

The Role of Personal Innovativeness and Social Influence in Green Marketing Strategies Adoption in Mauritius

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Abstract

This study investigates the factors influencing the adoption of green products among young adult consumers in Mauritius, with a specific focus on the roles of personal innovativeness, social influence, and attitude. Set within the broader context of green marketing strategies, the research aims to study the psychological and social mechanisms that shape eco-conscious consumer behavior in a developing island economy. Drawing upon structural equation modeling and data collected from 201 respondents, the study evaluates both direct and indirect effects among key constructs. The findings reveal that social influence significantly and positively impacts both consumer attitudes and the adoption of green products, while attitude itself emerges as a strong predictor of adoption. In contrast, personal innovativeness demonstrates a surprising negative relationship with both attitude and adoption, suggesting that innovative consumers may be more critical of existing green marketing efforts. The model exhibited a good overall fit, explaining over 65% of the variance in adoption. These results highlight the importance of credible, socially-driven marketing strategies that engage peer networks and build favorable consumer attitudes, while also pointing to the need for more sophisticated and trustworthy green product innovations to appeal to more discerning, innovative consumers. The study offers practical recommendations for marketers and policymakers aiming to strengthen sustainable consumption among youth in Mauritius.

Categories: Consumer Behavior, Marketing and Market Issues in Business, Sustainable Marketing

Keywords: green marketing, personal innovativeness, social influence, attitude, green product adoption

Introduction

In recent years, growing environmental concerns have propelled green marketing to the forefront of both academic research and business practice. Green marketing broadly refers to strategies that promote environmentally friendly products and sustainable consumption, often through tools such as green branding, eco-labeling, and advertising. In Mauritius, where ecological preservation is vital due to its unique island ecosystem, understanding the factors that drive consumer adoption of green products is essential for marketers and policymakers alike.

Green marketing is an emerging discipline and has generated a high amount of interest both among practitioners and scholars in the backdrop of the emergence of environmental sustainability as a key concern for consumers across markets. As organizations seek to differentiate themselves in a competitive marketplace, green marketing has emerged as a vital strategy. However, no standard definition of green marketing exists. Singh defines green marketing as a strategic practice of promoting products and services by emphasizing their environmental benefits and sustainability credentials, aiming to meet consumer demand for eco-friendly alternatives while minimizing negative ecological impact (Singh et al., 2024).

In recent years, there has been a growing concern about the negative effects of human activity on the environment. One of the main causes of this occurrence has been found to be the extensive usage of hazardous goods, which are known to have negative effects on ecosystems and human health (Liu and Lin, 2019). As a result, finding quick and practical solutions that support environmental sustainability has become increasingly important (Tam and Chan, 2018). As a result, buyers are becoming more attentive about the goods they buy, closely examining their constituent parts and the disposal procedures (Nikolaou and Tsalis, 2018) (Saber et al., 2019). Companies have also realized that they must take more comprehensive measures in order to address and satisfy these consumer issues (Belletti et al., 2020). Developed and developing nations alike have embraced the idea of green marketing, which aims to promote eco-friendly behaviors (Burkhanov, 2018), (Sugandini et al., 2020), (Sujith, 2017), and (Agustini et al., 2019).

As environmental issues and their effects on consumption and business practices become more widely recognized, the conversation around sustainable consumption has evolved (Sharma et al., 2021) (Vidal-Ayuso et al., 2023). In response to consumer demands and as a symbol of corporate sustainability

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commitments, this awareness has catalyzed the promotion of green products (Birindelli and Palea, 2023) (Wang et al., 2023). The growing emphasis on sustainable business models, which integrate stakeholder, consumer, and social interests in cleaner corporate decisions, has been extensively documented in recent research.

According to Rajagopal, making sustainable decisions helps businesses stand out from the competition, improve their social impact, and stimulate customer loyalty through emotional reactions (Rajagopal, 2020). In many developing countries, the impact of green marketing continues to be constrained by limited environmental awareness and education among consumers, which reduces the effectiveness of sustainability campaigns (Singh et al., 2024). Unlike in many developed nations where environmental regulations have evolved from voluntary compliance to enforceable legal standards, developing regions still face challenges in implementing strict environmental policies, slowing the momentum for green marketing adoption (Wang et al., 2023). Recent studies emphasize that in developed markets, companies are increasingly pressured not only by regulatory frameworks but also by consumer demand and competitive advantage to integrate green practices into their core business strategies (Garcia et al., 2025).

There are still gaps in understanding of the relationship between personal innovativeness, social influence, and adoption of green buying behavior, as well as the mediating role of attitude in this relationship, even though sustainable consumption has been recognized to have emblematic value (Aggarwal et al., 2024) (Dieleman, 2017). Given that green products frequently reflect individual identities and environmental positions, such insights could be extremely helpful to companies, environmentalists, and policymakers (Kautish and Dash, 2017) (Wang et al., 2020).

By specifically examining the relationship between personal innovativeness and social influence on green products' buying behavior, this study contributes to the body of literature. The functional and emotional aspects of adopting green products have been the focus of most existing research, with less focus on the ways in which attitude is influenced by social influence and personal innovativeness (Sharma et al., 2025) (Wang et al., 2021).

In order to address a crucial aspect of sustainable consumption, this research investigates the relationship between social influence, personal innovativeness, and green products buying behavior. The socio-psychological dimensions of consumption are also incorporated, thereby expanding the use of diffusion theory (Sheth et al., 1991) (Bhat and Reddy, 1998).

Attitude in this study serves as a key mediating factor, translating the influence of personal innovativeness and social influence into behavioral adoption of green products. This study focuses on investigating how personal innovativeness and social influence affect green product adoption in Mauritius, with attitude acting as a mediator. By exploring these relationships within the broader green marketing environment, including the presence of green branding, eco-labeling, and advertising, this research aims to provide valuable insights into the psychological and social mechanisms that facilitate sustainable consumption, ultimately enhancing the impact of green marketing initiatives in Mauritius.

