
THE MEDIATING ROLE OF ATTITUDE TOWARD GREEN PRODUCT ON PURCHASE INTENTION : ATTRIBUTION THEORY

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ABSTRACT

This study aims to examine the influence of reference group, perceived threat of environmental problems (PTEP), and perceived benefit on green product purchase intention, with attitude toward green product (ATGP) as a mediating variable. Guided by Attribution Theory, the research explores how internal and external attributions shape consumer attitudes and intentions toward sustainable products. A quantitative, causal approach was applied using survey data from 261 respondents in Jakarta who had not purchased green products in the past six months. Data were analyzed using Structural Equation Modeling (SEM) with AMOS 24. The results show that reference group significantly influences perceived benefit, while both PTEP and perceived benefit positively affect attitude. However, perceived benefit does not directly influence purchase intention without a mediating role of attitude. Attitude toward green products significantly impacts purchase intention and serves as a key mediator between perceptions and behavior. These findings offer practical implications for producers to implement experiential green marketing, such as creating digital community platforms where consumers can track their environmental impact, share testimonials, and engage in eco-friendly challenges.

Keywords: Attitude Toward Green Product, Green Product Purchase Intention, Perceived Benefit, Perceived Threat of Environmental Problem, Reference Group.

INTRODUCTION

The waste problem in Indonesia has shown an increasingly alarming trend in recent years. The percentage of national waste generation continues to rise annually. This concern is supported by the *Atlas of Sustainable Development Goals 2023* report by the World Bank, which ranked Indonesia as the fifth-largest waste-producing country in the world, as the nation generated approximately 65.2 million tons of waste in 2020 (Tempo, 2025).

As the world's largest archipelagic nation with a growing population, Indonesia faces significant challenges in waste management. With ongoing economic growth and changes in public consumption patterns, the volume of waste

continues to rise. Recent data from the Ministry of Environment and Forestry (KLHK) reported that national waste generation reached 69.7 million tons in 2023 (Liputan6, 2024). Among the regions contributing the most waste, DKI Jakarta stands out, with four of its administrative areas recorded as the highest waste producers in Indonesia (Inilah, 2024).

Unfortunately, Jakarta's waste management remains suboptimal. Despite significant budget allocations, the waste problem has yet to be resolved. The increasing waste volume is not accompanied by effective and efficient management systems (Kompas, 2024). Data from the National Waste Management Information System (SIPSN) indicates that annual

waste volume in Jakarta has continued shown in Table 1
to increase over the past five years, as

Tabel 1. Annual Waste Generation Data of DKI Jakarta

Year	Annual Waste Generation (Tons)
2020	3.054.812,22
2021	2.354.345,24
2022	3.112.381,40
2023	3.141.650,18
2024	3.171.247,60
2020	3.054.812,22
2021	2.354.345,24
2022	3.112.381,40

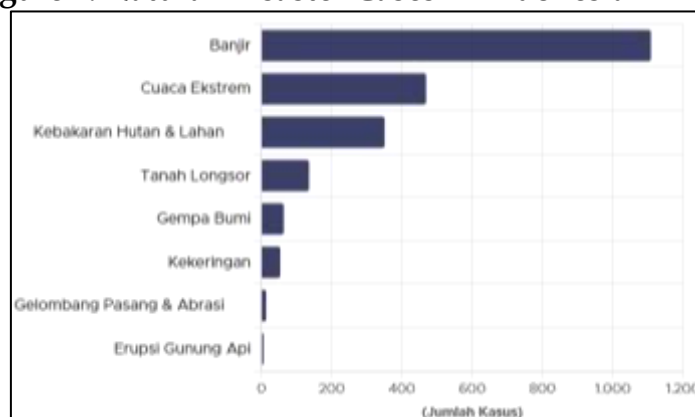
Source: www.sipsn.kemenlh.go.id (2025)

The high level of waste production is one of the contributing factors to Indonesia's poor environmental management performance not only at the national level but also internationally. In 2024, Indonesia ranked 163rd out of 180 countries and 20th out of 25 Asia-Pacific countries in the *Environmental Performance Index (EPI)* (Yale University, 2025). This situation has raised public concern, especially because the waste problem is not solely the responsibility of the government but also requires active participation from the public and producers. However, public awareness of proper waste management in Indonesia remains low. According to the *Environmental Apathy Behavior Index* by BPS (2018), 72% of the population was found to be indifferent toward waste management (Kompas, 2021).

