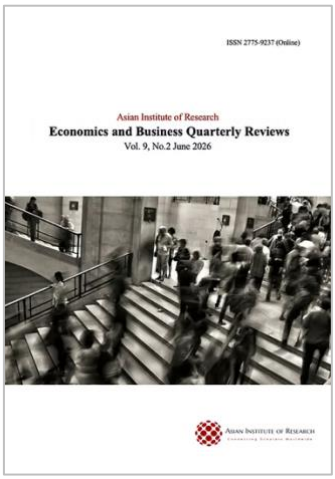

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Analyzing the Impact of Eco-Friendly Production Practices on Consumers' Purchasing Behavior in the Modern Marketplace in Tehran: A Study Using Theory of Planned Behavior

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Abstract
This study examines the impact of eco-friendly production practices on consumer purchasing behavior by applying the Theory of Planned Behavior (TPB). The research investigates how attitudes, subjective norms, and perceived behavioral control influence consumers' intentions to purchase environmentally friendly products. A structured questionnaire was distributed among 235 consumers in Tehran, and statistical analysis was conducted to evaluate the predictive power of psychological constructs on green purchase intention. The findings reveal that while consumer attitudes toward eco-friendly products are strongly positive, structural barriers such as price and accessibility significantly limit the translation of intention into actual behavior. Regression analysis shows that attitude is the strongest predictor of purchase intention, followed by subjective norms and perceived behavioral control. These results emphasize the importance of transparent green marketing strategies, affordability, and accessibility in converting consumer motivation into sustainable consumption practices. The study further highlights the role of social influence, policy interventions, and institutional support in bridging the intention behavior gap. Overall, the research contributes to the understanding of consumer psychology in emerging markets and provides actionable insights for businesses and policymakers to foster eco-conscious consumerism.

Keywords: Sustainability, Consumer Behavior, Green Marketing, Purchase Intention

1. Introduction

The interaction between society and the natural environment has undergone significant transformation over the past century, particularly in the areas of production and consumption. As the volume and diversity of goods produced have expanded, the demand for labor, capital, and natural resources has simultaneously increased. However, the ecological limits of the planet have raised fundamental concerns about whether future generations will be able to satisfy their needs under current consumption patterns (Velenturf & Purnell, 2021).

At the same time, the waste generated as a byproduct of growing consumption, exacerbated by rising global populations, underscores the urgent necessity to reconsider humanity's relationship with nature and the implications of capitalist-driven economic expansion (Acuti et al., 2022). There is a growing consensus among scholars and policymakers that the prevailing trajectory of global production and consumption is unsustainable. Evidence of environmental degradation has prompted action in areas such as improving resource efficiency, reducing waste, lowering greenhouse gas emissions, and integrating renewable energy sources into production processes (Bocken & Short, 2021).

On the consumer side, various initiatives have been introduced to influence preferences and encourage more sustainable behaviors. This reflects the recognition that systemic change requires both producer- and consumer-level engagement (Moshood et al., 2022). Pressing environmental challenges, including global warming, biodiversity loss, and resource depletion, have intensified consumer demand for sustainable products (Sharma & Iyer, 2021). Businesses are increasingly responding by incorporating environmentally responsible methods into their production cycles and branding strategies (Kim & Lee, 2023).

However, not all sustainability claims are credible. The rise of "greenwashing," where firms exaggerate or misrepresent their environmental commitments, has created skepticism among consumers and weakened public trust (Adamkiewicz et al., 2022). This highlights the importance of identifying the factors that genuinely motivate consumers to adopt environmentally friendly purchasing behaviors and of designing strategies that can facilitate long-term behavioral change.

To analyze these dynamics, this study applies the Theory of Planned Behavior (TPB), a well-established framework in psychology and consumer behavior research (Ajzen, 1991). TPB posits that attitudes, subjective norms, and perceived behavioral control jointly shape individual intentions and behaviors. This makes it particularly useful in examining sustainable consumption patterns, especially in complex and rapidly changing marketplaces such as Tehran. Historically, environmental protection was not prioritized during industrial and economic development, resulting in significant ecological damage (Luna-Nemecio et al., 2020).

