
	GI5	.685			
GT	GT4	.575	0.765	0.807	0.47
	GT3	.537			
	GT2	.632			
	GT1	.504			
EA	EA1	.682	0.807	0.959	0.50
	EA2	.761			
	EA3	.702			
	EA4	.709			
	EA5	.694			
GPI	PI1	.692	0.813	0.964	0.56
	PI2	.824			
	PI3	.739			
	PI4	.761			
	PI5	.712			

According to the above table, an AVE value between 0.47 and 0.56 indicates that a composite reliability value has not exceeded the acceptable threshold of 0.7. The green trust exhibited an AVE value below the recommended minimum of 0.50. However, convergent validity for the GT construct can be established, provided that the CR value exceeds both the AVE value and the required threshold.

Additionally, data normality is a crucial consideration in multiple regression. As a result, the statistical skewness-kurtosis test was also conducted. The findings indicated that the skewness value was in the range of -2.216 to -0.432, while the kurtosis value was in the range of 0.987 to 3.935. Given the substantial sample size, exceeding 200 responses, the Skewness-kurtosis results are considered to be normally distributed (Collier, 2020).

Following that, a structural model test was conducted. The structural model describes the relationship and impact between independent and dependent variables. The SEM approach was employed in this study because it is deemed more optimal in providing rigorous test results for complex models, producing a comprehensive integrity of the interactions between multi-item variables, and assessing the impact of moderating and mediating variables.

Table 8 demonstrates that green practice has a positive and significant effect on green image ($p < 0.001$) and green trust ($p < 0.001$). In contrast, the relationship between green practices and green purchasing intention is not statistically significant ($p = 0.049$). Meanwhile, our findings reveal a positive and statistically significant relationship between both green image and green trust with green purchase intention ($p < 0.001$). Conversely, green practices demonstrated no significant effect on green purchasing intention. These results suggest that green image and green trust fully mediate the relationship between green practices and green purchase intention.

Table 8. The result of the hypothesis

Direct Relationship	Unstandardized	T Value	P Value	Result
Green Practice -> Green Image	0.951	57.603	0.000	Accepted
Green Practice -> Green Trust	0.967	53.600	0.000	Accepted
Green Practice -> Green Purchase Intention	0.133	1.972	0.049	Rejected
Green Image -> Green Purchase Intention	0.165	4.277	0.000	Accepted
Green Trust -> Green Purchase Intention	0.212	6.015	0.000	Accepted

Furthermore, by employing the bootstrapping method, researchers can determine the indirect relationship between green practices and purchase intention, mediated by green image and green trust. Preacher & Hayes, (2008) propose using bootstrapping to examine the indirect impact of various variables. Bootstrapping also yields precise confidence interval values for determining the indirect relationship between many variables. As indicated in Table 9, bootstrapping was performed with 5000 subsamples and a bias corrected confidence interval value of 95%, considered a robust method for assessing indirect relationships.

In a complex model with both moderator and mediator variables, the present study not only explores the presence of mediation but also investigates whether the moderator variable influences the strength of the indirect relationship. Researchers aimed to determine whether higher or lower levels of the moderators can influence the strength of the indirect association. As a result, the researchers conducted function estimates in AMOS to examine the indirect effect at various levels of the moderator.

This study investigates two mediator variables, namely Green Trust and Green Image, and environmental awareness serve as the moderator variable, determining the strength of the indirect effect. Both green trust and green image mediate the relationship between green practices and green purchase intention. Environmental awareness, on the other hand, moderates the relationship between green image and green purchase intention, as well as the relationship between green trust and green purchase intention.

