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The Eco-Conscious Pathway: Trust, Guilt, and E-WOM in Sustainable Consumption

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Abstract

Brands increasingly rely on digital peer communication to promote environmentally friendly products. Whether electronic word-of-mouth (EWOM) actually shifts green purchase intention (GPI), though, is far from settled. Some studies have found no reliable word-of-mouth effect; others have examined green trust and anticipated guilt separately, leaving the joint operation of these parallel mediators poorly specified. This is especially true in Bali, Indonesia, where environmental pressures, heavy social media use, and Tri Hita Karana values coexist. Working under the stimulus–organism–response (SOR) framework, this study tests a dual-mediation model that routes EWOM to GPI through anticipated guilt and green trust among eco-conscious social media users. Survey responses from 393 participants were analysed with partial least squares structural equation modelling (PLS-SEM). EWOM related positively to GPI, directly and through both mediators. Anticipated guilt and green trust each partially mediated the effect, so the mediation was partial rather than full. The EWOM-to-guilt path was the stronger of the two. The EWOM-to-trust path was weaker, yet both mediators connected to GPI at similar strength. This study contributes a dual-pathway SOR specification by incorporating anticipated guilt into digital peer communication within a tourism-heavy cultural setting. Interpreted with caution, the pattern indicates that credible EWOM aimed at greener, more responsible consumption may operate through two mechanisms simultaneously, validating trust and prompting moral anticipation among digitally exposed, eco-conscious consumers. However, this interpretation still needs experimental and longitudinal testing before these relationships can be treated as causal.

Keywords: EWOM; green trust; anticipated guilt; green purchase intention; Tri Hita Karana; Bali; tourism

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1. Introduction

Responsible consumption keeps climbing the agenda among researchers, policymakers, and firms alike. As climate change and environmental degradation intensify, consumers increasingly favour products they perceive as environmentally friendly, and consumption patterns must adjust to keep human demand within ecological carrying capacity (Abeysekera et al., 2022; Chang & Yoo, 2025; X. Sun et al., 2022). Firms face comparable pressure from different sources. Regulatory demands and stakeholder expectations require them to integrate sustainability into their marketing strategies (Guru & Asifulla, 2026). The marketing levers studied so far (environmental concern, perceived green value, and

sustainability advertising) tend to be associated with consumer trust and green purchase intention (GPI), with green brand image acting as the bridge from tactic to purchase (Liao et al., 2020; Majeed et al., 2022). Green purchase intention anchors much of this work. GPI captures a consumer's readiness to choose products with sustainability claims, and it emerges when consumers weigh a product's environmental footprint and how it was made (Amin & Tarun, 2021; Jaiswal & Kant, 2017). Among the variables influencing GPI, green trust stands out as a mediator between consumption values and intention. Its direct effect on intention often exceeds the indirect paths operating through functional or social value (Amin & Tarun, 2021; Hossain et al., 2022; Li et al., 2021; Zhuang et al., 2021). Awareness has grown, yet a persistent gap between intention and actual green purchasing remains (Haba et al., 2022; Joshi & Rahman, 2015; Muna et al., 2025). This gap is informative: it indicates that the psychological mechanisms linking information exposure to purchase intention remain only partly understood.

Electronic word-of-mouth (EWOM) is one of the main channels carrying sustainability information to consumers. The term covers positive or negative consumer statements about products or companies spread widely across the internet and social media (Al-Gasawneh & Al-Adamat, 2020; See-To & Ho, 2014). Because it conveys product experiences, peer recommendations, and evaluations of green claims, EWOM can narrow the information gap between producers and consumers and shape attitudes and purchase intentions (Fischer et al., 2021; Ismagilova et al., 2020). In green markets, the reliance runs deeper still: consumers increasingly consult digital peer communication before committing to environmentally friendly products, which makes EWOM a stimulus worth studying in its own right (Kumar & Pandey, 2023; Xie & Madni, 2023). Tourism makes a fitting backdrop for both topics. Destinations experience sharp environmental pressures from visitor flows, waste, and resource use, while local communities and businesses respond with sustainability-oriented products and messaging (Chin et al., 2015; Lee & Syah, 2018; Ramkissoon et al., 2023). Within these settings, EWOM and social media exposure have been tied to both altruistic and egoistic motives behind conscious green purchasing (Al Naim et al., 2023; Alghamdi & Agag, 2024; Gulzar et al., 2024; Tariyal et al., 2022), and hospitality-sector GPI has been traced to sustainability values and planned-behaviour reasoning (Chen & Peng, 2023; Fauzi et al., 2024). Pro-environmental behaviour among tourism stakeholders is well documented. What remains unclear is how digital peer communication, internal psychological states, and green purchase intention are interrelated (An et al., 2022; Muna et al., 2025).

Emerging economies sharpen this question. Indonesia has experienced rapid growth in social media use and digital consumer engagement, and sustainability concerns now surface plainly in its urban and tourism-heavy regions. Bali stands out even within that national picture. Mass tourism growth has raised concern over environmental carrying capacity (Chin et al., 2015), and Tri Hita Karana, the Balinese philosophy of harmony among the spiritual realm (Parahyangan), fellow humans (Pawongan), and nature (Palemahan), steers sustainability orientation through customary and community life (Rosalina et al., 2023; Wibisana & Dewi, 2023). Green trust has already been shown to mediate green purchase behaviour on the island (Ekawati et al., 2023). How Balinese consumers respond to EWOM in this tourism-intensive, digitally saturated environment is far less charted. This makes Bali a useful place to observe how digital sustainability communication meets consumer perceptions of green products where local environmental values are culturally embedded.

Whether EWOM influences green purchase intention ultimately depends on how consumers interpret and process peer information. Earlier work has tracked green consumption across food, fashion, and energy (Joshi & Rahman, 2015; Natasya et al., 2023; Yao et al., 2022). Far less work has put the parallel internal mechanisms together in one frame and asks how EWOM relates to GPI through all of them at once. Pinning this down means

following two routes, not one: the cognitive and the moral emotional. Green trust is the cognitive route. It is the confidence that environmental claims hold up, which can validate green product information once EWOM has been observed (Chang & Yoo, 2025; Nguyen-Viet et al., 2024). Anticipated guilt is the moral route, a forward-looking emotion that arises when people envisage the consequences of choices that conflict with environmental norms (Astuti et al., 2022; Ha & Kwon, 2016; X. Sun et al., 2022). Once greenwashing makes consumers doubt the sincerity of green claims, both trust formation and moral evaluation carry greater weight in the decision (Rahman et al., 2025; Zhang et al., 2018).

