

GREEN PURCHASE INTENTION INFLUENCED BY ATTITUDE, NORMS, CONTROL, AND PRICE SENSITIVITY AS A MODERATION

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ABSTRACT

The purpose of this descriptive study is to identify the variables that affect a consumer's inclination to purchase eco-friendly personal care items: attitudes, subjective norms, perceived behavioral control, with the moderating variable price sensitivity. Primary data was gathered using a standardized questionnaire and disseminated as part of this quantitative study design to 322 respondents in Jakarta, Indonesia. The findings show that attitudes and subjective norms influence green purchase intention positively, while perceived control of behavior did not relate significantly. Further, it was observed that price sensitivity weakened the strength of relationships among attitude, subjective norms, and purchase intention. These results highlight both personal and social factors associated with sustainable consumption, but price sensitivity acts as the main barrier to eco-friendly purchasing decisions. In addition to offering insightful information for marketers and regulators looking to encourage consumers to make more sustainable decisions, this study deepens our understanding of consumer behavior in the beauty and personal care industry.

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INTRODUCTION

Unsustainable economic growth has caused the deterioration of the environment, one of the most significant problems the planet is currently experiencing. Recent research shows that 40% of the Earth's surface has been severely damaged, and 79% of all endangered species have felt the impact of mining, infrastructure, energy, and food production activities (Torkington, 2023). This loss of ecosystems and biodiversity actually presents a serious threat, with potentially over half of the world's GDP at risk—namely, \$44 trillion (Heinerth et al., 2021). In Southeast Asia, awareness of environmental issues becomes increasingly noticeable; for instance, Indonesia ranked sixth in the region with an Environmental Performance Index score of 33.8. That tends to show that there has been progress, but much still needs to be done (Perdana, 2024). The growing demand for environmental products in the global community offers a chance for Indonesia to promote its environmental sustainability towards more greenery (Cam, 2023).

One of the major participants in this change is the beauty and personal care sector, with an estimated value of \$9.17 billion in 2024, with personal care alone accounting for about \$3.88 billion (Market.US, 2023). This reflects the different consumer landscape that increasingly uses sustainable products. Several studies have examined green consumer behavior globally, but little is known about the Indonesian market, especially in the personal care segment. For example, confirmed that while Indonesian consumers are concerned about the environment, this does not always

translate into actual buying behavior (Utami, 2023). Also reported a positive green product attitude but stated that consumers view higher prices and limited availability as significant barriers. (Amalia & Darmawan, 2023)

These findings suggest a strong intention-behavior gap in green consumption by Indonesian consumers. However, scant research examines this gap using the Theory of Planned Behavior (TPB) approach in the specific context of eco-friendly body care products. Moreover, previous research has rarely controlled for price sensitivity as a moderator variable despite with its relevance in a price sensitive market like Indonesia.

This study addresses this lack by applying the TPB model to assess to what degree attitude, subjective norm, and perceived behavior control drive intention to purchase eco-friendly skin care products and investigates how price sensitivity acts as a mediator on these relationships. In being embedded in the Indonesian setting, the study aims at contributing practical guidelines for firms as well as for policymakers who have an interest in encouraging sustainable consumption in the personal care and beauty industry.

LITERATURE REVIEW

Grand Theory: Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) was formulated by Ajzen (1991) as an extension of the Theory of Reasoned Action. TPB contends that behavior is explained most accurately by behavioral intention,

which is driven by three constructs: attitude, subjective norms, and perceived behavioral control (PBC). TPB's original contribution is the inclusion of PBC, which registers the ease or difficulty of performing the behavior as perceived, acknowledging that intentions may not necessarily lead to behavior due to external barriers.

In the Indonesian context, TPB has been applied in various studies to understand consumer behavior in sustainable consumption. For instance, Suhud et al. (2022), explored green product purchase intentions using TPB among Jakarta-based respondents, confirming that all three TPB components significantly affect consumer intention. However, the interaction of these constructs with economic factors like price sensitivity remains underexplored in similar local research.

