# Green Lifestyle, Green Promotion, and Demographic Characteristics on Green Housing Purchase Intention

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### ABSTRACT

***Objectives:*** *This study aims to examine the effects of Green Lifestyle, Green Promotion, and Demographic Characteristics on Green Purchase Intention, with Green Trust as a mediating variable, in the context of green housing projects developed by Perum Perumnas in West Java, Indonesia.*
***Methodology:*** *This research employs a quantitative survey approach involving consumers who have an interest in purchasing green housing developed by Perum Perumnas. The collected data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) to evaluate both direct and mediating relationships among the research variables.*
***Findings:*** *The results indicate that Green Promotion has a positive and significant effect on Green Trust and Green Purchase Intention. Green Trust also has a significant influence on Green Purchase Intention. Demographic Characteristics significantly affect Green Purchase Intention but do not significantly influence Green Trust. In contrast, Green Lifestyle does not show a significant effect on either Green Trust or Green Purchase Intention. The mediation analysis further reveals that Green Trust only mediates the relationship between Green Promotion and Green Purchase Intention.*
***Conclusion:*** *The findings suggest that in high-involvement purchasing decisions such as green housing, credible green promotion and trust formation play a more decisive role in shaping Green Purchase Intention than lifestyle orientation or demographic characteristics.*

***Keywords:*** *Green Lifestyle; Green Promotion; Demographic Characteristics; Green Trust; Green Purchase Intention.*

## INTRODUCTION

The housing sector plays a strategic role in supporting sustainable economic development, particularly in addressing environmental challenges related to energy consumption, carbon emissions, and urban expansion (Amari & Jarboui, 2021; Easwaran & Sudarvel, 2024). Residential buildings account for a significant share of household energy use and environmental impact, positioning green housing as a key instrument for promoting sustainability within the property sector (Kotler & Armstrong, 2024; Easwaran & Sudarvel, 2024). Despite the growing emphasis on sustainability-oriented housing initiatives, consumer

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adoption of green housing remains relatively limited, especially in terms of purchase intention (Pramesti et al., 2022).

One of the primary challenges in the diffusion of green housing lies in understanding consumer behavior toward high-involvement sustainable products. Unlike low-risk consumer goods, housing purchases involve substantial financial commitments, long-term consequences, and higher perceived risk, which intensify the complexity of the decision-making process (Kotler & Armstrong, 2024; Rachmanita, 2025). In such contexts, consumers do not rely solely on personal environmental values but also on external information, perceived credibility, and trust in developers when forming purchase intentions (Afianto et al., 2024). Previous empirical studies have reported mixed findings regarding the influence of green lifestyle on green purchase intention, indicating that pro-environmental values do not always translate directly into actual purchase decisions, particularly for high-risk products such as housing (Pramesti et al., 2022; Easwaran & Sudarvel, 2024).

Green promotion has been identified as a critical marketing stimulus that shapes consumer perceptions of environmental credibility and corporate commitment to sustainability (Kotler & Armstrong, 2024; (Rachmanita, 2025). Transparent, consistent, and evidence-based green promotion enhances consumers' understanding of environmental benefits and reduces skepticism toward green claims, thereby fostering green trust (Afianto et al., 2024). In contemporary relationship marketing literature, green trust functions as a key psychological mechanism that reduces perceived risk and facilitates decision-making in markets characterized by uncertainty and information asymmetry (Palmatier et al., 2022). However, recent empirical findings suggest that not all green-related stimuli consistently lead to trust formation, particularly in high-involvement purchase contexts such as housing (Pramesti et al., 2022).

In addition to marketing-related factors, demographic characteristics also play an important role in sustainable consumption decisions. Demographic characteristics, including age, education level, and perceived economic condition, influence consumers' evaluation of affordability, relevance, and readiness to adopt green housing (Amari & Jarboui, 2021; (Easwaran & Sudarvel, 2024). Nevertheless, prior studies have produced inconsistent evidence regarding the influence of demographic characteristics on green trust, indicating that demographic factors may shape purchase feasibility rather than directly determine trust formation (Afianto et al., 2024).

