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Analysis of the factors influencing consumers' intention to purchase green food

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ABSTRACT

BACKGROUND AND OBJECTIVES: With sustained socio-economic development, problems such as resource constraints, ecological damage, and food safety have become increasingly prominent and have become important factors constraining sustainable development. To address these challenges, this study applies the stimulus–organism–response framework to examine key factors that shape consumers' green purchase intention in the food industry in China. Green advertising, environmental attitude, product attributes, and social media influence are conceptualized as external stimuli, while customer perceived value represents the internal psychological mechanism driving behavioural intention.

METHODS: A total of 371 valid survey responses were analysed using Statistical Package for Social Sciences software (version 27.0) and Analysis of Moment Structures (version 28.0) to conduct reliability testing, factor analysis, structural modelling, and mediation analysis.

FINDINGS: All four external variables significantly increase customer perceived value, which in turn strengthens green purchase intention. Mediation results show that customer perceived value partially mediates the effects of green advertising and product attributes, and fully mediates the effects of environmental attitude and social media influence.

CONCLUSION: The study demonstrates that customer perceived value plays a central role in transforming external green marketing stimuli into purchase intention. These findings provide theoretical insight for stimulus–organism–response-based green marketing research and practical guidance for food enterprises seeking to promote sustainable consumer behaviour.

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INTRODUCTION

Environmental concerns have become more prominent as socio-economic development intensifies issues such as resource depletion, ecological degradation, and food safety risks. Food production and consumption exert significant environmental impacts, which in turn influence human health and safety (Azzurra *et al.*, 2019). As a result, global attention to sustainable development has increased, and consumers are showing stronger preferences for food that is safe, eco-friendly, and healthy (Costa *et al.*, 2021). Despite these trends, a persistent gap remains between consumers' environmental awareness and their actual green purchasing behaviour. This gap slows the growth of green industries, weakens efforts to promote healthy consumption patterns, and limits progress toward sustainable food systems. China presents a particularly relevant context for examining this issue. Although food safety incidents continue to raise consumer concern, interest in green and eco-labeled products is increasing. Government initiatives have promoted green production and consumption, including a comprehensive green food certification system designed to improve food safety and reduce environmental harm (Ahmed *et al.*, 2021). The China Green Food Development Centre (CGFDC, 2021) reports substantial environmental and economic benefits from green food production, including reduced chemical inputs and increased ecosystem service value. These developments highlight China's commitment to sustainable food strategies but also underscore the need to understand why green food purchase intention remains inconsistent with consumer attitudes (Cheng *et al.*, 2024). Previous research has identified green advertising, environmental attitude, product attributes, and social media influence as important determinants of green purchase intention. However, most studies examine these factors independently and provide limited insight into how they operate within an integrated framework (Jiang *et al.*, 2025). For example, studies on green advertising mainly assess its direct effects on purchase intention, offering limited evidence about whether advertising increases intention by enhancing perceived value. Similarly, environmental attitude is widely recognized as a predictor of green behaviour, but it is often treated as a final determinant rather than a precursor. It may shape perceived value and indirectly influence intention, especially in the green

food context, where empirical results remain limited. Research on product attributes shows that quality, safety, and functional performance are central to consumer evaluation, but how these attributes shape perceived value and later purchase intention remains unclear. Social media is also a major information source through reviews, influencers, and brand interactions, yet most studies examine its effects on brand image or loyalty rather than perceived value in green food consumption. These gaps limit understanding of how marketing cues jointly shape consumer decision-making. Customer perceived value is viewed as the bridge linking external stimuli to behaviour, but many studies treat it only as an outcome rather than a mediating process. This limits clarity on how consumers internalize environmental and product-related information before forming green purchase intention. Therefore, it is necessary to examine how green advertising, environmental attitude, product attributes, and social media shape perceived value and influence green purchase intention in one model. Although the Stimulus–Organism–Response (SOR) framework is widely used, most studies analyse only one or two stimuli at a time (Rivas *et al.*, 2022; Jiang *et al.*, 2025). Few integrate green advertising, environmental attitude, product attributes, and social media in a single framework. Perceived value is also often treated only as a direct predictor of intention rather than a mediating mechanism (Chen & Chang, 2012; Sweeney & Soutar, 2001). Evidence from China remains limited, despite its unique certification system and strong social media environment that may shape consumer perceptions differently (CGFDC, 2021; Cheng *et al.*, 2024). This study addresses these gaps by developing an integrated SOR model with four key stimuli and testing the mediating role of perceived value using data from China's certified green food market. Therefore, this study applies the SOR framework to explore the mediating role of customer perceived value in green food purchasing in China, May 2025.