Research on EWOM and green consumption has expanded rapidly, and systematic reviews now map the antecedents of GPI (Sharma et al., 2022). Four gaps still stand out. The core gap here is theoretical: parallel cognitive trust and moral emotional organism paths are rarely specified and estimated jointly under SOR. The inconsistent EWOM–GPI findings across settings represent this empirical gap. First, the effects of word-of-mouth on green purchase intention remain inconsistent. Simanjuntak et al. (2023) found no significant word-of-mouth effect on green product purchase intention in Indonesia, whereas Nguyen et al. (2024) reported that EWOM was tied to both trust and GPI in Vietnam. Other emerging markets exhibit similar variability (Mishal et al., 2017; Román-Augusto et al., 2022). What is rarely asked is whether these divergent results stem from a direct EWOM–GPI link, indirect routes through internal psychological states, or both within one framework. Second, studies tend to treat EWOM, green trust, and anticipated guilt in isolation. X. Sun et al. (2022) tested anticipated guilt mediation from environmental commitment but left EWOM out. Simanjuntak et al. (2023) tested word-of-mouth with no internal mediators. Chang and Yoo (2025) modelled dual mediation through green trust and green word-of-mouth intention, yet without anticipated guilt. A model that channels one EWOM stimulus through the green trust (cognitive validation) and anticipated guilt (moral anticipation) pathways in parallel toward GPI has seldom been estimated in one structural model. Third, evidence from tourism-intensive sustainability settings is limited. National or urban samples in Indonesia, Korea, or China differ markedly from digitally exposed consumers in Bali (Han, 2021; Kim & Lee, 2023; Simanjuntak et al., 2023). Fourth, local wisdom, such as Tri Hita Karana, is frequently cited in Bali tourism research but rarely connects to digital peer communication or to the parallel moral emotional and cognitive trust pathways inside GPI models (Dalem & Sari, 2023; Rosalina et al., 2023). To the authors' knowledge, few studies have jointly tested EWOM with anticipated guilt and green trust as parallel mediators of GPI among eco-conscious consumers in Bali under a stimulus–organism–response (SOR) framework (Ekawati et al., 2023; Y. Sun et al., 2026).

To close these gaps, this study traces how EWOM relates to GPI, both directly and through green trust and anticipated guilt, among eco-conscious social media users in Bali, with the two mediating roles examined in tandem. For the reasoning behind consumer choices, it draws on the SOR framework, trust-based information processing, and moral emotion theory (Culiberg et al., 2023; See-To & Ho, 2014; Y. Sun et al., 2026). The study makes four incremental contributions and one practical contribution. These contributions are incremental extensions of existing SOR and green-consumption research rather than a major theoretical advance. First, by examining EWOM–GPI relationships through direct and parallel indirect paths, the study offers one explanation for why word-of-mouth findings diverge across contexts (Nguyen et al., 2024; Simanjuntak et al., 2023). Second, it develops and tests a behavioural model in which cognitive trust and moral emotional organism mechanisms jointly mediate digital peer communication. This extends anticipated guilt (X. Sun et al., 2022) to EWOM settings, with green trust included as a parallel mediator. Third, it brings evidence from a Bali sample, a tourism-intensive emerging market where environmental pressure, social media exposure, and Tri Hita Karana-oriented sustainability

values supply the cultural backdrop (Muna et al., 2025; Wibisana & Dewi, 2023). Fourth, the study interprets the stronger moral emotional EWOM association through this cultural lens while acknowledging explicitly that Tri Hita Karana was not measured in this study. The findings offer policymakers, green businesses, and digital marketers a testable proposition: credible peer communication strategies tuned to local environmental values.

2. Theories, Literature Review and Hypotheses Development

2.1. Theoretical Framework

The theoretical puzzle here is not whether EWOM reaches consumers. It is why peer-generated green information ever becomes meaningful enough to influence purchase intention. Exposure alone cannot fully explain this process, since the same green claim may be received as credible evidence, as a moral reminder, or as promotional noise. To separate the external digital cue from the internal reactions it triggers, the model integrates the stimulus–organism–response (SOR) framework, trust-based information processing, and moral emotion theory. Furthermore, it divides the internal reaction into two pathways: cognitive validation through green trust and moral anticipation through anticipated guilt. SOR here works as an organising logic, not a generic stimulus–response template. EWOM occupies the stimulus role because it conveys peer evaluations and judgements about green claims. Green trust and anticipated guilt occupy the organism role, since they capture how a consumer interprets that stimulus before intention forms. GPI is the response, representing purchase readiness rather than observed behaviour. The same structure underpins SOR work on green social media marketing (Y. Sun et al., 2026), sustainable brand communication where trust mediates stimulus effects (Mim et al., 2022), and environmental corporate social responsibility in travel contexts (Vatankhah et al., 2024). The difference is that this model separates cognitive and moral emotional processing within a single EWOM-based pathway.

Trust-based information processing represents the cognitive side of the organism stage. Online, consumers seldom judge green products from firm-controlled messages alone; they weigh claims against peer reviews, source credibility, message consistency, and social proof (See-To & Ho, 2014). This evaluative work carries extra weight in green markets, where environmental attributes are hard to verify before purchase. EWOM and perceived value have been tied to trust formation, which in turn contributes to GPI (Nguyen et al., 2024), and meta-analytic evidence ranks green trust among the strongest predictors of green purchase intention (Zhuang et al., 2021). Green trust, then, is the confidence that peer-supported environmental claims and product performance can be relied on (Amin & Tarun, 2021; Nguyen-Viet et al., 2024). As greenwashing perception increases, consumers face a more difficult judgement: whether peer information supports or contradicts the corporate claim (Chang & Yoo, 2025; Zhang et al., 2018).

Moral emotion theory is the second organism pathway, one that trust cannot capture. Anticipated guilt is a forward-looking moral emotion, felt when a person imagines the negative consequences of behaviour that conflicts with environmental norms or values (X. Sun et al., 2022). On social media, peer messages can bring those consequences into view, linking an ordinary purchase to waste, environmental harm, or collective responsibility. Sustainability messages on digital platforms have been connected to moral evaluation and anticipatory emotion about unsustainable consumption (Maduku, 2024). Among environmentally aware consumers, customer guilt has been linked to green purchase intention (Astuti et al., 2022). In this model, anticipated guilt represents the moral meaning a consumer attributes to EWOM before any GPI is expressed.

Bali sharpens the theoretical relevance of these two pathways. Tri Hita Karana, the Balinese philosophy of harmony among the spiritual realm (Parahyangan), fellow humans

(Pawongan), and nature (Palemahan), underpins the island's community-based sustainability orientation (Rosalina et al., 2023; Wibisana & Dewi, 2023). Studies of rural tourism resource management record customary and community engagement built around it, with Tri Hita Karana cast as the intended outcome of sustainable village development (Rosalina et al., 2023). The philosophy treats environmental stewardship as a moral and communal duty, not a private preference, and it has been written into sustainable tourism and hotel certification through Tri Hita Karana awards and accreditation programmes (Dalem & Sari, 2023). Because Tri Hita Karana also governs social relations and communal expectations, peer communication about green products can be interpreted through collective responsibility, not just individual product evaluation (Sudama, 2020). Therefore, in Bali, EWOM may operate on two levels: as product information and as a social cue that activates trust in green claims and moral unease about unsustainable choices. Few studies have examined green trust and anticipated guilt together as parallel mediators of EWOM toward GPI in one structural model (Chang & Yoo, 2025; Ekawati et al., 2023; Simanjuntak et al., 2023; X. Sun et al., 2022). The model proposed here therefore treats EWOM as a digital social cue whose influence may operate through two interpretations: whether green claims are trusted, and whether non-green choices evoke moral discomfort. This dual interpretation is tested among eco-conscious social media users in Bali, where tourism pressure, digital exposure, and local environmental values overlap.

