

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Role of Perceived Convenience and Trust in Sustainability Claims in Driving Sustainable Purchasing Behaviour in E-Commerce Users

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ABSTRACT

Growing public awareness of environmental problems has boosted demand for sustainable shopping, especially on e-commerce platforms that often highlight green or eco-friendly labels in their marketing. However, many consumers doubt these claims because they do not fully trust the information provided. Past studies usually looked at convenience and trust as separate factors. Few have combined them to see how they work together in online shopping, particularly in developing nations like Indonesia. This research tries to fill that gap. It looks at how perceived convenience—meaning easy navigation, quick checkout, and clear product information—and trust in sustainability claims affect whether people actually buy green products. The study used a quantitative method, collecting data from 143 e-commerce users chosen through purposive sampling. Participants answered a Likert-scale questionnaire, and the researchers analyzed the data using SEM-PLS. The findings show that convenience has a strong, positive effect on sustainable buying behaviour. When platforms are user-friendly, shoppers are more likely to choose eco-friendly items. Trust in the sustainability claims also matters a lot. If shoppers believe the claims are honest and transparent, they are more willing to buy sustainable products. Moreover, trust acts as a bridge: it makes the influence of convenience even stronger, because a convenient platform that also provides believable green information encourages more purchases. Despite positive results, the study points out a common problem—there is still a gap between what consumers say they intend to do and what they actually do when it comes to buying environmentally friendly goods online.

Keywords: E-Commerce, Trust, Sustainability Claims, Sustainable Purchasing Behaviour, Perceived Convenience.

I. Introduction

The rapid changes in digital technology have significantly restructured patterns of consumer behaviour in society, particularly through the utilization of e-commerce platforms. The ease of accessing services, efficiency and speed in transaction processes, and the wide variety of products have positioned e-commerce as one of the primary channels in modern shopping activities. The digital transformation of retail has not only altered how consumers acquire goods but has fundamentally reshaped consumer expectations regarding convenience, transparency, and choice. On the other hand, increasing global awareness of environmental and sustainability issues has also influenced consumer preferences in choosing products,



including the emergence of a tendency to make more environmentally friendly or sustainable purchases. This dual transformation—digital and sustainable—represents one of the most significant shifts in consumer behaviour in the twenty-first century. The development of various e-commerce platforms, both Business-to-Consumer (B2C) and Consumer-to-Consumer (C2C) models, has driven a shift in society's shopping behaviour patterns. From previously predominantly offline shopping behaviour toward online behaviour. This transformation not only indicates a shift in transaction channels but also reflects changes in consumer behaviour triggered by the efficiency of technology utilization and the dynamics of modern lifestyles. The COVID-19 pandemic has further accelerated this transition, with millions of consumers worldwide adopting e-commerce as their primary shopping channel, many of whom continue to prefer online shopping even after restrictions have been lifted.

The presence of e-commerce platforms offers ease of access, diversity of product choices, and time flexibility that are relatively difficult to obtain through traditional retail systems. This condition encourages business actors to adapt to the digital ecosystem in order to maintain competitiveness and market share. Nevertheless, the convenience offered by e-commerce does not completely eliminate consumer doubts in making purchases. Psychological factors in consumers are interesting to observe, such as perceived convenience and trust in product sustainability claims becoming crucial determinants in purchasing decisions. In the digital marketplace, consumers face unique challenges including information asymmetry, inability to physically inspect products, and uncertainty about seller credibility, all of which influence their purchasing behaviour. Sustainable purchasing behaviour is a consumer tendency to choose products by considering the environmental, social, and economic impacts in the long term. In the e-commerce environment, such behaviour becomes more complex because consumers cannot interact directly with products, so the evaluation process relies more on digital information conveyed by sellers and platforms. This condition causes psychological factors, such as perceived convenience and trust in sustainability claims, to have an important role in influencing consumer purchasing decisions. The complexity of sustainable purchasing in the digital context is further compounded by the proliferation of sustainability claims, eco-labels, and green certifications that vary in credibility and meaning across different platforms and product categories.

Consumer trust has been proven to have a significant influence on purchase intention on e-commerce platforms, particularly under conditions of high information uncertainty in the digital environment. Trust serves as a key variable that mediates the relationship between digital information, purchase intention, and consumer purchasing decisions for those conducting transactions on e-commerce (Yuni, 2023). Trust strengthens the relationship between variables toward purchase intention, thus contributing to understanding the context that influences consumer behaviour, particularly related to trust, electronic word of mouth (e-WOM), and purchase intention (Nuraisyah et al., 2024). Trust in environmentally friendly claims (Green trust) significantly influences purchase intention for sustainable products (Hadi et al., 2024). Trust in environmental claims has an important role in shaping green purchase intention and often functions as a mediating variable in the relationship between perceived environmental value and consumer purchasing decisions (Wahyumar, 2023). The mediating role of trust is particularly important in the e-commerce context, where consumers must rely on digital information to make purchasing decisions without the benefit of physical product inspection.

