

THE FORMATION OF SUSTAINABLE CONSUMER DECISION-MAKING IN THE DIGITAL MARKETING AND MEDIA ECOSYSTEM

INTA OZOLA¹

Ventspils University of Applied Sciences (Latvia)

ABSTRACT

Consumer decision-making is becoming increasingly complex in the context of digital transformation, particularly within sustainable consumption. The digital marketing and media ecosystem not only ensures the availability of information, but also shapes perceptions, trust and social norms. This study develops and empirically tests an integrated model of sustainable consumer decision-making in a digital environment. The study applies a quantitative approach based on a survey of 384 respondents, and uses structural equation modelling to assess direct and indirect relationships between the digital environment, information, trust and sustainable decision-making. The findings show that the digital environment significantly shapes information perception, while information quality and credibility are key drivers of trust. The results enhance our understanding of sustainable consumption as a structured and socially influenced process, and explain the attitude behaviour gap. The study highlights trust as a key element, and provides recommendations for improving digital communication and governance to support sustainable development.

KEY WORDS: *sustainable consumer decision-making, digital marketing, media ecosystem, consumer trust, perceived sustainability.*

JEL CODES: D12, D83, M31, Q56.

DOI: <https://doi.org/10.15181/rfds.v49i2.2816>

Introduction

Sustainable consumption has become one of the key prerequisites for addressing global environmental challenges; however, a significant discrepancy still exists between consumers' environmental attitudes and their actual behaviour (Pluta-Olearnik, 2025). Despite the increasing awareness of sustainability issues, consumers often fail to consistently translate their intentions into concrete sustainable choices (Thangam, Chavadi, 2023). This discrepancy highlights the need to better understand the mechanisms shaping sustainable consumer decision-making (Pluta-Olearnik, 2025).

The rapid development of the digital marketing and media ecosystem has significantly transformed the way consumers access, evaluate, and make decisions based on information. Today, the digital marketing and media ecosystem is conceptualised as a complex digital environment that actively influences information exposure, perception and consumer decision-making (Kumar et al., 2025; Al-Ababneh et al., 2025; Rosario, Dias, 2025). Digital platforms, social media, artificial intelligence and personalised communication tools no longer serve merely as channels for information delivery, but actively influence perception, trust formation and behaviour. Research indicates that the digital environment structures both information accessibility and consumer behaviour (Kumar et al., 2025; Al-Ababneh et al., 2025). However, existing research remains fragmented, as digital marketing, sustainable consumption, trust and decision-making are often analysed separately. In particular, the process by which information transforms into trust, and how this, in turn, influ-

¹ Inta Ozola – third-year PhD student of business and economics, Ventspils University of Applied Sciences
Scientific field: digital marketing, digital communication, sustainable consumption, consumer behaviour, consumer trust, decision-making modelling, management, sustainability
E-mail: Inta.Ozola@venta.lv

ences decision-making, is insufficiently explained. Although trust is frequently recognised as an important factor, it is rarely conceptualised as a central mediator within a structured decision-making process.

The aim of this study was to develop an integrated model of sustainable consumer decision-making within the digital marketing and media ecosystem. The model is based on a sequential and interrelated process consisting of four main stages: (1) the digital environment, (2) information exposure and evaluation, (3) the formation of trust and perceived sustainability, and (4) the sustainable purchase decision. In this model, trust is defined as the central mediating mechanism linking information to behaviour.

To achieve the research aim, a quantitative research method was employed based on survey data. The data were analysed using structural equation modelling (SEM) to examine both direct and indirect relationships between the digital environment, information, trust, and sustainable decision-making. Model validity was assessed using standard fit indices, including the Comparative Fit Index (CFI), Tucker–Lewis Index (TLI), and other indices.

1. Theoretical framework for sustainable consumer decision-making

This section is structured according to the key stages of the proposed decision-making model, ensuring alignment between the theoretical framework and empirical investigation. It provides a theoretical foundation for the model, and identifies the key relationships among constructs through a review of the relevant literature. The section examines major theoretical approaches and empirical studies on sustainable consumption, the impact of digital marketing, information perception, trust formation, and consumer decision-making processes. Attention is given to how these elements have been conceptualised in prior research, and to the gaps in their integration, thereby establishing the basis for the integrated model proposed in this study (Hansen, Schrader, 1997; Fischer et al., 2021; White et al., 2019).

1.1. Digital environment as a system of influence

The digital marketing and media environment has evolved into a complex system that actively shapes consumer behaviour, rather than merely facilitating the flow of information. Recent studies emphasise that digital platforms, social media and artificial intelligence solutions significantly influence the visibility and interpretation of information in the context of sustainable consumption (Kumar et al., 2025; Rosario, Dias, 2025; Chygryn et al., 2019). Digital solutions, such as personalised content delivery and the structuring of choice environments, can influence consumer decisions by simplifying the decision-making process and directing behaviour towards specific actions (Zimmermann et al., 2021; Ixmeier, Kranz, 2024). This indicates that the digital environment functions as an active behavioural influence system, shaping consumer perceptions and guiding decision-making processes. In addition, the media discourse plays a significant role in shaping perceptions of sustainability and public attitudes (Diaconeasa et al., 2022; Szojda, 2025).

