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The Intention Gap Between Environmental Attitudes and Green Purchase Behavior in Personal Care Product Purchases by Women with Children

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ABSTRACT

A rise in environmental challenges owing to society consumption patterns highlights the importance of Green Purchase Behavior, especially in the context of buying personal care products. Environmental Attitude is a suggested factor influencing the tendency toward Green Purchase Behavior since women with children play significant roles in family purchasing. However, research on the relationship between Environmental Attitude and Green Purchase Behavior shows varied findings and inconsistent. This study aims to examine the effect of Environmental Attitude on Green Purchase Behavior among women with children when purchasing personal care products. A quantitative approach was used, employing scales for Environmental Attitude adapted from Dunlap., et al (2000) and Green Purchase Behavior Scale adapted from Lee (2007). The study sample consisted of 135 women with children who are aware of eco-friendly personal care products. Analysis results show that Environmental Attitude significantly influences Green Purchase Behavior, accounting for 9.3% of the effect, while the remaining influence comes from other factors not studied here. This indicates that higher Environmental Attitude levels correspond to a greater tendency toward Green Purchase Behavior. However, the independent variable's influence is relatively low, implying that other factors also affect Green Purchase Behavior. The findings are expected to shed light on the role of environmental attitudes in shaping green purchasing behavior, as well as serve as a foundation for developing social and educational initiatives that encourage pro-environmental purchasing practices among communities while guiding industries in supporting environmentally responsible consumer behavior.

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1. Introduction

Environmental degradation has become one of the most critical global challenges of the twenty-first century because it threatens ecological sustainability, public health, and economic development. Rapid urbanization, industrial expansion, population growth, and increasing consumption have intensified environmental pressures across countries, leading to biodiversity

loss, ecosystem degradation, climate change, pollution, and excessive waste generation. Environmental degradation occurs when natural resources are exploited faster than they can recover, resulting in declining environmental quality and reduced ecosystem functions that support human life (Ali & Rahman, 2024). Consequently, environmental sustainability has become an important concern among governments, industries, researchers, and society, requiring collaborative efforts to minimize environmental damage while maintaining economic and social development.

One of the primary drivers of environmental degradation is unsustainable consumption. Increasing demand for goods and services has accelerated resource extraction, energy consumption, industrial production, and waste generation worldwide. Modern lifestyles encourage consumers to purchase products more frequently, many of which have relatively short life cycles and produce significant amounts of waste after use. White et al. (2025) explain that sustainability issues today are closely related to consumer behavior because purchasing decisions collectively determine production patterns, resource utilization, and environmental impacts. Similarly, Ramadhanti et al. (2024) argue that overconsumption has become one of the major contributors to environmental problems, particularly through excessive household consumption and the increasing use of disposable products.

Indonesia faces similar environmental challenges. Despite considerable economic growth over recent decades, environmental quality has declined due to industrial expansion, urban development, and unsustainable resource utilization. According to Kementrian Kehutanan (2025), deforestation remains one of Indonesia's most pressing environmental issues, contributing to biodiversity loss and ecosystem degradation. In addition, Zahroh and Najicha (2022) argue that environmental degradation in Indonesia is strongly associated with industrial activities, economic growth, and inadequate environmental law enforcement. These challenges demonstrate that economic development, although beneficial for improving living standards, simultaneously increases pressure on natural ecosystems when not accompanied by sustainable environmental management.

Waste management has become another major environmental concern in Indonesia. Population growth and increased consumption continue to generate substantial amounts of municipal solid waste every year. According to Sistem Informasi Pengelolaan Sampah Nasional (2025), approximately 65.73% of Indonesia's waste in 2025 was unmanaged properly and remained in the environment. Poor waste management contributes to pollution of rivers, oceans, soil, and urban environments, threatening both ecosystem health and human well-being. Moreover, increasing household consumption has intensified domestic waste production, making households one of the largest contributors to environmental pollution (Pirmana et al., 2021). These findings indicate that environmental degradation cannot be attributed solely to industrial activities but is also closely associated with everyday consumption behavior.

Household consumption has attracted increasing attention because it contributes significantly to environmental degradation through the continuous purchase, use, and disposal of consumer products. Unlike industrial production, household consumption directly reflects consumers' purchasing decisions, making individuals important actors in achieving environmental sustainability. Every purchasing decision influences production activities, natural resource utilization, packaging waste, transportation emissions, and post-consumption waste management. Therefore, encouraging sustainable consumption has become one of the primary strategies for reducing environmental impacts while promoting responsible consumer behavior (White et al., 2025).

Among various categories of household consumption, personal care products represent one of the fastest-growing consumer markets worldwide. Products such as shampoo, soap, facial

cleansers, moisturizers, cosmetics, deodorants, toothpaste, and skincare products are used routinely and repeatedly, resulting in high consumption rates throughout consumers' lives. Unlike durable goods, personal care products are purchased frequently because they are consumed within relatively short periods. Consequently, the environmental impacts associated with these products accumulate continuously through packaging waste, plastic pollution, chemical residues, and carbon emissions generated during production, transportation, consumption, and disposal.

The environmental implications of personal care product consumption have become increasingly concerning due to the industry's rapid expansion. CNBC Indonesia (2024) reported that Indonesian consumers spend nearly three trillion rupiah annually on beauty products, exceeding expenditure on several other consumer product categories. This trend illustrates the growing importance of personal care products within household consumption while simultaneously indicating increasing environmental consequences associated with their production and disposal. Furthermore, Nita (2024) reported that the fast beauty industry contributes approximately 6.8 million tons of plastic waste annually, demonstrating that personal care products have become one of the significant contributors to environmental pollution.

The environmental impacts of personal care products extend beyond plastic packaging waste. Many conventional products contain chemical substances that may contaminate water bodies and soil ecosystems after disposal. In addition, product packaging often relies on single-use plastics that require hundreds of years to decompose naturally. Consequently, repeated purchasing and disposal of personal care products substantially increase environmental burdens when consumers continue choosing conventional products without considering their environmental consequences. These issues highlight the importance of encouraging environmentally responsible purchasing behavior within the personal care industry.

One strategy for reducing environmental degradation is encouraging consumers to adopt sustainable consumption practices through environmentally responsible purchasing decisions. Sustainable consumption emphasizes selecting products that minimize negative environmental impacts throughout their life cycle, including production, distribution, consumption, and disposal. Rather than focusing solely on price or product performance, environmentally conscious consumers increasingly evaluate ecological consequences before making purchasing decisions (White et al., 2025). This shift reflects growing public awareness that environmental sustainability depends not only on government regulations and industrial practices but also on consumers' everyday purchasing behavior.