This is further supported by data showing that food waste is the dominant type of waste. Based on data from SIPSN, food waste accounts for approximately 39–40% of total waste that ends up in final disposal sites. This trend remained consistent from 2019 to 2024 (Tempo, 2025). confirmed this finding, revealing that 69.2% of respondents admitted to discarding leftover food without making any effort to process it into compost or animal feed. (GoodStats, 2024).

Poorly managed waste has widespread consequences, affecting not only the environment but also public health. Accumulated waste can become a breeding ground for harmful microorganisms, contaminate water sources, and trigger the spread of disease (Utami & Hasibuan, 2023). According to the journal *Environmental Science and Technology*, around 30% of Indonesian waters are contaminated by plastic waste, creating a domino effect on marine ecosystems, the economy, and public health (Kompasiana, 2024).

Figure 1. Natural Disaster Cases in Indonesia in 2024



Source: National Disaster Management Agency (BNPB) (2025)

The worsening environmental conditions have also contributed to the rising number of natural disasters. According to the National Disaster Management Agency (BNPB), a total of 2,203 disasters occurred in Indonesia throughout 2024, with floods being the most frequent, accounting for 1,109 incidents. The main causes were high rainfall intensity and poor drainage systems issues often worsened by waste accumulation (GoodStats, 2025). Amid this situation, a new awareness has emerged among segments of the population who are now more selective in choosing products that are not only functional but also environmentally friendly. Today's consumers are increasingly aware of the importance of sustainability and the long-term impact of their purchasing decisions. This growing awareness creates opportunities for producers to develop green products that are made using organic materials, are energy-efficient, non-toxic, and capable of reducing pollution and waste (Hanifah et al., 2019).

As public awareness of sustainability and environmental protection continues to grow, research on consumer behavior toward green

products has become increasingly relevant. Environmentally conscious consumption is not only a global trend but also reflects a shift in consumer values, especially in developing countries like Indonesia. Therefore, it is important to understand how consumer perceptions and attitudes are formed, and what factors influence their intention to purchase green products.

This study is based on Attribution Theory, first introduced by Heider (1958). In social psychology, this theory explains the tendency of individuals to seek the causes behind events, particularly in uncertain situations, as a form of environmental adaptation (Heider, 1958; Schmitt, 2015). The theory was later developed by Kelley (1973), who emphasized that individuals evaluate whether the causes of certain behaviors stem from internal factors (such as personal traits) or external factors (such as environmental stimuli) (Kelley, 1973; Schmitt, 2015). In the context of marketing, Attribution Theory is used to understand how consumers assign meaning or causes to products, brands, or promotional messages—especially in relation to sustainability

and green consumption (Zhang et al., 2025).

Several previous studies have explored green purchase intention from various theoretical perspectives. Zhang et al. (2025), for example, employed Attribution Theory to explain how perceptions of environmental threats and peer influence shape Generation Z's attitudes and purchase intentions toward green food products in China. However, that study was limited to the food product category. Meanwhile Maziriri et al. (2023) applied the Theory of Planned Behavior to analyze purchase intentions regarding eco-friendly household appliances in Zimbabwe, but did not explicitly examine the role of attribution in shaping consumer attitudes and intentions. In another study, Zhong (2025) found that reference groups influence perceptions of risk and benefit associated with near-expired food products, yet the study did not investigate the mediating role of attitude in linking these perceptions to purchase decisions.

Addressing this gap, the present study aims to integrate Attribution Theory to examine the influence of reference groups, perceived threat of environmental problems, and perceived benefit on attitudes toward green products, as well as the indirect effects of these variables on green product purchase intention through the mediation of attitude. The research is situated in the Indonesian context, where scholarly inquiry into environmentally friendly product categories remains limited. The findings are expected to contribute theoretically to the development of Attribution Theory

within the field of sustainable consumer behavior and offer practical insights for businesses in designing effective marketing strategies to engage environmentally conscious consumer segments.