Therefore, although the digital environment determines the structure and accessibility of information, it is essential to continue researching how consumers evaluate and interpret this information.

1.2. Information availability and evaluation

Information represents a crucial intermediate stage between the digital environment and consumer behaviour. Communication of sustainable consumption has emerged as a distinct research field that examines how information is structured, interpreted, and used in decision-making (Fischer et al., 2021; White et al., 2019). Research indicates that the impact of information depends on its quality, credibility and consistency. Sustainable marketing and corporate social responsibility communication significantly influence consumers' perceptions of sustainability (Jia et al., 2023; Geng, Maimaituerxun, 2022).

At the same time, information asymmetry and the risk of greenwashing complicate consumers' ability to evaluate product sustainability objectively (de Oliveira Lima et al., 2024). Consumers are often exposed to

incomplete, selectively presented or difficult-to-compare information, which creates uncertainty and reduces confidence in their choices. Under such conditions, sustainability evaluation depends not only on the content of information, but also on how it is presented and on the credibility of its source (Diaconeasa et al., 2022). As a result, consumers frequently rely on simplified evaluation mechanisms, such as brand reputation, certification labels or social signals, which serve as substitutes for detailed information analysis (White et al., 2019).

While these mechanisms enable faster decision-making, they may also lead to misperceptions of product sustainability, and increase the risk of manipulation in the digital environment. Thus, information evaluation serves as a critical input for trust formation in the decision-making process. As a result, the evaluation of information naturally leads to the formation of trust, which becomes a critical mechanism in reducing uncertainty and enabling decision-making.

1.3. Trust and the formation of perceived sustainability

Trust is the central mechanism that enables consumers to move from information evaluation to actual behaviour. It reduces uncertainty, and increases the willingness to make sustainable decisions. Empirical studies confirm that trust significantly influences purchase intention, and mediates the relationship between digital marketing and behaviour (Desembrianita et al., 2024; Sharmin et al., 2021).

Trust is formed based on brand image, corporate social responsibility, and the credibility of information sources (Jia et al., 2023; Risteska, 2023). In the digital environment, this process is further shaped by user-generated content and social validation, which serve as important signals for consumers when evaluating information credibility and brand authenticity. Consumers increasingly rely on the experiences, reviews and ratings of others, which collectively shape perceptions of product sustainability and trustworthiness. Under these conditions, trust formation becomes a dynamic process involving the interaction between corporate communication and social influence. Moreover, digital platform algorithms amplify certain information and opinions, thereby influencing perception and levels of trust (Sharmin et al., 2021; Rosario, Dias, 2025).

Thus, trust in the digital environment is not merely an individual attitude, but a socially and technologically constructed concept that directly affects consumers' willingness to make sustainable decisions. Perceptions of sustainability are closely linked to trust, and influence how consumers evaluate products and brands. This perception is shaped by communication, symbolic signals and prior experience (de Oliveira Lima et al., 2024; White et al., 2019). Consequently, trust plays a decisive role in shaping actual consumer behaviour, making it essential to examine how it translates into sustainable decision-making.

1.4. Sustainable consumer decision-making

Sustainable decision-making is a complex process involving cognitive, emotional and situational factors. Traditional models emphasise the role of attitudes and intentions. However, recent studies show that these do not always translate into actual behaviour (Hoang, Hoang, 2023; White et al., 2019). The attitude behaviour gap is explained by price sensitivity, limited availability and habitual behaviour (Orea-Giner, Fuste-Forne, 2023; de Oliveira Lima et al., 2024). Consumers often recognise the importance of sustainable products, and express positive attitudes towards environmentally friendly choices, but higher prices and limited availability hinder the realisation of these intentions.

In addition, everyday consumption habits and established decision-making patterns reduce the motivation to change behaviour, even when the awareness of sustainability issues is high. This gap reflects not only economic and practical barriers, but also psychological factors, such as habit inertia and preference for convenience. As a result, sustainable choices are often postponed, or replaced by more convenient alternatives that do not align with previously expressed attitudes (White et al., 2019).

Digital solutions, such as personalisation and artificial intelligence, can help reduce this gap, by simplifying the decision-making process and reinforcing sustainable choices (Khoso et al., 2025; Forghani et al., 2022; Al-Ababneh et al., 2025). In addition, social influence plays a significant role, as social norms, reviews

and the behaviour of other users act as validation mechanisms that can either encourage or hinder sustainable decision-making (Sharmin et al., 2021; Szojda, 2025; Diaconeasa et al., 2022). These factors highlight the complexity of decision-making, and reinforce the need for a structured model that integrates digital influence, information and trust. Given the interaction between these elements, there is a clear need for an integrated system that covers the entire decision-making process.

