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Determinants of Green Purchase Intention and Willingness to Pay a Premium: An Extension of the Theory of Planned Behavior

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ABSTRACT
Drawing on an extension of the Theory of Planned Behavior (TPB), this research investigates the factors influencing green purchasing intention (GPI) and willingness to pay a premium (WPP) for eco-friendly items. Two explanatory variables in the suggested framework are ethical obligation (EO) and environmental concern (EC). Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to analyze data from 395 respondents, collected via a five-point Likert scale. According to the findings, EO and SN significantly boost GPI and WPP, whereas EC has a direct effect on GPI but none on WPP. Also, there seems to be an attitude-behavior gap between how environmentally concerned customers are and how much they are ready to pay for products, as the correlation between GPI and WPP is not very strong. These results emphasize the significance of ethical and societal considerations in shaping environmentally conscious purchasing decisions. This research has practical applications for marketers, enabling them to highlight ethical principles and social impact while marketing environmentally friendly goods, and it contributes to TPB's expansion by incorporating ethical issues.

Keywords: Environmental Concern, Ethical Obligation, Green Purchase Intention, Subjective Norm, Willingness to Pay Premium.
JEL Code: D12, D91, Q56.

I. Introduction

Environmental sustainability has become a central issue in academic research and public discourse due to increasing environmental degradation caused by industrialization, population growth, and excessive consumption patterns (Kumar et al., 2021; Beatson et al., 2020). This degradation includes environmental pollution, depletion of natural resources, and climate change, all of which threaten ecological balance and human well-being. As a result, governments, businesses, and consumers are increasingly encouraged to adopt sustainable practices to mitigate environmental damage and maintain long-term ecological balance (Witek & Kuźniar, 2021). In this context, consumer behavior plays a crucial role because individual consumption decisions collectively shape environmental outcomes. Household products, such as detergents, personal care products, and cleaning agents, have received particular attention due to their widespread use and chemical composition, which may pose risks to ecosystems and human health (Kumar et al., 2021). Growing awareness of environmental and health issues has gradually shifted consumer preferences toward environmentally

friendly products. Consumers are no longer motivated solely by price and functional attributes; instead, they increasingly consider ethical values and environmental impacts in their purchasing decisions (Beatson et al., 2020).

Research in marketing and consumer behavior has therefore shifted its focus to environmentally responsible consumption. Research has shown that to get people to adopt sustainable consumption habits willingly, there are many psychological, social, and ethical considerations. (Beatson et al., 2020; Si et al., 2019). Kumar (2024) further emphasizes that environmentally responsible consumption not only benefits the environment but also contributes to individual and social well-being. Prior research indicates that increased environmental awareness motivates consumers to prioritize environmentally friendly products in their purchasing decisions (Yue et al., 2020; Moslehpour et al., 2022; Ahmed et al., 2023). Moreover, Jamshed et al (2022) argue that environmental considerations are increasingly integrated into consumer decision-making processes, reflecting a growing preference for sustainable alternatives. Ethical considerations also play an important role, as individuals are often influenced by their sense of moral responsibility and ethical obligation toward environmental protection (Kumar, 2024).

In order to understand why people act in ways that are good for the environment, the Theory of Planned Behavior (TPB) is popular. According to Ajzen (1985, 1991), Attitudes, subjective norm, and perceived behavioral control impact behavioral intention, which in turn determines behavior. The robust explanatory power of TPB has led to its broad use in research investigating green buying intention and sustainable consumption. (Si et al., 2019). However, several studies suggest that the classical TPB framework may not fully capture the ethical and moral dimensions inherent in environmentally friendly consumption decisions. Therefore, prior research has extended TPB by incorporating additional constructs, such as ethical obligation and environmental concern, to provide a more comprehensive understanding of green consumption behavior (Bagheri et al., 2019; Liu et al., 2020). Ethical obligation reflects individuals' moral responsibility to engage in environmentally responsible behavior, while environmental concern represents the level of awareness and emotional involvement with environmental issues (Yue et al., 2020). In addition, subjective norms play a significant role in shaping consumption behavior through social pressure from significant others, such as family members and friends (Ajzen, 1991). In the context of environmentally friendly consumption, social expectations and support can encourage consumers to choose more sustainable products (Kumar, 2024).