Green Purchase Intention

Green purchase intention is a consumer's willingness to choose environmentally sustainable products. Zhuang et al. (2021) and Sandi et al. (2021) have referred to it as an intention to purchase products that produce a lower level of environmental damage. As sustainability awareness grows, Indonesian consumers have become more enthusiastic about green products (Rosita et al. 2021). However, the enthusiasm is seldom converted to action due to affordability or accessibility concerns.

In Indonesia, Widiantari and Rachmawati (2023) found that green intention is high among Gen Z consumers but purchasing is low. Product price, scarce availability, and belief in product claims are some

of the main reasons for this gap, confirming the need to further investigate moderating variables like price sensitivity.

Attitude

Ajzen (1991) characterizes attitude as an individual's readiness to carry out an action based on their evaluation of its potential outcomes. Regarding green products, attitude shows both positive and negative evaluations and emotional and cognitive reactions to choices of sustainable purchasing. Kumar et al. (2023) point out that, according to Wongsachia et al. (2022), there is a significant positive relationship between consumer attitude and green purchase intention, which is a sign that the more positive the attitude, the higher the intention to purchase. Key attitude indicators include decision benefits, safety, desirability, quality of life, and interest (Wongsachia et al., 2022).

In the Indonesian setting, Praharjo and Wijaya (2023) explained that consumer attitudes are crucial in shaping their interest in green cosmetics. Factors such as perceived product benefit, safety, and personal satisfaction have been shown to directly influence purchasing decisions, meaning that enhancing consumer attitudes through education and marketing can enhance eco-friendly consumption.

Subjective Norms

Subjective norms are the felt social pressure to engage in a particular action (Ajzen, 1991). These are the norms of the expectations from peers, family, and communities on the individual concerning

environmentally responsible behavior (Pastor et al., 2024). Social influence is an important factor that impacts personal conduct, especially when it comes to environmentally friendly consumption. Environmental support, household norms, and influences from environmental groups were proposed by Wongsachia et al. (2022) and support from family, peers, and coworkers were proposed by (Kumar et al., 2023) as the indicators of subjective norms. Social influence, especially from online communities and influencers, plays a significant role in affecting consumer decisions when it comes to green skincare products (Praharjo & Wijaya, 2023).

Perceived Behavioral Control (PBC)

The perceived ease or difficulty of carrying out the activity is known as PBC (Ajzen, 1991). It includes beliefs about resource availability, knowledge, and external conditions that may be of consequence to behavior. Further, Kumar et al. (2023) explain that, due to perceived environmental benefits and quality, customers are willing to pay more for environmentally friendly goods. The indicators of PBC include the availability of green products, prior knowledge or experience, ease of purchase, self-efficacy, and resource availability (Iqbal et al., 2023; Kumar et al., 2023). In Indonesia, limited product availability and unclear product labeling have been identified as barriers that reduce consumers' perceived control (Musa and Hartono, 2023).

Price Sensitivity

Price sensitivity is the degree to which price affects consumer purchasing behavior (Ehrenberg, 1972). It is a critical component of sustainable consumption, particularly in developing economies where purchasing power is more limited. Consumers may be aware of and interested in green products, but high prices act as a disincentive. (Islam and Ali Khan, 2024) state that price-sensitive consumers might prioritize cost over environmental features, yet those with higher income or education might still value sustainability and quality. Awaluddin et al., (2021) observed, in Indonesia, that while interest in green products is growing, affordability remains a principal factor, especially with lower and middle income segments.

Moreover, as a moderating variable, price sensitivity may influence the strength of relationships throughout the TPB model. For instance, even if one has positive attitude or strong social support, a consumer may not purchase an eco-friendly product if its price is significantly higher than conventional products. Research conducted (Mabkhot (2024) and Sheikh et al. (2023) confirms that price sensitivity can compromise the influence of intention on the actual behavior, especially throughout the personal care segment. Thus, the current study recognizes price sensitivity as a concern moderating variable to examine whether and how financial constraints might temper or alter the effect of TPB variables on green purchasing intentions in the Indonesian context—something that remains an underdeveloped area of research in the literature.

