

# BULLETIN OF MANAGEMENT REVIEW

VOL- 2, ISSUE- 2, 2025

[HTTPS://BULLETINOFMANAGEMENT.COM/INDEX.PHP/JOURNAL](https://bulletinofmanagement.com/index.php/journal)

Name of Publisher: INNOVATIVE EDUCATION RESEARCH INSTITUTE  
Area of Publication: Business, Management and Accounting (miscellaneous)  
Review Type: Double Blind Peer Review

## BULLETIN OF MANAGEMENT REVIEW (BMR)

ONLINE ISSN: 3006-2276

PRINT ISSN: 3006-2268

[HTTPS://THECRSSS.COM/INDEX.PHP/JOURNAL/ISSUE/ARCHIVE](https://thecrsss.com/index.php/journal/issue/archive)

### Unveiling the Nexus of Green Skepticism, the Extended Theory of Planned Behavior, And Energy Efficient Purchase Intentions

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## Abstract

**Purpose:** The article aims to explain three crucial aspects: first, it considers the characteristics impacting customer's tendency to purchase green products. Second, extended TPB is implemented in this study to understand the precursors of the intention to make green purchases. Thirdly, the link between extended TPB constructs and intentions to make green purchases is studied. **Methodology:** The paper is quantitative in nature and the data was gathered via survey. This research employs the convenience sampling approach. **Findings:** The results reveal that TBP constructs, i.e. (ATT, MN and SN) have an important and positive influence over Energy Efficient Purchase Intentions. On the other side, SI, PBC did not impact positively or significant one's green purchase intention. In addition, no moderation impact of Green skepticism was found in this research. **Originality and value:** This study has practical implications for encouraging sustainable consumption habits.

**Keywords:** Extended Theory of Planned behavior, Green purchase Intention, Green Skepticism, Subjective norms, Attitude, Perceived behavioral control, Moral norms, Self identity

## Introduction

Numerous green marketing concepts have garnered significant attention from scholars and are frequently discussed in the academic literature from past few decades (Kumar & Planning, 2016). Lazer (1969) established the green marketing concept as a social component of marketing, that reported insufficient access to environmental resources, traditional marketing's environmental effects, and greening of a variety of traditional marketing aspects. Fast economic growth has resulted in environmental and pollution challenges that are becoming more serious over time, such as heavy industrial waste and high carbon dioxide emissions (Xu et al., 2020). As the environmental sustainability concern continues to grow, green marketing is becoming increasingly important (Dangelico & Vocalelli, 2017; Nekmahmud & Fekete-Farkas, 2020).

By choosing eco-friendly items, consumers may prevent or reduce their influence on the environment (Joshi & Rahman, 2015). As a consequence, green consumption may contribute to the environment's long-term survival (Bonini & Oppenheim, 2008). As a result, a deeper knowledge of the factors that drive consumer preferences for green consumption is crucial (H. V. Nguyen, Nguyen, & Hoang, 2019; Wu, Cheng, & Ai, 2019; Yen, Wang, Yang, & logistics, 2017). A number of researches within the consumer behavior field have utilized

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Ajzen's widely recognized Theory of Planned Behavior (TPB) from 1991 a prominent model which is been extensively studied in the fields of social psychology and marketing (Wang, Wang, Yang, Li, & Song, 2020). The perceived behavioral control (PBC), addition boosts the model's explanatory power, particularly intended for non-volitional behaviors.

The adequacy of the TRA and TPB has gained a lot of consideration (Eagly & Chaiken, 1993), Furthermore, additional variables have been suggested that may be usefully included in the model, Conner and Armitage (1998) conducted a study that supported the incorporation of six supplementary factors into Ajzen's TPB. These factors include the importance of beliefs, past behavior or habit, perceived control over behavior compared to self-efficacy, moral norms, self-identity, and affective beliefs. These complementary aspects were found to significantly influence human behavior and provided further insights into the complexities of decision-making and behavior change beyond the original TPB model. However, the two factors known as moral norms and self-identity are incorporated in this work.

According to a meta-analysis, moral standards, together with attitude and perceived behavioral control, are the important predictors of behavioral intentions to adopt green behaviors (Bamberg & Möser, 2007; Klöckner, 2013). Furthermore, multiple studies have emphasized self-identity as a significant aspect that frequently provides discrepancy to the TPB (Conner & Armitage, 1998; Mannetti, Pierro, & Livi, 2004). Customers' skepticism regarding green products' environmental stewardship, on the other hand, may result in a worse product rating (Chang, 2011). influencing their buying intent as well as behavior (Albayrak, Caber, Moutinho, Herstein, & Science, 2011; Leonidou & Skarmeas, 2017).