1.5. An integrated approach to the decision-making process and a conceptual framework

Despite the extensive body of research, there is still a lack of integrated models that combine the digital environment, information, trust and behaviour into a unified process (Fischer et al., 2021; Rosario, Dias, 2025; White et al., 2019). This study addresses the gap by proposing an integrated approach that conceptualises sustainable decision-making as a sequential and interrelated process. The proposed model (1) defines the digital environment as an active system of influence (Kumar et al., 2025; Al-Ababneh et al., 2025), (2) highlights information evaluation as a critical intermediate stage (Fischer et al., 2021; Geng, Maimaituerxun, 2022), (3) positions trust as the central mediating construct (Desembrianita et al., 2024; Sharmin et al., 2021), and (4) integrates all elements into a unified decision-making structure. This approach enables a deeper understanding of the mechanisms underlying sustainable consumer decision-making in the digital age.

Based on the literature review, sustainable consumer decision-making in the digital marketing and media ecosystem is conceptualised as a sequential and interconnected process, in which the digital environment determines information availability, information influences trust formation, and trust, in turn, shapes final decision-making (Jia et al., 2023; de Oliveira Lima et al., 2024). The digital environment is defined as an active influence system that, through algorithms, platform structures and communication formats, determines what information reaches consumers, and how it is interpreted (Khoso et al., 2025; Rosario, Dias, 2025).

Studies indicate that digital marketing practices significantly affect not only consumer awareness but also attitudes towards sustainability and climate-related behaviour (Thangam, Chavadi, 2023). Thus, information availability and quality are not random, but are shaped by the digital ecosystem. However, information alone is insufficient to influence consumer behaviour. The literature emphasises the importance of information perception, particularly its quality and credibility, in shaping the formation of trust (Fischer et al., 2021; White et al., 2019). In this study, trust is defined as the central mediating mechanism that reduces uncertainty and enables consumers to make sustainable decisions (Desembrianita et al., 2024; Jia et al., 2023).

Based on this theoretical framework, the following research hypotheses are proposed:

H1: The digital marketing and media ecosystem positively influences the availability and perceived quality of sustainability-related information.

H2: The perceived quality and credibility of sustainability-related information positively influence consumer trust.

H3: Consumer trust positively influences sustainable purchase decision-making.

H4: Trust mediates the relationship between the perception of sustainability-related information and sustainable purchase decisions.

These hypotheses reflect an integrated approach to sustainable decision-making, in which trust plays a central role between information and behaviour.

2. Methods

The research design was developed to empirically examine the process of sustainable consumer decision-making within the digital marketing and media ecosystem. A quantitative approach was employed, using a structured survey to assess relationships between the digital environment, information perception, trust, and sustainable purchase decisions. Data were analysed using structural equation modelling (SEM), enabling the assessment of both direct and indirect relationships, including mediation effects (Hair et al., 2019; Henseler et al., 2015).

Empirical data were collected through an online survey using a non-probability sampling approach, combining purposive and convenience techniques appropriate for exploratory research in a digital context (Etikan et al., 2016). The target group consisted of active digital environment users involved in consumption decision-making. A total of 384 valid responses were obtained, which meets SEM sample size requirements (Hair et al., 2019). Inclusion criteria required respondents to be at least 18 years old, active users of digital platforms, and to have made consumption decisions and encountered sustainability-related information within the past year. Responses that were incomplete, inconsistent or demonstrated low engagement were excluded. The survey was distributed through digital channels, including social media and professional networks, ensuring voluntary participation and anonymity. All constructs were measured using multi-item scales adapted from prior research in sustainable consumption, digital marketing, and consumer behaviour. Responses were recorded using a five-point Likert scale ranging from 1 ('strongly disagree') to 5 ('strongly agree'). The digital environment construct captured respondents' experiences with digital communication, including information availability and personalisation. Information quality and credibility were assessed based on clarity, consistency and trustworthiness of sustainability-related information. Trust was measured as consumers' confidence in the reliability and integrity of sustainability communication. Sustainable purchase decision-making was evaluated based on behavioural intentions and actual choices regarding sustainable products. Data analysis included descriptive statistics, correlation analysis and SEM to examine complex relationships among constructs.

3. Results

The study included 384 respondents who met the defined selection criteria and represent digitally active consumers. The sample can be considered sufficiently diverse in terms of demographic characteristics. Most respondents regularly use digital platforms and social media, are frequently exposed to digital marketing and sustainability-related information, and actively participate in consumption decision-making processes. This confirms the appropriateness of the sample for analysing sustainable decision-making in a digital environment. The results indicate good internal consistency across all constructs. In addition, the dataset was screened for inconsistencies and incomplete responses. Questionnaires that were partially completed or demonstrated low engagement levels were excluded. In analysing the study data, descriptive statistical analysis was performed to examine respondents' perceptions of the main variables (see Table 1).