RESEARCH METHODS

This research uses a quantitative methodology to test the hypotheses empirically. In this regard, formal questionnaires are used to gather primary data designed for the purpose. The survey questionnaire was distributed among respondents who met the set eligibility criteria that would enable the collection of data for the analysis of the variables. This process is helpful in assessing the theoretical framework and exploring the relationship among different variables. This research focused on consumers in Jakarta, a city with acute pollution and ranked the 8th most polluted major city in the world (IQAir, 2024). The research was conducted for three months, starting from October 2024 to December 2024. The target population consists of consumers who are familiar with and interested in buying environmentally friendly body care products. A purposive sampling method was adopted for this study, a non-probability sampling technique in which samples are selected based on certain characteristics related to the research (Amin et al., 2023). The sample size should be five to ten times the number of indicators in the model (Usman et al. (2024). Therefore, using 33 indicators in the analysis, a priori calculation of the number of respondents required to be able to create sufficient statistical power was at least 322.

Structural equation modeling was used to assess the data that was obtained a sophisticated statistical method that assesses both measurement and structural models. SEM was adopted because it can evaluate complex relationships among variables, thereby giving insight into the reliability and validity

of the theories and constructions under investigation. This was quite a useful method in that it allowed the testing of the measurement constructs while testing the relationships among the variables. Besides, SEM provided a very solid platform for testing impact independent factors on dependent variables while taking moderating effects into account. The analysis in SEM was done through SmartPLS 4.0 software to make sure that the analysis is accurately done and the obtained results are reliable and meaningful.

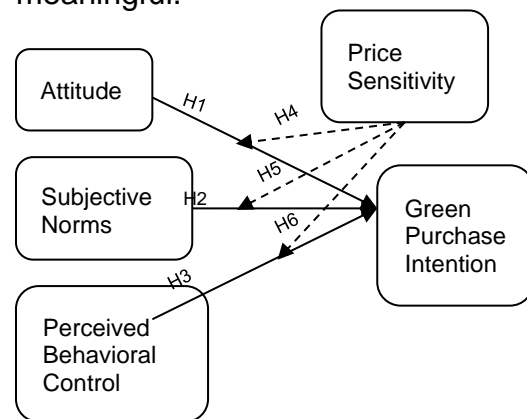


Figure 1. Model of Research

Source : Processed by researchers (2024)

Variable and role in the framework of the research. To be specific, this present study develops six hypotheses

H1: Attitude influence green purchase intention

H2: Subjective norms influence green purchase intention

H3: Perceived behavioral control influences green purchase intention

H4: Price sensitivity moderates the relationship between attitude and green purchase intention

H5: Price sensitivity moderates the relationship between subjective norms and green purchase intention

H6: Price sensitivity moderates the relationship between perceived

behavioral control and green purchase intention

RESULTS AND DISCUSSION

Convergent Validity

The outer loadings value is used in this study to examine the items convergent validity. According to previous studies, a loading factor or

outer loading means the correlation of every item within its measurement variables. As explained by Yamin (2023), for an item to be valid in general, it needs an LF value ≥ 0.70

Table 1 Outer Loading Result

	At	SN	PBC	GPI	PS	PS x PBC	PS x At	PS x SN
At1	0.519							
At2	0.782							
At3	0.755							
At4	0.783							
At5	0.697							
At6	0.740							
At7	0.764							
SN1		0.868						
SN2		0.883						
SN3		0.858						
SN4		0.889						
SN5		0.820						
SN6		0.866						
PBC1			0.754					
PBC2			0.762					
PBC3			0.772					
PBC4			0.753					
PBC5			0.691					
PBC6			0.827					
GPI1				0.685				
GPI2				0.751				
GPI3				0.763				

GPI4	0.786	
GPI5	0.795	
GPI6	0.805	
GPI7	0.770	
PS1	0.825	
PS2	0.815	
PS3	0.786	
PS4	0.817	
PS5	0.805	
PS6	0.660	
PS7	0.845	
PS x SN		1.000
PS x At		1.000
PS x XPBC	1.000	