A reference group is defined as an individual or group of individuals who can influence another person's behavior through self-comparison, attitude alignment, knowledge sharing, and behavioral modeling. In certain circumstances, reference groups may also affect consumer purchase decisions (Pransopon & Hoonsoyon, 2019). Perceived benefit, on the other hand, refers to an individual's perception of the positive value or advantages derived from an action or behavior, which may result in satisfaction from functional, emotional, social, or moral dimensions (Tingchi Liu et al., 2013). Prior research by Zhong Zhong (2025) demonstrated that reference groups positively influence perceived benefit. This finding is further supported by Wenhuan et al. (2021) who emphasized that through the delivery of accurate information and strong social influence, reference groups not only assist individuals in evaluating the value of a behavior, but also reinforce their belief in the perceived benefits. Based on this theoretical foundation, the following hypothesis is proposed:

H1: Reference group has a significant positive effect on perceived benefit.

Perceived threat of environmental problems (PTEP) refers to an individual's assessment of the risks, dangers, or adverse impacts posed by environmental issues such as pollution, climate change, and ecosystem degradation. In contrast,

attitude toward green products is defined as the degree to which consumers evaluate green products positively or negatively based on their characteristics and environmental implications (Zhang et al., 2025). Research by, Zhang et al. (2025) shows that the perception of environmental threats can be a motivational factor for individuals to support green consumption. Qureshi et al. (2023) also highlighted that environmental concern shapes attitude not only on an individual level but also at the broader societal level. Based on these findings, the following hypothesis is proposed:

H2: Perceived threat of environmental problems (PTEP) has a significant positive effect on attitude toward green products.

Previous studies have shown that millennials who perceive green products as having high value tend not only to choose these products but also to recommend them to others (Qureshi et al., 2023). Consumers generally develop a positive attitude toward environmentally friendly products when they experience direct benefits such as energy savings, improved health, or cost efficiency. These perceived benefits have been proven to be an important factor in shaping the relationship between consumer attitudes and behaviors (Maziriri et al., 2023). Perceived benefit refers to the advantages consumers feel they gain from using green products whether functional, emotional, social, or situational. Based on this, the following hypothesis is proposed:

H3: Perceived benefit has a significant positive effect on attitude toward green products.

Green product purchase intention refers to an individual's intention to buy environmentally friendly products and engage in activities that support ecological movements, reflecting green behavior—consumption that considers sustainability and benefits the environment (Yaputra et al., 2023). One of the factors influencing this intention is perceived benefit, which reflects the consumer's perception of tangible advantages offered by green products, such as cost efficiency, reduced environmental impact, and moral satisfaction (Zhong, 2025). Green products are increasingly viewed as favorable choices, both functionally and socially, which strengthens consumer confidence in making purchase decisions (Maziriri et al., 2023). In addition, attitude toward green products also shapes purchase intention, as consumers who value sustainability and environmental responsibility are more likely to buy and use products that are responsible and sustainable (Pan et al., 2021; Zhang et al., 2025). Based on this explanation, the following hypotheses are proposed:

H4: Perceived benefit (PB) has a significant positive effect on green product purchase intention (GPPI).

H5: Attitude toward green products (ATGP) has a significant positive effect on green product purchase intention (GPPI)

Attitude toward green products is a crucial psychological factor that bridges consumers' environmental perceptions with their intentions to purchase environmentally friendly products. Individuals with a high level of environmental awareness tend to be more cautious in selecting products

