Reinforcing Green Consumption Intentions: Attitudes as a Mediator and the role of Environmental Concerns, Lifestyles, Social Media, and Subjective Norms

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Abstract

This study explores the determinants of green consumption intention, with attitude acting as a mediating variable. The examined characteristics include subjective norms, environmental concerns, healthy lifestyles, and social media engagement. We employed a quantitative methodology, collecting data from 396 participants via Google Forms and utilizing SEM-PLS for analysis. The results demonstrate that attitude functions as a vital mediating element in the association between the four elements and the inclination towards green consumption. Without attitude serving as a mediator, subjective norms, healthy lifestyles, and environmental concerns do not significantly impact green consumption intentions. These conclusions highlight the significant influence of mindset on the development of green consumer behavior. The study's recommendations, particularly the suggestion to incorporate factors such as the urge to spend for environmentally friendly products in future research, have the potential to inspire further exploration of the topic. The findings provide vital guidance, enabling governments and organizations to develop more effective policies that promote sustainable and environmentally responsible consumption.

1. Introduction

The increasingly severe environmental changes in recent years have triggered various challenges for the global community (Rusyani et al., 2021). One solution that is gaining recognition for addressing these challenges is green consumption, which not only contributes to the preservation of nature but also has a positive impact on society and resources (H. Liang et al., 2024; X. Wang et al., 2023). Green consumption is now widely accepted by the public because of the increasing recognition of the crucial role of sustainable consumption practices in reducing long-term environmental impacts (Yanyan et al., 2023). However, despite this growing awareness, there are still significant challenges related to the lack of public motivation to change consumption patterns, which could potentially lead to more severe environmental problems in the future (Ahmad & Zhang, 2020; Wu & Long, 2024).

Amid increasing attention to environmentally friendly lifestyles, the green consumption of food has become a significant concern, considering its impact on human health and environmental sustainability (Ekasari & Jaya, 2021). The healthy lifestyle movement and consumption of food that supports sustainability have gained global popularity, with people increasingly aware that improper use of chemicals in agriculture can harm the environment and health (Ekaningtyas, 2023). Social media, with its extensive penetration, has become a very effective channel for disseminating information related to green consumption patterns. Recent data shows that social media users in Indonesia reached 49.9% in January 2024 (Kemp, 2024), making it a key platform for raising awareness and encouraging collective action for environmental sustainability (Li et al., 2024). The emergence of social media has altered how individuals interact with another (Barrera-Verdugo, 2023). Therefore, social media has a twofold function, serving as an instrument to increase public awareness and as strategies for companies to market green consumption (Teoh et al., 2022).

TPB (*Theory of Planned Behavior)* has served as a widely adopted framework in green consumption behavior research, although this theory still needs further development. TPB highlights subjective norms, attitude, and perceived behavioral control are key factors influencing an individual's behavioral intentions (Erna et al., 2024; K. A. Sun & Moon, 2024). However, despite TPB being proven effective in many studies, there is a need to add other predictors to strengthen the prediction of green purchasing habits (J. Wang et al., 2021). Ajzen (2020) as the developer of TPB, also stated that this theory is open for further development by adding new predictors. Research findings from Alam et al. (2024) who stated that TPB needs to be developed by adding new variables. Therefore, in this study adding some predictors such as environmental concern, healthy lifestyle, and social media usage to enhance the comprehensiveness of insights into green consumption intention.

Various previous studies have identified environmental concern as a significant contributor in shaping green behavior, with consumers who have high environmental concern tending to prefer green products (Hoang Yen & Hoang, 2023; Hu et al., 2024). A healthy lifestyle also has an influence, as awareness of its importance shapes consumer purchasing decisions, although sometimes it is far from their daily activities (Hidayat et al., 2021). Moreover, social media usage has been found to significantly enhance awareness and encourage green

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behavior (Y. Sun & Wang, 2020), with these platforms being used by various parties to market green products to a broader consumer audience (L. Zhao et al., 2019).

