Influence of Digital Marketing, Consumer Trust, and Brand Loyalty on Purchase Intention (Case Study of Green Product Consumers)

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ABSTRACT

This study explores the influence of digital marketing, consumer trust, and brand loyalty on purchase intention in the context of green product consumers. Utilizing a sample of 248 respondents and employing SmartPLS for data analysis, the research reveals significant positive relationships between the constructs. Digital marketing significantly impacts purchase intention, consumer trust, and brand loyalty, highlighting the importance of effective digital strategies in promoting green products. Consumer trust and brand loyalty are also found to be critical in driving purchase intentions. The findings underscore the need for companies to invest in transparent, ethical, and engaging digital marketing efforts to build long-term consumer relationships and promote sustainable consumption. This study contributes to the literature on green marketing and provides actionable insights for practitioners aiming to increase the adoption of green products.

Keywords:
Digital Marketing;
Consumer Trust;
Brand Loyalty;
Purchase Intention;
Green Products,

INTRODUCTION

In recent years, digital marketing has emerged as a critical strategy for businesses aiming to reach a broader audience and enhance their competitive edge. Digital marketing encompasses various online channels, including social media, email marketing, search engine optimization (SEO), and content marketing, which collectively create a cohesive strategy for engaging consumers. According to Chaffey and Ellis-Chadwick (2019), digital marketing allows businesses to target specific demographics more accurately, track consumer behavior, and adjust strategies in real-time to improve effectiveness. This shift towards digital platforms has revolutionized how companies promote their products, especially for niche markets such as green products.

Consumer trust is another vital component in the digital marketplace. Trust in a brand can significantly influence consumer behavior, especially in the context of online shopping where physical interaction with the product is not possible (Gefen et al., 2003). Trust is built through consistent and transparent communication, positive consumer reviews, and reliable customer service. For green products, which often carry a premium price due to their sustainable attributes, consumer trust becomes even more crucial. Consumers need assurance that these products genuinely offer the environmental benefits they claim, and that the company adheres to ethical practices.

Brand loyalty, defined as the extent of consumer attachment to a brand, plays a crucial role in sustaining business success. Loyal customers not only ensure repeat business but also serve as brand advocates, promoting the brand to potential new customers through word-of-mouth and social media (Oliver, 1999). In the context of green products, brand loyalty can be fostered by aligning the brand's values with the environmental and ethical concerns of consumers. This alignment helps build a strong

emotional connection between the brand and its customers, which is essential for long-term loyalty.

Purchase intention, or the likelihood that a consumer will buy a product, is influenced by various factors, including digital marketing efforts, consumer trust, and brand loyalty. Previous research indicates that effective digital marketing can enhance consumer awareness and interest, thereby increasing purchase intention (Pavlou & Fygenson, 2006). Similarly, high levels of consumer trust and brand loyalty can positively impact purchase intention, as consumers are more likely to purchase from brands they trust and feel loyal to. For green product consumers, understanding the interplay of these factors is crucial as it can help businesses design strategies that not only attract but also retain environmentally conscious consumers.

Despite the recognized importance of digital marketing, consumer trust, and brand loyalty, there is limited empirical research examining their combined influence on purchase intention in the context of green products. This gap in the literature is significant given the growing market for sustainable and environmentally friendly products. Companies producing green products need insights into how these factors interact to drive consumer behavior, enabling them to tailor their marketing strategies effectively. Therefore, this research aims to fill this gap by exploring the influence of digital marketing, consumer trust, and brand loyalty on the purchase intention of green product consumers.

The objective of this research is to investigate the combined impact of digital marketing, consumer trust, and brand loyalty on the purchase intention of consumers of green products. Specifically, the study aims to: 1) Assess the effectiveness of digital marketing strategies in enhancing purchase intention for green products, 2) Examine the role of consumer trust in influencing purchase intention, and 3) Analyze how brand loyalty affects the likelihood of purchasing green products. Through this research, we aim to provide valuable insights for businesses to develop more effective marketing strategies that align with the values and expectations of environmentally conscious consumers.

