



Journal of Management and Business Innovation (JOMBINOV) Volume: 01 Number: 01 December 2025 Page: 78 - 86 ISSN: 3123-6464 (Online)	Environmental Attitude as a Mediator Between Consumer Innovativeness and Purchase Intention: An Empirical Investigation Diah Hermawati¹ ¹ Department of Management, Institute of Economic Pontianak, Indonesia
Article History: Received: 02 Nov2025 Revised: 24 Nov - 2025 Accepted: 06 Dec 2025 Corresponding Author: Diah Hermawati Corresponding E-mail: diah.hermawati@stieponitianak.ac.id	Abstract: This study examines the direct and indirect effects of consumer innovativeness on purchase intention. As a key contribution, the study incorporates environmental attitude as a mediating variable. A quantitative approach was employed, using an online questionnaire distributed to 160 respondents. The sampling technique applied was purposive sampling, targeting university students across Indonesia who met predefined criteria. Prior to hypothesis testing, data quality was assessed through validity and reliability tests. Structural equation modeling using SmartPLS was then utilized to evaluate the proposed hypotheses. The findings indicate that consumer innovativeness has a significant direct effect on purchase intention, suggesting that higher levels of innovativeness correspond to stronger purchase intentions. Moreover, environmental attitude is confirmed to mediate the relationship between consumer innovativeness and purchase intention. Future studies are recommended to incorporate moderating variables such as gender and age to yield deeper insights. Keywords: Environmental Attitude, Consumer Innovativeness, Purchase Intention, Sustainable Consumption, Consumer Behavior

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INTRODUCTION

The growth of production and consumption activities has generated adverse environmental consequences (Oroian et al., 2017). In Indonesia, environmental issues continue to escalate. According to a report by the Indonesian Forum for the Environment (Wahana Lingkungan Hidup Indonesia, 2020), approximately 82.91% of the country's legally controlled land area is currently under corporate management, while 29.75% of coastal and marine areas have also been corporatized. Furthermore, data from IPBES (2018) indicate that Indonesia loses nearly 680,000 hectares of forest annually, accompanied by the degradation of 101 rivers, which fall into the category of moderate to severely polluted. These conditions underscore the urgency and significance of addressing environmental problems through more sustainable approaches.

Nurtjahjadi (2018) suggests that one potential solution is to encourage consumers to begin adopting environmentally friendly or sustainable products. The development and adoption of sustainable products are increasingly recognized as effective strategic responses (Diaz et al., 2021), which can be implemented by leveraging a wide range of available resources (Wang et al., 2021).



Although consumers have demonstrated relatively positive responses toward sustainable products (Altintzoglou, Honkanen & Whitaker, 2021; Irshad, Ahmad & Malik, 2020), the diffusion of such products continues to progress slowly due to a range of persistent challenges (Söderholm, 2020). One strategic approach to accelerating consumer adoption of sustainable products is to develop a more comprehensive understanding of their characteristics and behavioral tendencies (Godey et al., 2016).

Previous studies indicate that a primary driver motivating consumers to adopt new or different products is their level of innovativeness as reflected in their evaluation of product performance and features. Moreover, early adopters are often found to behave as rational and informed decision-makers across various market offerings (Al-Jundi, Shuhaiber & Augustine, 2019). In the context of consumption patterns, these insights suggest that consumer innovativeness should exert a positive influence on the emergence of purchase intentions for sustainable products. Indeed, several studies have empirically confirmed this positive association (Leicht, Chtourou & Ben Youssef, 2018; Li et al., 2021). However, their work also acknowledges several limitations, particularly the highly dynamic nature of consumers' expectations, preferences, and behaviors, which are shaped by multiple factors—especially in the context of sustainable products (Rasool et al., 2017).