Research questions (with “Green Marketing Strategies” context)

How do green marketing strategies influence the adoption of green products among Mauritian consumers through the role of personal innovativeness?

What impact does social influence have on consumer adoption of green products within the context of green marketing strategies?

How does consumer attitude mediate the relationship between personal innovativeness, social influence, and the adoption of green products in Mauritius?

Hypotheses

H1: Personal innovativeness positively influences the adoption of green products within the context of green marketing strategies.

H2: Social influence positively impacts the adoption of green products in the framework of green marketing strategies.

H3: Consumer attitude mediates the relationship between personal innovativeness and the adoption of green products.

H4: Consumer attitude mediates the relationship between social influence and the adoption of green products.

While green marketing has been widely studied in developed economies, there remains limited empirical research in small island developing states like Mauritius-particularly with a focus on young adults, who are both highly exposed to global sustainability narratives and uniquely shaped by local socio-cultural landscape. Moreover, existing studies often emphasize traditional green marketing elements such as eco-labeling, advertising, and green branding, but rarely explore how individual psychological traits like personal innovativeness, and social-contextual drivers such as peer influence, interact to shape green product adoption. This study addresses this gap by investigating the role of consumer innovativeness, a variable often assumed to promote adoption but here revealed to potentially have contrary effects in developing contexts. This study also integrates social influence as a distinct construct shaping both attitude and adoption, which are underexplored in green marketing literature in emerging markets. The study uses attitude as a mediator to better understand the cognitive mechanism between influence factors and behavioral outcomes.

By exploring the relationship between personal innovativeness, social influence and green purchase behavior, this research aims to bridge the research gap thereby addressing a key area in sustainable consumption research. Inspired by the Sustainability Development Goals (SDGs), this study provides a solid theoretical foundation and practical insights to inform green marketing strategies and encourage sustainable consumer behaviors (Kautish and Sharma, 2020). By explaining these relationships, it contributes to responsible production and consumption, promotes beneficial societal and environmental impacts.

Green marketing

The 20th century saw a major impact on sustainable marketing (Burksiene et al., 2018). This was because of a number of environmental mishaps that raised public awareness of environmental issues (Ogunbode and Arnold, 2012). According to Yang, consumers' desire to choose items with the least possible negative impact on the environment is one of the most important factors driving businesses toward social responsibility (Yang, 2017). Due to pressure from consumers and the government, businesses have started producing sustainable, or "green," products (Liu and Yi, 2017). Green products serve society and environmental conservation from the beginning of manufacturing to the end of disposal (Dangelico, 2016).

Theoretical framework

Consumer Behavior Theories

Two theories-the theory of reasoned action (TRA) and the theory of planned behavior (TPB)-have been widely used in the literature to assess the gap between attitude and purchasing behavior for a product (Ajzen and Fishbein, 1988) (Ajzen and Fishbein, 1980). Numerous studies on environmental sustainability have used these two theories to gauge sustainable purchasing behavior in various industrialized nations (Yadav and Pathak, 2016) (Hsu et al., 2017), and (Jaiswal and Kant, 2018).

In addition, Hassan argued that TRA and TPB are conventional and unclear models that fail to capture the unique characteristics of the sustainable market and illustrate the gap between behavior and attitude in green consumer psychology (Hassan et al., 2016) (Taylor et al., 2007), and (Zhao et al., 2014). Thus, other cognitive elements that influence TRA and TPB must be considered in order to ascertain the purchasing behavior of sustainable products (Sniehotta et al., 2014).

Based on Rogers' diffusion theory, which has been crucial in understanding how innovations influence individual behaviors within social frameworks, this study explores the relationships between personal innovativeness and social influence, and adoption of green purchase behavior (Rogers, 1962). Motivated by the SDG, this research aims to elucidate the factors impacting green buying decisions and the adoption of eco-conscious consumption practices (Kautish et al., 2019) (Kautish and Sharma, 2020).

Conceptual model and hypotheses

Personal Innovativeness and Green Purchase Intention

Personal innovativeness is a concept that is often used in consumer behavior literature to describe a person's propensity to embrace novel goods or services, frequently before they are widely accepted in their social networks (Rogers and Havens, 1962). For example, Li propose that personal innovativeness entails a strategic alignment in which people identify with products that mirror and magnify their values and social identities (Li et al., 2021). Based on Rogers' theory of innovation diffusion, Prasad contended that people who are more innovative personally are likely to accept innovations sooner (Prasad, 1998).

Personal innovativeness includes the propensity to be a thought leader and pioneer (Parasuraman, 2000). If someone adopts an innovation early on, they are considered "innovative." Increased risks, uncertainties, and imprecisions are a part of any innovation (Bowers and Khorakian, 2014) (Thiesse, 2007). According to Rogers, early innovators are better equipped to handle greater degrees of uncertainty than others (Rogers,

1995).

In the context of green products, personal innovativeness expands on this idea by highlighting a person's willingness to adopt items that support environmental sustainability as well as to test new ones (Merli et al., 2024). According to Kautish and Sharma, personal innovativeness is a leading indicator of one's propensity to prioritize and select environmentally friendly products above conventional alternatives in the context of green consumer behavior (Kautish and Sharma, 2020).

This tendency is important when it comes to products that are frequently seen as novel or distinct from conventional offerings in the market. People who score highly on personal innovativeness tests tend to be less risk averse and more receptive to new experiences and goods (Ali, 2019). Because of their openness, they frequently become early adopters of sustainable practices and technologies, establishing them as leaders in the consumer markets' ecological movement.