2.2. Hypotheses Development

2.2.1. Electronic Word-of-Mouth and Green Purchase Intention

EWOM is peer-generated communication about products and companies, spread through digital platforms (Ismagilova et al., 2020; See-To & Ho, 2014). Under SOR, it functions as the external stimulus, capable of influencing behavioural responses once consumers judge the peer information as credible and relevant (Y. Sun et al., 2026). Green markets heighten this: consumers increasingly rely on digital peer recommendations before selecting environmentally friendly products, which makes EWOM an antecedent of purchase readiness (Kumar & Pandey, 2023; Nguyen et al., 2024). Meta-analytic work supports a positive EWOM–purchase intention link, though its magnitude depends on message quality and trust rather than the sheer volume of messages (Ismagilova et al., 2020). When peer messages foreground environmental benefits, product performance, and lived sustainability experiences, willingness to buy green products tends to rise. A positive EWOM–GPI association therefore seems likely.

H1. *Electronic word-of-mouth is positively associated with consumer green purchase intention.*

2.2.2. Electronic Word-of-Mouth and Green Trust

Trust-based information processing suggests that consumers interpret online product information through source credibility, message consistency, and social proof (See-To & Ho, 2014). In green consumption, EWOM and perceived value have been linked to trust formation, which then carries through to purchase intention (Nguyen et al., 2024). Green trust is the belief that environmental claims and product performance can be relied on, and it can reduce uncertainty in evaluating sustainability messages after EWOM exposure (Amin & Tarun, 2021; Nguyen-Viet et al., 2024). Favourable peer evaluations on social media may be interpreted as social proof that supports a firm's green claims (Guerreiro & Pacheco, 2021). Bali sharpens this relationship. The Pawongan dimension of Tri Hita Karana values harmonious relations among people, which may raise the weight given to peer validation when green claims are judged inside close-knit, tourism-linked communities (Wibisana & Dewi, 2023). EWOM exposure should therefore relate positively to green trust among eco-conscious social media users.

H2. *Electronic word-of-mouth is positively associated with consumer green trust.*

2.2.3. Electronic Word-of-Mouth and Anticipated Guilt

Moral emotion theory argues that sustainability communication can evoke internal evaluative states before behavioural intention forms (Maduku, 2024; X. Sun et al., 2022). Anticipated guilt is the forward-looking moral emotion people feel when they envisage the negative consequences of choices that conflict with environmental norms or values (Culiberg et al., 2023). On digital platforms, sustainability messages have been tied to moral evaluation and anticipatory emotion about unsustainable consumption (Maduku, 2024). Among environmentally aware consumers, customer guilt has been linked to green purchase intention, since moral emotion encourages eco-friendly behaviour (Astuti et al., 2022). When EWOM emphasises collective environmental responsibility and makes explicit the cost of non-green choices, anticipatory moral discomfort may increase. The effect may be stronger in a setting such as Bali, where the Tri Hita Karana value of human–nature harmony casts unsustainable consumption as a breach of communal and environmental duty (Wibisana & Dewi, 2023). EWOM should thus relate positively to anticipated guilt as an organism-level response.

H3. *Electronic word-of-mouth is positively associated with consumer anticipated guilt.*

2.2.4. Green Trust, Anticipated Guilt, and Green Purchase Intention

Green trust and anticipated guilt are two distinct organism mechanisms through which a consumer processes EWOM before intention forms. Green trust is the cognitive–evaluative confidence that green claims and product performance are reliable (Nguyen-Viet et al., 2024; Zhuang et al., 2021). Meta-analysis places it among the strongest predictors of green purchase intention (Zhuang et al., 2021). When people trust that environmentally friendly products meet expectations and keep their environmental promises, willingness to buy them increases (Amin & Tarun, 2021).

Anticipated guilt operates differently. It is a moral emotional mechanism that aligns behaviour with environmental norms (Astuti et al., 2022; X. Sun et al., 2022). A consumer who expects to feel guilty about choosing a non-green alternative may become more willing to buy the green alternative, partly to avoid that discomfort (Culiberg et al., 2023). Within the SOR specification, both cognitive trust and moral anticipation should relate positively to GPI.

H4. *Green trust is positively associated with consumer green purchase intention.*

H5. *Anticipated guilt is positively associated with consumer green purchase intention.*

2.2.5. The Mediating Role of Anticipated Guilt

Earlier research points to an indirect route: external communication stimuli reach green purchase intention through internal psychology, not only through direct transmission (Román-Augusto et al., 2022; Simanjuntak et al., 2023). X. Sun et al. (2022) showed anticipated guilt mediating the link between environmental commitment and green purchase behaviour, though without EWOM in the model. In digital settings, peer-generated sustainability messages may trigger moral evaluation before intention forms (Maduku, 2024; Zhou & Seo, 2026). EWOM that highlights environmental norms and the cost of unsustainable choices could raise anticipated guilt, which, in turn, may be associated with stronger willingness to buy green products. Where Tri Hita Karana frames harmony with nature as a shared moral duty, EWOM signalling collective environmental responsibility may operate through this indirect route more readily than simple product praise (Ros-

alina et al., 2023; Wibisana & Dewi, 2023). Anticipated guilt should therefore mediate the EWOM–GPI relationship.

H6. *Anticipated guilt positively mediates the association between electronic word-of-mouth and green purchase intention.*

2.2.6. The Mediating Role of Green Trust

Trust-based information processing also points to an indirect route, with EWOM reaching purchase intention through confidence in green claims (Nguyen et al., 2024; See-To & Ho, 2014). Chang and Yoo (2025) traced dual mediation through green trust and green word-of-mouth intention from greenwashing awareness, which places trust paths at the centre of green consumption models. Ekawati et al. (2023) identified green trust as a key mediator of green purchase behaviour in Bali, again without EWOM in the same model. As consumers process favourable peer communication about green products, their confidence in environmental claims may strengthen, which may be associated with higher purchase intention (Guerreiro & Pacheco, 2021; Parveen & Chaudhary, 2025). Green trust should therefore mediate the EWOM–GPI relationship.

H7. *Green trust positively mediates the association between electronic word-of-mouth and green purchase intention.*

Drawing on this integrated framework, the research model proposes that EWOM shapes GPI along two routes: a direct association and parallel indirect associations transmitted through green trust and anticipated guilt as mediators. Figure 1 presents the conceptual framework.

