
Green Digital Marketing and Sustainable Consumer Behavior in ASEAN Economies: The Mediating Role of Consumer Trust and The Moderating Effect of Eco-Label Counterfeiting

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Abstract

Within the digital economy, green marketing has increasingly shifted beyond symbolic environmental messaging toward a more data-driven and transparency-based approach capable of influencing sustainable consumer behaviour. This conceptual paper explores how green digital marketing shapes sustainable consumption behaviour in ASEAN economies, emphasizing the mediating role of consumer trust and the moderating influence of eco-label counterfeiting in digitally diverse markets. As consumers increasingly depend on social media platforms, mobile applications, and algorithm-driven recommendations when making purchasing decisions, scepticism toward environmental claims has also intensified. This concern is particularly evident in emerging Southeast Asian markets where regulatory enforcement varies and digital literacy levels differ across populations. Drawing upon the Theory of Planned Behaviour together with trust-based consumer behaviour perspectives, this study proposes an integrative conceptual framework that conceptualizes green digital marketing as an interactive ecosystem that combines persuasive communication with digital transparency tools. These tools include QR-code traceability, blockchain-enabled product authentication, and real-time supply chain information disclosure. The framework illustrates how such transparency mechanisms may mitigate the negative consequences of eco-label counterfeiting, improve consumers perceived behavioural control, strengthen trust toward environmental claims, and ultimately encourage sustainable purchasing intentions. By integrating insights from digital marketing, sustainability governance, and behavioural science, this paper contributes to the advancement of green marketing theory by reframing digital marketing not merely as a promotional channel but as a mechanism for building trust and enhancing transparency. The proposed framework also offers strategic implications for businesses, digital platforms, and policymakers seeking to foster responsible consumption and production (SDG 12) and advance sustainable development within ASEAN economies.

Keywords: *Green Digital Marketing, Sustainable Consumer Behaviour, Consumer Trust, Eco-Label Counterfeiting, Sustainable Development Goal 12*