Furthermore, these forward-thinking customers tend to be more informed and conscious of environmental issues, which affects their purchasing decisions (Li et al., 2021). Their decisions are frequently motivated by a strong sense of personal accountability for minimizing environmental effects and the significance of sustainability, which is consistent with the use of green products. Furthermore, it is impossible to overstate the influence that individual innovativeness has on market patterns. Innovative people frequently act as opinion leaders or role models, influencing others in their networks to make more sustainable purchases (Vrain et al., 2022). This impact is essential for the broad adoption of green products, which frequently depend on public acceptance and the visibility of benefits to take hold.

Social Influence and Green Purchase Intention

Social influence is when someone is influenced by their social surroundings and utilizes or does something as a result (Afrizal and Wallang, 2021). The findings from earlier studies show that social influence positively affects behavioral intention (Hu et al., 2019) (Jatimoyo et al., 2021). However, previous studies' findings indicate that behavioral intention is unaffected by social influence (Wintang and Pasharibu, 2021).

According to Yang, social influence is the way consumers understand how other people perceive a certain good or service (Yang et al., 2021). Social influence is the impact that people or groups have on the attitudes, beliefs, and behaviors of others in a social context (Bursztyn et al., 2014). Among many other things, social influences include conformity compliance and peer pressure. Socially acquired norms may encourage ecological consumer behavior (Ewing, 2001). Given the ease with which information can be shared via various social networking platforms, including Facebook, Twitter, blogs, and emails, it seems clear that social influence will play a major role in influencing consumers' green purchasing behavior.

According to Dotson and Hyatt, social influence is thought to have a significant impact on green purchasing behavior and involvement (Dotson and Hyatt, 2000). The degree of green awareness and behavior, such as local environmental involvement and overall green purchasing behavior, is reinforced by significant peer network (Ajzen and Fishbein, 1980) (Kollmuss and Agyeman, 2002). Customers are more likely to engage in green consumption practices when they observe their peers buying eco-friendly goods and when they comprehend the advantages these peers are enjoying.

Referring to earlier study in this area, the most significant factor influencing the prediction and adoption of green technology is social influence associated with environmental protection (Ahn et al., 2016). Additionally, it influences people's conduct toward sustainable purchasing choices and green intentions, such as buying distinctive biodegradable carrying bags and packaging (Choi and Johnson, 2019). An individual's persistence in utilizing green technology increases with the social influence of its adoption. A person's attitude and intention to utilize green products are also influenced by their social circle. Through contacts with other people or groups, social influence can alter a person's beliefs, feelings, attitudes, or behaviors (Ramayah et al., 2010).

Attitude

According to Sun and Willson, attitude can be divided into two categories: general, which involves behavioral engagement with a category of objects, and specific, which involves a strong predictor of behavior towards a single object (Sun and Willson, 2008). One of the components of the TPB model, which illustrates how consumers perceive and evaluate various items before acting on them, is green attitude (Chin et al., 2020). Customers' views and sentiments on eco-friendly items and environmental preservation form the basis of the particular attitude phenomena (Tan, 2011) (Oroian et al., 2017). As a result, various studies have employed particular attitudes to ascertain the intention and purchasing behavior of consumers of green products (Jaiswal and Singh, 2018) (Basha et al., 2015). It is logical that consumers who have a positive attitude toward green products are the ones who will purchase the product. This leads to the definition of attitude as the disposition that enables us to react either positively or negatively to anything when making a purchase decision (Irianto, 2015).

The complex mental condition of environmental attitude includes values and beliefs to act in an environmentally responsible manner. To put it another way, it appeals to the consumer's cognitive judgement regarding the importance of green living and environmental preservation (Lee, 2010). Results comparing attitudes and behaviors have been inconsistent and unclear (Hartmann and Apaolaza-Ibanez, 2006). While some studies have identified a modest or weak association between environmental attitude and green purchasing behavior, others have found a positive correlation (Mostafa, 2007). Essential environmental information and knowledge will educate consumers, attempting to affect positive attitudes and purchase intentions (Shimul et al., 2022). Regarding the concept of customer purchasing, some research, including Panda, indicated that consumers' attitudes toward green products would influence their behavior and play a crucial role in nurturing their intentions to purchase green services and goods (Panda et al., 2020).

Additionally, consumers' attitudes toward environmental issues reveal how serious or non-serious they are about protecting the environment (Ahmad and Zhang, 2020) (Suki, 2016), and (Chekima et al., 2016). Customers can therefore care about environmental protection and use eco-friendly services and products if they have a pro-environmental mindset (Kalsi and Singh, 2019) (Chekima et al., 2016). Customers' green attitudes have a beneficial impact on their intentions to make green purchases; as a result, attitudes can foster consistent behavior (Amoako et al., 2020).

Conceptual Framework

This study investigates the influence of personal innovativeness and social influence on the adoption of green products within the context of green marketing strategies in Mauritius, as well as the mediating role of attitude in this relationship. Figure 1 presents the conceptual framework of this study.

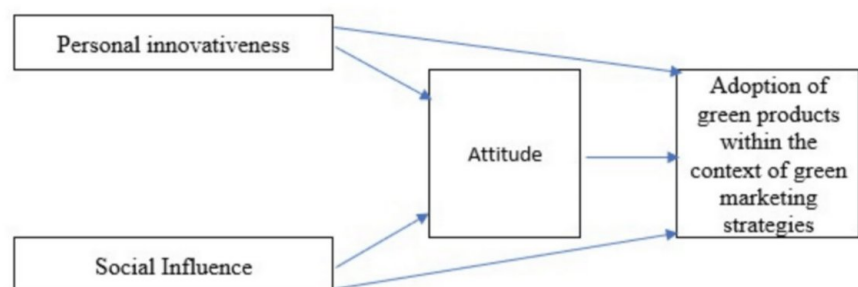


FIGURE 1: Conceptual Framework

Research Method

This study adopts a deductive, explanatory research approach to examine the factors influencing consumer purchasing behavior in Mauritius. A five-page structured online questionnaire with a brief introduction of instructions and objectives of such research was used to collect primary data, with items adapted from prior validated studies to ensure construct validity and reliability. The introduction also emphasized the confidentiality of the research.