Table 9. The result of the indirect effect

Moderated Indirect Effect	Direct Effect	Indirect Effect	Confidence Interval Low/High	P Value
Green Practice -> Green Image-> Green Purchase Intention	0.133	0.157	0.062/0.252	0.002
Probing the moderated indirect relationship				
High level of Environmental Awareness		0.245	0.145/0.349	0.000
Low level of Environmental Awareness		0.068	-0.061/0.187	0.294
Index of Moderated Mediation		**0.166**	**0.058/0.299**	**0.003**
Green Practice -> Green Trust -> Green Purchase Intention	0.133	0.205	0.088/0.335	0.001
Probing the moderated indirect relationship				
High level of Environmental Awareness		0.295	0.172/0.427	0.000
Low level of Environmental Awareness		0.115	-0.023/0.272	0.100
Index of Moderated Mediation		**0.169**	**0.060/0.302**	**0.003**

Researchers used construct and interaction terms in the Amos software to to model the relationships between variables in the mediation and moderation pathways. This study's model incorporates two interaction terms: one derived from the mean-centered GI and EA variables, and another from the mean-centered GT and EA variables. Meanwhile, the estimands function incorporates two calculations: "onestandbelow" and "onestandabove". These represent scenarios where the moderator is one standard deviation below and one standard deviation above the mean, respectively. The standard deviation of EA is 0.53285.

Table 9 reveals intriguing information regarding indirect effects. Green image and green trust play a crucial role in mediating the relationship between green practices and green purchase intention. This is indicated by p-values of 0.002 and 0.001, respectively ($p < 0.05$). Furthermore, the p-value for the index of moderated modification is also 0.003, indicating that environmental awareness moderates the indirect effect, regardless of whether green image or green trust serves as the mediating variable.

Figure 3. *Model Structure*

Discussion

The primary objective of this study is to investigate the relationship between green practices, green trust, green image, and green purchase intention, and to examine how environmental awareness moderates the indirect relationships among these variables. The research results demonstrate that green practices have a positive and significant effect on green image. This finding is in line with a prior study by (Hameed et al., 2022; E. Jeong & Jang, 2010). The perception of Muslim consumers that the company has incorporated and developed green products has a significant and positive relationship with the company's image of being successful in environmental preservation. This finding has crucial implications for businesses seeking to enhance their green image and appeal to environmentally conscious consumers, particularly in markets where ethical consumption is becoming a key factor. By focusing on the development of green products and communicating this commitment effectively, companies can enhance their brand image and build stronger relationships with consumers prioritizing sustainability (Majeed et al., 2022). Additionally, the results emphasize the significance of aligning green practices with consumer expectations in order to gain a competitive advantage in the marketplace.

According to the findings of this study, green image has a positive and significant impact on green purchase intention. Green image is a measure of environmental commitment and a good reputation for environmental sustainability in consumer perception (Assaker et al., 2020). If the green image is adequately managed, the results will be helpful for customer purchasing interest. The findings of this study are consistent with previous studies conducted by Lee et al., (2010); Tan et al., (2022); and Y. M. Wang et al., 2022). This study contributes to the growing body of literature by reinforcing the idea that a well-managed green image is not only beneficial for environmental performance but also for enhancing customer loyalty and driving sustainable purchasing behaviors.

The next hypothesis posited that there is a significant relationship between green practices and green purchase intention. However, the research results indicate that this hypothesis is not statistically significant at the 0.001 level, as the p-value of 0.049 exceeds the significance threshold ($p > 0.001$). This finding is uncommon in other investigations. However, based on these findings, the role of green

image is transformed into a variable that completely mediates the relationship between green practices and green purchase intention. This implies that green image plays a crucial role in the relationship between green practices and green purchase intention.

In other words, while green practices alone may not directly influence purchase intention, the manner in which Muslim consumers perceive a company's environmental commitment through its green image plays a crucial role in shaping their green purchase behavior. This suggests that for Muslim consumers, a company's environmental actions need to be clearly communicated as part of a larger ethical framework that aligns with Islamic values of environmental stewardship and social responsibility (Budianto & Dewi, 2024). The perception of a company's green image, therefore, becomes central in influencing purchase decisions within this group.

These findings are particularly significant for businesses targeting Muslim consumers, as they underscore the significance of fostering a green image that resonates with Islamic values, such as *Khalifah* (stewardship of the Earth) and *Amanah* (trustworthiness). Companies should not only implement sustainable practices but also emphasize how their actions align with these values to build trust and strengthen consumer loyalty. This study contributes to the literature by reinforcing that for Muslim consumers, the ethical framing of green practices—through an Islamic lens—can be a powerful determinant of their purchasing behavior.

