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Research Paper

The influence of environmental consciousness and environmental attitude on green purchase intention: the moderating effect of price sensitivity

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ABSTRACT

This paper explores the relationship between environmental consciousness, environmental attitude, and green purchase intention in Lebanon, and analyses the moderating effect of price sensitivity on these relationships. A quantitative research approach was used, analysing data from 150 respondents. The findings reveal a positive effect of environmental consciousness and environmental attitude on green purchase intention, and show that price sensitivity negatively moderates the relationships between environmental consciousness and environmental attitude and the intention to make green purchases. The study informs marketers about the critical factors affecting green purchase intention and adds to the marketing literature on the determinants of green purchase intention.

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1. INTRODUCTION

In recent years, there has been much discussion of green purchasing behaviour [1]. According to recent studies, the factors that influence consumers' intentions to make green purchases include environmental knowledge [2], [3], [4], environmental consciousness [5], environmental responsibility [6], environmental attitude [5], price sensitivity [7], and environmental concern [8]. Previous studies have also demonstrated the importance of price sensitivity in moderating the association between environmental characteristics and green purchase intentions [9].

In light of environmental issues such as pollution and global warming, consumers are more conscious of how their consumption affects the environment and more inclined to modify their purchasing decisions and habits to protect it [10]. Lebanon currently faces environmental problems such as deforestation, threats to agriculture, soil erosion and degradation, air pollution, and river and marine pollution [11], [12], [13]. Studies on green consumption have progressed significantly in recent years [14], with current research on green purchase intention focusing mainly on peer influence [15], perceived behavioural control [16], and the green marketing mix [13]. However, environmental consciousness and the moderating influence of price sensitivity on the relationship between environmental factors and green purchasing behaviour have received less attention. Moreover, studies of green purchasing behaviour have been conducted mainly in developed and East Asian economies [16], [17], [18], [19], and little research has examined the environmental variables influencing green purchasing behaviour in developing countries such as Lebanon. The present study draws on the theory of planned behaviour, and its findings offer empirical support for the revalidation of that theory.

The study's conclusions will help policymakers, marketers, and corporate executives understand the variables influencing green purchasing behaviour, give Lebanese marketing and business managers a better grasp of consumers' price sensitivity towards green products and their perceptions of environmentally friendly products, and offer recommendations to managers and the government on encouraging environmentally friendly consumption. The purpose of this study is to investigate the effect of environmental attitude and environmental consciousness on green purchase intention in Lebanon and to explore the moderating influence of price sensitivity on these relationships. As one of the few empirical studies of these relationships in Lebanon, it addresses a gap in the green marketing literature.

2. RELATED WORKS

2.1 Green Purchase Intention

Purchase intention is defined as consumers' attitudes and desire towards items, made up of their perceptions of the brand and their level of confidence, which drives the purchase of a product [20]. Green purchase intention has been defined as people's propensity and desire to favour brands of environmentally friendly goods and services when making purchases [21], and as the likelihood and willingness of an individual to choose green items over conventional ones [22].

2.2 Theory of Planned Behaviour

The theory of planned behaviour extends the earlier theory of reasoned action, holding that attitudes, subjective norms, and perceived behavioural control are the three factors that determine an individual's behavioural intention [23], [24]. This study employs the theory of planned behaviour to understand the connection between environmental attitude and green purchase intention.

2.3 Effect of Environmental Consciousness on Green Purchase Intention

Environmental consciousness refers to one's willingness to make changes to one's own behaviour for the sake of the environment. Several studies have examined the impact of environmental consciousness on the desire to purchase green items [25], [26], [27]. Cultivating environmental consciousness requires a gradual shift in purchasing behaviour, so the relationship between environmental consciousness and purchase intention is important to observe [25]. There is a positive relationship between environmental

consciousness and the desire to buy green items [26], and because environmentally friendly items have less impact on the environment, environmentally conscious people are more likely to buy them [27]. Environmental consciousness has also been found to positively affect purchase intentions for organic food [9]. Hence, the following hypothesis is proposed:

H1: Environmental consciousness has a positive effect on green purchase intention.