Source: Processed by researchers (2024)

Outer loadings of all the indicators for the variables that is attitude, subjective norms, perceived behavioral control, price sensitivity, and green purchase intention are presented above in Table 1. Overall, The majority of outer loading levels exceed 0.7, reflecting that the five variables fulfil the criteria concerning convergent validity. However, some outer loading values of indicators remain less than 0.7. Therefore, it can be concluded that overall convergent validity has been achieved, where valid indicators are

marked with outer loading values greater than 0.7 and highlighted in green, while invalid indicators are marked with outer loading values below 0.7 and highlighted in red. Indicators that do not meet the criteria will be eliminated, namely At1, At5, PBC5, GPI1, and PS6. The following are the results from the convergent validity test utilizing the SEM-PLS model, with the indicators having loading factor values meeting the standard above 0.7 of the five variables.

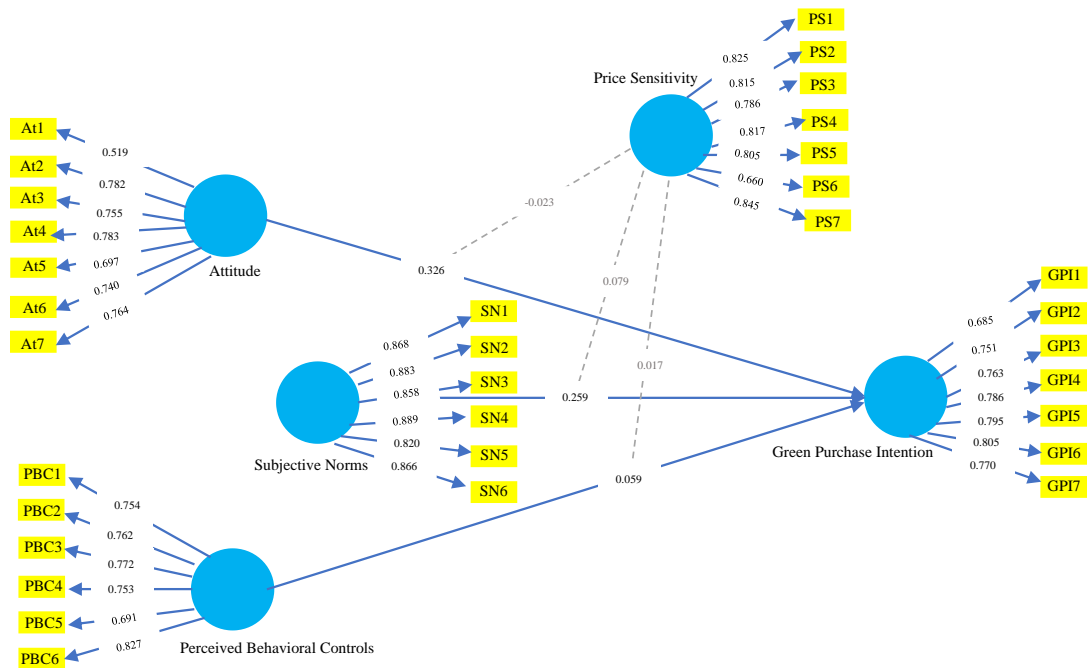


Figure 2 Outer Loading Results After Calculation

Source: Processed by researchers (2024)

Discriminant Validity

Discriminant validity ensures a construct is distinct from others, based on statistical analysis. It is tested at two levels: indicator and construct. At the indicator level, cross-loadings check if an item correlates highest with its construct

and lower with others. The HTMT ratio and the Fornell-Larcker criteria are used at the build level. When the square root of AVE is greater than correlations with other variables, discriminant validity is attained, indicating stronger association with its own items (Yamin, 2023). Below are the cross-loading results from this study's discriminant validity test.