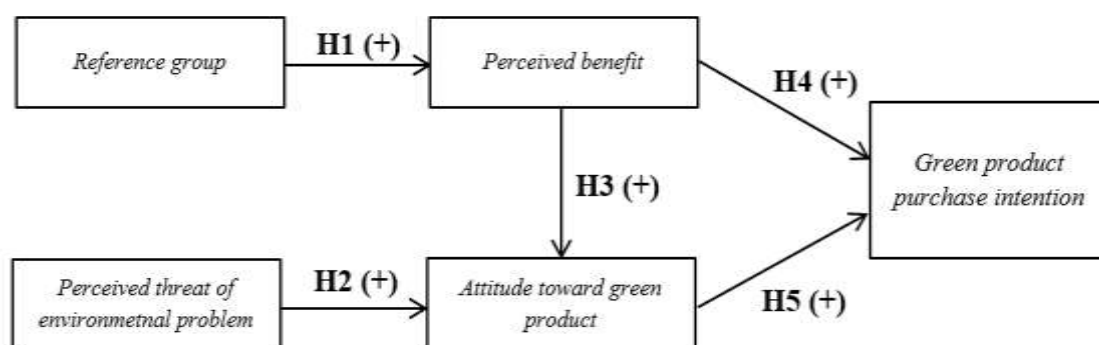
and consider their environmental impact before making a purchase (Mongula et al., 2023). When people believe that green products can help reduce environmental damage, they are more likely to form a positive attitude toward such products. This tendency is especially evident among millennials, who increasingly believe in the importance of sustainable consumption (Qureshi et al., 2023). This positive attitude is also shaped when consumers perceive the benefits of using green products such as cost efficiency, waste reduction, and moral satisfaction as outweighing any sacrifices made (Akroush et al., 2019; Woo & Kim, 2019). In this context, attitude toward green products becomes a key element, as it acts as a relatively stable predictor of purchase intention, even though it may be influenced by various marketing strategies (Monika & Kurniawati, 2023). Moreover, attitude functions as a mediating variable that links both

perceived environmental threat and perceived benefit to green product purchase intentions. Hoang & Tung (2024) also emphasized that the greater the awareness of environmental issues, the more positive consumers' attitudes tend to be toward sustainable products. Based on this explanation, the following hypotheses are proposed:

H6: Attitude toward green products (ATGP) significantly and positively mediates the relationship between perceived threat of environmental problems (PTEP) and green product purchase intentions (GPPI).

H7: Attitude toward green products (ATGP) significantly and positively mediates the relationship between perceived benefit (PB) and green product purchase intentions (GPPI).

Based on the literature review and proposed hypotheses, the conceptual framework of this study is illustrated in **Figure 2**.



Source: Adapted from various previous studies (Maziriri et al., 2023; Zhang et al., 2025; Zhong, 2025)

METHOD

This study employed a quantitative approach with a causal and cross-sectional research design. Data were collected at a single point in time through a structured

questionnaire. The measurement instrument consisted of 23 statement items adapted from previous research (Maziriri et al., 2023; Zhang et al., 2025; Zhong, 2025) which were measured using a five-point Likert

scale ranging from 1 ("strongly disagree") to 5 ("strongly agree").

The sampling technique used was purposive sampling, which is a type of non-probability sampling. Respondents were selected based on specific criteria: individuals who live, work, or study in the Jakarta area, and who had not purchased green products in the past six months, but had received information or had knowledge about green products either through social interaction or media exposure.

Data collection was conducted online via Google Forms and distributed through social media platforms such as WhatsApp and Instagram. A total of 261 respondents participated, and all responses were

deemed valid for further analysis. The sample size meets the recommendation by Hair Jr. et al. (2021), which suggests that in Structural Equation Modeling (SEM), the minimum number of respondents should be 5 to 10 times the number of indicators. Given that this study involved 23 indicators, the sample size was considered adequate.

The process of data collection and analysis was conducted from May to July 2025. Data were analyzed using the Structural Equation Modeling (SEM) technique with the aid of AMOS version 24 software, which was used to assess the model's fit and to test the hypothesized relationships among variables.

RESULT

Table 2. Demographic distribution of the respondents

Variables	Categories	Sample Size	Percentage (%)
Gender	Male	106	40,6
	Female	155	59,4
Age	17 - 20 years	45	17,2
	21 - 30 years	102	39,1
	31 - 40 years	83	31,8
	over 40 years old	31	11,9
Education Level	High school / Equivalent	104	39,8
	Diploma	23	8,8
	Bachelor	121	46,4
	Postgraduate	13	5
Profession	Student	65	24,9
	Government Employee	39	14,9
	Private Employee	100	38,3
	Entrepreneur	26	10
	Others	31	11,9
Revenue	< 5.000.000	75	28,7
	5.000.000 - 8.000.000	74	28,4
	8.000.000 - 10.000.000	67	25,7
	> 10.000.000	45	17,2

