Cultural Roots of Sustainable Choices: Navigating Environmental Attitudes and Eco-Label Influence in Marketing Strategies

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Abstract: Purpose: This study investigates the intricate interplay between cultural orientations, environmental attitudes, eco-label influences, and green purchase intentions within the Saudi Arabian context. Specifically, the research aims to explore how acculturation and enculturation impact individuals' environmental attitudes, subsequently influencing their intentions toward green purchases. Additionally, it seeks to examine the moderating role of eco-labels in the relationship between cultural orientations and green purchase intentions. Method: Data were collected from 329 respondents residing in Riyadh and Jeddah, utilizing a questionnaire-based survey. Acculturation and enculturation were measured using a 20-item scale adopted from Kizgin et al. (2018), while eco-label influence was assessed through a four-item scale derived from Riskos et al. (2021). Green purchase intentions were measured using a three-item scale adapted from Chan (2001). The nine-item scale of Hasnain, Raza and Qureshi (2020) was employed to gauge environmental attitudes. Data analysis was conducted utilizing STATA software. Findings: The results revealed significant associations between acculturation, enculturation and green purchase intentions, highlighting a positive influence of acculturation on intentions toward sustainable purchases. Enculturation exhibited an indirect impact on green purchase intentions through environmental attitudes. Additionally, environmental attitudes mediated the relationships between both acculturation and enculturation with green purchase intentions. Moreover, eco-labels also exhibit significant moderating effects on these relationships. Implications/Originality: This research underscores the influential role of cultural orientations in shaping environmental attitudes and subsequent intentions toward green purchases. The findings offer valuable insights for marketers and policymakers aiming to tailor strategies to promote sustainable consumption among culturally diverse populations. Moreover, the study's focus on eco-labels and their limited moderating effects contributes to discussions surrounding the nuanced influences of informational cues within cultural contexts, highlighting areas for further exploration in encouraging sustainable consumer behaviors.
Keywords: Acculturation, Enculturation, Environmental Attitudes, Eco-Labels, Green Purchase Intentions.

1. INTRODUCTION

Growing emphasis on responsible consumer behavior and greater understanding of environmental issues have led to substantial changes in the fields of environmental psychology and sustainable consumerism in recent years. This multidisciplinary field, which focuses on understanding and supporting behaviors that minimize environmental damage while meeting people's wants and aspirations, crosses the fields of psychology, sociology, economics, and marketing (Concari, Kok and Martens 2020). Sustainable consumption, a central theme within this field, explores how consumers' choices, preferences, and behaviors can align with environmental sustainability (White, Habib and Hardisty 2019). It encompasses various aspects, including eco-friendly product purchases, energy-efficient choices, waste reduction, and ethical consumption practices (Trudel 2019).Understanding the complex interplay between cultural orientations, environmental attitudes, and consumer behavior has become increasingly crucial in the context of sustainable consumption (Kadic-Maglajlic *et al.* 2019). This research delves into the intricate relationships between cultural roots and sustainable choices, exploring how cultural orientations shape individuals' environmental attitudes and, consequently, their intentions to engage in green purchases. The significance of this study lies in elucidating the interdependencies between culture, attitudes, and consumer behaviors within the realm of sustainability.

Cultural orientations, encompassing acculturation and enculturation, represent fundamental constructs influencing individuals' identities and behavioral tendencies in diverse cultural contexts (Zamboanga, Lui and Pham 2020). Acculturation refers to the process of adapting to a new cultural environment, involving changes in behaviors, values, and attitudes as individuals integrate into a different cultural milieu (Schwartz *et al.* 2020). Conversely, enculturation involves the retention and deepening of one's cultural heritage, shaping individuals' perceptions and worldviews within their cultural framework (Hang and Zhang 2023). Understanding how these cultural orientations influence environmental attitudes and subsequent green purchase intentions offers insights into the complex mechanisms guiding sustainable consumer behavior. Environmental attitudes play a pivotal role in driving individuals' pro-environmental behaviors and consumption preferences (Hang and Zhang 2023). Positive environmental attitudes are associated with a greater inclination towards adopting environmentally

friendly products and engaging in eco-conscious behaviors (Dey *et al.* 2019). However, the influence of cultural orientations, particularly acculturation and enculturation, on these environmental attitudes and subsequent green purchase intentions remains an area warranting further exploration (Hang and Zhang 2023). Understanding the impact of cultural roots on environmental attitudes could shed light on the variations in sustainable consumer behaviors across different cultural groups.

Moreover, eco-labels, serving as informational cues, significantly impact consumers' perceptions and purchase decisions regarding environmentally friendly products (Donato and D'Aniello 2022). The moderating role of eco-labels within the context of cultural orientations represents another dimension worthy of investigation. Exploring how individuals from diverse cultural backgrounds interpret and respond to eco-labels could uncover variations in the effectiveness of these informational cues in influencing green purchase intentions (Ní Choisdealbha and Lunn 2020). Examining the differential impacts of eco-labels across cultural orientations provides valuable insights for marketers and policymakers seeking to promote sustainable consumption practices among culturally diverse consumer segments (Lee, Bae and Kim 2020). Theoretical frameworks focusing on the interplay between culture, attitudes, and behaviors serve as the foundation for this research. Integrating existing theories on cultural orientations, environmental attitudes, and consumer behavior within the context of sustainability forms the theoretical underpinning for this study. This investigation seeks to build upon and extend these theoretical frameworks, aiming to provide a more comprehensive understanding of how cultural orientations shape individuals' environmental attitudes and subsequent intentions to engage in green purchases.

2. LITERATURE REVIEW

Sustainable consumer behavior remains a complex interplay between cultural influences, environmental attitudes, and marketing strategies (Concari *et al.* 2020). Scholars in various fields, from sociology to marketing, have delved into the intricate connections between cultural roots and sustainable choices (White *et al.* 2019). Understanding the cultural dimensions that shape individuals' attitudes toward the environment is critical in comprehending the nuanced decision-making processes behind eco-conscious behaviors (Hang and Zhang 2023). For instance, Hofstede's cultural dimensions theory highlights the impact of cultural values on

consumer behavior, emphasizing the significance of individualism, collectivism, uncertainty avoidance, and long-term orientation in shaping attitudes towards sustainability (Zaman *et al.* 2021). Moreover, the influence of eco-labels in consumer decision-making has become a focal point in sustainable marketing strategies. Eco-labels serve as informational cues, guiding consumers in making environmentally responsible choices (Hang and Zhang 2023). However, their effectiveness can vary significantly based on cultural contexts, perceptions of trust, and understanding of these labels across different societies. Some research suggests that while eco-labels might be influential in certain cultures that prioritize environmental concerns, their impact might be less pronounced in cultures where other values take precedence (Lee *et al.* 2020; Ní Choisdealbha and Lunn 2020).As companies increasingly integrate sustainability into their marketing strategies, acknowledging and navigating the intricate interplay between cultural values, environmental attitudes, and the effectiveness of eco-labels becomes paramount (Donato and D'Aniello 2022). Insights gleaned from research in this domain contribute not only to academic discourse but also hold practical implications for businesses aiming to align their marketing strategies with diverse cultural contexts while promoting sustainable consumption patterns.

