

Predictive sustainability model based on the theory of planned behavior incorporating ecological conscience and moral obligation

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Abstract

Recent studies have highlighted the importance of research on consumers' green behavior in emerging markets. This study aims to determine the variables of the theory of planned behavior (TPB) that influence green purchasing intentions in Mexico. Into the model, we incorporated ecological conscience, moral obligation, and willingness to pay as additional variables. A sample of 300 consumers was obtained through an online survey and data were analyzed statistically using partial least squares structural equation modeling (PLS-SEM). The results revealed that perceived purchase control, ecological conscience, and moral obligation directly influence purchase intention. The study contributes to the current literature by strengthening the existing knowledge about the factors that influence the purchasing behavior of green products in emerging countries.

Author keywords

Ecological conscience

Moral obligation

Theory of planned behavior

Willingness to pay