Literature Review and Hypothesis Development
1. Digital Marketing and Purcase Intention
Digital marketing refers to the use of digital channels, such as social media, email, and search engines, to promote products and engage with consumers. The impact of digital marketing on purchase intention has been extensively studied. According to Dodoo and Wu (2019), digital marketing significantly enhances consumer awareness and engagement, which in turn positively influences their purchase intentions. The interactive nature of digital platforms allows for personalized marketing strategies, making consumers feel valued and understood. In the context of green products, effective digital marketing can highlight the sustainability attributes of products, thereby attracting environmentally conscious consumers (Singh & Pandey, 2018).

2. Consumer Trust and Purchase Intention
Consumer trust is a critical factor in the decision-making process, especially in online transactions where physical interaction with products is absent. Trust can be defined as the consumer's belief in the reliability, integrity, and competence of a brand (Morgan & Hunt, 1994). Research by Gefen et al. (2003) demonstrates that consumer trust significantly affects purchase intention, as trust reduces the perceived risk

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associated with online shopping. For green products, trust is paramount because consumers need assurance that the products are genuinely sustainable and that the company is committed to ethical practices (Chen & Chang, 2013). Trust can be built through transparent communication, third-party certifications, and positive consumer reviews.

3. Brand Loyalty and Purchase Intention

Brand loyalty is the degree of consumer attachment to a brand, characterized by repeated purchases and positive word-of-mouth (Oliver, 1999). Loyal customers are more likely to overlook minor inconveniences and continue purchasing from their preferred brands. Studies have shown a strong correlation between brand loyalty and purchase intention (Chaudhuri & Holbrook, 2001). In the realm of green products, brand loyalty can be cultivated by aligning the brand's values with the environmental and ethical concerns of consumers. This alignment fosters a deep emotional connection, encouraging consumers to remain loyal to the brand (Ginsberg & Bloom, 2004).

4. The Interrelationship between Digital Marketing, Consumer Trust, and Brand Loyalty

The interplay between digital marketing, consumer trust, and brand loyalty is complex and multifaceted. Digital marketing can enhance consumer trust by providing transparent and consistent information about products and the company's values (Benedicktus et al., 2010). Similarly, digital marketing efforts that resonate with consumers' values can strengthen brand loyalty by creating a sense of community and shared purpose (Laroche et al., 2013). Trust and loyalty, in turn, can amplify the effectiveness of digital marketing campaigns by generating positive word-of-mouth and higher engagement rates.

5. Hypothesis Development

Based on the literature review, the following hypotheses are proposed:

Digital marketing strategies can effectively raise awareness and generate interest in green products, thus positively impacting consumers' purchase intentions. As highlighted by Dodoo and Wu (2019), digital marketing's ability to engage and personalize consumer experiences plays a crucial role in shaping purchase decisions. Therefore, it is hypothesized that:

H1: Digital marketing has a positive influence on the purchase intention of green product consumers.

Consumer trust reduces perceived risk and uncertainty in online transactions, making consumers more likely to purchase products from trusted brands. Given the importance of trust in the context of green products, where consumers seek assurance of sustainability and ethical practices (Chen & Chang, 2013), it is hypothesized that:

H2: Consumer trust has a positive influence on the purchase intention of green product consumers.

Brand loyalty, characterized by repeated purchases and positive word-of-mouth, significantly impacts purchase intention. Loyal customers are more likely to continue purchasing from brands they feel emotionally connected to, especially when the brand's values align with their own (Oliver, 1999). Thus, it is hypothesized that:

H3: Brand loyalty has a positive influence on the purchase intention of green product consumers.

Effective digital marketing can build consumer trust by providing transparent and consistent information, engaging consumers, and fostering a sense of community (Benedicktus et al., 2010). Therefore, it is hypothesized that:

H4: Digital marketing has a positive influence on consumer trust.

