

ABSTRACT

This study aims to test and study the influence of Message framing on green brand trust, cause related marketing, and customer attitude intention, then examine the influence of green brand trust on cause related marketing, the influence of cause related marketing on customer attitude intention, the influence of green brand trust, cause related marketing, and customer attitude intention on sustainable consumption response, especially Gen Z and millennials. The data was disseminated using an online questionnaire and shared on various social media, so that 395 respondents were obtained. The data was analyzed using the AMOS Structural Equation Modeling (SEM) method. The results showed that Message framing had a significant effect on green brand trust, cause related marketing, and customer attitude intention, green brand trust had a significant effect on cause related marketing, cause related marketing had a significant effect on customer attitude intention, and in testing the hypothesis of green brand trust, cause related marketing, and customer attitude intention had a significant effect on sustainable consumption response. These findings show the importance of forming a framing message on an advertisement or promotion of green products to consumers so that it can increase consumer response to sustainable consumption.

Keywords: *brand trust, cause related marketing, green marketing, sustainable consumption response*