Literature review

The SOR model sets customer perceived value as the core variable in the organism, and complements each other in the external stimulus and internal cognitive paths. Providing solid theoretical support for this study to construct a model path with the main line of SOR. The SOR model explains how individuals

respond to external environmental stimuli through internal mental processes and consists of three core components: Stimulus, Organism, and Response (Mehrabian and Russell, 1974). This model is often used in consumer behavior research. It highlights that behavior is not directly caused by external factors, but is mediated by the individual's cognitive, emotional, or perceptual mechanisms (Jacoby, 2002). In green consumption research, the SOR model is commonly used to study how external marketing stimuli affect consumer intentions through psychological perception. Research has found that factors like green advertising and product attributes can increase consumers' perceived value, which then strengthens their willingness to purchase green food (Rivas et al., 2022). This finding establishes the theoretical underpinning for constructing the research model, which forms the basis of the study's framework. Green advertising, product attributes, social media influence, and environmental attitude are viewed as external stimuli that may trigger consumers' value evaluations of green food. Customer perceived value acts as the internal psychological reaction, showing how consumers see the product's functional, emotional, and social benefits. Green purchase intention, as the response, reflects the motivation behind consumer behavior. The SOR model provides a logical framework for understanding how external factors influence purchase intention by engaging the internal role of perceived value.

Hypotheses development

Drawing on theoretical foundations and prior studies, this study formulates six core hypotheses, as shown in Fig. 1. These hypotheses are formed from how the literature explains and defines green advertising, environmental attitude, product attributes, social media influence, customer perceived value, and green purchase intention. Each hypothesis is developed step by step through the review of these key concepts. The model in this study includes four external stimulus variables that shape consumers' early perceptions of green food. Green advertising, environmental attitude, product attributes, and social media influence are common sources of information that consumers encounter before evaluating value. Prior studies show that these factors play a central role in shaping initial awareness and cognitive processing in green consumption settings (Rivas et al., 2022; Jiang

et al., 2025; Biswas & Roy, 2015). Other variables, such as trust, price sensitivity, or brand credibility, are also important. However, these variables often function as outcome-based evaluations that develop after consumers process the initial environmental and marketing cues (Chen & Chang, 2012; Aertsens et al., 2009). Including these variables at the stimulus stage would weaken the conceptual clarity of the SOR structure. This study therefore focuses on four early-stage stimuli that have strong theoretical support and play a consistent role in shaping value formation in green purchase contexts (Sweeney & Soutar, 2001).

Green advertising

Advertising is seen as one of the most common promotional methods used by companies. It works as an indirect way of communication and is built on the idea of conveying a message emphasizing product superiority. This gives consumers a sense of enjoyment, which in turn influences their decision to purchase (Kusuma and Handayani, 2018). Green advertising is a more advanced form of traditional advertising. It allows companies to share messages with consumers by highlighting features such as the environmental safety of their products (Chang, 2011). When green advertising presents a company's environmental commitment or social responsibility, it enhances consumers' perception of the product's social value, such as its contribution to environmental protection or alignment with moral identity, thereby increasing green purchase intentions. When advertisements emphasize content such as the product's functional benefits, they help improve how consumers perceive the product's economic value. This, in turn, positively influences their intention to buy (Zhang et al., 2024). These value perceptions, as consumers' subjective evaluations of products, are key psychological mechanisms in determining their green purchase intentions. They have a crucial mediating role in the pathways by which green advertising influences purchase intention.

H1. Green advertising has a positive impact on customer perceived value.

Environmental attitude

Environmental attitude refers to a mental tendency to judge the natural environment and the factors that affect its condition, showing either a positive or negative view (Milfont, 2012; Wittenberg

et al., 2023). It shows consumers' inner thoughts regarding the significance of environmental protection and is a fundamental driver of green consumer behaviour. Strong environmental attitude can encourage consumers to recognise the ecological, ethical, and functional values of green products, raise the perceived value of the good, and influence consumers' intention to buy (Sheikh *et al.*, 2025). Moreover, domestic scholars confirmed this relationship in the Chinese cultural context, where environmental attitudes influence green purchase intention indirectly by improving different aspects of customer perceived value, such as green awareness and positive emotions (Zhang *et al.*, 2024). Overall, these findings support the path that environmental attitude affects purchase intention through the mediating role of perceived value, which forms the theoretical basis for Hypothesis H2 in this study.

H2. Environmental attitude has a positive impact on customer perceived value.

Product attributes

Product attributes refer to the objective and factual characteristics of a product, which remain constant regardless of individual consumers' subjective preferences (Kalo and Joshipura, 2023). Against the backdrop of green food consumption, these attributes typically include indicators of eco-friendliness, health, safety, and sustainability. Studies have demonstrated that green product attributes significantly influence how customers perceive value. They fulfill both functional and moral expectations and enhance consumers' perceptions of ecological performance, product quality, and brand reputation, thereby positively influencing consumers' overall value assessment (Marcon *et al.*, 2022). Based on the SOR theory, this study treats product attributes as external stimuli that activate consumers' value perceptions of green food and, in turn, influence their purchase intentions.

H3. Product attributes have a positive impact on customer perceived value.

Social media influence

Social media influence denotes the persuasive power of social media platforms, content, and interactions on consumer perceptions, attitudes, and behaviours (Dananjoyo and Udin, 2025; Junipriansa and Disastra, 2025). Studies suggest that social media

exposure and peer interactions online can improve consumers' perceived value of green products by increasing their emotional, functional, social, and economic evaluations (Ng *et al.*, 2025; Nuamthong and Parnkam, 2024). Other studies have examined Key Opinion Leader (KOL) marketing on platforms like Xiaohongshu and found that a KOL's influence, expertise, and trustworthiness affect how consumers view social value, emotions, quality, and price (Li, 2023). These results support the use of the SOR model in this study and also highlight the mental processes behind perceived value, providing directions for future research.