Specifically, Attitude was measured using items adapted from Schierz, Adoption Intention was measured using the scale developed by Widjana and Rachmat, Social Influence items were adapted from Ajzen and Venkatesh and Davis, and Personal Innovativeness was measured using items from Agarwal and Prasad (Schierz et al., 2010), (Aditya-Widjana and Rachmat, 2011), (Ajzen, 1991), (Venkatesh and Davis, 2000), and (Agarwal and Prasad, 1998).

The online questionnaire was utilized for two primary reasons: first, it is a more convenient approach to gather data; second, and perhaps more importantly, it allows us to apply green behavior to our study by using fewer paper-based methods for data collection, distribution, and analysis. Additionally, a panel of marketing and sustainability experts validated the tool.

The questionnaire consisted of two sections. Section A gathered demographic data such as age, gender, occupation, and education level. Section B composed of 16 items measured on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). The survey was carried out in May 2025 administered to a sample of individual Mauritian consumers aged 18 and above having an independent purchasing power. Participants were approached in their capacity as individual consumers.

Due to time and logistical constraints, a convenience sampling method was employed to enhance the validity of the findings, following prior research by Cook and Campbell and Calder (Cook and Campbell, 1979) (Calder et al., 1981). A total of 235 questionnaires were sent through emails to the respondents in which a special link was included. Participants responded voluntarily and were not compensated for their participation. Participants were given enough time to respond to the questionnaire electronically.

A total of 201 completed questionnaires were obtained with a response rate of 86%. Our sample consisted of 201 respondents, 47.3% were male and 52.7% were female. Moreover, the sample of respondents showed a high portion of young full-time employees (69.7%) and the majority of them (40.1%) possess a high school diploma/equivalent degree. Also, 48.9% of respondents say their monthly income is between Rs 50,000 and above.

Results And Discussion

Findings

Reliability Test

The internal consistency of the measurement scales was assessed using Cronbach’s alpha. The personal innovativeness (PI) scale demonstrated acceptable reliability with an alpha of 0.708, indicating a satisfactory level of consistency among the items. The social influence (SI) scale exhibited excellent reliability ($\alpha = 0.859$), while both the consumer attitude (ATT) and adoption (ADOP) scales showed strong internal consistency with alpha values of 0.839 and 0.845, respectively. Overall, these results suggest that the measurement instruments used in this study are reliable for assessing the respective constructs.

Pearson Correlation Analysis

To explore the relationships among the key variables in the study, a Pearson correlation analysis was conducted. This analysis aimed to examine the strength and direction of associations between the independent variables (TOTPI and TOTSI), the mediator (TOTATT), and the dependent variable (TOTADOP). Understanding these correlations provides foundational insights into how these factors interrelate, which is essential for further analysis of the mediation model and for interpreting the potential influence of TOTPI and TOTSI on adoption behavior through attitude. Table 1 provides the results of the correlation analysis.

		TOTPI	TOTSI	TOTATT	TOTADOP
TOTPI	Pearson Correlation	1	.209**	.196**	.313**
	Sig. (2-tailed)		.003	.005	.000
	N	201	201	201	201
TOTSI	Pearson Correlation	.209**	1	.356**	.511**
	Sig. (2-tailed)	.003		.000	.000
	N	201	201	201	201
TOTATT	Pearson Correlation	.196**	.356**	1	.643**
	Sig. (2-tailed)	.005	.000		.000
	N	201	201	201	201
TOTADOP	Pearson Correlation	.313**	.511**	.643**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	201	201	201	201

TABLE 1: Correlations Analysis

** Correlation is significant at the 0.01 level (2-tailed).

TOTPI (IV1) has a moderate positive correlation with TOTADOP (DV) ($r = 0.313$, $p < 0.01$), suggesting that higher TOTPI values tend to associate with higher adoption (ADOP). TOTSI (IV2) shows a stronger positive correlation with TOTADOP ($r = 0.511$, $p < 0.01$), indicating a stronger association with adoption

compared to TOTPI. The mediator, TOTATT (ATT), correlates strongly with the dependent variable ($r = 0.643$, $p < 0.01$), supporting the idea that attitude plays a key role in adoption. Both IVs have positive correlations with the mediator (TOTPI: $r = 0.196$; TOTSI: $r = 0.356$), meaning they are positively associated with attitude. The IVs TOTPI and TOTSI are weakly correlated ($r = 0.209$), which reduces concerns about multicollinearity.

The correlation matrix supports the mediation model where TOTPI and TOTSI influence adoption (TOTADOP) partially through attitude (TOTATT). TOTSI shows a stronger direct relationship with adoption than TOTPI, and both IVs positively relate to attitude, which itself has a strong positive relationship with adoption.

Data analysis was conducted using structural equation modeling with AMOS software (IBM SPSS Amos V.24). The two-stage analytical approach recommended by Byrne was employed where the first step involves validating the measurement model and the second step involves assessing the structural model (Byrne, 2013).

Model Fit Assessment

The final measurement model, as depicted in Figure 2, illustrates the relationships between the latent constructs and their observed indicators used in this study. This graphical representation provides a clear visualization of the factor loadings and measurement structure for each construct, including personal innovativeness (PI), social influence (SI), consumer attitude (ATT), and adoption (ADOP).

