

**Factors Influencing Green Purchase Behavior:  
Price Sensitivity, Perceived Risk, and Attitude towards Green Products**

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**ABSTRACT**

The present study analyzes the effectiveness of consumer price sensitivity in expanding the use of green products. It investigates how the purchase behavior of Iranian consumers is affected by different aspects of perceived risk, such as financial, performance, psychological, and social risks. This study uses the four main concepts of ‘Perceived Risk’ (PR), ‘Attitude towards Green Products’ (AGP), ‘Price Sensitivity’ (PS), and ‘Green Purchase Behavior’(GPB) to develop a model to increase green purchase intention. This research uses an experimental study, using a survey method (questionnaire distribution)to confirm the hypotheses and discover its management concepts, and uses Structural Equation Modeling (SEM). The results show that the variable of “Perceived Risk” has a positive effect on “Attitude towards Green Products” and “Price Sensitivity”. “Attitude towards Green Products” has a positive effect on “green purchasing behavior” while “Price Sensitivity” has a negative effect on “green purchasing behavior”. This study focuses on existing literature by providing experimental evidence showing the importance of green consumption in the Iranian industry. The present model provides valuable input to policymakers and marketers to work from the perspective of policies and green marketing strategies and the research

framework of purchasing green products to preserve the environment and the prevalence of green consumption among consumers.

**Keywords:** Green marketing, Consumer behavior, Consumer attitude, Price sensitivity, Perceived risk, Purchase intention, Green purchase

## INTRODUCTION

In recent years, green products have received attention due to their environmental friendliness in the production process, low emissions, and recyclability, to name a few. Regarding their potential environmental benefits, many companies focus on Green products (Hong et al., 2018). Dangerous and uncontrolled global consumption levels lead to severe environmental sustainability, such as global warming, water, air, and land pollution, and waste generation, altering consumers' standard consumption patterns towards environmental sustainability (Peattie & Belz, 2010). As a result, green consumer behavior has evolved as a new paradigm of marketing order for marketers and researchers in the contemporary consumer research field (Lai & Cheng, 2016). Demand for green products seems to be overgrowing due to changing attitudes towards green products, and consumers believe that green products are safe, recognizable, and reliable (Popa et al., 2019). Despite increasing consumer awareness and their pro-environmental behavior towards environmentally friendly products, the demand for such products is not as expected (Lai & Cheng, 2016). In studies, green consumption patterns include purchasing green food, green clothing, green products, green life, and even green travel. However, consumers do not necessarily intend to purchase green products despite the positive attitude of consumers towards green consumption, and they follow their actual purchasing behavior. For example, in the United States, residents saved only 6% of energy while they claimed to save energy to protect the environment. In other words, green behavior is still in the commitment stage (Wang et al., 2021). The attitude gap towards green products and green product purchase intention has confused both greening policymakers and producers who invest in green produce (Fang et al., 2011).

This study examined the Influence of Perceived Risk, Attitude towards Green Products, and Price Sensitivity on Green Purchase Behavior. In practice, identifying such reasons can contribute to design policymaking and business strategies, promoting actual green consumption. The proposed research model uses the structural equation model to link Attitude towards Green Products to Perceived Risk and Green Purchase Behavior. The current integrated model is based on "attitude-behavior. According to theory, a person's behavior is influenced by his or her attitude and the effects of a particular course of action. Price Sensitivity is also independently associated with Green

Purchase Behavior. The “literature review” leads to a conceptual framework to develop the hypothesis, and then the “methodology” and “analysis and results” parts analyze the results of the measurement and structural models.

The conceptual framework for this study is presented in the literature review. It provides an overview of previous research and identifies the specific requirements for the study which are outlined in the introduction. It is a common practice to present the literature with supporting articles that serve as the basis for hypotheses, which are the preliminary responses to research questions that state the relationship between variables. Additionally, the methodology and results sections ought to provide sufficient information for others to evaluate the study’s value and draw conclusions, as well as a blueprint for future studies.