Table 1. An analysis of the research main variables

Variable	Mean	SD	Min	Max
Digital environment	3.92	0.68	1.80	5.00
Information quality	3.74	0.71	1.60	5.00
Trust	3.58	0.76	1.40	5.00
Sustainable decision	3.46	0.81	1.20	5.00

Source: compiled by the author.

The results show that the digital environment is rated the highest ($M = 3.92$), indicating strong information availability and communication intensity. Information quality is evaluated slightly lower ($M = 3.74$), suggesting that not all available information is perceived as fully reliable. Trust levels are lower ($M = 3.58$), confirming that information does not automatically translate into trust. The lowest score is observed for sustainable purchase decisions ($M = 3.46$), indicating the presence of an attitude behaviour gap. Differences between the variables are shown in Figure 1.

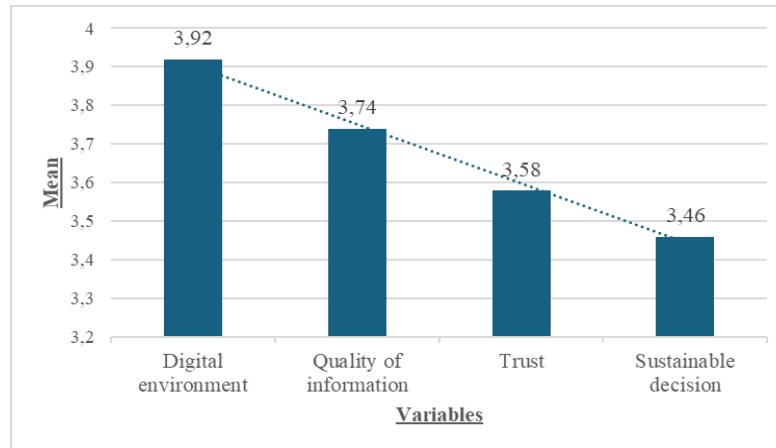


Figure 1. Mean values of the main study variables

Source: compiled by the author.

The results reveal a gradual decline in mean values from the digital environment to final decision-making. This trend empirically supports and highlights potential changes at each stage of the decision-making process. To analyse the relationships among the variables included in the study, a Pearson correlation analysis was conducted. This analysis allows for the assessment of the direction, strength and statistical significance of linear relationships between variables. In addition, the analysis helps identify data structure characteristics, including potential overlap between variables or excessively high intercorrelations. In this study, correlation analysis is used as an intermediate step between descriptive statistics and structural equation modelling, providing a basis for subsequent hypothesis testing. It is expected that the variables are positively correlated with one another in accordance with the sequence defined in the theoretical model, where the digital environment provides access to information, which in turn fosters trust and ultimately influences decision-making (see Table 2).

Table 2. Correlation matrix

No.	Variable	1	2	3	4
1	Digital environment	1	0.62	0.48	0.39
2	Information	0.62	1	0.71	0.58
3	Trust	0.48	0.71	1	0.76
4	Decision	0.39	0.58	0.76	1
All correlations are statistically significant at $p < 0.01$					

Source: compiled by the author.

The results of the correlation analysis show statistically significant positive relationships among all analysed variables ($p < 0.01$), which are generally consistent with the proposed model. The strongest correlation is observed between information and trust ($r = 0.71$), indicating a close relationship between perceived information quality and trust formation. A similarly strong correlation is found between trust and decision ($r = 0.76$), suggesting a strong link between trust and sustainable consumer behaviour. The relationship between the digital environment and information ($r = 0.62$) is moderately strong, indicating a substantial connection between the digital environment and information perception. In contrast, the weaker yet statistically

significant relationship between the digital environment and decision ($r = 0.39$) suggests that the influence of the digital environment on final decisions may be indirect. Overall, the correlation results confirm that the relationships among the study variables are logically consistent and statistically significant, aligning with the proposed theoretical framework, and providing a foundation for further structural model analysis.

To further examine the relationships among the study variables and empirically test the proposed hypotheses, structural equation modelling (SEM) was applied. This approach was selected because the study aims not only to identify individual relationships but also to analyse the decision-making process as an interconnected system. Unlike correlation analysis, which assesses pairwise relationships, SEM enables the simultaneous evaluation of multiple relationships and their relative importance within the overall model. This is particularly relevant, as sustainable consumer decision-making is conceptualised as a sequential process in which each stage influences the next.

SEM allows for the assessment of direct and indirect effects, the identification of mediating relationships, and the evaluation of the overall fit between the theoretical model and empirical data. In this study, SEM was used to examine whether the digital environment influences information perception, whether information affects trust, and whether trust drives sustainable purchase decisions. In addition, the mediating role of trust in the relationship between information and decision-making was analysed. This approach is essential, as correlation analysis alone cannot explain the structure of influence (see Figure 2).