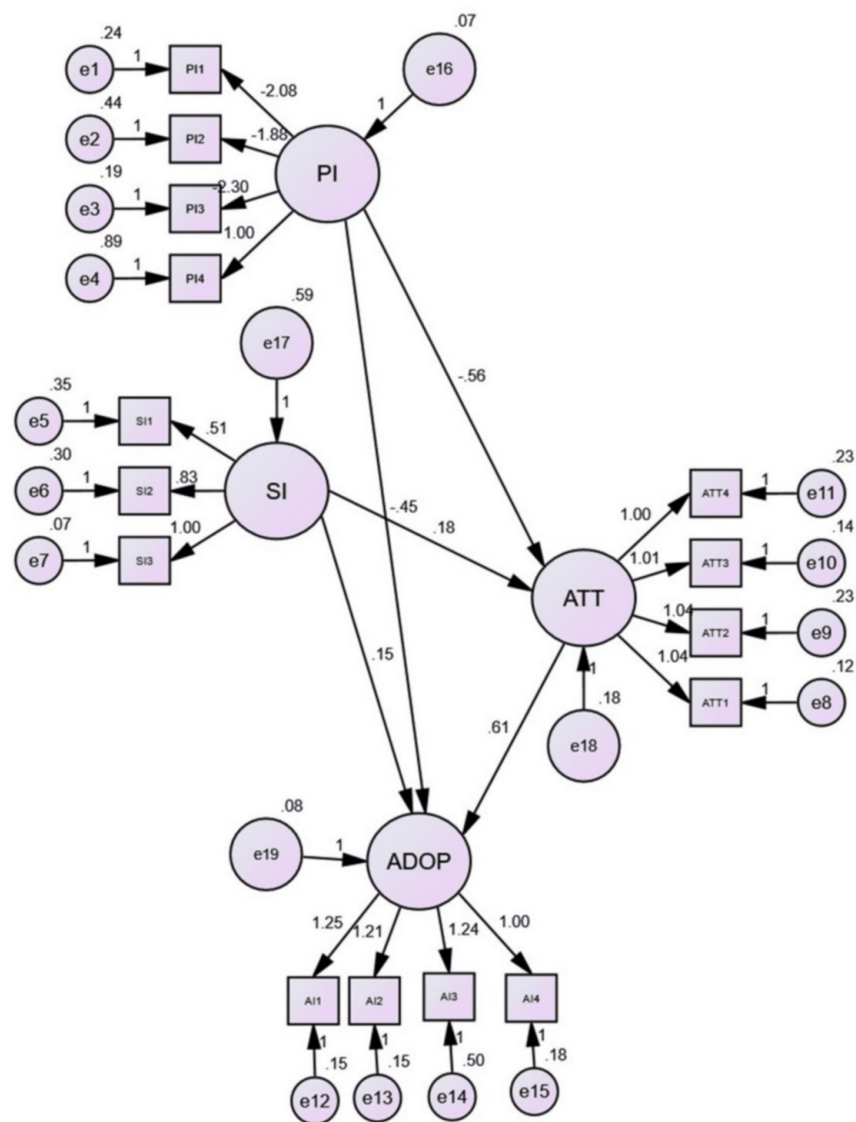


FIGURE 2: Green Marketing Adoption Model

Source: Amos Graphic Output

The structural equation model was evaluated using multiple fit indices. Table 2 results indicate that the model demonstrates a good fit to the data.

Fit Index	Value	Recommended Threshold	Interpretation
Chi-square (χ^2)	155.614	$p < .05$	Significant, common in large samples
Degrees of Freedom	85		
CMIN/DF	1.831	< 3	Good fit
RMSEA	0.064	< 0.08 (acceptable)	Good fit
CFI	0.946	> 0.90	Excellent fit
TLI	0.933	> 0.90	Excellent fit
GFI	0.909	> 0.90	Acceptable fit
AGFI	0.871	> 0.85	Acceptable fit

TABLE 2: Model Fit Indices

CMIN/DF, ratio of chi-square to degrees of freedom; RMSEA, Root Mean Square Error of Approximation; CFI, Comparative Fit Index; TLI, Tucker-Lewis Index; GFI, Goodness of Fit Index; AGFI, Adjusted Goodness of Fit Index

The structural equation model was assessed using multiple fit indices to determine how well the hypothesized model fits the observed data. The chi-square statistic ($\chi^2 = 155.614$, $df = 85$) was significant, which is common in models with large samples and thus not a major concern. The ratio of chi-square to degrees of freedom (CMIN/DF) was 1.831, indicating a good model fit as it falls below the recommended threshold of 3. The Root Mean Square Error of Approximation (RMSEA) was 0.064, which is within the acceptable range (< 0.08), further confirming a good fit. Additionally, comparative fit indices such as the Comparative Fit Index (CFI = 0.946) and Tucker-Lewis Index (TLI = 0.933) exceeded the recommended cutoff of 0.90, demonstrating excellent model fit. The Goodness of Fit Index (GFI = 0.909) and Adjusted Goodness of Fit Index (AGFI = 0.871) also indicated acceptable fit. Collectively, these indices suggest that the proposed structural model fits the data well and is appropriate for further interpretation.

Structural Path Estimates

The structural model tested the effects of personal innovativeness and social influence on attitude and adoption, with attitude also serving as a mediator. Standardized regression weights and significance levels are presented below. Table 3 presents the standardized path coefficients results.