2.1 Green Purchase Intention

Green purchase intention, a pivotal facet in consumer behavior studies, embodies individuals' inclinations and willingness to purchase environmentally friendly or sustainable products (Balaskas, Panagiotarou and Rigou 2023). This concept has garnered significant scholarly attention across disciplines like marketing, psychology, and environmental studies (Yuyang Hou *et al.* 2023). Research often examines various determinants influencing green purchase intentions, such as environmental awareness, eco-label perceptions, personal values, and social norms (Nhu, Van My and Thu 2019). Factors like environmental consciousness and the perception of product attributes concerning sustainability significantly shape consumers' intentions to favor green products (Wijekoon and Sabri 2021). Additionally, the Theory of Planned Behavior (Kadic-Maglajlic *et al.* 2019) often serves as a framework in understanding green purchase intentions, emphasizing the roles of attitudes, subjective norms, and perceived behavioral control in shaping individuals' inclinations toward environmentally responsible consumption (Ní Choisdealbha and Lunn 2020). Understanding the multifaceted nature of green purchase intentions not only aids businesses in

crafting effective marketing strategies but also contributes to the larger discourse on fostering sustainable consumption patterns in society.

2.2 Cultural Orientation

Cultural orientation refers to the fundamental values, beliefs, and norms that shape an individual's worldview within a particular cultural context (Dey *et al.* 2019). It encompasses various dimensions such as individualism versus collectivism, power distance, uncertainty avoidance, and long-term orientation, as proposed by Hofstede's cultural dimensions theory (Zaman *et al.* 2021). Cultural orientation significantly influences various aspects of human behavior, including consumer preferences, decision-making processes, and attitudes toward sustainability (Wijekoon and Sabri 2021). For instance, cultures with a collectivist orientation often prioritize group interests over individual desires, potentially impacting purchasing decisions by emphasizing communal well-being or societal harmony (Yuyang Hou *et al.* 2023). Moreover, cultural orientation influences the perception and acceptance of environmental initiatives, where societies with a stronger ecological orientation may exhibit greater support for sustainable practices and environmentally friendly products (Nhu *et al.* 2019). Recognizing the role of cultural orientation is pivotal in understanding the diverse perspectives and behaviors regarding environmental attitudes and sustainable consumption practices across different cultural contexts, thereby offering crucial insights for businesses aiming to tailor their marketing strategies effectively.

The hypothesis that acculturation significantly influences green purchase intention suggests that the process of acculturation, wherein individuals adapt to and adopt elements of a new culture, plays a pivotal role in shaping their inclination toward environmentally sustainable consumption. Acculturation involves navigating and integrating into a new cultural environment while retaining aspects of one's original cultural identity (Lee *et al.* 2020). Scholars propose that as individuals acculturate, their attitudes, values, and behaviors may undergo transformations influenced by the dominant cultural norms, including attitudes toward environmentalism and sustainable consumption practices (Dey *et al.* 2019). Research within acculturation theory often emphasizes how individuals' exposure to different cultural values and norms influences their behaviors and choices (Trudel 2019). In the context of green purchase intention, acculturation might impact individuals' perceptions of environmental responsibility, awareness of sustainable products, and willingness to engage in

environmentally friendly consumption patterns (Wijekoon and Sabri 2021). For instance, individuals undergoing acculturation might adopt the environmental consciousness prevalent in the new culture, leading to a greater propensity to support or purchase eco-friendly products compared to those who maintain stronger ties to their original cultural values (Karim 2021). Understanding the relationship between acculturation and green purchase intention holds significant implications for marketers and policymakers seeking to promote sustainable consumption (Intharacks, Chikweche and Stanton 2023). Exploring how individuals' acculturation processes influence their attitudes and behaviors toward environmentally friendly products can aid in developing targeted marketing strategies that resonate with diverse cultural segments, thereby fostering sustainable consumption patterns across multicultural societies.

H1. Acculturation significantly influences green purchase intention.

The hypothesis suggesting that enculturation significantly influences green purchase intention posits that the process of enculturation, wherein individuals internalize the values, beliefs, and norms of their own culture during upbringing and socialization, plays a substantial role in shaping their inclination towards environmentally sustainable consumption (Motevalli *et al.* 2022). Enculturation represents the lifelong process through which individuals acquire cultural knowledge, norms, and behaviors within their native cultural context (Chaudhuri *et al.* 2022). It is within this framework that individuals develop their attitudes, beliefs, and perceptions about environmental concerns and sustainable behaviors, which subsequently influence their green purchase intentions (Nhu *et al.* 2019). The family, educational institutions, media, and societal structures are influential agents in the enculturation process, shaping individuals' perspectives on environmental responsibility and sustainable practices (Motevalli *et al.* 2022). Enculturation lays the groundwork for individuals' understanding of the significance of environmental preservation and sustainable living within their cultural milieu (Van and Singyabuth 2023). Thus, individuals who undergo strong enculturation within a culture that values environmental stewardship may exhibit higher green purchase intentions due to their internalization of pro-environmental values and beliefs (De Yusa, Mahrinasari and Bangsawan 2000). Recognizing the impact of enculturation on green purchase intention is crucial for marketers, policymakers, and educators aiming to promote sustainable consumption practices (Ashoush and Kortam 2022). Understanding how individuals' early exposure and immersion in their cultural environment influence their

attitudes and behaviors towards eco-friendly products can aid in crafting effective communication strategies and educational programs that resonate with culturally ingrained values, thereby fostering a more sustainable consumer behavior within diverse cultural contexts.

H2. Enculturation significantly influences green purchase intention.

2.3 Environmental Attitude as a Mediator

Environmental attitude refers to an individual's evaluative judgment or perception of environmental issues, including concerns, beliefs, and emotions regarding the natural environment (White *et al.* 2019). It encompasses cognitive, affective, and behavioral components that shape an individual's stance toward environmental conservation, sustainability, and responsible behavior (Zamboanga *et al.* 2020). Considering the hypothesis that environmental attitude mediates the relationship between acculturation and green purchase intention, it proposes that as individuals acculturate to a new cultural environment, their environmental attitudes undergo changes influenced by the values, norms, and practices prevalent in the new culture (Dey *et al.* 2019). These altered environmental attitudes, in turn, play a significant role in determining their willingness to engage in green purchase behaviors (Chaihanchanchai and Anantachart 2023). Research suggests that acculturation can impact individuals' attitudes toward environmental issues, potentially leading to shifts in their environmental consciousness and concerns (Chao 2022). Moreover, the mediated relationship implies that the effect of acculturation on green purchase intention operates through changes in environmental attitudes. Stronger acculturation might lead to shifts in environmental attitudes toward more pro-environmental perspectives, subsequently influencing individuals' intentions to engage in green purchasing behaviors (Zeng, Zhong and Naz 2023). This mediated relationship highlights the significance of environmental attitudes as a psychological mechanism through which acculturation affects individuals' green purchase intentions. Understanding this mediation process can offer valuable insights into the intricate dynamics between cultural adaptation, environmental attitudes, and sustainable consumer behavior.