Although public awareness of sustainability issues continues to increase, various studies still show a gap between consumer attitudes and behaviour (attitude-behaviour gap or behavioural gap). Consumers may show high intentions to purchase environmentally friendly products, but in practice still prefer conventional products due to various considerations, such as price, product convenience offered, and low trust in environmentally friendly claims. This phenomenon indicates that the factors influencing sustainable purchasing behaviour still require more in-depth study, particularly in the e-commerce context that is full of digital information uncertainty. The attitude-behaviour gap, sometimes referred to as the green gap or sustainability gap, represents a persistent challenge for researchers and practitioners seeking to promote sustainable consumption patterns.

The theoretical foundation of this research draws upon established frameworks including the Technology Acceptance Model (TAM), the Theory of Planned Behaviour (TPB), and the Stimulus-Organism-Response (SOR) framework. TAM, developed by Davis (1989), posits that perceived ease of use and perceived usefulness are primary determinants of technology adoption and use. In the context of e-commerce, perceived convenience aligns closely with the perceived ease of use construct, suggesting that consumers who find e-commerce platforms easy to navigate and use are more likely to engage in purchasing behaviours, including sustainable purchasing. TPB, developed by Ajzen (1991), extends the theory of reasoned action by adding perceived behavioural control, emphasizing that individual behaviour is influenced by attitudes, subjective norms, and perceived behavioural control. This framework has been widely applied to understand sustainable consumption behaviour, providing insights into how attitudes toward sustainability and perceived control over purchasing decisions influence actual behaviour.

The SOR framework, originally developed in environmental psychology and later applied to consumer behaviour, provides a useful lens for understanding how environmental stimuli (such as platform design and information presentation) influence internal states (trust and perceived convenience) which in turn drive behavioural responses (sustainable purchasing). This theoretical integration allows for a more comprehensive understanding of the mechanisms through which platform characteristics and consumer perceptions interact to influence sustainable purchasing behaviour in the e-commerce context. This study aims to analyze the influence of perceived convenience and trust in sustainability claims in shaping sustainable purchasing behaviour among e-commerce users. Conducted using a quantitative approach through the Structural Equation Modeling based on Partial Least Squares (SEM-PLS) method, this research is expected to provide empirical understanding of the relationships between the variables studied. Furthermore, this study also seeks to provide practical contributions for e-commerce practitioners in designing strategies capable of increasing consumer trust and convenience, thereby encouraging more sustainable consumption behaviour. The significance of this research extends to policymakers interested in promoting sustainable consumption patterns through digital channels, as well as to sustainability advocates seeking to understand how to effectively communicate environmental information to consumers.

II. Literature Review and Hypothesis Development

2.1. Sustainable Purchasing Behaviour

Sustainable purchasing behaviour refers to consumer decisions in choosing products by not only considering price and quality aspects but also paying attention to the environmental and social impacts generated throughout the production process, product distribution, and consumption. In the e-commerce context, this behaviour becomes increasingly relevant along with the development of trade digitalization that allows consumers to access various product information more quickly, broadly, and easily. Furthermore, various e-commerce platforms are now increasingly intensively displaying sustainability claims such as "environmentally friendly," "organic," or "eco-friendly," as part of their marketing strategies to attract consumer attention. This phenomenon shows that green consumption practices are no longer limited to conventional markets but have been integrated into the rapidly growing digital trade ecosystem.

Sustainable purchasing decisions on digital platforms are influenced by psychological and technological factors, particularly perceived convenience on the platform and the level of consumer trust in product information. Information quality and consumer trust significantly influence the purchase of environmentally friendly products on e-commerce platforms, especially when consumers have limitations in verifying sustainability claims directly. Product information transparency and the credibility of environmental claims contribute significantly to shaping green trust, which subsequently encourages the emergence of sustainable purchasing Behaviour (Suri & Rosdiana, 2024). This indicates that the higher the level of platform usability and the stronger consumer trust in product information, the greater the tendency for consumers to make sustainability-oriented purchases.

The evolution of sustainable purchasing behaviour research has progressed through several distinct phases. Early studies focused primarily on environmental attitudes and their relationship to purchase intentions, often finding modest correlations between attitudes and actual behaviour. Subsequent research expanded to incorporate social and economic dimensions of sustainability, recognizing that sustainable consumption encompasses a broader range of considerations including fair trade, labour practices, and community impact. More recently, researchers have examined the role of digital technologies in shaping sustainable purchasing, with particular attention to how online platforms influence consumer decision-making processes. This evolution reflects the increasing complexity of sustainability issues and the recognition that sustainable consumption cannot be understood solely through environmental lenses.

The Theory of Planned Behaviour (TPB) emphasizes that individual Behaviour is influenced by attitudes, subjective norms, and perceived Behavioural control. TPB has strong predictive ability in explaining the tendency of sustainable purchasing Behaviour in various situations and contexts (Magwegwe & Shaik, 2024). However, there is a phenomenon known as the attitude-Behaviour gap, namely the discrepancy between consumers' positive attitudes toward sustainability but not always realized in actual Behaviour. In the e-commerce environment, this gap becomes increasingly apparent because consumer decisions are not only influenced by environmental awareness factors but are also influenced by transaction convenience factors, product prices, and product information that often dominate consumer purchasing decisions (Yu et al., 2025).