H4. Social media influence has a positive impact on customer perceived value.

Green purchase intention

Green purchase intention is defined as a consumer's intention or plan to purchase environmentally sustainable food, often influenced by elements such as social norms, personal values, emotional attitudes, and perceived benefits associated with green products (Kim *et al.*, 2012). Understanding consumers' perspectives on green food purchase intention is important for marketers (Chan and Lau, 2002; Khasanah, 2024; Nuryakin *et al.*, 2023). Understanding the factors that influence consumers' green purchase intention is useful for making appropriate marketing strategies. It also contributes to removing obstacles that hinder green consumption (Welsch and Kühling, 2009). Studies show that consumers are motivated by value, and they usually consider the benefits and utility of the food before making a purchase. Consumers tend to have stronger purchase willingness when they perceive high value in green products, whether ecological, functional, or symbolic (Joshi *et al.*, 2018; Febriandika and Millatina, 2023; Sriviboon *et al.*, 2024). In summary, the research highlights that perceived value is a core psychological mechanism driving sustainable consumption intentions, providing strong theoretical support for the hypothesis.

H5. Customer perceived value has a positive impact on green purchase intention.

Customer perceived value

Customer perceived value denotes the consumer's subjective assessment of a product's overall benefit, derived from weighing the received utility against the cost incurred (Zeithaml, 1988). It has multiple

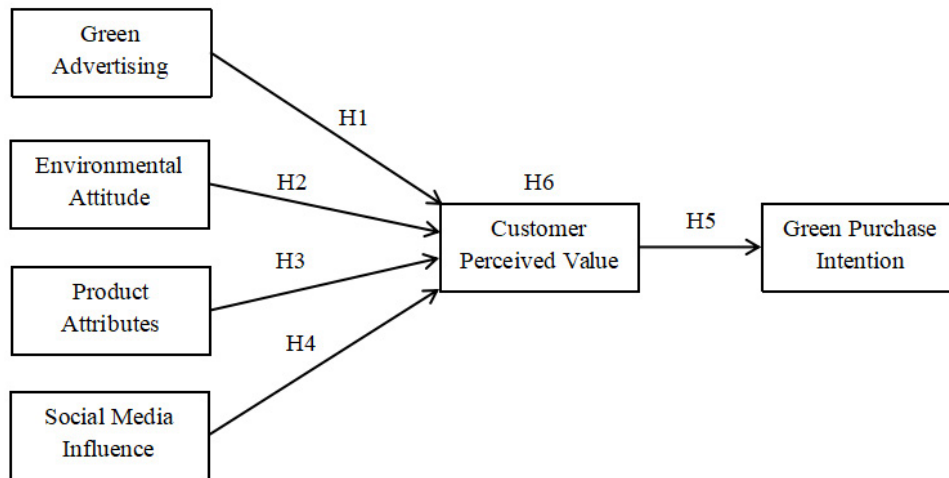


Fig. 1: Research model

dimensions, including functional, emotional, social, economic, and relational value, and serves as a key link between external elements and consumer behavior (Sweeney and Soutar, 2001). In terms of green food consumption, it reflects consumers' comprehensive judgement of whether green products are worthwhile (Chen and Chang, 2012; Fatmawati and Alikhwan, 2021; Qamari and Khairunnisa, 2024). A study on green agricultural products found that consumers show actual intention to purchase only when they personally perceive green products as valuable. In other words, customer perceived value acts as a key mental link between what consumers feel inside and how they behave outside (Chen et al., 2025; Eldin, 2024). In this research, customer perceived value is a key psychological element that mediates the impact of green advertising, environmental attitude, product attributes, and social media influence on green purchase intention.

H6. Customer perceived value mediates the impact of green advertising, environmental attitude, product attributes, and social media influence on green purchase intention.

MATERIALS AND METHODS

Research design

This research adopts a positivist research paradigm. Positivism emphasizes the use of observable and measurable data to discover the laws behind social phenomena. It advocates that researchers should remain neutral and use systematic quantitative

methods to collect and analyze data for identifying causal relationships among variables (Creswell, 2014). The study develops a theoretical path based on the SOR model to explore how external stimulus factors, such as green advertising, environmental attitude, product attributes, and social media influence, can further influence consumers' green purchasing intentions through the psychological mechanism of mediating variables, namely customer perceived value. A quantitative explanatory approach was employed to validate the proposed theoretical model. Data were collected through an online structured questionnaire using the Wenjuanxing platform in May 2025. The survey was disseminated via social media channels (e.g., WeChat, QQ, Weibo). Participants were required to have prior experience with or knowledge of green food consumption, enhancing data relevance and quality. To ensure instrument clarity and reliability, a pilot test was conducted with 20 participants representing diverse demographic backgrounds. The pilot study was used to assess face validity, internal consistency, and item clarity. Participants provided feedback on wording and comprehension, leading to minor revisions in phrasing and item sequencing. Preliminary Cronbach's alpha values from the pilot test indicated acceptable reliability for all constructs ($\alpha > 0.70$), supporting the suitability of the measurement items for the main study. No items were removed, but wording improvements enhanced semantic accuracy. A purposive-convenience sampling approach was used

to ensure that respondents had relevant experience with green food consumption. The inclusion criterion required participants to have purchased at least one certified green food product within the past 12 months. This ensured that respondents were capable of evaluating green food attributes and related psychological constructs.