According to academics, consumer skepticism is described as "the tendency to question advertising promises (Obermiller & Spangenberg, 2000), also see (Vermeir, Verbeke, & ethics, 2006). As a result, skepticism is about consumer's rising concerns that businesses may provide incorrect or inadequate information regarding the products and their influence over the environment (Leonidou & Skarmeas, 2017). Skepticism in this sense refers to a lack of trust in advertising promises, and is typically associated with a decline in advertisement recognition and inclination to buy green (Mohr, Eroğlu, & Ellen, 1998; Obermiller & Spangenberg, 2000). As per the 2017 Global Climate Index, Pakistan falls in to the category of sixth most susceptible nation to climate change in the world (Ikram, Zhou, Shah, & Liu, 2019). Climate change has increased the chance of intense precipitation events that caused

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floods in Pakistan. Khan, Wazir, Bokhari, Haider, and Karori (2023) found that climate change has increased the likelihood of extreme precipitation events that can trigger floods in Pakistan. Therefore, this study chooses young people from climate hit country Pakistan for the data collection.

The purpose of this article is therefore threefold: first, it examines the characteristics that impact Pakistani consumers' propensity to purchase green products. Second, extended TPB is used in this research to inspect the precursors of the desire to make green purchases (Ajzen, 1985, 1991) Thirdly, the relationship between extended TPB constructions and intentions to make green purchases is studied.

## **Theoretical Framework**

### **Theory of Planned Behavior (TPB)**

The extended TRA is called the TPB which includes PBC factor that is about the views of individuals regarding the easiness or difficulty to perform the action of importance (Ajzen, 1991). In terms of behavior prediction, Madden, Ellen, and Ajzen (1992) demonstrated that the TPB beats the TRA . Despite its widespread usage, the TPB has been criticized throughout the years for its suspected low analytical efficiency, that is associated with the utilization of an insufficient amount of factors to describe what motivates people to engage in different behaviors in particular situations (Sousa, Correia, Viseu, & Larguinho, 2022; Troise, O'Driscoll, Tani, & Prisco, 2021).

Many scholars have modified the earlier theoretical model via adding up variables like "perceived ease of use," "personal moral norm," "refusal skill," "perceived moral obligation," "past behavior," "perceived usefulness," and to the previously considered variables ("attitude toward the behavior," "subjective norm," and "perceived behavioral control") (Tommasetti, Singer, Troisi, & Maione, 2018). As a result, this research adds Moral norms and Self identification to the TPB model.

### **Extended Theory of Planned Behaviour**

#### ***Personal Norm***

Morality is frequently associated with pro-environmental behavior (De Groot & Steg, 2009). As per the VBN, young consumers sense a high level of environmental responsibility (Lee, 2008), which may trigger their own standards of pro-environmental behavior. According to Bamberg and Möser (2007) university student's moral norms to ecologically favorable modes of transportation dramatically lower their real automobile use. Young consumers, likewise,

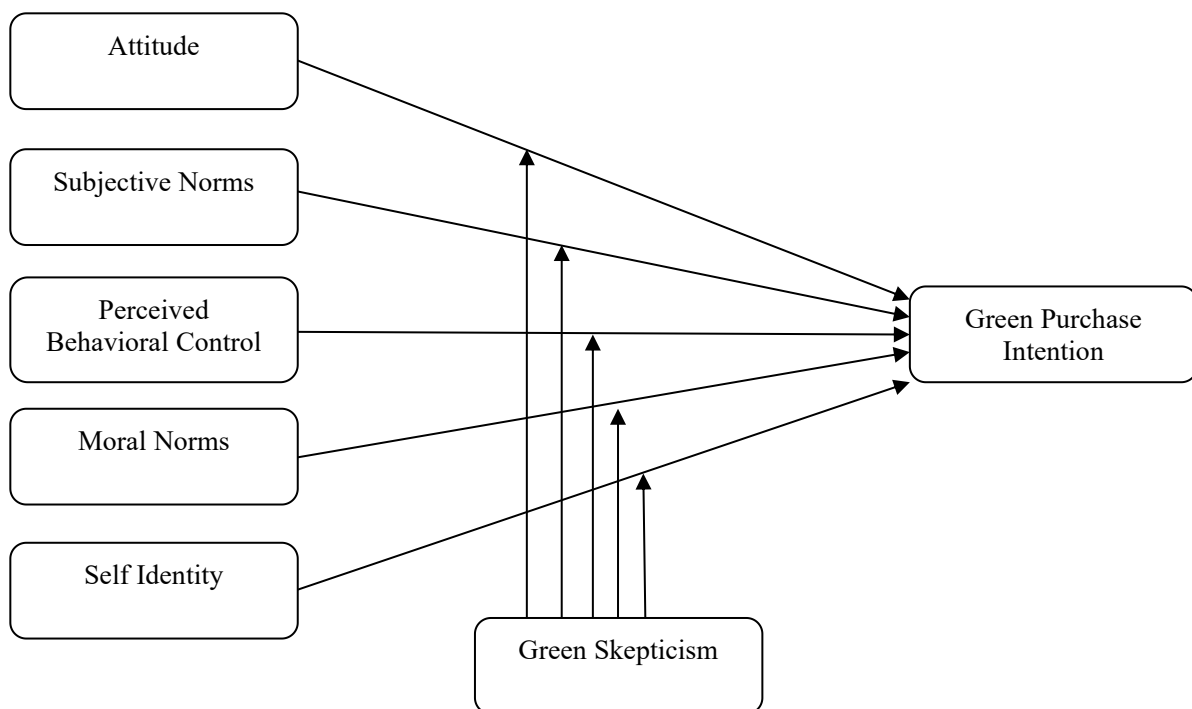
emerge to contain powerful ethical motivations and prefer to correlate moral values with green purchasing (Prakash & Pathak, 2017).