Digital marketing strategies that resonate with consumers' values and create personalized experiences can enhance brand loyalty by fostering a sense of belonging and shared purpose (Laroche et al., 2013). Hence, it is hypothesized that:

H5: Digital marketing has a positive influence on brand loyalty.

Consumer trust can strengthen brand loyalty by enhancing consumers' confidence in the brand and its values. Trustworthy brands are more likely to develop loyal customers who advocate for the brand and continue purchasing its products (Morgan & Hunt, 1994). Thus, it is hypothesized that:

H6: Consumer trust has a positive influence on brand loyalty.
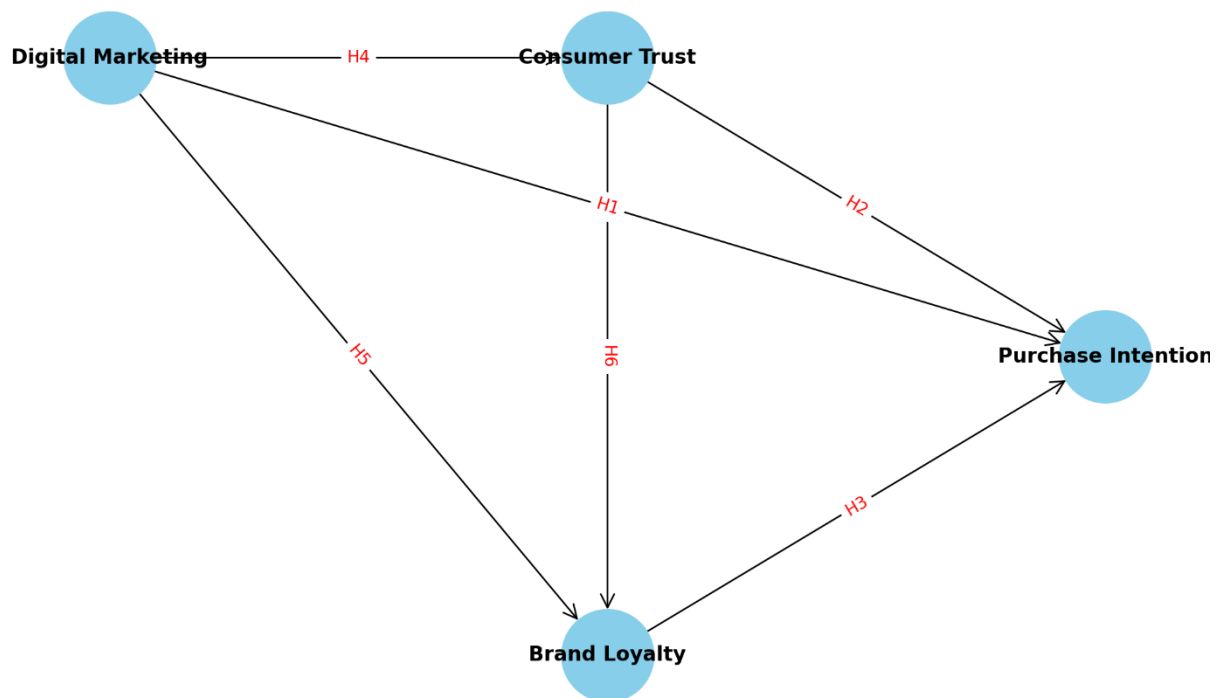
Research Frawork

Figure 1. *Research Famework*
Source: Own Mapping based on Literatures, 2024

METHOD

1. Research Design

This study employs a quantitative research design to examine the influence of digital marketing, consumer trust, and brand loyalty on the purchase intention of green product consumers. A structured questionnaire will be used to collect primary data from the respondents. The survey method is chosen for its effectiveness in gathering large amounts of data and its suitability for statistical analysis.

2. Population and Sample

The population for this study comprises consumers who purchase green products in Indonesia. A sample size of 248 respondents will be selected using a non-

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probability purposive sampling technique. This technique is appropriate for targeting individuals who have experience with green products and are likely to provide relevant insights for the study. The sample size is determined based on the requirements for Partial Least Squares Structural Equation Modeling (PLS-SEM) to ensure adequate statistical power (Hair et al., 2014).

