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Environmental Concern and Green Purchase Intentions: Extending the Theory of Planned Behavior in Algeria

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Abstract:
Rising environmental awareness has led consumers to increasingly favor eco-friendly or green products. This study investigates the determinants of green product purchase intentions by extending the Theory of Planned Behavior (TPB) to include environmental concern (EC) alongside attitude, subjective norms, and perceived behavioral control (PBC). Primary data were collected via questionnaires from 409 participants in Algeria. A quantitative approach was applied, and the proposed model was tested using Structural Equation Modeling (SEM). The results indicate that environmental concern, attitude, subjective norms, and PBC all positively influence green purchase intentions. This underscores the importance of both individuals' moral awareness and perceived ability to access green products in driving eco-friendly purchasing behavior. These findings provide actionable insights for managers and policymakers to develop strategies that promote sustainable consumption, enhance environmentally responsible behavior, and support broader sustainability objectives in the Algerian context.

Keywords: Environmental concern, Theory of Planned Behavior, Green purchase intention, 526SEM method.
Jel Classification Codes: M31; Q56; Q01; D91

1. Introduction

In recent decades, growing ecological degradation, global warming, and biodiversity loss have transformed public perceptions of consumption and sustainability. Environmental protection has become a global priority, compelling governments, organizations, and consumers to reconsider traditional production and consumption patterns. However, despite rising environmental awareness, a persistent gap remains between what consumers know about sustainability and what they actually do—a phenomenon widely referred to as the "intention–behavior gap" (Joshi & Rahman, 2015). To understand this discrepancy, the Theory of Planned Behavior (TPB) (Ajzen I. , 1991) has emerged as one of the most widely applied

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frameworks in behavioral research. According to the TPB, behavioral intention is shaped by three psychological factors: attitude**,** subjective norms, and perceived behavioral control (PBC)**.** Numerous studies have confirmed the predictive power of this model in explaining pro-environmental behaviors such as recycling, green product adoption, and sustainable tourism (Han, Hsu, & Sheu, 2010); (Paul, Modi, & Patel, 2016). Nevertheless, the TPB's rational focus has been criticized for overlooking the emotional and moral dimensions that often drive sustainability-related choices (Armitage & Conner, 2001). As environmental issues become more urgent and morally charged, affective and ethical motivations—such as environmental concern (EC)—are increasingly recognized as essential drivers of consumer behavior; (Ruslim, Kartika, & Hapsari, 2022). Environmental concern refers to individuals' cognitive awareness and emotional involvement in environmental protection, reflecting a moral sense of responsibility toward nature (Yue, Sheng, She, & Xu, 2020). Recent research demonstrates that EC can act as a direct predictor of green purchase intention, as consumers who care deeply about the environment are more motivated to translate their concern into concrete sustainable actions (Hudayah, Setiawan, & Hidayat, 2023); (Choi & Johnson, 2019); (Mongula, Masnita, & Kurniawati, 2023). In this sense, EC captures not only cognitive understanding but also affective commitment—bridging moral values and behavioral intention.

In emerging economies such as Algeria, where green markets and environmental education are still developing, examining this direct link between environmental concern and intention is particularly relevant. Algerian consumers, especially younger generations, are increasingly exposed to sustainability discourses through digital media but often face barriers when translating awareness into behavior (Benachenhou, Bessouh, & Dali Youcef, 2025). Understanding the psychological mechanisms that transform environmental concern into sustainable purchase intentions can therefore help policymakers and businesses design more effective environmental strategies. Building on this perspective, the present study extends the TPB by integrating environmental concern as a direct antecedent of green purchase intention, alongside attitude, subjective norms, and PBC. This refined model aims to capture both the rational and affective pathways of sustainable behavior, providing a more comprehensive understanding of green purchasing decisions in the Algerian context.

The study contributes to the literature in three key ways. First, it enriches the TPB by emphasizing the moral and emotional dimension of environmental concern as an independent motivational factor. Second, it provides empirical validation from a developing-country context, expanding the cross-cultural understanding of green consumption. Finally, it offers actionable insights for policymakers and marketers aiming to foster eco-conscious behaviors through awareness campaigns and sustainable market initiatives. The following sections of this article present a review of the literature and the conceptual framework, followed by a description of the research methodology and results, and conclude with a discussion of the findings, managerial and policy implications, and limitations of the study.