### *Environmental Self-Identity*

Self-identity is how a person perceives himself as well as the labels he or she uses to identify themselves (Alzubaidi, 2018). Environmental self-identity is used for describing the degree to which a person perceives themselves as a being responsive to ecological concerns and act environment consciously (Balundé, Jovarauskaitė, & Poškus, 2019; Qasim, Yan, Guo, Saeed, & Ashraf, 2019). It is expected that those who firmly identify as environmentalists would do pro-environmental actions (Juvan & Dolnicar, 2017). Green self identity, according to Sparks and Shepherd (1992) adds to the ethical and emotional components of green purchasing.

### **Research Model and Hypotheses**

This model of research utilized here constructs upon the extended TPB and is illustrated in Figure 1. The aim of this research is to inspect the relations between the dependent variable, intention to green purchases, and the independent variables, attitude, subjective norm, perceived behavioral control, moral standards, and self-identity. In addition, green skepticism was included as a moderator. The directionality of the theory was guided by previous research on the extended TPB.



**Figure 1: Research Model**

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One of the three core concepts in the TPB, attitude is the judgment or appraisal of an item as being either positive or negative (Ajzen, 1991). A positive attitude favorably influences the intent to act in a particular manner (Arli, Tan, Tjiptono, & Yang, 2018). A happy mentality positively boosts the propensity to buy green, according to academic study on the association between ecological behaviors and products (B. Wang, Wang, Guo, Zhang, & Wang, 2018). Considering the outcome of the aforementioned research, the subsequent hypothesis is proposed:

## **H1: Attitude Impacts The Green Purchase Intention**

A "subjective norm" is the term used to describe the societal influence or pressure that individuals perceive to either take on or refrain from certain behavior (Ajzen, 1991). Bong Ko and Jin (2017) found that SN positively impacts female college students' intents to engage in green purchasing behaviors in both China and the US. When consumers were aware that their "important others" practiced environmentally-friendly shopping, they were more likely to adopt similar behaviors. Yeon Kim and Chung (2011) has found that customers were more probable to buy skincare products organic in nature if "significant others" suggested them. Based on these findings the following research proposition is put forth:

## **H2: Subjective Norm Impacts the Green Purchase Intention**

As posited by Ajzen (1991), PBC is the insight of a person concerning their ability to semploy in a specific behavior. It is a crucial element of the TPB, about person's insight of no difficulty or complexity of behaving in a particular mode, and their belief in having voluntary control over its execution or omission (Ajzen, 2006). Perceived behavioral control significantly affected Tanzanian customers buying intentions, however not Kenyan customers (Wang, Zhou, & Liu, 2020). Consequently, it is hypothesized that:

## **H3: PBC Impacts Green Purchase Intention**

Moral norms are perceived as an assessment by a person regarding what is ethically correct or incorrect when engaging in specific behaviors (Ajzen, 1991; Sparks, 1994). Ajzen (1991) stated that there are specific circumstances where it is crucial to take into account one's own moral convictions and feeling of responsibility in addition to the societal constraints brought on by major references.