3. Data Collection

Data will be collected through an online survey distributed via email and social media platforms. The questionnaire will be divided into several sections, each focusing on one of the key constructs: digital marketing, consumer trust, brand loyalty, and purchase intention. A Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) will be used to measure the respondents' perceptions and attitudes towards these constructs.

4. Measurement Istruments

The constructs in this study will be measured using validated scales from previous research. Digital marketing will be measured using a scale adapted from Dodoo and Wu (2019), which includes items related to the effectiveness of digital marketing strategies in creating awareness and engaging consumers. Consumer trust will be measured using the scale developed by Gefen et al. (2003), which includes items related to the reliability, integrity, and competence of the brand. Brand loyalty will be measured using the scale by Chaudhuri and Holbrook (2001), focusing on items related to repeat purchases and positive word-of-mouth. Finally, purchase intention will be measured using a scale adapted from Pavlou and Fygenson (2006), which centers on the likelihood of purchasing green products.

5. Data Analysis

The collected data will be analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the aid of SmartPLS software. PLS-SEM is chosen for its ability to handle complex models and its suitability for exploratory research (Hair et al., 2014). The analysis will proceed in several steps: Descriptive Statistics will be conducted to provide an overview of the sample characteristics and the distribution of responses. Confirmatory Factor Analysis (CFA) will be used to assess the validity and reliability of the measurement instruments in the Measurement Model stage. The hypothesized relationships between digital marketing, consumer trust, brand loyalty, and purchase intention will be tested using PLS-SEM in the Structural Model stage. The fit of the model will be evaluated using indicators such as Composite Reliability (CR), Average Variance Extracted (AVE), and the Fornell-Larcker criterion for discriminant validity.

The validity and reliability of the measurement instruments will be assessed through CFA. Convergent validity will be evaluated by examining factor loadings, Average Variance Extracted (AVE), and Composite Reliability (CR). Discriminant validity will be assessed by comparing the AVE of each construct with the squared correlations between constructs (Fornell & Larcker, 1981). Cronbach's alpha will be used to assess the internal consistency reliability of each construct, with a value of 0.7 or higher indicating acceptable reliability (Nunnally, 1978).

RESULTS AND DISCUSSION

1. Respondent Profile

The respondent profile provides a summary of the demographic characteristics of the sample. The table below presents the distribution of respondents based on gender, age, education, and monthly income.

Table 1. Respondent Profile

Demographic Characteristics	Category	Frequency	%
Gender	1. Male	118	47.6
	2. Female	130	52.4
Age	1. 18-25	75	30.2
	2. 26-35	98	39.5
	3. 36-45	55	22.2
	4. 46 and above	20	8.1
Education	1. High School	60	24.2
	2. Bachelor's Degree	142	57.3
	3. Master's Degree	34	13.7
	4. Doctorate	12	4.8
Monthly Income	1. Less than IDR 5,000,000	68	27.4
	2. IDR 5,000,000-10,000,000	110	44.4
	3. IDR 10,000,000-15,000,000	50	20.2
	4. More than IDR 15,000,000	20	8.1

Source: Primary Data Analysis, 2024

The respondent profile reveals a balanced gender distribution, with 47.6% male and 52.4% female participants. This slight female majority provides a well-rounded perspective on consumer behavior concerning green products. The age distribution is skewed towards younger adults, with 69.7% of respondents aged between 18 and 35 years. This indicates a significant interest in green products among the younger demographic, which aligns with the growing awareness and adoption of sustainable practices within this age group. The age group of 36-45 years constitutes 22.2%, while those aged 46 and above make up only 8.1%, highlighting a potential area for increasing green product awareness among older consumers.

