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The Influence of Perceived Consumer Effectiveness and Green Perceived Value on Green Purchase Intention: Mediating and Moderating Mechanisms in Pijak Bumi

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Abstract: The fashion industry has become one of the largest contributors to environmental problems, encouraging the emergence of environmentally friendly consumption behavior. However, consumers' positive attitudes toward sustainable products do not always lead to purchase intentions. This study aims to analyze the influence of perceived consumer effectiveness and green perceived value on green purchase intention through attitude towards green product, with price sensitivity as a moderating variable among prospective consumers of Pijak Bumi sustainable footwear products. This research employed a quantitative approach with descriptive and explanatory research designs. Data were collected from 389 respondents using a structured questionnaire and analyzed through Structural Equation Modeling–Partial Least Squares. The findings indicate that green perceived value and attitude towards green product have a positive and significant effect on green purchase intention, whereas perceived consumer effectiveness does not directly influence green purchase intention. Nevertheless, perceived consumer effectiveness and green perceived value significantly influence attitude towards green product, which also mediates their relationship with green purchase intention. In contrast, price sensitivity does not moderate the relationship between attitude towards green product and green purchase intention. These findings highlight the important role of consumers' positive attitudes in strengthening purchase intentions toward sustainable footwear products.

Keywords: Perceived Consumer Effectiveness, Green Perceived Value, Attitude towards Green Product, Green Purchase Intention, Price Sensitivity.

INTRODUCTION

Global fashion production has nearly doubled over the past 15 years due to the expansion of the global middle class and increased per capita consumption in developed countries. It is projected to continue growing in line with the forecasted 400% increase in global GDP by 2050 (Ellen Macarthur Foundation, 2017). The fashion industry is recognized as one of the largest contributors to social and environmental problems and ranks as the world's second-largest polluting industry (Muthukumarana et al., 2018). In Indonesia, the textile industry generates

approximately 2.3 million tons of textile waste annually, yet only 0.3 million tons are recycled (Tinkerlust, 2022). This substantial production volume leads to intensive natural resource consumption and large amounts of production waste, threatening ecosystem balance and exacerbating the environmental crisis.

The worsening environmental condition has encouraged a shift in consumer behavior toward green consumerism as a reflection of growing awareness of sustainability issues. More than half of Indonesian consumers have purchased or consumed environmentally friendly and sustainable products, while only 16% have never purchased sustainable products (Snapcart, 2024). However, within the green fashion sector, actual purchasing behavior remains relatively low (Charista & Paramita, 2023). Although consumers generally hold positive attitudes toward green consumption, these attitudes do not always translate into purchase intentions or actual purchasing behavior, resulting in the attitude–intention gap phenomenon (J. Wang et al., 2021). Furthermore, 22% of consumers perceive sustainable products as being more expensive than conventional products, while 13% continue to prefer conventional products because they are considered to offer better value in terms of price and quality (Snapcart, 2024).

As one of Indonesia's local footwear fashion brands that has successfully entered international markets, including Japan, Pijak Bumi contributes to the growing sustainability movement by offering products that emphasize environmentally friendly principles. Established in 2016 in Bandung, Pijak Bumi is a pioneer in sustainable footwear, utilizing organic, recycled, and biodegradable materials in its products. Based on customer reviews across various online marketplaces, such as Shopee and Tokopedia, consumers' interest in Pijak Bumi's environmentally friendly concept is not always accompanied by entirely positive evaluations of its products. Some consumers reported being attracted to the brand because of its sustainability values, yet they still expressed concerns regarding product comfort, finishing quality, and size accuracy. In addition, the relatively higher prices of Pijak Bumi's products compared with conventional alternatives remain an important consideration in consumers' purchasing decisions. Therefore, understanding how green purchase intention is formed is essential, as consumers' decisions to purchase environmentally friendly products are influenced not only by positive attitudes toward the environment but also by various other factors they take into consideration.