Drawing on the Stimulus–Organism–Response (SOR) framework, this study positions Green Lifestyle, Green Promotion, and Demographic Characteristics as stimuli that influence Green Trust as the organism, which subsequently affects Green Purchase Intention as the behavioral response (Mehrabian & Russell, 1974; Lemon & Verhoef, 2021; Homburg et al., 2022). This research focuses on green housing projects developed by Perum Perumnas in West Java, a region actively promoting sustainable residential development. By integrating marketing, behavioral, and demographic perspectives, this study aims to provide empirical evidence on the determinants of green housing purchase intention and to clarify the mediating role of green trust in a high-involvement consumption context.

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## LITERATURE REVIEW

### Stimulus–Organism–Response (SOR) Framework

The Stimulus–Organism–Response (SOR) framework explains how external and internal stimuli influence individuals' internal psychological states, which subsequently shape behavioral responses. In consumer behavior research, this framework is widely used to explain how marketing-related stimuli are cognitively and affectively processed before resulting in purchase-related decisions (Pramesti et al., 2022; (Afianto et al., 2024). In the context of sustainable consumption, the SOR framework is particularly relevant because environmental claims and sustainability-related information require careful evaluation and trust formation prior to influencing behavioral intentions, especially for high-involvement products such as housing (Rachmanita, 2025).

Although the SOR framework was originally introduced by Mehrabian and Russell, contemporary marketing literature confirms its continued relevance in explaining complex consumer decision-making processes. Recent studies in customer experience and relationship marketing emphasize that marketing stimuli shape internal psychological processes—such as cognitive evaluation, perceived credibility, and trust—which subsequently drive behavioral outcomes (Lemon & Verhoef, 2021; Homburg et al., 2022). This perspective aligns with the nature of green housing purchases, where consumers rely heavily on evaluative and trust-based mechanisms due to high perceived risk and long-term financial commitment.

In this study, Green Lifestyle, Green Promotion, and Demographic Characteristics are positioned as stimulus variables. Green Trust represents the organism reflecting consumers' internal psychological responses to sustainability-related stimuli, while Green Purchase Intention serves as the behavioral response. This framework enables a structured examination of green housing purchase behavior, which is categorized as a high-involvement decision requiring extensive evaluation and trust formation (Kotler & Armstrong, 2024; Easwaran & Sudarvel, 2024).

### Green Lifestyle

Green Lifestyle refers to individuals' patterns of behavior, values, and daily practices that emphasize environmental responsibility and resource conservation. Consumers with a strong green lifestyle orientation generally demonstrate higher environmental awareness and support for sustainable consumption. However, recent empirical studies indicate that the influence of green lifestyle on actual purchase intention is highly context-dependent.

In high-involvement purchasing decisions such as housing, lifestyle orientation alone is often insufficient to directly drive purchase intention due to higher perceived risk, long-term financial commitment, and complex evaluation processes (Pramesti et al., 2022; (Easwaran & Sudarvel, 2024). Contemporary consumer behavior literature explains that decisions involving substantial financial and functional consequences require intensive cognitive evaluation and risk assessment, which may weaken the direct influence of personal values on behavioral intention (Lemon & Verhoef, 2021; Homburg et al., 2022; Kotler & Armstrong, 2024).

Recent empirical findings further confirm that green lifestyle tends to function as a background value rather than a decisive driver of purchase intention in high-risk sustainable consumption contexts. Studies by Afianto et al., (2024), Meng et al., (2023), and Zhong et al., (2024) show that green lifestyle has a stronger influence on low- to medium-involvement

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products, while its direct effect diminishes in high-involvement decisions such as housing, where consumers prioritize feasibility, risk, and credibility considerations.

## Green Promotion

Green Promotion refers to marketing communications that emphasize environmental benefits, sustainability practices, and ecological commitments of a company or product (Kotler & Armstrong, 2024). Effective green promotion provides transparent, consistent, and verifiable information that assists consumers in evaluating the credibility of environmental claims.