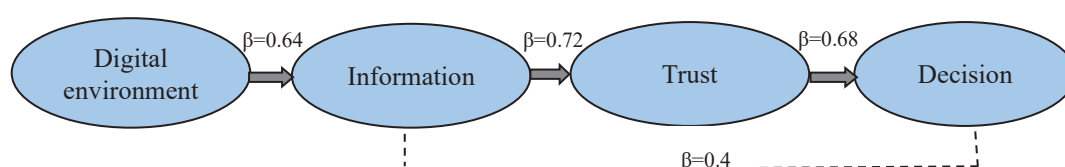


Figure 2. Structural model results

Source: compiled by the author.

The figure illustrates the structural relationships among the main variables, including standardised regression coefficients for each path, enabling clear identification of both direct and indirect effects. The results of the structural model estimation, including the standardised path coefficients and hypothesis testing outcomes, are presented in Table 3.

Table 3. Structural model results

Hypothesis	Relationship	β	p-value	Result
H1	Digital environment to information	0.64	<0.001	Supported
H2	Information to trust	0.72	<0.001	Supported
H3	Trust to decision	0.68	<0.001	Supported
H4	Information to decision (via trust)	0.49	<0.001	Supported

Source: compiled by the author.

The results support all proposed hypotheses. The strongest effect is observed between information and trust ($\beta = 0.72$), indicating a strong relationship between perceived information quality and trust formation. Trust significantly influences sustainable decision-making ($\beta = 0.68$), confirming its central role in the process. The effect of the digital environment on information ($\beta = 0.64$) demonstrates its importance in shaping

information perception and availability. Furthermore, the indirect effect of information on decision-making ($\beta = 0.49$) confirms that trust acts as a key mediating variable linking information to consumer behaviour.

The evaluation of model fit was conducted to determine the extent to which the proposed theoretical model corresponds to the empirical data. Several commonly used fit indices in structural equation modelling were applied, to provide a comprehensive assessment of model quality. This approach is essential, as the analysed model includes multiple interrelated relationships, requiring not only the evaluation of individual paths but also the overall structure of the model. The purpose of model fit assessment is to evaluate how well the theoretically developed model reflects the observed relationships among variables. Thus, it is verified whether the proposed sequence, which consists of the digital environment, information, trust and decision-making, is empirically grounded and consistent with the data.

This study utilised four key model fit indices: the Comparative Fit Index (CFI), the Tucker-Lewis Index (TLI), the Root Mean Square Error of Approximation (RMSEA), and the Standardized Root Mean Square Residual (SRMR). These indices were selected due to their extensive use, and ability to assess model fit from various perspectives (Hair et al., 2021). CFI assesses the extent to which the proposed model improves data fit compared to the null model. Higher CFI values indicate better model fit. The TLI is conceptually similar, but additionally accounts for model complexity, helping to balance model fit and parsimony. RMSEA assesses the level of approximation error, indicating how well the model fits the population covariance matrix, with lower values reflecting better fit. SRMR reflects the standardised difference between observed and predicted correlations. The combined use of these indices provides a comprehensive assessment of model fit, as each reflects a different aspect of model fit. The comparative indices CFI and TLI assess relative model fit, while RMSEA and SRMR reflect absolute error levels (see Table 4).

Table 4. Model performance indicators

Indicator	Description	Recommended limit	Measured value
CFI	Compares the proposed model with a null model	> 0.90	0.94
TLI	Evaluates model fit adjusted for complexity	> 0.90	0.93
RMSEA	Assesses model error level	< 0.08	0.052
SRMR	Difference between observed and predicted values	< 0.08	0.041

Source: compiled by the author.

The obtained fit indices indicate that the proposed model demonstrates a good fit with the empirical data. Both CFI and TLI exceed the recommended threshold (>0.90), suggesting that the model provides a substantial improvement over the null model. RMSEA and SRMR values are below the recommended limits (<0.08), indicating low error levels and minimal discrepancies between observed and predicted values. This confirms that the model accurately represents the underlying data structure. Overall, the model fit results support the validity of the proposed structural model, and confirm its suitability for analysing sustainable consumer decision-making in the digital environment.

The results of the analysis confirm that the proposed theoretical model, comprising the digital environment, information, trust and sustainable decision-making, is empirically supported and suitable for analysing sustainable consumer behaviour in a digital context. The findings demonstrate that sustainable decision-making is not an isolated act, but a sequential and interconnected process, in which each stage significantly influences the next.

First, the results indicate that the digital environment has a significant impact on the availability and perception of sustainability-related information. This suggests that the digital marketing and media ecosystem functions as the initial point of influence, determining what information reaches consumers and how it is interpreted. Second, the findings reveal that information quality and credibility represent a critical link between

information exposure and trust formation. Information alone does not lead to behavioural change; rather, its perceived reliability, clarity and consistency play a decisive role. Third, the study clearly confirms that trust is the central mechanism in sustainable decision-making. Trust determines whether consumers move from information perception to actual behaviour, acting as a key bridge between attitudes and actions.