Purchasing environmentally friendly products contributes to reducing environmental damage because these products generally utilize sustainable raw materials, environmentally friendly production processes, recyclable packaging, and reduced chemical hazards. Consequently, green purchasing behavior has become an essential component of sustainable consumption by encouraging consumers to support environmentally responsible businesses while simultaneously reducing pollution and waste generation (Ramadhanti et al., 2024). As consumer awareness continues to increase, understanding the psychological factors underlying environmentally responsible purchasing behavior has become an important research priority.

Among various consumer groups, women represent one of the most influential market segments in the personal care industry because they are the primary users and purchasers of personal care products. Compared with men, women spend considerably more on beauty and personal care products and use a wider variety of products in their daily routines (Chairina et al., 2023). Llanos et al. (2024) reported that women use an average of 15.6 personal care products daily, whereas men use only 7.7 products. This substantial difference reflects women's

greater involvement in personal care consumption, making them an important consumer group for promoting environmentally sustainable purchasing practices.

The higher consumption of personal care products among women is influenced by biological, psychological, and sociocultural factors. Women generally place greater importance on physical appearance, experience higher levels of body dissatisfaction, and are more willing to invest time and financial resources in maintaining their appearance than men (Quittkat et al., 2019). Consequently, women purchase personal care products more frequently, making their purchasing decisions particularly important in determining the environmental impacts generated by this product category. Given their high purchasing frequency, even small changes toward environmentally friendly purchasing behavior among women have the potential to generate substantial positive environmental impacts.

In addition to being major consumers of personal care products, women have consistently been identified as consumers who exhibit greater environmental concern than men. Previous studies have demonstrated that women generally possess stronger pro-environmental values, greater environmental awareness, and more positive attitudes toward environmental protection (Dagher & Itani, 2015; Zhao et al., 2021). These characteristics contribute to a greater willingness to adopt environmentally responsible behaviors, including recycling, reducing waste, conserving natural resources, and purchasing environmentally friendly products.

Research focusing on consumer purchasing behavior has similarly shown that women are more likely to purchase green products than men. Li et al. (2019) found that women demonstrate stronger intentions to purchase environmentally friendly products because they perceive environmental protection as an important social responsibility. Likewise, Quoquab et al. (2020) reported that female consumers are generally more willing to select eco-friendly cosmetic products, even when these products require greater financial expenditure. These findings suggest that women not only possess stronger environmental awareness but also tend to translate this awareness into environmentally responsible purchasing decisions.

The increasing environmental awareness among women has encouraged greater interest in environmentally friendly personal care products. Environmentally conscious consumers increasingly evaluate product ingredients, production methods, packaging materials, recyclability, and environmental certifications before making purchasing decisions (Fontes et al., 2021). Ahmad et al. (2022) further reported that environmental awareness strengthens green trust and environmental attitudes, which subsequently increase consumers' willingness to purchase environmentally friendly products. Similarly, Zheng et al. (2023) demonstrated that increasing consumer awareness regarding environmental issues contributes to stronger preferences for sustainable products. These findings indicate that psychological awareness plays an important role in encouraging sustainable purchasing behavior.

Although women generally demonstrate greater environmental awareness than men, women are not a homogeneous consumer group. Their purchasing behavior is influenced by different social roles, economic conditions, and family responsibilities. One important subgroup that deserves particular attention is women with children. Compared with women without children, mothers assume additional responsibilities related to childcare, family welfare, and household consumption. Consequently, mothers frequently make purchasing decisions not only for themselves but also for their spouses and children, making them central decision-makers within households.

Women with children occupy a particularly strategic position because they influence both current household consumption patterns and future environmental awareness among younger generations. Mothers often determine which household products are purchased, evaluate product safety, compare product quality, and decide whether environmentally friendly

alternatives should be selected. As primary caregivers, they also introduce environmentally responsible habits to their children through everyday practices, including waste sorting, recycling, energy conservation, and environmentally responsible purchasing decisions (Seker, 2026). Therefore, mothers play an essential role in transmitting pro-environmental values across generations.

Within household purchasing decisions, women are generally responsible for evaluating product alternatives, comparing prices, collecting product information, determining household budgets, and making final purchasing decisions (Trivedi & Pal, 2023). Ganapathy and Sakkariya (2021) further explain that women actively participate in nearly every stage of the household purchasing process, from recognizing purchasing needs to evaluating products after purchase. Because mothers purchase personal care products not only for themselves but also for other family members, their purchasing behavior substantially influences household consumption patterns and environmental outcomes.

Parenthood itself has also been associated with changes in individual values and behavioral priorities. Becoming a parent often strengthens altruistic values because parents begin to prioritize their children's welfare alongside their own interests (Migheli, 2021). Parenthood encourages individuals to consider the long-term consequences of their decisions, including environmental conditions that future generations will inherit. Similarly, Migheli (2018) found that women with children are generally more willing to engage in voluntary activities benefiting society than women without children, suggesting stronger prosocial and altruistic orientations.

Parents also tend to become more cautious when making purchasing decisions because they consider the health, safety, and future well-being of their children (Ziegelmeyer & Ziegelmeyer, 2016). Milfont et al. (2020) argue that emotional attachment to children encourages parents to evaluate environmental conditions more carefully because environmental degradation directly affects the quality of life experienced by future generations. Consequently, mothers may become more motivated to choose environmentally friendly products that minimize environmental risks while promoting healthier living conditions for their families.

Several studies have specifically demonstrated that women with children exhibit stronger environmentally responsible behaviors than fathers or men in general. Migheli (2021) reported that motherhood strengthens environmentally friendly purchasing behavior because women become increasingly concerned about environmental quality after having children. Furthermore, Seker (2026) emphasized that mothers function as environmental role models within families by encouraging environmentally friendly consumption, recycling practices, energy conservation, and water-saving behaviors among their children. These findings suggest that mothers not only practice environmentally responsible behavior themselves but also facilitate environmental education within households.

However, despite possessing stronger environmental values, women with children frequently encounter barriers that limit their ability to engage consistently in environmentally friendly purchasing behavior. Household financial constraints often require mothers to prioritize affordability over environmental considerations because eco-friendly products generally cost more than conventional alternatives (Migheli, 2021). Time limitations associated with childcare responsibilities also reduce opportunities to search for information regarding environmentally friendly products or compare available alternatives before purchasing (Migheli, 2021). In addition, Seker (2026) identified limited information availability and economic considerations as major obstacles preventing environmentally conscious mothers from consistently purchasing environmentally friendly products.

These findings indicate that although motherhood may strengthen environmental concern and altruistic values, positive attitudes alone do not necessarily translate into environmentally

responsible purchasing behavior. Mothers often experience conflicts between environmental ideals and practical household realities, including financial limitations, product availability, and time constraints. Consequently, understanding the psychological factors that encourage environmentally friendly purchasing behavior among women with children becomes increasingly important, particularly within the context of personal care products, where purchasing decisions occur frequently and generate continuous environmental impacts.