Table 2 Discriminant Validity Cross Loading Result

	At	SN	PBC	GPI	PS	PSxPBC	PSxAt	PSxSN
At2	0.804	0.553	0.619	0.622	0.689	-0.563	-0.603	-0.531
At3	0.788	0.473	0.616	0.594	0.578	-0.566	-0.567	-0.395
At4	0.811	0.638	0.691	0.655	0.645	-0.530	-0.548	-0.469
At6	0.765	0.632	0.622	0.652	0.657	-0.532	-0.553	-0.553
At7	0.774	0.658	0.622	0.665	0.710	-0.525	-0.571	-0.541
SN1	0.620	0.868	0.628	0.712	0.751	-0.418	-0.449	-0.591
SN2	0.660	0.884	0.707	0.747	0.770	-0.465	-0.483	-0.632
SN3	0.670	0.858	0.591	0.658	0.724	-0.404	-0.442	-0.583

	At	SN	PBC	GPI	PS	PSxPBC	PSxAt	PSxSN
SN4	0.694	0.888	0.645	0.696	0.753	-0.518	-0.546	-0.672
SN5	0.636	0.819	0.607	0.722	0.728	-0.464	-0.497	-0.630
SN6	0.626	0.866	0.650	0.728	0.731	-0.436	-0.446	-0.590
PBC1	0.553	0.536	0.789	0.537	0.557	-0.477	-0.434	-0.353
PBC2	0.700	0.530	0.774	0.605	0.639	-0.599	-0.538	-0.393
PBC3	0.624	0.591	0.784	0.611	0.647	-0.557	-0.494	-0.432
PBC4	0.594	0.625	0.751	0.628	0.680	-0.529	-0.499	-0.507
PBC6	0.697	0.632	0.852	0.685	0.687	-0.592	-0.572	-0.515
GPI2	0.650	0.626	0.587	0.750	0.635	-0.343	-0.345	-0.321
GPI3	0.605	0.605	0.614	0.778	0.638	-0.423	-0.427	-0.464
GPI4	0.582	0.657	0.586	0.782	0.702	-0.421	-0.440	-0.507
GPI5	0.702	0.615	0.607	0.804	0.702	-0.441	-0.452	-0.447
GPI6	0.648	0.734	0.649	0.809	0.763	-0.427	-0.428	-0.484
GPI7	0.631	0.637	0.630	0.791	0.694	-0.439	-0.430	-0.478
PS1	0.699	0.740	0.703	0.684	0.819	-0.606	-0.600	-0.619
PS2	0.640	0.686	0.698	0.710	0.816	-0.497	-0.506	-0.574
PS3	0.662	0.638	0.643	0.676	0.774	-0.536	-0.545	-0.582
PS4	0.730	0.696	0.674	0.717	0.828	-0.587	-0.594	-0.597
PS5	0.678	0.752	0.661	0.779	0.833	-0.502	-0.522	-0.595
PS7	0.700	0.723	0.647	0.758	0.858	-0.527	-0.542	-0.542
PSxSN	-0.634	-0.714	-0.562	-0.574	-0.711	0.811	0.861	1.000
PSxPBC	-0.688	-0.522	-0.699	-0.530	-0.658	1.000	0.971	0.811
PSxAt	-0.720	-0.553	-0.645	-0.535	-0.670	0.971	1.000	0.861

Source: Processed by researchers (2024)

As observed from Table 2 above, the correlation of each of the indicators with its respective latent construct is higher than their correlations with other latent constructs. That implies

that in this study, all discriminant validities have been achieved. The next step will involve calculating the HTMT values as shown on the table below.

Table 3 Heterotrait Monotrait Ratio (HTMT) Result

	At	SN	PBC	GPI	PS
At	0.789				

	At	SN	PBC	GPI	PS
SN	0.753	0.864			
PBC	0.805	0.740	0.791		
GPI	0.810	0.824	0.780	0.786	
PS	0.834	0.860	0.816	0.879	0.822

Source: Processed by researchers (2024)

According to Yamin (2023), if the HTMT value is above 0.90, then there is low discriminant validity for a variable measured by the set of indicators. Table 4.19 shows that this

study obtained HTMT values for all variables below 0.90. Therefore, discriminant validity criteria for all the variables in this study are satisfied and valid.