An important finding is the confirmation of the mediation effect, indicating that the influence of information on sustainable decision-making largely occurs indirectly through trust. This suggests that even high-quality information does not necessarily lead to sustainable behaviour, unless sufficient trust is established. Finally, the results empirically confirm the existence of the attitude behaviour gap. Although consumers positively evaluate the digital environment and sustainability-related information, the level of actual sustainable decision-making remains lower. This shows that sustainable decision-making is a complex process, in which information availability alone is insufficient, and trust plays a decisive role.

Overall, the findings demonstrate that sustainable consumer decision-making in the digital environment follows a structured process, in which the digital environment shapes information, information influences trust, and trust determines final decisions. Within this process, trust functions as the central mediating mechanism that enables the transition from information to sustainable behaviour.

4. Discussion

This study examined sustainable consumer decision-making in the digital marketing and media ecosystem, focusing on the relationships between the digital environment, information, trust and behaviour. The results confirm the proposed model, and extend existing literature by conceptualising decision-making as a structured and sequential process rather than fragmented elements. The findings highlight trust as the central mediating mechanism linking information and behaviour. While the digital environment significantly influences information availability and perception, its effect on decision-making is largely indirect. Information quality and credibility are critical for trust formation, and trust emerges as the strongest predictor of sustainable decisions. The confirmed mediation effect explains why increased information availability alone does not necessarily lead to sustainable behaviour. The results also support the existence of the attitude behaviour gap, indicating that positive attitudes and awareness do not always translate into action. This suggests that the gap is not only driven by external barriers, but also by insufficient trust. From a practical perspective, the findings emphasise that improving information quality, transparency and consistency in digital communication is essential. Building trust through credible and authentic communication is key to promoting sustainable consumer behaviour in the digital environment. This study has several limitations that should be considered when interpreting the results. First, the sample consists of digitally active consumers and is limited in its geographical scope, which may lead to bias in the responses. Second, the sample consists of digitally active consumers and is geographically limited, which may affect the transferability of the findings. Future studies could employ a longitudinal study design, include more diverse samples, and evaluate additional variables to further validate and expand the proposed model.

Conclusion

This study examined the formation of sustainable consumer decision-making within the digital marketing and media ecosystem, focusing on the relationships between the digital environment, information, trust and decision-making. The findings confirm that sustainable decision-making is a structured and interconnected process rather than a linear one. The results demonstrate that the digital environment significantly influences information availability and perception. However, it does not directly lead to sustainable behaviour. Information quality and credibility are critical for trust formation, and trust emerges as the central determinant of sustainable decisions. The findings also show that the influence of information on decision-making is largely indirect, and occurs through trust, explaining why increased information availability alone is insufficient to promote sustainable behaviour.

The study confirms the existence of the attitude behaviour gap, indicating that positive attitudes do not always translate into actual behaviour. Trust plays a decisive role in bridging this gap and enabling the transition from information perception to action. From a theoretical perspective, the study contributes by proposing an integrated model that positions trust as a central mediating mechanism within the decision-making process. From a practical perspective, the results highlight the importance of transparent, credible and consistent digital communication. Building trust should be considered a strategic priority for promoting sustainable consumer behaviour in the digital environment.