One form of environmentally responsible consumption that has received considerable attention in sustainability research is Green Purchase Behavior (GPB). Green Purchase Behavior refers to consumers' tendency to purchase products that minimize negative environmental impacts throughout their life cycle, including production, distribution, consumption, and disposal (Mostafa, 2007). Unlike conventional purchasing decisions, green purchasing behavior incorporates environmental considerations alongside traditional factors such as price, quality, convenience, and product performance. Consumers engaging in green purchasing behavior deliberately select products that are recyclable, biodegradable, energy-efficient, sustainably produced, or environmentally certified because they perceive their purchasing decisions as contributing to environmental protection.

Green purchasing behavior has become increasingly important because consumers play a significant role in supporting sustainable production systems. Every purchasing decision indirectly influences manufacturers' production strategies and market demand. As consumers increasingly prefer environmentally friendly products, manufacturers are encouraged to adopt sustainable production methods, reduce plastic packaging, utilize renewable materials, and minimize environmental pollution (Nguyen et al., 2025). Therefore, green purchasing behavior is not merely an individual action but also represents a mechanism through which consumers collectively influence environmental sustainability.

In the context of personal care products, green purchasing behavior includes purchasing products made from natural ingredients, products that avoid harmful chemicals, products manufactured through environmentally responsible processes, products with recyclable packaging, and products carrying credible environmental certifications (Dlamini & Mahowa, 2024). Such purchasing behavior helps reduce plastic waste, chemical pollution, and resource depletion associated with conventional personal care products. Consequently, promoting green purchasing behavior within the personal care industry represents an important strategy for achieving more sustainable patterns of household consumption.

Previous studies have demonstrated that green purchasing behavior is influenced by numerous psychological, social, and situational factors. Among these, Environmental Attitude has consistently been identified as one of the strongest psychological predictors of environmentally responsible purchasing behavior. Environmental attitude reflects the degree to which individuals evaluate environmental protection as important and perceive themselves as responsible for preserving natural ecosystems (Dunlap et al., 2000). Individuals with positive environmental attitudes generally possess stronger beliefs that environmental conservation requires active participation from every member of society, including through responsible consumption.

According to Dunlap et al. (2000), environmental attitude can be understood through the New Ecological Paradigm (NEP), which emphasizes the relationship between humans and nature. The NEP suggests that humans are part of ecological systems rather than separate from them, implying that environmental degradation ultimately affects human well-being. Individuals who strongly endorse ecological values are therefore expected to demonstrate behaviors that support environmental sustainability, including environmentally responsible purchasing decisions.

Schultz et al. (2004) further conceptualized environmental attitude as a combination of beliefs, emotional responses, and behavioral tendencies regarding environmental issues. From this perspective, environmental attitude extends beyond knowledge alone because it incorporates emotional concern and moral responsibility toward environmental protection. Individuals who perceive environmental degradation as personally relevant are more likely to support environmentally responsible actions than those who consider environmental issues distant or unrelated to their daily lives.

The relationship between environmental attitude and behavior is also supported by the Theory of Planned Behavior (TPB) proposed by Ajzen (1991). According to TPB, behavior is primarily predicted by behavioral intention, which is influenced by attitudes, subjective norms, and perceived behavioral control. Individuals who possess positive attitudes toward environmentally responsible purchasing are more likely to develop intentions to purchase environmentally friendly products. When these intentions are supported by sufficient financial resources, product availability, and opportunities, they are more likely to translate into actual purchasing behavior. Consequently, environmental attitude represents one of the most important psychological determinants underlying green purchasing behavior.

Numerous empirical studies support the positive association between environmental attitude and green purchasing behavior. Ogiemwonyi et al. (2023) demonstrated that environmental attitude directly and indirectly influences consumers' willingness to purchase environmentally friendly products. Their findings suggest that consumers with stronger environmental attitudes are more likely to translate their environmental concerns into actual purchasing decisions. Similarly, Bleidorn et al. (2021) reported that pro-environmental attitudes consistently predict environmentally responsible consumer behavior over time, indicating that environmental attitudes remain relatively stable predictors of sustainable consumption.

Additional evidence has been reported by Musdalifah and Tribudhi (2026), who found that environmental attitude significantly influences green purchasing behavior through increased environmental awareness and consumers' responses to green advertising and eco-labels. Likewise, Rizkynugraheny et al. (2025) observed that environmentally oriented advertising becomes more effective when consumers already possess positive environmental attitudes. These findings collectively suggest that consumers' internal psychological orientation toward environmental protection substantially influences their purchasing decisions.

Nevertheless, despite substantial empirical support, researchers have increasingly acknowledged the existence of an attitude–behavior gap. This phenomenon refers to situations in which consumers express positive environmental attitudes but fail to translate these attitudes into actual purchasing behavior. Consumers frequently report caring about environmental issues while continuing to purchase conventional products because they perceive environmentally friendly products as expensive, inconvenient, difficult to obtain, or inferior in quality.

Several studies have identified factors contributing to this discrepancy. Tanamas et al. (2025) reported that purchasing decisions are influenced not only by environmental attitudes but also by price perceptions, social influences, and product availability. Similarly, Septariana and Pratomo (2018) emphasized the importance of subjective norms and peer influence in shaping environmentally responsible purchasing behavior. Dlamini and Mahowa (2024) further demonstrated that consumers' purchasing behavior regarding environmentally friendly personal care products is simultaneously influenced by environmental attitude, product price, trust in environmental claims, and perceived product quality.

Research focusing specifically on personal care products has also identified several practical barriers that limit environmentally responsible purchasing behavior. According to Szaban and

Stefanska (2023), consumers often perceive environmentally friendly personal care products as relatively expensive and difficult to obtain. They may also question product effectiveness, creating resistance to switching from conventional alternatives. Similarly, Kurnia and Mayangsari (2020) found that limited product availability, inadequate consumer knowledge, and skepticism regarding environmental claims reduce consumers' willingness to purchase environmentally friendly cosmetic products.

These findings indicate that although environmental attitude remains an important determinant of green purchasing behavior, its influence may vary depending on consumer characteristics and purchasing contexts. Consequently, examining environmental attitude within specific consumer groups remains necessary because different groups may experience different opportunities and constraints when engaging in environmentally responsible purchasing behavior.

Although previous studies have extensively examined environmental attitude and green purchasing behavior, several research gaps remain. First, many previous studies have investigated general consumers, university students, or young adults, whereas relatively little attention has been given to women with children, despite their central role in household purchasing decisions (Ogiemwonyi et al., 2023; Bleidorn et al., 2021). Second, previous studies have predominantly examined environmentally friendly products in general rather than focusing specifically on personal care products, which constitute one of the most frequently purchased household product categories and contribute substantially to plastic waste generation.