Although consumers have shown relatively positive responses toward sustainable products (Altintzoglou, Honkanen, & Whitaker, 2021; Irshad, Ahmad, & Malik, 2020), the diffusion of such products continues to progress slowly due to various challenges (Söderholm, 2020). One essential approach to encouraging consumers to adopt sustainable products is to understand their underlying characteristics (Godey et al., 2016). Prior studies reveal that the primary reason consumers choose to purchase novel and differentiated products lies in their level of innovativeness when evaluating product performance and attributes. Early adopters also tend to be rational decision-makers across different types of offerings (Al-Jundi, Shuhaiber, & Augustine, 2019). In the context of consumption patterns, these findings indicate that consumer innovativeness should exert a positive influence on the emergence of purchase intentions for sustainable products. Several empirical studies have reported such positive effects (Leicht, Chtourou, & Ben Youssef, 2018; Li et al., 2021); however, their work remains constrained by rapidly changing consumer expectations, preferences, and behaviors, particularly in the sustainable product domain (Rasool et al., 2017).

On the other hand, positive engagement with sustainable products is also driven by additional factors, such as pro-environmental attitudes or behaviors that further reinforce consumers' purchase intentions (Hamzah & Tanwir, 2021). The Theory of Planned Behavior (TPB) posits that attitudes significantly shape behavioral intentions. Supporting this premise, Yona and Thamrin (2020) found that sustainable consumption patterns are influenced by several factors, including consumers' environmental attitudes and their level of environmental knowledge.

This study offers both theoretical and contextual contributions. First, the research targets undergraduate students who actively participate in environmental awareness communities across Indonesia. This sampling choice is justified, as students engaged in environmental communities typically demonstrate higher levels of knowledge and environmental awareness than their non-participating peers. Second, this study extends the recommendations of Li et al. (2021), who suggested generalizing their model using other forms of sustainable products—such as second-hand clothing. While their study focused on MBA students in China, the present research explores the perspectives of Indonesian undergraduate students, thereby offering a comparative viewpoint between two different national contexts regarding perceptions of sustainable products. Third, this study introduces a mediating variable as part of its novelty. In particular, it synthesizes concepts from earlier empirical work (Al-Jundi, Shuhaiber, & Augustine, 2019; Zaremohzzabieh et al., 2021) by positioning environmental attitude as a mediating construct within the proposed model.



The rapid growth of production and consumption has generated substantial negative externalities, particularly concerning environmental degradation (Oroian et al., 2017). In Indonesia, environmental problems have continued to escalate. A report by the Indonesian Environmental Forum (Wahana Lingkungan Hidup Indonesia, 2020) indicates that legally designated corporate control now encompasses 82.91% of terrestrial areas and 29.75% of marine territories. Furthermore, IPBES (2018) documents an alarming annual loss of approximately 680,000 hectares of forest, alongside 101 rivers classified as moderately to severely polluted. These developments reflect the urgency of addressing environmental challenges and underscore the need for effective and sustainable solutions. Nurtjahjadi (2018) highlights that one viable approach is shifting consumption toward environmentally friendly or sustainable products. The development and adoption of sustainable products have been recognized as promising strategic avenues (Diaz et al., 2021), which require leveraging diverse resources for effective implementation (Wang et al., 2021).

According to Zhang et al. (2020), *consumer innovativeness* is defined as an individual's inherent tendency to recognize and engage with novel product attributes. This tendency often drives consumers to shift their preferences toward products that they perceive as new or different (Leicht, Chtourou, & Ben Youssef, 2018). Li et al. (2021) further categorize consumer innovativeness into two distinct types: (a) *social innovativeness*, which reflects the propensity to adopt new products motivated by a desire for uniqueness, and (b) *hedonic innovativeness*, which refers to the inclination to adopt new products due to intrinsic stimulation or pleasure-seeking motives.

Hwang, Park, and Kim (2020) argue that consumer innovativeness can directly influence consumer behavior, particularly purchase intention. In addition, consumer innovativeness is recognized as a determinant of perceived new value, which subsequently shapes consumers' intentions to purchase a given product (Al-Jundi, Shuhaimi, & Augustine, 2019). This argument is reinforced by Sohaib, Kang, and Nurunnabi (2019), who demonstrate that the consumer innovativeness dimension exerts a strong influence on purchase intention across specific consumer segments.