However, although many studies use the expanded TPB to examine the predictors of green consumption intention (Alam et al., 2023; Aliedan et al., 2023; Rujiu et al., 2024), there has not been an in-depth study examining the outcomes of environmental concern (ECN), healthy lifestyle (HLS), and social media usage (SMU) on green consumption intention (GCI) through attitude (ATE) as a mediator. Hair et al. (2017) emphasize that most studies fail to investigate mediation effects within their path models. Therefore, the mediation analysis of attitude needs to be analyzed more deeply. Moreover, within pro-environmental research, particularly in relation to green consumption, extensive research supports the validity of the TPB (Vu et al., 2022). Nevertheless, the majority of this research primarily focuses on investigating GCI and their influencing factors, overlooking the connection between behavioral intentions and environmentally conscious attitudes that contributes to the green consumption gap. ElHaffar et al. (2020) emphasize the necessity of addressing the green gap through more extensive study.

Previous studies based on the Theory of Planned Behavior (TPB) have established Attitude Toward the Environment (ATE) as a fundamental determinant of purchase intention (Ajzen, 1991), with empirical evidence showing that favorable perceptions of green products are strongly associated with a higher likelihood of purchase (Costa et al., 2021; Yue et al., 2020). Research has also examined the role of Subjective Norms (SNS) in shaping Green Consumption Intention (GCI), yet findings remain inconsistent: while some studies reported no significant influence (Palomino Rivera & Barcellos-Paula, 2024). others found a substantial effect (Mazhar et al., 2022). Despite these contributions, several gaps remain. The mediating role of ATE has not been sufficiently explored, the contradictory evidence regarding SNS requires clarification, and there is a lack of studies incorporating additional predictors such as Environmental Concern (ECN), Healthy Lifestyle (HLS), and Social Media Usage (SMU) within an extended TPB framework. To fill these gaps, the present study proposes and empirically tests an extended TPB model that integrates ECN, HLS, and SMU, while also examining the mediating role of ATE and reassessing the effect of SNS on GCI. In doing so, this research provides theoretical contributions and practical insights to support policymakers and organizations in promoting sustainable and eco-friendly consumption.

2. Literature Review

Green Consumption Intention (GCI)
The idea of green consumption is progressively gaining importance in developing countries (Armutcu et al., 2024). Green consumption is the use of eco-friendly products that can be recycled and are designed to mitigate adverse effects on the environment throughout the production process (Z. Zhao et al., 2021). GCI is defined as making an intentional decision influenced by critical aspects, including willingness and effort intensity (J. Liang et al., 2022). GCI denotes society's persistent dedication to acquiring products that comply with environmental safety requirements (Yanyan et al., 2023). Consumers exhibit concern about product quality. However, they are apprehensive over the ecological consequences of their

acquisitions (Eti, 2024). So, green consumption is becoming increasingly important in developing countries, reflecting a growing awareness of environmental sustainability. Consumers are not only focused on product quality but are also showing a strong intention to choose eco-friendly products, driven by their willingness and commitment to reduce ecological harm.

Subjective norms (SNS)
TPB elucidates the connection between behavior and attitudes, along with the factors influencing an individuals likelihood to engage in specific conduct (Purwianti et al., 2025). The TPB measure has three critical components that influence intention: subjective norms, attitude, and perceived behavioral control. SNS guide the influence of others on an individual's behavior, ATE represents how individuals evaluate a particular behavior, while perceived behavioral control denotes their perception of how easy or difficult it is to carry it out (Matharu et al., 2021; Yanyan et al., 2023).

SNS are defined as social expectations perceived as influencing the development of behavior (Palomino Rivera & Barcellos-Paula, 2024). SNS describe an individual's view of the expectations held by society influences present in their environment (Shang et al., 2024). In other words, consumer habits can be affected by family, friends, or the surrounding environment of an individual (Alam et al., 2024). Therefore, in the discussion of eco-friendly consumption are defined as following the views of others who consider it important that consuming green products can provide benefits for the environment (Venciute et al., 2023). Earlier research has revealed a positive association between SNS and purchase intentions (Hong et al., 2024). SNS are considered a significant contributor to green consumption, as the opinions of others can influence consumer behavior, which directly affects consumer's environmentally friendly purchases (Eti, 2024). Furthermore, a consumer's purchasing decision may also be driven by the decisions of someone they regard as important or respectable (Yanyan et al., 2023). Additionally, a person is motivated to purchase green products because they receive positive feedback regarding these products (Palomino Rivera & Barcellos-Paula, 2024). So, SNS significantly influence GCI, as individuals tend to follow the behaviors and opinions of those around them. When important others support eco-friendly products, consumers are more likely to make environmentally conscious purchasing decisions. Considering the information outlined above, the author suggests a hypotheses:

H_1: Subjective norms influence attitude.
H_3: Subjective norms influence green consumption intention.