Recent studies in green marketing literature demonstrate that credible green promotion significantly reduces consumer skepticism and strengthens green trust, particularly in markets characterized by information asymmetry and perceived risk (Afianto et al., 2024; Rachmanita, 2025). In the housing sector, where purchasing decisions involve high financial stakes and long-term commitments, green promotion plays a critical role in shaping consumer confidence and Green Purchase Intention. Empirical evidence suggests that consumers rely heavily on credible promotional messages to assess developers' environmental commitment before forming purchase intentions (Kotler & Armstrong, 2024; Rachmanita, 2025).

## Demographic Characteristics

Demographic Characteristics, including age, education level, and perceived economic condition, influence consumers' decision-making processes by shaping perceptions of affordability, relevance, and readiness to adopt sustainable housing (Amari & Jarboui, 2021; Easwaran & Sudarvel, 2024). Empirical evidence indicates that demographic characteristics may directly affect Green Purchase Intention, as consumers evaluate long-term financial commitments and personal suitability when considering housing investments.

However, findings regarding the influence of demographic characteristics on Green Trust remain inconsistent. Several studies suggest that demographic factors are more strongly associated with purchase feasibility than with psychological trust formation, indicating that trust is more likely to be shaped by product-related information and developer credibility than by consumers' personal demographic conditions (Amari & Jarboui, 2021; Afianto et al., 2024).

## Green Trust

Green Trust refers to consumers' confidence that environmental claims made by companies are credible, reliable, and supported by consistent sustainable practices. In contemporary relationship marketing literature, trust is understood as a psychological mechanism formed through transparent communication, consistent performance, and relationship investments by firms (Palmatier et al., 2022).

For high-involvement products such as housing, green trust plays a central role in reducing perceived risk and uncertainty. Recent empirical studies confirm that green trust functions as a key mechanism linking sustainability-related stimuli to Green Purchase Intention, as consumers rely on institutional credibility when evaluating environmental performance (Pramesti et al., 2022; Rachmanita, 2025).

## Green Purchase Intention

Green Purchase Intention reflects consumers' willingness and plans to purchase environmentally friendly products. In the context of housing, Green Purchase Intention is influenced by multiple factors, including marketing communication, trust formation, and socio-demographic considerations. Given the long-term and high-cost nature of housing

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purchases, recent studies consistently show that credible information and trust play a more decisive role in shaping purchase intention than lifestyle orientation alone (Pramesti et al., 2022; Easwaran & Sudarvel, 2024).

**Hypothesis:**
H1: Green Lifestyle has a positive effect on Green Trust.
H2: Green Promotion has a positive effect on Green Trust.
H3: Demographic Characteristics have a positive effect on Green Trust.
H4: Green Lifestyle has a positive effect on Green Purchase Intention.
H5: Green Promotion has a positive effect on Green Purchase Intention.
H6: Demographic Characteristics have a positive effect on Green Purchase Intention.
H7: Green Trust has a positive effect on Green Purchase Intention.
H8: Green Trust mediates the relationship between Green Lifestyle and Green Purchase Intention.
H9: Green Trust mediates the relationship between Green Promotion and Green Purchase Intention.
H10: Green Trust mediates the relationship between Demographic Characteristics and Green Purchase Intention.