The most familiar green product among respondents	Food	133	27,3
	Vehicles	98	20,1
	Cosmetics	94	19,3
	Fashion	92	18,9
	Electronic Devices	60	12,3
	Household Chemical Products	4	0,8
	Others	7	1,4

Source: Author's Data (2025)

The data show that the majority of respondents were female (59.4%), with the largest age group being 21–30 years (39.1%). Most respondents held a bachelor's degree (46.4%) and worked in the private sector (38.3%). In terms of monthly income, most earned below IDR 5 million (28.7%) or between IDR 5–8 million (28.4%).

Regarding familiarity with green products, the most recognized categories were food, vehicles, and cosmetics. This demographic distribution suggests that the sample represents young, educated, and income-diverse consumers with exposure to green product categories.

Table 3. Validity Test Results and Descriptive Statistical Test

Variables & Items	Factor Loading	Cronbach Alpha	Mean	Std Deviation
Reference Group (Zhong, 2025)		0,851		
1. I care about my family and friends' opinions about green products.	0,716 (Valid)	(Reliable)	4.39	0.775
2. Public opinion about green products is important to me.	0,581 (Valid)		4.29	0.906
3. Information from experts and academics about green products matters to me.	0,599 (Valid)		4.36	0.804
Perceived threat of environmental problem (Zhang et al., 2025)		0,824		
1. Environmental issues are already very serious.	0,647 (Valid)	(Reliable)	4.65	0.613
2. Environmental problems need to be addressed urgently.	0,689 (Valid)		4.64	0.626
3. Environmental problems are worsening.	0,595 (Valid)		4.57	0.707
4. Environmental problems threaten human safety.	0,743 (Valid)		4.64	0.615
5. Environmental problems threaten the health of living beings.	0,725 (Valid)		4.62	0.618

Perceived benefit (Maziriri et al., 2023)		0,864 (Reliable)		
1. Green products provide added value (economic, environmental, and social).	0,820 (Valid)	4.19	0.795	
2. Green products are useful in everyday life.	0,758 (Valid)	4.09	0.877	
3. Green products meet my needs.	0,777 (Valid)	4.08	0.814	
4. Green household products are worth the price.	0,777 (Valid)	4.04	0.885	
Attitude toward green product (Zhang et al., 2025)		0,827 (Reliable)		
1. Buying green products is a good idea.	0,697 (Valid)	4.59	0.612	
2. Choosing green products is the better option.	0,799 (Valid)	4.46	0.698	
3. Green products differ from conventional ones in terms of health and safety.	0,756 (Valid)	4.51	0.654	
4. I have a positive attitude toward green products compared to regular products.	0,717 (Valid)	4.54	0.629	
5. I prefer green products over conventional products.	0,722 (Valid)	4.47	0.737	
Green product purchase intention (Maziriri et al., 2023)		0,862 (Reliable)		
1. I plan to buy green products in the near future.	0.763 (Valid)	4.45	0.730	
2. I intend to switch to green products.	0.766 (Valid)	4.54	0.693	
3. I am willing to purchase green products for my personal needs.	0.735 (Valid)	4.48	0.648	
4. I will make an effort to buy green products.	0.745 (Valid)	4.57	0.656	
5. I plan to purchase green products because they are environmentally friendly.	0.805 (Valid)	4.55	0.634	

Source: Author's Data (2025)

Table 3 presents the results of the validity, reliability, and descriptive statistical tests for the research instrument. The validity test assesses the extent to which each indicator accurately measures the intended

construct. According to the criteria established by Hair et al. (2021), an indicator is considered valid if its factor loading exceeds 0.50; all items in this study met this threshold. The reliability test was conducted to measure the internal consistency among items within each construct, and the results showed that all variables had Cronbach's Alpha values greater than 0.80, indicating a high level of reliability. Descriptive

statistics were used to describe the response patterns of the participants. The mean scores ranged from 4.04 to 4.65, indicating overall positive evaluations, while standard deviation values between 0.61 and 0.90 reflect relatively uniform data distribution. Thus, the instruments used in this study are proven to be valid, reliable, and capable of capturing respondent perceptions consistently and accurately.