Attitude (ATE)
ATE reflects a person's determination of whether an action is beneficial or not (Shang et al., 2024). Consumers who purchase green products depend on their ATE towards sustainable environments (Mazhar et al., 2022). Jalali and Khalid. (2021) revealed that individuals who feel positively about eco-friendly products show genuine interest in purchasing them. ATE is an important variable that indicates a person's intent to purchase. The stronger a person's positive feelings toward green products, the greater their chance of purchasing them (Purwianti, Nurjanah, et al., 2024; Y. Sun & Wang, 2020; Yanyan et al., 2023). Previous

studies indicate that consumers' purchasing intentions for green furniture are strongly shaped by their ATE (H. Liang et al., 2024). Previous studies mentioned the importance of ATE in influencing GCI (Purwianti, Yulianto, et al., 2024). ATE plays a key role in GCI, as consumers with positive views toward eco-friendly products are more likely to intend and decide to purchase them. Stronger positive ATE significantly increase the likelihood of green product purchases. Considering the information outlined above, the author suggests a hypotheses:

H_2: Attitude influences green consumption intention.

Environmental Concern (ECN)
ECN reflects how strongly consumers consider environmental problems to national well-being (Kamalanon et al., 2022). ECN is also the consumer's worry about what will happen in the present and the future regarding environmental issues (Durmaz & Akdoğan, 2024). ECN can establish attitudes that show positive or negative outcomes towards green consumption products (Eti, 2024). If individuals are aware of ECN, it can motivate them to show positive attitudes toward green products (Alam et al., 2024) and motivate them to take action aimed at preserving their surrounding environment (Yanyan et al., 2023). Due to ECN, consumer attitudes and behaviors regarding eco-friendly purchases have provided greater choices for green products (Hu et al., 2024). Consumers who care and believe that worsening environmental conditions must be addressed with green behavior (Hoang Yen & Hoang, 2023). Thereby, ECN influences ATE and motivates eco-friendly behavior. When consumers are aware of environmental issues, they are more likely to support green consumption as a way to help protect the environment.

Lately, awareness has significantly grown among consumers about how their consumption habits negatively affect quality of life, which may pose a threat to human existence in the future (Hoang Yen & Hoang, 2023). Consumers have become more empowered through this awareness, which has fostered greater concern and knowledge of environmental challenges. Therefore, they are more motivated to reduce practices that harm ecological well-being (Phuong et al., 2024) and tend to select products with minimal environmental impact (Durmaz & Akdoğan, 2024). By choosing green products, consumers are not only making a purchase, but they are also actively contributing to environmental protection (Farooqi & Frooghi, 2024). This sense of Responsibility and empowerment encourages consumers to make more environmentally conscious purchasing decisions and strengthen their GCI (Eti, 2024). So, growing consumer awareness of environmental issues has empowered individuals to make more responsible choices. This awareness strengthens their intention to purchase green products as a way to reduce ecological harm and contribute to environmental protection. Considering the information outlined above, the author suggests a hypotheses:

H_4: Environmental concern influences attitude.
H_5: Environmental concern influences green consumption intention.