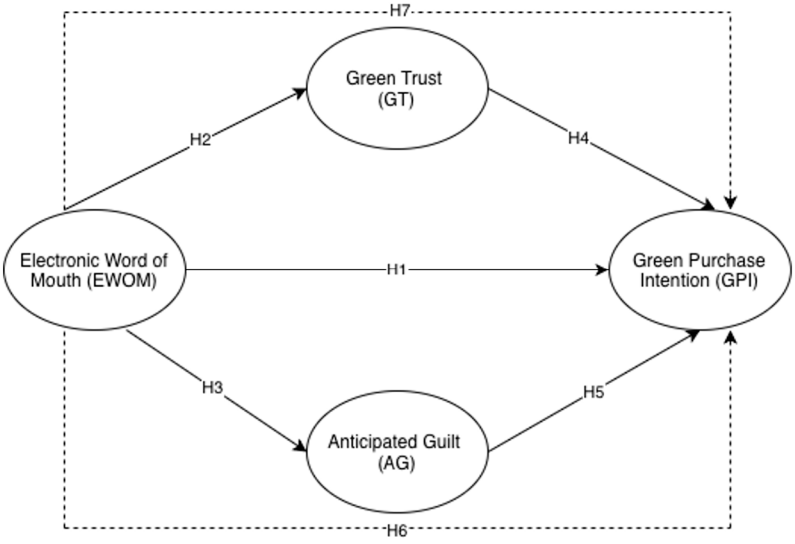

Figure 1. Conceptual framework. Source: Study design (2026).

3. Methodology

3.1. Research Design

A quantitative design was used to examine how EWOM relates to GPI through anticipated guilt and green trust among eco-conscious social media users in Bali Province, Indonesia. Bali was selected because tourism intensity, consumption-related environmental pressure, and reliance on social media as a product information source converge in this setting. Mass tourism growth in Indonesia has been tied to environmental degradation (Lee & Syah, 2018), and earlier evidence points to carrying-capacity pressure on Bali specifically

(Chin et al., 2015). Local wisdom, such as Tri Hita Karana, has been connected to community-based sustainability orientation in rural tourism villages (Rosalina et al., 2023). Together, these conditions make Bali a fitting site for studying EWOM and green purchase intention (Ekawati et al., 2023; Muna et al., 2025). Tri Hita Karana is treated here as contextual background, not a measured construct. A structured questionnaire was developed based on measurement scales adapted from prior studies on EWOM, green purchase behaviour, digital communication, anticipated guilt, and green trust. A cross-sectional survey design was used to collect data at a single point in time. A pilot survey with a small group of respondents followed to confirm that the instrument was comprehensible and appropriate for the Balinese context. All measurement scales were adapted from established literature to ensure content validity and to remain conceptually consistent with prior work. Every construct was measured with multiple items on a five-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree). Items were tailored to green consumption and digital peer communication in Bali while retaining the original conceptual meaning of the source scales.

Five items captured EWOM as digital sharing behaviour: encouraging others to buy green products, recommending products with a green image, sharing green product information with friends, posting opinions on green products, and posting green product content on social media. These items were drawn from earlier electronic word-of-mouth and green consumption research (Al-Gasawneh & Al-Adamat, 2020; See-To & Ho, 2014; Simanjuntak et al., 2023). Anticipated guilt was measured with five items capturing the moral discomfort, guilt, regret, and unease consumers anticipate when they imagine not buying environmentally friendly products, adapted from prior anticipated guilt and green purchase research (Astuti et al., 2022; X. Sun et al., 2022). Green trust was measured with five items covering confidence in the reliability, performance, trustworthiness, and environmental promises of green products, adapted from earlier green trust scales (Amin & Tarun, 2021; Guerreiro & Pacheco, 2021; Nguyen-Viet et al., 2024). GPI was measured with five items on willingness to buy, repurchase, and recommend environmentally friendly products on grounds of environmental concern and green performance, adapted from established green purchase intention studies (Amin & Tarun, 2021; Liao et al., 2020; Simanjuntak et al., 2023).

3.2. Sampling and Data Collection

Respondents were recruited through purposive sampling, targeting social media users who report concern for environmental sustainability. The approach is standard in sustainable consumption research, where the target population is relatively specialised and not evenly distributed across the general consumer population (Hair et al., 2019). Hair et al. (2019) recommend 5–10 respondents per observed indicator in SEM-based research. With 20 observed variables in the measurement model, this rule places the minimum sample between 100 and 200. PLS-SEM studies also typically require approximately 200 observations before parameter estimates stabilise (Hair et al., 2019). The target population comprised adults living or active in Bali who use social media and are concerned about environmental sustainability. To qualify, a respondent had to be at least 17, an active social media user, and a willing, informed participant.

Data were collected through two channels, both within an ethics-approved protocol for studying everyday consumption behaviour: an online Google Forms survey and offline distribution across Bali. The online questionnaire (n = 338) was distributed through social media platforms, online communities, and peer networks associated with sustainability, green lifestyle, and environmental awareness in Bali. The offline questionnaire (n = 55) reached respondents who met the inclusion criteria at selected locations on the island. This approach provided efficient access to individuals likely to process green information on social media, but it entails a limitation: self-selection, since those already inclined

toward sustainability are more likely to participate. Online recruitment may also bias the sample toward young, digitally connected consumers. Both limitations are considered when assessing the generalisability of the findings. Each respondent first received a Participant Information Sheet and Informed Consent Form outlining the study's aims and its assurances on anonymity and confidentiality. Participation was voluntary, and consent had to be confirmed before the survey could begin. No personally identifiable information was collected. Data collection took place across February and March 2026. After incomplete responses were removed, 393 valid observations remained (338 online, 55 offline), exceeding the recommended minimum and providing a sound basis for the PLS-SEM analysis.

3.3. Data Analysis

The model was estimated with partial least squares structural equation modelling (PLS-SEM) in SmartPLS. PLS-SEM is suited to studies that examine complex relationships among latent constructs and emphasise prediction rather than covariance-based fit (Hair et al., 2019). Covariance-based SEM (CB-SEM) would be preferable when the primary aim is confirmatory assessment of a strongly established covariance structure. Because this study prioritises prediction of endogenous constructs, parallel mediation testing, and out-of-sample predictive relevance, PLS-SEM was preferred over CB-SEM (Hair et al., 2019). Following standard guidance, the analysis proceeded in two stages: the measurement model first and the structural model second. Measurement model quality was assessed using indicator loadings, composite reliability (CR), average variance extracted (AVE), and Cronbach's alpha for reliability and convergent validity. Discriminant validity was assessed using the heterotrait–monotrait ratio (HTMT; Henseler et al., 2015). For possible multicollinearity among indicators, outer-model variance inflation factor (VIF) values were checked against a threshold below 5.0 (Hair et al., 2019). Once validity and reliability were established, the structural model was assessed through its path coefficients, bootstrapped significance levels (5,000 subsamples), and the coefficient of determination (adjusted R^2). Out-of-sample predictive relevance was obtained from the PLSpredict procedure, where Q^2predict values above zero signal predictive relevance (Hair et al., 2019). The mediation tests for H6 and H7 were based on the significance of the indirect paths, again via bootstrapping with 5,000 resamples (Hair et al., 2019). Approximate fit was assessed using the standardised root mean square residual (SRMR), with values at or below 0.08 taken as acceptable for PLS-SEM (Henseler et al., 2014). Self-reported survey data may introduce common method bias (CMB), so a full collinearity VIF assessment was conducted following Kock (2015). Inner-model VIF values below 3.3 indicate that CMB is unlikely to be a serious concern.