Although research on environmentally friendly consumption continues to grow (Yue et al., 2020; Moslehpour et al., 2023; Ahmed et al., 2023), the majority of prior research has focused on green purchasing intention rather than customers' premium-paying propensities. Sustainable product marketing has a significant hurdle in getting customers to pay a premium for eco-friendly items, which are sometimes more expensive than their conventional counterparts. A PwC report (2024) indicates that consumers are willing to pay an average of 9.7% more for sustainable products despite inflationary pressures. This finding is consistent with Amoako et al. (2022). They show that people's willingness to spend more for environmentally conscious products may increase. However, empirical studies still lack consensus on whether eco-friendly purchasing intent is correlated with premium willingness. (Konuk, 2018; Konuk, 2019; Yue et al., 2020), indicating a research gap that warrants further investigation. This research aims to fill a gap in the Theory of Planned Behavior by examining how environmental concern, subjective norm, and ethical duty influence consumers' intentions to purchase green products and their willingness to pay more for them. This research also examines how green buying intention serves as a mediator between these variables and customers' premium-paying intentions.

II. Literature Review and Hypothesis Development

The Theory of Planned Behavior (TPB) has been widely applied to explain individual behavior across various contexts, including environmentally friendly consumption. According to Ajzen (1985; 1991), behavioral intention is the most immediate predictor of behavior and is shaped by attitudes, subjective norms,

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and perceived behavioral control. In the context of green consumption, TPB has demonstrated strong explanatory power in predicting consumers' intentions to purchase environmentally friendly products (Si et al., 2019; Yue et al., 2020). However, despite its widespread application, several scholars argue that the classical TPB framework remains limited in its ability to capture the moral and ethical dimensions of sustainable consumption decisions. TPB primarily emphasizes rational evaluation and social influence, while moral responsibility, a key driver of pro-environmental behavior, is insufficiently addressed. Consequently, recent studies have extended TPB by incorporating moral and ethical constructs, such as ethical obligation, to provide a more comprehensive explanation of green consumption behavior (Bagheri et al., 2019; Liu et al., 2020). When it comes to eco-friendly goods, this expansion becomes even more important, since consumers often have to make moral judgments when purchasing, and these judgments transcend purely economic and utility-maximizing concerns.

For this research, the Theory of Planned Behavior (TPB) was selected for its predictive power in understanding intention-driven actions, particularly in consumer decision-making contexts. The Norm Activation Model (NAM) and the Value-Belief-Norm (VBN) theory are competing theories; however, TPB offers a simpler, more adaptable framework that can accommodate new constructs without compromising the model's central explanatory logic. Since consumers' choices are influenced by ethical concerns, societal pressure, and environmental consciousness simultaneously, this adaptability is crucial in studies of green consumerism. To better understand green buying intention and readiness to pay a premium for environmentally friendly items, it is theoretically reasonable to expand TPB by including ethical responsibility and environmental concern.

2.1. Ethical Obligation

The term "ethical obligation" describes the inherent moral duty of every person to preserve the environment and other valued systems. More people will participate in pro-environmental activities if they have a high sense of moral duty. This is because they see these efforts as ethically essential, rather than a choice. (Li et al., 2019). Sharpe et al (2022) contend further that ethical responsibility promotes sustainable behavior by strengthening the congruence between intentions and deeds, boosting intrinsic motivation, and heightening emotional investment in environmental concerns. Because they reflect distinct psychological processes, ethical duty and environmental concern must be clearly differentiated in their influence on pro-environmental conduct. The concept of ethical obligation reflects a moral standard people have internalized, which drives them to take action to protect the environment. Environmental concern, on the other hand, is mostly about being aware of and emotionally sensitive to environmental concerns. Even when it comes to personal sacrifice or greater financial cost, ethical duty is more likely to influence real conduct, even while environmental concern may inspire positive opinions. The distinction between awareness and moral obligation is more significant in understanding why people are willing to pay extra for eco-friendly items.

From a consumer perspective, ethical obligation functions as a psychological mechanism that motivates individuals to take responsibility for the environmental consequences of their consumption choices (Ahmed et al., 2021). Consumers with adequate knowledge of environmentally friendly products are often more willing to pay a premium, as they view the additional cost as part of their moral duty (Lan Huong et al., 2025). There is a need for more empirical validation, especially in developing nations, as the strength of the link between ethical duty and green purchase intention may differ across cultural and economic contexts, even though previous research typically finds a positive relationship between the two. Ethical responsibility, on the one hand, and environmental concern, on the other, are conceptually separate. The former represents a moral duty that forces people to act, even if it means sacrificing themselves. Based on moral norm theory and prior empirical evidence, ethical obligation is expected to directly shape consumers' green purchasing motivations. Accordingly, the following hypotheses are proposed:

H1: Ethical obligation has a positive effect on Purchase Intention

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H2: Ethical obligation positively affects willingness to pay a premium.