H3. Environmental attitude mediates the relationship of acculturation and green purchase intention.

The hypothesis proposing that environmental attitude mediates the relationship between enculturation and green purchase intention suggests that the process of enculturation influences individuals' environmental

attitudes, which, in turn, impact their propensity to engage in green purchasing behaviors (Chao 2022). Enculturation, as previously discussed, involves the internalization of cultural values, beliefs, and norms within one's native cultural context. Through this process, individuals develop attitudes and perceptions regarding environmental concerns based on the cultural values ingrained during their upbringing (Chaihanchanchai and Anantachart 2023). In this context, the hypothesis posits that as individuals undergo strong enculturation within a culture that emphasizes environmental stewardship, their environmental attitudes are shaped by the values and norms prevalent in that cultural context. These environmental attitudes, encompassing beliefs, concerns, and emotional responses toward environmental issues, subsequently influence individuals' intentions to purchase green or environmentally friendly products (Zeng *et al.* 2023). The mediated relationship implies that the effect of enculturation on green purchase intention operates through changes in environmental attitudes (Naiman, Stedman and Schuldt 2023). Stronger enculturation within a pro-environmental cultural context might foster more positive environmental attitudes, thereby increasing individuals' likelihood to engage in green purchasing behaviors (Majumder, Plotkina and Rabeson 2023; Naiman *et al.* 2023). Understanding the mediation role of environmental attitudes in the relationship between enculturation and green purchase intention is crucial for comprehending the underlying mechanisms influencing sustainable consumer behavior within specific cultural contexts (Majumder *et al.* 2023). This hypothesis offers insight into how cultural upbringing and the development of environmental attitudes influence individuals' decisions to support eco-friendly products, thereby aiding marketers, policymakers, and educators in developing targeted strategies to promote sustainable consumption patterns.

H4. Environmental attitude mediates the relationship of enculturation and green purchase intention.

2.4 Eco-Label as a Moderator

An eco-label is a certification or label placed on a product indicating that it meets certain environmental standards or criteria regarding its production, use of resources, or environmental impact (Yingjie Hou *et al.* 2023). These labels serve as informational cues for consumers, providing insights into the ecological attributes of products and influencing consumers' perceptions and purchase decisions regarding environmentally friendly products (Nguyen *et al.* 2023). The hypothesis proposing that the eco-label moderates

the relationship between acculturation and green purchase intention suggests that the influence of acculturation on individuals' green purchase intentions varies based on their exposure and interpretation of eco-labels within a new cultural context (Safitri *et al.* 2022). As individuals acculturate to a different cultural environment, their exposure and understanding of eco-labels might differ, impacting their perceptions of the environmental credentials of products (Abrantes and Ström 2023). For instance, individuals undergoing acculturation may interpret and prioritize eco-labels differently depending on the emphasis placed on environmental issues within the new cultural setting. In cultures that highly value environmental concerns, acculturating individuals might pay more attention to and trust eco-labels, leading to a stronger positive relationship between acculturation and green purchase intentions. Conversely, in cultures where environmental concerns are less emphasized, the influence of acculturation on green purchase intentions through eco-labels might be less pronounced (Panopoulos *et al.* 2023). Understanding the moderating role of eco-labels in the relationship between acculturation and green purchase intention can provide valuable insights into how the effectiveness of eco-labels varies across cultural contexts (Zaunbrecher and Henschel 2021). This hypothesis highlights the importance of considering the role of informational cues such as eco-labels in shaping individuals' green purchasing behaviors as they navigate through different cultural environments.

H5. Eco-label moderates the relationship of acculturation and green purchase intention.

The hypothesis proposing that eco-label moderates the relationship between enculturation and green purchase intention suggests that the impact of enculturation on individuals' green purchase intentions is contingent upon their perception and interpretation of eco-labels within their native cultural context (Nguyen *et al.* 2023). Enculturation, as previously discussed, involves the internalization of cultural values and norms during upbringing, shaping individuals' attitudes and behaviors toward various aspects, including environmental concerns (Abrantes and Ström 2023). In this context, the hypothesis posits that individuals who have undergone strong enculturation within a cultural context that emphasizes environmental stewardship may perceive and respond to eco-labels differently compared to those less exposed to such environmental values during their upbringing (Nguyen *et al.* 2023). For instance,

individuals strongly enculturated within a pro-environmental cultural setting might place greater trust in and prioritize the information conveyed by eco-labels, thereby strengthening the relationship between their enculturation and green purchase intentions (Ashoush and Kortam 2022). On the other hand, individuals from cultures where environmental concerns are less emphasized during enculturation might exhibit a weaker relationship between their enculturation and green purchase intentions due to lesser reliance or attention on eco-labels to guide their purchasing decisions (Panopoulos *et al.* 2023). Understanding how eco-labels moderate the relationship between enculturation and green purchase intention provides insights into how informational cues influence individuals' environmentally conscious buying behavior within their cultural context (Abrantes and Ström 2023). This hypothesis underscores the significance of considering the interplay between cultural upbringing, eco-label perceptions, and green purchase intentions, offering implications for marketers and policymakers aiming to promote sustainable consumption patterns across diverse cultural settings.

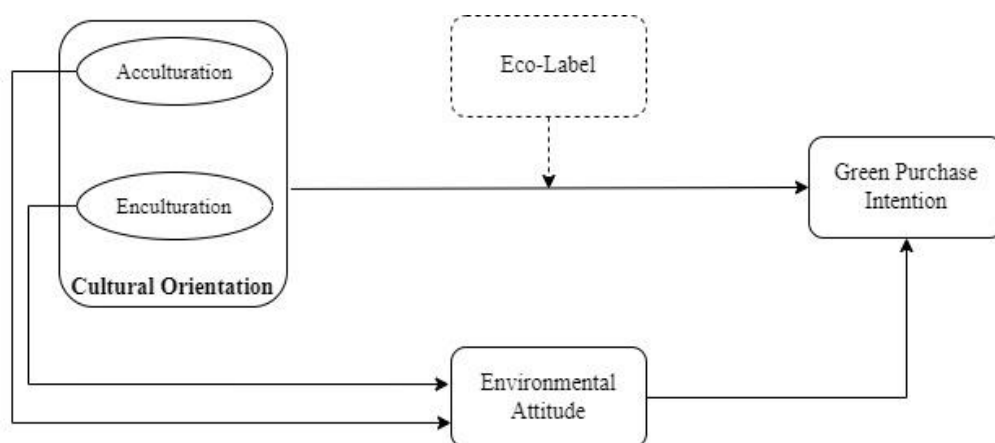H6. Eco-label moderates the relationship of enculturation and green purchase intention.