In the e-commerce context, sustainable purchasing behaviour takes on additional complexity due to the unique characteristics of online shopping environments. Consumers shopping online cannot physically inspect products, verify claims, or assess quality through sensory experience. This lack of tangibility increases reliance on digital information, making trust in that information particularly important. Additionally, the convenience of online shopping may either encourage or discourage sustainable purchasing, depending on how sustainability information is presented and how easy it is for consumers to identify and select sustainable options. Platform design choices—such as how sustainability information is displayed, the prominence of eco-labels, and the availability of filtering options—can significantly influence sustainable purchasing behaviour.

2.2. Perceived Convenience

Perceived convenience in e-commerce encompasses the level of ease of access perceived by consumers in accessing the platform, time efficiency, transaction flexibility, and ease of searching for and comparing products to be purchased. Various previous studies have shown that convenience is one of the main factors in driving the adoption and sustainable use of e-commerce platforms. In purchasing environmentally friendly products, high convenience allows consumers to obtain information and explore various sustainable product options more easily without being limited by geographical or time factors, thereby increasing the tendency to make purchases. The multidimensional nature of perceived convenience has been recognized in the literature, with researchers identifying various sub-dimensions that contribute to overall convenience perceptions. The concept of perceived convenience has evolved significantly in the marketing and information systems literature. Early conceptualizations focused primarily on physical convenience, such as store location and opening hours. With the advent of e-commerce, the concept expanded to include digital convenience, encompassing aspects such as website usability, navigation ease, and transaction efficiency. Recent research has further refined the concept to include cognitive convenience (ease of processing information), transaction convenience (ease of completing purchases), and post-purchase convenience (ease of returns and customer service). This multidimensional view recognizes that convenience is not a unitary construct but rather a complex perception influenced by multiple factors throughout the consumer journey.

Convenience aspects such as ease of navigation, transaction speed, and access flexibility have a significant influence on consumer purchase intentions and decisions in buying products. In the omnichannel and e-commerce context, convenience is even viewed as a strategic factor that contributes to increasing

customer satisfaction and loyalty (Rashmi et al., 2024). Furthermore, convenience aligns with the Technology Acceptance Model (TAM), particularly in the perceived ease of use dimension, which emphasizes that the easier a system is to operate, the higher the individual's tendency to use it in product purchasing activities (Rehman et al., 2019). The TAM framework has been widely validated across numerous technology contexts, consistently demonstrating the importance of ease of use in driving technology adoption and continued use. However, convenience in e-commerce does not always have an entirely positive impact on sustainable purchasing behaviour. Easy access and transaction speed can encourage more impulsive consumer behaviour and reduce consumers' level of caution in considering product sustainability aspects. In certain situations, consumers tend to prioritize efficiency and practicality over considering the environmental impact of the products purchased. Therefore, convenience can be understood as an ambivalent construct, namely one that can support as well as potentially weaken sustainable consumption orientation. This ambivalence highlights the importance of platform design in shaping consumer behaviour, as the same features that make shopping convenient can either facilitate or undermine sustainable purchasing depending on how they are configured.

The dual nature of convenience in the context of sustainable consumption deserves further exploration. On one hand, convenience can facilitate sustainable purchasing by making it easier for consumers to find and select sustainable options. Features such as sustainability filters, eco-label displays, and sustainability information pages can reduce the effort required to identify sustainable products, thereby encouraging sustainable choices. On the other hand, convenience can also encourage more automatic, habitual purchasing decisions that may neglect sustainability considerations. When consumers shop in convenience-oriented mode, they may default to familiar, conventional products rather than taking the time to evaluate sustainable alternatives. This suggests that the relationship between convenience and sustainable purchasing is not straightforward but rather depends on how convenience features are designed and how they interact with other factors such as consumer motivation and trust. The role of convenience as a transactional factor in e-commerce adoption, while studies that integrate convenience aspects with the issue of trust in sustainability claims remain relatively limited. Furthermore, research that specifically examines the role of consumer skepticism toward environmentally friendly claims in moderating or mediating the relationship between convenience and sustainable purchasing behaviour has not been extensively explored. This gap in the literature provides the rationale for the current study, which seeks to examine both the direct and indirect effects of convenience on sustainable purchasing through the mediating mechanism of trust.

2.3. Trust in Sustainability Claims

Consumer trust is a primary factor in the purchasing decision-making process, especially for products with environmentally friendly and sustainable claims. Claims such as eco-friendly labels, organic products, or environmental certifications serve as information cues used by consumers to evaluate the quality and environmental impact of a product. High levels of trust in sustainability claims correlate positively with increased intention and behaviour in purchasing environmentally friendly products. Conversely, low trust due to lack of transparency can become an obstacle in adopting sustainable consumption. Trust is not only related to transaction security but also includes belief in the accuracy and honesty of information conveyed by sellers or platforms. In the context of sustainability claims, trust involves accepting that product information is accurate, that claims are substantiated, and that the seller or platform is committed to honesty in environmental communications.