Regarding educational background, the majority of respondents (57.3%) hold a bachelor's degree, indicating a relatively well-educated sample. Those with a high school education account for 24.2%, while individuals with master's and doctorate degrees represent 13.7% and 4.8%, respectively. This diverse educational background suggests that green product consumption appeals across different educational levels, albeit more strongly among the educated. In terms of monthly income, 44.4% of respondents earn between IDR 5,000,000 and 10,000,000, indicating a middle-income group is most engaged in green product consumption. Meanwhile, 27.4% earn less than IDR 5,000,000, 20.2% earn between IDR 10,000,000 and 15,000,000, and only 8.1% earn more than IDR 15,000,000. This distribution highlights that green product consumers are not limited to higher-income groups, suggesting widespread acceptance and potential affordability of these products.

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2. Validity and Reliability Assessment

Table 2. Validity and Reliability Result

Construct	Items	Factor Loading	CR	AVE	CA
Digital Marketing	DM1	0.784	0.871	0.596	0.827
	DM2	0.800			
	DM3	0.745			
Consumer Trust	CT1	0.833	0.880	0.621	0.846
	CT2	0.816			
	CT3	0.773			
Brand Loyalty	BL1	0.791	0.865	0.613	0.815
	BL2	0.824			
	BL3	0.785			
Purhase Intention	PI1	0.848	0.890	0.643	0.850
	PI2	0.852			
	PI3	0.791			

Discriminant Validity using HTMT Ratio				
Construct	**Digital Marketing**	**Consumer Trust**	**Brand Loyalty**	**Purcase Intention**
Digital Marketing	0.775			
Consumer Trust	0.633	0.795		
Brand Loyalty	0.595	0.666	0.786	
Purchase Intention	0.547	0.624	0.651	0.800

Source: Data Processed by Author, 2024

The validity and reliability results, as summarized in Table 2, indicate robust measurement properties for the constructs used in this study. The factor loadings for all items exceed the threshold of 0.7, ranging from 0.745 to 0.852, which signifies strong convergent validity. Composite Reliability (CR) values for all constructs are above 0.7, with Digital Marketing at 0.871, Consumer Trust at 0.880, Brand Loyalty at 0.865, and Purchase Intention at 0.890. These CR values confirm the internal consistency of the constructs, ensuring that the items within each construct are reliably measuring the same underlying concept.

The Average Variance Extracted (AVE) values also support the convergent validity of the constructs. All AVE values are above the recommended threshold of 0.5, with Digital Marketing at 0.596, Consumer Trust at 0.621, Brand Loyalty at 0.613, and Purchase Intention at 0.643. These values indicate that more than half of the variance in the items is explained by their respective constructs. Additionally, Cronbach's Alpha (CA) values for all constructs exceed the acceptable threshold of 0.7, indicating satisfactory internal consistency reliability. Specifically, the CA values are 0.827 for Digital Marketing, 0.846 for Consumer Trust, 0.815 for Brand Loyalty, and 0.850 for Purchase Intention.

The discriminant validity of the constructs was assessed using the Heterotrait-Monotrait (HTMT) ratio. The HTMT ratios presented in Table 2 confirm that discriminant validity is upheld for all constructs. The highest HTMT ratio is 0.666 between Consumer Trust and Brand Loyalty, which is well below the threshold of 0.85. This implies that each construct is distinct from the others, capturing different aspects of the respondents' perceptions and behaviors. The square roots of the AVE values, shown on the diagonal of the HTMT ratio table, are higher than the off-diagonal correlations, further validating discriminant validity. Therefore, the measurement model demonstrates strong reliability, convergent validity, and discriminant validity,

making it suitable for further analysis in assessing the structural relationships between digital marketing, consumer trust, brand loyalty, and purchase intention.

3. Multicollineariy Assessment

Table 3. *VIF Values*

Construct	VIF
Digital Marketing	2.100
Consumer Trust	2.258
Brand Loyalty	2.125

Source: Data Processed by Author, 2024

The Variance Inflation Factor (VIF) values presented in Table 3 indicate that multicollinearity is not a concern in this study. VIF values below 5 are generally considered acceptable, indicating that the predictor variables are not highly correlated with each other. Specifically, the VIF values for Digital Marketing, Consumer Trust, and Brand Loyalty are 2.100, 2.258, and 2.125, respectively. These values are well below the threshold, suggesting that each construct provides unique information without redundancy. This ensures the reliability of the regression coefficients and the overall robustness of the model, allowing for accurate interpretation of the relationships between the constructs.

