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From Communication to Conversion: How Digital Sustainability Messaging Builds Green Trust and Drives Purchase Intention

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This study examines how digital sustainability communication influences green purchase intention and investigates the role of green trust within the Stimulus–Organism–Response framework. Specifically, it assesses whether green trust mediates the relationship between digital sustainability communication and sustainable consumption intention. A quantitative cross-sectional survey was conducted among digitally active consumers exposed to online sustainability messaging. Data was analyzed using Partial Least Squares Structural Equation Modeling with bootstrapping procedures to evaluate direct and indirect relationships among digital sustainability communication, green trust, and green purchase intention. The results indicate that digital sustainability communication significantly enhances green trust and directly influences green purchase intention. Although green trust is positively associated with purchase intention, its mediating effect was not statistically supported at the conventional significance level. The cross-sectional design and reliance on self-reported data limit causal inference. Future research should employ longitudinal or experimental approaches and explore contextual moderators that may strengthen the trust–intention relationship. The study refines the application of the Stimulus–Organism–Response framework in digital sustainability contexts. This research contributes by empirically testing a parsimonious structural model linking digital sustainability communication, green trust, and purchase intention. The findings provide nuanced insight into the role of trust and highlight the strategic importance of credible digital sustainability communication in climate-conscious markets.

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Conflict of Interest

Céline Fueyo declares that there is no conflict of interest regarding the publication of this paper.

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