2.2. Subjective Norm

An essential feature of TPB is the concept of subjective norm, which is the perceived social pressure to engage in or abstain from a specific action. When people place great importance on environmental responsibility, the social environment becomes even more influential in shaping their purchase choices. Evidence suggests that the subjective norm both increases the TPB's predictive value and serves as a robust predictor of purchase intention. (Nguyen et al., 2019; Kumar et al., 2021). Behavioral intention reflects motivational factors that indicate the extent to which individuals are willing to exert effort to perform a given behavior (Ajzen, 1991). Subjective norms are formed through normative beliefs, namely, individuals' perceptions of how significant others—such as family members, peers, and society—evaluate a particular behavior. Empirical evidence consistently supports the role of subjective norms in shaping purchase intentions, as social influence encourages individuals to align their behavior with collective expectations (Purwianti et al., 2024).

While most studies confirm the positive effect of subjective norms on green purchase intention (Liu et al., 2020; Ahmed et al., 2021; Hyder et al., 2021; Carrión Bósquez et al., 2022; Sun & Yoon, 2022; Khan et al., 2024), similarly, Carfora et al. (2019) and Kumar (2024) found that the magnitude of this influence may depend on social visibility and cultural orientation, suggesting that social approval mechanisms warrant further investigation, beyond intention, social endorsement may also legitimize higher spending on environmentally friendly products by reducing perceived risk and justifying premium prices, in many emerging and collectivist societies, subjective norms play a particularly influential role in shaping consumer behavior, as individuals tend to align their actions with group expectations and social approval. In such contexts, purchasing environmentally friendly products and paying a premium price may serve as a social signal of responsibility, moral alignment, and environmental awareness. Social endorsement can reduce perceived financial risk and legitimize higher spending on sustainable products. Consequently, it is anticipated that customers' subjective norms will affect both their green purchasing intentions and their willingness to pay a premium for ecologically friendly items. Therefore, the following hypotheses are proposed:

H3: Subjective norm has a positive effect on purchase intention

H4: Subjective norm has a positive effect on willingness to pay a premium

2.3. Environmental Concern

A person's level of environmental concern reflects their knowledge of environmental issues and their personal investment in finding solutions to these challenges. Everyone agrees that it is a significant factor in people becoming eco-conscious. (Rausch & Kopplin, 2021). Prior studies suggest that environmentally concerned consumers tend to prefer products that minimize environmental harm (Hao et al., 2019; Taufique et al., 2019). In green marketing research, environmental concern is closely associated with environmental knowledge and green trust, both of which have been shown to influence green purchasing behavior (Pandey & Yadav, 2023). Additionally, effective environmental management practices can enhance consumers' purchase intentions toward environmentally friendly products (Rukhsar et al., 2024). Although empirical studies generally support a positive relationship between environmental concern and green purchase intention as well as willingness to pay a premium (Konuk, 2018; Konuk, 2019), prior findings are not entirely consistent across product categories and market contexts, suggesting that environmental concern alone may be insufficient to translate awareness into actual economic commitment. While it is commonly acknowledged that environmental concern is a key factor in green purchasing intention, the impact of this concern on willingness to pay a premium remains debated. When making a purchase, consumers may express deep

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concern about environmental issues, but they may still be more concerned with pricing and their own financial limitations. There is still a disconnect between people's good environmental sentiments and their actual financial commitment to sustainable purchasing, as seen by this disparity. Consequently, people may not be willing to pay a premium for eco-friendly goods only because they care about the environment; they may also need a sense of moral responsibility or social approval. Both intentions and price acceptability in green purchasing situations are influenced by environmental concern, according to these results. Consequently, we postulate the following:

H5: Environmental concern has a positive effect on purchase intention

H6: Environmental concern has a positive effect on willingness to pay a premium

2.4. Purchase Intention

Willingness to pay a premium (WPP) refers to consumers' willingness to pay a price above the market average for a product (Chi et al., 2021). In the context of sustainable products, WPP refers to consumers' valuation of the environmental and social benefits embedded in a product or service (Lee et al., 2010; González-Rodríguez et al., 2019). From a psychological perspective, green purchase intention functions as a proximal motivational mechanism that translates ethical values, social influence, and environmental concern into actual economic willingness, such as paying a premium price. While ethical obligation, subjective norms, and environmental concern shape consumers' evaluative and normative beliefs, purchase intention captures the extent to which these beliefs are transformed into a concrete readiness to act. Prior research indicates that internal factors such as moral considerations, social responsibility, and environmental attitudes significantly influence both purchase intention and willingness to pay (Hao et al., 2019; Vermeir & Verbeke, 2006). Purwianti et al. (2025) further propose that other factors might be added to TPB to enhance its ability to forecast sustainable behavior. Consistent with this view, the current research asserts that customers' propensity to pay a premium is a psychological process that transforms considerations of social and environmental impact into their purchase intention. A more complex understanding of the transformation of pro-environmental motives into financial sacrifice may be achieved by expanding TPB to include intermediary processes.

H7: Purchase intention has a positive effect on willingness to pay a premium

H8: Purchase intention mediates the effect of ethical obligation on willingness to pay a premium.

H9: Purchase intention mediates the subjective norm in predicting willingness to pay a premium.

H10: Purchase intention mediates environmental concern on willingness to pay a premium

2.5. Willingness to pay a premium

Price remains one of the most critical factors influencing consumer decision-making. Given that higher prices often constitute a significant barrier to the adoption of environmentally friendly products, understanding consumers' willingness to pay a premium is essential for firms offering sustainable and socially responsible products (Lan Huong et al., 2025*).*

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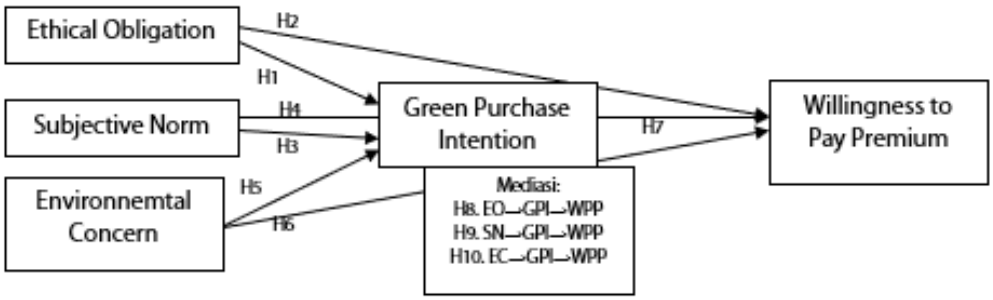

Figure 1. Conceptual Framework

III. Research Method

Four hundred people participated in the survey, with 251 women (62.7% of the total) and 149 men (37.3%) making up the sample. Previous research on green consumerism has shown that women are more likely to be environmentally conscious and to make purchases that benefit the environment than men; thus, the fact that more women than men participated in this survey is not surprising. This sample's demographic makeup lends credence to the idea that it would be worthwhile to investigate green purchasing intent and premium willingness. When broken down by age group, the most significant percentage of responses was in the 25-34 age bracket (57.3%), followed by 16-24-year-olds (32.8%). This preponderance of young people is indicative of a demographic that is both better off and better informed about sustainability issues, thanks to greater access to online resources and environmental advocacy initiatives. This age group is particularly relevant for studying green purchasing intention and premium price acceptance, as prior research has shown that younger customers are more receptive to eco-friendly products and more willing to adopt sustainable consumption patterns.

Most respondents had a bachelor's degree or above, and 59.0% had a senior high school diploma or higher. People with more education tend to be more conscientious of environmental issues and see the bigger picture when it comes to the advantages of sustainable purchasing. This educational profile supports the idea that people who complete the survey can critically assess environmental reports and use that knowledge to make informed product purchases. The breakdown by profession shows that 58.3% of respondents work in the private sector, 18.8% in public service, and 12.0% as entrepreneurs. Given the importance of buying power in the acceptance of premium pricing, it is crucial to note that the majority of respondents are economically engaged individuals with regular incomes. This information is especially pertinent when considering willingness to pay a premium. Half of the respondents (50.5%) had monthly incomes between 4,685,000 and 7,000,000 IDR, while a quarter (23%) had incomes below 4,685,000 IDR. Given that customers' financial capacity may affect their ability to translate good environmental intentions into actual buying behavior, this income disparity offers a helpful framework for examining willingness to pay a premium.