However, increasing awareness of the effects of climate change, air and water pollution, and desertification has placed sustainability at the forefront of global development agendas (Sharma et al., 2020). Public education, environmental campaigns, and regulatory frameworks now play a crucial role in shaping consumer values and preparing societies to manage resources more responsibly. At the business level, firms are rethinking production systems by adopting green technologies and environmental innovations. Research demonstrates that these transformations can significantly affect consumer preferences, guiding purchasing behavior toward sustainable options (Niromand et al., 2025). At the same time, consumers themselves are becoming more divided. While some segments prioritize environmental impacts in their purchasing decisions, others continue to base choices primarily on price and convenience (Sandali & Ehteshami, 2018).

In this context, the present study focuses on Tehran, Iran's largest metropolitan area and economic hub, where diverse socio-economic groups and rapid urbanization create a unique environment for analyzing green consumption. By applying the TPB model, the study seeks to explain how attitudes, subjective norms, and perceived behavioral control influence consumers' eco-friendly purchase intentions, and to provide insights into the structural and psychological barriers that shape the gap between intention and actual behavior.

1.1 Literature Review

1.1.1 Understanding the Concept of Sustainability

Sustainability has increasingly become a central concern for both organizations and consumers, reflecting growing awareness of the environmental, social, and economic challenges facing modern societies. At its core, sustainability is defined as the responsible use and management of resources to ensure that current needs are met without compromising the ability of future generations to meet their own needs (Velenturf & Purnell, 2021). The three pillars of sustainability environmental, social, and economic illustrate its multidimensional nature (Bocken

& Short, 2021). Environmental sustainability involves preserving ecosystems, conserving resources, reducing pollution, and promoting renewable energy. Social sustainability emphasizes equity, human rights, and the improvement of quality of life through access to healthcare, education, and housing (Amorim-Maia et al., 2022). Economic sustainability refers to achieving long-term stability and growth while ensuring efficient and fair distribution of resources. In 2015, the United Nations introduced the Sustainable Development Goals (SDGs) as a global framework to guide sustainability efforts. Goals such as Responsible Consumption and Production (SDG 12) and Climate Action (SDG 13) are particularly relevant, as they stress reducing waste, promoting renewable energy, and encouraging businesses to adopt eco-friendly practices (United Nations, 2015). These global benchmarks highlight the urgency of aligning production and consumption behaviors with sustainability objectives.

1.1.2 Sustainable Marketing

Sustainable marketing is a business approach that integrates environmental and social concerns into marketing strategies, aiming to meet consumer needs without compromising the ability of future generations to fulfill theirs (Chatzopoulou & de Jong, 2021). It focuses on promoting eco-friendly products, sustainable production methods, and ethical business practices. Central to this approach is transparency, as misleading or vague claims can provoke skepticism and erode trust (Tanveer et al., 2021). Previous research highlights the importance of corporate social responsibility (CSR) initiatives, which address social and environmental issues beyond profit-making (Wirba, 2023). For instance, eco-labeling and environmentally friendly packaging have been shown to improve consumer satisfaction and trust (Apaolaza et al., 2021). Similarly, companies that engage in fair trade and ethical labor practices strengthen their social credibility (Sharma & Iyer, 2021). However, the effectiveness of sustainable marketing depends heavily on consumer perceptions. When green initiatives are communicated credibly, they foster loyalty and positively influence purchase intentions (Melović et al., 2020). Conversely, greenwashing the practice of overstating environmental benefits creates consumer distrust and weakens the effectiveness of green campaigns (Adamkiewicz et al., 2022). Thus, transparency, accountability, and consumer education are essential to the success of sustainable marketing.

1.1.3 Eco-Friendly Products

Eco-friendly products are those designed to minimize environmental impact throughout their life cycle from raw material extraction and production to consumption and disposal (Ayompe et al., 2021). Key attributes of green products include the use of renewable and recyclable materials (Moshood et al., 2022), non-toxic components (Manongsong, 2023), and energy-efficient processes (Hafez et al., 2023). Consumers often rely on visual and symbolic cues such as eco-labels, packaging, and color schemes to assess a product's environmental credentials (Anonymous, 2024). Research shows that packaging materials like paper and glass are often perceived as more sustainable than plastics or metals, even when such judgments are not always scientifically accurate (Gnatta, 2021). This indicates that perceptions, rather than objective assessments, play a central role in how consumers evaluate eco-friendly products (Huang et al., 2022).