Trust in e-commerce can be defined as the belief that the other party will act honestly, consistently, and reliably in fulfilling agreed commitments (Tang et al., 2021). In the e-commerce environment, trust plays a crucial role in reducing perceived risk felt by consumers while simultaneously encouraging increased consumer tendency to make product purchases (Handoyo, 2024). Trust in environmentally friendly products (green trust) is influenced by factors such as perceived security, perceived privacy, perceived risk, transparency, and credibility of conveyed information, which subsequently influence online purchase intentions (Chen, 2024). Furthermore, trust has also been proven to have a positive relationship with

sustainable purchasing behaviour in the e-marketplace context (Hongsuchon & Alfawaz, 2022). The development of trust in the digital environment is a gradual process that evolves through repeated interactions and positive experiences with platforms and sellers.

The literature on trust in sustainability claims has identified several key antecedents and consequences. Antecedents of trust include information quality, source credibility, transparency, and the presence of third-party certifications. Consumers are more likely to trust sustainability claims when they are accompanied by verifiable evidence, when they come from credible sources, and when product information is presented transparently. Consequences of trust include increased purchase intention, higher willingness to pay premiums for sustainable products, and greater loyalty to sustainable brands. The mediating role of trust has been demonstrated in numerous studies, with trust serving as a mechanism through which other factors influence purchasing behaviour. In the sustainability context, trust has been shown to mediate the relationship between environmental knowledge and purchase intention, between perceived effectiveness of sustainable products and purchase behaviour, and between corporate social responsibility perceptions and brand loyalty.

In practice, the relationship between trust and sustainable purchasing behaviour can be influenced by various interfering factors, one of which is the phenomenon of greenwashing, namely the practice of making environmentally friendly claims that do not match the actual condition of the product. The prevalence of such practices on e-commerce platforms can reduce consumer trust levels, even among consumers with high environmental concern. Consequently, consumers become more skeptical of sustainability claims, which ultimately affects their purchasing decisions. The prevalence of greenwashing has prompted calls for greater regulation and standardization of environmental claims, as well as for improved consumer education about how to evaluate sustainability information. The digital environment presents particular challenges for trust formation due to the ease with which false or misleading information can be disseminated.

The concept of green trust specifically refers to a consumer's willingness to depend on a product, service, or brand based on the expectation that it will perform in an environmentally responsible manner. This form of trust has been studied across various product categories and contexts, with findings consistently showing that green trust positively influences sustainable purchasing. The development of green trust requires not only the provision of accurate information but also the establishment of a track record of environmental responsibility. E-commerce platforms can contribute to green trust by providing clear and verifiable sustainability information, by partnering with reputable certification bodies, and by ensuring consistency between environmental claims and actual product attributes.

2.4. Relationships Between Variables

Based on theoretical and empirical studies, the relationships between variables in this study can be explained as follows:

- a. Perceived convenience toward sustainable purchasing Behaviour: Perceived convenience in e-commerce use can increase efficiency and ease in the purchasing process, thereby potentially encouraging consumers to make purchases, including sustainable products.
- b. Trust in sustainability claims toward sustainable purchasing Behaviour: Higher levels of trust in product sustainability claims will increase consumer confidence, which ultimately increases the likelihood of environmentally friendly product purchases.
- c. Perceived convenience and trust as determinants of sustainable purchasing Behaviour: Literature shows that sustainable purchasing Behaviour is influenced by a combination of cognitive factors in the form of trust and user experience factors in the form of convenience in shopping on e-commerce platforms.

2.5. Theoretical Framework Integration

The integration of theoretical perspectives from technology acceptance, planned behaviour, and trust literature provides a comprehensive framework for understanding sustainable purchasing behaviour in e-commerce. The Technology Acceptance Model (TAM) contributes the insight that perceived ease of use (reflected in perceived convenience) influences behavioural intentions and technology use. The Theory of Planned Behaviour (TPB) adds the elements of attitudes, subjective norms, and perceived behavioural control, recognizing that behaviour is the result of deliberate decision-making processes. The Stimulus-Organism-Response (SOR) framework connects these perspectives by positing that environmental stimuli (such as platform design and information presentation) influence internal states (such as perceived convenience and trust) which in turn drive behavioural responses (sustainable purchasing).

The mediation of the convenience-trust relationship aligns with the SOR framework, where platform convenience (stimulus) influences the organismic state of trust, which then influences sustainable purchasing behaviour (response). This theoretical integration suggests that perceived convenience operates not only directly on behaviour but also indirectly through the psychological mechanism of trust. Trust serves as an internal state that translates platform characteristics into behavioural outcomes, acting as a bridge between external stimuli and internal responses. Understanding this mediation pathway is crucial for designing effective interventions to promote sustainable consumption in the digital marketplace. Overall, sustainable purchasing behaviour on e-commerce platforms is the result of interaction between perceived convenience and trust in sustainability claims. Convenience provides ease of access and efficiency in the purchasing process, while trust serves as the basis for validating displayed product information. Consistent sustainable purchasing behaviour can only be achieved optimally when e-commerce platforms not only offer ease of use but also ensure transparency and credibility of the sustainability claims presented to consumers. The interplay between these factors suggests that strategies to promote sustainable purchasing must address both the functional aspects of platform design (convenience) and the informational aspects (trust).