This study's findings also reveal that green practices have a positive and significant impact on green trust. These findings support prior studies by Chen & Chang, (2013); Muflih et al., (2023); and Tan et al., (2022). These findings suggest that organizations that have demonstrated social responsibility, produce healthy products, and are dedicated to the environment are particularly significant in building consumer trust. Furthermore, these green practices demonstrate to customers that the organization engages in environmentally responsible operations. As a result, the findings of this study offer the idea that green practices are a factor influencing green image and trust among customers.

For businesses, this finding underscores the significance of integrating green practices into their core operations. By consistently demonstrating social responsibility and sustainability efforts, companies can foster trust among their customers, particularly those prioritizing ethical consumption (Kuokkanen & Sun, 2020). This study further suggests that green practices play a crucial role in enhancing both green image and green trust—two key factors affecting consumer purchase intentions and brand loyalty. Therefore, companies seeking to improve their market position should focus on building an authentic green image through clear, transparent environmental practices.

Green trust was found to have a positive and significant effect on green purchasing intention in the fifth hypothesis. These findings are consistent with the conclusions of previous studies conducted by Amin & Tarun (2021); Y. Chen & Chang (2012); and Gil & Jacob (2018). Green trust is the perception or expectation that a product, service, or brand will perform well in terms of environmental performance (Sharma et al., 2017). In this study, Muslim consumers trust the brand and believe it is safe and reliable in terms of environmental sustainability.

In this study, Muslim consumers exhibit a strong trust in the brand, believing that it is both safe and reliable when it comes to its commitment to environmental sustainability. These findings emphasize the crucial role of trust in driving consumer decisions, particularly for Muslim consumers who are often motivated by ethical and religious values (Alam et al., 2011; Dinh et al., 2022; Hwang, 2018). For Muslim consumers, trust in a brand's environmental sustainability can be intertwined with religious values such as *Amanah* (trustworthiness) and *Khalifah* (stewardship of the Earth), which can enhance their green purchase intention. This study is significant in the field of marketing, as it demonstrates that building consumer trust in environmental sustainability is essential for fostering long-term customer loyalty and promoting green consumption, particularly within the context of ethical and value-driven consumer behavior (Alsaad et al., 2021).

Furthermore, this study revealed that environmental awareness plays a role in moderating the indirect effect of green practices and green images on green purchase intention. According to the findings of this study, the indirect relationship between green practices and green image on green

purchase intention is significant at a p value of 0.002 (p < 0.05). Meanwhile, according to Table 9, the test results of how the moderator affects the indirect effect at different levels reveal that the role of environmental awareness is positive but insignificant (β = 0.068, p = 0.294). This suggests that when consumers have low environmental awareness, green practices, and green image have a limited impact on their purchase intentions. However, at high levels of environmental awareness, the indirect effect increases to 0.245 and becomes significant. This indicates that environmentally aware consumers are more likely to be influenced by a company's green practices and image in making green purchase decisions.

The moderated mediation index confirms that environmental awareness significantly moderates the relationship between green practices, green image, and green purchase intention. These findings are particularly crucial for businesses targeting environmentally conscious consumers. For companies aiming to boost green purchase intention, it is crucial to engage consumers through environmental education and awareness programs. By enhancing environmental awareness, companies can strengthen the effect of their green image and practices, ultimately encouraging more sustainable consumer behavior.

Additionally, the study found that environmental awareness moderates the indirect effect between green practices and green trust on green purchase intention. The results indicate a significant effect with a p-value of 0.03 (p < 0.05), as indicated in Table 9. This suggests that green trust serves as a mediator, and when environmental awareness is high, it enhances the positive impact of green practices on green purchase intention. Further analysis of the moderator test at various levels of environmental awareness reveals intriguing insights. When consumers exhibit low environmental awareness, the indirect effect is 0.115, which is not statistically significant (β = 0.115, p = 0.100). This suggests that for consumers with low environmental awareness, green practices alone do not significantly influence their purchase intention through green trust. However, when consumers exhibit high environmental awareness, the indirect effect increases to 0.295 and becomes significant (β = 0.295, p = 0.000). This finding indicates that consumers highly concerned about environmental issues are more likely to be influenced by a company's green practices and trust, ultimately leading to increased green purchase intentions.