4. Results

4.1. Respondent Characteristics

Table 1 sets out the respondent profile. Women made up 66.7% of the sample and men 33.3%. The sample was predominantly young: 82.2% were aged 17–27 years, with a further 12.0% aged 28–38 years. In terms of income, the largest group earned below IDR 1,500,000 a month (30.0%), followed by the IDR 1,500,000–2,500,000 category (22.6%). By occupation, entrepreneurs formed the largest group at 57.0%, followed by self-employed individuals (17.6%) and other occupations (11.2%); high school and university students together accounted for 11.5%. Geographically, the respondents were distributed across the island, with the largest shares from South Bali (30.3%) and Central Bali (22.4%), followed by West Bali (16.3%), East Bali (15.8%), and North Bali (15.3%). Most reported frequent social media exposure (92.9%). By mode of administration, 338 responses were collected online through

Google Forms (86.0%) and 55 through offline administration (14.0%). Taken together, the sample comprised young, digitally connected eco-conscious consumers distributed across income levels and occupations in Bali.

Table 1. Respondent demographic characteristics.

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	131	33.3
	Female	262	66.7
Age (years)	17–27 years	323	82.2
	28–38 years	47	12.0
	39–48 years	11	2.8
	49 years and over	12	3.1
Occupation	High school student	22	5.6
	University student	23	5.9
	Entrepreneur	224	57.0
	Self-employed	69	17.6
	Civil servant	11	2.8
	Other	44	11.2
Monthly income	<IDR 1,500,000	118	30.0
	IDR 1,500,000–2,500,000	89	22.6
	IDR 2,500,000–3,500,000	59	15.0
	IDR 3,500,000–4,500,000	42	10.7
	>IDR 4,500,000	85	21.6
Residence	South Bali (Denpasar, Badung)	119	30.3
	Central Bali (Tabanan, Gianyar, Bangli)	88	22.4
	West Bali (Jembrana)	64	16.3
	East Bali (Klungkung, Karangasem)	62	15.8
	North Bali (Buleleng)	60	15.3
Social media exposure	Infrequent	28	7.1
	Frequent	365	92.9
Data collection mode	Online (Google Forms)	338	86.0
	Offline survey	55	14.0

Source: Study results (2026).

4.2. Measurement Model Assessment

Measurement quality was checked against the usual PLS-SEM criteria. Table 2 reports factor loadings, Cronbach's alpha, composite reliability (CR), average variance extracted (AVE), and variance inflation factor (VIF) for each construct. Loadings ranged from 0.746 to 0.923, all exceeding the 0.70 threshold and thus indicating sound indicator reliability. Composite reliability ranged from 0.918 to 0.956, again above the 0.70 minimum, and Cronbach's alpha ranged from 0.888 to 0.943, confirming internal consistency across every construct. Each AVE exceeded the 0.50 threshold, so convergent validity was established. The lowest AVE, that of EWOM at 0.692, remained well above the threshold (Hair et al., 2019). Outer-model VIF values, used to examine multicollinearity among indicators, ranged from 1.612 to 4.781, all below the 5.0 threshold (Hair et al., 2019); multicollinearity is therefore not a concern in the measurement model.

Table 2. Measurement model results.

Construct	Indicator	Loadings	Cronbach's α	CR	AVE	VIF
EWOM (adapted from Simanjuntak et al., 2023)	EWOM1: I will encourage others to buy environmentally friendly products.	0.861	0.888	0.918	0.692	2.637
	EWOM2: I will recommend products with a green image.	0.861				2.690
	EWOM3: I will share green product information with friends.	0.864				2.599
	EWOM4: I will share opinions on green products with friends.	0.819				2.183
	EWOM5: I will post green product content on social media.	0.746				1.612
AG (adapted from X. Sun et al., 2022)	AG1: I will feel guilty if not buying environmentally friendly products.	0.839	0.898	0.925	0.710	2.749
	AG2: I will regret not buying environmentally friendly products.	0.856				2.978
	AG3: I will strongly regret not buying environmentally friendly products.	0.834				2.264
	AG4: I will feel uncomfortable if not buying environmentally friendly products.	0.852				2.388
	AG5: I will feel uneasy if not buying environmentally friendly products.	0.833				2.325
GT (adapted from Guerreiro & Pacheco, 2021)	GT1: Environmentally friendly products are generally reliable.	0.899	0.943	0.956	0.814	3.652
	GT2: Performance of environmentally friendly products is reliable.	0.923				4.781
	GT3: Claims about environmentally friendly products are trustworthy.	0.915				4.178
	GT4: Environmentally friendly products meet expectations.	0.901				3.787
	GT5: Environmentally friendly products keep environmental promises.	0.874				3.206
GPI (adapted from Simanjuntak et al., 2023)	GPI1: I think I will buy products because of environmental concern.	0.859	0.925	0.943	0.770	2.777
	GPI2: I think will enjoy buying products with environmentally friendly practices.	0.894				3.373
	GPI3: I think will buy again in future because of green performance.	0.867				2.770
	GPI4: I think I will purchase environmentally friendly products.	0.901				3.387
	GPI5: I think environmentally friendly products will increase purchase interest.	0.864				2.654

Source: Study results (2026).

Discriminant validity was assessed using two criteria, the Fornell–Larcker criterion and the heterotrait–monotrait ratio (HTMT; Table 3). For every construct, the square root of AVE exceeded its correlations with the other constructs, supporting discriminant validity. All HTMT values remained below the 0.90 threshold (Henseler et al., 2015), the highest being 0.867 between anticipated guilt and EWOM, which is within acceptable limits. Taken together, these results indicate that the measurement model is reliable and valid. Model fit and common method bias were examined once measurement quality was established. The estimated model returned an SRMR of 0.062, below the 0.08 threshold and thus indicating acceptable approximate fit (Henseler et al., 2014); the saturated-model SRMR of 0.047 provides further support. For CMB, full-collinearity inner-model VIF values ranged from 1.000 to 2.742, all below Kock's (2015) 3.3 cutoff. With no inner-model VIF above 3.3, CMB is unlikely to distort the structural relationships. The measurement model was retained for the PLS-SEM analysis that follows, covering both direct and mediation paths.

Table 3. Discriminant validity results.

Constructs	AG	EWOM	GPI	GT
AG	0.843			
EWOM	0.778	0.832		
GPI	0.685	0.682	0.877	
GT	0.572	0.548	0.617	0.902

Source: Study results (2026).