Innovativeness and attitude are two interrelated constructs, wherein innovativeness refers to the extent to which consumers are willing to try new things, while attitude encompasses observable consequences associated with behavioural tendencies (Ismail & Mokhtar, 2016). In their study, Li et al. (2021) define environmental attitude as a form of attitude that may be stimulated by consumers' heightened levels of perceived innovativeness. This finding aligns with earlier research by Li et al. (2021), which revealed that consumer innovativeness influences attitudes, particularly pro-environmental attitudes.

According to Chang and Watchravesringkan (2018), environmental attitude is one of the core dimensions within the Theory of Planned Behaviour, which consists of: (a) attitude; (b) subjective norms; and (c) perceived behavioural control. Meanwhile, purchase intention is understood as an action directed toward purchasing behaviour, driven by attractive and effective offerings (Silva et al., 2019). Alternatively, purchase intention is also defined as a behavioural tendency arising from a belief in the superiority and uniqueness of a given product or service (Putu et al., 2020).

Several previous studies have identified environmental attitude as a key driver of purchase intention. Trivedi, Patel, and Acharya (2018) support this view by demonstrating that environmental attitude plays a critical role in shaping consumers' intention to purchase environmentally oriented products. Similarly, Costa et al. (2021) found that environmental attitude serves as an antecedent formed through consumers' evaluation of the salient outcomes associated with such attitudes. Hamzah and Tanwir (2021) further highlight that environmental attitude, as one of the specific pro-environmental factors, exerts a positive influence on consumers' purchase intentions.



Environmental attitude is also incorporated as one of the components within the Theory of Planned Behaviour (1991), which posits that consumer behaviour is largely driven by intention. In addition, Schiffman and Kanuk (2010) define purchase intention as a favourable consumer attitude toward an object accompanied by a willingness to pay for it through monetary or other forms of sacrifice. Naeem (2019) similarly conceptualizes purchase intention as an interest in purchasing that arises from various motivations or influencing factors.

Based on this discussion, the researcher posits that environmental attitude may serve as an important factor that enhances consumers' purchase intentions, particularly when expressed through their high level of innovativeness toward new products or experiences. Consumers with stronger and more open innovativeness are considered better equipped to make independent decisions, including the likelihood of forming purchase intentions for sustainable products, reinforced by their pro-environmental attitudes.

METHODS

This study employs a quantitative approach. The sample consists of 160 active members of environmental awareness communities in Indonesia. This sampling frame was selected because members of such communities are assumed to have a high level of engagement with environmental issues. A purposive sampling technique was used, with the inclusion criteria requiring respondents to be at least 18 years old, Indonesian citizens, university students, and active members of an environmental awareness community.

Several analytical techniques were utilized in this study. Descriptive statistics were applied to illustrate the characteristics of the respondents, while data analysis was conducted using the partial least squares (PLS) approach.

RESULT AND DISCUSSION

RESULT

The characteristics of the respondents in this study are presented in Table 1. The table indicates that the majority of respondents were aged between 16 and 20 years (51.9%). Furthermore, most respondents were undergraduate students (86.9%), and the majority were domiciled on Java Island (92.5%). These findings suggest that the respondents in this study adequately met the predetermined selection criteria.

Table 1. Respondent Characteristics

Description	Category	Frequency	Percentage
Age	16-20	83	51,9
	21-25	59	36,9
	26-30	10	6,3
	31-35	3	1,9
	>35	5	3,1
Education	S1/D1/D2/D3	150	86,9
	S2	9	5,6
	S3	1	0,6
Residence	Jawa	148	92,5
	Kalimantan	3	1,9
	Another Jawa -	9	5,6
	Kalimantan		

Source: Primary Data, 2025

To ensure the quality of the data, validity and reliability tests were conducted. In this study, the validity test employed outer loading values, as presented in Figure 1. The figure shows that each indicator across the three variables exhibits an outer loading value greater than 0.70; therefore, no construct needed to be removed from the research model.