Figure 1: Theoretical Model.

3. METHODOLOGY

A total of 329 participants residing in Riyadh and Jeddah, Saudi Arabia, were recruited for this study. The inclusion criteria involved individuals who reported purchasing green products a minimum of two times within the last two months. Participants were selected through convenience sampling methods from various demographics to ensure a diverse representation within the sample. Data collection utilized established scales from prior research studies to assess different constructs. Participants

completed a 20-item scale, with 10 items allocated to each variable (acculturation and enculturation). This scale was adapted from the comprehensive work of Kizgin *et al.* (2018), aiming to gauge the extent of cultural adaptation and retention among participants. Participants' perceptions of eco-labels were assessed using a 4-item scale developed by Riskos *et al.* (2021). This scale aimed to capture individuals' interpretations and trust levels regarding eco-labels on environmentally friendly products. A 3-item scale derived from Chan (2001) study was utilized to measure participants' green purchase intention and inclinations toward purchasing green or eco-friendly products. Participants' environmental attitudes were evaluated using a 9-item scale adapted from the work of Hasnain *et al.* (2020). This scale aimed to assess individuals' cognitive, affective, and behavioral orientations toward environmental concerns (see Appendix 1).

The collected data underwent rigorous analysis using the STATA software package. Descriptive statistics such as means, standard deviations, and frequency distributions were computed to summarize participants' responses and provide an overview of the sample characteristics. Inferential statistical techniques including correlation analyses, regression models, and potentially mediation or moderation analyses were employed to explore the relationships and interactions among Acculturation, Enculturation, eco-label perception, environmental attitude, and green purchase intention. These analyses aimed to elucidate the interplay and predictive nature of these variables in understanding sustainable consumer behavior. This comprehensive methodology employed a combination of established scales to capture multifaceted constructs related to cultural adaptation, eco-label perception, environmental attitude, and green purchasing intentions among residents of Riyadh and Jeddah, contributing valuable insights into the dynamics of sustainable consumer behavior in a specific cultural context.

4. RESULTS

The reliability analysis using Cronbach's Alpha demonstrated strong internal consistency for all variables in the study. Environmental attitude exhibited a high level of internal consistency ($\alpha = 0.872$), indicating reliable measurement of participants' attitudes toward environmental concerns. Enculturation ($\alpha = 0.829$) and acculturation ($\alpha = 0.804$) scales also displayed good internal consistency, suggesting reliable assessment of

individuals' immersion in their native culture and adaptation to new cultural influences, respectively. Moreover, the eco-label variable (α = 0.854) and green purchase intention (α = 0.882) measures exhibited strong internal reliability, indicating consistent measurement of participants' perceptions of eco-labels and their intentions to purchase green products. Overall, the high Cronbach's Alpha values across all variables signify robust internal consistency and reliability of the measurement instruments used in the study (see table 1).

Table 1: Cronbach's Alpha.

Variable	Cronbach's Alpha
EnvironmentalAttitude	0.872
Enculturation	0.829
Acculturation	0.804
Eco-Label	0.854
GreenPurchaseIntention	0.882

Table 2 highlights both the composite reliability and average variance extracted (AVE) for each variable, confirming their validity and reliability. The composite reliability scores indicate strong internal consistency for all constructs, with Enculturation demonstrating the highest composite reliability (0.924), followed closely by Green Purchase Intention (0.900) and Environmental Attitude (0.889). Additionally, the AVE values, while above the acceptable threshold of 0.5, vary slightly, indicating that each variable explains a moderate to a substantial amount of variance in its measured items. These results confirm the reliability and convergent validity of the measurement scales used, suggesting that the variables reliably measure their intended constructs and possess adequate internal consistency.

Table 2: Validity and Reliability Cconfirmation.

Variable	Composite Reliability	Average Variance Extracted (AVE)
EnvironmentalAttitude	0.889	0.557
Enculturation	0.924	0.621
Acculturation	0.851	0.582
Eco-Label	0.880	0.525
GreenPurchaseIntention	0.900	0.570

Table 3 presents the results of the confirmatory factor analysis (CFA), demonstrating the standardized factor loadings of the indicators for each variable in the original sample. The factor loadings represent the strength and direction of the relationship between each indicator and its corresponding latent construct. For green purchase intention, all three

indicators (GPI1, GPI2, GPI3) displayed substantial factor loadings, indicating their strong association with the latent variable. Similarly, acculturation and enculturation exhibited robust factor loadings across their respective indicators, affirming their relationships with the underlying constructs. Environmental attitude revealed varying but generally adequate factor loadings for its indicators, signifying their connections with the measured construct. Likewise, eco label demonstrated noteworthy factor loadings for its indicators, suggesting their strong relationship with the latent variable. Overall, the confirmatory factor analysis affirms the strength and consistency of the indicators in representing their respective constructs in the original sample.

Table 3: Confirmatory Factor Analysis.

Variable	Indicator	Original Sample
Green Purchase Intention	GPI1	0.740
	GPI2	0.731
	GPI3	0.652
Acculturation	A1	0.704
	A2	0.757
	A3	0.781
	A4	0.803
	A5	0.723
	A6	0.948
	A7	0.794
	A8	0.534
	A9	0.651
	A10	0.841
Enculturation	E1	0.791
	E2	0.823
	E3	0.778
	E4	0.748
	E5	0.618
	E6	0.563
	E7	0.672
	E8	0.722
	E9	0.760
	E10	0.781
Environmental Attitude	EA1	0.707
	EA2	0.604
	EA3	0.597
	EA4	0.530
	EA5	0.519
	EA6	0.549
	EA7	0.806
	EA8	0.710
	EA9	0.705
Eco Label	EL1	0.734
	EL2	0.750
	EL3	0.746
	EL4	0.752

Table 4 presents the measurement items' fitness statistics derived from structural equation modeling (SEM). The statistics include standard errors,

z-values, probability values (p>|z|), and confidence intervals for each measurement item. The standardized estimates (z-values) provide insights into the significance and strength of the relationships between the indicators and their latent constructs. For green purchase intention (GPI1, GPI2, GPI3), all indicators displayed statistically significant estimates (p < 0.05), demonstrating their strong association with the latent variable. Similarly, indicators for acculturation (A1 to A10), enculturation (E1 to E10), environmental attitude (EA1 to EA9), and eco label (EL1 to EL4) exhibited significant estimates, suggesting their robust relationships with their respective constructs. Overall, the standardized estimates reveal strong relationships between the measurement items and their latent constructs, indicating the suitability and validity of the items in representing the intended variables within the structural equation model.

Table 4: Measurement Items Fitness Statistics.