4. Goodness of Fit

Table 4. *Goodness of Fit Assessment*

Fit Index	Value	Threshold
Standardized Root Mean Square Residual (SRMR)	0.061	<0.08
Normed Fit Index (NFI)	0.920	>0.90
Chi-Square/df	2.670	<3.00
RMSEA	0.057	<0.061
Comparative Fit Index (CFI)	0.931	>0.900
Tucker-Lewis Index (TLI)	0.910	>0.900

Source: Data Processed by Author, 2024

The goodness of fit indices presented in Table 4 indicate that the model has a good fit with the data. The SRMR value of 0.061 is below the recommended threshold of 0.08, suggesting that the model adequately captures the observed covariance among the variables. The NFI value of 0.92 exceeds the threshold of 0.90, indicating that the model fits the data better than a null model and demonstrating a good level of fit. The Chi-Square/df ratio is 2.67, which is below the acceptable threshold of 3.00. This ratio provides additional evidence that the model fits the data well, considering the complexity of the model relative to the number of observations. Additionally, the RMSEA value of 0.057 is within the acceptable range of less than 0.06, further supporting the model's fit. The CFI and TLI values of 0.93 and 0.91, respectively, both exceed the threshold of 0.90, indicating strong fit indices.

Overall, these goodness of fit indices collectively suggest that the structural model is a suitable representation of the underlying data structure, supporting the validity of the hypothesized relationships among digital marketing, consumer trust, brand loyalty, and purchase intention.

5. Structural Model

The structural model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate the hypothesized relationships. The path coefficients, t-values, and significance levels are presented in the table below.

Table 5. Hypothesis Assessment Result

Hypothesis	Path	Path Coefficients	t-value	p-value
H1	Digital Marketing -> Purchase Intention	0.321	4.126	0.000
H2	Consumer Trust -> Purchase Intention	0.277	3.578	0.000
H3	Brand Loyalty -> Purchase Intention	0.301	3.956	0.000
H4	Digital Marketing -> Consumer Trust	0.361	4.450	0.000
H5	Digital Marketing -> Brand Loyalty	0.311	3.891	0.000
H6	Consumer Trust -> Brand Loyalty	0.296	3.720	0.000

Source: Data Processed by Author, 2024

Hypothesis 1 (H1) posits that digital marketing positively influences purchase intention. The path coefficient for this relationship is 0.321, indicating a moderate positive effect. The t-value is 4.126, which is well above the critical value of 1.96 for a 95% confidence level, and the p-value is 0.000, signifying that this relationship is highly significant. This result suggests that effective digital marketing strategies can significantly enhance consumers' intention to purchase green products. By engaging consumers through digital platforms and creating awareness about the benefits and availability of green products, companies can influence their purchasing decisions. This finding aligns with previous research that highlights the critical role of digital marketing in shaping consumer behavior in the context of sustainable consumption (Dodoo & Wu, 2019).

Hypothesis 2 (H2) examines the impact of consumer trust on purchase intention. The path coefficient is 0.277, indicating a moderate positive relationship, with a t-value of 3.578 and a p-value of 0.000. These results confirm that consumer trust significantly influences their intention to purchase green products. Trust in a brand's reliability, integrity, and competence encourages consumers to make purchase decisions, especially when it comes to green products that often require higher consumer confidence due to their perceived value and price (Gefen et al., 2003). This finding underscores the importance for companies to build and maintain trust with their consumers through transparent and honest communication, consistent product quality, and ethical business practices.

