



From Clicks to Conscious Choices: How Digital Consumer Persuasion Drives Green Purchase Intention

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ABSTRACT

Growing environmental concerns and the rapid adoption of digital technologies have transformed consumer purchasing decisions. This study examines the influence of Digital Consumer Persuasion (DCP) on Green Purchase Intention (GPI) among consumers in Kerala, focusing on the mediating roles of Awareness, Environmental Concern, Trust, and Attitude toward Green Products. A quantitative research design was employed, and data were collected from 114 respondents using a structured questionnaire. The data were analysed using Structural Equation Modeling (SEM) with WarpPLS 8.0. Results indicate that DCP significantly influences all four mediating variables, with Attitude toward Green Products having the strongest effect on GPI, followed by Environmental Concern and Awareness. Trust, however, has no significant direct effect on GPI. The study highlights the importance of social media, influencer marketing, and online reviews in promoting sustainable purchasing and offers useful insights for businesses and policymakers seeking to strengthen green consumption through effective digital marketing strategies.

Keywords: Digital Consumer Persuasion, Green Purchase Intention, Awareness, Environmental Concern, Trust, Attitude toward Green Products.

Introduction

Growing environmental challenges, including pollution, climate change, and resource depletion, have heightened the importance of sustainable consumption and increased consumer demand for environmentally friendly products. Green products are designed using eco-friendly materials, sustainable

production methods, recyclable packaging, and non-toxic ingredients to minimize environmental harm while meeting consumer needs (Patiño-Toro et al., 2024). Green Purchase Intention (GPI), defined as consumers' willingness to purchase environmentally friendly products, is widely recognized as a strong predictor of actual green purchasing behaviour. However, despite growing environmental awareness,



a significant attitude–behaviour gap persists, as consumers' purchasing decisions are often constrained by factors such as high prices, product availability, convenience, product performance, and trust in environmental claims (Malhotra & Srivastava, 2024). Green Purchase Intention is further influenced by environmental awareness, personal values, social influence, perceived behavioural control, trust, perceived value, and perceived risk. Consumers are more likely to purchase green products when they trust environmental claims and perceive long-term environmental and health benefits, whereas concerns about product quality, greenwashing, and higher costs reduce their willingness to purchase (Yusoff et al., 2023; Patiño-Toro et al., 2024).

The rapid expansion of social media, e-commerce, and digital advertising has transformed consumer decision-making, making Digital Consumer Persuasion (DCP) an important driver of sustainable consumption. DCP includes persuasive strategies such as influencer marketing, electronic word-of-mouth (eWOM), personalized advertising, emotional storytelling, AI-driven recommendations, and user-generated content, which enhance consumer awareness, strengthen trust, and encourage environmentally responsible purchasing. Interactive digital platforms and live-streaming commerce further improve Green Purchase Intention by increasing consumer engagement and message credibility (Long et al., 2024). Kerala offers an appropriate context for examining this relationship due to its high literacy rate, widespread internet penetration, and growing environmental consciousness, where consumers actively rely on digital platforms, influencer recommendations, and online reviews before making purchasing decisions. Furthermore, the Theory of Planned Behaviour (TPB) identifies attitudes, subjective norms, and perceived behavioural control as key determinants of Green Purchase Intention, a finding consistently supported by recent systematic

reviews (Patiño-Toro et al., 2024). Overall, Green Purchase Intention is shaped by psychological, social, economic, and digital factors, with Digital Consumer Persuasion playing a pivotal role in promoting sustainable consumer behaviour (Malhotra & Srivastava, 2024; Long et al., 2024).

Relationship between Digital Consumer Persuasion and Purchase Intention

Digital Consumer Persuasion has emerged as a major determinant of consumer decision-making by employing persuasive communication through social media, influencer marketing, eWOM, AI-enabled personalization, and interactive digital experiences. Unlike traditional marketing, digital persuasion facilitates two-way communication between consumers and brands, allowing consumers to access information, interact with influencers, and evaluate peer opinions before making purchase decisions. Contemporary research suggests that Digital Consumer Persuasion operates through multiple psychological pathways, where influencer credibility, perceived usefulness, social proof, and information quality significantly shape consumer attitudes and behavioural intentions (Selem et al., 2023; Showmiya, 2024).