2. Literature Review and Theoretical Framework

2.1. Environmental Concern and Green Purchase Intention within the TPB Framework

Environmental concern (EC) refers to an individual's awareness of environmental problems and their affective commitment to environmental protection (Yue, Sheng, She, & Xu, 2020). Consumers with strong environmental concern tend to align their purchasing behavior with their ecological and ethical values (Ruslim, Kartika, & Hapsari, 2022). Empirical studies indicate that EC can directly influence green purchase intention by fostering moral motivation and emotional engagement with sustainability issues.

Within the extended Theory of Planned Behavior (TPB) framework, environmental concern functions as a direct motivational driver of green purchase intention. Unlike attitude, subjective norms, or perceived behavioral control, EC exerts an immediate and significant impact on consumers' intention to engage in eco-friendly purchasing. Cognitively, EC reflects heightened awareness and understanding of ecological problems; affectively, it embodies empathy, moral responsibility, and a desire to reduce environmental harm. These intertwined dimensions transform environmental concern into a self-determined psychological force that drives behavioral intention, even in the absence of external social or situational pressures (Choi & Johnson, 2019); (Mongula, Masnita, & Kurniawati, 2023). Also, (Sudjaniah D. , Ismaliyanto, Lu, Sascha, & Siregar, 2025) found that EC significantly increases consumers' intention to buy sustainable products.

In this sense, environmental concern serves as a core mechanism bridging awareness and action, reinforcing consumers' willingness to engage in environmentally responsible behavior. Based on this theoretical foundation, a conceptual model is proposed to examine the direct effects of environmental concern, attitude, subjective norms, and perceived behavioral control on green purchase intention. As illustrated in Figure 1, environmental concern is included alongside the three core TPB components as an independent predictor of behavioral intention, with hypothesized paths grounded in both theoretical arguments and prior empirical evidence.

H_1: Environmental concern positively influences green purchase intention.

2.2. Attitude and Green Purchase Intention

Attitude is a key determinant in the Theory of Planned Behavior, defined as an individual's overall positive or negative evaluation of performing a particular behavior (Ajzen, 1991). In the context of green consumption, attitude reflects the extent to which consumers view eco-friendly products as desirable, beneficial, or aligned with their personal values and lifestyle. A favorable attitude toward green purchasing often results from consumers' perceptions of environmental benefits, product quality, and the moral satisfaction derived from contributing to environmental protection (Han, Hsu, & Sheu, 2010)

Several studies have demonstrated that consumers with positive attitudes toward sustainable products are more willing to convert their beliefs into actual purchase intentions (Paul, Modi, & Patel, 2016); (Yadav & Pathak, 2016). Positive attitudes not only shape cognitive evaluations of green products but also strengthen affective commitment, motivating individuals to choose environmentally responsible

alternatives despite potential barriers such as price or availability . (Sudjaniah D. , Ismaliyanto, Lu, Sascha, & Siregar, 2025) demonstrated that attitude had a positive and significant effect on green purchase intention.

Therefore, in the context of Algerian consumers, who are increasingly aware of sustainability issues, a favorable attitude toward green products is expected to significantly enhance their willingness to purchase them.

H_2: Attitude positively influences green purchase intention.

2.3. Subjective Norms and Green Purchase Intention

Subjective norms refer to the perceived social pressure from significant others—such as family, friends, or colleagues—to perform or avoid a specific behavior (Ajzen, 1991). They reflect the influence of cultural and social expectations on individual decision-making. In collectivist societies like Algeria, where community values and social cohesion play a central role, subjective norms can be particularly powerful in shaping pro-environmental behavior (Nguyen, Nguyen, Nguyen, & all, 2023).

When individuals believe that important members of their social groups approve of sustainable consumption, they are more likely to adopt eco-friendly practices to maintain social harmony and gain social approval (Han, Hsu, & Sheu, 2010). Moreover, the growing visibility of environmental issues in media and social networks amplifies the perception that green purchasing is a socially desirable act (Laheri, Dangi, & Vohra, 2014).