2.4 Effect of Environmental Attitude on Green Purchase Intention

Environmental attitude is an individual's favourable or unfavourable evaluation of behaviour, especially environmental behaviour [28]. According to Ajzen and Fishbein's theory, attitude directly influences behavioural intention, making environmental attitude one of the key determinants of a consumer's propensity to purchase green products [29]. Environmental attitudes positively influence ecological activity [30]; attitudes significantly influenced consumers' decisions to buy ecologically friendly products [31]; consumer purchasing behaviour for the environment is strongly influenced by environmental attitudes [32], [33]; and consumers' purchases of environmentally friendly items are directly affected by their attitudes towards the environment [5]. Therefore, this study proposes:

H2: Environmental attitude has a positive effect on green purchase intention.

2.5 Moderating Effect of Price Sensitivity

Price sensitivity is the degree to which customers respond to changes in the price of a product or service [34], [35]. A substantial body of research indicates that price sensitivity is a direct and indirect antecedent of the intention to purchase ecologically friendly products [35], [36], and it has been found to be an important factor affecting purchase intentions [7]. Prior research found that price sensitivity negatively moderates the relationship between environmental characteristics such as environmental responsibility, environmental concern, and environmental consciousness and green purchase intention [9], [14]. However, the moderating effect of price sensitivity on the relationship between environmental attitude and green purchase intention has not been thoroughly studied; this study therefore hypothesizes the following (Figure 1):

H3a: Price sensitivity negatively moderates the relationship between environmental consciousness and green purchase intention.

H3b: Price sensitivity negatively moderates the relationship between environmental attitude and green purchase intention.

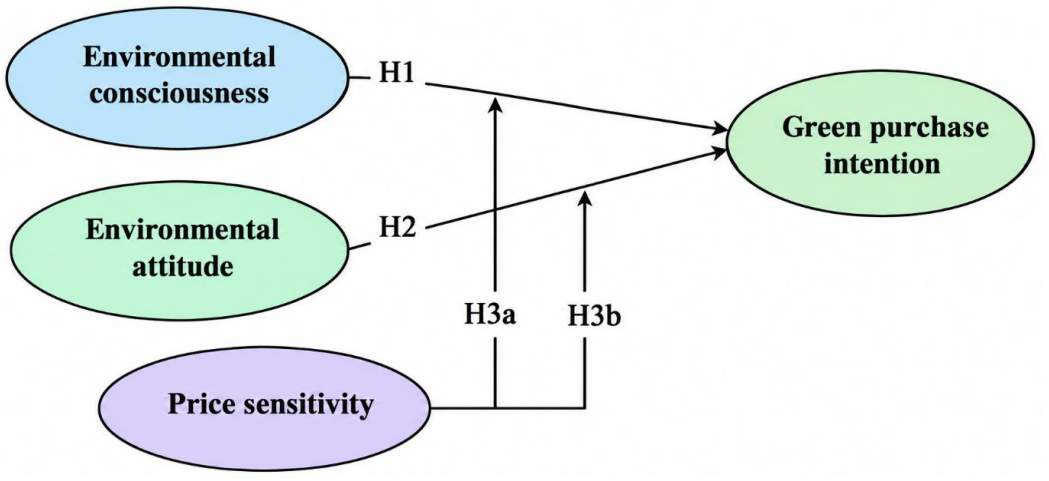


Figure 1. Conceptual Framework

3. METHODOLOGY

3.1 Research Design and Sampling

This study examines the relationship between environmental consciousness, environmental attitude, and green purchase intention in Lebanon, and the role of price sensitivity in moderating these relationships. A quantitative research technique was adopted, and data were obtained using snowball sampling from Lebanese respondents who are familiar with green products and regularly purchase green or eco-friendly products, through face-to-face surveys, telephone calls, and online data collection via links shared by e-mail and social media platforms such as Messenger and Instagram. Of 260 questionnaires distributed, 150 were completed, a response rate of 57.7%.