Path	Estimate	C.R.	p-value	Interpretation
ATT $\leftarrow$ PI	-0.323	-2.682	.007	Significant negative effect
ATT $\leftarrow$ SI	0.299	3.709	***	Significant positive effect
ADOP $\leftarrow$ ATT	0.591	6.710	***	Strong positive effect
ADOP $\leftarrow$ PI	-0.251	-2.633	.008	Significant negative effect
ADOP $\leftarrow$ SI	0.241	3.723	***	Significant positive effect

TABLE 3: Standardized Path Coefficients

The standardized path coefficients reveal important relationships within the model. The path from PI to ATT shows a significant negative effect ($\beta = -0.323$, C.R. = -2.682, $p = 0.007$), indicating that higher PI is associated with a decrease in ATT. Conversely, SI has a significant positive effect on ATT ($\beta = 0.299$, C.R. = 3.709, $p < 0.001$), suggesting that SI positively influences ATT. Furthermore, ATT strongly and positively affects ADOP ($\beta = 0.591$, C.R. = 6.710, $p < 0.001$), highlighting the critical role of attitude in driving adoption. Direct effects on ADOP show that PI negatively impacts adoption ($\beta = -0.251$, C.R. = -2.633, $p = 0.008$), while SI positively influences adoption ($\beta = 0.241$, C.R. = 3.723, $p < 0.001$). These results collectively suggest that while social influence encourages positive attitudes and adoption, personal innovativeness has a somewhat counterintuitive negative effect on both attitude and adoption in this context.

Mediation Analysis

To test whether attitude mediates the effects of PI and SI on ADOP, indirect effects were analyzed. Table 4 present the indirect effects results of the study.

Indirect Path	Estimate	Interpretation
PI → ATT → ADOP	-0.343	Significant negative indirect effect
SI → ATT → ADOP	0.113	Significant positive indirect effect

TABLE 4: Indirect Effects Results

The mediation analysis examined the indirect effects of personal innovativeness and social influence on adoption through attitude. The results indicate that the indirect effect of personal innovativeness on adoption via attitude is significant and negative (estimate = -0.343), reinforcing the earlier finding that personal innovativeness negatively influences adoption through attitude in this model. On the other hand, the indirect effect of social influence on adoption through attitude is significant and positive (estimate = 0.113), demonstrating that social influence enhances adoption by positively shaping attitude. These findings highlight that attitude serves as a meaningful mediator, transmitting the effects of social influence positively to adoption, while the effect of personal innovativeness on adoption via attitude remains negative.

Explained Variance

- Attitude (ATT): $R^2 = 0.194 \rightarrow 19.4\%$ of its variance is explained by personal innovativeness and social influence.
- Adoption (ADOP): $R^2 = 0.651 \rightarrow$ A strong 65.1% of its variance is explained by attitude, personal innovativeness and social influence.

The model demonstrates a strong overall fit, with several significant relationships. Social influence positively affects both consumer attitudes and green product adoption, with a meaningful mediation through attitude. In contrast, personal innovativeness shows a surprising negative relationship with both attitude and adoption, suggesting that more innovative consumers may view current green offerings with skepticism or perceive them as lacking in novelty or credibility. Attitude emerges as a key psychological mechanism linking social and individual drivers to green behavior in Mauritius.

The findings of this study provide partial support for the proposed hypotheses.

H1 predicted that personal innovativeness would positively influence the adoption of green products. However, the results showed a significant negative effect of personal innovativeness on both consumer attitude and adoption. This unexpected negative relationship suggests that in this context, higher innovativeness might be associated with skepticism or cautiousness toward green products, which calls for further investigation.

H2 hypothesized a positive impact of social influence on green product adoption. The results strongly support this hypothesis, with social influence demonstrating significant positive effects on both attitude and adoption. This reflects the importance of social networks and peer opinions in encouraging green product adoption.

H3 and H4 proposed that consumer attitude mediates the effects of personal innovativeness and social influence on adoption. The mediation analysis confirms the significant mediating role of attitude in both paths, but with contrasting effects. While attitude mediates a negative indirect effect for innovativeness on adoption, it mediates a positive indirect effect for social influence. This highlights that attitude is a crucial mechanism shaping how social factors translate into adoption behaviors. Table 5 provides a summary results of the hypotheses tested for this study.

Hypothesis	Statement	Result	Supported?
H1	Personal innovativeness positively influences adoption of green products.	Significant negative effect	Not supported
H2	Social influence positively impacts adoption of green products.	Significant positive effect	Supported
H3	Consumer attitude mediates the relationship between innovativeness and adoption.	Significant negative indirect effect	Not supported
H4	Personal attitude mediates the relationship between social influence and adoption.	Significant positive indirect effect	Supported

TABLE 5: Summary of Hypotheses

The findings of this study revealed that social influence is a key driver of positive attitudes and adoption. In turn, personal innovativeness had a negative effect, suggesting that innovative consumers might be more critical or less easily convinced by current green marketing strategies in Mauritius, while attitude plays a meaningful mediating role, especially for social influence.

There are many possible explanations for the negative effect of personal innovativeness on green marketing strategies. First, innovative consumers are often early adopters; they explore cutting-edge solutions, not just “green” products with basic labels. They may perceive green marketing as superficial or greenwashing, especially if eco-claims are not backed by strong innovation, technology, or evidence. In Mauritius, if green marketing lacks sophistication or transparency, innovators may reject it as inauthentic. Innovative consumers may be more critical of surface-level green branding and expect higher sustainability standards. Innovators love novelty, high-tech, or disruptive innovation. But green products in Mauritius might be seen as simple, traditional, or even less functional. So, they may not match what innovators are attracted to-like smart tech, futuristic design, or advanced features. A potential gap could exist between what innovative consumers expect and what green products currently offer.

This finding aligns with the earlier work of Goldsmith, but it differs from Alzubaidi, who claim that innovativeness has the biggest impact on behavioral intentions that support the environment. One reason for this discrepancy could be that green products in Mauritius are not viewed as revolutionary, making them less appealing to innovators (Goldsmith et al., 1995) (Alzubaidi et al., 2020). These results are further supported by Testa, who found that customer innovativeness had a negative impact on the purchasing behavior of circular packaging. This may be due to a lack of perceived trust in the green market, leading even progressive consumers to question the authenticity and performance of such products (Testa et al., 2020). Overall, the results point to a potential mismatch between the expectations of innovative consumers and the current state of green marketing in Mauritius-highlighting the need for more credible, sophisticated, and technologically advanced green initiatives.