Healthy Lifestyle (HLS)

Consuming a healthy lifestyle is a step taken to avoid health problems (Tan et al., 2022). A person's lifestyle shows how they conduct their life, manage their finances, and utilize their time (Ekaningtyas, 2023; Ekasari & Jaya, 2021). In several previous studies, researchers found that consumer's lifestyles can determine their behaviors and attitude. HLS indicates behaviors that are considered and accepted by consumers who recognize the significance of their health. For example, HLS also includes maintaining weight and regularly consuming organic food (Abdullah et al., 2022). HLS is necessary to encourage consumer's attitudes toward organic food to be more positive. From this, it can be concluded that someone with a healthy lifestyle can have a positive attitude toward organic food (Ekaningtyas, 2023). Consumers with favorable views of organic products are generally driven to maintain a balanced lifestyle and adopt healthy dietary habits (Tan et al., 2022). Thus, a healthy lifestyle positively influences consumer attitudes toward organic food. Individuals who prioritize their well-being are more likely to view organic products favorably and adopt healthier dietary habits.

Those who prioritize HLS in their daily routines are more likely to choose nutritious food options (Tai et al., 2022). Those who lead HLS are motivated to take actions that support their health, such as maintaining their weight through exercise and consuming organic food to enhance their HLS (Abdullah et al., 2022; Tan et al., 2022). HLS is also associated with a preference for consuming organic food, which proves that with a higher desire to have a relationship towards the environment they tend to exhibit a more favorable attitude towards organic food and a greater willingness to consume organic products (Ekaningtyas, 2023). Consumers who maintain a healthy and sustainable lifestyle prioritize their quality of life by preferring green products such as organic (Lavuri et al., 2022). In addition to that, intentions can also be predicted from habits based on limited empirical research (Yanyan et al., 2023). Thereby, consumers who prioritize HLS tend to choose organic food as part of their effort to support personal well-being and environmental sustainability. Their habits and positive attitudes toward health and the environment increase their GCI. Considering the information outlined above, the author suggests a hypotheses:

H_6: Healthy lifestyle influences attitude.
H_7: Healthy lifestyle influences green consumption intention.

Social Media Usage (SMU)

Pop et al. (2020) explain the substantial role of social media in forming SNS and consumer's attitude. SMU truly affects consumer's attitudes, perceptions and purchase decisions in every aspect of their purchase process (Khan et al., 2024). As described by Myin et al. (2022), SMU has a positive relationship with their attitude towards advertisements on social media for fashion products. According to Teoh et al. (2022), consumers learn to form attitudes, values and skills by paying attention to social media. It has been explained by researchers that SMU positively influences consumer interest in purchasing green products (Ktisti et al., 2022; Lee et al., 2024; Nekmahmud et al., 2022). Murwaningtyas et al. (2020) discovered that consumers with a positive attitude toward green cosmetics tend to exhibit greater interest in purchasing them via social media (Wu & Long, 2024). Furthermore, information technology

can support the increased consideration and awareness of an individual about the environmental effects of consumption and buying habits (Teoh et al., 2022). So, SMU plays a significant role in shaping consumers' attitudes. It influences their perception, values and interest in green products, making it a powerful tool for promoting environmentally conscious purchasing behavior. Considering the information outlined above, the author suggests a hypotheses:

H_8: Social media usage influences attitude.
H_9: Social media usage influences green consumption intention.

Attitude as a Mediator
Prior research has established that SNS, ECN, HLS, and SMU influence GCI, with ATE as a mediator. As stated by Roh et al. (2022), a positive ATE among consumers allows SNS to shape their consumption intention (Yanyan et al., 2023). Existing literature highlights a relationship between attitude and environmental concern in relation to GCI in India (Alam et al., 2024). HLS consumers generally exhibit a positive ATE toward eco-friendly consumption (Matharu et al., 2021). The work of Tan et al. (2022) also explored the connection between HLS and ATE toward consuming sustainability products. Myin et al. (2022) have emphasized the important contribution of SMU on consumer's ATE toward eco-friendly product purchase intentions. Considering the information outlined above, the author suggests a hypotheses:

H_{10}: Subjective norms affect green consumption intention through the mediation of attitude.
H_{11}: Environmental concern affects green consumption intention through the mediation of attitude.
H_{12}: Healthy lifestyle affects green consumption intention through the mediation of attitude.
H_{13}: Social media usage affects green consumption intention through the mediation of attitude.
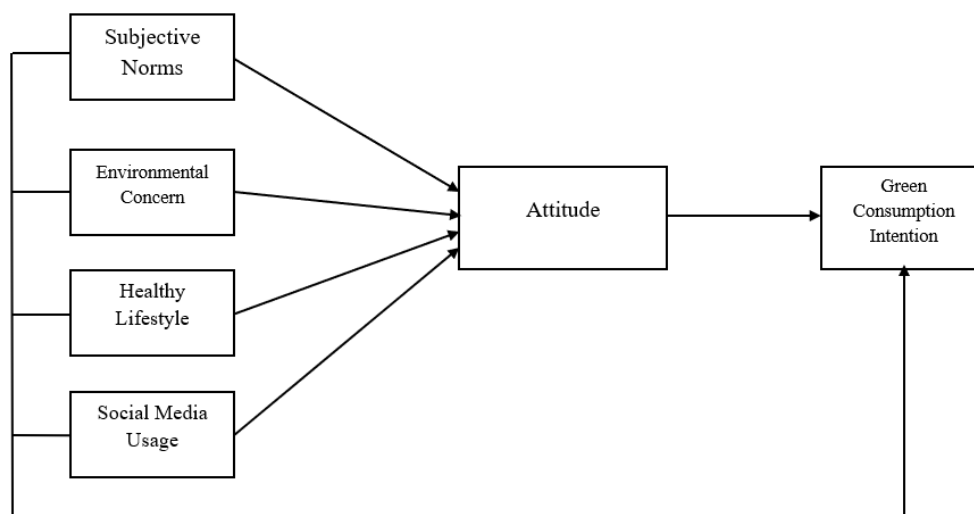

Figure 1. Conceptual Framework

3. Research Methods

A questionnaire method is utilized in this study, focusing on individual consumers aged 16 and older in the Riau Islands, Indonesia. This research uses six variables adopted from previous studies that have been validated. Subjective norms are calculated using four questionnaire items derived from Eti. (2024). ECN is calculated using three questionnaire items derived from Yanyan et al. (2023), and SMU is calculated using four questionnaire items derived from Armutcu et al. (2024). Furthermore, HLS is calculated using six questionnaire items derived from Tan et al. (2022). Then, GCI is calculated using four questionnaire items derived from Yanyan et al. (2023). Lastly, green ATE is calculated with four questionnaire items derived from Armutcu et al. (2024). Each variable was measured through a 5-point Likert scale.

The judgmental method was employed in sampling to obtain a representative sample. This method was chosen because the study required respondents with specific characteristics relevant to the research objectives, and judgmental sampling allows researchers to deliberately target individuals who possess the knowledge or experience being studied. Its main advantage lies in efficiency and accuracy, as it ensures that the data collected comes from respondents who are relevant to the conceptual model. However, this method also has limitations, particularly the risk of selection bias, which may restrict the generalizability of the findings to the broader population. To address this limitation, a sufficiently large sample size of 396 respondents was collected, and clear inclusion criteria were applied to strengthen the internal validity of the study while acknowledging its external validity constraints. The finalized questionnaire was distributed to 396 respondents through Google Forms. Smart-PLS 3 and SPSS v.24 were utilized to analyze the proposed conceptual model. SPSS was utilized to analyze respondents' demographics and the measurement and structural models, along with hypotheses testing, were conducted using PLS-SEM. The measurement model's assessment involved checking convergent validity, reliability, and discriminant validity (Hair et al., 2019). The reason for utilizing PLS-SEM is its capability to analyze constructs alongside the structural model concurrently.

4. Results

Demographic Factors
Table 1 presents the total sample of respondents is female primarily at 55.3%, with the remaining 44.70% being male respondents. Most respondents are aged 16-24 years, at 55.81%. It should be acknowledged that the demographic profile of the respondents in this study is skewed toward the younger age group (16–24 years old) with a senior high school educational background. However, this distribution remains relevant in the context of green consumption behavior in Indonesia. Previous studies have shown that younger consumers, particularly Generation Z and Millennials, tend to have higher environmental awareness and are more responsive to sustainability campaigns compared to older age (Ramadhanti et al., 2024). Moreover, young consumers often act as trendsetters and early adopters in the marketplace, thereby influencing broader consumption patterns (Suminar et al., 2024). This is also consistent with global findings, which emphasize that Generation Z is among the most

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environmentally conscious consumer groups and plays a crucial role in shaping the future of green consumption (Lopes et al., 2024). In terms of educational background, senior high school comprises 52.78% of the total respondents. Most respondents are employees (40.20%), with an income of 4.685.000-7.000.000 IDR, representing 40.40% of the total respondents. This data indicates that the sample in this study is dominated by women with a young age (16-24 years), a senior high school educational background, and employed status with an income of 4.685.000-7.000.000 IDR.