Furthermore, Table 2 indicates that the AVE values for each variable exceed 0.50. Based on these two criteria, it can be concluded that the instruments used in this study are valid. The validity test is complemented by a reliability assessment using Cronbach's alpha and composite reliability. Table 2 also shows that the Cronbach's alpha and composite reliability values are all above 0.70, indicating that all instruments used in the questionnaire are reliable.

Table 2. Validity and Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	AVE
Consumer Innovativeness	0,874	0,902	0,570
Environmental Attitude	0,826	0,883	0,655
Purchase Intention	0,825	0,876	0,587

Source: Primary Data, 2025

The subsequent stage in the hypothesis testing involved estimating the structural model by examining the R^2 values generated through SmartPLS for each latent variable (Ghozali & Latan, 2015). The R^2 value reflects the extent to which the variance of a construct can be explained by the proposed model.

Table 3. Results of the R-Square Analysis

Variable	R Square	Adjusted R Square
Environmental Attitude	0,398	0,394
Purchase Intention	0,539	0,533

Source: Primary Data, 2025

For the Environmental Attitude variable, the R-square value is 0.398, indicating that consumer innovativeness explains 39.8% of the variance in environmental attitude. Furthermore, the Purchase Intention variable has an R-square value of 0.539, suggesting that consumer innovativeness and environmental attitude jointly explain 53.9% of the variance in purchase intention.

Table 4. Direct Effect Analysis Results

Direct Effect	Original Mean	T-Statistic	P-value	Description
Consumer Innovativeness → Environmental Attitude	0,631	10,504	0,000	Significant
Consumer Innovativeness → Purchase Intention	0,558	7,171	0,000	Significant
Environmental Attitude → Purchase Intention	0,241	2,830	0,005	Significant

Source: Primary Data, 2025

In Table 4, the results of the direct hypothesis testing are presented. The direct effect of consumer innovativeness on environmental attitude shows an original sample value of 0.631 with a positive sign, indicating that the two variables are positively related. The T-statistic value of 10.504 is greater than 1.96, leading to the conclusion that the hypothesis is supported. This implies that the higher the level of consumer innovativeness possessed by a student, the stronger their environmental attitude, and vice versa.

Furthermore, the direct effect of consumer innovativeness on purchase intention shows an original sample value of 0.558 with a positive sign, indicating a positive relationship between the two variables. The T-statistic value of 7.171 exceeds the threshold of 1.96, allowing the conclusion that the hypothesis is supported. Hence, the higher the consumer innovativeness a student possesses, the greater their purchase intention, and vice versa.



In the third effect, the direct influence of environmental attitude on purchase intention shows an original sample value of 0.241 with a positive sign, indicating a positive relationship between the two variables. The T-statistic value of 2.830 is greater than 1.96, confirming that the hypothesis is supported. This suggests that the stronger the environmental attitude of a student, the higher their purchase intention, and vice versa.

Table 5. Indirect Effect Analysis Results

Indirect Effect	Original Mean	T-Statistic	P-Value	Description
Consumer Innovativeness → Environmental Attitude → Purchase Intention	0.152	2.494	0.013	Significant

Source: Primary Data, 2025

Consistent with Hayes and Scharkow (2013) in testing mediation, Table 6 presents the results of the indirect effect analysis. The table shows that the mediating role of environmental attitude in the relationship between consumer innovativeness and purchase intention yields a T-statistic value of 2.494, which exceeds the threshold of 1.96. This indicates that environmental attitude significantly mediates the effect of consumer innovativeness on purchase intention.