Measures

The questionnaire consisted of two parts. The first collected demographic data (e.g., age, gender, income, education, residence); the second assessed core constructs using 7-point Likert scales. Each construct was measured by four items. Adapted items follow the wording and conceptual definitions of prior validated scales but were linguistically adjusted to fit the context of green food consumption in China, as shown in Table 1. To make sure the questionnaire is both reliable and valid, the measurement items of all variables are adapted from mature scales verified by previous researchers, and language localization and semantic adaptation are carried out in conjunction with the green food consumption background. Specifically, green advertising is designed according to Kim and Cha (2021) to assess consumers' perception of the genuineness, attractiveness, credibility and conveyed value of green advertising; environmental attitude is based on Gadeikiene and Svarcaite (2021) to evaluate consumers' environmental awareness and behavioral responsibility; product attributes are based on (Marcon et al., 2022) to cover consumers' perception of green food, such as nutritional value, safety and environmental friendliness; Social media influence, as defined by Zhang et al., (2024), reflects the role of social media in providing information, enabling interactive discussions, and shaping consumer perceptions. Customer perceived value is adapted from the study by Sweeney and Soutar (2001). It is used to measure how people view the value of green food in three aspects: economic, emotional, and environmental. Green purchase intention is adapted from Hudayah et al., (2023) to measure consumers' intention to actively choose green food in the near future.

RESULTS AND DISCUSSION

Descriptive statistics

The survey subjects, as shown in Table 2, show a certain diversity in demographic characteristics.

In terms of gender distribution, male respondents make up 52.0%, while female respondents account for 48.0%, and the proportion of males and females is nearly equal. The age distribution shows that people aged 18 to 30 account for the highest proportion at 38.8%, followed by 31-40 years old (30.7%), under 18 years old (18.9%), 41-50 years old (9.4%), and 51 years old and above account for the least, only 2.2%. Overall, most of the respondents belong to the young and middle-aged groups. Regarding educational qualifications, the proportion of undergraduate respondents is the highest, accounting for 69.0%, followed by high school (15.4%), master's (7.0%), PhD (3.8%), and other education (4.9%), indicating that the highly educated group dominated the sample. According to the income distribution, 38.5% fall within the 5001–10000-yuan monthly income range, 30.2% have a monthly income of 3001-5000 yuan, about 19.1% receive less than 3000 yuan in monthly earnings, and another 12.1% have an income of more than 10001 yuan. The overall sample is characterized by a medium income. About the distribution of occupations, the student group accounts for the highest proportion (27.2%), employees in a company and the self-employed each account for 24.8%; homemakers account for 3.0%, and other occupational categories account for 20.2%, reflecting that the sample occupation types are relatively rich. In terms of urban type distribution, tier 1 city respondents account for 31.3%, 25.9% of respondents are from new tier 1 cities, 24.5% from tier 2 cities, and 18.3% from tier 3 or lower tier cities. The sample covers cities of different levels. In addition, all respondents said that they had purchased green food (100%), and none said they had not purchased it, indicating that the samples of this study all have green food consumption experience.

Reliability and validity analysis

Table 3 shows that all constructs demonstrate strong reliability. Cronbach's alpha values range from 0.853 to 0.895, and all Composite Reliability (CR) scores exceed 0.85, surpassing recommended thresholds. These results confirm that the measurement scales exhibit high internal consistency and are suitable for subsequent analysis. The measurement validity was assessed through Kaiser-Meyer-Olkin (KMO), Bartlett's test, and Exploratory Factor Analysis (EFA). The KMO value of 0.911 and the significant

Table 1: Measurement Item

Construct	Operational Definition	Item Code	Measurement Item	Source
Green Advertising	Consumer awareness and influence from green advertising	GA1	I think green advertising expresses the true nature of green food.	Kim & Cha (2021)
		GA2	Green advertising is attractive and makes me pay more attention to green food.	
		GA3	I trust the information conveyed in green advertising.	
		GA4	Green advertising helps me recognize the unique value of green food.	
Environmental Attitude	Personal concern and beliefs about environmental protection	EA1	I care about how my food choices impact the environment.	Gadeikienė & Švarcaitė (2021)
		EA2	I believe purchasing green food is a good way to protect the environment.	
		EA3	I believe it is important to reduce environmental harm through my food choices.	
		EA4	I feel responsible for helping the environment through my purchases.	
Product Attributes	Consumer perception of green product safety, quality, and health benefits	PA1	I believe that green food has higher nutritional value than regular food.	Yoo et al. (2000) Zhao et al., (2010)
		PA2	I trust the eco-labels and certifications on green food.	
		PA3	I believe green food is safer than regular food.	
		PA4	I believe green food is produced using environmentally friendly ways.	
Social Media Influence	Impact of social media on consumer awareness and decision-making	SM1	Social media provides me with useful and trustworthy green food information.	Jiang et al., (2010) Zhang et al., (2024)
		SM2	I enjoy discussing green food topics with others on social media platforms.	
		SM3	Feedback and opinions from social media increase my confidence in the value of green food.	
		SM4	Information shared on social media influences my evaluation of green food's quality.	
Customer Perceived Value	Consumer's evaluation of the overall benefit of purchasing green food	CPV1	I think green food provides good value for the money I spend.	Lin et al., (2017) Danish et al., (2019)
		CPV2	Purchasing green food benefits both my health and the environment.	
		CPV3	Purchasing green food makes me feel emotionally satisfied.	