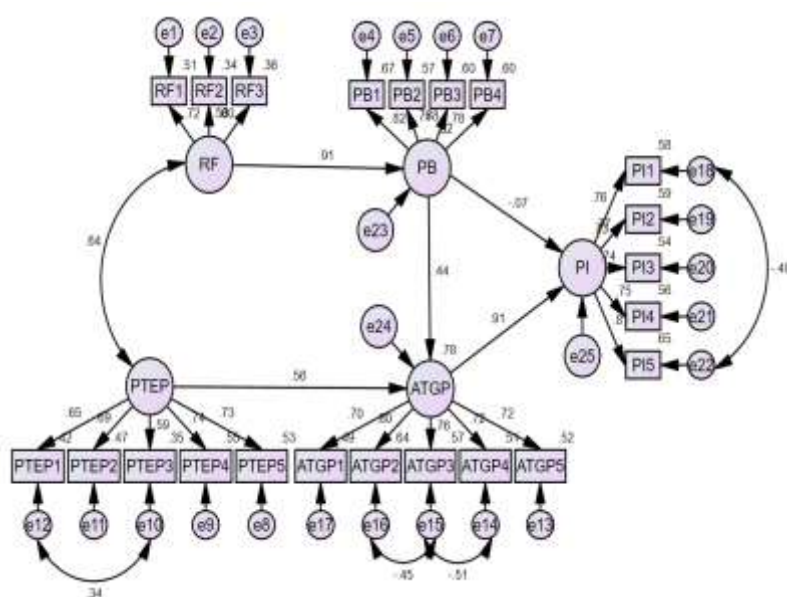


Figure 3. Research SEM Model
Table 4. Model fit test indicators

Measurement Type	Measurement	Fit Model Decision	Prosesse d	Decision
Absolute fit Measure	Chi-Square	Low Chi-square	451.110	Poor fit
	p-value Chi-Square	≥ 0.05	0.001	Poor fit
	GFI	≥ 0.90	0.858	Marginal fit
	AGFI	≥ 0.90	0.819	Marginal fit
	RMSEA	≤ 0.08	0.070	Good fit
	RMR	≤ 0.5	0.028	Good Fit
Incremental fit measure	IFI	≥ 0.90	0.919	Good fit
	TLI	≥ 0.90	0.905	Good fit

	NFI	≥ 0.90	0.864	Marginal fit
	CFI	≥ 0.90	0.918	Good Fit
	RFI	≥ 0.90	0.842	Marginal fit
Parsimonious fit measure	CMIN/DF	Between 1 to 5	2.267	Good Fit

Source: Author's Data (2025)

Based on the model fit evaluation presented in Table 4 and referring to the criteria proposed by Hair et al. (2021), the results indicate that most of the model fit indices fall within the acceptable or good category. Indices such as RMSEA (0.070), RMR (0.028), CFI (0.918), TLI (0.905), IFI (0.919), and CMIN/DF (2.267) suggest that the

model lies within the recommended thresholds. Although several indices indicate marginal fit such as GFI, AGFI, NFI, and RFI, these values remain acceptable given the complexity of the model. Therefore, the model is considered to have an adequate overall fit and is suitable for further hypothesis.

Table 5. Hypothesis Test

Hypothesis	Path	Estimate	p-value	Conclusion
H1	$RG \rightarrow PB$	0.906	0.000	Supported
H2	$PTEP \rightarrow ATGP$	0.555	0.000	Supported
H3	$PB \rightarrow ATGP$	0.439	0.000	Supported
H4	$PB \rightarrow PI$	-0.075	0.337	Not Supported
H5	$ATGP \rightarrow PI$	0.910	0.000	Supported

Source: Output AMOS (2025)

The results of hypothesis testing are summarized in Table 5. Four out of the five direct effect hypotheses (H1, H2, H3, and H5) are supported, as indicated by statistically significant path coefficients ($p < 0.05$). This confirms that reference groups have a significant positive effect on perceived benefit (H1); perceived threat of environmental problems significantly influences attitudes toward green products (H2); and perceived benefit significantly shapes attitudes (H3). In addition, attitude toward green products strongly predicts purchase intention (H5).