Figure 1. Conceptual Framework

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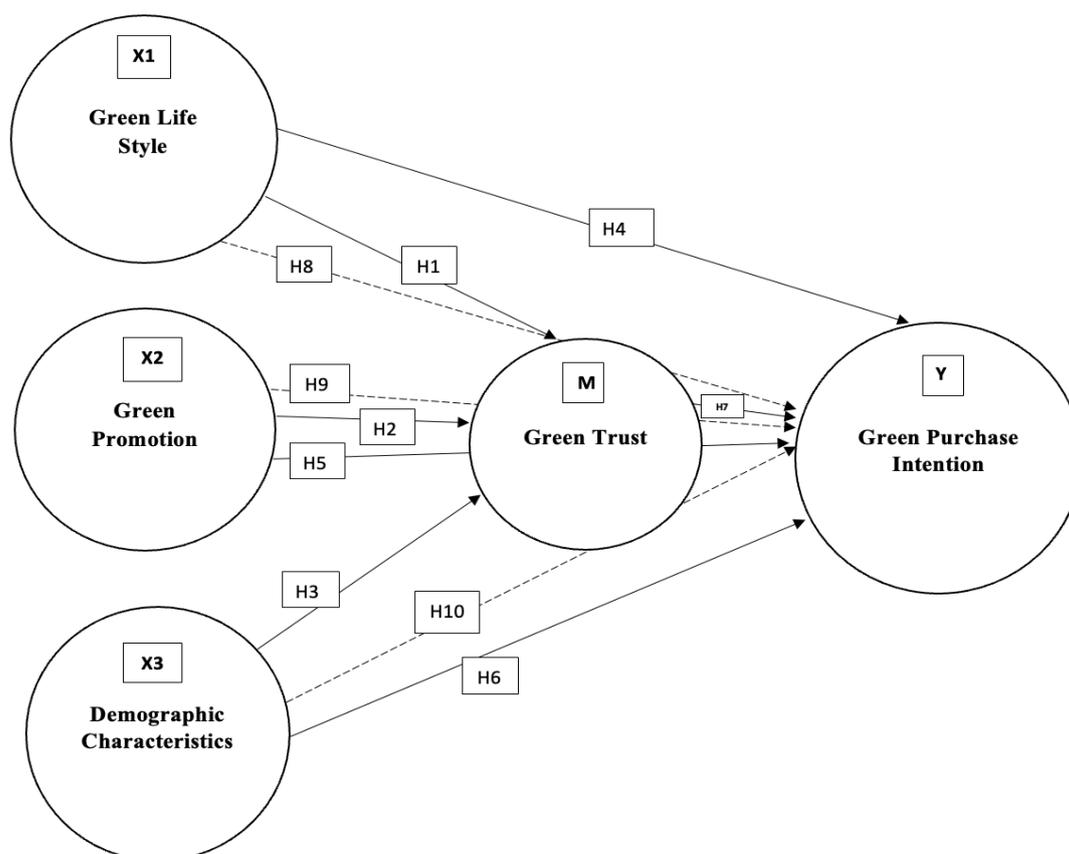
## METHOD

This study employs a survey research strategy with a quantitative descriptive approach and an explanatory research design. Data were collected using a cross-sectional approach through questionnaires distributed to consumers who have an interest in purchasing green housing developed by Perum Perumnas in West Java, Indonesia. Respondents were selected based on predefined criteria, namely individuals who are familiar with Perumnas housing projects and are involved in housing purchase decision-making processes.

The sample size was determined using G*Power software version 3.1 through an a priori power analysis. The calculation applied an F-test for multiple linear regression (fixed model, $R^2$ deviation from zero), in which Green Purchase Intention was specified as the dependent variable and was directly influenced by four predictors, namely Green Lifestyle, Green Promotion, Demographic Characteristics, and Green Trust. The analysis used a medium effect size ($f^2$) of 0.15, a significance level ($\alpha$ error probability) of 0.05, and a statistical power ($1-\beta$ error probability) of 0.80. Based on these parameters, the minimum required sample size was 85 respondents, with an achieved power value of 0.803. To enhance the robustness of the analysis, questionnaires were distributed to a total of 210 respondents.

Data were collected using a structured questionnaire measured on a Likert scale. The questionnaire items were developed based on relevant literature and validated through an expert judgment approach prior to data collection. Data analysis consisted of descriptive statistical analysis and hypothesis testing using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The analysis was conducted using SmartPLS software to evaluate both the measurement model and the structural model.

## RESULTS AND DISCUSSION

### Results

The results of the structural model analysis using Partial Least Squares–Structural Equation Modeling (PLS-SEM) indicate that Green Promotion has a positive and significant effect on Green Trust ($\beta$ = 0.469; T = 5.202; p = 0.000). In contrast, Green Lifestyle ($\beta$ = 0.081; T = 0.745; p = 0.456) and Demographic Characteristics ($\beta$ = 0.117; T = 1.417; p = 0.157) do not show significant effects on Green Trust.

Furthermore, the results show that Green Promotion ($\beta$ = 0.312; T = 3.989; p = 0.000), Demographic Characteristics ($\beta$ = 0.361; T = 6.425; p = 0.000), and Green Trust ($\beta$ = 0.311; T = 4.517; p = 0.000) have positive and significant effects on Green Purchase Intention, whereas Green Lifestyle does not have a significant effect ($\beta$ = 0.033; T = 0.647; p = 0.518).