Green Purchase Intention	Willingness to buy green food in the near future	CPV4	Purchasing green food aligns with my environmental beliefs.	Hudayah <i>et al.</i> , (2023)
		GPI1	I am willing to purchase green food if they meet my expectations.	
		GPI2	I prefer green food over regular food when making purchase decisions.	
		GPI3	I intend to purchase green food in the future.	
		GPI4	I am willing to frequently purchase green food.	

Table 2: Demographic description

Measure	Category	Frequency	Ratio (%)
Gender	Male	193	52.0%
	Female	178	48.0%
Age	<18	70	18.9%
	18-30	144	38.8%
	31-40	114	30.7%
	41-50	35	9.4%
	≥51	8	2.2%
	High school	57	15.4%
Educational Qualifications	Undergraduate	256	69.0%
	Master	26	7.0%
	PhD	14	3.8%
	Others	18	4.9%
Monthly Income	≤3000	71	19.1%
	3001-5000	112	30.2%
	5001-10000	143	38.5%
	≥10001	45	12.1%
	Student	101	27.2%
Occupation	An employee in a company	92	24.8%
	Self-employed	92	24.8%
	Homemaker	11	3.0%
	Others	75	20.2%
	Tier 1 city	116	31.3%
City Type	New Tier 1 city	96	25.9%
	Tier 2 city	91	24.5%
	Tier 3 or below	68	18.3%
Purchased Green Food	Yes	371	100.0%
	No	0	0.0%

Table 3: Reliability and convergent validity

Variable	Cronbach's alpha	AVE	CR
Green Advertising	0.882	0.65	0.881
Environmental Attitude	0.853	0.591	0.852
Product Attributes	0.877	0.642	0.877
Social Media Influence	0.863	0.613	0.863
Customer Perceived Value	0.895	0.681	0.895
Green Purchase Intention	0.885	0.658	0.885

Table 4: AVE square roots and correlation matrix

	GA	EA	PA	SM	CPV	GPI
Green Advertising	0.806	0.371	0.36	0.293	0.449	0.315
Environmental Attitude		0.769	0.356	0.338	0.423	0.286
Product Attributes			0.801	0.334	0.458	0.431
Social Media Influence				0.783	0.492	0.248
Customer Perceived Value					0.825	0.497
Green Purchase Intention						0.811

Bartlett's test ($p < 0.001$) indicate that the data are suitable for factor analysis. EFA extracted six factors with a cumulative variance of 74.60%, aligning with the theoretical structure of the model. All items loaded strongly on their intended factors (loadings > 0.70) with low cross-loadings, demonstrating good convergent and discriminant validity. Communalities exceeded the recommended 0.50 threshold. Overall, the results confirm that the measurement instrument exhibits sound structural validity and is appropriate for subsequent Confirmatory Factor Analysis (CFA).

Confirmatory factor analysis

CFA was conducted to assess convergent and discriminant validity. All constructs achieved AVE values above 0.50 and CR values exceeding 0.85, indicating strong convergent validity and internal consistency (Fornell and Larcker, 1981). Discriminant validity was assessed using the Fornell–Larcker criterion (see Table 4). The square root of the AVE for each construct (shown on the diagonal) exceeded its correlations with other constructs, indicating that each variable is empirically distinct. For example, Customer Perceived Value has an AVE square root of 0.825, higher than its correlations with Product Attributes (0.458) and Green Advertising (0.449). Likewise, Green Purchase Intention's AVE square root (0.811) is greater than its

correlations with Customer Perceived Value (0.497) and Product Attributes (0.431). These results confirm satisfactory discriminant validity across all constructs. To assess whether the measurement model demonstrates structural differentiation and to evaluate significant structural differences among latent variables, this study examines the model's goodness of fit. As illustrated in Table 5. The overall model demonstrates a strong structural fit across all measurement indicators, indicating that it accurately reflects the underlying data structure. The chi-square statistic (X^2) of the full model is 528.472 with 237 Degrees of Freedom (DF), resulting in a Chi-square divided by degrees of freedom (CMIN/DF) value of 2.230, which is below the recommended threshold of 3.00. This suggests low model residuals and good overall model fit. The incremental fit indices are also at an excellent level: the Comparative Fit Index (CFI) is 0.945, the Tucker–Lewis Index (TLI) is 0.936, the Incremental Fit Index (IFI) is 0.945, and the Normed Fit Index (NFI) is 0.905. All exceed the commonly accepted cutoff value of 0.90, demonstrating strong model performance. In addition, the Root Mean Square Error of Approximation (RMSEA) is 0.058, which falls within the acceptable range of 0.05–0.08, indicating adequate control of model error. The Standardized Root Mean Square Residual (SRMR) is