Table 1. Demographic Profile of Respondents.

		Frequency	%
Gender	Male (M)	177	44.70%
	Female (F)	219	55.30%
Age	16-24 years old	221	55.81%
	25-34 years old	109	27.53%
	35-45 years old	56	14.13%
	Above 45 years old	10	2.53%
Educational Background	Junior high school	6	1.51%
	High school or equivalent	209	52.78%
	College	181	45.71%
Job	Student	147	37.89%
	Employees	156	40.20%
	Civil servants	61	15.72%
	Entrepreneur	22	5.67%
	Unemployed	2	0.52%
Monthly Income	Under 4.685.000 IDR	129	32.58%
	4.685.000-7.000.000 IDR	160	40.40%
	7.000.001-10.000.000 IDR	67	16.92%
	10.000.001-13.000.000 IDR	24	6.06%
	Above 13.000.000 IDR	16	4.04%

Source: Processed data (2025)

Reliability and Validity

Hair et al., (2019) recommend acceptable limits of 0.7 for outer loadings, 0.5 for AVE, 0.7 for CR, and 0.7 for CA. They also state that data is free from common method variance when the VIF is below 5.

Table 2. Reliability and Validity Results.

Variable	Measurement Indicator	Outer Loadings	AVE	CR	CA	VIF
Subjective Norms	SNS1	0.832	0.620	0.867	0.796	1.809
	SNS2	0.755				1.535
	SNS3	0.774				1.628
	SNS4	0.788				1.520
Environmental Concern	ECN1	0.859	0.689	0.869	0.776	1.619
	ECN2	0.806				1.566
	ECN3	0.825				1.604

Variable	Measurement Indicator	Outer Loadings	AVE	CR	CA	VIF
Healthy Lifestyle	HLS1	0.629	0.541	0.875	0.829	1.3346
	HLS2	0.679				1.645
	HLS3	0.807				1.870
	HLS4	0.752				1.688
	HLS5	0/789				1.863
	HLS6	0.740				1.789
Social Media Usage	SMU1	0.831	0.671	0.890	0.835	2.080
	SMU2	0.729				1.400
	SMU3	0.857				2.175
	SMU4	0.853				2.250
Attitude	ATE1	0.794	0.586	0.849	0.763	1.577
	ATE2	0.717				1.380
	ATE3	0.814				1.677
	ATE4	0.732				1.377
Green Consumption Intention	GCI1	0.818	0.652	0.882	0.822	1.731
	GCI2	0.774				1.612
	GCI3	0.846				1.941
	GCI4	0.789				1.660

Source: Processed data (2025)

Discriminant Validity

The analysis of discriminant validity examines how variables differ across various dimensions (Niu et al., 2024). According to Fornell & Larcker (1981), in research, comparing variables is essential to evaluate discriminant validity. The dimensions are not completely correlated, confirming strong discriminant validity, as shown in table 3.

Table 3. Discriminant Validity.

Factor	Attitude	Environmental Concern	Green Consumption Intention	Healthy Lifestyle	Social Media Usage	Subjective Norm
Attitude	**0.765**					
Environmental Concern	0.657	**0.830**				
Green Consumption Intention	0.712	0.551	**0.807**			
Healthy Lifestyle	0.706	0.674	0.575	**0.735**		
Social Media Usage	0.667	0.697	0.568	0.719	**0.819**	
Subjective Norms	0.451	0.434	0.378	0.415	0.387	**0.787**

Source: Processed data (2025)

Research Hypotheses Result

Table 4 shows the tested hypotheses and indicates which hypotheses have positive effects and which do not.

