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NEXUS OF COLLECTIVE CULTURE, CULTURAL VALUES, AND PURCHASE INTENTION: WHAT IS THE MEDIATING ROLE OF ENVIRONMENTAL ATTITUDE?

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Abstract

Different cultural factors play a significant role in shaping customers' intentions toward environmentally friendly products. Therefore, the main objective of this research was to examine the effects of collective culture, cultural values, and customer environmental attitude on customer purchase intention. This study also investigated the mediating role of customer environmental attitude. A quantitative research methodology was adopted, and respondents were customers. A detailed literature review was conducted to develop the questionnaire for data collection. The questionnaire was distributed among respondents using a convenient sampling technique. The response rate of the study was 80.8%. Smart PLS 4 was used as an analytical tool in this research. The findings revealed that collective culture, and cultural values have a positive effect on environmental attitude. Moreover, customer environmental attitude positively influences purchase intention. The mediating role of customer environmental attitude was also found significant.

Keywords: Collective Culture, Cultural Values, Environmental Attitude, Purchase Intention, Smart PLS 4

1. Introduction

In this era of digitalization, culture plays a very important role in shaping customers' purchase intentions toward environmentally friendly products. Collective culture is important in every aspect of human life as it fosters mutual support, loyalty, trust, and group harmony among individuals. As a result of these interdependent structures, individuals develop a sense of security and belonging, strong social bonds, willingness to sacrifice for others, and shared responsibility (Wiwoho et al., 2023). The focus of collectivism lies in the importance of community, altruism, selflessness, and unity. Collective culture also influences the daily lives of customers, ranging from social exchanges to resource sharing. It reflects that customers are integrated into extended families, cohesive groups, and systems of strong group support. Therefore, customers belonging to a collective culture perceive role conformity, constructive interdependence, communalism, and collaboration as key drivers of their decisions and behaviors (Zhong et al., 2025). Understanding individual values and culture are important for organizations to improve their performance. Therefore, decision makers of the organizations should develop products that benefit group. They can achieve it by highlighting unique experiences and shared enjoyment (Jourabachi Amirkhizi et al., 2023).

Understanding how cultural values shape customers' attitudes toward the environment begins with recognizing that culture is an important and powerful factor. Cultural values guide societies and are deeply rooted within individuals. However, cultural values are not uniform across the world, as significant variations exist among subgroups and societies within a larger cultural framework (Cheng et al., 2021). As a result of

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these differences, variations can be observed in customer preferences regarding product selection. Some cultural values promote the exploitation of natural resources without considering long-term consequences. Conversely, cultures that value the sacredness of nature and the intergenerational well-being of the environment are more likely to emphasize sustainable practices. It is important for organizations to understand these cultural differences to develop effective marketing strategies. Customers' perceptions of products vary according to their cultural background, which subsequently influences their purchase behavior (Sahana et al., 2021).

It is crucial for organizations to predict and understand customers' purchase intentions to maximize sales and profits. Understanding the factors that influence customers' purchase intentions is essential for developing strategies that can effectively shape their willingness to buy and strengthen their overall purchasing behavior (Wang et al., 2023). Factors such as pricing, brand reputation, advertising, and product quality have a positive influence on shaping customers' intentions. By paying attention to these factors, organizations can focus on developing strategies that shape customer purchase intentions and enhance their overall market share (Widjaja, 2025).

Living beings on the planet are increasingly affected by environmental problems. People have witnessed these issues as a result of technological advancement and the rapid growth of industrial development (Sharif et al., 2024). The environmental attitude (EA) of customers reflects the value they place on environmentally friendly choices. This attitude significantly influences individuals' preferences and purchasing behavior, shaping their decisions toward sustainable and eco-conscious products (Ogiemwonyi et al., 2023). Currently, customer awareness regarding global sustainability challenges and environmental issues is increasing. Therefore, it is essential for marketers to understand customers' attitudes toward the environment. Organizations can build brand loyalty by aligning their strategies, communication, and products with environmentally conscious consumers. This strategic alignment helps develop customer trust, which subsequently shapes buying behavior and purchase attitudes. It also reflects customers' confidence in the quality, integrity, and reliability of a brand. Customers are more likely to develop positive purchase intentions toward a product when they have strong trust in that specific brand. The basic objective f the present research is to examine the effect of collective culture and cultural values on purchase intention from mediation of Environmental attitude.