2.6. Hypothesis Development

The convenience perceived by consumers in accessing information and conducting transactions on e-commerce platforms not only simplifies the shopping process but also serves as an important stimulus that encourages the formation of purchasing decisions. When barriers to transactions can be minimized through high perceived convenience, consumers will be more encouraged to adopt and realize purchasing behaviour, including the purchase of environmentally friendly and sustainable products. The mechanism through which convenience influences purchasing behaviour can be understood through several pathways.

First, convenience reduces the cognitive effort required to make purchasing decisions, freeing mental resources that can be devoted to considering sustainability attributes. When consumers do not need to struggle with platform navigation or transaction processes, they have more capacity to process information about product sustainability, leading to more informed choices. Second, convenience increases the likelihood that consumers will consider sustainable options by making them more accessible. Features such as sustainability filters, easy comparison tools, and prominent eco-labels can guide consumers toward sustainable choices with minimal effort. Third, convenience reduces the time required for purchasing, which may be particularly important for consumers with limited time availability, enabling them to incorporate sustainability considerations into their purchasing even when pressed for time.

Research has consistently demonstrated the importance of convenience in driving e-commerce adoption and continued use. Studies across various contexts and consumer segments have found that perceived convenience positively influences purchase intentions and actual purchasing behaviour. In the sustainability context, studies have shown that consumers who find it convenient to purchase sustainable products are more likely to do so, particularly when sustainability information is readily available and easy to understand. Based on these theoretical and empirical foundations, we propose:

H1: Perceived convenience has a positive and significant influence on sustainable purchasing behaviour among e-commerce users.

Transaction convenience alone is not sufficient to encourage sustainable purchasing behaviour if not accompanied by confidence in the authenticity and truthfulness of product information. Therefore, consumer trust in the validity of sustainability claims displayed on e-commerce platforms becomes a crucial factor in determining whether purchase intentions will actually be realized in real actions. In a digital environment full of information, trust serves as a psychological guarantee that strengthens consumer decisions to purchase sustainable products. The influence of trust on purchasing behaviour operates through multiple mechanisms. First, trust reduces perceived risk associated with sustainable purchases. Consumers may worry that products claiming to be sustainable are not actually environmentally friendly, or that they will not perform as well as conventional alternatives. Trust in sustainability claims alleviates these concerns, making consumers more willing to choose sustainable options. Second, trust provides confidence that the purchase will align with the consumer's values and identity. For consumers who value sustainability, trusting that a product is genuinely sustainable allows them to make purchases that are consistent with their self-concept. Third, trust increases the likelihood of repeat purchasing, as consumers who have positive experiences with sustainable products are more likely to continue buying them in the future.

The importance of trust in sustainable purchasing has been supported by numerous empirical studies. Research has shown that green trust positively influences purchase intentions, particularly for products with high environmental impact claims. Studies have also demonstrated that trust in sustainability claims can compensate for other negative factors, such as higher prices or lower convenience, by providing assurance that the product's environmental benefits justify the additional cost or effort. The mediating role of trust has been particularly well-documented, with studies showing that trust mediates the relationship between environmental concern and purchase behaviour, between information quality and purchase intentions, and between corporate social responsibility perceptions and brand loyalty. Furthermore, trust in sustainability claims is particularly important in the e-commerce context where consumers cannot physically verify product attributes. In traditional retail environments, consumers can inspect products, read labels, and use sensory information to evaluate sustainability claims. In the digital environment, consumers must rely entirely on information provided by sellers and platforms, making trust in that information essential. This heightened importance of trust in the online context suggests that trust may have even stronger effects on sustainable purchasing behaviour in e-commerce than in offline retail. Based on these theoretical and empirical foundations, we propose:

H2: Trust in sustainability claims has a positive and significant influence on sustainable purchasing behaviour among e-commerce users.

Perceived convenience in accessing environmentally friendly product information on e-commerce platforms plays an important role in building consumer trust. The easier, clearer, and more transparent product information can be accessed, the higher the level of trust formed. Good information accessibility and well-structured platform displays indirectly provide an impression of credibility, thereby strengthening consumer confidence in sustainability claims presented by sellers. The relationship between convenience and trust operates through several mechanisms. First, convenience in accessing information allows consumers to verify claims more easily, which can increase trust when claims are substantiated. When consumers can easily find information about product sourcing, manufacturing processes, and environmental certifications, they can make more informed judgments about the credibility of sustainability claims. This verification process builds trust over time, particularly when information is consistent with expectations and evidence. Second, convenient platforms that present information clearly and transparently signal that they have nothing to hide, increasing perceptions of honesty and credibility. Consumers interpret transparent information presentation as evidence that the platform and its sellers are confident in their claims and willing to be held accountable.