In this regard, subjective norms serve as a bridge between personal values and societal expectations, encouraging consumers to conform to environmental standards promoted by their reference groups. Consequently, social influence is expected to exert a positive and significant impact on Algerian consumers' intention to engage in green purchasing.

H_3: Subjective norms positively influence green purchase intention.

2.4. Perceived Behavioral Control and Green Purchase Intention

Perceived behavioral control (PBC) is defined as an individual's perception of their ability to perform a specific behavior, based on available resources, opportunities, and perceived constraints (Ajzen, 1991). It captures the degree of confidence and self-efficacy individuals feel regarding their capacity to adopt sustainable behavior. In the context of green purchasing, PBC involves factors such as access to eco-friendly products, financial affordability, information availability, and consumer competence (Kamalanon, Chen, & Le, 2022)

When consumers believe that they have sufficient resources and control to act sustainably, they are more likely to form strong intentions to purchase green products (Al Mamun, Che Nawi, Hayat, & Zainol, 2020). High-perceived behavioral control reduces psychological barriers such as inconvenience or lack of product knowledge, thereby facilitating the translation of intention into behavior (Armitage & Conner, 2001)

In emerging markets like Algeria, enhancing consumers' sense of control—through education, product availability, and government support—can play a crucial role in promoting sustainable consumption. Thus, perceived behavioral control is expected to have a positive and significant effect on green purchase intention.

Hypothesis H_4: Perceived behavioral control positively influences green purchase intention.

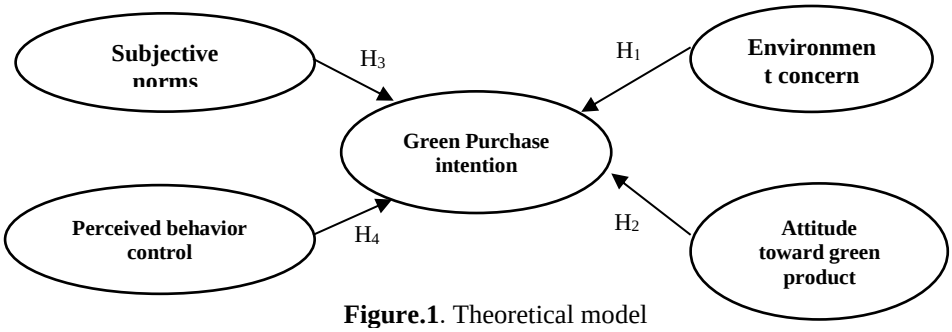


Figure.1. Theoretical model

3. Methodology:

3.1. Study Methodology

To examine the effect of environmental concern, attitudes, subjective norms, and perceived behavioral control on the intention to purchase green products, this study relied on a sample of 407 individuals. A quantitative approach was adopted to collect primary data from the study population through a face-to-face questionnaire administered in 2025. To test the research hypotheses, two analytical approaches were employed: an exploratory method and Structural Equation Modeling (SEM) techniques.

3.1.1. Data Collection Procedures and Sample Characteristics

Data were collected using a non-probability sampling technique. The majority of respondents (353) were from Tlemcen Province (Algeria). Most participants, 306 (74.81%), were single, while 103 (25.18%) were married. Data collection was conducted during our presence in the city of Tlemcen over several months. A self-administered questionnaire was used to gather information from Algerian residents living both within and outside the city of Tlemcen. A total of 409 valid questionnaires were retained for analysis.

Table. 1. Participants Characteristics. (N=409)

Demographics	Range	Percentage
Gender	Female	79.22
	male	20.78
Age (years**)**	Less than 21	27.14
	21–24	40.34
	25–40	22.73
	40 and more	9.78
Education	Baccalaureate and above	94.62
	Junior middle school or below	4.94
Income per month (CDA)	Less than 40000	42.78
	40000 -60000	24.45
	60000 -100000	10.02
	More than 100k	22.74

Source: Prepared by the authors based on Excel.

We summarized the descriptive statistics of the sample in Table 1. Out of the 409 participants included in the study, the proportion of males (20.78%) was nearly four times lower than that of females (79.22%). In terms of age distribution, the majority

of respondents (73.86%) were over 20 years old, while the remaining 27.14% were under 21 years old. Regarding educational level, most participants held a baccalaureate degree (94.62%). Furthermore, more than 57.22% of the respondents reported a monthly income of at least 40,000 DZD, indicating a relatively acceptable purchasing power within the studied sample.