In the context of environmentally friendly products, green purchase intention is influenced by various considerations, including environmental concern, perceived value, individual beliefs, attitudes, social influence, and cost-related factors (Februadi et al., 2022; Kumar et al., 2021; Pandey & Yadav, 2023). Furthermore, marketers may benefit from considering additional factors, such as green perceived value (Chaudhary, 2018). In the context of decision-making regarding environmentally friendly products, consumers not only develop perceptions of Pijak Bumi's value but also form an attitude toward green products based on their evaluations of the products. Previous studies have shown that the attitude–intention gap is influenced by demographic characteristics as well as external factors, such as price sensitivity, green purchase intention, and the availability of environmentally friendly products in the market (Srivastava & Gupta, 2022). Although consumers' attitudes toward green products have been found to influence green purchase intention, the strength of this relationship may vary across individuals and can be affected by other variables acting as moderators. Consumers may hold positive attitudes toward environmentally friendly products; however, a high level of price sensitivity may hinder the translation of these attitudes into purchase

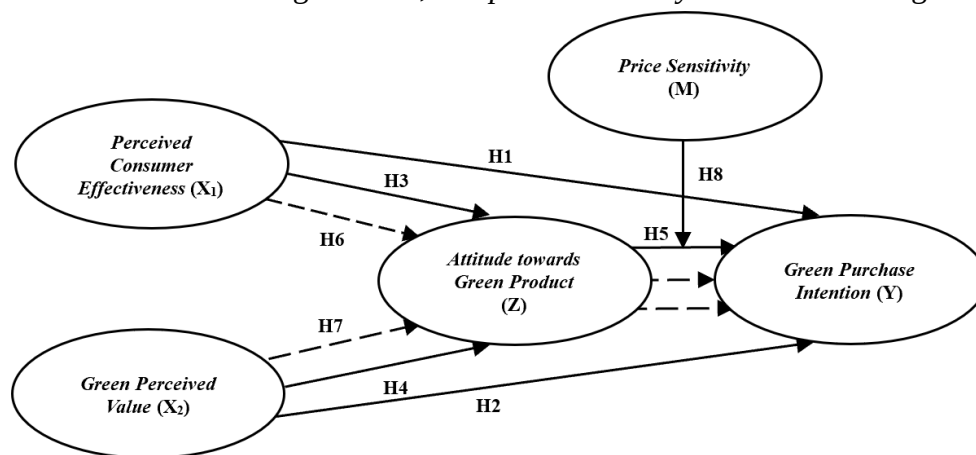
intentions, particularly when such products are perceived as relatively expensive (Bhutto et al., 2020).

Nevertheless, previous studies have reported inconsistent findings regarding the effects of perceived consumer effectiveness, green perceived value, and attitude toward green products on green purchase intention. In addition, the mediating role of attitude toward green products and the moderating role of price sensitivity have also produced inconsistent results across previous studies. Furthermore, most existing research has been conducted in different national contexts or on different research objects, with limited attention given to Indonesian local sustainable footwear brands such as Pijak Bumi. Therefore, this study was designed to address the following research questions: (1) Do perceived consumer effectiveness and green perceived value influence green purchase intention? (2) Do perceived consumer effectiveness and green perceived value influence attitude toward green products? (3) Does attitude toward green products influence green purchase intention? (4) Does attitude toward green products mediate the effects of perceived consumer effectiveness and green perceived value on green purchase intention? and (5) Does price sensitivity moderate the relationship between attitude toward green products and green purchase intention for Pijak Bumi footwear products?

METHOD

Research Design

This study employed a quantitative research approach. Specifically, it adopted both descriptive and explanatory research designs. The descriptive design was used to describe the characteristics of the phenomenon and the target population, whereas the explanatory design was employed to examine the causal relationships among the research variables. The study comprised five variables: *perceived consumer effectiveness* and *green perceived value* as the independent variables, *green purchase intention* as the dependent variable, *attitude toward green products* as the mediating variable, and *price sensitivity* as the moderating variable.



Source: Processed by the authors (2026)

Figure 1. Conceptual Framework

Population and Sample

The target population of this study consisted of Indonesian consumers who were aware of Pijak Bumi as an environmentally friendly footwear brand. A *non-probability sampling* technique with a *purposive sampling* method was employed. Respondents were required to meet the following criteria: (1) be at least 18 years old; (2) have knowledge of or have previously obtained information about Pijak Bumi through social media, *marketplaces*, the company's website, or other sources; (3) have the intention to purchase Pijak Bumi products;

and (4) have never purchased Pijak Bumi products. The minimum sample size was determined using Cochran's formula for an infinite population with a 95% confidence level, a 5% margin of error, and a population proportion of 50%, resulting in a minimum sample size of 385 respondents (Cochran, 1977)