Respondents' demographics align with the study's aims because they constitute a segment of the population that is both ecologically conscious and economically active; furthermore, they are well-suited for investigating green purchase intention and premium willingness to pay for eco-friendly products. Respondents with experience buying eco-friendly home and personal care goods were surveyed online using a standardized questionnaire. Based on previously used and validated questionnaires, this study aims to assess participants' ethical duty, subjective norm, environmental concern, green purchasing intention, and premium willingness. From "strongly disagree" (1) to "strongly agree" (5), a five-point Likert scale was used to assess all issues. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), as it is well-suited for complex research models and mediation analysis, and can handle non-normal data distributions. Since the suggested model adds new components to the Theory of Planned Behavior, PLS-SEM

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is a perfect fit for this research. These approaches make the study design more transparent, robust, and replicable.

IV. Results and Discussion

4.1. Reliability and Validity Test Results

Table 1. Results of reliability and validity tests

Variable	Code	Outer Loading	CA	CR	AVE	VIF
Ethical Obligation	EO1-EO3	0.893-0.855	0.853	0.911	0.773	2.1
Subjective Norm	SN1-SN3	0.886-0.888	0.856	0.921	0.796	2.3
Environnemtal Concern	EC1-EC4	0.886-0.871	0.871	0.924	0.752	2.5
Green Purchase Intention	GPI1-GPI4	0.885-0.855	0.896	0.928	0.763	2.5
Willingness to Pay Premium	WPP1-WPP4	0.891-0.893	0.911	0.937	0789	2.8

Validity and reliability criteria were applied to the measurement model within the PLS-SEM framework. The measurement items show good dependability, as all indicator outer loadings are above the suggested level of 0.70 (Table 1). Composite reliability (CR) and Cronbach's alpha (CA) vary from 0.853 to 0.937, both above the minimum allowable value of 0.70. This confirms that all constructs have satisfactory internal consistency. In addition, all latent variables have Average Variance Extracted (AVE) values above 0.75, indicating good convergent validity and that each construct accounts for over 50% of the variation in its indicators. Furthermore, the VIF values are modest, ranging from 2.1 to 2.8 and well below the crucial threshold of 5.0. According to this finding, the measurement model is not vulnerable to multicollinearity.

4.2. Hypothesis test results

Table 2. Hypothesis test results

	Original sample (O)	T statistics	P values	Description
EC -> GPI	0,480	8,228	0,000	significant
EC -> WPP	0,037	0,346	0,729	Not significant
EO -> GPI	0,212	2,982	0,003	significant
EO -> WPP	0,208	2,082	0,037	significant
GPI -> WPP	0,306	3,028	0,002	significant
SN -> GPI	0,300	4,781	0,000	significant
SN -> WPP	0,401	4,505	0,000	significant
EC -> GPI -> WPP	0,147	3,034	0,002	significant
EO -> GPI -> WPP	0,065	2,026	0,043	significant
SN -> GPI -> WPP	0,092	2,400	0,016	significant

The results of the structural model analysis provide credence to H1 by showing that ethical obligation (EO) significantly influences green purchasing intention (GPI) in a favorable way ($\beta = 0.212$; $t = 2.982$; $p = 0.003$). As for H2, it is supported by the fact that ethical duty has a significant positive effect on WPP ($\beta = 0.208$; $t = 2.082$; $p = 0.037$). The results also show that GPI is positively and significantly influenced by subjective norm (SN) ($\beta = 0.300$; $t = 4.781$; $p < 0.001$), lending credence to H3. The results also support H4, which states that subjective norm has a high positive correlation with WPP ($\beta = 0.401$; $t = 4.505$; $p < 0.001$). H5 is supported by the findings, which show a significant positive influence of environmental concern (EC) on green purchasing intention (GPI) ($\beta = 0.480$; $t = 8.228$; $p < 0.001$). Nevertheless, the results do not support H6, which posits that environmental concern has a direct and statistically significant impact on WPP ($\beta = 0.037$; $t = 0.346$; $p = 0.729$). This finding supports H7, as it shows that GPI positively affects WPP ($\beta = 0.306$; $t = 3.028$; $p = 0.002$). Regarding mediation effects, the findings suggest that the desire to make environmentally conscious purchases strongly

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influences the relationship between ethical responsibility and willingness to pay a premium (β = 0.065; t = 2.026; p = 0.043), lending support to H8. The results confirm hypothesis 9 because GPI acts as a mediator between subjective norm and readiness to pay a premium (β = 0.092; t = 2.400; p = 0.016). In addition, GPI confirms H10 by acting as a substantial mediator between environmental concern and willingness to pay a premium (β = 0.147; t = 3.034; p = 0.002).