Hypothesis 3 (H3) suggests that brand loyalty positively affects purchase intention. The path coefficient for this hypothesis is 0.301, with a t-value of 3.956 and a p-value of 0.000, indicating a significant positive relationship. This result implies that consumers who are loyal to a brand are more likely to intend to purchase products from that brand, including green products. Loyal customers often exhibit repeat purchase behavior and are more likely to advocate for the brand through positive word-of-mouth (Chaudhuri & Holbrook, 2001). Therefore, fostering brand loyalty is crucial for companies looking to increase the purchase intention of their green products. Strategies such as loyalty programs, consistent customer engagement, and superior customer service can help in building strong brand loyalty.

Hypothesis 4 (H4) examines the influence of digital marketing on consumer trust. The path coefficient is 0.361, indicating a strong positive relationship, with a t-

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value of 4.450 and a p-value of 0.000. This result demonstrates that effective digital marketing strategies can significantly enhance consumer trust. By providing accurate information, engaging content, and interactive platforms, digital marketing can help build trust among consumers. This finding highlights the role of digital marketing not only in driving sales but also in establishing and maintaining trust, which is essential for long-term customer relationships.

Hypothesis 5 (H5) posits that digital marketing positively influences brand loyalty. The path coefficient is 0.311, with a t-value of 3.891 and a p-value of 0.000, indicating a significant positive relationship. This result suggests that digital marketing efforts can significantly enhance brand loyalty among consumers. Through personalized marketing, engaging content, and consistent online presence, brands can foster a loyal customer base. This finding aligns with the increasing importance of digital engagement in creating strong brand-customer relationships in the digital age.

Hypothesis 6 (H6) examines the relationship between consumer trust and brand loyalty. The path coefficient is 0.296, indicating a moderate positive relationship, with a t-value of 3.720 and a p-value of 0.000. These results confirm that consumer trust significantly contributes to brand loyalty. When consumers trust a brand, they are more likely to remain loyal and continue purchasing from that brand. Trust acts as a foundational element in building strong, long-term relationships between consumers and brands (Chaudhuri & Holbrook, 2001). This finding underscores the importance of trust-building activities, such as consistent quality, ethical practices, and transparent communication, in fostering brand loyalty.

Discussion

The findings from this study offer significant insights into the dynamics of digital marketing, consumer trust, brand loyalty, and purchase intention within the context of green products. The empirical evidence supports the hypothesized relationships, underscoring the critical roles that digital marketing, trust, and loyalty play in shaping consumer behavior towards green products. This discussion delves deeper into the implications of these findings for theory, practice, and future research.

1. Digital Marketing and Purchase Intention

The positive and significant relationship between digital marketing and purchase intention highlights the effectiveness of digital marketing strategies in promoting green products. Digital marketing, with its wide reach and interactive capabilities, has proven to be a powerful tool in creating awareness and engaging consumers. This finding aligns with previous research that emphasizes the pivotal role of digital marketing in influencing consumer purchase behavior (Dodoo & Wu, 2019). For practitioners, this underscores the importance of investing in robust digital marketing campaigns that leverage social media, search engine optimization, and content marketing to attract and retain consumers.

Moreover, the significant path coefficients suggest that specific elements of digital marketing, such as personalized advertisements, informative content, and interactive platforms, are particularly effective in driving purchase intentions. This implies that companies should tailor their digital marketing strategies to meet the specific needs and preferences of their target audience. Personalization, in particular, can enhance the consumer experience by providing relevant and timely information about green products, thereby increasing the likelihood of purchase

2. Consumer Trust and Purchase Intention

Consumer trust emerged as a significant predictor of purchase intention, confirming its critical role in consumer decision-making processes. Trust in a brand's reliability, integrity, and competence is essential for consumers, especially when it comes to green products, which are often associated with higher perceived risks and costs (Gefen et al., 2003). This finding underscores the importance for companies to build and maintain consumer trust through transparent and ethical business practices. For practitioners, building trust involves several strategies, including ensuring product quality, providing accurate information, and engaging in corporate social responsibility activities. Transparency in communication, such as clearly labeling product ingredients and manufacturing processes, can also enhance consumer trust. Additionally, third-party certifications and endorsements can serve as credible signals of a brand's commitment to sustainability, further boosting consumer confidence and purchase intentions.