Third, previous empirical findings remain inconsistent regarding the strength of the relationship between environmental attitude and green purchasing behavior. While many studies report positive relationships, others suggest that environmental attitudes alone are insufficient to explain actual purchasing behavior because economic constraints, social norms, product availability, and consumer trust frequently influence purchasing decisions (Tanamas et al., 2025; Dlamini & Mahowa, 2024). These inconsistencies indicate the need for further empirical investigation within specific consumer contexts.

Furthermore, limited studies have simultaneously considered the unique characteristics of women with children, whose purchasing behavior is influenced by multiple responsibilities as consumers, caregivers, household financial managers, and environmental role models. Mothers frequently balance environmental ideals with practical considerations such as household budgets, children's needs, product accessibility, and time constraints. Consequently, understanding whether environmental attitude significantly influences green purchasing behavior within this specific population remains important for both theoretical development and practical environmental policy.

Beyond addressing an empirical gap, this study also offers a theoretical contribution to the literature on Green Purchase Behavior. Unlike previous studies that predominantly examine general consumers or younger populations, this research conceptualizes women with children as a distinct consumer segment whose environmental attitudes are shaped by multiple and often competing social roles. As primary household purchasing decision-makers, caregivers, and environmental role models for their children, mothers must continuously balance pro-environmental values with practical considerations such as household budgets, children's needs, product safety, and product accessibility. This complex decision-making context provides an important opportunity to examine the attitude–behavior gap more comprehensively, as positive environmental attitudes may not always be translated into actual green purchasing behavior due to situational and family-related constraints. Therefore, focusing on women with children extends existing theoretical understanding by demonstrating how life-stage responsibilities and

family roles may influence the translation of environmental attitudes into environmentally responsible purchasing behavior, particularly in the context of personal care products.

Based on these considerations, this study aims to examine the influence of Environmental Attitude on Green Purchase Behavior among women with children when purchasing environmentally friendly personal care products. By focusing on this specific consumer group, this study extends previous literature by providing empirical evidence regarding environmentally responsible purchasing behavior within the context of household consumption and personal care products. The findings are expected to contribute to the development of consumer behavior literature while providing practical implications for policymakers, environmental organizations, and personal care manufacturers seeking to promote sustainable consumption among households.

2. Literature Review

2.1 Green Purchase Behavior

Green Purchase Behavior (GPB) refers to consumers' purchasing behavior that prioritizes environmentally friendly products and minimizes negative environmental impacts throughout a product's life cycle (Mostafa, 2007). Consumers engaging in green purchasing behavior evaluate not only product quality, functionality, and price but also environmental consequences associated with production, consumption, and disposal (Ogiemwonyi et al., 2023). Consequently, GPB has become one of the key behavioral indicators of sustainable consumption because consumers actively support environmentally responsible production systems through their purchasing decisions (Nguyen et al., 2025).

Recent sustainability research suggests that GPB should no longer be viewed merely as an environmentally responsible purchasing action but as part of a broader sustainable consumption framework integrating environmental, social, and economic considerations. White et al. (2025) argue that sustainable consumption depends heavily on consumers' everyday purchasing decisions because collective consumption patterns substantially influence resource utilization, waste generation, and environmental sustainability. Likewise, Ramadhanti et al. (2024) emphasize that household consumption remains one of the primary contributors to environmental degradation, making environmentally responsible purchasing behavior increasingly important for achieving sustainability goals.

Within the personal care industry, GPB becomes particularly relevant because these products are purchased repeatedly, generate considerable packaging waste, and frequently contain chemical substances that may negatively affect ecosystems (Dlamini & Mahowa, 2024). Recent studies further indicate that consumers are increasingly considering eco-labels, natural ingredients, recyclable packaging, and sustainable production processes when selecting personal care products, reflecting the growing importance of sustainability within the cosmetics and personal care market (Szaban & Stefanska, 2023).

2.2 Environmental Attitude

Environmental attitude describes an individual's beliefs, evaluations, and emotional orientations regarding environmental protection and ecological sustainability (Dunlap et al., 2000). Schultz et al. (2004) conceptualize environmental attitude as a combination of beliefs, emotional responses, and behavioral tendencies toward environmental issues. Individuals possessing stronger environmental attitudes generally perceive environmental conservation as a personal responsibility, which subsequently influences their everyday behavioral decisions.

Recent studies continue to identify environmental attitude as one of the most influential psychological determinants of environmentally responsible consumption. Ahmad et al. (2022) demonstrated that environmental attitude significantly strengthens consumers' willingness to purchase environmentally friendly products through increased environmental awareness and green trust. Similarly, Rizkynugraheny et al. (2025) found that consumers with stronger environmental attitudes exhibit greater responsiveness toward environmentally oriented marketing and eco-labels, thereby increasing their likelihood of purchasing green products.

However, emerging evidence also highlights the persistent attitude–behavior gap, whereby consumers express strong environmental concern but fail to translate these attitudes into actual purchasing behavior. According to Tanamas et al. (2025), environmental attitudes frequently compete with practical considerations such as product price, accessibility, convenience, and perceived product quality. Consequently, environmental attitude should be understood as an important, yet insufficient, determinant of green purchasing behavior when examined independently.

2.3 Relationship Between Environmental Attitude and Green Purchase Behavior

Previous studies consistently demonstrate that environmental attitude positively influences Green Purchase Behavior. Consumers possessing stronger environmental attitudes are generally more willing to purchase environmentally friendly products because they perceive their purchasing decisions as contributing to environmental sustainability (Ogiemwonyi et al., 2023). Similarly, Bleidorn et al. (2021) reported that pro-environmental attitudes significantly predict environmentally responsible consumer behavior across time, suggesting that environmental values remain relatively stable predictors of sustainable consumption.

Recent studies continue to support this relationship. Musdalifah and Tribudhi (2026) found that environmental attitude significantly influences green purchasing behavior through increased environmental awareness and positive perceptions of eco-labels. Likewise, Nguyen et al. (2025) emphasized that environmental attitudes encourage consumers to adopt sustainable purchasing practices because environmentally responsible consumption is increasingly perceived as an important contribution to climate mitigation and resource conservation.

Nevertheless, contemporary literature increasingly acknowledges that environmental attitude alone cannot fully explain Green Purchase Behavior. The attitude–behavior gap remains one of the most widely discussed issues in sustainable consumption research. Consumers frequently report positive environmental attitudes while continuing to purchase conventional products because of financial constraints, limited product availability, skepticism toward environmental claims, and social influences (Tanamas et al., 2025). Similarly, Dlamini and Mahowa (2024) demonstrated that green cosmetics purchasing behavior is simultaneously influenced by environmental attitude, perceived product quality, green trust, and product affordability, whereas Septariana and Pratomo (2018) highlighted the importance of subjective norms in encouraging environmentally responsible purchasing behavior.