4.3. R – Square

Table 3. R-Square test results

	R-square	R-square adjusted
GPI	0,889	0,888
WPP	0,830	0,828

Both the green purchasing intention (GPI) and the willingness to pay a premium (WPP) have R-square values reported in Table 3. Ethical duty, subjective norm, and environmental concern together account for 88.9% of the variation in green purchasing intention, as shown by the R-square value of 0.889 for GPI. Compared with the values often reported in green consumption studies, this level of explanatory power is considered exceptionally high. In a similar vein, WPP has an R-squared value of 0.830, which indicates that subjective norm, environmental concern, ethical responsibility, and green purchasing intention account for 83.0% of the variation in readiness to pay a premium. A high R-squared value (above 0.75) indicates a strong ability to explain the data, as shown by Hair et al. (2019). Thus, the expanded TPB model provides a strong explanation of both green buying intention and readiness to pay a premium, as evidenced by the high R-square values observed in this research. The findings show a robust, all-encompassing structural model, in contrast to previous TPB-based research on green consumption, which often reports low explanatory power. In sustainable consumption situations, our results indicate that the Theory of Planned Behavior is much better equipped to explain intention formation and premium price acceptance when ethical duty and subjective norm are included.

4.4. Discussion

Green purchasing intention (GPI) and willingness to pay a premium (WPP) are explained in this research by expanding the Theory of Planned Behavior (TPB) to include ethical duty and environmental concern. Taken together, the results show that cognitive and moral factors heavily influence intentions, but that the conversion of intentions into premium-paying action remains context- and precondition-dependent.

4.4.1. Ethical Obligation (EO)

The findings indicate that ethical obligation positively and significantly influences both green purchase intention (GPI) and willingness to pay a premium (WPP). This suggests that moral responsibility plays a central role in shaping sustainable consumption behavior beyond rational evaluation alone. Individuals who perceive environmental protection as a moral duty are more likely to align their purchasing decisions with their ethical values, even when such decisions involve additional financial sacrifice. This result supports prior studies emphasizing the importance of moral norms in pro-environmental behavior (Bagheri et al., 2019; Liu et al., 2020; Ahmed et al., 2021). Unlike environmental concern, which primarily reflects awareness and emotional sensitivity, ethical obligation represents an internalized moral standard that motivates action. Consequently, consumers with strong ethical responsibility are not only inclined to purchase eco-friendly products but also more willing to accept premium pricing as a reflection of their moral commitment. Theoretically, these findings reinforce the argument that extending the Theory of Planned Behavior by incorporating ethical obligation enhances its explanatory power, particularly in predicting premium price

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acceptance. Ethical obligation functions as a moral driver that reduces the psychological trade-off between cost and sustainability, thereby helping bridge the gap between intention and actual economic commitment.

4.4.2. Subjective Norm (SN)

Subjective norms strongly influence both GPI and WPP, but WPP is more strongly affected. This suggests that the majority of the justification for paying a premium for environmentally friendly goods comes from societal pressure and perceived approbation. In monetary judgments, the TPB model shows that the subjective norm reflects external social influence. As a statement of moral congruence and social responsibility, paying a premium for eco-friendly items may be a social validation mechanism. This explains why SN has a more pronounced effect on WPP than GPI does. The results show that consumers' psychological resistance to premium pricing is reduced by social norms that frame such conduct as socially acceptable, consistent with Nguyen et al. (2019), Carfora et al. (2019), and Sun and Yoon (2022). Consequently, subjective norms serve as a social reinforcement system that helps create intentions and execute behaviors. Consumers' environmentally conscious shopping choices are heavily influenced by social factors, as shown by the substantial impact of subjective norms on green purchase intention. People are more inclined to plan to buy eco-friendly items when they believe influential people in their lives, such as family, friends, or social groups, endorse or demand eco-conscious behavior. Nguyen et al. (2019), Kumar et al. (2021), and Helferich et al. (2023) are only a few examples of previous empirical research that support the idea that social pressure plays a significant role in shaping people's intentions to act in ways that benefit the environment. This conclusion aligns with the Theory of Planned Behavior. This correlation may be even stronger in collectivist cultures, where members feel pressured to fit in with the crowd, suggesting that peer pressure remains a significant factor in people's decisions to reduce their environmental impact while shopping.