## **LITERATURE REVIEW**

### **Green Purchase Behavior**

Green Purchase Behavior refers to purchasing environmentally friendly or sustainable products that are recyclable and not harmful to the environment (Mostafa, 2007). Green Purchase Behavior is generally related to responsible, principled, sustainable, and environmentally friendly purchasing. Therefore, changing attitudes from normal purchasing behavior to green is essential to reduce the environment’s negative impact (Quoquab et al., 2019). Purchasing low-consumption products, avoiding over-packaged products, willingness to use biodegradable and recyclable products, and reducing pollution are all considered Green Purchase Behaviors (do Paço et al., 2019). Generally, consumers’ Green Purchase Behavior is evaluated based on their desire or intention to purchase green products. This conscious behavior or intention eventually becomes their decision to purchase such a product to be beneficial for environmental sustainability (Joshi & Rahman, 2015). According to Fishbein and Ajzen (1977), intentional consumer behavior combines attitudes and mental norms. A person having a positive attitude towards Green Products is in line with social norms that support the tendency to consume green products (Sheng et al., 2009), and is aware of the positive factors surrounding this issue, and most likely has a positive attitude towards Green Purchase Behavior (Wang et al., 2021).

### **Environmental Attitudes**

Attitude measures the amount of favorable or unfavorable evaluation of a person concerning intention and behavior (Qi & Ploeger, 2021). When one has a favorable attitude towards the environment, pays more attention to environmental issues, and focuses on the social benefits of the environment. Attitude towards Green Products may encourage him/her to replace non-green products with green ones (Cheung & To, 2019).

Kotchen and Reiling (2000) found that environmental attitudes are prominent stimuli of behavioral and environmental behavioral intentions. Kumar et al. (2017) reported that consumers' attitudes towards environmental issues positively affect their green product purchase intentions. When consumers know that such an intention is helpful for society, they purchase more green products. Chan and Lau (2002) also suggested that Attitude towards Green Products can affect Green Purchase Behavior. Kim and Chung (2011) suggested that environmental awareness had influenced consumers' attitudes towards purchasing green products, which has influenced the intention to purchase such products. In general, consumers with a more favorable Attitude towards Green Products have higher participation in purchasing such products (Joshi & Rahman, 2015).

### **Consumer Concern for the Environment**

Numerous studies have suggested that the demand for green products is related to consumer awareness of environmental issues and that increasing green demand depends on the development of environmental concerns (Galati et al., 2019). Environmental concerns are generally related to rational behavior that preserves ecosystems on the consumer side. Environmental concern is considered a precondition for green behavior (Lasuin & Ng, 2014) because it shows consumer awareness of environmental issues. Environmental concerns have a positive effect on the intention of using green products (Groening et al., 2018).

Environmental concerns are seen as an indicator to determine individuals' concerns about environmental issues and generally maintain people's awareness of environmental problems and their readiness to solve problems (Prakash & Pathak, 2017). Therefore, the range of environmental concerns to solve the individual environmental problem, contrary to the collective orientations, includes waste recycling behavior (Zhao et al., 2014) to Green Purchase Behavior (Prakash & Pathak, 2017). Researchers reported that environmental concerns had impacted attitudes towards green products in a direct and significant way (Jaiswal & Kant, 2018).

### **Awareness of Environmental Issues**

Troudi and Bouyoucef (2020) have defined perceived environmental knowledge (PEK) as general knowledge of facts, concepts, and relationships related to the natural environment and ecosystem. According to Kaufmann et al. (2012), awareness of environmental issues is the fact that people know about environmental aspects and their significant effects on green product purchase intention. Environmental knowledge is the background of Green Purchase Behavior (Yang et al., 2014), which affects attitudes towards green purchase (Groening et al., 2018), and also Green Purchase Behavior (Tilikidou & Delistavrou, 2005). Yadav and Pathak (2016) suggested that a high level

of PEK leads to better green product purchasing behavior. PEK is directly related to the favorable Attitude towards Green Products, which has a greater effect on the intention to buy such products (Kumar et al., 2017). Shamdasani et al. (1993) found that environmental awareness affects consumers' purchase decisions and behaviors. Schuhwerk and Lefkoff-Hagius (1995) suggested that environmentally conscious consumers chose environmentally friendly products. Chitra (2007) shows that the higher the level of consumer environmental awareness, the greater the willingness to pay for environmentally friendly products. The following hypothesis is proposed according to the above literature:

**H1:** Attitude towards green products significantly and positively affects Green Purchase Behavior.

### **Green Price**

Price is an essential factor influencing consumer purchase behavior (Teng et al., 2012); If the price of a food product is high, the consumer is usually not willing to pay for this product (Ansar, 2013). When the customer understands the difference between the prices of green products and the price of ordinary ones, a positive Attitude towards Green Products cannot lead to purchase behavior (Aschemann-Witzel & Zielke, 2017). Price profoundly affects consumer evaluation and final purchase decisions (Aschemann-Witzel & Zielke, 2017); therefore, producers of green products should pay more attention to consumer behavior (Troudi & Bouyoucef, 2020). According to the results of previous studies, consumers tend to pay higher prices for such products due to the additional benefit they gain from purchasing green products (Hong et al., 2018). In 2011, an environmental survey in some European Union countries showed that 75% of Europeans are willing to pay more for environmentally friendly products (Drozdanko et al., 2011).