The mediation analysis further indicates that Green Trust does not mediate the relationship between Green Lifestyle and Green Purchase Intention ($\beta$ = 0.025; T = 0.713; p = 0.476) and does not mediate the relationship between Demographic Characteristics and Green Purchase Intention($\beta$ = 0.036; T = 1.310; p = 0.190). However, Green Trust significantly mediates the relationship between Green Promotion and Green Purchase Intention ($\beta$ = 0.146; T = 3.351; p = 0.001).

The coefficient of determination shows that the model explains 30.9% of the variance in Green Trust ($R^2$ = 0.309) and 58.6% of the variance in Green Purchase Intention ($R^2$ = 0.586), indicating a moderate explanatory power of the proposed research model.

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**Outer Model**

Figure 2. Outer Model Result
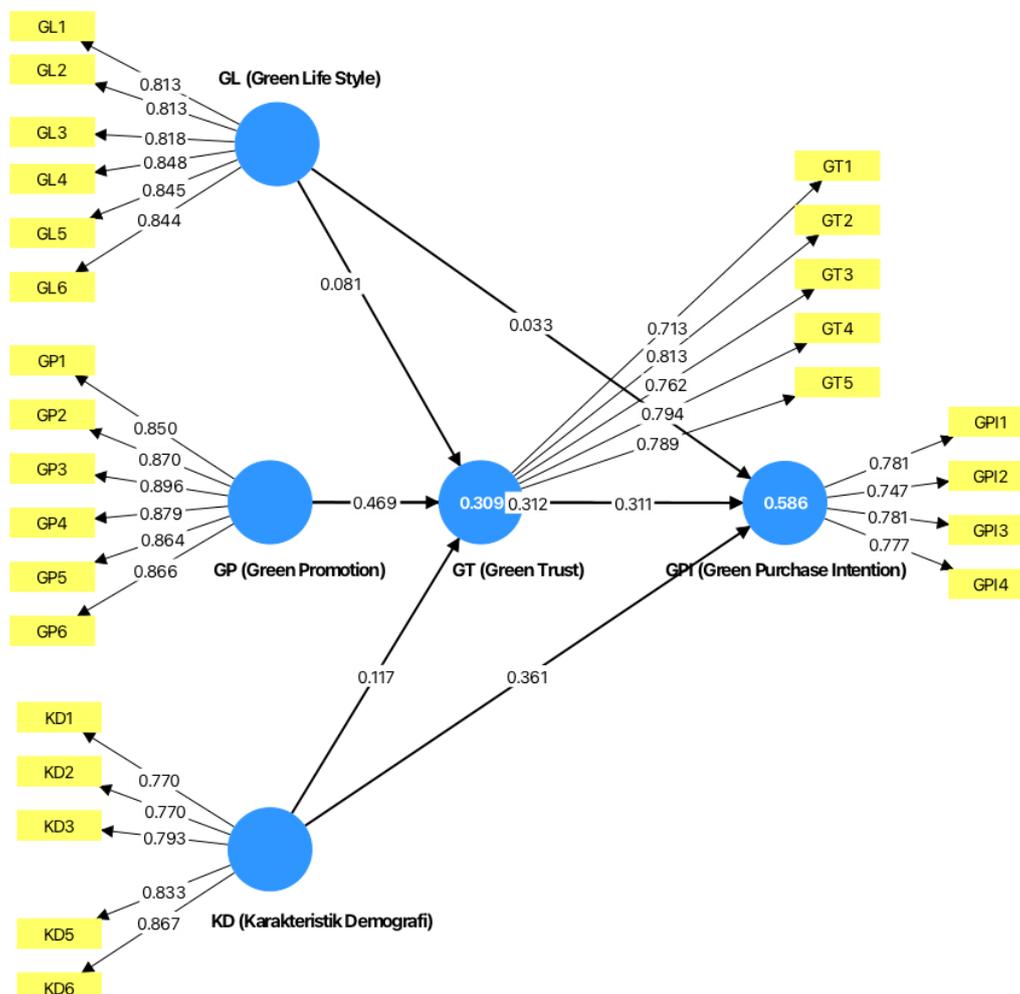


The outer loading values of all indicators for each construct exceed the minimum threshold of 0.70, indicating that all indicators have strong correlations with their respective latent constructs and meet the criteria for convergent validity in the PLS-SEM analysis. This result confirms that the indicators used are able to consistently and adequately represent the research constructs.