Table 5: Model fitting results

Model	X ²	DF	P	CMIN/DF	CFI	TLI	NFI	IFI	RMSEA	SRMR
Value	528.472	237	0.000	2.230	0.945	0.936	0.905	0.945	0.058	0.055

Table 6: Results of hypothesis testing

Path	Beta	t	p	Supported
H1 Green Advertising → Customer Perceived Value	0.222	4.923	0.000***	Yes
H2 Environmental Attitude → Customer Perceived Value	0.160	3.526	0.000***	Yes
H3 Product Attributes → Customer Perceived Value	0.222	4.901	0.000***	Yes
H4 Social Media Influence → Customer Perceived Value	0.299	6.760	0.000***	Yes
H5 Customer Perceived Value → Green Purchase Intention	0.497	11.005	0.000***	Yes

Note: All p-values are significant at the 0.001 level. D-W values are 1.905 and 1.897, respectively, indicating no severe autocorrelation.

0.055, which is below the recommended threshold of 0.08, further confirming low residual levels and an excellent overall model fit.

Regression analysis

This study conducts a multiple linear regression analysis in which Customer Perceived Value is the dependent variable and Green Advertising, Environmental Attitude, Product Attributes, and Social Media Influence are the independent variables. Table 6 presents the results. The model reports an R² value of 0.416, indicating that the four independent variables collectively explain 41.6% of the variance in Customer Perceived Value, reflecting a good model fit. The F-test result (F = 65.110, p = 0.000) confirms that the overall model is statistically significant. Specifically:

- Green Advertising → Customer Perceived Value: Green advertising exerts a significant positive effect on Customer Perceived Value ($\beta = 0.222$, $p = 0.000$), supporting H1.
- Environmental Attitude → Customer Perceived Value: Environmental attitude has a significant positive effect on Customer Perceived Value ($\beta = 0.160$, $p = 0.000$), supporting H2.
- Product Attributes → Customer Perceived Value: Product attributes show a significant positive effect on Customer Perceived Value ($\beta = 0.222$, $p = 0.000$), supporting H3.
- Social Media Influence → Customer Perceived Value: Social media influence demonstrates a significant positive impact on Customer Perceived Value ($\beta = 0.299$, $p = 0.000$), supporting H4.

- Customer Perceived Value → Green Purchase Intention: Customer Perceived Value demonstrates a significant positive impact on Green Purchase Intention ($\beta = 0.497$, $p = 0.000$), supporting H5.

To gain deeper insight into the mediating role of Customer Perceived Value in the influence of Green Advertising, Environmental Attitude, Product Attributes, and Social Media Influence on Green Purchase Intention, this study employs the PROCESS macro integrated in SPSS 27.0. Model 4 is selected to test mediation effects, and the Bootstrap method (5,000 resamples with a 95% confidence interval) is applied to evaluate the significance of indirect effects. A mediation effect is confirmed when the confidence interval for the indirect effect does not include zero. The mediation analysis treats Green Advertising, Environmental Attitude, Product Attributes, and Social Media Influence as independent variables, Customer Perceived Value as the mediating variable, and Green Purchase Intention as the dependent variable. Separate models are established to assess both the strength and the type of mediation (complete or partial). As shown in Table 7, Green Advertising exhibits a significant direct effect on Green Purchase Intention ($\beta = 0.120$, $p = 0.023$). The indirect effect through Customer Perceived Value is 0.209, and the Bootstrap confidence interval excludes zero, indicating a highly significant mediation effect ($p < 0.001$). This demonstrates that Customer Perceived Value plays a partial mediating role between Green Advertising and Green Purchase Intention, accounting

Table 7: Path test

Path		Meaning	Effect	95% CI		Standard Error (SE)	z / t	p	Conclusion
			Low-er	Upper					
1	GA→CPV→GPI	Indirect effect	0.209	0.154	0.270	0.029	7.556	0.000	Partial Mediation
	GA→CPV	X→M	0.477	0.382	0.572	0.048	9.640	0.000	
	CPV→GPI	M→Y	0.438	0.343	0.525	0.046	8.866	0.000	
	GA→GPI	Direct effect	0.120	0.017	0.224	0.053	2.287	0.023	
	GA→GPI	Total effect	0.329	0.228	0.431	0.052	6.370	0.000	
2	EA→CPV→GPI	Indirect effect	0.210	0.147	0.278	0.033	7.060	0.000	Full Mediation
	EA→CPV	X→M	0.466	0.367	0.558	0.049	8.959	0.000	
	CPV→GPI	M→Y	0.450	0.356	0.542	0.047	9.224	0.000	
	EA→GPI	Direct effect	0.100	-0.006	0.205	0.054	1.851	0.065	
	EA→GPI	Total effect	0.309	0.203	0.415	0.054	5.725	0.000	
3	PA→CPV→GPI	Indirect effect	0.181	0.124	0.244	0.030	6.223	0.000	Partial Mediation
	PA→CPV	X→M	0.485	0.392	0.577	0.047	9.906	0.000	
	CPV→GPI	M→Y	0.373	0.274	0.469	0.049	7.725	0.000	
	PA→GPI	Direct effect	0.267	0.167	0.368	0.051	5.237	0.000	
	PA→GPI	Total effect	0.448	0.352	0.544	0.049	9.173	0.000	
4	SM→CPV→GPI	Indirect effect	0.262	0.198	0.328	0.034	8.653	0.000	Full Mediation
	SM→CPV	X→M	0.539	0.449	0.627	0.046	10.851	0.000	
	CPV→GPI	M→Y	0.486	0.386	0.578	0.049	9.521	0.000	
	SM→GPI	Direct effect	0.006	-0.105	0.115	0.056	0.098	0.922	
	SM→GPI	Total effect	0.267	0.161	0.374	0.054	4.925	0.000	