3.2 Measurement Instrument

A five-point Likert scale ranging from "strongly disagree" to "strongly agree" was adapted from previous studies. The instrument was first reviewed by several professionals for validity and adjusted according to their suggestions. Environmental consciousness was measured with three items adapted from Park et al. [37]; environmental attitude with three items adapted from Maichum et al. [38]; price sensitivity with two items from Hsu et al. [7]; and green purchase intention with a three-item scale adapted from Ng and Law [39].

4. RESULTS AND DISCUSSION

4.1 Descriptive Statistics

The data were analysed using IBM SPSS AMOS 26. Demographic information about the respondents, including age, gender, marital status, income, and level of education, was collected and analysed using SPSS frequency analysis (Table 1).

Table 1. Demographic Profile of Respondents (N = 150)

Attribute	Value	Frequency	Percent
Gender	Female	92	61
	Male	58	39
Age	Less than 18 years	11	7
	18–25 years	76	51
	26–35 years	45	30
	36–46 years	8	5
	Above 46 years	10	7
Marital status	Single	74	49
	Married	68	45
	Divorced	5	3
	Widowed	3	2
Education	High school	16	11
	Bachelor's degree	128	85
	Master's degree	6	4
	PhD degree	0	0
Monthly income	Less than $500	111	74
	$500–$1000	39	26
	$1001–$5000	0	0
	Above $5000	0	0

Table 1 shows that 61% of respondents were female and 39% male. Most respondents (51%) were aged 18–25, followed by those aged 26–35 (30%) and 36–46 (5%). Of the respondents, 49% were single and 45% married. Respondents with a bachelor's degree accounted for 85% of the sample, followed by

those with a high school diploma (11%) and a master's degree (4%). Most respondents (74%) earn less than $500 per month.

4.2 Measurement Model Evaluation

The measurement model was assessed using factor loadings, composite reliability (CR), and average variance extracted (AVE) for all constructs (Table 2).

Table 2. Results of the Measurement Model

Construct	Item	Factor Loading	AVE	CR
Environmental consciousness	EC1	0.56	0.500	0.748
	EC2	0.86		
	EC3	0.68		
Environmental attitude	EA1	0.710	0.547	0.782
	EA2	0.684		
	EA3	0.819		
Price sensitivity	PS1	0.621	0.508	0.670
	PS2	0.794		
Green purchase intention	GPI1	0.673	0.524	0.763
	GPI2	0.611		
	GPI3	0.864		

As Table 2 shows, the factor loadings of all items were greater than 0.5 and the AVE of each construct was at or above the 0.5 criterion, indicating convergent validity. The composite reliability values exceeded the 0.7 criterion [40] for environmental consciousness, environmental attitude, and green purchase intention, while that of price sensitivity was 0.67. The results support the consistency and reliability of the study's constructs.

4.3 Hypothesis Testing

The direct relationships between the variables are shown in Table 3. Environmental consciousness positively affects green purchase intention ($\beta = 0.42$, $p < 0.001$), supporting H1, and environmental attitude positively affects green purchase intention ($\beta = 0.644$, $p < 0.001$), supporting H2.

Table 3. Structural Relationships and Hypothesis Testing

Hypothesis	Relationship	Estimate	S.E.	C.R.	p	Result
H1	EC → GPI	0.420	0.076	3.475	***	Supported
H2	EA → GPI	0.644	0.067	8.687	***	Supported

Note: *** $p < 0.001$. EC, environmental consciousness; EA, environmental attitude; GPI, green purchase intention.

4.4 Testing the Moderating Relationships

Hypotheses H3a and H3b propose that price sensitivity moderates the association between environmental consciousness and environmental attitude, respectively, and green purchase intention. The results of the moderation analysis are shown in Table 4.