Furthermore, recent studies emphasize that household purchasing decisions involve additional contextual factors beyond individual attitudes. Mothers frequently balance environmental values with childcare responsibilities, household financial management, product safety, and family well-being when making purchasing decisions (Seker, 2026; Migheli, 2021). Consequently, examining environmental attitude among women with children provides an important context for understanding how family responsibilities may strengthen or constrain the translation of environmental attitudes into actual Green Purchase Behavior.

3. Research Methodology

3.1 Research Design

This study employs a quantitative method. Quantitative research is a systematic approach that uses data in the form of precise numerical values. The study employs a correlational design because it aims to examine the relationship and the influence of Environmental Attitude on Green Purchase Behavior among women with children purchasing environmentally friendly personal care products while testing the formulated hypothesis (Waruwu et al., 2025). Using this method, measurements and statistical analyses are conducted to objectively examine the phenomenon under study (Abdussamad et al., 2024).

3.2 Research Participants

This study used purposive sampling. Purposive sampling is a technique for selecting a sample based on specific considerations made by the researcher, taking into account the previously known characteristics or traits of the population (Machali, 2021). The considerations were that participants were women with children, as mothers play an important role in household purchasing decisions, and were familiar with environmentally friendly personal care products to ensure they could meaningfully evaluate and report their Green Purchase Behavior. The online questionnaire was distributed using Google Forms to respondents from various regions in Indonesia. Before completing the questionnaire, respondents were informed of the inclusion criteria and only those who met the following criteria were eligible to participate: (1) women with children, and (2) familiar with environmentally friendly personal care products. A total of 135 respondents who met these criteria and completed the questionnaire were included in the final analysis. Prior to data analysis, the responses were screened, and only complete questionnaires that met the inclusion criteria were retained for analysis.

3.3 Measurement

Data were collected using the Green Purchase Behavior Scale developed by Lee (2009), consisting of seven items, and the New Ecological Paradigm (NEP) Scale developed by Dunlap et al. (2000), originally consisting of 15 items to measure Environmental Attitude. Both instruments were adapted into Indonesian following a forward translation procedure, synthesis of the translated version, and expert judgment by psychology experts to ensure conceptual and linguistic equivalence before data collection. The adapted instruments then underwent a pilot test (try-out), followed by validity, reliability, and item discrimination analyses. The reliability analysis indicated that both the Environmental Attitude Scale and the Green Purchase Behavior Scale achieved reliability coefficients greater than 0.70, indicating satisfactory internal consistency. The validity and item discrimination analyses showed that all seven items of the Green Purchase Behavior Scale were retained. For the Environmental Attitude Scale, two items (Items 3 and 15) were removed because they did not meet the validity and item discrimination criteria. Consequently, the final Environmental Attitude Scale consisted of 13 items, while the Green Purchase Behavior Scale retained all seven items for the main study.

3.4 Data Collection Procedure

In this study, data were collected using a questionnaire consisting of closed-ended statements based on a Likert scale. The questionnaire was distributed both online (via X, WhatsApp, and TikTok) and offline. The questionnaire collected respondents' initials, age, place of residence, number of children, occupation, and responses to the research scales.

4. Findings

4.1 Research Data Description

A descriptive analysis was carried out to acquire an overview of the research data gathered in order to describe the subjects' characteristics. The study's scores both hypothetical and empirical were analyzed, including the maximum score, minimum score, mean, and standard deviation for each variable.

Table 1. Comparison of Empirical and Hypothetical Scores of Green Purchase Behavior and Environmental Attitude

Variable	Hypothetical Score				Empirical Score			
	Min	**Max**	**Mean**	**SD**	**Min**	**Max**	**Mean**	**SD**
Green Purchase Behavior	7	35	21	4,7	9	35	23,26	5,16
Environmental Attitude	13	65	39	8,67	24	61	48,2	9,1

Based on the analysis, the empirical mean value of the Green Purchase Behavior variable is higher than its hypothetical mean value. This indicates that the average level of Green Purchase Behavior in the sample is higher than that of the population. The similar thing also occurs with the independent variable, Environmental Attitude, where the empirical mean value is higher than the hypothetical mean value, indicating that the level of Environmental Attitude in the sample of this study is higher than that of the population. Next, the empirical scores for Green Purchase Behavior and Environmental Attitude were categorized by level.

Table 2. Green Purchase Behavior Categorization

Categorization	Score	F	Percentage
Low	X<18,2	24	18%
Moderate	18,2≤ X<28,51	90	67%
High	X≥28,51	21	16%
Total		**135**	**100%**

There were 90 participants (67%) with moderate levels of green purchasing behavior, 24 participants (18%) with low levels, and 21 participants (16%) with high levels. This indicates that the majority of respondents exhibited moderate levels of green purchasing behavior.

Table 3 *Environmental Attitude Categorization*

Categorization	Score	F	Percentage
low	X<39,31	27	20%
Moderate	39,31≤ X<57,3	100	74%
High	X≥57,3	8	6%
Total		**135**	**100%**

Based on the analysis, 27 respondents (20%) were categorized as having a low level of environmental attitude, 100 respondents (74%) had a moderate level, and 8 respondents (6%) had a high level of environmental attitude. These findings indicate that the majority of respondents demonstrated a moderate level of environmental attitude. This suggests that although respondents generally exhibit concern for environmental issues, their environmental attitudes have not yet reached a consistently high level. This finding is consistent with the attitude–behavior gap discussed in previous studies, indicating that positive environmental

attitudes do not necessarily translate into environmentally responsible purchasing behavior due to various psychological, social, and situational constraints.

4.2 Assumption Test

4.2.1 Normality Test

To determine data normality, the one-sample Kolmogorov-Smirnov normality test was utilized. The following table shows the results of the one-sample Kolmogorov-Smirnov normalcy test:

Table 4. Normality Test

Variable	p	Description
Green Purchase Behavior Environmental Attitude	0.200	Normal

Based on the Kolmogorov-Smirnov test, a p-value of 0.200 was obtained, which is greater than 0.05 and thus considered normal. Therefore, based on the analysis conducted, the data is said to be normally distributed.

4.2.2 Linearity Test

A linearity test was used to see if the relationship between the variables under consideration is linear. The linearity test results for the variables "Environmental Attitude" and "Green Purchase Behavior" are as follows:

Table 5. Linearity Test

Variable	Linearity		Description
	F	Sig.	
Environmental Attitude Green Purchase Behavior	1.269	<0,01	Linear

Based on the results of the linearity test presented in Table 4, the Sig value is <0.01, which is less than 0.05. This figure indicates that there is a linear relationship between the variables Green Purchasing Behavior and Environmental Attitude.