2. Review of Literature

2.1 Customer Environmental Attitude and Customer Purchase Intention (PI)

Literature has defined PI as the willingness of the customers to purchase any product or use any service in future (Manzoor et al., 2020). This concept is similar to the decision making of the customers where customer shows plan, willingness or likelihood to purchase a product. It is also explained as the main factor of consumer behavior such as attitude of a customer towards a certain service or product (Marlien et al., 2021). PI of customer is likelihood or willingness to buy a certain service or product in a certain period of time. Furthermore, it is one of the key predictors of customer purchase behavior. It is one of the psychological constructs that captures the readiness of the customers to get involve in a purchase. The factor of PI is influenced by a number of different factors including marketing efforts, brand image, customer needs, and personal preferences.

Literature has defined attitude as psychological process that is based on ability of behavior, emotions and perception and is provided with consistent and enduring characteristics (Maddocks, 2023). Customer having positive attitude towards the product will be tilted towards behaving positively towards the product, helping in sales of the product, supporting the product, showing concern for the product and approach towards the product. EA in studies is referred as negative or positive evaluation of a customers of self-performance regarding environment. Customer attitude towards the environment is regarding actions, feeling and opinion regarding the protection of environment (Han, 2021). EA is vital for every factor that has the potential to damage environment. In present age of globalization, a number of organizations produce products that are environment friendly to make the world a safer environment. Still, the customers prefer to purchase the general products that has the tendency to impact the environment (Ahmed et al., 2023).

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The importance of pro-EA shows customers select the products that protects the natural resources. A customer is more likely to demonstrate green purchase behavior when they show commitment towards environment. In this case, customers will select environment friendly products as well. The environment related values and attitude of the customers show critical importance in their buying decisions for the green products (Shehawy & Khan, 2024). Customers who reflect strong engagement towards the environment will select the products that are energy efficient and re-usable to reflect their behavioral response (Khaleeli & Jawabri, 2021). Customers with having fulfilled psychological needs have positive attitude towards the environment. They also show positive intention towards environment friendly products. Past studies has empirically revealed positive effect of customers environment attitude towards customers PI (Fauzan & Azhar, 2019). Based upon this discussion, it is assumed that

H1: Customer Environmental Attitude significantly affects Customer purchase intention.

2.2 Collectivistic Culture and Environmental Attitude

Studies has discussed collectivism as the level to which members of the society are merged into different groups of the society (Komisarof & Akaliyski, 2025). In collective culture, customers are part of closely knit group of society. They mostly have large and extended families (Majeed & Rasheed, 2025). In such cultures, the group with whom a customer belongs provides protection and allegiance to all its members. The base of collective culture is developed on the idea customers behavior must be guided through the community interest first. The main focus of collective culture is on communal well-being, duty towards the group, interdependence and group harmony. Such customers do not think about individual benefits. A number of past studies has discussed the effect of collective culture on pollution emissions (Chen & Unal, 2023). The collective culture and environmental regulation have significance effect on EA of the customer (Yang et al., 2024).

As per collective culture, customers are closely linked to each other in the form of groups such as society, peers and family. The customers who belong to collective culture are more likely to get engage in activities that can solve environmental problems. Most of the customers of collective culture put group's goals over their personal goals. Therefore, they are inclined act in a way that is environment friendly as it is good for their group as well. When such individuals face difficulties linked to green purchasing from society, they forego personal rewards (Nguyen et al., 2025). As customers think more regarding their group, therefore they are more concerned regarding ecological issues. Furthermore, collective culture of the customers also play very important role to shape environment friendly attitude of the community (Hussain & Huang, 2022). Customers as part of collective culture mainly focus on the wellbeing of biosphere, ecosystem, animals and plants. A number of past studies has supported this notion. Such as Zhang et al. (2024) stated that collective culture has significant effect on customer EA. Similar findings were reported earlier in the study of Cho et al. (2013) demonstrating significant effect of individualistic culture on customer EA.

H2: Collectivistic Culture significantly affects Customer environmental attitude.

EAs bridge the relationship between collectivistic culture and PI. It is because customers who belongs to collective culture give priority to social harmony and group welfare (Nguyen & Tran, 2024). On the basis of these cultural values, concerns regarding environmental sustainability shape positive attitude towards the environment. On the other hand, environmentally friendly purchase also encourages as a result of these attitudes because customers perceive green buying as act of social responsibility that has benefit for all community. It also aligns with cultural values of other group members. The study by Ogiemwonyi et al. (2023) reported the mediating role of EA. Thus, we hypothesize that

H3: Environmental Attitude is a significant mediator between Collectivistic Culture and purchase intention.