The following hypothesis is presented considering the above:

**H2:** Price sensitivity significantly and negatively affects Green Purchase Behavior.

### **Perceived Risk**

Luchs et al. (2015) suggested that green consumption behavior does not depend only on the general attitude of consumers but on a sense of responsibility that reflects a set of beliefs about environmental behavior among consumers. In addition, Roos and Hahn (2017) showed that values such as behavioral factors about consequences, responsibility, and personal norms are effective in human behavior. Teng et al. (2012) showed that social activities impact consumers' motivation to purchase green products

positively. Yang et al. (2014) found that mental norm is a social pressure on the individual to manifest behavior in a collaborative environment, such as with family or friends. The mental norm is the normative beliefs of a group or reference. Perceived risk harms customers' purchasing decisions (Harridge-March, 2006). In addition, perceived risk is the mental expectation of loss. Therefore, it can significantly impact customer behaviors. According to Perceived Risk theory, buyers are more likely to minimize their Perceived Risk than maximize their expected return (Chen & Chang, 2012). Reducing Perceived Risk increases the likelihood of purchasing and increases the customer's purchase intention, which results in a negative relationship between Perceived Risk and purchase intention (Chang & Chen, 2008). Information asymmetry makes it difficult for consumers to judge the actual value before purchasing. This situation allows the seller to act opportunistically (Mishra et al., 1998). If consumers perceive a high risk for a product, they are unlikely to purchase it (Chang & Chen, 2008). Thus, the literature shows that reducing Perceived Risk can increase a customer's purchase intention (Wood & Scheer, 1996). In other words, Perceived Risk has a negative impact on the customer's purchase intention (Chang & Chen, 2008). In short, Perceived Risk can be considered so that potential consumers are unsure of the possible negative consequences of using any product (Featherman & Pavlou, 2003).

The following hypotheses are presented according to the above:

**H3:** Perceived risk has a significant and positive effect on the attitude towards green products.

**H4:** Perceived risk has a significant and positive effect on price sensitivity.

## **DATA AND METHOD**

### **Data Collection and the Sample**

The method which is used in the current research is descriptive-correlational. A questionnaire with an appropriate structure was used to test the relationship between the proposed models to analyze the quantitative study. The questionnaire consists of two parts: the first part includes the respondents' demographic information, including age group, gender, education, and monthly household expenditure. The second part includes questionnaires designed and distributed to measure Perceived Risk, Price Sensitivity, attitudes towards green products, and consumer behavior, using a five-point Likert scale, from strongly disagree (1) to strongly agree (5). Finally, respondents were assured that their information would be confidential and would only be used for academic research purposes. Initially, a questionnaire was tested through a pilot study among 30 researchers; as a result, minor changes were made to the final survey tool to minimize

its complexity for the perception of participants in the study. In total, 430 questionnaires were distributed using convenience sampling methods, of which 318 questionnaires were found suitable for this study. The questionnaire was distributed among people eager to participate in the study (Alinasab, 2022).

Moreover, the present sample size of 318 with eight constructs of 26 items was also considered to be fit and above ( $318 > 26 * 12 = 312$ ) the desired level of 10–15 cases per parameter/item recommended by Kline (2015) for SEM.

Finally, the Kaiser-Meyer-Olkin Measure of sampling adequacy (KMO) test was used to confirm the sample size. If the KMO value is  $> 0.7$ , it means that our sample is sufficient in terms of size in addition to the KMO. There is a test called the Bartlett's test called symmetry or sphericity of relationships between questions and variables. Bartlett's has no value, but its Chi-Square significance confirms it, and the sphericity of the relationships is also confirmed.

**Table 1** *KMO and Bartlett's Tests*

Indicators		Values
KMO		0.877
Chi-Square		2600.85
Bartlett's Test	df	325
	sig	0.00

*Note.* Kaiser-Meyer-Olkin (KMO)

Based on KMO ( $KMO = 0.877 > 0.7$ ) and Bartlett's test in Table 1, the adequacy of the research sample size is confirmed. In this study, 318 subjects, 163 (51%) men and 155 (49%) women participated in the study. The majority of respondents (54.5%) were in the age group of 20-30 years, and respectively, the groups of 30-40 years (30%),  $> 50$  years (10%), 40-50 years (4.5%), and finally, the age group  $< 20$  years (1%) had the lowest frequency of participants. In terms of education (59.5%) and (28%) of participants had bachelor's and associate degrees, respectively. In other words, most participants are young and highly educated, who know more about the subject matter (Chan, 2001), and, therefore, are likely to behave more sustainably and, as a result, are more likely to purchase environmentally friendly products. According to the monthly household expenditure, about 43.5% of the respondents had expenditures  $\geq 100$  US\$ per month, and also 28.5% of the respondents had expenditures  $\leq 200$  US\$.