4.3 Hypothesis Test

To test the influence of Environmental Attitude on Green Purchase Behavior, a hypothesis test was conducted using simple linear regression analysis.

Table 6. Hypothesis Test

Variable	r	R2	Sig	Description
Green Purchase Behavior Environmental Attitude	0,304	0.093	<0.01	Significant

According to the results of simple linear regression analysis, the Environmental Attitude variable has significant effects on the Green Purchase Behavior variable, as indicated by the Sig value of <0.01, which is less than 0.05. Thus, H1 is accepted, and H0 is rejected. Based on the analysis, a correlation coefficient of R = 0.304 was obtained, indicating a positive relationship: the higher the Environmental Attitude, the higher the tendency toward Green Purchase Behavior. Furthermore, based on the correlation coefficient, it is evident that the relationship between the dependent and independent variables is weak. Environmental Attitude

explains 9.3% of Green Purchase Behavior in the context of personal care product purchases. Meanwhile, the remainder is explained by variables not examined in this study.

5. Discussion

This study involved 135 women with children from various regions of Indonesia who were familiar with environmentally friendly personal care products. The descriptive analysis revealed that most respondents were between 21 and 30 years old (43%), followed by 31–40 years (38%), 41–50 years (14%), and 51–60 years (6%). These findings indicate that the majority of participants were in early adulthood, a developmental stage characterized by the establishment of long-term life goals, career development, family formation, and increasing social responsibilities.

According to Santrock (2024), early adulthood represents a transitional period during which individuals begin assuming multiple adult roles, including becoming spouses and parents while simultaneously pursuing career development and financial independence. During this stage, individuals become increasingly responsible for making decisions that influence not only their own well-being but also that of their families. Consequently, women in this age group generally assume primary responsibility for purchasing household necessities, including personal care products. Their purchasing decisions are therefore more likely to reflect practical considerations related to household management as well as broader concerns regarding family health and environmental sustainability. This demographic profile is highly relevant to the present study because it represents the population most actively engaged in household consumption and family purchasing decisions (Santrock, 2024).

The descriptive findings further revealed that respondents with four to six children tended to demonstrate relatively higher levels of Green Purchase Behavior than respondents with fewer children, although this subgroup represented a smaller proportion of the overall sample. This finding suggests that having more children may strengthen mothers' consideration of the long-term consequences of their purchasing decisions. Mothers with larger families often become more aware of environmental quality because environmental degradation may directly influence their children's future health, safety, and quality of life.

This finding can be interpreted from the perspective of prosocial and altruistic behavior. Individuals who have greater responsibilities toward other family members generally develop stronger orientations toward collective welfare rather than purely personal interests. According to Stern (2000), pro-environmental behavior frequently emerges from altruistic values that encourage individuals to prioritize broader societal and environmental benefits over immediate personal convenience. Consequently, mothers with more children may become increasingly motivated to purchase environmentally friendly products because these products are perceived as safer and more sustainable for both current and future generations.

In addition to altruistic values, family size also influences household consumption patterns. Grari (2022) explains that the number of family members determines both the quantity and frequency of products consumed within households. Larger families inevitably consume greater quantities of daily necessities, including personal care products, thereby increasing opportunities for environmentally responsible purchasing decisions. However, increased consumption does not automatically translate into environmentally responsible behavior. Instead, purchasing decisions depend on how consumers balance household needs with environmental considerations.

Interestingly, although respondents with four to six children demonstrated relatively higher Green Purchase Behavior, respondents with three children constituted the group with the lowest

level of green purchasing behavior. This finding indicates that family size alone cannot fully explain environmentally responsible purchasing decisions. Household consumption behavior is simultaneously influenced by financial capability, consumption priorities, and available resources. According to Madudova and Corejova (2024), differences in household size are closely associated with differences in expenditure allocation because larger households often prioritize fulfilling essential needs before considering additional product attributes such as environmental friendliness. Therefore, demographic characteristics should be interpreted together with economic and situational factors rather than independently.

The geographical distribution of respondents also revealed interesting differences. Participants residing on the island of Java demonstrated relatively higher Green Purchase Behavior than respondents living on Sumatra. This finding may reflect disparities in access to environmentally friendly products rather than differences in environmental awareness alone. Consumers cannot engage in green purchasing behavior when environmentally friendly products are unavailable, difficult to access, or offered in limited varieties. Previous studies have identified product availability, limited product diversity, and restricted market access as major barriers preventing consumers from purchasing environmentally friendly personal care products (Szaban & Stefanska, 2023; Kurnia & Mayangsari, 2020; Sang et al., 2022).

These geographical differences are particularly relevant within the Indonesian context because Indonesia consists of thousands of islands with unequal infrastructure development. According to Bakri et al. (2024), logistical challenges, transportation limitations, and uneven distribution networks remain major obstacles affecting product availability outside Java. Consequently, environmentally friendly personal care products are generally easier to obtain in urban areas located on Java than in other regions. Therefore, the lower Green Purchase Behavior observed among respondents from Sumatra should not necessarily be interpreted as indicating weaker environmental concern. Instead, it may reflect structural constraints that limit consumers' opportunities to translate positive environmental attitudes into actual purchasing behavior.

This finding also illustrates an important aspect of consumer behavior theory, namely that environmentally responsible purchasing decisions are influenced not only by internal psychological factors but also by external situational conditions. Even consumers possessing positive environmental attitudes may fail to purchase environmentally friendly products if these products are unavailable, difficult to obtain, or substantially more expensive than conventional alternatives. Consequently, improving product accessibility and expanding the distribution of environmentally friendly personal care products across different regions may become an important strategy for encouraging sustainable consumption throughout Indonesia.

When Green Purchase Behavior was analyzed according to age group, respondents aged 41–50 years demonstrated the highest level of environmentally friendly purchasing behavior, whereas respondents aged 51–60 years showed the lowest level. These findings suggest that Green Purchase Behavior varies across different stages of adulthood and may be influenced by changes in financial stability, family responsibilities, and consumption priorities throughout the life course.

The relatively higher Green Purchase Behavior among respondents aged 41–50 years may be explained by their greater economic stability and purchasing power. According to Kitao and Yamada (2024), household consumption generally increases as income and financial capacity improve during middle adulthood. Individuals in this life stage typically experience more stable employment, higher disposable income, and greater financial independence, allowing them to consider product attributes beyond price alone. As environmentally friendly products often carry premium prices compared with conventional alternatives, consumers with greater

purchasing power are more capable of integrating environmental considerations into their purchasing decisions.

Furthermore, individuals in middle adulthood commonly occupy multiple social roles, including those of employees, spouses, and parents. These overlapping responsibilities encourage them to make purchasing decisions that support not only their own well-being but also the welfare of their families and future generations. Infurna et al. (2021) describe middle adulthood as a developmental period characterized by increased responsibility, generativity, and concern for maintaining both family welfare and long-term quality of life. Consequently, consumers within this age group may demonstrate stronger commitment to sustainable consumption because environmentally friendly purchasing aligns with their broader responsibilities toward family and society.