References

- Al-Ababneh, H. A., Alkhudierat, N. A., Almubaydeen, T. H., Zawaideh, F. H., Alhosban, A., Mugableh, M. I. (2025). Promoting green technologies through digital marketing platforms and social media. In *E3S Web of Conferences*, 614. EDP Sciences. DOI: <https://doi.org/10.1051/e3sconf/202561401015>
- Chygryn, O. Y., Pimonenko, T. V., Bilan, Y. V., Starchenko, L. V. (2019). *Digital marketing for green goods promotion: modern trends in entrepreneurship*. <https://essuir.sumdu.edu.ua/handle/123456789/83845>
- De Oliveira Lima, L. A., da Silva, J. M. S., de Oliveira Santos, A., Marques, F. R. V., da Silva Leão, A. P., Carvalho, M. D. C. L., Ferreira, A. B. S. (2024). The influence of green marketing on consumer purchase intention: a systematic review. *Revista de Gestão Social e Ambiental*, 18 (3), 1–11. <https://creativecommons.org/licenses/by/4.0/>
- Desembrianita, E., Mulyono, S., Putra, W. P., Tarjono, T. (2024). Influence of digital marketing, consumer trust, and brand loyalty on purchase intention (case study of green product consumers). *International Journal of Business, Law, and Education*, 5 (2). DOI: <https://doi.org/10.56442/ijble.v5i2.775>
- Diaconeasa, M. C., Popescu, G., Maehle, N., Nelgen, S., Capitello, R. (2022). Media discourse on sustainable consumption in Europe. *Environmental Communication*, 16 (3), 352–370. DOI: <https://doi.org/10.1080/17524032.2021.1999295>
- Etikan, I., Musa, S. A., Alkassim, R. S. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5, 1–4. DOI: <https://doi.org/10.11648/j.ajtas.20160501.11>
- Fischer, D., Reinermann, J. L., Mandujano, G. G., DesRoches, C. T., Diddi, S., Vergragt, P. J. (2021). Sustainable consumption communication: A review of an emerging field of research. *Journal of Cleaner Production*. DOI: <https://doi.org/10.1016/j.jclepro.2021.126880>
- Forghani, E., Sheikh, R., Hosseini, S. M. H., Sana, S. S. (2022). The impact of digital marketing strategies on customer's buying behavior in online shopping using the rough set theory. *International journal of system assurance engineering and management*, 13 (2), 625–640. DOI: <https://doi.org/10.1007/s13198-021-01315-4>
- Geng, Y., Maimaituerxun, M. (2022). Research progress of green marketing in sustainable consumption based on CiteSpace analysis. *Sage Open*, 12 (3). DOI: <https://doi.org/10.1177/2158244022111983>
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E. (2019). *Multivariate data analysis* (Ill.; 8th ed.). Cengage. <https://drexel.primo.exlibrisgroup.com/nde/search?query>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook*. Springer international publishing. DOI: <https://doi.org/10.1007/978-3-030-80519-7>
- Hansen, U., Schrader, U. (1997). A Modern Model of Consumption for a Sustainable Society. *Journal of Consumer Policy*, 20, 443–468. DOI: <https://doi.org/10.1023/A:1006842517219>
- Henseler, J., Ringle, C. M., Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of marketing science*, 43 (1), 115–135. DOI: <https://doi.org/10.1007/s11747-014-0403-8>
- Hoang Y., N. T., Hoang, D. P. (2023). The formation of attitudes and intention towards green purchase: An analysis of internal and external mechanisms. *Cogent Business & Management*, 10 (1). DOI: <https://doi.org/10.1080/23311975.2023.2192844>
- Ixmeier, A., Kranz, J. (2024). *The Effectiveness of Digital Interventions to Promote Pro-Environmental Behaviour: A Meta-Analysis*. https://aisel.aisnet.org/ecis2024/track17_greenis/track17_greenis/34
- Jia, T., Iqbal, S., Ayub, A., Fatima, T., Rasool, Z. (2023). Promoting responsible sustainable consumer behavior through sustainability marketing: the boundary effects of corporate social responsibility and brand image. *Sustainability*, 15 (7). DOI: <https://doi.org/10.3390/su15076092>
- Khoso, R. H., Manzoor, A., Sultan, F., Alam, S. H. (2025). AI in Green Marketing: Promoting Sustainable Consumer Choices Through Artificial Intelligence. *Journal of Asian Development Studies*, 14 (4), 225–241. DOI: <https://doi.org/10.62345/jads.2025.14.4.19>
- Kumar, S., Sharma, C., Mishra, M. K., Sharma, S., Bhardwaj, V. (2025). Smart, sustainable, and green: the digital transformation of green-marketing. *Discover Sustainability*, 6 (1). DOI: <https://doi.org/10.1007/s43621-025-01242-5>

- Orea-Giner, A., Fuste-Forne, F. (2023). The way we live, the way we travel: generation Z and sustainable consumption in food tourism experiences. *British Food Journal*, 125 (13), 330–351. DOI: <https://doi.org/10.1108/BFJ-11-2022-0962>
- Pluta-Olearnik, M. (2025). creating pro-environmental consumer behavior using mobile marketing tools. *Modern Management Review*, 30 (3), 73–83. DOI: <https://doi.org/10.7862/rz.2025.mmr.17>
- Risteska, L. (2023). Green marketing mix and promotion of responsible consumption. *Knowledge-International Journal*, 57 (1). <https://ojs.ikm.mk/index.php/kij/article/>
- Rosario, A. T., Dias, J. C. (2025). The Role of Digital Marketing in Shaping Sustainable Consumption: Insights from a Systematic Literature Review. *Sustainability*, 17 (17). DOI: <https://doi.org/10.3390/su17177784>
- Sharmin, F., Sultan, M. T., Badulescu, D., Badulescu, A., Borma, A., Li, B. (2021). Sustainable destination marketing ecosystem through smartphone-based social media: The consumers' acceptance perspective. *Sustainability*, 13 (4). DOI: <https://doi.org/10.3390/su13042308>
- Szojda, G. (2025). The influence of digital consumers' behaviour on environmental awareness in Poland. Scientific Papers of Silesian University of Technology. *Organization & Management/Zeszyty Naukowe Politechniki Slaskiej. Seria Organizacji i Zarzadzanie*, 225. DOI: <http://dx.doi.org/10.29119/1641-3466.2025.225.34>
- Thangam, D., Chavadi, C. (2023). Impact of digital marketing practices on energy consumption, climate change, and sustainability. *Climate and Energy*, 39 (7), 11–19. DOI: <https://doi.org/10.1002/gas.22329>
- White, K., Habib, R., Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of marketing*, 83 (3), 22–49. DOI: <https://doi.org/10.1177/002224291982564>
- Zimmermann, S., Hein, A., Schulz, T., Gewald, H., Krcmar, H. (2021). *Digital nudging toward pro-environmental behavior: A literature review*. <https://aisel.aisnet.org/pacis2021/226>