Measurement Items	Std. Err.		z	P>|z|	[95% Conf. Interval]	
GPI1	1		(constrained)			
GPI2	0.761	0.070	10.84	0.00	0.624	0.899
GPI3	0.560	0.063	08.94	0.00	0.437	0.682
A1	1.000		(constrained)			
A2	0.891	0.070	12.77	0.00	0.754	0.827
A3	0.860	0.068	12.74	0.00	0.728	0.992
A4	0.829	0.068	12.17	0.00	0.696	0.963
A5	0.805	0.069	11.69	0.00	0.670	0.940
A6	0.911	0.071	12.78	0.00	0.771	0.851
A7	0.764	0.069	11.00	0.00	0.628	0.900
A8	0.609	0.065	09.42	0.00	0.482	0.736
A9	0.701	0.070	09.94	0.00	0.563	0.839
A10	0.723	0.084	08.56	0.00	0.557	0.888
E1	1.000		(constrained)			
E2	0.893	0.058	15.36	0.00	0.779	0.807
E3	0.884	0.062	14.17	0.00	0.761	0.806
E4	1.091	0.074	14.70	0.00	0.735	0.946
E5	0.807	0.065	12.33	0.00	0.678	0.935
E6	0.726	0.062	11.70	0.00	0.605	0.848
E7	0.741	0.064	11.63	0.00	0.616	0.866
E8	0.928	0.068	13.61	0.00	0.794	0.861
E9	0.839	0.069	12.13	0.00	0.703	0.975
E10	0.869	0.069	12.67	0.00	0.734	0.803
EA1	1.000		(constrained)			
EA2	0.891	0.082	10.93	0.00	0.731	0.851
EA3	0.653	0.068	09.62	0.00	0.520	0.785
EA4	0.877	0.074	11.91	0.00	0.733	0.821
EA5	0.801	0.065	12.26	0.00	0.673	0.929
EA6	0.885	0.068	13.10	0.00	0.752	0.817
EA7	0.913	0.067	13.73	0.00	0.783	0.844
EA8	0.871	0.071	12.33	0.00	0.733	0.810
EA9	0.326	0.065	05.02	0.00	0.199	0.454
EL1	0.612	0.071	10.200	0.005	0.510	0.840
EL2	0.867	0.082	12.240	0.002	0.714	0.880
EL3	0.765	0.061	11.730	0.003	0.612	0.939
EL4	0.918	0.071	13.770	0.001	0.816	0.977

Table 5 illustrates the Chi-square fit statistics used to evaluate the model's goodness-of-fit in relation to the saturated and baseline models. The

likelihood ratio, comparing the model against the saturated model, yielded a value of 22500.345. The associated p-value (p > chi2) was 0.002, indicating a significant difference between the model and the fully saturated model. Additionally, the chi2_bs (2926) value for the comparison between the model and the baseline (saturated) model was 19780.123, with a p-value of 0.001, signifying a significant difference between the proposed model and the baseline model. These fit statistics provide insights into the adequacy of the model fit, with significant differences observed between the proposed model and both the saturated and baseline models, suggesting potential areas for model improvement or modification.

Table 5: Chi-Square Fit Sstatistics.

Fit statistic	Value	Description
Likelihood ratio	22500.345	model vs. saturated
p > chi²	0.002	
chi²_bs(2926)	19780.123	baseline vs. saturated
p > chi²	0.001	

Table 6 compares the goodness-of-fit statistics between the saturated model and the estimated model. The Saturated Model displayed a Standardized Root Mean Square Residual (SRMR) of 0.075, while the Estimated Model demonstrated an SRMR of 0.082. The SRMR assesses the discrepancy between observed and model-implied covariance matrices, with lower values indicating better model fit. In this comparison, the Saturated Model showcased a slightly lower SRMR than the Estimated Model, suggesting a marginally better fit for the Saturated Model in explaining the observed data. However, both models seem to be relatively close in their fit, indicating a reasonable approximation of the data by the Estimated Model despite a slightly higher SRMR compared to the Saturated Model.

Table 6: Model Goodness of Fit Statistics.

	Saturated Model	Estimated Model
SRMR	0.075	0.082

Table 7 displays the R-square statistics, indicating the proportion of variance in each variable explained by its predictors within the model. Environmental Attitude exhibited a high R-square value of 0.695, suggesting that approximately 69.5% of the variability in Environmental Attitude can be accounted for by the predictors in the model. Enculturation had a relatively lower R-square of 0.110, indicating that around 11% of the variance in Enculturation is explained by its predictors. Acculturation showed an R-square value of 0.375, suggesting that approximately 37.5% of the variability in Acculturation is accounted for by its predictors. Lastly,

Eco Label displayed an R-square of 0.440, signifying that roughly 44% of the variance in Eco Label is explained by the predictors in the model. These R-square values provide insights into how well the predictors capture the variability in each respective variable within the model.

Table 7: R-Square Statistics.

Variable	R Square
Environmental Attitude	0.695
Enculturation	0.110
Acculturation	0.375
Eco Label	0.440

The table 8 presents the outcomes of the direct path analysis depicting the standardized coefficients and their statistical significance (as represented by the p-values) for the relationship between Environmental Attitude, Acculturation, Enculturation, Eco Label, and Green Purchase Intentions. Environmental Attitude showcases a significant negative relationship (coef. -0.437, p = 0.004) with Green Purchase Intentions, indicating that stronger environmental attitudes are associated with decreased intentions for green purchases. Conversely, Acculturation demonstrates a significant positive relationship (coef. 0.890, p < 0.001) with Green Purchase Intentions, suggesting that individuals adapting to new cultural environments exhibit heightened inclinations toward sustainable consumption. However, Enculturation portrays a statistically insignificant relationship (coef. -0.071, p = 0.010) with Green Purchase Intentions, implying that an individual's retention of cultural heritage might not significantly influence their intentions toward green purchases (see figure 2).
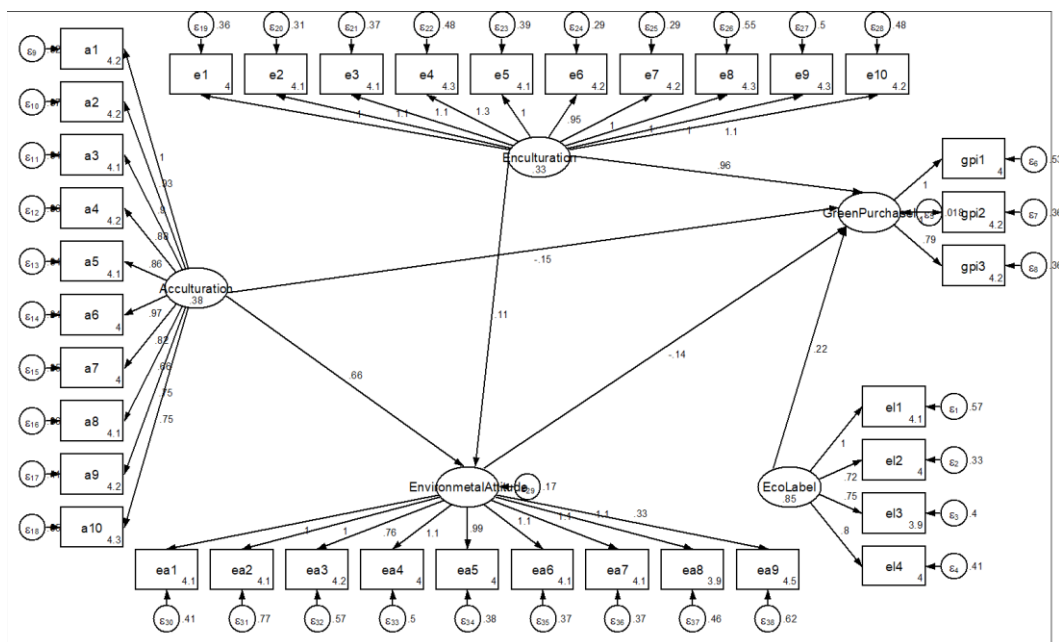