1.1.4 Consumer Behavior and Purchase Intention

Consumer behavior is a psychological process through which individuals identify their needs, search for solutions, evaluate alternatives, and make purchasing decisions (Hashemi et al., 2019). Within this process, attitudes, beliefs, and social norms strongly shape purchase intentions. According to Fishbein and Ajzen's theory, behavioral intention is a critical predictor of actual behavior (Martin et al., 2018). Several studies highlight the role of consumer attitudes in shaping green purchase behavior. Positive perceptions of eco-friendly products such as viewing them as healthier or higher quality significantly enhance purchase intentions (Truelove & Gillis, 2018). Social norms, including peer and community influence, also play a major role in shaping eco-conscious consumption (Kim & Choi, 2005; Nyborg et al., 2016). Nonetheless, an intention–behavior gap often emerges. While many consumers express willingness to buy green products, actual purchasing is constrained by factors such as limited availability, higher costs, and lack of trust in sustainability claims (Sandali & Ehteshami, 2018). This

demonstrates that while awareness and attitudes are important, structural and contextual barriers must also be addressed to translate intention into consistent action.

1.2 Theory of Planned Behavior (TPB)

1.2.1 Theoretical Foundations

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), is one of the most widely applied psychological models for predicting and understanding human behavior. It extends the earlier Theory of Reasoned Action (TRA) by introducing an additional construct perceived behavioral control which accounts for external and internal constraints influencing an individual's capacity to perform a behavior.
According to TPB, the most immediate predictor of behavior is behavioral intention, which is shaped by three interrelated components:

- Attitude toward the behavior – the individual's positive or negative evaluation of performing the action.
- Subjective norms – the perceived social pressures to engage in or avoid the behavior.
- Perceived behavioral control (PBC) – the individual's belief in their ability to perform the behavior, considering resources, opportunities, and obstacles.

The theory assumes that individuals act rationally, systematically processing available information before engaging in behaviors. Thus, when attitudes, social pressures, and perceived control are favorable, behavioral intentions strengthen, increasing the likelihood of actual behavior (Ajzen, 2020).

1.2.2 Application to Green Consumer Behavior

TPB has been extensively applied to understand pro-environmental actions such as recycling, energy conservation, and green purchasing (Liu et al., 2020). In consumer research, the framework is particularly relevant for analyzing eco-friendly purchasing because these decisions often involve both personal motivation and external constraints.

- Attitudes: In the context of green purchasing, attitudes are shaped by consumer beliefs about the benefits of eco-friendly products, such as their impact on health, the environment, and society (Truelove & Gillis, 2018). A positive attitude is associated with stronger purchasing intentions.
- Subjective Norms: Social expectations and peer influence are central drivers of sustainable consumption. Consumers are more likely to adopt eco-friendly behaviors when family, friends, or society place value on sustainability (Kim & Choi, 2005; Nyborg et al., 2016).
- Perceived Behavioral Control (PBC): Even when attitudes and norms are favorable, structural barriers such as high prices, limited product availability, or lack of trust in environmental claims may prevent consumers from acting (Young et al., 2010; Gleim et al., 2013). Therefore, PBC plays a critical role in determining whether intentions translate into real-world purchasing behavior.

1.2.3 Extensions of The TPB Framework

While TPB provides a robust foundation, scholars have proposed extensions to improve its explanatory power in the context of sustainability.

- Emotional Brand Loyalty: Pahlavi and Suhartanto (2020) found that strong customer loyalty toward brands adopting sustainability practices can reinforce long-term eco-friendly behaviors, moderating the relationship between intention and behavior.
- Theory of Perceived Market Influence (TPMI): Dell et al. (2021) introduced this concept to highlight how consumers' perceptions of collective market expectations influence their purchasing decisions. When consumers believe their actions contribute to broader environmental outcomes, they are more likely to engage in green behaviors.

Incorporating these dimensions enriches the TPB framework by acknowledging that consumer decisions are not only rational and individual but also shaped by emotional attachment and collective social expectations.

2. Methodology and Conceptual Framework

2.1 Research Background

Previous studies have emphasized the importance of sustainability in shaping both organizational practices and consumer behavior. For instance, Niromand et al. (2025) examined the impact of environmental orientation on sustainable performance in the Sepahan Battery Industrial Complex. Their findings demonstrated that environmental orientation, combined with green supply chain management and green innovation, significantly enhanced sustainability outcomes. Similarly, Bagheri Ghareh Bolagh and Mohammadi (2024) highlighted the role of green innovativeness in shaping consumer attitudes toward eco-friendly products, showing that environmental knowledge and health consciousness are significant predictors of pro-environmental behavior. Another study by Hendijani et al. (2023) examined the influence of eco-labels on purchase intentions. Their results indicated that while consumers recognize the importance of eco-labels, only the perceived credibility and significance of these labels positively influenced purchasing behavior. These findings collectively highlight the relevance of integrating both organizational and consumer perspectives in understanding green consumption.