According to Conner and Armitage (1998) ATT, SN and PBC should all Impact similarly on behavior regarding moral or ethical considerations as do moral norms. A number of studies enhanced the TPB model by include supplementary elements like beliefs as well as

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morality, and they revealed positive outcome. Moral norms were revealed to be a significant forecaster of intention to recycle (Liu, Liu, & Mo, 2020; Oteng-Peprah, De Vries, & Acheampong, 2020). Hence, this study hypothesizes that:

### **H3: Moral Norms Significantly and Positively Impact Green Purchase Intention**

Researchers in sociology and psychology have looked at a wide range of behavioral antecedents, and it has been shown that SI is related to behavioral intention (Conner & Armitage, 1998; Patel, Trivedi, & Yagnik, 2020). Research conducted by Dermody, Lloyd, Lewis, and Zhao (2015) revealed that the self-identity (SI) impact on pro-environmental behavior was stronger among UK consumers compared to Chinese consumers. British consumers fare well in terms of sustainable spending when weighed against Chinese customers. (Fernandes and Machado ; Mancha and Yoder (2015))discovered that among Indian college students, self-identity was an important forecaster of green buying intent. Hence, it is proposed that:

### **H5: Self Identity Impacts the Green Purchase Intention Significantly and Positively Green Skepticism as a Moderator**

While some studies (Casaló, Escario, and Rodriguez-Sanchez (2019); Chwialkowska, Bhatti, & Glowik, 2020) indicate that environmental attitudes are a necessary but inadequate component of green buying behavior or pro-environmental action, others found that environmental attitudes are a necessary but insufficient driver of such behavior (Casaló & Escario, 2018). According to different studies, green beliefs are key factors of pro-environmental activity (Yadav & Pathak, 2016). On the other hand, Patel et al. (2020) found In terms of the TPB constructs, attitude and PBC impacts the customer intent to buy green products in the US and India, while subjective norm has no such impact. Ajzen (1991) further suggested that perceived behavioral control affects behavioral purpose and performance. The PBC is often the mainly significant and effective forecaster of "pro-environmental behavioral intention" among the three antecedents included in the TPB (Chwialkowska et al., 2020; Fabiola & Mayangsari, 2020). Additionally, it was discovered that Moral norms were a significant and substantially independent interpreter of intent to recycle (Li, Zhao, Ma, Shao, & Zhang, 2019).

Adolescent customers' environmental self-identity is explained to be a critical forecaster of green purchase behavior. It highlights the vital role of self-identity in forming environmentally conscious consumer behaviors in young consumers and is recognized as the



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primary predictor of green purchasing behavior (T. N. Nguyen, Lobo, & Nguyen, 2018). Additionally, it has been suggested that green skepticism is a factor that can make the connection between attitude and behavior weaker. Green skeptics may have reservations or doubts regarding the veracity or efficacy of environmental promises made by businesses or goods, which may have an impact on their purchasing intentions (Schwartz, 1977). Shin and Ki (2019) revealed that green skepticism had no important influence on the association between TPB components in addition to green buying intent among Korean customers. Thus, a research by Kim and Choi (2005) revealed that green skepticism modulated the association between moral norms and South Korean consumers' intentions to make green purchases, with greater levels of green skepticism reducing the favorable influence of Moral norms on intentions to make green purchases.

To the absolute best of our understanding, no research has been done that particularly looks at how green skepticism affects the connection between self-identity and intention to make green purchases. These points to the potential area for further research into the role of green skepticism as a moderator in the relationship between self-identity and purchasing intentions that are ecologically sensitive. This highlights a research void in the body of knowledge. To offer a definitive response, more study in this area is required. Specifically, when consumers have an elevated rank of environmental skepticism, it may weaken or even reverse the positive correlation between green purchase intention and actual behavior. This recommends that green skepticism can play a critical role in influencing the translation of intention into actual behavior, and highlight the importance of considering the moderating effect of green skepticism in understanding the complexities of green purchase behavior among consumers (Zarei & Maleki, 2018). Thus, it was hypothesized as under:

**H6a. Green skepticism moderates the relationship between ATT and GPT**

**H6b. Green skepticism moderates the relationship between SN and GPI**

**H6c. Green skepticism moderates the relationship between PBC and GPI**

**H6d: Green skepticism moderates the relationship between MN and GPI**

**H6e. Green skepticism moderates the relationship between SI and GPI**

## **Methodology**

### **Sample**

According to Harrison (2001), quantitative design provides a wide view of the challenges under investigation. This paradigm is positivist in nature (Goddard & Melville, 2004). Young



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people, being more conscious of environmental problems and the requirement to address them for the sake of future generations, are often seen as experts in their industries and knowledgeable about sustainable purchasing practices. They tend to have strong ethical motivations and often align their purchasing decisions with moral ideals when it comes to environmentally conscious behavior (Prakash & Pathak, 2017).

Therefore, this study chooses young people from Pakistan for the data collection; the method to collect at is survey method. The current research employs the convenience sampling approach. When all members of a population cannot be recognized, there are limited resources such as time, and data is not readily available, convenience sampling is the best option (De Vos, 2002). In Pakistan, this study will conduct a survey to gather information on green purchasing intentions. Given the country's enormous population, the sampling procedure was carried out with the goal of practicality and cost. According to Hair, Ringle, and Sarstedt (2011) 10 observations per item are sufficient, and this research employed 26 items with a total of 260 individuals. In Pakistan, data will be collected by survey in-person as well as an electronic survey conducted through e-mail and social media.