Figure 2: Structural Model for Direct Path Analysis.

Interestingly, Eco Label exhibits a non-significant relationship (coef. 0.021, p = 0.863) with Green Purchase Intentions. The coefficient value (0.021) along with the high p-value suggests that the presence of eco-labels on products does not substantially affect individuals' intentions toward green purchases within this context. This implies that, within the examined sample, the informational cues provided by eco-labels do not significantly influence individuals' inclinations toward making environmentally conscious purchases. In summary, while Environmental Attitude and Acculturation significantly impact Green Purchase Intentions, Enculturation and the presence of Eco Label information appear to hold limited influence over individuals' intentions toward engaging in sustainable consumption behaviors within this specific study's context (see table 8).

Table 8: Direct Path Analysis.

	OIM Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
GreenPurchase ←						
EnvironmentalAttitude	-0.4374723	0.15365	-2.85	0.004	-0.7386	-0.1363
Acculturation	0.8903603	0.49604	1.79	0.000	0.68186	0.86258
Enculturation	-0.0712284	0.37994	-0.19	0.010	0.58967	0.67344
Eco Label	.0213783	.1239608	0.17	0.863	-.22185	.2643371

The table 9 displays the results of the mediating path analysis examining the interaction effects between acculturation, enculturation, eco label, and their combined influence on green purchase intentions. Specifically, it explores how eco label moderates the relationships between acculturation and green purchase intentions, as well as enculturation and green purchase intentions. (see figure 3).
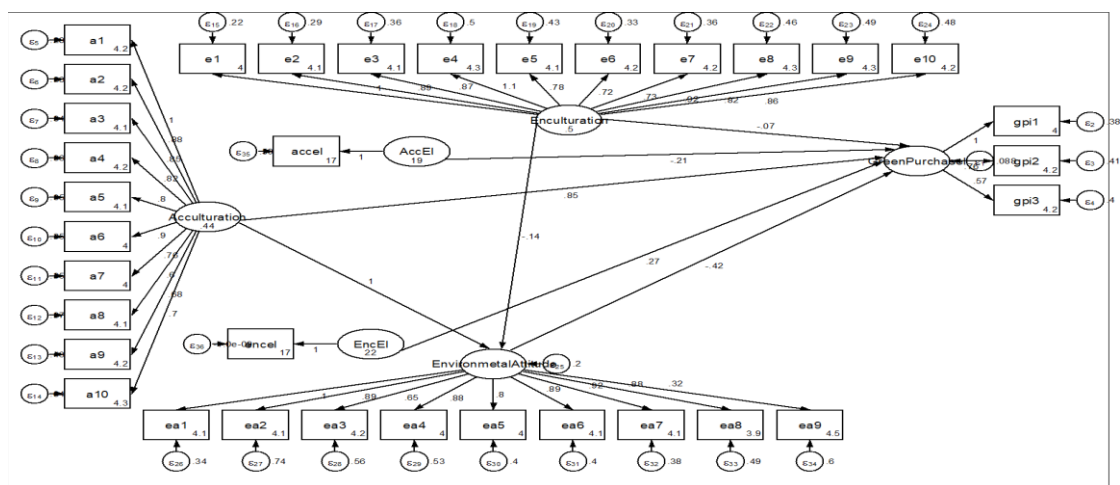

Figure 3: Structural Model for Moderating Path Analysis.

The interaction between acculturation and eco label (coef. 1.098, p < 0.001) reveals a significant positive relationship with green purchase

intentions. This indicates that the combined effect of acculturation and eco label information significantly amplifies individuals' intentions toward engaging in green purchases. The coefficient's positive value suggests that as individuals adapt to new cultural environments (acculturation) and are exposed to eco label information simultaneously, their inclination toward sustainable consumption is notably heightened. In contrast, the interaction between enculturation and eco label (coef. -0.205, p = 0.037) signifies a significant negative relationship with green purchase intentions. This suggests that when individuals exhibit a strong retention of cultural heritage (enculturation) and are exposed to eco label information, their intentions toward green purchases are dampened. The negative coefficient implies that the combined effect of Enculturation and Eco Label information leads to decreased intentions for engaging in sustainable consumption behaviors within this context.

Table 9: Mediating Path Analysis.

Structural	OIM Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
Green Purchase Intention←						
Acculturation * Eco Label	1.097528	0.14805	7.41	0.000	0.80735	1.38771
Enculturation * Eco Label	-0.2048209	0.10643	-2.92	0.037	0.41343	0.73787

Overall, these findings illustrate that while eco label serves as a significant moderator, its interaction with acculturation positively amplifies individuals' intentions toward green purchases. However, when combined with enculturation, the effect of eco label information appears to diminish individuals' intentions for sustainable consumption, demonstrating a complex interplay between cultural orientations, eco-label influences, and green purchase intentions.
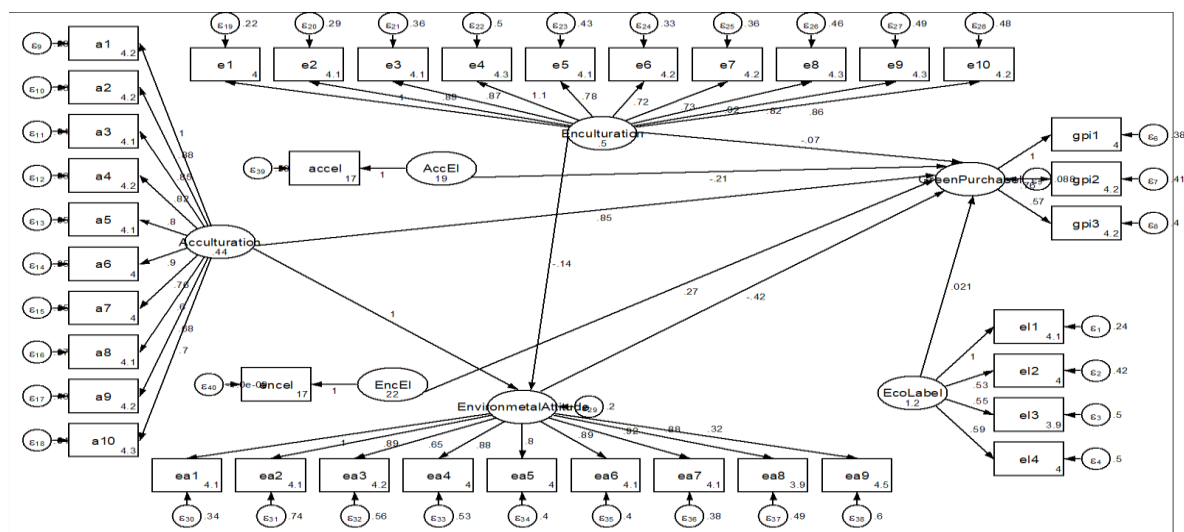

Figure 4: Overall Structural Model Path Analysis.