Table 4. Moderating Effect of Price Sensitivity (dependent variable: GPI)

Model	Variable	B	Std. Error	Beta	T	Sig.
1	(Constant)	7.230	0.126		9.142	0.000
	EC	0.265	0.034	0.287	4.56	***
	PS × EC	0.011	0.047	0.014	0.74	***
2	(Constant)	6.320	0.614		13.11	0.000
	EA	0.674	0.047	0.544	9.54	***
	PS × EA	−0.0143	0.047	−0.0125	0.97	***

Table 4 shows a significant positive relationship between environmental consciousness and green purchase intention when price sensitivity is held constant ($\beta = 0.265$, $p < 0.001$), and the authors report that the interaction with price sensitivity had a negative moderating effect on this relationship, supporting H3a. Likewise, the relationship between environmental attitude and green purchase intention was significant and positive when price sensitivity was held constant ($\beta = 0.674$, $p < 0.001$), and the interaction with price sensitivity had a negative moderating effect ($\beta = -0.0143$), supporting H3b.

In summary, this study found that environmental consciousness positively influences green purchase intention ($\beta = 0.42$, $p < 0.001$), validating the findings of Wang et al. [9]; this may indicate that Lebanese shoppers are aware of environmental concerns and comfortable purchasing products that are less harmful to the environment. The positive relationship between environmental attitude and green purchase intention ($\beta = 0.644$, $p < 0.001$) confirms previous research [31], [39] and can be interpreted in terms of personal appraisal and belief motivating customers to buy green items. Finally, the findings indicate that price sensitivity negatively affects the relationships between environmental consciousness, environmental attitude, and green purchase intention, consistent with earlier studies [9], [14], suggesting that consumers in Lebanon are affected by the current economic crisis, which reduces their green purchase intentions [24].

5. CONCLUSION

This study has several theoretical implications. Empirical research on green purchase intention in Lebanon is very limited, so the study contributes to the green marketing literature by examining the importance of environmental consciousness and environmental attitude for green consumers under Lebanon's current exceptional economic circumstances. The findings support the theory of planned behaviour, according to which behaviour is proximally influenced by attitudes, subjective norms, and perceived behavioural control, and the study contributes to the literature by examining the moderating influence of price sensitivity on these relationships.

The findings are useful for policymakers, retailers, and marketers in understanding the contribution of environmental consciousness and attitude to green purchase intention in Lebanon, and the dampening effect of price sensitivity. To increase green purchase intention, governments may incorporate environmental education into the national education system and raise consumers' environmental awareness through television and social media; they should also reduce tariffs on imported green products and encourage industrial sectors to use green materials. Marketers should set fair prices for green products and develop cost-effective strategies, such as low-cost green products with comparable performance.

This study has limitations. It was conducted in Lebanon, which limits its generalizability, and the country's difficult economic situation limits the breadth of the investigation; the survey should be replicated under stable economic conditions to understand Lebanese consumers' views more fully. Moreover, the snowball sampling approach limits generalizability, and future studies might use a different sampling strategy.

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Authors Contributions Statement

Name of Author	C	M	So	Va	Fo	I	R	D	O	E	Vi	Su	P	Fu
Dr. Mahmoud Ahmad Alhomssi	✓	✓	✓		✓	✓		✓	✓		✓		✓	
Alaa Eldin Abass Ali	✓			✓			✓			✓		✓		✓

C : **C**onceptualization
M : **M**ethodology
So : **So**ftware
Va : **Va**lidation
Fo : **Fo**rmal analysis
I : **I**nvestigation
R : **R**esources
D : **D**ata Curation
O : Writing - **O**riginal Draft
E : Writing - Review & **E**diting
Vi : **Vi**sualization
Su : **Su**pervision
P : **P**roject administration
Fu : **Fu**nding acquisition

Conflict of Interest Statement

No conflict of interest.

Informed Consent

Not Applicable.

Ethical Approval

Not Applicable.

Data Availability

This study draws on publicly available data. No new datasets were created.

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