4.3. Structural Model Assessment

4.3.1. Direct Relationship

Figure 2 and Table 4 present the structural results for the direct relationships among EWOM, anticipated guilt, green trust, and GPI. Every hypothesised direct path was significant and in the expected positive direction, so H1–H5 are all supported (Hair et al., 2019). Consider the organism stage first. EWOM was positively and significantly associated with both internal states, and the stronger of the two associations was with anticipated guilt (H3: $\beta = 0.778$, $p < 0.001$). Consumers who encounter more peer-generated green product information online tend to report stronger anticipatory moral discomfort about non-green alternatives. EWOM was also associated with green trust (H2: $\beta = 0.548$, $p < 0.001$), which suggests that favourable peer communication helps consumers validate environmental claims and build confidence in how green products perform. Regarding the outcome, EWOM retained a significant direct association with purchase intention (H1: $\beta = 0.303$, $p < 0.001$), indicating that digital peer communication is associated with green purchase readiness even with the mediators in the model. Green trust and anticipated guilt were each associated with GPI as well (H4: $\beta = 0.288$, $p < 0.001$; H5: $\beta = 0.285$, $p < 0.001$). This pattern is consistent with the SOR specification, with both the moral emotional and cognitive trust states increasing willingness to buy. In variance terms, EWOM explained 60.4% of the adjusted variance in anticipated guilt and 29.8% in green trust, while EWOM, anticipated guilt, and green trust together accounted for 57.6% of the adjusted variance in GPI. Table 5 present Every Q^2predict value exceeded zero (anticipated guilt = 0.602; green trust = 0.295; GPI = 0.460), so the structural model demonstrates out-of-sample predictive relevance.

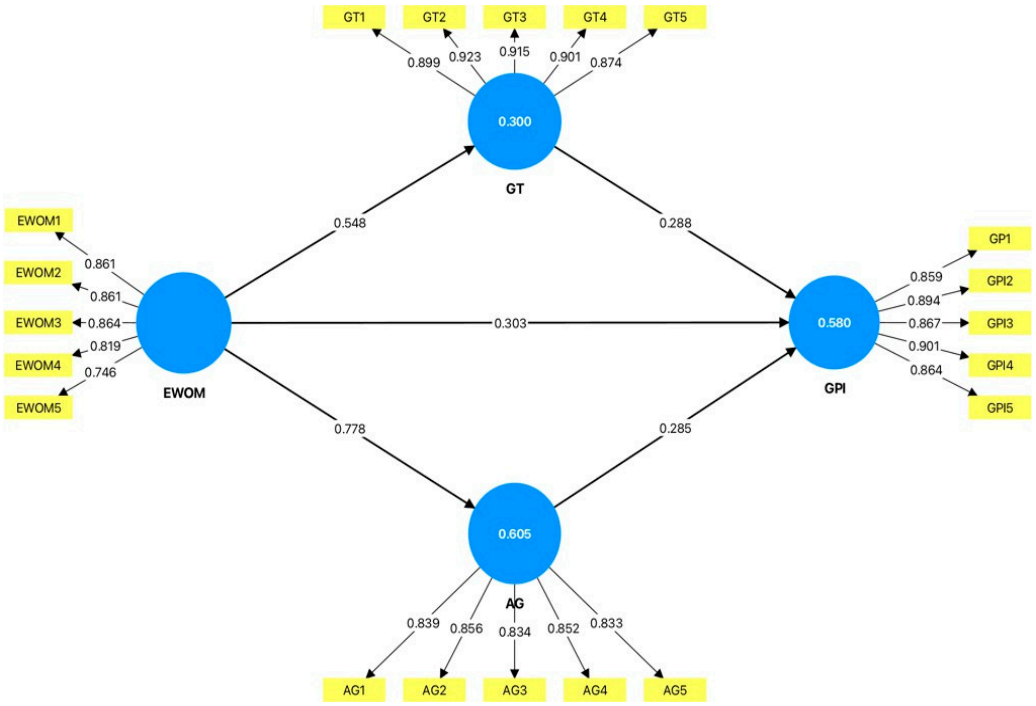

Figure 2. Structural model results with path coefficients. Source: Study results (2026).

Table 4. Structural model results.

Hypothesis	Path	Standardised Coefficient (β)	t-Value	*p*-Value	Decision
H1	EWOM to GPI	0.303	4.106	<0.001	Supported
H2	EWOM to GT	0.548	11.897	<0.001	Supported
H3	EWOM to AG	0.778	25.953	<0.001	Supported
H4	GT to GPI	0.288	3.591	<0.001	Supported
H5	AG to GPI	0.285	3.660	<0.001	Supported

Source: Study results (2026).

Table 5. Explanatory and predictive power of endogenous constructs.

Construct	Adjusted R^2	Q^2predict
Anticipated guilt (AG)	0.604	0.602
Green trust (GT)	0.298	0.295
Green purchase intention (GPI)	0.576	0.460

Source: Study results (2026).

Table 5 reports the adjusted R^2 and Q^2predict values for the endogenous constructs.

4.3.2. Mediation Relationships

The mediating roles of anticipated guilt and green trust were tested with bootstrapping over 5000 resamples, and Table 6 reports the outcome. Both mediators carried a significant share of the EWOM to GPI relationship, so H6 and H7 are supported. The standardised indirect effect through anticipated guilt was β = 0.222 (95% CI (0.100, 0.339), $p < 0.001$); through green trust it was β = 0.158 (95% CI (0.076, 0.240), $p < 0.001$). The total indirect effect of EWOM on GPI was β = 0.379 (95% CI (0.267, 0.490), $p < 0.001$), and the total effect was β = 0.682 (95% CI (0.575, 0.774), $p < 0.001$). The direct EWOM–GPI path remained significant (β = 0.303, $p < 0.001$), which identifies both routes as partial rather than full mediation. Of the two parallel paths, the one through anticipated guilt was numerically larger. The two indirect effects were not formally compared, so this is a difference in magnitude rather than a tested contrast; nevertheless, it suggests that moral emotional

processing may matter more than cognitive trust validation in linking EWOM to GPI among eco-conscious consumers in Bali.

Table 6. Mediation analysis results.

Hypothesis	Path	Indirect Effect (β)	95% CI	*p*-Value	Mediation Type
H6	EWOM to AG to GPI	0.222	(0.100, 0.339)	<0.001	Partial
H7	EWOM to GT to GPI	0.158	(0.076, 0.240)	<0.001	Partial
n/a	Total indirect (EWOM to GPI)	0.379	(0.267, 0.490)	<0.001	n/a
n/a	Total effect (EWOM to GPI)	0.682	(0.575, 0.774)	<0.001	n/a

Source: Study results (2026).