for approximately 63.5% of the total effect. The direct path from Environmental Attitude to Green Purchase Intention is not significant ($p = 0.065$), whereas the indirect path through Customer Perceived Value is significant ($\beta = 0.210$, 95% CI: [0.147, 0.278]). This indicates that Customer Perceived Value exerts a full mediating effect in this relationship. In other words, environmental attitude influences consumers' green purchase intention primarily by enhancing their perceived value of the product. Product Attributes show a significant direct effect on Green Purchase Intention ($\beta = 0.267$, $p < 0.001$), as well as a significant indirect effect through Customer Perceived Value (0.181, 95% CI: [0.124, 0.244]). This suggests that Customer Perceived Value acts as a partial mediator, accounting for approximately 40% of the total effect. For Social Media Influence, the direct effect on Green Purchase Intention is not significant ($p = 0.922$), while the indirect effect through Customer Perceived

Value is significant ($\beta = 0.262$, $p < 0.001$). This result indicates that Customer Perceived Value functions as a full mediator, meaning that social media influences green purchase behavior primarily by elevating consumers' perceived value. Taken together, the findings show that among the four predictor variables, Green Advertising and Product Attributes exhibit partial mediation, whereas Environmental Attitude and Social Media Influence exhibit full mediation through Customer Perceived Value. This highlights the central role of Customer Perceived Value in translating environmental and marketing stimuli into green purchase intention, particularly for Environmental Attitude and Social Media Influence. The results show that Social Media Influence affects Green Purchase Intention only through Customer Perceived Value. This suggests that social media serves mainly as a channel that shapes value perception rather than producing direct behavioural intention. Prior studies

report similar findings, where social media exposure increases awareness and interest but only leads to intention when consumers perceive clear functional or emotional benefits (Samaniego-Arias *et al.*, 2025). In China, consumers often use social platforms to evaluate authenticity, quality, and safety before making decisions. This behaviour shapes internal value judgments first and does not create intention without perceived benefit. This supports the SOR model, which states that external stimuli influence behaviour only after internal psychological processing. The full mediation of Environmental Attitude also shows that general pro-environmental values do not automatically lead to green purchases. Consumers may support environmental protection in principle. However, purchase intention increases only when they believe the product delivers value to them. This reflects the value-action gap observed in previous research, where environmental attitudes require translation into perceived personal benefit before behaviour occurs (Hoang *et al.*, 2024). For green food marketers, this means environmental messages should link ecological benefits to concrete consumer value, such as safety, health, or quality. The full mediation of Environmental Attitude through perceived value highlights a culturally specific mechanism in the Chinese context. While Western studies often show that environmental attitudes directly predict green purchasing behavior (e.g., Gleim *et al.*, 2013; Joshi & Uniyal, 2021), Chinese consumers tend to prioritise personal benefits over abstract pro-environmental ideals. This pattern aligns with China's socio-cultural characteristics, including high uncertainty avoidance and longstanding concerns over food-safety scandals, which heighten reliance on perceived value as a risk-reduction mechanism. As a result, even strong environmental attitudes do not translate into purchase intention unless consumers believe the product provides concrete personal value. This cultural logic explains why environmental attitude exerts an indirect effect only through perceived value in this study. Green Advertising and Product Attributes show partial mediation. Both variables influence intention directly because consumers can respond immediately to persuasive advertising cues or salient product characteristics. Advertising may create an emotional connection or trust, while product attributes may convey quality or safety. Yet both variables also enhance perceived value, which strengthens their

influence. Earlier studies confirm that product- and advertising-related cues can trigger both direct and value-driven pathways to green purchase (Li *et al.*, 2024; Li *et al.*, 2025). This dual effect indicates that marketers should use clear product information and persuasive messaging to reinforce both immediate reactions and deeper value evaluations. Overall, these findings extend the SOR framework by showing that external stimuli differ in how strongly they depend on the organism's stage. Social Media Influence and Environmental Attitude rely fully on Customer Perceived Value. Advertising and product cues have both direct and indirect effects. This distinction clarifies how Chinese consumers process green information and shows the central role of perceived value in the formation of green purchase intention. The findings also diverge in notable ways from global research. In many Western and Southeast Asian contexts, environmental attitude exerts a significant direct effect on green purchase intention, reflecting stronger internalization of ecological norms (Kim *et al.*, 2012; Aertsens *et al.*, 2009). In contrast, our results mirror studies in China showing that environmental concern is insufficient without perceived personal benefits (Ahmed *et al.*, 2021; Cheng *et al.*, 2024). Similarly, unlike social media studies in Western markets where influencer credibility and peer communication directly stimulate purchase intention (Samaniego-Arias *et al.*, 2025), our findings show full mediation through perceived value. This suggests that Chinese consumers interpret social media information more cautiously and rely on value judgment to validate authenticity. These cross-national differences emphasize that the SOR pathways may vary according to cultural, institutional, and market conditions rather than being universally standardized. Taken together, these contrasts with prior research demonstrate that the mechanisms driving green food consumption are not uniform across cultures. This study contributes to the global literature by showing that in emerging markets like China, perceived value functions as a pivotal psychological filter in shaping green purchase intention. This underscores the importance of contextualising SOR-based models within different cultural and institutional environments.