4.4.3. Environmental concern (EC)

There is a considerable difference between environmentally conscious purpose and cost-sensitive actions, as environmental concern has a substantial impact on GPI but no direct effect on WPP. This finding highlights that sustainable consumption still suffers from an attitude-behavior mismatch. Customers who care deeply about the environment are more likely to say they want to buy green items, but that alone is not enough to justify paying a premium for them. When it comes to making sacrifices that involve money, economic factors, perceived worth, and individual financial limits usually take precedence over environmental beliefs. This confirms what Vermeir and Verbeke (2006) suspected: that good environmental views do not always translate into actual buying behavior. It aligns with Konuk's (2018, 2019) findings. The outcome highlights the importance of supplementary elements, such as social approbation and moral duty, in translating environmental concern into tangible financial investment. Consumers' environmental concern shows their knowledge and feelings about environmental concerns. According to the findings, customers who care more about the environment are more likely to buy eco-friendly items, either because they want to buy them more often or because they are ready to pay more for them. Concern for the environment makes people more aware of the environmental impacts of their purchasing decisions. This confirms what other research has shown: that eco-consciousness is a key factor in green buying intention (Yue et al., 2020; Moslehpour et al., 2023). The disparity in the intensity of environmental concern and ethical responsibility may be explained by the fact that the former pertains more to an emotional and intellectual knowledge than a moral imperative.

4.4.4. Green Purchase Intention (GPI)

Consumers' premium willingness cannot be explained just by intention, according to the data, which show that GPI has a modest but statistically significant influence on WPP. This provides further evidence that although intention is important, it is not enough to ensure long-term purchase habit sustainability. The

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existence of external hurdles, such as price sensitivity, product availability, and skepticism regarding green promises, is reflected in the modest impact size. Constrained customers may not be able to turn their pro-environmental intentions into real premium-paying behavior, even when they express strong intentions. To enhance the effectiveness of green buying intention, it is vital to strengthen ethical commitment and social support. Sustainable consumption requires both intrinsic drive and favorable environmental factors, and our discovery lends credence to that claim.

V. Conclusion

Using an expanded Theory of Planned Behavior (TPB) framework, this research examines how consumers' intentions to purchase environmentally friendly products and their willingness to pay a premium are influenced by ethical responsibility, subjective norms, and environmental concern. It is clear from the results that moral responsibility and social influence play a crucial role in encouraging sustainable consumption habits, since ethical duty and subjective norm significantly and positively impact both green purchasing intention and willingness to pay a premium. On the other hand, environmental care directly affects the desire to buy environmentally friendly products. However, it has no bearing on the willingness to pay a premium. This finding underscores a gap between attitudes and actions: customers' concern for the environment does not automatically translate into a willingness to pay more. In addition, the desire to pay a premium is mediated by green buying intention, which in turn is influenced by ethical responsibility, subjective norm, and environmental concern. Ultimately, this research adds to what is already known about the topic by providing support for an expanded TPB model that accounts for customers' willingness to pay a premium for eco-friendly goods by factoring in moral and environmental considerations. However, several caveats need careful interpretation of the results. Research limitations include a lack of generalizability due to purposeful sampling and a cross-sectional design that relies on self-reported data, which may make causal interpretation more difficult and introduce social desirability bias.

VI. Limitations and Future Research

However, several caveats in this research make it less than ideal. One potential drawback of purposive sampling is that the results may not apply to the entire customer base. The second issue is that the data came from self-administered surveys, which may lead to socially desirable responses and other forms of common method bias. Thirdly, consumers' ethical judgments and environmental attitudes may have been impacted by the study's distinct cultural and geographical location. To further strengthen the model's explanatory power, future research should use probability sampling to increase generalizability, employ longitudinal designs to track changes in consumer behavior over time, and incorporate additional variables such as perceived value, trust, and cultural factors. Furthermore, using behavioral data or experimental approaches might provide a more accurate portrayal of real purchase behavior by reducing the impact of self-report bias. To make sustainable consumption research more robust and relevant, it would be helpful to look at different product categories and cross-cultural contexts. This would help us understand how people's subjective norms and ethical obligations affect their willingness to pay a premium across different economic and social contexts.

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