3.1.2 Questionnaire Items

The survey instrument was structured into two principal sections. The first section comprised measurement items related to the constructs of the proposed theoretical model, whereas the second section included demographic questions covering gender, age, educational level, and income. The questionnaire was administered to individuals residing in the city of Tlemcen. To establish content validity, the measurement scales were adapted from well-established prior studies in the literature. The scale used to assess environmental concern was derived from the work of (Kamalanon, Chen, & Le, 2022), (Maichum, Parichatnon, & Peng, 2016), (Paul, Modi, & Patel, 2016) Measures of attitudes, subjective norms, perceived behavioral control, and behavioral intention were adapted from previous research conducted by (Armutcu, Zuferi, & Tan, 2023) , (Kamalanon, Chen, & Le, 2022), (Maichum, Parichatnon, & Peng, 2016), (Paul, Modi, & Patel, 2016) ,, Osarodion Ogiemwonyi (2022)Prior to the main data collection, a pilot test was carried out to evaluate the clarity and relevance of the questionnaire items. Participants were invited to provide feedback, and minor modifications were subsequently made to ensure better alignment with the study context. All constructs were measured using a seven-point Likert scale ranging from 1 (“strongly disagree”) to 7 (“strongly agree”).

3.2. Results Presentation and Analysis

Following the presentation of the theoretical model, the study sample, and the survey instrument, this section provides a detailed analysis of the empirical findings. First, a descriptive analysis of the sample is presented. Next, the reliability and validity of the measurement scales are assessed. Confirmatory Factor Analysis (CFA) is then conducted to evaluate the measurement model. Finally, regression path coefficients among the study variables are examined in order to test the proposed research hypotheses.

3.2.1. Descriptive Statistics and Reliability Analysis

The results of the factor and reliability analyses presented in Table 2 confirmed the validity of the five measurement constructs: environmental concern, attitudes, subjective norms, perceived behavioral control, and behavioral intention. These constructs explained a proportion of variance ranging from 53.83% to 63.69%, exceeding the recommended minimum threshold of 50%, with the exception of the first construct, which accounted for 38.17% of the variance. Regarding internal consistency, the scales demonstrated satisfactory reliability, as Cronbach’s alpha coefficients exceeded the recommended threshold of 0.70, ranging between 0.76 and 0.85.

Table.2. Statistical summary

Constructs	Items	$\bar{X}$	Std	Cronbach α	KMO	Bartlett test	V(X)
Environment concern [EC]	**8**	5.98	1.17	0.76	0.82	608.02	38.17
Attitude toward green product [ATT]	**8**	5.25	1.33	0.83	0.81	1309.8	63.69
Subjective norms [SN]	**6**	4.47	1.62	0.84	0.82	937.5	56
Perceived behavior control [PBC]	**7**	4.91	1.56	0.79	0.81	839.7	62.24
Green Purchase Intention [GPI]	**7**	5.24	1.42	0.85	0.83	1171.4	53.83

Source: Prepared by the authors based on SPSS.22 outputs.

With regard to sampling adequacy, the Kaiser–Meyer–Olkin (KMO) values exceeded the recommended minimum threshold of 0.50, ranging between 0.81 and 0.83, which indicates a very good level of sampling adequacy and confirms the presence of sufficient correlations among the items. Furthermore, Bartlett's test of sphericity (Chi-square) was statistically significant in all cases ($p < 0.05$). This result leads to the rejection of the null hypothesis of an identity matrix, indicating that the variables are sufficiently correlated and suitable for factor analysis. Finally, the normality indicators, namely Skewness and Kurtosis, confirmed that the data were approximately normally distributed. Overall, these findings demonstrate that the questionnaire items are both reliable and valid for the purposes of the study.

3.2.2 Confirmatory Factor Analysis

Table.3. Convergent validity assessment for reflective measures

Constructs	Factor loadings range of construct items	Skewness	Kurtosis
EC	0.33-0.85	-1.04 , -3.03	0.66 – 13.47
ATT	0.49-1.16	-1.26, -0.48	0.12 – 1.97
SN	0.91-1.31	-0.92, -0.18	-0.34 – 0.16
PBC	0.6-1.15	-1.33, -0.25	-1.21 – 1.83
GPI	1.12-1.38	-1.30, -0.72	-0.12 – 2.81

Source: Authors' own development based on Statistica.08 outputs.