Third, convenience in navigating sustainability information reduces the cognitive effort required to evaluate claims, which may increase trust by creating a positive user experience. Consumers who find it easy to access and understand sustainability information are likely to develop more positive attitudes toward the platform and its sellers, which can generalize to increased trust in sustainability claims. Conversely, platforms that make it difficult to find or verify sustainability information may engender skepticism and distrust, as consumers may interpret difficulty in accessing information as evidence that claims are not genuine. Fourth, the consistency between platform convenience and trustworthiness creates a halo effect, where positive perceptions in one domain spill over to other domains. Consumers who perceive a platform as convenient may be more likely to trust information presented on that platform, simply because they have positive overall impressions of the platform. This halo effect suggests that platform design and user experience can influence trust in sustainability claims even when consumers have not directly evaluated the claims themselves. Based on these theoretical and empirical foundations, we propose:

H3: Perceived convenience has a positive and significant influence on trust in sustainability claims among e-commerce users.

The relationships between these variables show that perceived convenience not only has a direct effect on sustainable purchasing behaviour but also works through psychological mechanisms in the form of trust. In other words, perceived convenience first builds trust in sustainability claims, which then encourages the formation of more consistent purchasing behaviour toward environmentally friendly products. Thus, trust acts as a mediating variable that bridges the influence of convenience on sustainable purchasing behaviour. The mediating role of trust can be understood through the causal chain: convenience → trust → sustainable purchasing behaviour. The mediation pathway suggests that convenience influences sustainable purchasing behaviour through both direct and indirect routes. The direct route reflects the immediate effect of convenience on purchasing, where ease of use makes it simpler to select and purchase sustainable products. The indirect route operates through trust, where convenience facilitates the development of trust in sustainability claims, and trust in turn promotes sustainable purchasing. This dual pathway means that convenience has a total effect on sustainable purchasing that is larger than its direct effect alone, and that trust amplifies the impact of convenience on behaviour.

The partial mediation hypothesis is supported by the theoretical framework, which suggests that perceived convenience influences trust through mechanisms of information accessibility and platform credibility. The convenience-trust relationship is consistent with research on information processing, which shows that the accessibility and clarity of information influences how it is evaluated and trusted. This theoretical rationale is further supported by the SOR framework, which suggests that environmental stimuli (such as platform convenience) influence organismic states (such as trust), which in turn influence behavioural responses (such as sustainable purchasing). Empirical evidence from previous studies supports the mediating role of trust in various consumer contexts. Studies have shown that trust mediates the relationship between website quality and purchase intention, between information quality and consumer decision-making, and between online reviews and product choice. In the sustainability context, studies have demonstrated that trust mediates the relationship between environmental knowledge and sustainable purchasing, between product certification and purchase behaviour, and between brand reputation and green consumption. Based on these theoretical and empirical foundations, we propose:

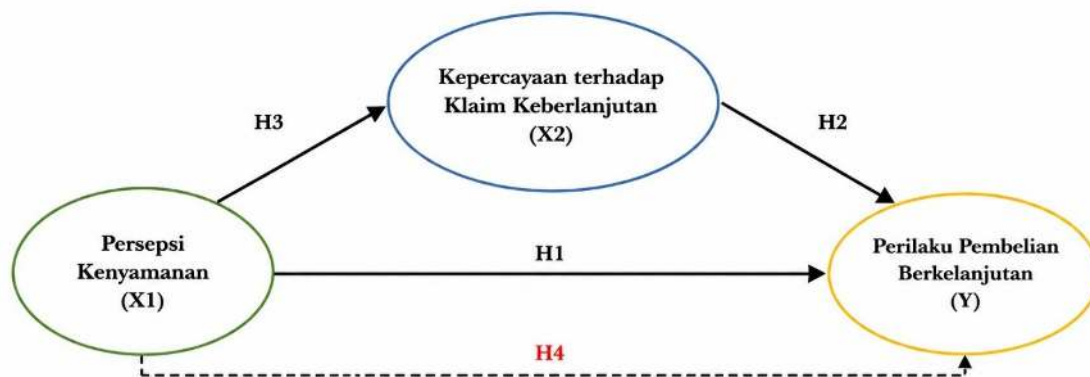
H4: Trust in sustainability claims mediates the relationship between perceived convenience and sustainable purchasing behaviour among e-commerce users.

The conceptual framework developed for this study illustrates the hypothesized relationships among the variables. Perceived convenience (X1) and trust in sustainability claims (X2) are positioned as independent variables, while sustainable purchasing behaviour (Y) serves as the dependent variable. The framework

incorporates both direct and indirect effects, with trust functioning as a mediating variable between perceived convenience and sustainable purchasing behaviour.