TVARAUS VARTOTOJŲ SPRENDIMŲ PRIĖMIMO FORMAVIMAS SKAITMENINĖS RINKODAROS IR MEDIJŲ EKOSISTEMOJE

INTA OZOLA

Taikomųjų mokslų Ventspilio universitetas (Latvija)

Santrauka

Šio tyrimo tikslas – išanalizuoti tvaraus vartotojų sprendimų priėmimo formavimąsi skaitmeninės rinkodaros ir medijų ekosistemoje, ypatingą dėmesį skiriant skaitmeninės aplinkos, informacijos, pasitikėjimo ir sprendimų priėmimo tarpusavio sąsajoms. Tyrimas grindžiamas prielaida, kad tvari vartotojų elgsena skaitmeninėje aplinkoje formuojasi kaip nuoseklus ir tarpusavyje susijęs procesas, kuriame svarbų vaidmenį vaidina informacijos prieinamumas, jos suvokimas, interpretavimas ir pasitikėjimo formavimas. Teorinėje dalyje analizuoti tvaraus vartojimo, skaitmeninės rinkodaros poveikio, informacijos kokybės bei pasitikėjimo reikšmės priimančioms vartotojų sprendimus moksliniai tyrimai. Literatūros analizė atskleidė, kad šie veiksniai dažniausiai nagrinėjami atskirai, tačiau trūksta integruoto požiūrio į jų tarpusavio sąveiką ir poveikio mechanizmus. Be to, nustatyta, kad esami tyrimai nepakankamai paaiškina, kaip informacija transformuojasi į pasitikėjimą ir kaip šis procesas veikia galutinius vartotojų sprendimus. Remiantis tuo, sukurtas conceptualus modelis, kuriame tvarus sprendimų priėmimas suvokiamas kaip keturių tarpusavyje susijusių etapų procesas: skaitmeninė aplinka, informacija, pasitikėjimas ir sprendimas. Empiriniame tyrime taikytas kiekybinis metodas, pagrįstas 384 respondentų apklausa. Respondentai buvo aktyvūs skaitmeninės aplinkos vartotojai, sukaupę vartojimo sprendimų priėmimo patirties. Duomenų analizei taikytas struktūrinių lygčių modeliavimas (SEM), leidęs vienu metu įvertinti tiek tiesioginius, tiek netiesioginius kintamųjų tarpusavio ryšius bei nustatyti mediacijos

efektus. Papildomai atlikta aprašomoji statistika ir koreliacinė analizė, siekiant įvertinti duomenų struktūrą ir užtikrinti rezultatų patikimumą. Tyrimo rezultatai patvirtina, kad skaitmeninė aplinka reikšmingai veikia informacijos prieinamumą ir jos suvokimą, tačiau jos poveikis priimant tvarius sprendimus daugiausia yra netiesioginis. Nustatyta, kad informacijos kokybė, aiškumas, nuoseklumas ir patikimumas yra pagrindiniai pasitikėjimo formavimosi veiksniai, pažymėtina, kad pasitikėjimas yra svarbiausias tvarios vartotojų elgsenos prognozuotojas. Rezultatai patvirtina ir mediacijos efektą, kuris atskleidžia, kad informacijos poveikis priimant sprendimus yra ne tiesioginis, o iš esmės nulemtas pasitikėjimo. Be to, tyrimas empiriškai patvirtina požiūrio ir elgsenos atotrūkį, parodant, kad teigiamas požiūris į tvarumą ir aukštas informuotumo lygis ne visada virsta realiais veiksmais. Tai atskleidžia, kad vien informacijos prieinamumo nepakanka. Nustatyta, kad skaitmeninėje aplinkoje svarbų vaidmenį vaidina socialiniai signalai, vartotojų atsiliepimai ir platformų algoritmai, kurie gali stiprinti arba silpninti pasitikėjimą. Teoriškai tyrimas siūlo integruotą modelį, kuris susieja skaitmeninės aplinkos, informacijos suvokimo ir pasitikėjimo perspektyvas vienoje analitinėje sistemoje. Praktiškai rezultatai pabrėžia, kad įmonės ir politikos formuotojai turėtų orientuotis ne tik į informacijos kiekį, bet ir į jos kokybę, skaidrumą bei patikimumą. Pasitikėjimo kūrimas turėtų būti laikomas strateginiu prioritetu, siekiant paskatinti perėjimą nuo informuotumo prie tvarios vartotojų elgsenos.

RAKTINIAI ŽODŽIAI: *tvarus vartotojų sprendimų priėmimas, skaitmeninė rinkodara, medijų ekosistema, vartotojų pasitikėjimas, suvokiamas tvarumas.*

JEL KLASIFIKACIJA: D12, D83, M31, Q56.

Received: 2026.03.05

Revised: 2026.04.15

Accepted: 2026.04.29