2.3 Cultural Values and Environmental Attitude

In past studies cultural values are referred as shared goals and beliefs among society members regarding ways of life and behavior. Cultural values have the ability to form fundamental values of customers, and shape social behavior. According to scholars, cultural values are widely held beliefs regarding desire of a society. It influences the behavior of customer by providing a framework that can be useful to understand

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values and situations. Cultural values are beliefs that stay in the society over a period of time. Moreover, they also serve as the basic criteria of purchasing among customers (Bensalem & Benouhiba, 2025). Past studies regarding consumer behavior shows that cultural differences play very important role to shape expectations of regarding services and products. It has important role in evaluating and recognizing the products. Studies has reported that cultural values have major role to shape behavior and attitude towards the services (Karami et al., 2017).

The childhood traditions, symbols and beliefs are important to mould and shape the tradition of the individual. The cultural environment is created by external and internal factors that are evident in the shopping patterns and attitude of the customers. Cultural values play the role of foundational lens by which society interact and perceive regarding environment (Toorzani & Rassafi, 2022). Moreover, cultural values play the role of underlying driver that shape the norms and ethics of environment.

Past empirical research has discussed the effect of cultural values on environmental behavior and attitudes. They reported that EAs of the customer are significantly affected by cultural values (Hussain & Huang, 2022). Some studies have mentioned that it is one of the key moderating factors between action and concern. They also shape beliefs, ethics and norms of customer regarding nature (Martin & Phiri, 2023). The communication strategies being used by the organizations must be aligned to the cultural values. It is because brand and personal values are important to shape purchasing decisions and attitudes. These factors are often considered as important force to shape the opinion of an individual regarding nature. It is shaped among all members of the society and shape their behavior and attitude as well. The study by Martin and Phiri (2023) highlighted the role of cultural values to shape customers attitude towards the environment.

H4: Cultural Values significantly affects Customer environment attitude.

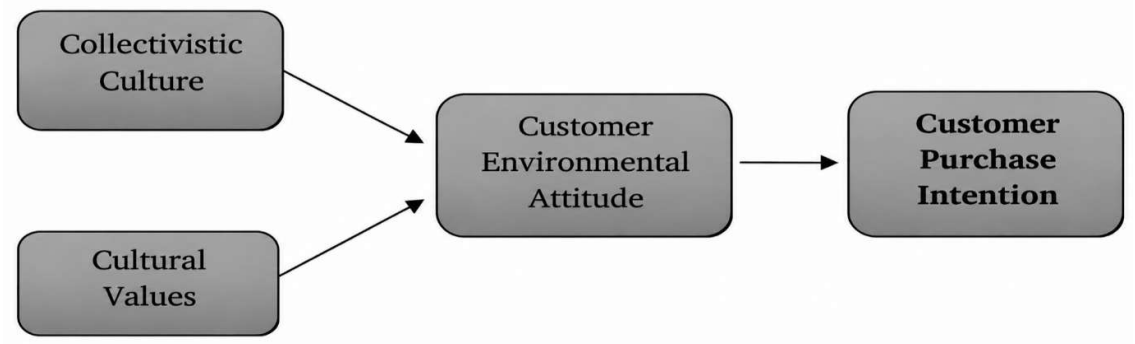
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H5: Environmental Attitude is a significant mediator between Collectivistic Culture and purchase intention.

2.4 Framework

Figure 1

Framework



Note. The figure presents the study framework showing the effects of collectivistic culture and cultural values on customer environmental attitude and customer purchase intention, with environmental attitude as a mediator.

On the basis of above literature review, this research developed framework of the study as given in Figure 1. It shows that three cultural factors impacts EA and purchase intention.

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3. Methodology

For current study quantitative research methodology was used. Survey instrument was used for the collection of data. Well-developed scale was adopted and pretested, pretesting some changes were made for the improvement of the instrument. In current study convenient sampling techniques were used to collect the required data. Self-administered method was used, and researchers clearly defined the concept idea and purpose of the study. Researchers ensured that the privacy and secrecy of data will be maintained, and the information collected will be used purely for academic purposes. 250 questionnaires were distributed and only 229 responses were received back. After using data cleaning methodology and the missing value analysis, working on outliers, only 202 useable responses were retained. Table 1 shows that 60.4% respondents were male and 39.6% were female. 32.7% respondents were of the age between nineteen to twenty-nine years old. 44.1% were of age between twenty-nine and thirty-nine years. 23.3% were of the age above forty years. 41.1% were undergraduates. 30.7 were graduates and 28.2% were postgraduates.