Research Instrument

This study employed a structured questionnaire using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (H. Ghodang, 2020). The research instrument measured five variables. The perceived consumer effectiveness construct was adapted from Straughan & Roberts (1999), comprising the indicators of consumer effectiveness, consumer impact, individual contribution, and consumer role. The green perceived value construct was adapted from Sangroya & Nayak (2017) and Sheth et al. (1991), encompassing emotional value, functional value, conditional value, and social value. The attitude toward green products construct was adapted from Chan (2001) and Taylor & Todd (1995), consisting of the indicators cognitive evaluation, affective response, and overall evaluation. The green purchase intention construct was adapted from Chan (2001) and Taylor & Todd (1995), comprising green purchase consideration, brand switching intention, and planned green purchase. Finally, the price sensitivity construct was adapted from Goldsmith & Newell (1997) and Goldsmith et al. (2005), consisting of the indicators willingness to pay more, price tolerance, price sensitivity, and price acceptance. The questionnaire was developed based on the guidelines proposed by H. Ghodang (2020).

Research Procedure

Data were collected using a structured online questionnaire administered through Google Forms. The questionnaire was distributed to prospective Pijak Bumi consumers via WhatsApp and Instagram. The research procedure consisted of three stages: developing the questionnaire based on previous studies, distributing the questionnaire to respondents who met the predetermined criteria, and processing and analyzing the collected data. Primary data were obtained directly from respondents' questionnaire responses, whereas secondary data were collected from academic journals and other relevant literature (H. Ghodang, 2020).

Data Analysis

The data were analyzed using descriptive statistical analysis and Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4 software. SEM-PLS was selected because it is appropriate for examining complex relationships among latent variables and testing predictive models (Hair et al., 2014). Descriptive statistical analysis was used to describe respondents' characteristics and the distribution of responses for each research variable. Meanwhile, SEM-PLS analysis consisted of evaluating the measurement model (*outer model*) and the structural model (*inner model*) (Hamid & Anwar, 2019). The measurement model was evaluated through *convergent validity*, *discriminant validity*, Cronbach's alpha, and composite reliability to assess the validity and reliability of the research instrument (Hair et al., 2021). The structural model was evaluated using the R^2 , f^2 , and path coefficient values to examine the explanatory power of the model and the relationships among the constructs. The significance of the hypothesized relationships was determined using the bootstrapping procedure with a significance level of 5% (Ghozali & Latan, 2015; Muhson, 2022).

RESULTS AND DISCUSSION

Respondent Profile

A total of 389 respondents participated in this study. Most respondents were female (53.0%), aged 23–28 years (36.2%), and domiciled in West Java (30.3%), followed by DKI Jakarta (23.9%). Based on occupation, students constituted the largest proportion of respondents (33.2%), followed by private employees (30.6%). Most respondents reported a monthly income of IDR 5,000,001–7,500,000 (39.6%) and monthly expenditure of IDR 500,000–2,500,000 (41.4%). In terms of educational background, most respondents held a bachelor's degree (40.6%), indicating that the majority of participants were relatively well educated and represented consumers with sufficient purchasing power and awareness of environmentally friendly products.

Measurement Model

Table 1. Measurement Model Assessment

Construct	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Perceived Consumer Effectiveness (PCE)	0.789–0.805	0,632	0,806	0,873
Green Perceived Value (GPV)	0.814–0.877	0,731	0,877	0,916
Attitude towards Green Product (ATP)	0.798–0.845	0,669	0,753	0,859
Green Purchase Intention (GPI)	0.811–0.852	0,697	0,782	0,783
Price Sensitivity (PS)	0.772–0.806	0,615	0,791	0,864

Source: SmartPLS 4 output (2026)

The measurement model demonstrated satisfactory validity and reliability. All indicators exhibited outer loading values above 0.70, indicating adequate indicator reliability. The AVE values ranged from 0.615 to 0.731, exceeding the recommended threshold of 0.50, thereby confirming convergent validity. Furthermore, all constructs achieved Cronbach's alpha and composite reliability values above 0.70, suggesting that the measurement instrument was reliable.

