

Trust Me, I'm Green: The Credibility Effect in Eco-Influencer Marketing

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Cite as:

Yakut Enis, Aydın Ali, OKKIRAN Şehnaz (2025), Trust Me, I'm Green: The Credibility Effect in Eco-Influencer Marketing. *Proceedings of the European Marketing Academy*, (130314)

Paper from the 16th Annual Fall EMAC Conference, Istanbul, Turkey, September 17-19, 2025



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Abstract

The rise of eco-influencers on social media has transformed sustainable consumption, yet the psychological mechanisms behind their influence remain unclear. This study explores how eco-influencer credibility and message framing (gain vs. loss) affect attitudes and purchase intentions toward sustainable products, mediated by trust and moral identity. In a 2×2 factorial experiment with 149 Turkish participants, respondents viewed a simulated Instagram post promoting a reusable water bottle. Results from MANOVA and mediation analysis (Hayes' PROCESS macro) revealed that high influencer credibility significantly increased positive attitudes—but not purchase intentions—with trust acting as a mediator. Message framing had no significant impact on attitudes or intentions, and moral identity did not mediate framing effects. These findings contribute to consumer behavior literature by integrating digital persuasion with sustainability, offering actionable insights for eco-focused marketing strategies.

Track: Consumer Behaviour