Innovators often make independent decisions, while this study shows that social influence drives adoption. So, innovators may resist conformity and reject what’s being promoted socially-even if it is green. Although innovators are risk-takers, if green products are perceived as underperforming or overpriced, they may not adopt the products offered, especially if the green product category is still emerging or lacks innovation, so consumers may not adopt them immediately. Despite being open to new ideas, innovative consumers may avoid green products if they perceive functional, economic, or quality risks.

The unexpected negative relationship between personal innovativeness and both attitude and adoption may reflect a critical stance toward current green marketing efforts. Innovative consumers in Mauritius may demand more credible, technologically advanced, or functionally superior green products than those currently available. Their openness to innovation does not necessarily translate to acceptance of all “green” initiatives, especially if they perceive a lack of authenticity, value, or novelty.

In markets where green branding and eco-labeling are still emerging or perceived as superficial, these consumers may interpret such initiatives as greenwashing rather than genuine innovation. Furthermore, green products in Mauritius may not yet offer the novelty, advanced functionality, or disruptive design that typically appeals to innovative consumers. As a result, rather than embracing these offerings, they may disengage or even reject them. These findings highlight the importance for green marketers to tailor their strategies to different consumer segments, and to ensure that green products are not only environmentally friendly but also innovative, high-performing, and credible in the eyes of more discerning consumers.

In addition to innovation-driven skepticism, consumer environmental knowledge also plays a crucial role in shaping attitudes and behaviors. Consumers with high environmental knowledge about green branding and eco-labeling are better equipped to comprehend messages in green advertisements and make

informed buying decisions. According to the study (Park and Ha, 2014), environmental knowledge shapes attitudes and views about environmental issues. Customers who are knowledgeable about the environment are more likely to support sustainability and eco-friendly products. Their purchasing behavior may then be influenced by these attitudes. However, if consumers lack adequate information about green branding and eco-labeling-both of which are relatively novel and emerging concepts-they may struggle to interpret the intended messages in green advertisements. This limited understanding can lead to confusion or skepticism, reducing the likelihood of them making environmentally responsible purchasing decisions.

In this study, the findings also confirm that social influence play a major role in shaping positive consumer attitudes toward green products. In Mauritius, where community and social bonds are strong, word-of-mouth, social media influence, and peer validation can enhance trust in green product claims. The significant positive relationship between social influence and consumer attitude reflects the importance of social influence validation in shaping environmental behavior. In collectivist or community-oriented settings like Mauritius, consumers may rely heavily on their social circles when evaluating the credibility of green marketing messages. This highlights the need for marketers to leverage peer advocacy, testimonials, and community engagement in promoting eco-friendly offerings.

These findings are consistent with prior research. For instance, Zheng and Chi demonstrated that social pressure and the tendency to comply with it positively influence customers' purchasing intentions (Zheng and Chi, 2015). Similarly, Joshi and Srivastava found that social influence exerts a significant impact on consumers' green purchase behavior (Joshi and Srivastava, 2019). The results also align with the work of La Rosa and Johnson Jorgensen, and Nguyen, who both confirmed the significant role of social influence in shaping pro-environmental intentions (La Rosa and Johnson Jorgensen, 2021) (Nguyen et al., 2019).

Furthermore, the social influence may be particularly pronounced in this study given that the majority of participants were young adults. As observed by Yee and Yeow, younger generations tend to model their behavior after the peer groups with which they are socialized, making them especially responsive to social influences and norms (Yee and Yeow, 2009).

Attitude emerged as a strong predictor of green product adoption, indicating that favorable evaluations of green products play a critical role in behavioral intention and decision-making. This underscores the importance of shaping consumer attitudes through transparent messaging, emotional appeal, and value-driven branding. Social influence not only shapes attitude but also directly pushes people to adopt green products, even without fully processing or evaluating them. It suggests that green behavior may be partly driven by social conformity, trendiness, or social pressure. Consumers may adopt environmentally friendly products to align with social norms, demonstrate an eco-conscious identity, or respond to social trends. Marketers should harness social proof and influencer-based strategies to drive green adoption.

Conclusions

This study aimed to examine the influence of personal innovativeness and social influence on the adoption of green products in Mauritius, with attitude serving as a mediating variable. Set against the backdrop of growing global and local environmental awareness, the study provides valuable insights into the psychological and social forces that underpin green marketing adoption. The results indicate that social influence, including peer communication, significantly shapes both consumer attitudes and adoption behaviors, highlighting the critical role of social interactions and community norms in driving eco-conscious consumption. Furthermore, a strong positive relationship between attitude and adoption was confirmed, reinforcing the importance of shaping favorable perceptions to facilitate behavioral change.

Interestingly, the study found a significant negative relationship between personal innovativeness and both attitude and adoption. This counterintuitive finding suggests that innovative consumers in Mauritius may hold higher expectations or greater skepticism toward current green marketing strategies, potentially perceiving them as lacking in credibility or true innovation. These insights offer a deeper understanding of consumer segmentation and signal the need for more tailored green marketing approaches.

Overall, the model demonstrated good fit and explanatory power, with adoption being strongly influenced by both direct and indirect pathways. The findings underscore the need for businesses and policymakers to consider both social context and consumer psychology when promoting sustainable behavior.

Based on the findings of this research, marketers should actively use peer influence through social media campaigns, eco-influencers, and community-based engagement to promote green products. Creating a sense of social identity around sustainability can boost adoption. Marketers should also focus on developing transparent, emotionally engaging, and trustworthy green marketing messages that resonate with consumers' values. Educational campaigns can also enhance consumer knowledge and attitude toward green products. Companies could develop green products that also meet the expectations of high-involvement, innovative consumers-offering cutting-edge design, advanced sustainability features, or

tech-enabled eco solutions. Companies could also Invest in clearer eco-labeling, third-party certifications, and evidence-based advertising to enhance credibility. Consumers, particularly the innovative segment, need assurance that green claims are authentic and substantiated. Last but not least, policy efforts should encourage green adoption by embedding sustainable practices into schools, universities, and corporate settings, further strengthening peer influence and collective behavior.