Following the descriptive analysis and reliability assessment, a Confirmatory Factor Analysis (CFA) was conducted to validate the measurement model under study. The literature suggests that CFA requires evaluating the overall fit between the theoretical model and the empirical data through various goodness-of-fit indices. First, the Chi-square to degrees of freedom ratio (χ^2/df) should range between 2 and 5. In our case, the value was 3.95, which falls within the acceptable range. In addition, several fit indices—such as the Comparative Fit Index (CFI), the Normed Fit Index (NFI), the Goodness-of-Fit Index (GFI), and the Adjusted Goodness-of-Fit Index (AGFI)—are generally expected to exceed the recommended threshold of 0.90. The Root Mean Square Error of Approximation (RMSEA) was also within the acceptable range (between 0.04 and 0.08), indicating a reasonable approximation error. Separate CFA models were estimated for the six constructs. However, the overall structural model fit indices summarized in Table 5 indicated a rather modest

fit, as most indices were below 0.80 and did not demonstrate a strong fit with the data. Despite this limitation, the model was retained for subsequent hypothesis testing, taking into consideration the exploratory nature of the study and the theoretical support underpinning the proposed relationships.

Table 4. Assessment of the overall model's suitability.

Conformity indicators obtained Qui2=2335,11 ; df=590						
James-Mulaik-Brett Parsimonious Fit Index	**Bollen's Rho**	**NFI**	**RMSEA**	**CFI**	**AGFI**	**GFI**
0,61	0.63	0,658	0.08	0,718	0,701	0,735

Source: Prepared by the authors based on Statistica v.08 outputs.

Table.5. Results of hypotheses test.

Hypothesis	**Relationship**	**Beta**	**Std. Error**	**t-value**	**p-value**	**Remarks**
H_1	**EC - > GPI**	0,817	0,025	32,310	0,000	supported
H_2	**ATT -> GPI**	0,068	0,047	1,442	0,149	supported
H_3	**SN -> GPI**	0,835	0,025	33,011	0,000	supported
H_3	**PBC -> LOY**	0,328	0,041	8,003	0,000	supported

Note: T>1.96. Significant at the 0.05 level ($p < 0.05$).
Source: Authors' own development

The results obtained support a significant positive relationship between environmental concern and purchase intention ($ß_1 = +0.893$, $T > 1.96$, $p < 0.05$). A positive relationship between attitude and purchase intention was also observed ($ß_2 = 0.23$, $T < 1.96$, $p > 0.05$), supporting hypotheses H1 and H2. Furthermore, based on the previous hypotheses, a significant positive relationship was found between subjective norms and purchase intention ($ß_3 = +0.11$, $T > 1.96$, $p < 0.05$), as well as between perceived behavioral control and purchase intention ($ß_4 = +0.34$, $T > 1.96$, $p < 0.05$). These results led to the acceptance of H3 and the rejection of H4. Overall, the findings indicate that environmental concern, subjective norms, and perceived behavioral control have a direct positive effect on the study participants' intention to purchase green products.

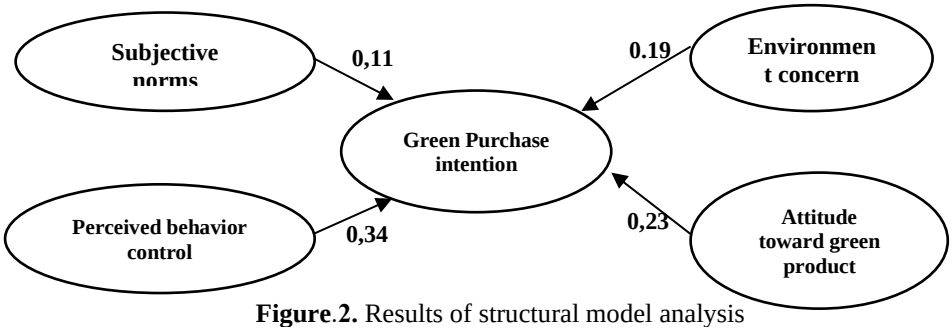


Figure.2. Results of structural model analysis

3.2.3. Discussion of Results

This study examined the determinants of Algerian consumers' intentions to purchase green products by extending the Theory of Planned Behavior (TPB) to include environmental concern (EC) alongside the traditional TPB components: attitude, subjective norms, and perceived behavioral control (PBC). The findings