## **Data Collection Method and Instrument**

In this research, a structured questionnaire was employed as the instrument for data collection. The questionnaire was developed via validated scales from earlier published researches. For example, the four-item scale that measures attitude toward purchasing green products (ATT) was adapted from (Mostafa, 2006), while subjective norms (SN) were adapted from a study by (Dean, Raats, & Shepherd, 2012a). PBC scale was adopted from (Dean et al., 2012a). The self-identity (SI) scale, was adapted from (Lee (2009); Sparks and Guthrie (1998)) and (Dean, Raats, and Shepherd (2012b)).

A five-point Likert scale was used to evaluate the construct of moral norms adapted from (Kaiser & Scheuthle, 2003) and (Arvola et al., 2008). Intentions to purchase were measured using scale proposed by (MOHR et al., 1998). To gauge the degree of customer skepticism towards the green product, four items were modified from (Skarmas & Leonidou, 2013).

The questionnaire language was somewhat adjusted to make it relevant for this research, and a five-point likert scale was employed, with 1 denoting "strongly disagree," 2 "disagree," 3 "Neutral," 4 "agree," and 5 denoting "strongly agree." The questionnaire's statements were presented to the respondents, and they were inquired to score their level of

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agreement. The questionnaire was written in English. In order to conduct a pre-test among Pakistani customers, 25 questionnaires were sent prior to performing the real survey.

## Results

### Descriptive Statistics

Table 1 exhibits the demographic statistics, with 34.6% female participation and 56.3% male participants. The age range of the respondents, who made up 54.4% of the total, ranged from 23 to 27. Therefore, it is clear that young people are more apprehensive with green purchasing than 34.2% of people between the ages of 18 and 22. 20.2% of participants held bachelor's degrees, followed by individuals with intermediate-level education at 61.6%.

**Table 1: Demographic Profile of Respondent**

Profile	Category	Percentage
Gender	Male	56.3
	Female	34.6
Age	18-22	34.2
	23-27	54.4
	28-32	6.8
	33-40	4.6
Education	Intermediate	61.6
	Bachelors	20.2
	Masters	16.3
	Doctorate	1.9

### Partial Least Squares (PLS) Path Modeling

PLS path modeling is employed in this work for data examination. Particularly, it is a variance-based structural equation modeling technique that works well with structural measurement models, permits the small sample sizes use, and is also utilized for model testing and verification (Hair et al., 2011; Hair, Ringle, & Sarstedt, 2012; Hair, Howard, & Nitzl, 2020). Additionally, a two-stage analytical technique is used, with the first phase including the assessment of a measurement model and the next step involves the evaluation of a structural model (Joseph F Hair, Risher, Sarstedt, & Ringle, 2019). SmartPLS 4.0 is used in this study to analyze the data (Ringle, Wende, & Becker, 2022).

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## Measurement Model Assessment

According to (J. Hair, Joe F, Sarstedt, Matthews, & Ringle, 2016; Joseph F Hair et al. (2019) , in order to evaluate the measurement model, the researcher must establish the individual item reliability, internal consistency, content validity, convergent validity, and discriminant validity.

**Individual Item Reliability.** Based on each item's specific outer loadings for each construct, the individual item dependability is assessed. (Duarte & Raposo, 2010; Hair et al., 2017). Researchers offers a general guideline for how long to keep the things. Items between 0.40 and 0.70 are advised to be maintained (J. Hair, Joe F et al., 2016; Hair Jr et al., 2020). Every latent variable has acceptable outside loadings of at least 0.6. Due to this, the present research satisfies the requirements of individual item dependability.

**Table 2: Measurement Model**

Construct	Items	Loadings	AVE	CR
Attitude	ATT1	0.857	0.743	0.885
	ATT2	0.864		
	ATT3	0.875		
	ATT4	0.850		
Perceived behavioral control	PBC1	0.785	0.615	0.793
	PBC2	0.827		
	PBC3	0.824		
	PBC4	0.695		
Subjective norm	SN1	0.881	0.770	0.903
	SN2	0.890		
	SN3	0.889		
	SN4	0.851		
Self Identity	SI1	0.840	0.752	0.864
	SI2	0.925		
	SI3	0.834		

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Moral Norms	MN1	0.870		
	MN2	0.930	0.560	0.820
Green Energy Efficient Purchase Intentions	GPI1	0.787		
	GPI2	0.848	0.694	0.862
	GPI3	0.829		
	GPI4	0.867		
Green Skepticism	GS1	0.736		
	GS2	0.896		
	GS3	0.947	0.741	0.992
	GS4	0.851		

**Internal Consistency Reliability.** According to the guidelines set by (Bagozzi & Yi, 2012) and (Hair et al., 2011) a composite reliability coefficient of 0.7 or more is evaluated as acceptable for interpreting the reliability of latent variables. The composite reliability coefficients for each of the latent variables used in this research are presented in Table 2. Table 2 displays the composite reliability coefficients for each latent variable, ranging from 0.889 to 0.992. These values indicate that the measures have adequate internal consistency reliability, as they meet the threshold set.