Influencer marketing has become one of the most influential components of digital persuasion. Influencer persuasiveness positively shapes brand attitudes and subsequently influences purchase intention (Rodrigues et al., 2024). Influencers who demonstrate expertise, authenticity, and meaningful engagement establish credibility, reduce perceived purchase risk, and strengthen both cognitive and emotional evaluations of products (Yudha, 2023). Similarly, parasocial relationships between influencers and followers increase emotional attachment, message credibility, and purchase intentions (Chen et al., 2024). This influence becomes stronger when influencer content aligns with



followers' personal values and environmental beliefs, thereby promoting brand loyalty and sustained consumer engagement (Dixit & Singh, 2025).

Platform-specific characteristics also determine the effectiveness of digital persuasion. The compatibility between audience characteristics, influencer attributes, and platform functionalities influences how consumers process persuasive information and convert passive content consumption into purchasing behaviour (Tripathi, 2025; Ismail & Korpes, 2026). Furthermore, trustworthiness and authenticity have become more influential than popularity indicators such as follower count. Consumers increasingly value transparent communication and emotional resonance when evaluating digital messages (Amina et al., 2025a, 2025b).

Artificial intelligence has further enhanced Digital Consumer Persuasion through personalized recommendations, adaptive messaging, and intelligent content curation. These technologies improve message relevance by aligning persuasive communication with consumer preferences. However, the effectiveness of AI-driven persuasion depends on transparency regarding algorithmic involvement and the authenticity of influencer communication (Qadri & Moustafa, 2025).

Recent studies further demonstrate that Digital Consumer Persuasion positively influences Green Purchase Intention by increasing environmental awareness, perceived value, trust, and favourable attitudes toward green products. Social media communication enhances environmental knowledge and responsibility (Nazish et al., 2024), while positive eWOM improves perceived credibility and trust in green products (Zaman et al., 2024; Parveen & Chaudhary, 2025). Likewise, live-streaming commerce strengthens Green Purchase Intention through persuasive message framing and parasocial interaction (Long et al., 2024). High-quality digital

information and persuasive green advertising also improve green brand trust and environmental attitudes, thereby increasing purchase intention (Vafaei-Zadeh et al., 2025). Overall, Digital Consumer Persuasion functions as a multidimensional construct integrating credibility, authenticity, personalization, interactivity, and social influence to promote sustainable purchasing behaviour. So it is argued that:

The Influence of Digital Consumer Persuasion on Green Purchase Intention through Awareness, Environmental Concern, Trust, and Attitude toward Green Products

Recent research demonstrates that Digital Consumer Persuasion significantly influences Green Purchase Intention through multiple psychological mechanisms. Persuasive digital communication—including social media marketing, influencer endorsements, eWOM, personalized content, and authentic environmental messaging—enhances awareness, strengthens environmental concern, builds trust, and develops favourable attitudes toward green products. These mediating variables reduce uncertainty, improve perceived value, and encourage sustainable purchasing behaviour. Although many studies have examined these variables individually, few have investigated them simultaneously within a comprehensive mediation framework. Therefore, examining Awareness, Environmental Concern, Trust, and Attitude toward Green Products together provides a more comprehensive understanding of sustainable consumer behaviour.

Digital Consumer Persuasion and Awareness

Consumer awareness is one of the primary mechanisms through which Digital Consumer Persuasion influences Green Purchase Intention. Digital platforms provide extensive information regarding sustainability, eco-labels, environmental



certifications, and responsible consumption practices. Interactive campaigns, educational content, and user-generated discussions improve consumers' understanding of environmental issues. Nazish et al. (2024) found that social media enhances environmental responsibility and green consumption values by increasing exposure to sustainability-related information. Likewise, Shang et al. (2024) reported that sustainability awareness strengthens positive attitudes toward green purchasing, while continuous exposure to environmental messages improves consumer knowledge and environmentally responsible behaviour. These findings establish awareness as an important mediator between Digital Consumer Persuasion and Green Purchase Intention. So it is stated that:

H1: *There is a relationship between Digital Consumer Persuasion and awareness*

H2: *There is a relationship between awareness and Purchase Intention.*

Digital Consumer Persuasion and Environmental Concern

Environmental concern reflects consumers' recognition of environmental problems and their willingness to contribute to environmental protection. Digital persuasion strengthens environmental concern through sustainability campaigns, environmental storytelling, and persuasive multimedia communication. Recent studies indicate that digital advocacy increases environmental concern, which subsequently promotes Green Purchase Intention. Research also demonstrates that electronic word-of-mouth positively influences purchase intention through environmental concern, confirming its mediating role in digitally influenced sustainable purchasing behaviour.

H3: *There is a relationship between Digital Consumer Persuasion and Environmental concern*

H4: *There is a relationship between Environmental concern and Purchase Intention.*

Digital Consumer Persuasion and Trust

Trust is a critical determinant of digital persuasion effectiveness, particularly in online environments where consumers cannot physically evaluate products. Persuasive communication builds trust by providing transparent information, authentic customer experiences, credible influencer endorsements, and reliable eWOM. Zaman et al. (2024) found that positive electronic word-of-mouth enhances Green Purchase Intention through increased trust and perceived value. Similarly, Parveen and Chaudhary (2025) demonstrated that trust in social media eWOM positively influences attitudes toward green products and purchase intention. Transparent environmental communication also reduces scepticism regarding green marketing claims, further strengthening consumers' confidence in green products.

H5: *There is a relationship between Digital Consumer Persuasion and Trust*

H6: *There is a relationship between Trust and Purchase Intention.*

Digital Consumer Persuasion and Attitude toward Green Products

Attitude toward green products refers to consumers' favourable evaluation of environmentally friendly products. The Theory of Planned Behaviour and the Stimulus–Organism–Response framework explain that persuasive digital communication influences consumers' cognitive and emotional responses, thereby developing positive attitudes that ultimately increase purchase intention. Research consistently demonstrates that media persuasion, social media



communication, and eWOM strengthen environmental attitudes. Parveen and Chaudhary (2025) confirmed that attitude toward green products mediates the relationship between social media eWOM and Green Purchase Intention. Consequently, favourable attitudes represent one of the most important mechanisms through which Digital Consumer Persuasion encourages environmentally responsible purchasing behaviour.

H7: There is a relationship between Digital Consumer Persuasion and Attitude

H8: There is a relationship between Attitude and Purchase Intention.

Research Methodology

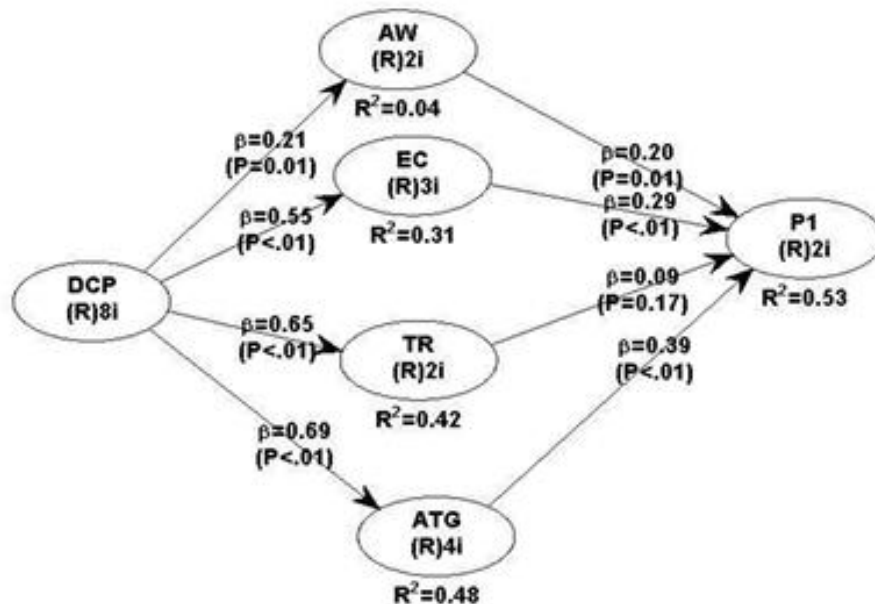
This study adopts a quantitative and explanatory research design to examine the influence of Digital Consumer Persuasion on Green Purchase Intention and to test the relationships among the independent, mediating, and dependent variables using empirical data. The target population comprises social media users in Kerala who are aware of green products. A convenience sampling technique was employed to select respondents based on their accessibility and willingness to participate. Primary data were collected using a structured questionnaire consisting of items