The framework is grounded in the integration of theoretical perspectives discussed in the literature review. The direct relationship between perceived convenience and sustainable purchasing behaviour reflects the Technology Acceptance Model's emphasis on ease of use as a determinant of technology adoption and use. The direct relationship between trust and sustainable purchasing behaviour reflects the broader literature on trust as a facilitator of exchange relationships. The relationship between perceived convenience and trust reflects the SOR framework's emphasis on how environmental stimuli influence internal states. The mediation pathway captures the indirect effect of convenience on behaviour through trust, consistent with theories of how convenience perceptions shape trust formation.

The conceptual framework also acknowledges the potential for other variables to influence the relationships under investigation. While not the focus of this study, factors such as environmental concern, price sensitivity, and demographic characteristics may moderate the relationships between perceived convenience, trust, and sustainable purchasing behaviour. Future research might expand the framework to incorporate these additional variables, providing a more comprehensive understanding of the factors influencing sustainable purchasing in e-commerce.



- X1 (Perceived Convenience) has a direct effect on Y (Sustainable Purchasing Behaviour) — H1
- X2 (Trust in Sustainability Claims) has a direct effect on Y (Sustainable Purchasing Behaviour) — H2
- X1 has an effect on X2 (Trust in Sustainability Claims) — H3
- X2 mediates the influence of X1 on Y (Sustainable Purchasing Behaviour) — H4 (dashed red line)

a. The Influence of Convenience on Sustainable Purchasing Behaviour (H1)

The convenience perceived by consumers in accessing information and conducting transactions on e-commerce platforms not only simplifies the shopping process but also serves as an important stimulus that encourages the formation of purchasing decisions. When barriers to transactions can be minimized through high perceived convenience, consumers will be more encouraged to adopt and realize purchasing behaviour, including the purchase of environmentally friendly and sustainable products.

b. The Influence of Trust on Sustainable Purchasing Behaviour (H2)

Transaction convenience alone is not sufficient to encourage sustainable purchasing Behaviour if not accompanied by confidence in the authenticity and truthfulness of product information. Therefore, consumer trust in the validity of sustainability claims displayed on e-commerce platforms becomes a crucial factor in determining whether purchase intentions will actually be realized in real actions. In a digital environment full of information, trust serves as a psychological guarantee that strengthens consumer decisions to purchase sustainable products.

c. The Influence of Convenience on Trust (H3)

Perceived convenience in accessing environmentally friendly product information on e-commerce platforms plays an important role in building consumer trust. The easier, clearer, and more transparent product information can be accessed, the higher the level of trust formed. Good information accessibility and well-structured platform displays indirectly provide an impression of credibility, thereby strengthening consumer confidence in sustainability claims presented by sellers.

d. The Influence of Convenience on Purchasing Behaviour through Trust (H4 — Mediation)

The relationships between these variables show that perceived convenience not only has a direct effect on sustainable purchasing Behaviour but also works through psychological mechanisms in the form of trust. In other words, perceived convenience first builds trust in sustainability claims, which then encourages the formation of more consistent purchasing Behaviour toward environmentally friendly products. Thus, trust acts as a mediating variable that bridges the influence of convenience on sustainable purchasing Behaviour.

III. Research Method

This study employs a quantitative approach with an explanatory design aimed at analyzing the influence of perceived convenience and trust in sustainability claims in shaping sustainable purchasing behaviour among e-commerce users. The data used is primary data obtained through online questionnaire distribution to respondents who meet the criteria, namely having made a purchase through an e-commerce platform in the last 3 months and having experience in considering products with environmentally friendly claims. The sampling technique used non-probability sampling with a purposive sampling approach, with a total of 143 respondents spread across various regions in Indonesia. The data used is primary data obtained through online questionnaire distribution. The research instrument was developed using a five-point Likert scale to measure the level of respondent agreement with each statement presented. Therefore, the results of this study are not intended for broad population generalization but rather to provide an empirical overview of the relationships between the variables studied. Data were analysed using Structural Equation Modelling (SEM) to test the relationships between variables in the study. Although using non-probability sampling techniques so that the research results cannot be generalized widely, these findings still provide an empirical overview of e-commerce user Behaviour with similar characteristics.

IV. Results and Discussion

4.1. Respondent Characteristics

Based on the questionnaire distribution results, 143 respondents were obtained who are e-commerce users. The respondents in this study have diverse backgrounds, both in terms of age, gender, occupation, education, and intensity of e-commerce platform use. In general, the majority of respondents are active e-commerce users who have experience in making online product purchases, including products with environmentally friendly claims. This indicates that respondents have relevance to the research context so that the data obtained is considered representative for further analysis.