**Convergent Validity.** Fornell and Larcker (1981) suggest using that use of Average Variance Extracted (AVE) for assessing convergent validity. According to Chin (1998), a convergent validity indicator, an AVE threshold of 0.50 or above is considered suitable. Table 2 displays the AVE scores for the study's constructs. These numbers fall within the acceptable range of 0.50, indicating adequate convergent validity for the measures (Chin, 1998).

**Discriminant Validity.** The criteria established by Fornell and Larcker (1981) were applied in order to assess discriminant validity; these criteria suggest utilizing an Average Variance Extracted (AVE) with a value of 0.5 or above. The square root of AVE must likewise be greater than the correlations between the latent variables in order to demonstrate discriminant validity. The AVE values for the latent constructs in this study are more than the cutoff value of 0.5, as shown in Table 3. Furthermore, all of the constructs in this work exhibit significant

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discriminant validity, as evidenced by the square root of AVE being greater than the correlations among the latent variables.

**Table 3: Discriminant Validity of the Constructs**

Constructs	ATT	GPI	GS	MN	PBC	SI	SN
ATT	0.862						
GPI	0.866	0.833					
GS	-0.12	-0.115	0.861				
MN	0.76	0.853	-0.102	0.901			
PBC	0.556	0.626	-0.057	0.701	0.784		
SI	0.168	0.192	-0.068	0.181	0.102	0.867	
SN	0.657	0.755	-0.074	0.546	0.486	0.182	0.878

## Structural Model Assessments

Hair et al. (2011, 2012, 2016, and 2020) utilized the commonly used bootstrapping approach with 5000 bootstrap samples and 260 instances to determine the implication of path coefficients, following the method proposed by (Henseler, Hubona, & Ray, 2016; Henseler, Ringle, & Sinkovics, 2009). Full structural model estimates and data for the moderating variable of Green Skepticism are shown in Table 4 and Figure 2, respectively. H1's first hypothesis is that ATT will have a favorable relationship with intentions to make green purchases. As shown in Table 4 and Figure 2, the findings confirm H1 by showing a strong positive connection between ATT and green purchase intention ( $b = 0.34$ ,  $t = 7.62$ ,  $p = 0.000$ ). The H2 also states that there is a positive association between SN and the desire to make green purchases, which is corroborated by the data ( $b = 0.295$ ,  $t = 6.58$ , and  $p = 0.00$ ). Additionally, H3 indicates a link between PBC and the desire to make green purchases, although this finding is not established through the facts ( $b = -0.027$ ,  $t = 0.411$ ,  $p = 0.681$ ). H4 asserts a connection between Moral norms and the desire to make green purchases, which is corroborated by the data ( $b = 0.463$ ,  $t = 6.707$ ,  $p = 0.000$ ). As shown by ( $b = -0.002$ ,  $t = 0.128$ ,  $p = 0.898$ ), H5's claim that "Self identity is associated with green purchase intention" is unsupported.

According to ( $b = -0.034$ ,  $t = 1.041$ ,  $p = 0.298$ ), H6a's claim that green skepticism moderates the link between ATT and green purchasing intention is unfounded. H6b suggests that the link between SN and green purchase intention is moderated by green skepticism,