Structural Model

Table 2. Effect Size (f^2)

Construct	f^2	Effect
PCE → GPI	0,003	Negligible
GPV → GPI	0,028	Small
PCE → ATP	0,275	Medium
GPV → ATP	0,065	Small
ATP → GPI	0,375	Large
PS → GPI	0,060	Small

Source: SmartPLS 4 output (2026)

The structural model showed that attitude towards green product explained by perceived consumer effectiveness and green perceived value accounted for 47.4% of its variance ($R^2 = 0.474$). Meanwhile, green purchase intention was explained by perceived consumer effectiveness, green perceived value, attitude towards green product, and price sensitivity with an R^2 value of 0.621, indicating moderate explanatory power. The f^2 analysis further revealed that attitude towards green product had the largest effect on green purchase intention ($f^2 =$

0.375), while perceived consumer effectiveness had a moderate effect on attitude towards green product ($f^2 = 0.275$).

Hypothesis Testing

Tabel 3. Hypothesis Testing

Hypotesis	Path Coeff. (β)	<i>T statistics</i>	<i>P Value</i>	Result
PCE (X1) $\rightarrow$ GPI (Y)	-0,049	0,070	0,453	Rejected
GPV (X2) $\rightarrow$ GPI (Y)	0,162	2,176	0,030	Supported
PCE (X1) $\rightarrow$ ATP (Z)	0,503	5,409	0,000	Supported
GPV (X2) $\rightarrow$ ATP (Z)	0,245	2,128	0,033	Supported
ATP (Z) $\rightarrow$ GPI (Y)	0,541	5,478	0,000	Supported
PCE (X1) $\rightarrow$ ATP (Z) $\rightarrow$ GPI (Y)	0,272	3,471	0,001	Supported
GPV (X2) $\rightarrow$ ATP (Z) $\rightarrow$ GPI (Y)	0,133	2,449	0,014	Supported
PS (M) $\times$ ATP (Z) $\rightarrow$ GPI (Y)	-0,003	0,101	0,919	Rejected

Source: SmartPLS 4 output (2026)

The hypothesis testing results showed that six of the eight proposed hypotheses were supported, while two hypotheses were rejected. As presented in Table 3, perceived consumer effectiveness did not significantly affect green purchase intention ($\beta = -0.049$; $p = 0.453$); therefore, H1 was rejected. This finding indicates that consumers' belief in their ability to contribute to environmental protection through purchasing decisions is insufficient to directly encourage their intention to purchase Pijak Bumi products. According to the Theory of Planned Behavior Ajzen (1991), behavioral beliefs do not automatically translate into behavioral intentions, as individuals first evaluate the behavior before forming purchase intentions. Accordingly, consumers may recognize the importance of environmental responsibility while still considering other product attributes, such as quality, comfort, design, and price, before deciding to purchase environmentally friendly footwear. This finding is consistent with Lavuri (2022), Minh & Nga (2024), Neumann et al. (2021), Sun & Wang (2019), and Wang (2020), who likewise reported that perceived consumer effectiveness does not directly influence green purchase intention.

Conversely, Table 3 shows that green perceived value positively and significantly affected green purchase intention ($\beta = 0.162$; $p = 0.030$), supporting H2. This finding suggests that consumers are more likely to purchase Pijak Bumi products when they perceive greater environmental, functional, emotional, and social value from the products. The Theory of Planned Behavior explains that favorable evaluations of an object contribute to stronger behavioral intentions Ajzen (1991). In the context of Pijak Bumi, consumers appear to appreciate not only the environmental benefits of sustainable footwear but also its quality and overall product value. This finding supports previous studies demonstrating that green perceived value is a significant predictor of green purchase intention (Amalia et al., 2021; Chaudhary, 2018; Dangelico et al., 2022; Ngo et al., 2024; Pandey & Yadav, 2023; Van Hoang & Tung, 2024).

The results further indicate that both perceived consumer effectiveness ($\beta = 0.503$; $p < 0.001$) and green perceived value ($\beta = 0.245$; $p = 0.033$) significantly influenced attitude towards green product, supporting H3 and H4. These findings demonstrate that consumers who believe their purchasing decisions contribute to environmental preservation and who perceive high value in environmentally friendly products tend to develop more favorable attitudes toward green products. This is consistent with the Theory of Planned Behavior, which proposes

that attitudes are formed through individuals' beliefs and evaluations of behavioral outcomes Ajzen (1991). The findings are also in line with previous studies, confirming that both perceived consumer effectiveness and green perceived value contribute to developing positive attitudes toward environmentally friendly products (Emekci, 2019; Jaiswal & Kant, 2018; Kim & Kim, 2025; Lavuri, 2022; Paul et al., 2016).