**Discriminant Validity (Fornell-Larcker)**

Table 1. Fornell – Larcker

| | Green Life Style | Green Promotion | Green Purchase Intention | Green Trust | Demographic Characteristics |
|---|---|---|---|---|---|
| Green Life Style | 0.830 | | | | |
| Green Promotion | 0.368 | 0.871 | | | |
| Green Purchase Intention | 0.347 | 0.605 | 0.771 | | |

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| | Green Life Style | Green Promotion | Green Purchase Intention | Green Trust | Demographic Characteristics |
|---|---|---|---|---|---|
| Green Trust | 0.289 | 0.536 | 0.592 | 0.775 | |
| Demographic Characteristics | 0.288 | 0.334 | 0.551 | 0.301 | 0.773 |

Source: Primary Data Processed by the Researcher Using SmartPLS 4, 2025

Table 1 presents the results of discriminant validity testing using the Fornell–Larcker criterion, in which the square root of the Average Variance Extracted ($\sqrt{AVE}$) for all constructs—Green Lifestyle (0.830), Green Promotion (0.871), Green Purchase Intention(0.771), Green Trust (0.775), and Demographic Characteristics (0.773)—is higher than the correlations with other constructs. Accordingly, all constructs in this research model meet the discriminant validity criteria and are suitable for further analysis.

**Coefficient of Determination ($R^2$)**

Table 2. R-square ($R^2$)

| | R-square | R-square adjusted |
|---|---|---|
| GPI (Green Purchase Intention) | 0.586 | 0.578 |
| GT (Green Trust) | 0.309 | 0.299 |

Source: Primary Data Processed by the Researcher Using SmartPLS 4, 2025

Table 2 shows that Green Purchase Intentionhas an $R^2$ value of 0.586 (adjusted $R^2$ = 0.578), indicating that 58.6% of its variance is explained by Green Lifestyle, Green Promotion, Demographic Characteristics, and Green Trust, reflecting a moderate to substantial explanatory power. Meanwhile, Green Trust has an $R^2$ value of 0.309 (adjusted $R^2$ = 0.299), suggesting a moderate level of explanatory power. Overall, these results indicate that the structural model has adequate explanatory capability and is suitable for hypothesis testing.

**Effect Size ($f^2$)**

Table 3. Effect Size ($f^2$)

| | Green Purchase Intention | Green Trust |
|---|---|---|
| **Green Life Style)** | 0.002 | 0.008 |
| **Green Promotion** | 0.152 | 0.260 |
| **Green Trust** | 0.161 | |
| **Demographic Characteristics** | 0.266 | 0.017 |

Source: Primary Data Processed by the Researcher Using SmartPLS 4, 2025

Table 3 presents the results of the effect size ($f^2$) analysis for each relationship in the structural model. The results indicate that Green Promotion and Demographic Characteristics show moderate effect sizes in explaining Green Purchase Intention, while Green Trust also demonstrates a meaningful contribution. In contrast, Green Lifestyle exhibits a very small effect size, indicating a weak practical contribution to both Green Trust and Green Purchase Intention. Overall, these findings suggest that the practical impact of green promotion and demographic characteristics is more substantial compared to green lifestyle in explaining consumers' Green Purchase Intention.

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**Predictive Relevance (Q²)**

Table 4. Predictive Relevance (Q²)

|  | Q²predict |
|---|---|
| GT (Green Trust) | 0.248 |
| GPI (Green Purchase Intention) | 0.483 |

Source: Primary Data Processed by the Researcher Using SmartPLS 4, 2025

Table 4 presents the results of the predictive relevance (Q²) assessment. The Q² values for Green Trust (0.248) and Green Purchase Intention (0.483) are both greater than zero, indicating that the structural model demonstrates adequate predictive relevance. These results suggest that the proposed research model has good predictive capability in explaining both trust formation and Green Purchase Intentionin the context of green housing.