5. Discussion

This study examined how electronic word-of-mouth (EWOM) relates to green purchase intention (GPI) among eco-conscious social media users in Bali, working through anticipated guilt and green trust. Three patterns position the findings within the sustainable consumption and digital communication literature: the relative strength of direct versus indirect EWOM associations, the parallel mediating roles of moral emotional and cognitive trust mechanisms, and how both pathways operate in a tourism-intensive emerging market. Consider the direct relationships first. EWOM related to GPI both directly and indirectly. This diverges from earlier Indonesian evidence, where word-of-mouth failed to predict green product purchase intention when environmental knowledge and green marketing were included in the model but internal mediators were not (Simanjuntak et al., 2023). Several factors may explain this divergence. EWOM here was operationalised as concrete digital sharing and recommendation, not generic word-of-mouth. The sample comprised eco-conscious and digitally active Balinese consumers, a setting where heavy social media exposure and sustainability concern co-occur. Specifying anticipated guilt and green trust as parallel organism variables also separated the direct stimulus–response link from the indirect psychological routes. Román-Augusto et al. (2022) reported a similar pattern, a non-significant green word-of-mouth effect on GPI while green trust remained significant, which suggests that peer communication may reach intention mainly through trust-based organism mechanisms rather than through direct transmission. Meta-analytic evidence supports green trust as a robust GPI predictor (Zhuang et al., 2021), and EWOM effects on intention depend more on message quality and trust than on volume (Ismagilova et al., 2020). With EWOM explaining 60.4% of the adjusted variance in anticipated guilt and 29.8% in green trust, peer-generated information clearly engages internal states before intention forms. Past inconsistencies across contexts may then stem from missing mediators rather than from absent communication effects, though only cross-context replication can confirm this interpretation.

Consider next the two mediators. Both anticipated guilt and green trust mediated in parallel within the stimulus–organism–response (SOR) framework, whereas earlier studies have rarely combined them. X. Sun et al. (2022) examined anticipated guilt from environmental commitment but omitted EWOM and green trust. See-To and Ho (2014) and Nguyen et al. (2024) examined trust paths without parallel guilt mediation. Chang and Yoo (2025) modelled dual mediation through green trust and green word-of-mouth intention from greenwashing awareness, yet without anticipated guilt or EWOM as the stimulus. Modelling trust-based and moral-emotion mechanisms together provides a fuller account of how digital peer communication reaches purchase readiness. The EWOM-to-guilt path (β = 0.778) exceeded the EWOM-to-trust path (β = 0.548), while the two routes into GPI were similar in strength (anticipated guilt β = 0.285, green trust β = 0.288). For these eco-conscious Bali consumers, digital peer messages were associated more strongly with

moral anticipation than with cognitive trust validation, although both paths remained significant, and the coefficients were not formally contrasted. This pattern is consistent with the findings of Astuti et al. (2022), who found that customer guilt predicted green purchase intention among young environmental activists in Indonesia, and the findings of Balaskas et al. (2023), who linked negative emotional appeals in green advertising to purchase intention among younger audiences. Thus, EWOM that emphasises moral norms and environmental consequences may reach intention through anticipated guilt, whereas EWOM that emphasises product performance and claim credibility may operate through green trust (Zhou & Seo, 2026).

The mediation, however, is partial rather than complete. EWOM retained a significant direct path to GPI ($\beta = 0.303$, $p < 0.001$) in addition to the significant indirect effects through both mediators (H6: $\beta = 0.222$; H7: $\beta = 0.158$). Peer communication, in other words, reaches purchase intention through internal organism states and other routes that this model does not capture. This is consistent with research showing that behavioural intentions also respond to social expectations, perceived constraints, and habit, beyond trust and moral emotion alone (Kumar & Pandey, 2023; Wijekoon & Sabri, 2021). Of the two parallel routes, anticipated guilt produced the stronger indirect effect, which may position moral emotional processing ahead of cognitive trust validation in linking EWOM to GPI in this sample, although the difference was not formally tested. The third pattern concerns context. The results extend sustainable consumption research to a tourism-intensive emerging market. Bali combines environmental pressure from visitor flows with heavy social media use and a community-based sustainability orientation (Chin et al., 2015; Muna et al., 2025; Rosalina et al., 2023). Ekawati et al. (2023) confirmed green trust as a key mediator of green purchase behaviour on the island, but again with neither EWOM nor anticipated guilt in the model. Vatankhah et al. (2024) applied the SOR framework to environmental corporate social responsibility and purchase intention in travel settings, which strengthens the case for organism-based mediation in tourism. The present sample is mostly young and heavily exposed to social media, a profile close to the young eco-conscious consumers whose pro-environmental behaviour is driven by values, concern, and green consumption orientation (Ali et al., 2023; Hong et al., 2024; Ribeiro et al., 2023; Xie & Madni, 2023). Hosta and Zabkar (2021) identify personal norms and ethical concern as central to responsible sustainable consumption, which is consistent with the stronger EWOM–guilt link observed here. That stronger EWOM-to-guilt path is consistent with the cultural backdrop of the Tri Hita Karana value system, in which harmony among the spiritual realm, humans, and nature may frame unsustainable choices as moral and communal transgressions rather than private decisions, though this backdrop was not measured (Dalem & Sari, 2023; Wibisana & Dewi, 2023). Where that orientation is culturally embedded, peer-generated green messages may activate moral anticipation more readily than cognitive trust validation. Because Tri Hita Karana was not measured, this is a cultural interpretation rather than a tested mechanism. Even so, EWOM here does not function as a generic information channel; it engages internal evaluative states among consumers already inclined toward sustainability, which makes Bali a substantive rather than incidental setting.

The SOR specification used here, with EWOM as the stimulus, anticipated guilt and green trust as the organisms, and GPI as the response, provides a clear analytical structure and avoids the construct overlap that affects much green consumption research. The estimated model SRMR of 0.062 supports approximate fit, and the full-collinearity VIF results indicate that CMB is unlikely to have inflated the paths. Positive Q^2predict values support out-of-sample predictive relevance. The moderate GPI adjusted R^2 of 0.576 is consistent with evidence that intention formation also depends on situational and contextual factors outside peer-communication models (Juvan & Dolnicar, 2014; Kim

& Lee, 2023). The well-documented intention–behaviour gap is a further reason not to interpret GPI as actual purchase (Joshi & Rahman, 2015; Prakash et al., 2024; Wang et al., 2021). Moral emotional variables, such as anticipated guilt, may predict behavioural readiness more strongly when modelled as internal organism states than when treated as peripheral outcomes (Xu et al., 2022). The claims here, therefore, pertain to intention formation among eco-conscious digital consumers in Bali, not to all consumers or to observed purchasing. Taken together, the findings contribute to the EWOM and sustainable consumption literature by showing peer communication reaching GPI through both direct and parallel indirect routes. Anticipated guilt and green trust act as two distinct organismic mechanisms that convey digital sustainability information into purchase readiness, with the moral emotional route showing the stronger EWOM association in this sample. Testing the mechanisms together within an SOR framework in a tourism-intensive emerging market offers new insights into how digital peer communication may relate to sustainable and responsible consumption intentions among eco-conscious social media users.