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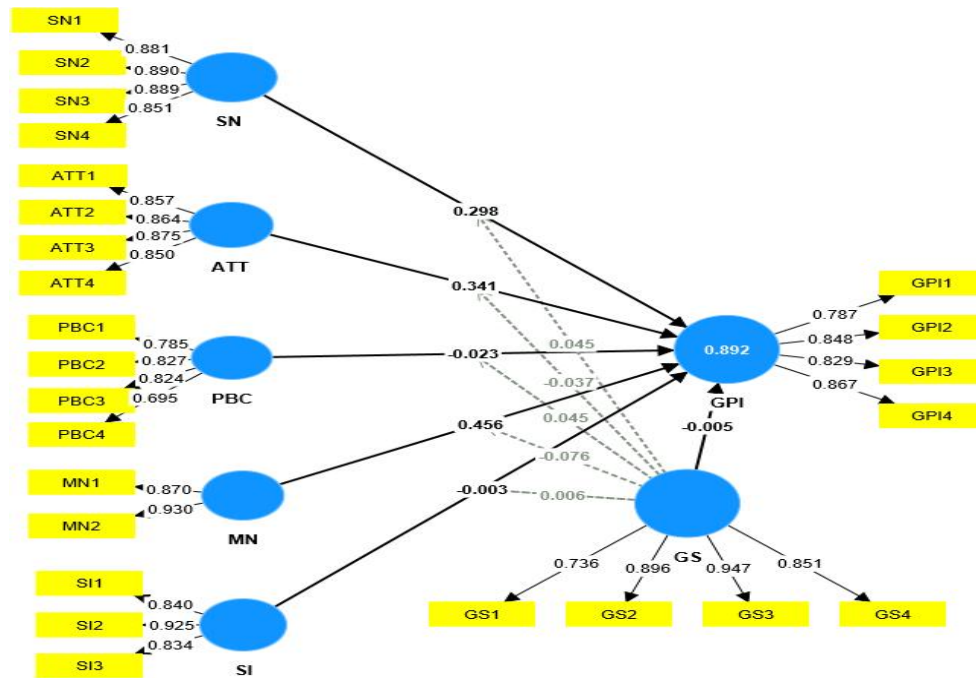
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however this is not confirmed by the data ( $b = -0.034$ ,  $t = 1.041$ ,  $p = 0.298$ ). According to ( $b = 0.045$ ,  $t = 1.024$ ,  $p = 0.306$ ), H6c's hypothesis that green skepticism moderates the connection between PBC and green purchasing intention is unsupported. According to ( $b = -0.074$ ,  $t = 1.339$ ,  $p = 0.181$ ), H6d's hypothesis that green skepticism moderates the link between MN and green purchasing intention is unsupported. According to ( $b = 0.006$ ,  $t = 0.277$ ,  $p = 0.782$ ), H6e's hypothesis that green skepticism moderates the link between SI and green purchasing intention is unfounded.

**Table 4. Path Coefficients and Hypothesis Testing**

Hypothesis	Relationships	Beta	SE	T statistics	P-values	Decision
H1	ATT -> GPI	0.34	0.045	7.62	0.000	Supported
H2	GS -> GPI	-0.007	0.021	0.23	0.818	Not supported
H3	GS x ATT -> GPI	-0.034	0.035	1.041	0.298	Not supported
H4	GS x MN -> GPI	-0.074	0.057	1.339	0.181	Not supported
H5	GS x PBC -> GPI	0.045	0.044	1.024	0.306	Not supported
H6	GS x SI -> GPI	0.006	0.02	0.277	0.782	Not supported
H7	GS x SN -> GPI	0.043	0.035	1.284	0.199	Not supported
H8	MN -> GPI	0.463	0.068	6.707	0.000	Supported
H9	PBC -> GPI	-0.027	0.057	0.411	0.681	Not supported
H10	SI -> GPI	-0.002	0.023	0.128	0.898	Not supported
H11	SN -> GPI	0.295	0.045	6.58	0.000	Supported



**Figure 2. Results of Structural Model**

### Evaluation of the Latent Variable's Endogenous Variance

The PLS-SEM (Partial Least Squares Structural Equation Modeling) structural model, also known as R<sup>2</sup> value assessment or coefficient of determination, is evaluated based on a critical criterion suggested by (Hair et al., 2011, 2012; Henseler et al., 2009). The acceptable threshold for R<sup>2</sup> value depends on the specific context of the study, with Falk and Miller (1992) suggesting a threshold of 0.10 as acceptable. According to Chin (1998), an R<sup>2</sup> value of 0.60 in PLS-SEM is considered significant, while 0.33 is regarded as moderate and 0.19 is weak. In the current study, the R<sup>2</sup> value is calculated to be 0.892, indicating that the latent variables, namely SN (social norms), ATT (attitude), PBC (perceived behavioral control), MN (moral norms), and SI (skepticism), collectively account for 89% of the variance in purchase intention for green products (Falk and Miller, 1992). Cohen (1988) also provides guidelines for interpreting the effect size (f<sup>2</sup>) in PLS-SEM, with 0.02 indicating a minor influence, 0.15 indicating a medium effect, and 0.35 indicating a large effect.

**Table 5. Effect Size**

Constructs	R square	F square	Effect Size Rating
Green Purchase Intention	0.892		
Attitude		0.356	High
Subjective Norm		0.444	High



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Perceived Behavioral Control	0.002	Low
Moral Norms	0.573	High
Self Identity	0.000	Low

**Model's predictive relevance.** Henseler et al. (2009) state that the model is considered to have predictive significance when the Q2 value(s) is/are larger than zero. The results of the cross-validated redundancy Q2 test are presented in Table 6, and according to Chin (1998) and Henseler et al. (2009), the Q2 value is found to be larger than zero, as indicated in Table 6. This provides evidence that the model has predictive value.