measuring Digital Consumer Persuasion, Awareness, Environmental Concern, Trust, Attitude toward Green Products, and Green Purchase Intention. Responses were measured on a five-point Likert scale ranging from strongly disagree to strongly agree. Data collection was carried out through online survey methods, ensuring the inclusion of respondents from diverse demographic backgrounds across Kerala. Around 300 questionnaires were distributed and after data screening and the removal of incomplete or inconsistent responses, 114 valid responses were retained for the final analysis.

Structural Equation Model and Hypotheses testing

Structural Equation Modeling (SEM) was employed to examine the relationships among the key variables in the study. Data analysis was conducted using Warp PLS 8.0, a software platform grounded in Partial Least Squares (PLS) regression. This approach estimates the proportion of variance in latent variables explained by their respective indicators and provides outputs such as path coefficients, reflecting the strength and significance of relationships, as well as indicator weights that demonstrate the relative contribution of each measurement item.

Figure 1. Structural model showing path coefficients and significance level



The structural model shows that Digital Consumer Persuasion (DCP) positively influences consumers' Awareness ($\beta = 0.21$), Environmental Concern ($\beta = 0.55$), Trust ($\beta = 0.65$), and Attitude Toward Green Products ($\beta = 0.69$). This indicates that digital persuasion strategies, such as social media and online communication, help increase consumers' awareness, concern for the environment, trust, and positive attitudes toward green products. Among these factors, Attitude Toward Green Products ($\beta = 0.39$) has the strongest positive effect on Purchase Intention (PI),

followed by Environmental Concern ($\beta = 0.29$) and Awareness ($\beta = 0.20$). However, Trust ($\beta = 0.09$) does not have a significant direct effect on purchase intention, suggesting that trust alone is not enough to encourage consumers to buy green products. Overall, the model explains 53% ($R^2 = 0.53$) of the variation in purchase intention, indicating that consumers' positive attitudes toward green products and their concern for the environment are the most important factors in converting digital persuasion into green purchase intention.

Table 1 – Model Fit Indices

Model Quality Assessment		
Parameters (Average)	Results	Significance/ Expected
Average path coefficient (APC)	0.385	$P < 0.001$
Average R-squared (ARS)	0.357	$P < 0.001$
Average adjusted R-squared (AARS)	0.348	$P < 0.001$
Average full collinearity VIF (AFVIF)	1.984	acceptable if ≤ 5 , ideally ≤ 3.3
Tenenhous GoF (GoF)	0.424	small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36
Sympson's paradox ratio (SPR)	1.000	acceptable if ≥ 0.7 , ideally = 1



R-squared contribution ratio (RSCR)	1.000	acceptable if ≥ 0.9 , ideally = 1
Statistical suppression ratio (SSR)	1.000	acceptable if ≥ 0.7 , ideally = 1

The Average Path Coefficient ($APC = 0.385$, $p < 0.001$) indicates that the relationships among the variables are positive and statistically significant. The Average R-squared ($ARS = 0.357$, $p < 0.001$) and Average Adjusted R-squared ($AARS = 0.348$, $p < 0.001$) show that the model explains a satisfactory proportion of the variation in the dependent variables. The collinearity results also indicate that the model is free from multicollinearity. The Average Block VIF ($AVIF = 1.495$) and Average Full Collinearity VIF ($AFVIF = 1.984$) are both below the recommended limit of 3.3, showing that the predictor variables do not overlap excessively. The Tenenhaus Goodness of Fit ($GoF = 0.424$) is higher than the recommended value of 0.36, indicating that the model has a good overall fit and strong predictive ability. In addition, the values of SPR, RSCR, SSR, and NLBCDR are all 1.000, which means the model has no inconsistencies, suppression effects, or causal problems. Overall, these results confirm that the structural model is reliable, well-fitted, and appropriate for testing the proposed hypotheses.