Reliability Test

Reliability refers to the consistency of measurement results obtained when an instrument is used repeatedly under the same conditions (Surucu and Maslakci, 2020). The researcher utilized SmartPLS software to test

reliability in this study. Cronbach's Alpha, Rho A, Composite Reliability, and Average Variance Extracted (AVE) scores are indicators of reliability testing.

Table 4 Construct Reliability and Validity Result

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
At	0.848	0.848	0.892	0.622
SN	0.932	0.933	0.946	0.747
PBC	0.850	0.853	0.893	0.625
GPI	0.876	0.877	0.906	0.617
PS	0.903	0.905	0.926	0.675

Source: Processed by researchers (2024)

Composite Reliability value of ≥ 0.70 , Rho A ≥ 0.70 , Cronbach's Alpha ≥ 0.70 , and AVE ≥ 0.50 indicate that the items measuring the variables are reliable and consistent in their measurements. From Table 2, It is evident that the Cronbach's Alpha values for each variable are higher than 0.70, This suggests that this study's dependability is sufficient. The table also shows that the Composite Reliability values for all the variables are greater than 0.70,

indicating that measurement items are consistent and reliable to measure the variables: attitude, subjective norms, perceived behavioral control, price sensitivity, and green purchase intention. Besides, AVE reflects the degree to which each measurement item explains the variance of the measured variable. An AVE value higher than 0.50, as supported by Yamin (2023), indicates that the indicators from the construct have a

sufficient contribution to being reliable. The variables at AVE as displayed in Table 4.4 illustrate that all of the respective values are above 0.50, so they become meaningful in explaining the indicators measured.

Structural Model Test (Inner Model)

The objective of structural model testing is to assess the connections among the study's variables. This involves figuring out the R-Square value, which shows how much the dependent variable can be explained by the independent variables. Furthermore, a test known as the Variance Inflation Factor (VIF) is performed to ensure the model is free from multicollinearity, assessing the variance inflation caused by correlations among independent variables.

Table 5 R-Square Calculation Result

Variabel	R-square	R-square adjusted
GPI	0.826	0.822

Source: Processed by researchers (2024)

Accordance with the findings of the R-Square calculation in Table 5 above, the GPI variable's R-Square value is 0.826, which indicates that the independent variables in this model account for around 82.6% of the variance in GPI. In contrast, the adjusted R-Square value of 0.822 shows that, after the number of variables in the model is taken into consideration, about 82.2% of the variation in GPI remains explained.

According to Yamin (2023), an R-Square value above 0.67 is considered high. Therefore, the R-Square values obtained in this study are high, indicating that the structural model used in this research demonstrates excellent ability in explaining the variability of the dependent variable.

Variance Inflation Factor (VIF) Test

Table 6 Variance Inflation Factor (VIF) Test Result

Variabel	VIF
At2	1.923
At3	1.884
At4	1.906
At6	1.649
At7	1.721
SN1	2.952
SN2	3.498
SN3	2.892
SN4	3.441
SN5	2.512
SN6	3.459
PBC1	1.955
PBC2	1.729
PBC3	1.765
PBC4	1.571
PBC6	2.257
GPI2	1.791
GPI3	1.972
GPI4	2.125
GPI5	2.313
GPI6	2.062
GPI7	2.054
PS1	2.517
PS2	2.225
PS3	2.156
PS4	2.475
PS5	2.573
PS7	2.862
PS x SN	1.000
PS x PBC	1.000
PS x At	1.000

Source: Processed by researchers (2024)

Multicollinearity between the variables in the model is found using the VIF test. Multicollinearity occurs when there is a very high correlation between independent variables, which can lead to inaccuracies in parameter estimation. According to Yamin (2023) if the multicollinearity VIF record is less than five, multicollinearity is low and insignificant and can therefore be

ignored. In this study, as shown in Table 6 findings, all variable indicators' VIF values are less than 5. Therefore, it could perhaps be declared that this model does not have a serious multicollinearity problem, and the relationships among independent variables are not disrupted by excessive correlation.