CONCLUSION

This study advances the understanding of green consumer behavior by developing and empirically

validating a theoretical model grounded in the SOR framework. Focusing on China's green food market, the study investigates how four external stimuli—Green Advertising, Environmental Attitude, Product Attributes, and Social Media Influence—shape Green Purchase Intention through the mediating role of Customer Perceived Value. Findings based on 371 valid responses indicate that all external stimuli significantly enhance Customer Perceived Value, which in turn positively influences Green Purchase Intention. Furthermore, Customer Perceived Value was found to function as a full or partial mediator depending on the stimulus, highlighting its central role in translating marketing and environmental cues into consumer intentions. The study contributes theoretically by extending the application of the Stimulus–Organism–Response framework to sustainable consumption and establishing Customer Perceived Value as a key psychological mechanism in green purchasing decisions. From a practical standpoint, the findings offer clear guidance for both green food companies and policymakers. Firms are encouraged to enhance the quality of Green Advertising, promote green identity through consumer engagement initiatives, improve product transparency, and leverage social media platforms to increase Customer Perceived Value. Meanwhile, policymakers should strengthen advertising regulations, environmental education, green product labeling systems, and financial incentives to foster a supportive environment for green consumption. The study also provides policy implications that align with China's national strategy for promoting green consumption. Strengthening the credibility and transparency of green certification and labeling can enhance consumer trust and increase perceived value. Clearer standards for green advertising and stricter oversight of environmental claims would help reduce misinformation and improve market confidence. Public environmental education programs that highlight the health and safety benefits of green food may also shift consumer perceptions in a positive direction. In addition, policy incentives for producers who adopt verifiable green practices could support the growth of a more sustainable and trustworthy green food industry. Despite its contributions, this study has several limitations. First, the use of purposive-convenience sampling limits representativeness, and the findings may not generalize to China's wider population. Because

the survey was distributed through social media, participation depended on voluntary online access, which increases the risk of sampling bias. Although respondents were drawn from different city levels, the sample does not fully reflect China's demographic or regional diversity. Future studies should consider probability-based or stratified sampling to obtain a more nationally representative dataset. Second, because this study relies on self-reported perceptions, future research could incorporate behavioural data, scenario-based experiments, or mixed-method designs to reduce response bias and triangulate consumer intentions. Third, the cross-sectional design restricts the ability to infer causality. Longitudinal studies or experimental approaches would help clarify how attitudes and perceived value develop over time and how they influence actual purchasing behaviour. Fourth, the current model includes only selected predictors. Future studies may examine additional factors such as brand trust, price sensitivity, cultural values, and environmental knowledge to build a more comprehensive theoretical framework. Lastly, the digital marketing landscape is changing rapidly. Future research should explore how emerging media formats, including short video platforms, livestreaming, and social commerce, shape green consumer behaviour across different demographic and cultural groups.

AUTHOR CONTRIBUTIONS

W. C. Ng conducted the literature review, designed the experiments, and prepared the manuscript. Y. Gao performed the experiments, conducted the literature review, and compiled the data. U. Udin contributed to the literature review, assisted in manuscript preparation, and edited the manuscript. Z. Tan performed the remaining experiments and analyzed and interpreted the data.

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CONFLICT OF INTEREST

The authors declare no potential conflict of interest regarding the publication of this work. In addition, the ethical issues, including plagiarism, informed consent, misconduct, data fabrication and/or falsification, double publication and/or submission, and redundant

cy, have been completely witnessed and addressed by the author.

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ABBREVIATIONS (NOMENCLATURE)

<i>AVE</i>	Average Variance Extracted
<i>CFI</i>	Comparative Fit Index
<i>CGFDC</i>	China Green Food Development Centre
<i>CFA</i>	Confirmatory Factor Analysis
<i>CPV</i>	Customer Perceived Value
<i>CR</i>	Composite Reliability
<i>EA</i>	Environmental Attitude
<i>EFA</i>	Exploratory Factor Analysis
<i>GA</i>	Green Advertising
<i>GPI</i>	Green Purchase Intention
<i>KMO</i>	Kaiser-Meyer-Olkin

<i>KOL</i>	Key Opinion Leader
<i>PA</i>	Product Attributes
<i>PCA</i>	Principal Component Analysis
<i>RMSEA</i>	Root Mean Square Error of Approximation
<i>RQ</i>	Research Question
<i>SM</i>	Social Media Influence
<i>SOR</i>	Stimulus-Organism-Response
<i>SRMR</i>	Standardized Root Mean Square Residual
<i>TLI</i>	Tucker-Lewis's Index

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