2.2 Research Design

This study is classified as applied research in terms of its purpose and as descriptive-survey research in terms of methodology and data collection technique. The main objective is to analyze how attitudes, subjective norms, and perceived behavioral control influence consumers' eco-friendly purchasing intentions in Tehran, with the Theory of Planned Behavior (TPB) serving as the guiding theoretical framework. The study employs both library research (secondary sources) to build the theoretical foundation and field research (primary data collection) through structured questionnaires. This approach ensures that the study is both conceptually grounded and empirically validated.

2.3 Theoretical Framework and Hypothesis Development

The conceptual framework is derived from TPB, which posits that behavioral intention is shaped by attitudes, subjective norms, and perceived behavioral control. Based on this framework, three hypotheses were formulated:

- Hypothesis 1: Positive consumer attitudes toward green production practices are associated with higher eco-friendly purchasing intentions.
    - Empirical Support: Truelove and Gillis (2018) demonstrated that favorable attitudes significantly enhance environmentally responsible consumption.
- Hypothesis 2: Social norms positively influence eco-friendly purchasing intentions.
    - Empirical Support: Research by Kim and Choi (2005) and Nyborg et al. (2016) underscored the importance of peer and community influence on sustainable consumption.
- Hypothesis 3: Greater perceived behavioral control increases the likelihood of eco-friendly purchasing.
    - Empirical Support: Young et al. (2010) and Gleim et al. (2013) showed that affordability, accessibility, and product availability strongly shape sustainable consumer choices.

This conceptual model allows for hypothesis testing using multivariate regression analysis, enabling the identification of the strongest predictors of green purchase intention in Tehran.

2.4 Data Collection

2.4.1 Population and Sample

The statistical population consists of consumers in Tehran. Based on Morgan's table, the minimum required sample size for a population of 300 was determined as 235 participants. A simple random sampling method was applied to ensure representativeness.

2.4.2 Data Collection Instruments

The primary instrument for data collection was a structured questionnaire, developed based on validated scales from previous studies and reviewed by subject-matter experts to ensure content validity. The questionnaire measured:

- Attitude toward eco-friendly products
- Subjective norms
- Perceived behavioral control
- Purchase intention

2.4.3 Data Collection Approach

A mixed-mode strategy was employed:

- Online surveys distributed through platforms such as Instagram, WhatsApp, and Telegram.
- Offline surveys conducted in public locations including shopping malls, metro stations, university campuses, and community centers.

This dual approach minimized digital access barriers and ensured diversity in the sample. Ethical considerations such as informed consent, confidentiality, and voluntary participation were strictly observed.

3. Findings

3.1. Attitudes Toward Eco-Friendly Products

The results of the survey reveal a generally positive attitude toward eco-friendly products among Tehran consumers. Specifically:

- 65% of respondents agreed that environmentally friendly products are made with higher-quality materials than conventional alternatives. Many believed that sustainable brands invest more in raw materials and comply with stricter production standards.
- 70% stated that the eco-friendliness of a product's production process directly influences their purchase decisions, highlighting a shift from purely price-based evaluation to ethical and environmental considerations.
- 55% expressed a willingness to pay more for environmentally friendly products, reflecting the existence of a premium segment that values sustainability over price.

These findings demonstrate that consumers increasingly perceive sustainability as an integral component of product value rather than as a temporary trend.

3.2. Subjective Norms and Social Influence

Subjective norms were found to play a critical role in shaping purchasing decisions. Respondents acknowledged that friends, family, and broader community expectations influenced their choices.

- Peer recommendations significantly increased eco-friendly purchase intentions.
- Social media content on environmental issues was reported to impact consumer awareness and product preferences.
- Community campaigns and educational programs reinforced social pressure to engage in sustainable consumption.

This aligns with previous research emphasizing the importance of social context in consumer decision-making (Kim & Choi, 2005; Nyborg et al., 2016).

3.3. Subjective Norms and Social Influence

Perceived behavioral control (PBC) was another significant factor:

- About 65% of respondents reported feeling more confident in their purchasing decisions when eco-friendly products were easily accessible.

- Barriers such as high prices and limited product availability were frequently cited as constraints preventing intentions from being translated into actual purchases.