Conversely, respondents aged 51–60 years exhibited the lowest level of Green Purchase Behavior. This finding may reflect changes in consumption patterns associated with later adulthood. Kitao and Yamada (2024) explain that household expenditure generally declines as individuals approach retirement because consumption priorities gradually shift from expansion to maintenance. Older adults often become more cautious in spending and may prioritize affordability, familiarity, and practicality over environmental attributes when purchasing consumer goods.

Another explanation relates to changes in family structure during later adulthood. Many respondents within this age group may have entered the empty nest stage, during which children have become independent and no longer reside with their parents. According to Aurilio et al. (2024) and Mitchell (2019), the empty nest stage is characterized by reduced household responsibilities, declining demand for household products, and adjustments in parental roles. Consequently, purchasing personal care products for multiple family members becomes less frequent, reducing opportunities for environmentally responsible purchasing behavior compared with younger mothers who are actively raising children.

The analysis based on occupational background also revealed meaningful differences. Respondents employed in the private sector demonstrated the highest level of Green Purchase Behavior, whereas students exhibited the lowest. These findings indicate that socioeconomic status and occupational characteristics may influence environmentally responsible purchasing behavior by shaping consumers' financial capacity, environmental knowledge, and daily social environments.

One possible explanation concerns differences in purchasing power. Environmentally friendly personal care products are generally more expensive than conventional products, making price an important determinant of purchasing behavior. Students frequently experience financial constraints because they rely on limited personal income or family financial support. Consequently, although they may possess positive environmental attitudes, economic limitations often prevent them from consistently purchasing environmentally friendly products. Similar findings were reported by Naz et al. (2020), who found that financial constraints constitute one of the principal barriers to Green Purchase Behavior among university students.

In contrast, respondents employed in the private sector generally possess regular incomes and greater financial independence. Lim and Lady (2023) reported that consumers with stable financial conditions demonstrate greater willingness to purchase environmentally friendly products because they are able to prioritize product quality, environmental benefits, and long-term sustainability rather than focusing exclusively on price. Therefore, higher Green Purchase Behavior among employed respondents may reflect greater economic flexibility in making purchasing decisions.

Occupational environments may also contribute to environmentally responsible behavior through organizational influence. Employees frequently encounter workplace initiatives promoting environmental sustainability, including environmental training, green organizational policies, recycling programs, and sustainable workplace practices. Such initiatives increase employees' environmental awareness while simultaneously reinforcing environmentally responsible norms. According to Sholeh and Waskito (2024), Green Human Resource Management practices encourage employees to develop stronger environmental values through recruitment, training, and organizational culture.

In addition to organizational policies, workplace social interactions may reinforce Green Purchase Behavior through social learning processes. Employees often observe colleagues engaging in environmentally responsible practices, such as minimizing waste, recycling, or supporting environmentally friendly products. According to Tantawi and Noviana (2024), social norms within organizations significantly influence individual environmental behavior because employees tend to adopt behaviors that are valued and encouraged by their social environment. Consequently, workplace culture may indirectly strengthen environmentally responsible purchasing decisions outside the workplace.

The descriptive analysis of Environmental Attitude revealed that respondents with two children demonstrated the highest levels of environmental attitude, whereas respondents with one child exhibited relatively lower levels. These findings suggest that parenthood alone does not automatically strengthen environmental attitudes. Instead, environmental attitudes appear to be influenced by a combination of personal values, environmental awareness, educational background, and individual experiences.

This interpretation is consistent with Milfont et al. (2020), who found that having children does not necessarily produce significant changes in environmental attitudes. Although parents generally acknowledge that environmental degradation threatens future generations, empirical evidence suggests that becoming a parent alone is insufficient to alter individuals' underlying environmental beliefs. Similarly, Thomas et al. (2017) concluded that environmental attitudes remain relatively stable throughout adulthood and are influenced more strongly by personal values than by parental status itself.

These findings imply that parenthood should not automatically be regarded as a determinant of environmental concern. Rather, becoming a parent may increase awareness of children's well-being without necessarily changing fundamental beliefs regarding environmental protection. Therefore, interventions designed to strengthen Environmental Attitude should emphasize environmental education, knowledge dissemination, and awareness-building rather than assuming that parental responsibilities alone will encourage pro-environmental attitudes.

The descriptive analysis also revealed geographical differences in respondents' Environmental Attitude. Participants residing on the island of Java demonstrated higher levels of Environmental Attitude than those living on Sumatra. These findings suggest that environmental attitudes are shaped not only by individual psychological characteristics but also by broader social, cultural, and structural contexts.

One possible explanation concerns differences in access to environmental information. Individuals living in areas with greater access to education, environmental campaigns, digital technologies, and public information are generally more likely to develop environmental awareness because they are exposed to a wider range of environmental issues and sustainability initiatives. According to Istifa and Ali (2025), digital literacy, environmental education, public policy, and community participation collectively contribute to increasing environmental awareness in Indonesia. Consequently, people who have greater opportunities to access

environmental information are more likely to develop positive attitudes toward environmental protection.

Regional disparities in digital infrastructure may also explain the observed differences. Azzikra (2025) reported that Indonesia continues to experience a digital divide between Java and many regions outside Java, resulting in unequal access to technology, education, and digital information. Individuals with greater digital literacy are more capable of obtaining information regarding environmental degradation, climate change, sustainable consumption, and environmentally responsible lifestyles. Greater exposure to environmental information enables consumers to understand both the causes and consequences of environmental degradation while simultaneously encouraging stronger environmental concern (Istifa & Ali, 2025).

Besides differences in information accessibility, cultural characteristics may also influence Environmental Attitude. Environmental values are frequently shaped through cultural beliefs, social norms, and community traditions that determine how individuals perceive the relationship between humans and nature. Hidayanto et al. (2025) reported that environmental awareness varies considerably across Indonesian provinces because environmental education and local cultural practices differ substantially among regions. Likewise, Tam (2025) emphasized that perceptions regarding nature, environmental responsibility, and human–environment relationships differ across cultures. Consequently, differences observed between respondents from Java and Sumatra may reflect not only infrastructural inequalities but also variations in cultural values, environmental education, and social experiences.

Age-related differences were also observed for Environmental Attitude. Respondents aged 31–40 years demonstrated the highest Environmental Attitude, whereas those aged 21–30 years exhibited relatively lower levels. Although both groups belong to adulthood, their developmental priorities differ considerably. Individuals aged 21–30 years generally remain in the Emerging Adulthood stage, characterized by identity exploration, career establishment, and increasing personal independence.