4.2. Measurement Model Evaluation (Outer Model)

The measurement model evaluation was conducted to test the validity and reliability of the constructs used in the study. Based on the analysis results, all indicators on each variable show factor loading values above 0.70, thus declared to meet the convergent validity criteria. Furthermore, the Average Variance Extracted (AVE) value for each construct is above 0.50, indicating that the variables are able to explain indicator variance adequately. The Average Variance Extracted (AVE) values for each construct are:

- Perceived Convenience (PC) = 0.875
- Sustainable Purchasing Behaviour (SPB) = 0.735
- Trust in Sustainability Claims (TSC) = 0.872

Furthermore, the reliability test shows Composite Reliability (CR) for PC = 0.965, SPB = 0.917, TSC = 0.965; and Cronbach's Alpha of 0.952, 0.880, 0.951 respectively. All constructs have Composite Reliability (CR) values above 0.70, indicating that the research instrument has good internal consistency. Next, discriminant validity was assessed using the Fornell-Larcker and HTMT criteria. The square root of AVE values on the diagonal (0.935; 0.857; 0.934) are greater than the correlations between constructs. The HTMT values between constructs range from 0.73–0.82 (<0.90). Thus, discriminant validity is met. From the above results, the discriminant validity test through HTMT values shows that all constructs have values below 0.90, so it can be concluded that each variable has a good level of discrimination. Thus, the measurement model in this study is declared valid and reliable for use in further analysis.

4.3. Structural Model Evaluation (Inner Model)

The structural model evaluation was conducted to test the relationships between variables in the study. The analysis results show that the R-Square value for the sustainable purchasing behavior variable is in the moderate category, indicating that the perceived convenience and trust in sustainability claims variables are able to explain the variation in sustainable purchasing behaviour quite well. Hypothesis testing was conducted through bootstrapping technique by examining path coefficient values, t-statistic values, and p-values. The analysis results show that:

- Perceived convenience has a positive and significant effect on sustainable purchasing behavior.
- Trust in sustainability claims has a positive and significant effect on sustainable purchasing behavior.

This indicates that both independent variables have an important role in shaping sustainable purchasing behaviour among e-commerce users.

Table 1. Hypothesis Test

Hypothesis	Relationship	Coefficient	t-value	p-value
H1	PC – SPB	0,408	3,613	0,00033
H2	TSC – SPB	0,357	3,215	0,00139
H3	PC – TSC	0,778	18,923	< 0,001
H4	PC – TSC – SPB	0,278	3,027	0,00259

4.4. Discussion

The research results show that perceived convenience has a positive effect on sustainable purchasing behavior ($\beta = 0.408$; $p < 0.001$). This finding indicates that ease of use of e-commerce platforms, such as intuitive navigation, time efficiency, and ease of conducting transactions, can increase consumer tendency to make purchases, including products with sustainability value. Thus, the higher the level of convenience perceived by consumers, the greater the likelihood of sustainable purchasing behavior occurring. This finding aligns with the Technology Acceptance Model (TAM), which explains that perceived ease of use is one of the main determinants influencing individual behavior in accepting and using technology. In the context of this study, ease of use of e-commerce platforms contributes to forming positive consumer attitudes that subsequently encourage sustainable product purchasing decisions. This result is also consistent with research by Rashmi et al. (2024) and Rehman et al. (2019), which found that convenience contributes to purchase intentions and decisions.

Furthermore, trust in sustainability claims has also been proven to have a positive effect on sustainable purchasing behavior ($\beta = 0.357$; $p = 0.001$). This indicates that consumers tend to be more confident in purchasing environmentally friendly products when they trust the credibility of information conveyed by sellers and e-commerce platforms. In a digital environment full of various information and potential threats of greenwashing, where consumers cannot directly verify products, trust becomes a crucial factor that minimizes uncertainty in purchasing decisions. Furthermore, the research results also show that perceived convenience has a positive effect on consumer trust ($\beta = 0.778$; $p < 0.001$). Ease in accessing information, clarity of platform display, and transparency in presenting product information contribute to building perceived credibility, which indirectly builds platform credibility perception. Thus, the more comfortable the user experience in interacting with e-commerce platforms, the higher the level of trust formed toward product sustainability claims offered. This result supports the idea that user-friendly interface design and ease of obtaining information can increase consumer trust, in line with research by Tang et al. (2021) and Handoyo (2024).

Furthermore, the findings of this study confirm the role of trust as a mediating variable in the relationship between perceived convenience and sustainable purchasing behavior ($\beta = 0.278$; $p = 0.00259$). Since the direct effect ($\beta = 0.408$) is also significant, trust acts as a partial mediator. This means that perceived convenience not only has a direct effect on purchasing behavior but also works through increasing consumer trust in sustainability claims. Thus, trust serves as a psychological mechanism that bridges the influence of convenience on purchasing decisions. Overall, the results of this study reinforce the existence of a behavioral gap phenomenon, namely a condition where consumer awareness of sustainability issues is not always followed by consistent purchasing actions. Although consumers have concern for environmentally friendly products, purchasing decisions remain strongly influenced by platform convenience factors and the level of trust in the information provided.

V. Conclusion

This study concludes that:

1. Perceived convenience has a positive and significant effect on sustainable purchasing behavior among e-commerce users.
2. Trust in sustainability claims also has a positive and significant effect on sustainable purchasing behavior.
3. Perceived convenience has a very strong effect on trust, confirming that ease of platform use builds consumer confidence.
4. Trust partially mediates the relationship between perceived convenience and sustainable purchasing behavior. With an R-Square of 52%, the research model is able to explain more than half of the variance in sustainable purchasing behavior. All hypotheses are supported at the significance level $\alpha = 0.05$.

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