DISCUSSION

The Effect of Consumer Innovativeness on Purchase Intention

This study found a significant effect of consumer innovativeness on purchase intention. The results corroborate previous findings by Zhang et al. (2020), Leicht et al. (2021), and Jiang et al. (2022), which suggest that consumer innovativeness positively enhances purchase intention. The findings indicate that consumers with a high level of innovativeness are more likely to respond proactively to a product, thereby fostering stronger purchase intentions.

Consumer innovativeness reflects the degree to which consumers are receptive to adopting new and distinct products or experiences. In this study, the results confirm that heightened consumer innovativeness significantly contributes to the emergence of purchase intention.

The Effect of Consumer Innovativeness on Environmental Attitude

The findings also reveal a positive relationship between consumer innovativeness and environmental attitude. These results reinforce prior research conducted by Li et al. (2021), which demonstrated that consumer innovativeness influences environmental attitude. The study confirms that higher levels of consumer innovativeness are associated with stronger environmental attitudes, particularly among consumers committed to environmental preservation.

In the context of sustainable products, the findings indicate that consumer innovativeness significantly shapes environmental attitudes, suggesting that innovative consumers are more likely to develop pro-environmental perspectives.

The Effect of Environmental Attitude on Purchase Intention

This research further identified a positive effect of environmental attitude on purchase intention, supporting previous studies by Trivedi, Patel & Acharya (2018), Cheng & Zhang (2021), and Chen et al. (2018). The results indicate that specific consumer attitudes can shape their behavioral responses, including the formation of purchase intention. This aligns with the Theory of Planned Behavior (TPB), which posits that behavior is influenced by intention, and that intention is shaped in part by attitudes toward the behavior.

The study demonstrates that strong pro-environmental attitudes positively affect purchase intention, particularly in the context of sustainable products. This reflects the cognitive alignment experienced by consumers in executing environmentally friendly behaviors, whereby committed consumers translate their attitudes into tangible pro-ecological actions.



The Mediating Role of Environmental Attitude in the Relationship between Consumer Innovativeness and Purchase Intention

The results indicate that environmental attitude effectively mediates the relationship between consumer innovativeness and purchase intention. This suggests that consumers with a pro-environmental attitude are more likely to exhibit heightened purchase intention, particularly when supported by high levels of innovativeness toward new and distinct products or experiences, such as consuming sustainable goods. These findings reinforce those of Li et al. (2021), which highlighted that consumer innovativeness can trigger pro-environmental attitudes among members of environmentally conscious communities, ultimately influencing their purchase intentions.

In the context of sustainable products, innovative consumers with strong environmental attitudes are more likely to act consistently with their commitment to environmental well-being, resulting in higher intention to purchase environmentally friendly products.

CONCLUSION

The findings of this study contribute to several theoretical frameworks. First, the theory of innovativeness developed by Midgley & Dowling (1978) explains that the concept of innovativeness pertains to the adoption of new or different products. This theory emphasizes that each consumer possesses a distinct level of innovativeness, which reflects the extent to which they are willing to make decisions to obtain or embrace new experiences (Kuswati & Irmawati, 2018). Second, environmental attitude, as incorporated within the Theory of Planned Behavior (TPB) and developed by Ajzen (1991), explains that consumer behavior is largely influenced by intention, and the likelihood of an individual performing a behavior depends on the strength of that intention (Owusu et al., 2020). These theoretical perspectives align with the findings of this study, which demonstrate that pro-environmental attitudes serve as a key determinant of how consumers perceive products or experiences.

From a practical perspective, the findings suggest that promoting pro-environmental attitudes can serve as a strategy to encourage individuals or groups to contribute to environmental preservation by choosing to consume environmentally friendly or sustainable products in the future.

This study has several limitations. First, it was conducted solely in Indonesia with a sample consisting of members of pro-environmental communities; therefore, the findings may not fully represent consumer innovativeness at a broader population level. Second, the study focused exclusively on sustainable products as the primary research object, which limits the generalizability of the findings to other types of products or experiences. Future research is recommended to include moderating variables such as gender and age to provide a more comprehensive understanding of the relationships studied.

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