**Table 6. Blindfolding Results**

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
GPI	1052	420.72	0.6

## Discussion and Conclusion

This research as is aimed to examine the associations between green purchasing intention and subjective norms, attitudes, perceived behavioral control, moral norms, and self-identity while employing the extended TPB. In addition, the role of green skepticism as a moderator between the Independent and dependant variables is also examined. For shedding light on the psychological mechanism and additional features that influence the customer decision for environmentally friendly purchases, the research is done to discover the impact of suggested variables on the intentions to purchase environmentally friendly products. However, via addition of latest variables it has been revealed that the extended Theory of Planned Behavior (TPB) might significantly enhance its ability to elucidate Energy Efficient (Johnson, Tariq, & Baker, 2018). The results of the research demonstrate that ATT is having an encouraging influence on customers' intention to purchase environment friendly purchase. Since attitudes represent people's opinions and sentiments regarding environmentally friendly goods or activities, they have a significant impact on customers' green purchasing decisions (Nguyen, Yang, Nguyen, Johnson, & Cao, 2019).

However, this study discovers that SNs have a favorable effect on consumers' purchasing intentions for eco-friendly goods. According to other research, subjective norms, which represent the social pressure on a person's conduct, have been suggested as a significant influence of green buying intentions (Mohamad & Abdul Rahim, 2018). H3 claims, however—and this was rejected in the study—that PBC affects consumers'

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inclinations to make green purchases. The research on perceived behavioral control and intentions to make green purchases is fragmented. According to certain research, consumers' perceived levels of behavioral control have a beneficial influence on their intentions to make green purchases since they may feel more capable of doing so (Ajzen, 1991). Perceived behavioral control is an important factor in determining behavioral intentions, including intentions to make green purchases, according to the Theory of Planned Behavior (Ajzen, 1991). However, other research indicates that while external factors like societal norms, attitudes, and situational circumstances may also be at play, perceived behavioral control may not have a substantial influence on intentions to make green purchases (Armitage & Conner, 2001).

On the basis of the most recent data, we can likewise conclude that SI has little influence on consumers' plans to buy green products. Although there is little research on self-identity and plans for green purchases, what there is implies that self-identity may be a key indicator of pro-environmental behavior. Values, attitudes, and behaviors—including a person's propensity to engage in environmentally responsible consumption—can be influenced by their sense of self. According to research, those who firmly identify as being environmentally concerned or as belonging to a "green" group are more inclined to practice green buying habits (Bamberg, Ajzen, & Schmidt, 2003). Other research, such as Hasnah Hassan (2014) contend that self-identity may not always have a direct influence on green purchasing intentions and may instead be tempered or mediated by other factors, such as societal norms or situational considerations. This study also supports the finding that Moral norms and plans to buy green products have no relationship.

According to study, people are more inclined to make environmentally friendly purchases when they believe that their social or cultural norms place a high priority on environmental conservation (De Groot & Steg, 2009). Other research, such as Stern, Dietz, Abel, Guagnano, and Kalof (1999) contend that Moral norms may not necessarily have a direct influence on green buying intentions and may instead be regulated by other elements such as personal values or individual traits. Additionally, while examining the moderating impact of green skepticism on prolonged TPB and desire to make green purchases. After analysis, it was discovered that, unlike the study by Shin and Ki (2019) which discovered that green skepticism did not moderate the relationship between TPB components and green purchase intention among Korean consumers, the relationship between attitude and green

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purchase intention is not moderated by green skepticism.

This study also reveals that green skepticism did not moderate the association between SN and Green Purchase intention, contrary to Albayrak, Aksoy, and Caber (2013) finding that green skepticism did not moderate the association between American consumers' subjective norm and intention to make a green purchase. On the other hand, a study by Yong, Ariffin, Nee, and Wahid (2017) discovered that green skepticism moderated the relationship between subjective norm and consumers' intentions to make green purchases among Malaysians, with higher levels of green skepticism weakening the positive impact of subjective norm on consumers' intentions to make green purchases.

However, discovered that Chen (2020) among Taiwanese consumers, green skepticism moderated the relationship between perceived behavioral control and green purchase intention, with higher levels of green skepticism reducing the positive impact of perceived behavioral control on green purchase intention. Additionally, this study did not discover any moderating influence of Green Skepticism between Moral Norms and Intention to Buy Green. However, a research by Mainieri, Barnett, Valdero, Unipan, and Oskamp (1997) discovered that Moral norms directly influenced U.S. consumers' intentions to make green purchases without being moderated by green skepticism. Few studies have particularly looked at how green skepticism affects the link between self-identity and plans to make green purchases. For a definitive response, more study in this area is required.

## Conflicts of Interest

The authors have declared no conflicts of interest concerning the research, authorship, and paper publication.

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