These results suggest that improving affordability and accessibility is essential for fostering consistent eco-friendly behavior (Gleim et al., 2013).

3.4. Purchase Intention and the Intention–Behavior Gap

While 68% of respondents indicated strong intentions to purchase environmentally friendly products in the future, actual purchasing patterns revealed a gap:

- 45% reported occasional purchases of green products.
- 25% reported frequent or consistent purchases.

This discrepancy highlights the persistence of the intention–behavior gap, primarily due to structural limitations such as product cost and accessibility.

3.5. Correlation Analysis

Pearson correlation analysis was conducted to assess the relationships between the independent variables (attitude, subjective norms, PBC) and purchase intention. Results were as follows:

- Attitude and Purchase Intention: Strong positive correlation ($r = 0.62$), indicating that favorable perceptions significantly increase purchase intention.
- Subjective Norms and Purchase Intention: Moderate positive correlation ($r = 0.55$), confirming that social influence shapes green purchasing behavior.
- Perceived Behavioral Control and Purchase Intention: Positive correlation ($r = 0.50$), showing that consumer empowerment is a relevant factor but weaker compared to attitudes.

3.6. Regression Analysis

Multiple regression analysis was applied to determine the predictive power of the three constructs on purchase intention. Results indicated that:

- Attitude was the strongest predictor ($\beta = 0.42$).
- Subjective norms also had a significant effect ($\beta = 0.30$).
- Perceived behavioral control contributed positively but at a lower level ($\beta = 0.28$).

The model explained 54% of the variance ($R^2 = 0.54$) in purchase intention, demonstrating substantial explanatory power.

4. Discussion

4.1. Interpretation Of Findings

The findings of this study provide strong empirical support for the Theory of Planned Behavior (TPB). Consistent with the framework, consumer attitudes, subjective norms, and perceived behavioral control all had significant positive effects on eco-friendly purchase intentions. Among these, attitude emerged as the strongest predictor, highlighting that consumers' beliefs about the quality, benefits, and ethical value of eco-friendly products are the primary drivers of green purchasing in Tehran. This aligns with Truelove and Gillis (2018), who found that favorable perceptions significantly enhance environmentally responsible consumption. The role of subjective norms was also important, with social expectations, peer recommendations, and community values influencing consumers' sustainable behaviors. This finding echoes the work of Kim and Choi (2005) and Nyborg et al. (2016), which emphasize the central role of social context in shaping pro-environmental behavior. Perceived behavioral control, while weaker than the other two predictors, remained a significant factor. Structural constraints such as high costs and limited accessibility were found to hinder the conversion of positive intentions into consistent behavior. This supports earlier findings by Gleim et al. (2013), who noted that barriers in affordability and availability prevent consumers from acting on their sustainable intentions.

4.2. The Intention–Behavior Gap

Although 68% of respondents expressed strong intentions to purchase eco-friendly products, actual purchasing levels were much lower, with only 25% reporting frequent purchases. This intention–behavior gap reflects the persistence of structural barriers in Tehran's consumer market. Similar gaps have been identified in other studies of sustainable consumption (Sandali & Ehteshami, 2018), where consumer willingness does not consistently translate into real-world action. Bridging this gap requires systemic interventions that go beyond consumer awareness. Efforts such as improving supply chains, subsidizing eco-friendly products, and ensuring greater product visibility in mainstream markets are necessary to empower consumers to act on their sustainable intentions.

4.3. Tehran's Socio-Economic Context

The socio-economic diversity of Tehran offers important insights into sustainable consumer behavior. The findings revealed that affluent districts in northern Tehran characterized by higher income, greater educational attainment, and broader exposure to international trends demonstrated stronger alignment with eco-friendly behaviors. Residents in these areas were more willing to pay premiums for sustainable products and showed higher levels of environmental awareness. In contrast, southern and central districts exhibited more price-sensitive consumer behavior, were basic needs often outweighed environmental considerations. While awareness of sustainability issues exists, actual participation in green consumption is constrained by affordability and limited product availability. These findings are consistent with the broader literature on the influence of socio-economic inequality on consumer behavior (Statistical Center of Iran, 2023).