indicate that all four factors positively influence green purchase intentions, with environmental concern and PBC emerging as the most influential predictors. EC motivates consumers through heightened moral awareness and ethical values, transforming their understanding of environmental issues into a personal commitment to eco-friendly consumption. This aligns with previous research showing that concern for environmental and health protection increases the likelihood of purchasing sustainable products (Hussain, Al Nasser, & Hussain, 2015); (Chiou & Chen, 2010); (Tanomsin & Chen, 2018); (Giao & Vuong, 2021)
Attitudes toward green products also play a critical role, as consumers' positive evaluations of product quality, environmental benefits, and health impacts reinforce their intention to purchase. Subjective norms influence consumer behavior by shaping perceptions of social expectations, with Algerian consumers considering the opinions of family, friends, peers, or public figures when deciding to buy green products. This highlights the importance of social influence in promoting green consumption, consistent with findings by (Hsu, Chang, & Yansritakul, 2017)and (Pontes, Ferreira, & Braga, 2024). Perceived behavioral control was found to be the strongest predictor of purchase intention, reflecting consumers' perceived ability to access, afford, and make informed decisions about green products. This confirms prior studies (Liobikiene, Mandravickaite, & Bernatoniene, 2016); (Wang, Wang, Wang, Li, & Zhao, 2019); (Ramadhanti, Suryadi, & Nugraha, 2024)and emphasizes the importance of ensuring availability, affordability, and accessibility of green products to encourage sustainable consumption.

4. Conclusion

The study concluded that individuals' intention to purchase green products is influenced by a set of interconnected factors, including environmental concern, positive attitudes toward green products, subjective norms, and perceived behavioral control. The findings indicate that higher levels of awareness and concern for environmental issues enhance responsible consumption tendencies. Likewise, adopting positive attitudes, perceiving social support, and feeling capable of making purchase decisions all contribute to strengthening purchase intentions. These results highlight that promoting green consumer behavior requires a comprehensive strategy that combines raising environmental awareness, improving the image of green products, reinforcing positive social influence, and facilitating access in terms of availability, price, and information. Such an integrated approach can support the transition toward more sustainable consumption patterns, generating long-term environmental and economic benefits.

4.1. Recommendations

Based on the findings, the study emphasizes the key role of environmental concern, attitudes, subjective norms, and perceived behavioral control in shaping green purchase intentions. To promote sustainable consumption, organizations and policymakers should:

- *Raise Environmental Awareness*: Intensify campaigns and education to highlight the environmental and health benefits of eco-friendly products, cultivating personal responsibility.

- *Foster Positive Attitudes*: Emphasize product quality, health advantages, and environmental impact, correcting misconceptions about cost or performance.
- *Leverage Social Influence*: Engage opinion leaders, influencers, and community initiatives to reinforce green consumption as socially desirable.
- *Enhance Perceived Behavioral Control*: Ensure product availability, affordability, accessibility, and clear information to reduce barriers to purchase.
- *Support Policies and Green Marketing*: Encourage government incentives and green marketing strategies that translate purchase intentions into actual behavior and promote long-term sustainable consumption.

Implementing these measures can strengthen consumers' environmental concern, attitudes, and perceived control, encouraging responsible purchasing and contributing to sustainable environmental and economic development.

4.2. Study Limitations

This study has several limitations. First, it focuses on green products in general, so results may differ for specific categories such as organic, recyclable, or certified green products. Second, additional variables—such as green behavior, price sensitivity, product trust, social media influence, and green knowledge—could be included in future research. Third, a larger sample size is recommended to better represent the population. Fourth, data were collected using paper questionnaires, so future studies could use online surveys to expand reach. Finally, the sample was limited to Algerian consumers, and cultural, economic, or organizational differences may limit generalizability. Future research should replicate this study across diverse geographical and cultural contexts to test the robustness of the findings and guide strategies for promoting sustainable consumer behavior.

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