Hypothesis Test Result

Table 7 Hypothesis Test Result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
Attitude->Green Purchase Intention	0.326	0.317	0.100	3.242	0.001	Accepted
Perceived Behavioral Control->Green Purchase Intention	0.059	0.070	0.118	0.499	0.618	Rejected
Subjective Norms->Green Purchase Intention	0.259	0.257	0.114	2.277	0.023	Accepted
Price Sensitivity x Perceived Behavioral Control->Green Purchase Intention	0.017	0.012	0.112	0.150	0.881	Rejected
Price Sensitivity x Attitude->Green Purchase Intention	-0.023	-0.024	0.114	0.199	0.842	Rejected
Price Sensitivity x Subjective Norms -> Green Purchase Intention	0.079	0.067	0.088	0.892	0.373	Rejected

Source: Processed by researchers (2024)

Result of hypothesis testing by SmartPLS, using bootstrapping method on path coefficients in Table 7, explains that the hypothesis which has It is acceptable if the p-value is less than 0.05 and the t-statistic value is more than 1.96. Further, any hypothesis which has with a p-value

below 0.05 and a statistic below 1.96 is rejected. The first Hypothesis (H1) , which states that attitude significantly influences green purchase intention, is **accepted**. Indeed, positive attitudes toward green products encourage purchasing behavior, especially among consumers with

high levels of sustainability awareness, as found by Shang et al. (2024) and Costa et al. (2021), direct and indirect experiences create positive perceptions that drive preferences and real purchase actions. Wongsachia et al. (2022) note that market segmentation based on attitude toward green consumption is efficient in the marketing of green products. Sun and Wang (2019) also extend the argument of the role of social media in boosting positive attitudes, indicating spillover effects on motivating green purchases. The second hypothesis (H2) subjective norms significantly affect green purchase intention, was thus **accepted**. (Kumar et al., 2023) defined subjective norms as social pressures and expectations that impel consumers to choose eco-friendly products. Sun and Xing (2022) extend this by pointing out how social media interactions fortify these norms, particularly among members of Generation Z. and Peña-García et al. (2020) have underscored that social support, from family, peers, or online communities, is a factor that leads universally to green purchase intention across cultural contexts.

The third hypothesis (H3) is **rejected** because the hypothesis suggests that perceived behavioral control affects green purchase intention. As Sutikno and Anandya (2021) state, control over behavior often takes second place compared to personal preferences and social influences. Lukmawan and Wulandari (2024) also explain that control only becomes relevant when moderated by factors such as willingness to pay. According to (Veronica and Lady

(2023), the literature reviews and consumer trust in green products may overshadow perceived control, while (Choi & Johnson, 2020) emphasize that emotional and environmental motivations are stronger drivers of green purchase intention. Consequently, hypothesis number four (H4) is **rejected** since attitude, when moderated by price sensitivity, is not significantly influencing green purchase intention. as reported by this study, price sensitivity has no moderating effect on the association between H4 and attitude and green purchase intention. Customers that have favorable opinions about environmentally friendly items place a higher priority on inherent values, such as sustainability, over financial concerns. Many accept the "green premium" concept, tolerating higher prices for added environmental benefits. Supporting studies (Alhomssi & Ali, 2024); Marwat et al., (2022) confirm that factors like social values and environmental awareness play a more significant role than price sensitivity in shaping green purchase intentions.