However, perceived benefit does not have a significant direct effect on purchase intention (H4), suggesting that the influence of perceived benefit is not direct but may be transmitted through an intermediary psychological mechanism such as consumer attitude. These findings reinforce the importance of attitude as a central psychological factor that bridges environmental perceptions and actual purchase intentions.

H1: Reference group has a significant effect on perceived benefit

This study reveals that reference groups have a positive and significant influence on consumers' perceived benefit of green products. In

other words, the opinions of close contacts—such as family, friends, or trusted public figures—can shape how consumers evaluate the value and usefulness of a product. From the perspective of Attribution Theory, this reflects an external attribution process, where consumers tend to rely on credible sources in forming their evaluations. These findings are consistent with (Zhang et al., 2025) and (Wenhuan et al., 2021), who found that reference groups play a crucial role in fostering positive perceptions, particularly for products that are still relatively new to consumers. Trust in social norms also strengthens purchasing decisions through mechanisms of social attribution. Therefore, consumers do not rely solely on personal experience, but also consider social judgments in assessing product benefits.

H2: Perceived threat of environmental problems (PTEP) has a significant effect on attitude toward green products (ATGP)

The results show that perceived threat of environmental problems significantly influences consumer attitudes toward green products. The greater an individual's perception of environmental threats, the more likely they are to support and accept eco-friendly products. According to Attribution Theory, individuals tend to attribute deteriorating environmental conditions to external threats that endanger collective well-being. This sense of threat prompts individuals to seek solutions aligned with ecological values, one of which is the formation of a positive attitude toward sustainable products. These findings are in line with (Qureshi et al., 2023) who found that individuals

with strong environmental awareness tend to hold more favorable attitudes toward sustainable consumption. Likewise, (Qureshi et al., 2023) noted that environmental concern can strengthen pro-environmental attitudes and even influence others within one's social circle. Therefore, perceived threat plays a key role in internalizing environmental values that form the foundation for positive attitudes toward green consumption.

H3: Perceived benefit significantly affects attitude toward green products

Perceived benefit plays a critical role in shaping consumer attitudes toward green products. These benefits may include functional, emotional, social, or conditional value perceived when consuming green products. When consumers believe that green products provide tangible advantages—such as cost savings, health benefits, or positive environmental impact—they are more likely to form a positive attitude toward such products. In the framework of Attribution Theory, these attitudes are shaped through internal attribution, where consumers associate the perceived benefits with the intrinsic characteristics of the product, such as high quality, environmental concern from producers, or energy efficiency. This positive internal attribution reinforces support for green products. These findings are consistent with studies by (Woo & Kim, 2019) and (Maziriri et al., 2023), which emphasize that perceived benefit is a major factor in shaping consumer attitudes toward eco-friendly products. When these benefits are perceived as originating from the sincere intentions and positive values

of producers, consumers tend to respond with favorable evaluations and maintain supportive attitudes toward the products. This is further supported by (Qureshi et al., 2023). who found that perceived benefit plays a key role in encouraging millennials to recommend green products to others. Overall, this confirms that consumers' perception of the real advantages of green products is essential in developing a positive attitude.

H4: Perceived benefit (PB) does not significantly affect green product purchase intentions (GPPI)

The results indicate that perceived benefit does not have a significant direct effect on consumers' purchase intention. This suggests that even though consumers recognize the advantages of green products, this perception alone may not be sufficient to directly trigger a purchase intention. From the Attribution Theory perspective, internal attributions regarding product benefits do not automatically lead to behavior, as purchasing decisions often involve more complex considerations—such as price, availability, or trust in product claims. This aligns with (Pan

et al., 2021), who argued that perceived value must be processed through attitudinal evaluation before it can generate a strong intention to purchase.