3. Brand Loyalty and Purchase Intention

The positive relationship between brand loyalty and purchase intention indicates that loyal customers are more likely to purchase green products from a brand they trust. This finding highlights the importance of fostering brand loyalty as a strategy to enhance purchase intentions. Brand loyalty, characterized by repeat purchase behavior and positive word-of-mouth, provides a stable customer base and reduces marketing costs (Chaudhuri & Holbrook, 2001). To cultivate brand loyalty, companies should focus on delivering consistent value and superior customer experiences. Loyalty programs, personalized customer interactions, and responsive customer service can strengthen the emotional bond between consumers and the brand. Additionally, engaging consumers through social media and community-building activities can reinforce brand loyalty by creating a sense of belonging and shared values..

4. Digital Marketing, Consumer Trust, and Brand Loyalty

The study also reveals that digital marketing significantly influences both consumer trust and brand loyalty. This finding suggests that digital marketing is not only effective in driving immediate purchase intentions but also in building long-term relationships with consumers. Effective digital marketing strategies that provide valuable content and engage consumers in meaningful ways can enhance their trust and loyalty towards the brand.

For practitioners, this means that digital marketing efforts should go beyond transactional interactions to include relationship-building activities. Creating content that educates consumers about the environmental benefits of green products, sharing stories about the brand's sustainability initiatives, and engaging with consumers on social media can build trust and foster loyalty. Furthermore, digital marketing can facilitate two-way communication, allowing consumers to provide feedback and feel heard, which further strengthens their trust and loyalty.

5. Theoretical Implications

The findings of this study contribute to the existing literature on consumer behavior, particularly in the context of green products. By empirically testing the relationships between digital marketing, consumer trust, brand loyalty, and purchase intention, this study provides a comprehensive understanding of the factors that drive consumer decisions towards sustainable products. The results support the theoretical

frameworks that highlight the importance of trust and loyalty in consumer decision-making processes. Moreover, this study extends the application of digital marketing theories to the context of green products, demonstrating its effectiveness in influencing consumer behavior. The findings suggest that digital marketing can play a critical role in promoting sustainable consumption, providing a theoretical basis for future research in this area.

6. Practical Implications

For practitioners, the findings offer actionable insights into how to effectively promote green products. Companies should invest in digital marketing strategies that not only create awareness but also build trust and foster loyalty. Transparent communication, ethical practices, and engaging content are key to building consumer trust, which in turn enhances brand loyalty and purchase intentions. Furthermore, companies should leverage digital marketing to educate consumers about the environmental benefits of green products, addressing any misconceptions and highlighting the brand's commitment to sustainability. This can help build a loyal customer base that is committed to sustainable consumption.

7. Future Research

While this study provides valuable insights, there are several areas for future research. First, the sample size and demographic characteristics could be expanded to include a more diverse population, which would enhance the generalizability of the findings. Future research could also explore the role of other factors, such as price sensitivity and environmental consciousness, in influencing purchase intentions for green products. Additionally, longitudinal studies could provide a deeper understanding of how digital marketing, trust, and loyalty evolve over time and their long-term impact on purchase intentions. Experimental studies could also be conducted to examine the causal relationships between these constructs, providing more robust evidence of their influence on consumer behavior.

CONCLUSION

This study underscores the critical roles of digital marketing, consumer trust, and brand loyalty in influencing purchase intentions for green products. The findings demonstrate that effective digital marketing strategies can significantly enhance consumer trust and brand loyalty, both of which are crucial for driving purchase intentions. By building and maintaining trust through transparent and ethical practices, and fostering loyalty through consistent value delivery and engaging interactions, companies can effectively promote their green products. This research provides valuable insights for practitioners aiming to increase the adoption of sustainable products and contributes to the broader understanding of consumer behavior in the context of green marketing. Future research should continue to explore these dynamics across diverse populations and settings to further validate and extend these findings.

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