Assessment of latent variables' quality

The measurement model demonstrates satisfactory reliability and validity. The composite reliability

values for Digital Consumer Persuasion (0.832), Environmental Concern (0.704), Trust (0.740), Attitude toward Green Products (0.758), and Purchase Intention (0.786) are all above the recommended value of 0.70, indicating good internal consistency. Although the composite reliability value for Awareness (0.677) is slightly below 0.70, it is still considered acceptable for exploratory behavioural research. The convergent validity results show that all questionnaire items have significant factor loadings ($p < 0.001$), with most loadings exceeding 0.50, confirming that the items effectively measure their intended constructs. Discriminant validity is also established, as each construct is clearly distinct and the indicators load more strongly on their own construct than on other constructs. In addition, all Variance Inflation Factor (VIF) values are below the recommended threshold of 3.3, indicating that there are no multicollinearity issues and that each variable contributes unique information to the model. Overall, these results confirm that the measurement model is reliable, valid, and suitable for further analysis. Purchase Intention has an R^2 value of 0.534, meaning 53.4% of purchase intention is explained by the independent variables.

Table 2. Path analysis of structural model

Hypothesized Path	β Value	p-value	Effect Size (f^2)	Interpretation
DCP $\rightarrow$ AW	0.212	0.010	0.045	Supported
DCP $\rightarrow$ EC	0.555	< 0.001	0.308	Supported
DCP $\rightarrow$ TR	0.649	< 0.001	0.421	Supported
DCP $\rightarrow$ ATG	0.691	< 0.001	0.477	Supported
AW $\rightarrow$ PI	0.199	0.015	0.069	Supported
EC $\rightarrow$ PI	0.291	< 0.001	0.170	Supported
TR $\rightarrow$ PI	0.089	0.170	0.046	Not Supported
ATG $\rightarrow$ PI	0.392	< 0.001	0.248	Supported



The results indicate that Digital Consumer Persuasion (DCP) has a positive and significant influence on all four mediating variables. It has a significant effect on Awareness ($\beta = 0.212$, $p = 0.010$), Environmental Concern ($\beta = 0.555$, $p < 0.001$), Trust ($\beta = 0.649$, $p < 0.001$), and Attitude toward Green Products ($\beta = 0.691$, $p < 0.001$). Among these, the strongest influence is on Attitude toward Green Products, followed by Trust and Environmental Concern, while the effect on Awareness is comparatively smaller. Therefore, all four hypotheses related to DCP are supported. The results also show that Awareness ($\beta = 0.199$, $p = 0.015$), Environmental Concern ($\beta = 0.291$, $p < 0.001$), and Attitude toward Green Products ($\beta = 0.392$, $p < 0.001$) have significant positive effects on Purchase Intention (PI). Among these, Attitude toward Green Products has the strongest influence on consumers' intention to purchase green products, followed by Environmental Concern and Awareness. However, Trust ($\beta = 0.089$, $p = 0.170$) does not have a significant effect on Purchase Intention because the p-value is greater than 0.05. Therefore, this hypothesis is not supported. Overall, the findings suggest that Digital Consumer Persuasion effectively increases consumers' awareness, environmental concern, trust, and positive attitudes toward green products. Among these mediating variables, attitude toward green products and environmental concern are the most important factors influencing consumers' green purchase intention, while trust alone does not directly motivate consumers to purchase green products.