H5: Attitude toward green products (ATGP) has a significant effect on green product purchase intentions (GPPI)

The results of this study indicate that attitude toward green products has a highly significant influence on purchase intention. Within the framework of Attribution Theory, attitude is the outcome of an internal evaluative process, in which consumers assess both the causes and benefits of a product and develop a personal motivation to support it. This attitude then serves as a fundamental basis for shaping behavioral purchase intention. These findings are consistent with those of Zhang et al. (2025) and Maziriri et al. (2023), who found that a positive attitude toward a sustainable lifestyle is a key factor in driving decisions to purchase environmentally friendly products. Such attitudes reflect consumers' attributions toward values of sustainability and environmental concern.

Table 6. Indirect Hypothesis Test

Hypothesis	Path	Estimate	p-value	Conclusion
H6	$PTEP \rightarrow ATGP \rightarrow PI$	0.629	0.000	Significant
H7	$PB \rightarrow ATGP \rightarrow PI$	0.341	0.000	Significant

Source: Output AMOS (2025)

The results of the indirect effect testing indicate that attitude toward green products functions as a significant mediator. In Hypothesis 6 (H6), the effect of perceived threat of environmental problems on green product purchase intention is significantly mediated by attitude,

with an estimated coefficient of 0.629 and a p-value of 0.000. Likewise, Hypothesis 7 (H7) shows that perceived benefit influences purchase intention through attitude, with an estimated coefficient of 0.341 and a p-value of 0.000. These findings affirm that both threat and benefit

perceptions are more effective in promoting purchase intention when they are supported by a positive attitude toward green products.

H6: Attitude Toward Green Products Mediates the Relationship between Perceived Threat of Environmental Problems and Purchase Intention

The test results demonstrate that attitude toward green products significantly mediates the relationship between perceived threat of environmental problems and purchase intention. This finding suggests that awareness of environmental crises alone is not sufficient to drive consumers to purchase green products unless that awareness first translates into a positive attitude. According to Attribution Theory, perception of environmental threat is a form of external attribution that prompts individuals to seek solutions to such conditions. When green products are perceived as appropriate solutions, consumers tend to internalize this belief into a more favorable attitude. It is this attitude that then acts as a bridge between awareness of environmental issues and behavioral intention namely, the decision to support sustainability through consumption. This result is supported by the studies of (Hoang & Tung, 2024) and (Qureshi et al., 2023), both of which emphasize that environmental concern must first be internalized into values and attitudes in order to produce meaningful changes in consumption behavior. In other words, individuals who care about the environment are more likely to be motivated to purchase green products when they feel that such actions align with their personal values and beliefs.

H7: Attitude Toward Green Products Mediates the Relationship between Perceived Benefit and Purchase Intention

Attitude toward green products also significantly mediates the relationship between perceived benefit and consumers' purchase intention. This indicates that although consumers recognize the benefits of environmentally friendly products, this recognition alone is not sufficient to directly influence their intention to buy unless it is accompanied by the formation of a positive attitude toward the product. Within the framework of Attribution Theory, perceived benefit is a form of internal attribution that is cognitive in nature; it reflects an individual's assessment of the product's value to themselves. However, for this evaluation to translate into behavior, it must be accompanied by an affective response in the form of attitude. Without the formation of a positive attitude, perceived benefit remains passive information that fails to elicit actual behavioral intentions. This finding is reinforced by the studies of (Maziriri et al., 2023) and (Pan et al., 2021), which confirm that perceived consumer benefits form the cognitive basis for positive attitudes, which in turn significantly influence purchase intentions for green products. The implication is that benefit perception must be internalized through a favorable attitude in order to activate commitment to sustainable consumption behavior.

CONCLUSION

The results of this study emphasize that attitude toward green products plays a key mediating role in shaping consumers' purchase

intentions toward environmentally friendly products. Both reference groups and perceived environmental threats were found to have a significant impact on the formation of positive attitudes, whereas perceived benefits influenced purchase intentions only indirectly through attitude. This means that although consumers may recognize the benefits of green products, purchase intentions are only formed when those benefits are internalized into a positive attitude. These findings have important implications for eco-friendly product producers, who are encouraged to adopt experiential green marketing strategies by integrating emotional, educational, and participatory elements to shape positive attitudes and stimulate buying intentions. One innovative strategy that could be implemented is the development of a community-

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