Table 4. Hypotheses Results.

Hypotheses	Path	Sample Mean	P-value	T statistic	Results
H1	SNS => ATE	0.127	0.024	2.269	Accepted
H2	ATE => GCI	0.532	0.000	8.016	Accepted
H3	SNS => GCI	0.039	0.278	1.087	Rejected
H4	ECN => ATE	0.218	0.004	2.910	Accepted
H5	ECN => GCI	0.074	0.175	1.358	Rejected
H6	HLS => ATE	0.355	0.000	4.749	Accepted
H7	HLS => GCI	0.060	0.298	1.041	Rejected
H8	SMU => ATE	0.209	0.004	2.908	Accepted
H9	SMU => GCI	0.103	0.026	2.234	Accepted
H10	SNS => ATE => GCI	0.068	0.037	2.087	Accepted
H11	ECN => ATE => GCI	0.116	0.006	2.773	Accepted
H12	HLS => ATE => GCI	0.188	0.000	4.305	Accepted
H13	SMU => ATE => GCI	0.112	0.008	2.660	Accepted

Source: Processed data (2025)

The analysis of this study uncovers that a total of thirteen hypotheses were examined, H1 to H9 related to direct effects, while hypotheses H10 to H13 are indirect effects (mediating effects). Out of these, ten (H1, H2, H4, H6, H8, H9, H10, H11, H12, H13) support or accept the hypotheses, while the remaining three (H3, H5, H7) do not support or reject the hypotheses. SNS, ECN and HLS do not have a direct influence on GCI in Indonesia, possibly due to the relatively higher prices of environmentally friendly products, which creates a gap between words and actions. People may verbally support an environmentally friendly lifestyle but do not feel the need to purchase environmentally friendly products. Consumers also associate a HLS with exercise for personal health, not for environmental reasons. Although many Indonesians claim to care about the environment, real behavior often does not align due to reasons of convenience and cost.

Table 5. Coefficient of Determination.

	Sample Mean	T Statistics	P Values
ATE	0.603	11.080	**0.000**
GCI	0.539	5.653	**0.000**

Source: Processed data (2025)

The table displays the R2 values for two constructs: ATE and GCI. Hair et al. (2019) assert that an R2 value greater than 0.50 indicates strong predictive outcomes. The R2 score for ATE is 0.603, indicating that the representative accounts for approximately 60.3% of the variance in ATE and demonstrates a relatively strong ability to explain the factors influencing

ATE. The R-squared score of 0.539 suggests that the model explains 53.9% of the variance in GCI.

5. Conclusion and Suggestion

This study, centred on GCI, requires identifying the factors influencing it, with ATE serving as a mediator between SNS, ECN, HLS, also SMU, and their impacts on GCI. The findings indicate that ATE serves as a significant modulator of GCI. The investigation's determinations indicate that ATE significantly affects SNS, ECN, HLS, and SMU, all of which lead to the intention to consume green. SNS, ECN, HLS, and SMU positively influence ATE, therefore augmenting intentions for green consumption. It is observed that SNS, ECN, and HLS do not have a strong direct relationship with GCI, suggesting that ATE serves as a vital intermediate among the factors. The outcome underscores the need to foster a positive and robust mindset through SNS, ECN, HLS, and SMU practices to augment GCI. Future studies can be improved by including supplementary predictors, such as the willingness to pay for sustainability products and pricing. These characteristics may be significant determinants in forecasting environmental concern and shaping decision-making related to green consumption intentions.

Discussion

The outcomes demonstrate that the direct impact of SNS on ATE is supported, social pressure from family, friends, and respected individuals enhances a person's positive ATE toward the behavior. In other words, the stronger the perceived subjective norms, the more favorable the ATE toward the intended behavior (Yanyan et al., 2023). Furthermore, consumer's ATE positively influences their GCI. As noted by Armutcu et al. (2024), attitude reflects individuals' acceptance of green product innovation. When consumers perceive green products as effective and beneficial solutions to environmental issues, their positive attitudes contribute significantly to the adoption and success of these products. ATE is thus a key determinant of GCI, as also emphasized in TPB by Ajzen (1991), where it serves as a core predictor of behavioral intention. These result correspond to the findings reported in earlier research by (Hong et al. 2023; Matharu et al., 2021; J. Wang et al., 2021; Wu & Long, 2024).