Mediation Analysis (Indirect Effects)

The mediation analysis shows that Digital Consumer Persuasion (DCP) influences Purchase Intention (PI) indirectly through four mediating variables: Awareness (AW), Environmental Concern (EC), Trust (TR), and Attitude toward Green Products (ATG). The total indirect effect is 0.532, with a p-value less than 0.001, indicating that the indirect

effect is strong, positive, and statistically significant. This means that DCP increases consumers' purchase intention mainly by influencing these psychological factors rather than through a direct effect.

The analysis includes four indirect paths: $DCP \rightarrow AW \rightarrow PI$, $DCP \rightarrow EC \rightarrow PI$, $DCP \rightarrow TR \rightarrow PI$, and $DCP \rightarrow ATG \rightarrow PI$. The mediation effect size (0.342) is moderate to strong, confirming that the mediators play an important role in explaining how digital persuasion influences purchase intention. Consumers do not respond immediately to digital marketing. Instead, they first become aware of green products, develop concern for the environment, build trust, and form positive attitudes before deciding to purchase.

The findings also show that the mediators work together rather than independently. Among them, Attitude toward Green Products is the most important factor in converting consumers' perceptions into purchase intention. Awareness, environmental concern, and trust also contribute by strengthening the overall effect of digital persuasion. Overall, the results indicate that digital platforms such as social media, online reviews, and influencer marketing effectively promote green purchase intention by shaping consumers' thoughts and feelings. Therefore, businesses should focus on creating informative, trustworthy, and engaging digital content to encourage sustainable purchasing behaviour.

Recommendations

Based on the findings of the SEM analysis, organizations should strengthen their Digital Consumer Persuasion (DCP) strategies by making better use of social media, influencer marketing, online reviews, and sustainability-focused digital content. Since Attitude toward Green Products was found to be the strongest factor influencing Green Purchase Intention, marketers should focus on creating positive consumer attitudes through



engaging, authentic, and value-based content. Digital campaigns should clearly communicate the environmental and personal benefits of green products and connect them with consumers' lifestyles.

Organizations should also increase consumer awareness and environmental concern through educational campaigns, sustainability messages, and informative digital content. These efforts can help consumers better understand the importance of green products and encourage environmentally responsible purchasing. Although trust showed a weaker direct influence on purchase intention, businesses should continue to build credibility by providing transparent information, using eco-labels and certifications, and clearly communicating their sustainability practices.

The findings further suggest that marketers should adopt a step-by-step approach to influencing consumers by first creating awareness, then building environmental concern and positive attitudes, which eventually lead to purchase intention. Personalized and data-driven marketing strategies can further improve the effectiveness of digital persuasion by delivering relevant content based on consumer preferences and behaviour. Storytelling and interactive digital platforms can also strengthen emotional engagement and improve consumers' perceptions of green products.

Businesses should collaborate with government agencies and environmental organizations to promote sustainable consumption through awareness programmes, incentives, and supportive policies. In addition, organizations should integrate sustainability into their overall brand identity rather than treating it as a separate marketing feature. Finally, companies should bridge the gap between purchase intention and actual buying behaviour by improving product

availability, affordability, visibility, and convenience while maintaining continuous digital engagement. Adopting these strategies will help increase the adoption of green products and promote sustainable consumer behaviour, particularly in regions such as Kerala.

Limitations

The study retained 114 valid responses from approximately 300 questionnaires distributed, resulting in a response/retention rate of about 38%. This relatively small final sample may limit the representativeness of the findings and increase the possibility of non-response bias. The use of convenience sampling further restricts the extent to which the findings can be generalised to the wider consumer population. Since the study focuses on social media users in Kerala who are aware of green products, the findings may not be directly applicable to consumers in other regions or consumer groups. Future research should consider larger samples, probability-based sampling, and wider geographical coverage to enhance the generalisability and robustness of the findings.

Conclusion

This study concludes that Digital Consumer Persuasion plays a significant role in influencing Green Purchase Intention by enhancing consumers' awareness, environmental concern, trust, and attitude toward green products. Among these factors, attitude emerged as the strongest predictor of purchase intention, while trust showed no significant direct effect. The findings highlight the importance of effective digital marketing strategies, including social media and influencer communication, in promoting sustainable consumption and encouraging environmentally responsible purchasing behaviour.

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