3.1 Measurements

Researchers measured all the variables with the well-defined scale having excellent reliability and validity in previous research. All the six constructs were measured at five points Likert scale from strongly disagree-1 to strongly agree-5. Collectivist culture measured with four items scale used by Cozma (2011). Cultural values measured with 3 items scale used by Abdollah et al. (2016). Environmental attitude measured with five items scale used by Chen and Chai (2010). Purchase intention measured with four items scale used by Shafiq et al. (2011).

3.2 Data Analysis

Initially respondents' demographic characteristics were analysed using descriptive statistics. Table 1 explains the frequencies of each relevant characteristic like age, gender and education level of the respondents.

Table 1

Demographic Characteristics

Variant	Categories	Number	%age
Gender	Male	122	60.4%
	Female	80	39.6%
Age	19–29 years	66	32.7%
	30–39 years	89	44.1%
	Above years 40	40	23.2%
Education	Undergraduate	83	41.1%
	Graduate	62	30.7%
	Postgraduate	57	28.2%

Note. N = 202.

Demographic's characteristics researcher performed the confirmatory factor analysis, to test the reliability and validity of the construct and the confirmation of the factors.

Table 2

Factor Loading

Construct/Item	Loading
CC1	0.852
CC2	0.893
CC3	0.868
CC4	0.845
CPI1	0.811
CPI2	0.906
CPI3	0.878
CPI4	0.799
CV1	0.904
CV2	0.676

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CV3	0.938
EA1	0.980
EA2	0.983
EA4	0.956

Note. CC = collectivistic culture; CPI = customer purchase intention; CV = cultural values; EA = environmental attitude.

Analysis through Smart PLS began with measurement model analysis followed by structural model. Measurement model analysis began with outer model. The benchmark value of outer model is 0.60. Table 2 shows that all items have loading of more than 0.60. Later, values of CR and Cronbach Alpha was calculated. Table 3 shows that benchmark figure of 0.70 is fulfilled in the study. At this stage value of AVE is also assessed for which benchmark figure of 0.50 is also achieved. In the end of measurement model, values of discriminant validity is also examined through HTMT criteria. As per this criteria, values of discriminant validity should be less than 0.90. Table 4 shows all values are less than 0.90.

Table 3

CR, AVE, and Cronbach's Alpha

Construct	Cronbach's alpha	CR	AVE
CC	0.889	0.922	0.748
CPI	0.873	0.912	0.722
CV	0.799	0.882	0.718
EA	0.972	0.981	0.946

Note. CR = composite reliability; AVE = average variance extracted; CC = collectivistic culture; CPI = customer purchase intention; CV = cultural values; EA = environmental attitude.

Table 4

R-Square

Construct	R-square
CPI	0.568
EA	0.667

At the beginning of Structural model, the value of R square is assessed in Table 4 is examined showing effect of IVs on DV of the proposed model. EA is effected 66.7% and CPI is impacted 56.8%. At this stage proposed hypothesis are also examined. Results in Table 5 shows that all proposed hypothesis are accepted significantly.

Table 5

Results

Path	B	SD	t	p
CC → EA	0.286	0.090	3.162	.001
CV → EA	0.571	0.094	6.065	< .001
EA → CPI	0.754	0.026	28.656	< .001
CC → EA → CPI	0.215	0.069	3.128	.001
CV → EA → CPI	0.431	0.073	5.878	< .001

Note. CC = collectivistic culture; CV = cultural values; EA = environmental attitude; CPI = customer purchase intention.

4. Discussion

Culture plays a very important role in shaping customers' attitudes and intentions toward any product. At the same time, customers are becoming increasingly aware of environmental issues over time. They prefer to purchase products that are environmentally friendly. Therefore, it is essential for organizations to evaluate the role of different cultural factors in shaping customers' attitudes and intentions toward eco-friendly products. The findings of the study also reported that collective culture of the customers have positive effect on customer EA. The respondents of the study revealed that collective culture emphasizes community well-being, social responsibility, and group harmony, which naturally extends to caring for the environment. Some

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customers shared that they perceive environmental protection as a shared duty within their collective culture. These customers often follow community norms that encourage sustainable behaviors such as eco-friendly initiatives. Respondents mentioned that, as members of a collective culture, they value mutual respect, interdependence, and cooperation, which in turn foster concern for environmental issues. They also stated that when other members of their group demonstrate eco-friendly behavior, they feel motivated to act similarly. This reflects how collective culture drives environmental conformity and promotes social learning. Furthermore, participants highlighted that they feel a stronger sense of responsibility toward the environment because of their collective cultural orientation. Some respondents associated environmental actions—such as group discussions, tree-planting campaigns, and neighborhood cleanups—with the influence of collective culture. As a result of this cultural framework, customers experience a strengthened emotional attachment to the environment. In other words, the findings of this study confirm that EAs are shaped through mutual influence, collective responsibility, and shared values that emerge within collective cultural systems. The study of Cho et al. (2013) also pointed same findings in their study.