As shown in Table 3, attitude towards green product exerted the strongest positive effect on green purchase intention ($\beta = 0.541$; $p < 0.001$), supporting H5. This finding confirms the central proposition of the Theory of Planned Behavior that attitude is one of the primary determinants of behavioral intention Ajzen (1991). Consumers who hold favorable evaluations of Pijak Bumi products are therefore more likely to intend to purchase them. The relatively high path coefficient indicates that attitude plays a more important role than the other predictors in explaining consumers' purchase intentions. This result is consistent with previous studies, stated that attitude not only influences green purchase intention (Bailey et al., 2016; Chanda et al., 2023; Y. C.; Mehraj & Qureshi, 2022; Siripipatthanakul et al., 2022), but is also the strongest determinant of that influence (Mehraj & Qureshi, 2022; Vieira et al., 2025)

Table 4 further indicates that attitude towards green product significantly mediated the relationship between perceived consumer effectiveness and green purchase intention ($\beta = 0.272$; $p = 0.001$), thereby supporting H6. This finding suggests that consumers' belief in their ability to contribute to environmental protection does not directly encourage purchase intention but instead first develops positive attitudes toward green products, which subsequently strengthen purchase intention. This result explains why the direct effect of perceived consumer effectiveness on green purchase intention was not significant. According to the Theory of Planned Behavior (Ajzen, 1991), attitude functions as a psychological mechanism linking behavioral beliefs with behavioral intention. The finding is consistent with Emekci (2019), Jaiswal & Kant (2018), and Lavuri (2022), who likewise found that attitude towards green product mediates the influence of perceived consumer effectiveness on green purchase intention.

Similarly, attitude towards green product significantly mediated the relationship between green perceived value and green purchase intention ($\beta = 0.133$; $p = 0.014$), supporting H7. This finding indicates that consumers who perceive greater value in Pijak Bumi products first develop favorable attitudes before forming purchase intentions. In accordance with the Theory of Planned Behavior, positive evaluations of product benefits strengthen attitudes, which subsequently increase behavioral intentions Ajzen (1991). Thus, perceived product value alone is insufficient to maximize purchase intention unless it is accompanied by positive attitudes toward the product. This finding supports previous studies by Amalia et al. (2021), Ngo et al. (2024), and Van Hoang & Tung (2024), who also reported the mediating role of attitude in the relationship between green perceived value and green purchase intention.

Finally, as presented in Table 4, price sensitivity did not significantly moderate the relationship between attitude towards green product and green purchase intention ($\beta = -0.003$; $p = 0.919$); therefore, H8 was rejected. This finding indicates that consumers' positive attitudes toward Pijak Bumi products continue to encourage purchase intention regardless of their level of price sensitivity. According to the Theory of Planned Behavior Ajzen (1991), attitude is a primary determinant of behavioral intention. In this study, consumers appeared to place greater emphasis on product quality, environmental benefits, and sustainability values than on price considerations. Consequently, differences in price sensitivity neither strengthened nor weakened the influence of attitude on purchase intention. This finding is consistent with Saragi

(2025), who also reported that price sensitivity did not moderate the relationship between attitude and green purchase intention.

CONCLUSION

This study examined the effects of perceived consumer effectiveness and green perceived value on green purchase intention through attitude towards green product, with price sensitivity as a moderating variable in the context of Pijak Bumi sustainable footwear. The findings revealed that green perceived value and attitude towards green product positively influenced green purchase intention, whereas perceived consumer effectiveness had no direct effect on green purchase intention. However, perceived consumer effectiveness positively influenced attitude towards green product, indicating that consumers' environmental beliefs contribute to the development of favorable attitudes rather than directly encouraging purchase intention. In addition, both perceived consumer effectiveness and green perceived value indirectly increased green purchase intention through attitude towards green product, confirming the mediating role of attitude in translating consumers' environmental beliefs and perceived value into purchase intentions.

Furthermore, attitude towards green product emerged as the strongest determinant of green purchase intention, highlighting its central role within the Theory of Planned Behavior. In contrast, price sensitivity did not moderate the relationship between attitude towards green product and green purchase intention, suggesting that consumers' positive evaluations of Pijak Bumi products remain influential regardless of differences in price sensitivity. These findings imply that strengthening consumers' positive attitudes by enhancing the perceived value of sustainable products may be more effective than relying solely on consumers' environmental beliefs or pricing strategies to encourage green purchase intention.

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