6. Conclusions and Recommendations

6.1. Conclusions

The question driving this study was how EWOM relates to GPI among eco-conscious social media users in Bali, working through anticipated guilt and green trust. Integrating the SOR framework with trust-based information processing and moral emotion theory provided a behavioural perspective on how digital peer communication connects to sustainable purchase readiness in a tourism-intensive emerging market. Three findings stand out. First, EWOM was directly associated with GPI ($\beta = 0.303$) and also with anticipated guilt ($\beta = 0.778$) and green trust ($\beta = 0.548$), with both mediators in turn associated with GPI (anticipated guilt $\beta = 0.285$; green trust $\beta = 0.288$). Second, the two mediators partially mediated the EWOM–GPI relationship (H6: $\beta = 0.222$; H7: $\beta = 0.158$), which supports parallel organism mechanisms under SOR. Third, the model explained and predicted GPI adequately (adjusted $R^2 = 0.576$; Q^2predict = 0.460) at acceptable approximate fit (SRMR = 0.062). Together, these results make Bali a fitting site for sustainable consumption research, where tourism intensity, environmental pressure, heavy social media exposure, and Tri Hita Karana-oriented communal values overlap among sustainability-minded consumers. Because Tri Hita Karana was not measured, its role here is a contextual interpretation rather than a tested mechanism. The study shows EWOM reaching GPI through two organism routes simultaneously, a moral emotional route and a cognitive trust route, within an emerging economy tourism destination. Credible digital strategies for sustainable and responsible consumption could address both, validating trust and prompting moral anticipation among eco-conscious social media users. These are implications to be tested, however, through field, experimental, or longitudinal work before any causal claim is made.

6.2. Recommendations

The findings point to practical steps for stakeholders promoting sustainable consumption and credible digital communication in Bali. One caveat applies throughout: the design was cross-sectional and tested no interventions, so the following are testable implications rather than proven causal solutions.

6.2.1. Green Businesses and Tourism Operators

Both anticipated guilt and green trust mediated the EWOM to GPI relationship, and the moral emotional route showed a stronger EWOM association. Firms and tourism operators could trial digital communication that addresses both cognitive trust and moral

emotional processing. Messages built on collective environmental responsibility, credible product performance, and transparent green claims may resonate with eco-conscious consumers, but whether they actually change behaviour requires experimental or field evidence. The pattern is also consistent with the finding that EWOM depends more on message quality and trust than on volume (Ismagilova et al., 2020). Businesses could pilot verifiable environmental evidence through packaging, digital content, and peer-review prompts. Sustainability labels, short videos, and authentic user-generated content might help consumers interpret green claims, yet these effects still require direct evaluation.

6.2.2. Digital Marketers and Social Media Practitioners

Digital marketers occupy a position between peer communication and how consumers evaluate green products. The larger EWOM-to-guilt path suggests that morally framed sustainability narratives may be influential among young, social-media-active consumers. Practitioners could test EWOM-oriented campaigns that pair the environmental cost of non-green choices with credible performance evidence, rather than relying on generic green branding. Green trust remains important wherever concerns about greenwashing are high (Chang & Yoo, 2025; Zhang et al., 2018). Digital social responsibility has been linked to consumer attitude and EWOM when sustainability claims are transparent and verifiable (Puriwat & Tripopsakul, 2022). Marketers might trial emotionally resonant framing, third-party validation, social proof, and diagnostic product information to improve the quality of peer-generated green communication.

6.2.3. Government and Regulatory Authorities

Public institutions set the conditions under which responsible consumption can develop in tourism markets. In Bali, awareness campaigns could strengthen consumers' ability to interpret green claims on social media and increase their resilience to greenwashing. Government messaging on plastic reduction, eco-tourism, and local environmental stewardship could be channelled through trusted peer networks and grounded in evidence-based framing. Policymakers can support sustainable consumption by promoting digital literacy concerning environmental claims, setting transparent eco-labelling standards, and facilitating partnerships among businesses, certification bodies, and community actors.

6.2.4. Community Organisations and NGOs

Community-based organisations and NGOs can advance responsible green consumption by trialling ways to engage the public with environmental sustainability issues. Community campaigns, educational programmes, and sustainability networks can disseminate credible green product information and encourage responsible peer communication on social media. These groups can also raise public awareness of greenwashing risks and local environmental priorities. By offering accessible, independent information and encouraging authentic user-generated sustainability content, community actors could test whether such efforts strengthen green trust and anticipated guilt as foundations for informed green purchase intention.

6.2.5. Retailers and Hospitality Providers

Retailers and hospitality providers are the final point of contact for green products in tourism destinations. The results suggest that socially exposed consumers engage in both internal trust and moral emotional evaluation when intention forms. Retailers and hospitality operators could test whether clear in-store and online information on environmental performance, certification, and product traceability improves that understanding. Product labels, QR codes linking to verified sustainability information, and authentic peer-review prompts may help consumers interpret green claims and produce higher-quality

EWOM. Whether verified green performance data in social-sharing prompts actually improves peer communication and reinforces trust validation and moral anticipation is itself worth evaluating.

7. Limitations and Future Study Direction

The contributions are subject to several limitations. First, the SOR specification is partial, built around anticipated guilt and green trust as parallel organism mechanisms. Other constructs (subjective norms, perceived behavioural control, and green scepticism) lie outside the model. Future work could incorporate additional TPB or moral emotion variables and examine how social influence and perceived constraints interact with EWOM in shaping sustainable consumption behaviour. Second, the data are cross-sectional, which limits inferences about causal direction and about how consumer perceptions shift over time. Intention was measured rather than actual purchase, consistent with the well-known intention–behaviour gap in green consumption. Longitudinal or experimental designs would help, tracking how EWOM, anticipated guilt, green trust, and purchase intention change as consumers gain experience with green products and digital sustainability communication. Third, the purposive sampling of eco-conscious, digitally active respondents in Bali calls for caution. It increases relevance for eco-conscious consumers but limits generalisability to the wider population or to individuals less engaged with environmental issues. Mediation was tested in parallel rather than in sequence; future work could evaluate alternative mediation specifications and examine whether greenwashing perception or eco-label credibility moderates the EWOM to GPI relationship. Tri Hita Karana framed Bali's cultural relevance here but was not measured as a construct. Operationalising Tri Hita Karana orientation as an antecedent or moderator would test directly whether local environmental values strengthen the EWOM-to-guilt and EWOM-to-trust pathways. Finally, because the study focuses on eco-conscious social media users in one tourism-intensive Indonesian destination, the dual-pathway framework warrants testing in other countries, product categories, and demographic segments to assess its generalisability. Linking GPI to observed purchase behaviour would most strengthen the practical value of EWOM-based interventions for sustainable consumption policy and practice.

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Abbreviations

The following abbreviations are used in this manuscript:

EWOM	electronic word-of-mouth (EWOM)
AG	anticipated guilt
GT	green trust
GPI	green purchase intention
NGOs	non-governmental organisation
CR	composite reliability
AVE	average variance extracted
VIF	variance inflation factor
IDR	Indonesian rupiah

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