SNS do not influence GCI. According to studies by Kamalanon et al. (2022), consumers of eco-friendly products are typically guided by internal motivations rather than social pressure. They tend to act based on personal awareness of environmental issues rather than encouragement from others, such as family or peers. However, when mediated by ATE, SNS significantly impact GCI. According to Yanyan et al. (2023), perceived social support for green behavior fosters a positive attitude toward sustainability products, hence leads to stronger consumption intentions. Thus, SNS indirectly influence intention by shaping ATE. ECN positively influences ATE. In this study by Hong et al. (2023), individuals with higher ECN are tend to develop supportive ATE toward eco-friendly consumption. This is because awareness of environmental degradation encourages positive perceptions of green products (Hu et al., 2024). However, ECN does not directly influence GCI. As noted by Hu et al. (2024), concern alone is insufficient to drive actual behavioral intention, despite

acknowledging environmental issues, consumers may not translate this awareness into concrete action.

However, ECN involves GCI through the mediation of ATE. According to the conclusions of Alam et al. (2024), ECN is insufficient to drive purchase intention, and a positive attitude is one of the key requirements. Therefore, someone who cares about the environment will be encouraged to purchase a product if they believe it is useful or valuable. Therefore, even though ECN does not directly and significantly impact GCI, it positively affects it when mediated by ATE, as attitude acts as a psychological bridge between personal values and actual actions.

HLS has a positive impact on ATE. As stated by Tan et al. (2022), individuals who practice healthy living tend to perceive environmentally friendly food as part of their daily routines to support personal well-being. However, HLS does not directly influence GCI. As stated by Tai et al. (2022), while health-conscious individuals are generally considered tend to prefer healthy food, this does not necessarily extend to environmentally driven consumption. This is because HLS emphasizes personal health benefits, such as balanced nutrition and physical activity, whereas GCI centers on environmental impact, sustainability, and waste reduction.

However, the presence of mediation of ATE between HLS and GCI shows positive results. Based on research by Matharu et al. (2021), a person with a healthy lifestyle tends to have a high concern for both personal health and environmental sustainability. These values significantly shape a positive attitude toward sustainable consumption. This outcome supports the principles outlined in TPB model, which states that ATE is one of the primary predictors of behavioral intentions.

The results confirm a direct positive relationship between SMU and ATE. As noted by Teoh et al. (2022), media coverage serves as a key information source on climate issues, shaping consumer attitudes. With growing engagement on social media platforms, users are increasingly exposed to shared experiences and product-related knowledge within online communities, which further influence attitude formation (Myin et al., 2022). Social media thus functions as a powerful factor for shaping public opinion, personal values, and perceptions related to specific behaviors.

The strong link between SMU and GCI is well recognized. Social media platforms facilitate the dissemination of information concerning green products and their associated benefits, helping consumers make more informed decisions. They also foster communities that promote sustainability lifestyles (Chen & Madni, 2023). Consequently, social media serves as an effective channel for raising awareness, shaping social norms, and encouraging environmentally responsible behavior. Consumers' exposure to influencer driven sustainability content may enhance GCI. Furthermore, SMU positively affects GCI through the mediation of ATE. Myin et al. (2022) discovered that increased social media engagement is linked to more favorable consumer ATE. Positive reviews, posts, and advertisements on social media shape these attitudes by highlighting the environmental benefits of clothing rental, thereby reinforcing GCI.

This study indicates that subsequent research may investigate further variables, including the willingness to pay for sustainability products and cultural disparities affecting attitudes toward green purchasing. Longitudinal research may be employed to comprehend the enduring effects of attitudes on green consumption. Managerial implications entail formulating marketing strategies that emphasize cultivating favorable attitudes towards green consumption, utilizing social media for consumer education, and advocating for environmentally sustainable healthy lives. Moreover, enterprises could partner with governmental agencies and non-governmental organizations to advocate for policies that promote sustainable consumption.

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