4.4. Implications For TPB and Extensions

The results not only validate the TPB framework but also suggest potential extensions. Emotional brand loyalty, as emphasized by Pahlavi and Suhartanto (2020), may strengthen consumer commitment to eco-friendly practices over time. Likewise, collective perceptions of market influence (Dell et al., 2021) can enhance pro-environmental behavior by fostering a sense of shared responsibility. For Tehran, where cultural norms and community belonging are strong, leveraging collective identity and peer-based influence can be especially effective in normalizing sustainable behavior. Social media campaigns, influencer endorsements, and community-driven initiatives can amplify subjective norms, thereby reinforcing pro-environmental consumption patterns.

5. Conclusion

This study analyzed the impact of eco-friendly production practices on consumer purchasing behavior in Tehran by applying the Theory of Planned Behavior (TPB). The findings confirm that attitudes, subjective norms, and perceived behavioral control significantly influence consumers' intentions to purchase environmentally friendly products. Among these, attitude was found to be the strongest predictor, followed by subjective norms and perceived behavioral control. The research also highlighted a clear intention–behavior gap. While many consumers expressed strong intentions to purchase eco-friendly products, actual purchasing behavior was constrained by structural barriers such as high prices, limited product availability, and lack of trust in environmental claims.

These results underscore that awareness alone is insufficient; supportive structures and systemic interventions are necessary to convert positive intentions into consistent sustainable behaviors. From a theoretical perspective, the study reinforces the validity of TPB in explaining pro-environmental consumption while also pointing to the relevance of extending the model to include factors such as emotional brand loyalty and perceived market influence. These additions could strengthen the explanatory power of TPB in contexts where cultural identity and collective social norms are highly influential.

From a practical perspective, the findings provide several implications:

- For businesses: Companies must invest in transparent green marketing strategies, verifiable sustainability claims, and accessible product offerings. Educational campaigns, influencer collaborations, and loyalty programs

tailored toward eco-conscious consumers can enhance both trust and brand credibility. Making sustainable options financially viable and widely available is critical to bridging the intention–behavior gap.

- For policymakers: Government interventions such as subsidies, tax incentives, and standardized eco-labeling schemes are necessary to reduce affordability barriers and empower consumers to act sustainably. Educational initiatives and community-based campaigns can further normalize sustainable consumption across diverse socio-economic groups in Tehran.

Tehran's socio-economic diversity makes it a valuable case study for understanding the dynamics of sustainable consumption in urban environments. The findings highlight the intersection of environmental awareness, social identity, and structural barriers, offering insights that extend beyond Iran to other rapidly developing cities facing similar sustainability challenges.

In conclusion, eco-friendly production practices and consumer behavior are deeply interdependent. Businesses and policymakers must work collaboratively to create enabling environments where consumer intentions can be realized through accessible, affordable, and trustworthy green options. By doing so, sustainable consumption can move from aspiration to reality, contributing meaningfully to both local and global environmental goals.

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Appendix A

Questionnaire

Impact of Eco-Friendly Production Practices on Consumer Purchasing Behavior

The aim of this study, part of a "Master Thesis" in Halic University Business Administration Faculty, is to understand the impact of eco-friendly production practices on consumer purchasing behavior. Participation is voluntary, and no identifying information is requested. Thank you for your time and valuable contribution to this study.

Section 1: Demographics

1.Age Group:

- o 18–24
- o 25–34
- o 35–44
- o 45–54
- o 55 and above

2.Gender:

- o Male
- o Female
- o Other/Prefer not to say

3.Education Level:

- o Less than high school
- o High school diploma
- o Bachelor's degree
- o Master's degree
- o Doctorate

4.Income Level (monthly):

- o Less than $500
- o $500–$999
- o $1,000–$1,499
- o $1,500–$1,999
- o $2,000 and above

5.Region of Residence:

- o North Tehran
- o South Tehran
- o East Tehran
- o West Tehran
- o Other

Section 2: Attitudes Toward Green Production Practices

6.Eco-Friendly Products are of High Quality.

- • Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

7.It's Important to Buy Eco-Friendly Products.

- • Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

8.Willingness to Pay More for Eco-Friendly Products.

- • Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

Section 3: Subjective Norms

9.People Important to Me Encourage Green Purchases.

- • Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

10.Family and Friends Support Eco-Friendly Shopping.

- • Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

Section 4: Perceived Behavioral Control

11.I Find Eco-Friendly Products Accessible.

- • Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

12.Cost/Availability Prevent Me from Buying Eco-Friendly Products.

• Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

Section 5: Purchase Intention

13.I Intend to Buy Eco-Friendly Products in the Future.

• Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

14.I Frequently Buy Eco-Friendly Products.

• Never | Rarely | Sometimes | Often | Always