This study investigated consumers' adoption of green products in Mauritius. However, limitations arose from using a convenience sampling method, which may hinder the data's representativeness for the broader Mauritian population. Additionally, the model focused solely on consumer attitude as a mediator between personal innovativeness, social influence, and the adoption of green products in Mauritius. While this provided valuable insights, the omission of additional constructs from the TPB and the TRA may have limited the comprehensiveness of the analysis and the depth of understanding of the adoption process among green consumers. Future research could adopt probability-based sampling methods, such as stratified or simple random sampling, to ensure a more representative coverage of the broader Mauritian population engaging in green product adoption. The model could have been strengthened further by incorporating additional constructs from the full TPB, such as subjective norms, perceived behavioral control, intention, and actual behavior among others. Including these elements would have allowed for a more comprehensive understanding of the adoption process. Furthermore, the scope could also be broadened by incorporating elements like sustainable product design, eco-friendly packaging, green pricing, green distribution, and corporate social responsibility initiatives. Including these factors would offer a more comprehensive understanding of how various green marketing strategies influence consumer purchasing decisions and contribute to environmentally responsible behavior.

Appendices

The survey questionnaire used for this study is provided in Appendix Table 6.

Attitude towards Green Marketing Strategies Adoption in Mauritius

Dear participant, The questionnaire is a part of a study and it aims to role of Personal Innovativeness and Social Influence in Green Marketing Strategies Adoption in Mauritius. Responses to this questionnaire are voluntary and would be kept confidential. Information will be used for educational purposes only. Please read each question carefully and choose the most convenient answer for you. You are required to answer all questions as appropriate. Your participation would be greatly appreciated. Contact : E.Bindah (e.bindah@uom.ac.mu)

The survey should take only a few minutes, and your responses are completely anonymous. Most importantly, there are no right or wrong answers only your personal experience of the matter counts. It is however important that you provide complete and accurate information.

If you would like to continue, please confirm your agreement and click the below box:

I hereby agree to provide honest, precise and complete answers to the survey

SCREENER QUESTIONS

a)

Have you ever heard of Green Marketing Strategies?

Yes

No

(If yes, the survey continues. If no, the survey is ended.)

b)

What motivates you to purchase green or environmentally friendly products?

c)

In your opinion, how can companies in Mauritius better promote green products to encourage wider adoption among consumers?

d)

Have you personally noticed any change in your behavior or awareness regarding sustainability in the past few years? Please explain.

SECTION A

PLEASE SELECT AS APPROPRIATE

1

2

3

4

5

1.1

Personal innovativeness

Strongly Agree

Agree

Neither Agree Nor Disagree

Disagree

Strongly Disagree

PI1

If I became aware of green marketing initiatives and products, I would seek opportunities to try them out.

PI2	Among my peers, I am usually the first to explore green marketing initiatives and products.							
PI3	I like to experiment with new green marketing initiatives and products.							
PI4	In general, I am hesitant to try out new green marketing initiatives and products.							
		1	2	3	4	5		
1.2	Adoption Intention	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree		
AI1	I will use green marketing initiatives and products on regular basis in the future.							
AI2	I will strongly recommended others to use green marketing initiatives and products.							
AI3	Whenever I have an access to green marketing initiatives and products, I intend to use them.							
AI4	Feels satisfied with the benefits I can get from green marketing initiatives and products.							
		1	2	3	4	5		
1.3	Social Influence	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree		
SI1	People who are important to me would find using green marketing initiatives and products beneficial.							
SI2	People who influence my behavior think I should use green marketing initiatives and products.							
SI3	People who are important to me think I should use green marketing initiatives and products.							
SI4	People who I appreciate would encourage me to use green marketing initiatives and products.							
		1	2	3	4	5		
1.4	Attitude	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree		
A1	Using green marketing initiatives and products is a good idea.							
A2	Using green marketing initiatives and products is wise.							
A3	Using green marketing initiatives and products is beneficial.							
A4	Using green marketing initiatives and products is interesting.							
SECTION B								
	This is the last step of this survey. Please give some information about yourself.							
Demographic survey questions								
	PLEASE SELECT AS APPROPRIATE							
1	What is your age?							
	Under 18							
	18-24							

	25-34								
	35-44								
	45-54								
	Above 54								
2	Which gender do you identify most with?								
	Male								
	Female								
	Don't want to say								
3	What is your highest qualification?								
	Less than a high school diploma								
	High school diploma or equivalent degree								
	No degree								
	Bachelor's degree								
	Master's degree								
5	What is your current employment status?								
	Full-time employment								
	Part-time employment								
	Unemployed								
	Self-employed								
	Home-maker								
	Student								
	Retired								
6	Which income group does your household fall under?								
	Less than Rs 20,000								
	Rs 21,000 – Rs30,000								
	Rs 31,000 to Rs 40,000								
	Rs 41,000 to Rs 50,000								
	Rs 51,000 to Rs 60,000								
	Above Rs 60,000								
	We thank you for your time spent taking this survey.								
	Your response has been recorded.								

TABLE 6: Questionnaire

Additional Information

Author Contributions

All authors have reviewed the final version to be published and agreed to be accountable for all aspects of the work.

Concept and design: Eric Bindah

Acquisition, analysis, or interpretation of data: Eric Bindah

Drafting of the manuscript: Eric Bindah

Critical review of the manuscript for important intellectual content: Eric Bindah

Disclosures

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