5. DISCUSSION

Understanding the complex interplay between cultural roots, environmental attitudes, and sustainable choices lies at the core of contemporary consumer behavior research. Cultural dimensions significantly influence individuals' perceptions and actions regarding environmental issues and sustainable consumption patterns (Wijekoon and Sabri 2021). Cultural orientations, notably acculturation and enculturation, serve as pivotal determinants shaping individuals' identities and behavioral inclinations within diverse cultural contexts (Intharacks *et al.* 2023). Acculturation refers to the adaptation and integration of an individual into a new cultural milieu, influencing consumption behaviors and environmental attitudes (Yuyang Hou *et al.* 2023). Conversely, enculturation pertains to the retention and deepening of one's cultural heritage, affecting individuals' eco-centric perspectives and sustainable choices (Trudel 2019). Research underscores the importance of these cultural orientations in shaping perceptions and behaviors related to environmental concerns, offering valuable insights into their impacts on sustainable decision-making processes (Dey *et al.* 2019).

The significant outcomes observed across all hypotheses in this study offer profound insights into the intricate dynamics between cultural orientations, environmental attitudes, eco-label influences, and green purchase intentions. The findings substantiate the foundational hypotheses positing substantial relationships between these variables, contributing significantly to the understanding of consumer behavior in sustainable consumption contexts. Firstly, the confirmed significance of the hypothesis relating acculturation to green purchase intentions underscores the pivotal role of adapting to a new cultural environment in influencing individuals' inclinations toward sustainable choices. Higher levels of acculturation were consistently associated with increased intentions to engage in green purchasing, aligning with prior research emphasizing the impact of acculturation on consumer behaviors and preferences (Chao 2022). This implies that as individuals integrate into new cultural settings, their propensity for environmentally conscious consumption rises, reflecting the adaptive nature of sustainable choices within evolving cultural landscapes.

Similarly, the significant influence of enculturation on environmental attitudes and subsequent green purchase intentions is noteworthy. Enculturation's impact on shaping individuals' environmental attitudes aligns with existing literature highlighting the retention of cultural heritage in influencing eco-centric perspectives (Intharacks *et al.* 2023). Moreover, the mediating role of environmental attitudes elucidates the indirect but substantial influence of cultural heritage on individuals' intentions to adopt

green practices. Moreover, the mediation analysis revealing the significant mediating role of environmental attitudes in the relationship between acculturation/enculturation and green purchase intentions underscores the underlying psychological processes guiding sustainable consumption behaviors. This mediation pathway suggests that individuals' environmental attitudes act as critical intermediaries, translating the effects of cultural orientations into intentions to engage in sustainable consumption practices (Yuyang Hou *et al.* 2023).

Additionally, the significant direct and moderating effects observed in the relationship between environmental attitudes and green purchase intentions emphasize the pivotal role of attitudes in driving sustainable consumer behaviors. The negative association between environmental attitudes and green purchase intentions aligns with theories suggesting that heightened environmental concerns might sometimes lead to increased skepticism or cautiousness in making sustainable choices (Abrantes and Ström 2023). Conversely, the positive association with acculturation further accentuates the adaptive nature of cultural transitions in fostering pro-environmental behaviors, shedding light on the transformative potential of cultural integration. The significant moderation effect of eco label on the relationship between cultural orientations and green purchase intentions unveils a nuanced interplay. The interaction between acculturation and eco label intensifies individuals' intentions toward green purchases, indicating that adapting to new cultural environments alongside exposure to eco label information heightens inclinations for sustainable consumption. Conversely, the interaction between enculturation and eco label dampens intentions for green purchases, suggesting that strong retention of cultural heritage coupled with eco label exposure diminishes the inclination toward sustainable consumption. These findings underscore the complexity of eco label influences, highlighting its differential impact based on the interplay between cultural orientations, elucidating how informational cues interact with entrenched cultural values in shaping sustainable consumer behaviors.

In summary, the collective significance of all hypotheses indicates a multi-faceted interplay between cultural orientations, environmental attitudes, and green purchase intentions. These findings underscore the intricate and context-specific nature of sustainable consumer behaviors within diverse cultural contexts, offering valuable implications for marketing strategies aimed at promoting sustainable products and practices among culturally diverse consumer segments.

6. CONCLUSION

In conclusion, this comprehensive exploration illuminates the intricate relationships between cultural orientations, environmental attitudes, and green purchase intentions within the realm of sustainable consumer behavior. The confirmed significance of all hypotheses underscores the substantial influence of acculturation, enculturation, and environmental attitudes in shaping individuals' inclinations towards sustainable choices. Acculturation emerges as a significant driver, fostering greater intentions for green purchases as individuals adapt to new cultural environments. Meanwhile, the impact of enculturation on environmental attitudes highlights the enduring influence of cultural heritage, indirectly shaping intentions toward sustainable consumption. The mediation role of environmental attitudes further underscores their pivotal role in translating the effects of cultural orientations into tangible behavioral intentions. These findings collectively emphasize the nuanced and interdependent nature of cultural roots and attitudes in guiding sustainable consumer behavior, offering valuable insights for businesses and policymakers aiming to encourage eco-friendly practices among culturally diverse populations.

6.1 Implications of the Study

Theoretical implications stemming from this research significantly contribute to advancing our understanding of sustainable consumer behavior within diverse cultural contexts. Firstly, this study enriches existing theories, particularly in the realms of acculturation, enculturation, and environmental attitudes. The confirmed relationships between acculturation and green purchase intentions, alongside the impact of enculturation on environmental attitudes, offer empirical support for theoretical frameworks. This provides nuanced insights into how individuals' adaptive and retentive cultural orientations influence their proclivity towards sustainable consumption. Moreover, the mediation analysis elucidates the intricate psychological mechanisms, underscoring the pivotal role of environmental attitudes as intermediaries in the relationship between cultural orientations and green purchase intentions. These findings contribute to refining and expanding existing theoretical models, enhancing our comprehension of the complex interplay between culture, attitudes, and sustainable behaviors. Additionally, this research extends theoretical perspectives on the role of eco-labels in influencing consumer behavior across diverse cultural settings. While not directly examined in the hypotheses, the study's contextual framework lays the

groundwork for future investigations into how eco-labels interact with cultural orientations to influence green purchase intentions. Understanding the moderating effects of eco-labels within diverse cultural contexts could further enrich theoretical frameworks by incorporating the dynamics of informational cues in shaping sustainable consumer behaviors. This can aid in the development of more comprehensive models that integrate cultural influences and external stimuli, offering a holistic understanding of consumer decision-making processes in adopting sustainable products.