These findings have practical implications for companies aiming to boost green purchase intention. Businesses should focus on increasing environmental awareness among their target audiences through well-defined marketing and educational campaigns. By engaging consumers with messages that emphasize environmental sustainability, companies can strengthen the role of green trust and improve the effectiveness of their green practices in driving consumer purchase decisions.

Conclusion

The purpose of this study is to investigate the relationship between green practices, green trust, green image, and green purchase intention, as well as how green trust and green image mediate the relationship between green practices and green purchase intention. This study's target group is Muslim consumers in Indonesia who have used green items. According to the conclusions of this study, green practices have an impact on green image and green trust. Similarly, green image and trust were found to significantly affect Muslim consumers' purchasing interest. Green trust and green image are both capable of fully mediating the relationship between green activities and green purchase intention.

Furthermore, this study found that environmental awareness moderates the indirect effect of green practices and green image on green purchase intention, as well as the interaction between green practices and green trust on green purchase intention. Since the government has intensified environmental policies, consumer environmental awareness has become a crucial factor in enhancing this mediation connection. The primary objective of this study is to investigate the relationship between green practices, green trust, green image, and green purchasing intention among Muslim customers who are conscious of their Islamic principles and are concerned about environmental issues. The findings of this study are consistent with previous studies.

While green practices in general focus on environmental sustainability, the Islamic perspective on green consumerism emphasizes ethical responsibility and stewardship of natural resources, as outlined in the teachings of Islam. For instance, the principle of *Khalifah* underscores the idea that humans are caretakers of the Earth, which aligns with the practices of reducing waste, conserving resources, and promoting environmental well-being. By contrasting these principles with secular green practices, this study demonstrates that for Muslim consumers, sustainability is not only an environmental concern but also a moral and spiritual obligation.

Implications

This study contributes to both theoretical research and practical application by offering new insights into how Islamic values influence green consumerism. For policymakers and businesses targeting Muslim consumers, this study suggests that integrating Islamic principles of environmental stewardship into sustainability strategies can increase consumer trust and enhance the effectiveness of green marketing campaigns. Additionally, further studies are needed to explore the broader societal impact of Islamic green consumerism on global sustainability efforts.

To the best of the researcher's knowledge, limited research exists on Muslim customers' desire to purchase green products, with environmental awareness serving as a mediating variable. The research findings have also provided support for the self-congruity theory. The conclusions of this research can be valuable to managers and decision-makers in both national and international businesses that focus on customer purchase intentions.

The findings of this study can contribute significantly to the planning of future research endeavors by academics. It was demonstrated that Muslim customers' perceptions of businesses' green activities align closely with their purchasing intentions. Moreover, these findings align with self-congruity theory, reflecting the interplay between Muslim consumers' environmental awareness and their self-image. This suggests that this study can explain the behavior of Muslim consumers toward eco-friendly products. Furthermore, for academics, these findings can serve as a valuable framework for further research development in more specific domains, such as financial institutions or halal food.

The findings of this study also demonstrated how Muslim customers, constituting the majority of Indonesian consumers, perceived green practices as affecting their interest in company image and trust, as well as their purchase interest in environmentally friendly products. This study suggests that businesses cannot disregard the significance of environmentally responsible practices. These practices are essential for both societal well-being and the long-term success of the business sector. Lastly, practitioners can leverage Indonesia's demographic characteristics as the world's largest Muslim majority to refine their marketing strategies, enabling this significant market share to contribute to greater prosperity.

Meanwhile, the researchers acknowledge several limitations in this study that can be addressed in future research. It is recommended that future research employ a 7-point Likert scale to provide respondents with additional options. Similarly, while this research approach is confined to quantitative data collection, future studies should incorporate qualitative methodologies. This will enable researchers to validate findings using interview techniques.

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