## RESULTS

### Statistical Analysis

The proposed research model was analyzed using SPSS and PLS. The variables' Cronbach's alpha was measured to adjust the data before the primary analysis. In the case of Cronbach's alpha, it is evident that the closer Cronbach's alpha is to 1, the more significant the correlation between the questions and, as a result, the more homogeneous the questions. Cronbach introduced the reliability coefficients of 0.45, 0.7, and 0.95 as weak, medium, acceptable, and strong, respectively (Cronbach, 1951). All variables had an  $\alpha - value > 0.7$ , indicating an internal correlation of questions. Kurtosis and Skewness coefficients are used to examine normality. Kurtosis and Skewness coefficients of all studied variables are in the range (+2 and -2), and the standard error value of kurtosis and Skewness coefficient is also in the range (+2 and -2), which indicates data normality. The Pearson correlation coefficient test was used to evaluate the relationship and correlation of variables, in which the range of correlation coefficients varies from -1 to +1. The closer this value is to +1, the stronger and more positive the relationship between the two variables.

**Table 2** *Pearson Correlation Coefficients*

Variables		PR	PS	AGP	GPB
PR	Correlation	1			
	sig	.			
PS	Correlation	0.383	1		
	sig	0.000	.		
AGP	Correlation	0.506	0.503	1	
	sig	0.000	0.000	.	
GPB	Correlation	0.469	0.447	0.332	1
	sig	0.000	0.000	0.000	.

*Note.* Perceived Risk(PR), Price Sensitivity(PS), Attitude towards Green Products(AGP), Green Purchase Behavior(GPB)

Considering that the significance level of the Pearson correlation coefficient test between two variables is calculated at less than 0.05 error level, it can be said that all variables have a significant correlation.

#### a. Reliability and Homogeneity Tests

According to Cronbach's alpha definition, the higher the positive correlation between the questions, the higher the Cronbach's alpha (close to 1), and vice versa, the higher the mean-variance of the questions, the lower the Cronbach's alpha. Since this



index is so strict, a more modern criterion called “composite reliability” (CR) is used to examine the internal consistency of the measurement model in the PLS method, which the following equation can calculate.

$$CR = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + (\sum \varepsilon_i^2)}$$

$$\varepsilon_i = 1 - \lambda_i^2$$

The optimum CR value in exploratory research is between 0.6 and 0.7, while in more advanced research, it is between 0.7 and 0.9. According to Table 3, Cronbach's alpha coefficients and composite reliability are acceptable for all research constructs.

**Table 3** Factor Loadings Coefficients ( $\lambda$ ),  $t$ -value, and Cronbach's alpha and Composite Reliability Coefficient (CR)

variables	Cronbach's $\alpha$ ( $>0.7$ )	(CR $>0.7$ )	$\lambda$	t- value
<b>Perceived risk</b>	0.917	0.898		
<b>Financial Risk (FR)</b> (Yang et al., 2016)	0.892	0.819		
FR1: If I buy green products, I would be concerned that the financial investment is not wise.			0.860	36.602
FR2: Purchasing green products could involve critical financial losses.			0.886	51.731
FR3: If I buy green products, I would be concerned that I would not get my money's worth.			0.824	25.417
<b>Performance Risk (PR)</b> (Yang et al., 2016)	0.874	0.783		
PR1: If I were to purchase green products, I would become concerned that the item would not provide the level of benefits that I would be expecting.			0.878	50.011
PR2: As I consider purchasing green products, I worry about whether it will really “perform” as well as it is supposed to.			0.858	38.903
PR3: The thought of purchasing green products causes me to be concerned about how reliable the product will be.			0.772	20.705
<b>Social Risk (SR)</b> (Yang et al., 2016)	0.855	0.746		
SR1: If I bought green products, I think I would be held in higher esteem by my friends.			0.762	23.754
SR2: If I bought green products, I would be held in higher esteem by my family.			0.863	40.366