The statistical results of the study also postulated that cultural values of customers have positive effect on EA Martin and Phiri (2023). A possible reason for this finding is that respondents may feel their cultural values guide their moral judgment, behavior, and perceptions regarding the environment. They also pointed out that the main emphasis of cultural values is on coexistence, balance, and respect for the environment, which later shapes how individuals act and think about ecological issues. Moreover, respondents indicated that they are encouraged to protect the environment based on their cultural values. Some participants mentioned that these values serve as a source of internal responsibility toward environmental protection, linking environmental issues with their moral identity. The respondents further explained that their worldview is shaped by cultural values, and their interpretation of environmental matters is also defined through their culture. They acknowledged that cultural values differ from social influences, as these values are deeply rooted and provide a moral foundation for acting in favor of nature. Some participants shared that their long-term orientation toward sustainability is inspired by cultural values that encourage them to think beyond immediate benefits. Additionally, several respondents revealed that the essence of their cultural values lies in gratitude and humility toward the environment and natural resources. As a result, such customers are inclined toward healthy products and are discouraged from materialism and overconsumption. This sense of moral duty, shaped by cultural values, strengthens their attitudes toward environmental protection. Furthermore, customers mentioned that marketing activities displayed across different media platforms regarding environmental awareness increase their interest. Customers with strong cultural values tend to show a more positive response toward environmentally friendly campaigns.

The results also postulate that customers EA has positive effect on purchase intention as discussed in the study of (Fauzan & Azhar, 2019) in literature. These results suggest that customers with strong environmental concerns are more inclined to purchase natural products. They indicated that their EA makes them more selective when buying products. Because of this attitude, customers tend to prefer environmentally friendly options. This shift in mindset increases their inclination toward eco-friendly products. Some respondents also shared that their EA fosters a sense of responsibility within them, motivating them to make sustainable choices. Consequently, they prefer to buy eco-friendly products as a reflection of their environmental awareness and ethical considerations.

The results also support the mediating role of EA between collective culture, cultural values and customer purchase intention as discussed in the study of Liu et al. (2020). Scholars explained that they develop moral intention on the basis of these cultural factors. Participants who belong to collective culture develop shared responsibility towards the environment. These responsibilities are guided and developed on the basis of eco-centric culture towards the nature. On the other hand, environmental care is connected on the basis of cultural values towards ethical living. Awareness regarding environment friendly products is developed on the basis of the cultural factors from which a person belongs leading towards positive EA. Therefore, customers are more likely to purchase eco-friendly products in presence of EA, serving as significant mediator.

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5. Limitations and Suggestions

There are some limitations consistent with previous empirical studies. Starting with the research methodology, this study used a five-point Likert scale to collect responses from participants. Future research may consider using a six-point Likert scale to capture greater variation in customers' responses. Moreover, this study employed a quantitative research methodology. Future studies may utilize mixed mode in similar contexts. Also, this research examined purchase intention as the outcome variable. Studies in future should examine effect of antecedents of this study on the behavior of the customers such as customer loyalty. In the end, collective culture is used as one of the independent variables in this research. Individualistic culture is suggested to replace collective culture as independent variable in upcoming studies to assess individualistic perspective.

Ethical Approval

This study is based entirely on secondary data obtained from published sources, including peer-reviewed journals, industry reports, and regulatory documents. No human participants were involved in the research. Therefore, formal Institutional Review Board (IRB) approval was not required. However, all ethical considerations were strictly followed, including proper citation of sources and adherence to academic integrity.

Authors' Contributions

All the authors have read and approved the final manuscript.

Conflict of Interest Statement

The author/s declare that there is no conflict of interest regarding the publication of this article.

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Data Availability

The datasets generated and analysed during the current study are available from the corresponding author upon reasonable request. The authors are committed to transparency and will provide detailed methodological information and analysis protocols upon request.

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