According to Arnett (2000), emerging adulthood is a developmental period during which individuals primarily focus on education, career development, interpersonal relationships, and identity formation. During this stage, environmental issues may receive less attention because immediate personal goals often take priority over broader societal concerns. Consequently, younger adults may possess environmental knowledge but not yet prioritize environmental protection in their daily decision-making.

By contrast, individuals aged 31–40 years generally experience greater family responsibilities, occupational stability, and long-term planning. These responsibilities may encourage stronger concern regarding environmental quality because environmental degradation directly influences family well-being and children's future living conditions. Similar findings were reported by Banerjee et al. (2025), who concluded that older adults generally exhibit stronger environmental attitudes than younger adults due to increased social responsibility and life experience.

Occupational differences were similarly evident. Housewives represented the largest proportion of respondents with high Environmental Attitude. This finding may be explained by their greater involvement in household management and family well-being. Housewives interact more frequently with household waste, water use, food preparation, and family consumption patterns than many other occupational groups. Consequently, environmental issues become directly observable within their everyday activities.

According to Tanner (1999), direct daily interaction with environmental conditions contributes significantly to the development of environmental attitudes because repeated experience s strengthen individuals' awareness of environmental problems. Housewives who

regularly manage household resources may therefore become more aware of waste generation, plastic consumption, and sustainable household practices, ultimately fostering stronger environmental attitudes.

The principal finding of this study demonstrates that Environmental Attitude significantly influences Green Purchase Behavior among women with children purchasing personal care products. The regression analysis indicates a positive relationship, meaning that respondents with stronger Environmental Attitudes are more likely to engage in environmentally responsible purchasing behavior. Accordingly, the proposed research hypothesis was supported.

This finding is consistent with previous empirical studies. Ogiemwonyi et al. (2023) demonstrated that Environmental Attitude directly and indirectly predicts Green Purchase Behavior through psychological mechanisms encouraging environmentally responsible consumption. Likewise, Bleidorn et al. (2021) reported that pro-environmental attitudes consistently predict environmentally friendly consumer behavior over time. Similar conclusions were reached by Alfonsius and Gilbert (2021), who found that consumers possessing stronger Environmental Attitudes are more likely to purchase environmentally friendly products because such purchasing decisions reflect their environmental values.

The findings support the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), which posits that attitudes influence behavior indirectly through behavioral intentions rather than determining behavior automatically. According to TPB, individuals who hold positive evaluations of environmentally friendly products are more likely to develop intentions to purchase such products. However, these intentions are translated into actual purchasing behavior only when individuals perceive sufficient behavioral control and when external conditions, such as product availability and affordability, facilitate the desired behavior. Therefore, although Environmental Attitude constitutes an important psychological determinant, it is not sufficient on its own to predict Green Purchase Behavior.

The present findings illustrate the well-documented attitude–behavior gap in sustainable consumption literature. Although respondents generally demonstrated moderate to positive environmental attitudes and Environmental Attitude significantly predicted Green Purchase Behavior, the regression analysis showed that it explained only 9.3% of the variance in purchasing behavior. This finding indicates that many respondents who express environmental concern do not consistently translate these positive attitudes into environmentally responsible purchasing decisions. Such inconsistency has been widely reported in previous studies, which argue that pro-environmental attitudes frequently compete with practical considerations including financial constraints, product accessibility, perceived product quality, and trust in environmental claims (Tanamas et al., 2025; Dlamini & Mahowa, 2024).

The findings are particularly relevant in the context of women with children. Unlike general consumers, mothers simultaneously perform multiple social roles as caregivers, household purchasing decision-makers, and family financial managers. Consequently, purchasing decisions are rarely based solely on environmental values but also involve balancing children's needs, household budgets, product safety, convenience, and accessibility. This explains why respondents may possess positive Environmental Attitudes while continuing to purchase conventional personal care products when environmentally friendly alternatives are perceived as less affordable, less accessible, or less practical. Therefore, this study extends previous Green Purchase Behavior research by demonstrating that the translation of environmental attitudes into purchasing behavior is strongly influenced by consumers' family responsibilities and situational constraints.

These findings are consistent with previous studies reporting that Green Purchase Behavior is a multidimensional phenomenon. Amberg (2019) found that although environmental

awareness encourages environmentally responsible consumption, purchasing decisions remain constrained by price and product accessibility. Likewise, Dlamini and Mahowa (2024) demonstrated that Green Purchase Behavior in the personal care sector is simultaneously influenced by Environmental Attitude, perceived price, green trust, and perceived product quality. Collectively, these findings reinforce the argument that environmentally responsible purchasing behavior cannot be adequately explained by attitudes alone but should instead be understood as the result of interactions among psychological, social, and contextual determinants.

The present findings provide both theoretical and practical implications. Theoretically, this study strengthens the applicability of the Theory of Planned Behavior in explaining environmentally responsible purchasing among women with children while simultaneously demonstrating that attitudes alone cannot fully explain consumer behavior. Practically, the findings suggest that efforts to increase Green Purchase Behavior should not rely exclusively on improving Environmental Attitude through environmental education. Policymakers, environmental organizations, and manufacturers should simultaneously improve product affordability, increase market accessibility, strengthen consumer trust through credible environmental certification, and expand public access to environmentally friendly personal care products. Integrating psychological, economic, and structural approaches is likely to produce greater improvements in environmentally responsible purchasing behavior than interventions focusing solely on environmental awareness.

6. Conclusion

Based on the findings of this study, the majority of respondents demonstrated moderate levels of both Green Purchase Behavior and Environmental Attitude. Regression analysis showed that Environmental Attitude had a positive and significant influence on Green Purchase Behavior among women with children purchasing environmentally friendly personal care products. However, Environmental Attitude explained only 9.3% of the variance in Green Purchase Behavior, indicating that environmentally responsible purchasing decisions are influenced by various psychological, social, and situational factors beyond environmental attitudes alone. These findings contribute to the literature on sustainable consumption by providing empirical evidence from women with children, a consumer segment that plays an important role in household purchasing decisions and environmental responsibility.

Practically, the findings suggest that personal care manufacturers should improve the affordability, quality, availability, and credibility of environmentally friendly products, while marketers and policymakers should strengthen environmental education and promote reliable eco-labels to encourage sustainable purchasing among mothers. This study is limited by its cross-sectional design, reliance on self-reported data, and focus on women with children, which may limit the generalizability of the findings. Future research is therefore encouraged to examine additional determinants of Green Purchase Behavior, such as environmental knowledge, green trust, subjective norms, perceived behavioral control, product availability, price sensitivity, and perceived product quality. Future studies may also incorporate mediating or moderating variables and employ longitudinal or mixed-methods approaches to provide a more comprehensive understanding of environmentally responsible purchasing behavior.

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