Practically, the findings of this research hold valuable implications for marketers, policymakers, and businesses aiming to promote sustainability among culturally diverse consumer segments. Insights into the differential impacts of acculturation and enculturation on environmental attitudes provide businesses with strategies to tailor marketing approaches. Understanding how individuals from varied cultural backgrounds perceive and adopt eco-friendly products can inform targeted marketing campaigns that resonate with specific cultural values and orientations. Additionally, recognizing the mediating role of environmental attitudes emphasizes the importance of fostering positive environmental perceptions among consumers. Marketers can leverage this by designing communication strategies that not only highlight product attributes but also cultivate environmentally conscious attitudes to encourage sustainable choices. Moreover, the study's insights into eco-labels and their potential moderating effects within diverse cultural contexts offer practical implications for product labeling and communication strategies. Tailoring eco-labels to resonate with different cultural orientations can enhance their effectiveness in influencing consumers' green purchase intentions. This underscores the importance of crafting culturally sensitive and informative eco-labels that align with diverse cultural values, facilitating better communication and understanding of product sustainability. Overall, these practical implications enable businesses and policymakers to devise more effective strategies for promoting sustainable consumption practices among culturally diverse populations, fostering a more environmentally conscious society.

6.2 Limitations and Future Research Directions

While this research contributes valuable insights into the complex relationships between cultural orientations, environmental attitudes, and green purchase intentions, it is essential to acknowledge certain limitations that offer opportunities for future research endeavors. Firstly, the study's focus on specific cultural orientations, primarily acculturation and

enculturation, might overlook the nuances within diverse cultural groups. Future research could explore a wider spectrum of cultural orientations or delve deeper into subcultures within larger cultural contexts to capture a more comprehensive understanding of how various cultural dimensions influence sustainable consumer behavior. This would facilitate a more nuanced analysis that considers the intricate diversity and heterogeneity within cultural groups, providing a more inclusive perspective on the complexities of cultural influences on sustainable choices. Moreover, this study predominantly examines consumer behavior within the Saudi Arabian context, limiting the generalizability of findings to other cultural settings. Future research endeavors could adopt a comparative approach, exploring cultural influences on sustainable consumption across diverse geographical regions or cultural contexts. Comparative studies could elucidate cross-cultural variations in the impact of cultural orientations and environmental attitudes on green purchase intentions, shedding light on how cultural differences shape sustainable behaviors in distinct societal settings.

Another limitation lies in the scope of the examined variables, which primarily focuses on environmental attitudes, cultural orientations, and their direct and mediating effects on green purchase intentions. Future research could delve into additional factors that might interact with or moderate the relationships observed in this study. Exploring factors such as social norms, personal values, or socio-economic factors within cultural contexts could provide a more comprehensive understanding of the multifaceted influences guiding sustainable consumer behavior. Additionally, investigating the temporal dynamics and potential changes in cultural orientations and attitudes over time could offer insights into the evolving nature of sustainable consumption patterns within dynamic cultural landscapes. Furthermore, the study's reliance on self-reported data and cross-sectional design might present limitations in capturing dynamic and real-time behaviors or accounting for potential biases in participant responses. Future research could employ longitudinal studies or mixed-method approaches, integrating qualitative insights to complement quantitative findings. This would enable a more robust understanding of the intricate interplay between cultural orientations, environmental attitudes, and green purchase intentions, offering a more holistic comprehension of sustainable consumer behaviors in diverse cultural settings.

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APPENDIX 1

Eco-label Perception
1. I carefully consider the information provided on eco-labels when deciding on purchases.
2. I actively take time to read and understand eco-labels on products.
3. I feel personally connected and engaged with the information presented on eco-labels.
4. The concept of buying environmentally friendly or green products strongly resonates with me.

Environmental Attitude
1. I am willing to participate in groups or activities dedicated to environmental causes.
2. I am inclined to make lifestyle changes or sacrifices to support environmental sustainability.
3. Thoughts about environmental harm significantly affect my emotions.
4. Protecting the environment holds substantial importance in my value system.
5. I consciously ensure that the products I use are not harmful to the environment.
6. I strongly believe in individual responsibility for environmental conservation.
7. I am convinced that recycling can effectively reduce pollution.
8. I believe that individual contributions to environmental protection collectively have a meaningful impact.
9. It is essential to exert maximum effort to conserve finite natural resources.

Enculturation
1. I frequently socialize with individuals who share the cultural background of Riyadh or Jeddah.
2. Seeking assistance or guidance from peers within the local cultural context is a common practice for me.
3. I regularly engage in social activities or meals with friends or colleagues from the local cultural background.
4. Actively participating in local cultural celebrations or events is part of my routine.
5. Predominantly using the local language is common in my day-to-day interactions.

6. Conversing in the local language is prevalent when communicating with local friends.
7. Using the local language is primary when interacting with family members.
8. Attending events showcasing the local culture, such as festivals or traditional gatherings, is a regular activity for me.
9. Engaging with local media or entertainment that represents the Riyadh or Jeddah culture is part of my routine.
10. Engaging with local traditions and customs holds significance in my social interactions and routines.

Acculturation
1. I spend a significant amount of my social time with individuals from diverse cultural backgrounds.
2. Seeking advice or assistance from peers with diverse cultural backgrounds is a regular practice in my interactions.
3. Engaging in social activities or dining with friends from diverse cultural backgrounds is common for me.
4. Participating in celebrations or events representing diverse cultures is part of my routine.
5. Utilizing multiple languages or adapting to different cultural contexts in communication is prevalent in my interactions.
6. Conversing in various languages based on the cultural context is common in my social circles.
7. Navigating multiple languages or cultural behaviors within my family interactions is typical.
8. Exploring events or media representing diverse cultural backgrounds is a regular part of my entertainment.
9. Engaging in cross-cultural experiences or practices is something I actively seek or enjoy.
10. Embracing diverse cultural practices and customs beyond my native cultural background enriches my social experiences and understanding.

Green Purchase Intention
1. Purchasing environmentally friendly products is an idea that strongly appeals to me.
2. I hold a positive attitude toward choosing the environmentally friendly version of a product.
3. Actively practicing purchasing and using biodegradable soaps or detergents aligns with my shopping behavior.

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