**Hypothesis Testing Results**

Table 5. Hypothesis Testing Results

| Hipotesis | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (|O/STDEV|) | P values | Information |
|---|---|---|---|---|---|---|
| **Green Lifestyle -> Green Trust** | 0,081 | 0,086 | 0,109 | 0,745 | 0,456 | Not Significant |
| **Green Promotion -> Green Trust** | 0,469 | 0,467 | 0,09 | 5,202 | 0 | Positive |
| **Demographic Characteristics -> Green Trust** | 0,117 | 0,118 | 0,083 | 1,417 | 0,157 | Not Significant |
| **Green Lifestyle -> Green Purchase Intention** | 0,033 | 0,036 | 0,051 | 0,647 | 0,518 | Not Significant |
| **Green Promotion -> Green Purchase Intention** | 0,312 | 0,31 | 0,078 | 3,989 | 0 | Not Significant |
| **Demographic Characteristics -> Green Purchase Intention** | 0,361 | 0,362 | 0,056 | 6,425 | 0 | Positive |
| **Green Trust -> Green Purchase Intention** | 0,311 | 0,311 | 0,069 | 4,517 | 0 | Positive |
| **Green Lifestyle -> Green Trust -> Green Purchase Intention** | 0,025 | 0,027 | 0,035 | 0,713 | 0,476 | Positive |
| **Green Promotion -> Green Trust -> Green Purchase Intention** | 0,146 | 0,145 | 0,043 | 3,351 | 0,001 | Positive |
| **Demographic Characteristics ->** | 0,036 | 0,037 | 0,028 | 1,31 | 0,19 | Not Significant |

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| Hipotesis | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (\|O/STDEV\|) | P values | Information |
|---|---|---|---|---|---|---|
| **Green Trust -> Green Purchase Intention** | | | | | | |

Source: Primary Data Processed by the Researcher Using SmartPLS 4, 2025

Table 5 presents the results of the bootstrapping analysis for hypothesis testing in the structural model. The results indicate that Green Promotion has a positive and significant effect on Green Trust ($\beta = 0.469$; $T = 5.202$; $p < 0.001$), whereas Green Lifestyle ($\beta = 0.081$; $T = 0.745$; $p = 0.456$) and Demographic Characteristics ($\beta = 0.117$; $T = 1.417$; $p = 0.157$) do not show significant effects on Green Trust.

Furthermore, the findings reveal that Green Promotion ($\beta = 0.312$; $T = 3.989$; $p < 0.001$), Demographic Characteristics ($\beta = 0.361$; $T = 6.425$; $p < 0.001$), and Green Trust ($\beta = 0.311$; $T = 4.517$; $p < 0.001$) have positive and significant effects on Green Purchase Intention, while Green Lifestyle does not have a significant effect on Green Purchase Intention($\beta = 0.033$; $T = 0.647$; $p = 0.518$).

Regarding the mediation analysis, the results show that Green Trust does not mediate the relationship between Green Lifestyle and Green Purchase Intention($\beta = 0.025$; $T = 0.713$; $p = 0.476$) and does not mediate the relationship between Demographic Characteristics and Green Purchase Intention($\beta = 0.036$; $T = 1.310$; $p = 0.190$). However, Green Trust significantly mediates the relationship between Green Promotion and Green Purchase Intention ($\beta = 0.146$; $T = 3.351$; $p = 0.001$).

**Discussion**

The findings of this study provide important insights into green housing purchase behavior by interpreting the empirical results through the lens of contemporary consumer behavior and green marketing literature. The results indicate that Green Lifestyle does not have a significant effect on either Green Trust or Green Purchase Intention, suggesting that pro-environmental values and daily sustainable practices alone are insufficient to directly shape trust or purchasing decisions in high-involvement contexts such as housing. This finding is consistent with recent empirical evidence showing that environmental orientation does not automatically translate into purchase intention when decisions involve high perceived risk and long-term financial commitment (Pramesti et al., 2022; Easwaran & Sudarvel, 2024). In such contexts, green lifestyle tends to function as a background value rather than a decisive behavioral driver.