Fifth hypothesis (H5) is **rejected**, as subjective norms, moderated by price sensitivity, has barely any impact on consumers' intentions to make green purchases. The outcomes indicate that the connection between subjective norms and the desire to make green purchases is not considerably moderated by price sensitivity. Even when price sensitivity is strong, social influences remain a dominant factor in driving green purchase behavior ((Bernardo & Ray, 2024); (Utama & Komara, 2023)). Consumers influenced by social

norms prioritize adherence to social pressures over price considerations, underscoring the importance of social and cultural factors in sustainable decision-making. The sixth hypothesis, (H6), would be **rejected** because perceived behavior control, moderated by price sensitivity, does not considerably influence green purchase intention: even though consumers feel very much capable of making purchases friendly to the environment, at the end of the day, the price concern

drives this sense of control back. The past literature from Bhutto et al. (2022); Sheikh et al. (2023); Bernardo and Ray (2024) corroborate this, showing that while PBC influences green purchase intention, price considerations are of lesser consequence. Consumers prioritize product attributes and perceived value over price, suggesting that price sensitivity is not a significant factor in moderating the PBC-green purchase intention relationship.

CONCLUSION

This research investigates the consequences of attitude, subjective norms, and perceived behavior control on green purchase intention and, further, moderates the price sensitivity of the respondents. Through the results, it can be noted that attitude (H1) and subjective norms (H2) are two significant factors, thus underlining the positive perceptions and social pressures to be very essential in shaping eco-friendly consumer response. However, perceived behavioral control (H3) has no discernible impact on the propensity to make green purchases, which means motivational and social factors could be stronger. Moreover, the moderation of price sensitivity shows it weakens attitude (H4) and subjective norm (H5) to green purchase intention relationships, pointing toward the existence of economic obstacles in pursuing green purchasing behavior. Moreover, price sensitivity is not significantly moderating the relationship between perceived behavioral control and green

purchase intention (H6), thus reinforcing the idea that control alone cannot ensure purchasing when the price is a critical factor. These findings suggest that while attitude and social norms influence people, financial considerations remain a considerable barrier to adopting green products.

From a management perspective, these findings provide significant insight into consumer behavior that can be used to guide the development of more effective marketing campaigns for green products. Firstly, since attitudes and subjective norms significantly influence purchase intention, organizations must invest in brand communication that builds on the good image of green products and aligns with consumers' values. Campaigns must emphasize not only the environmental benefits but also the personal gratification and moral duty of sustainable choice.

Additionally, active social influence mechanisms in example the support of esteem individuals, peer messages, or community-green

activity—can validate subjective norms so that more consumers follow the observed social trend of sustainable consumption. Depicting the growing popularity of green lives through testimonials and stories can make green behavior normative and appealing.

However, price sensitivity as a discourager cannot be underestimated. Regardless of whether consumers are socially driven or favorably inclined to purchase green products, the price will stand in the way. Therefore, companies must offset this by price-based value tagging, creating economy versions of product lines, or providing incentives in the form of price reductions, loyalty points, or bundling promotions. Under certain circumstances, partnerships with public authorities providing subsidization for green products can overcome this. Furthermore, positioning long-term economic payoffs in example energy savings or longevity of products—can help deflect attention from costs and toward total value. Academically, the study extends the applicability of the Theory of Planned Behavior (TPB) in the field of green consumerism by employing price sensitivity as a moderating variable, giving a more realistic scenario for what drives or hinders sustainable purchasing intentions. While TPB has traditionally taken it as given that attitudes, subjective norms, and perceived behavioral control all contribute to intention, our findings suggest that in the context of green purchasing, motivational and social

factors will tend to have more traction than perceived control, particularly where there are financial constraints.

The lack of impact of perceived behavioral control undermines universality of TPB assumptions and underscores the necessity for more work on situational and structural impediments. Subsequent research could investigate how situational factors such as availability of products, information transparency, or income interact with perceived control and whether or not such interactions vary by demographic group or culture.

Price sensitivity's moderating effect also raises important academic questions about the interplay between economic and psychological determinants. As valuable as psychological drivers like attitude and norms are, they can be overruled by budget limitations. This suggests the need to integrate behavioral economics theory with traditional behavioral theory in order to build a more comprehensive theory for explaining sustainable consumer behavior.

In addition, the research provides a benchmark for cross-cultural or longitudinal investigations, where researchers would examine price sensitivity and the generalizability of TPB constructs with respect to change across time or differences between developed and developing economies. Such work would enhance theoretical models and give practical recommendations to global sustainability efforts.

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