From a contemporary consumer behavior perspective, high-involvement products such as housing require intensive cognitive evaluation, risk assessment, and feasibility consideration before purchase intentions are formed. Recent studies in customer experience and decision-making emphasize that consumers rely more on evaluative and credibility-based cues than on personal value orientation when making complex and high-risk decisions (Lemon & Verhoef, 2021; Kotler & Armstrong, 2024). This explains why Green Lifestyle does not exert a direct influence on either trust formation or purchase intention in the green housing context examined in this study.

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In contrast, the results demonstrate that Green Promotion has a significant positive effect on both Green Trust and Green Purchase Intention, highlighting the critical role of credible and transparent marketing communication in green housing markets. This finding aligns with recent green marketing studies showing that clear, consistent, and verifiable promotional messages reduce information asymmetry and consumer skepticism, particularly in markets characterized by high perceived risk (Afianto et al., 2024; Rachmanita, 2025). In the context of housing, where consumers face substantial financial and functional uncertainty, green promotion serves as a primary source of information for evaluating developers' environmental commitment and product credibility.

Furthermore, the significant mediating role of Green Trust in the relationship between Green Promotion and Green Purchase Intention reinforces contemporary relationship marketing perspectives. Recent literature emphasizes that trust is formed through relationship investments such as transparent communication, consistent performance, and credible signaling by firms, especially in high-involvement transactions (Palmatier et al., 2022). This finding indicates that institutional credibility conveyed through green promotion is more influential than personal environmental values in shaping green housing purchase intentions.

The results also reveal that Demographic Characteristics significantly influence Green Purchase Intention but do not significantly affect Green Trust. This suggests that demographic factors—such as perceived economic condition and life stage—primarily shape consumers' readiness and feasibility to engage in green housing purchases rather than their psychological trust formation. This finding is consistent with recent empirical studies indicating that demographic characteristics are more closely related to purchase feasibility and financial preparedness than to trust toward environmental claims (Amari & Jarboui, 2021; Easwaran & Sudarvel, 2024). The absence of a significant effect on Green Trust provides additional evidence that trust in green housing is driven more by marketing credibility and product-related information than by consumers' socio-demographic background.

Finally, the significant effect of Green Trust on Green Purchase Intention confirms the central role of trust in reducing perceived risk and uncertainty in green housing decisions. Contemporary consumer behavior research demonstrates that trust functions as a key psychological mechanism that enables consumers to proceed with purchase decisions in high-risk contexts (Palmatier et al., 2022; Rachmanita, 2025). In line with the Stimulus–Organism–Response (SOR) perspective as applied in modern marketing research, Green Trust serves as the organism that translates sustainability-related stimuli into behavioral responses. This finding extends recent green marketing studies by demonstrating that trust is not only a direct predictor of purchase intention but also a selective mediator that enhances the effectiveness of green promotional strategies in high-involvement consumption contexts such as green housing.

## CONCLUSION

This study addresses the inconsistent role of green-related factors in shaping Green Purchase Intention, particularly in high-involvement products such as housing. The findings show that Green Promotion, Demographic Characteristics, and Green Trust significantly influence Green Purchase Intention, whereas Green Lifestyle does not have a direct effect. This indicates that pro-environmental lifestyle orientation alone is insufficient to drive green

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housing purchase decisions due to the complexity, perceived risk, and long-term financial commitment involved.

Credible green promotion emerges as a dominant stimulus that directly enhances purchase intention and indirectly strengthens it through Green Trust, highlighting the importance of transparent and verifiable marketing communication in high-risk consumption contexts. In addition, demographic factors primarily influence consumers' purchase feasibility and readiness rather than trust formation.

From a theoretical perspective, the results confirm the relevance of the SOR framework in explaining green housing purchase behavior and emphasize the selective role of trust in translating sustainability-related stimuli into behavioral responses. Practically, the findings suggest that green housing adoption is more effectively driven by institutional credibility and trust-building strategies than by environmental values alone.

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