variables	Cronbach's $\alpha$ ( $>0.7$ )	(CR $>0.7$ )	$\lambda$	t- value
SR3: Purchasing this tablet PC would cause me to be considered foolish by some people whose opinion I value.			0.813	26.432
<b>Price sensitivity</b>	0.891	0853		
<b>Price Comparison (PC)</b> (Ghali-Zinoubi & Toukabri, 2019)	0.879	0.794		
PC1: I compare the prices of green products on the Internet.			0.837	30.297
PC2: I compare the prices of green products that are advertised.			0.866	42.951
PC3: I look at the prices of catalogs received at home.			0.821	28.524
<b>Price Emphasizes (PE)</b> (Ghali-Zinoubi & Toukabri, 2019)	0.869	0.773		
PE1: When I buy green products, the price is not important.			0.820	29.998
PE2: I always look at the price stickers.			0.826	27.949
PE3: I spend without looking at prices.			0.841	36.641
<b>Attitude towards green products</b>	0.883	0.843		
<b>Environmental Concern (EC)</b> (Yang et al., 2016)	0.879	0.795		
EC1: I am worried about the worsening quality of the environment.			0.829	30.331
EC2: Environment is my major concern.			0.861	40.740
EC3: I often think about how the environmental quality in India can be improved.			0.832	44.432
<b>Perceived Environmental Knowledge (PEK)</b> (Jaiswal & Kant, 2018)	0.883	0.823		
PEK1: I am very knowledgeable about environmental issues.			0.707	16.397
PEK2: I understand the environmental phrases and symbols on the product package.			0.833	34.563
PEK3: I know that I buy products and packages that are environmentally safe.			0.805	26.401
PEK4: I know more about recycling than the average person.			0.883	55.196
<b>Green Purchasing Behaviour (GPB)</b> (Jaiswal & Kant, 2018)	0.846	0.758		
GPB1: I buy green products whenever It possible.			0.723	15.234
GPB2: I choose to buy environmentally-friendly products.			0.846	42.441
GPB3: I prefer green products over non-green products when their product qualities are similar.			0.808	22.633
GPB4: I buy green products even if they are more expensive than the non-green ones.			0.659	11.894

In terms of significance level, whether there is a relationship between independent and dependent variables or not is examined. Suppose the correlation between the two variables is higher than the absolute value of 1.96; in that case, it indicates a significant relationship between the two variables with a probability of 95%. If this number is higher than 2.58, there is a 99% probability of a significant relationship between the two variables (Hair et al., 2006). Moreover, the second condition for establishing convergent validity is that  $\lambda > 0.4$  (Holland & Light, 1999). As can be seen from the table above, the  $\lambda$  and t-values are greater than 0.4 and 1.96, respectively, and the convergent validity of the model variables is confirmed.

#### b. Determination Coefficient ( $R^2$ ) Of Endogenous Latent Variable

The  $R^2$  relates to the model's endogenous (dependent) latent variable. It indicates the effect of an exogenous variable on an endogenous variable, with three values of 0.19, 0.33, and 0.67 considered the criterion values for the weak, medium, and strong values of  $R^2$ . The more  $R^2$  is related to the endogenous structures of a model, the better the model's fit. Henseler et al. (2009) believe that if an endogenous structure is affected by one or two exogenous structures in a model,  $R^2 > 0.33$  indicates the strength of the relationship between that structure and endogenous structures. The  $Q^2$  introduced by Geisser (1975), also determines the model's predictive power in the dependent variables. They believe that models with acceptable fit in the structural part should be able to predict the indicators related to the endogenous structures of the model. The value of  $Q^2$  for all endogenous structures determines the three values of 0.02, 0.15, and 0.35 as low, medium, and strong predictive power.

**Table 4** *Coefficients  $R^2$  and  $Q^2$*

variable	$R^2$	$Q^2$
PR	-	-
PS	0.145	0.076
AGP	0.217	0.102
GPB	0.317	0.170

*Note.* Perceived Risk(PR), Price Sensitivity(PS), Attitude towards Green Products(AGP), Green Purchase Behavior(GPB)

According to Table 4, the values of  $R^2$  and  $Q^2$  are calculated for the Price Sensitivity, Attitude towards Green Products, and Green Purchase Behavior. As a result, it is claimed variables are at the appropriate level, implying that the model's predictive power is acceptable for these variables.

**c. Model Review**

There is only one criterion called Goodness of Fit (GOF) to review the model fit. The GOF criterion was developed by (Tenenhaus et al., 2005) and is calculated according to the equation in the table. Three values of 0.01, 0.25, and 0.36, respectively, have been introduced as the weak, medium, and strong values for GOF.

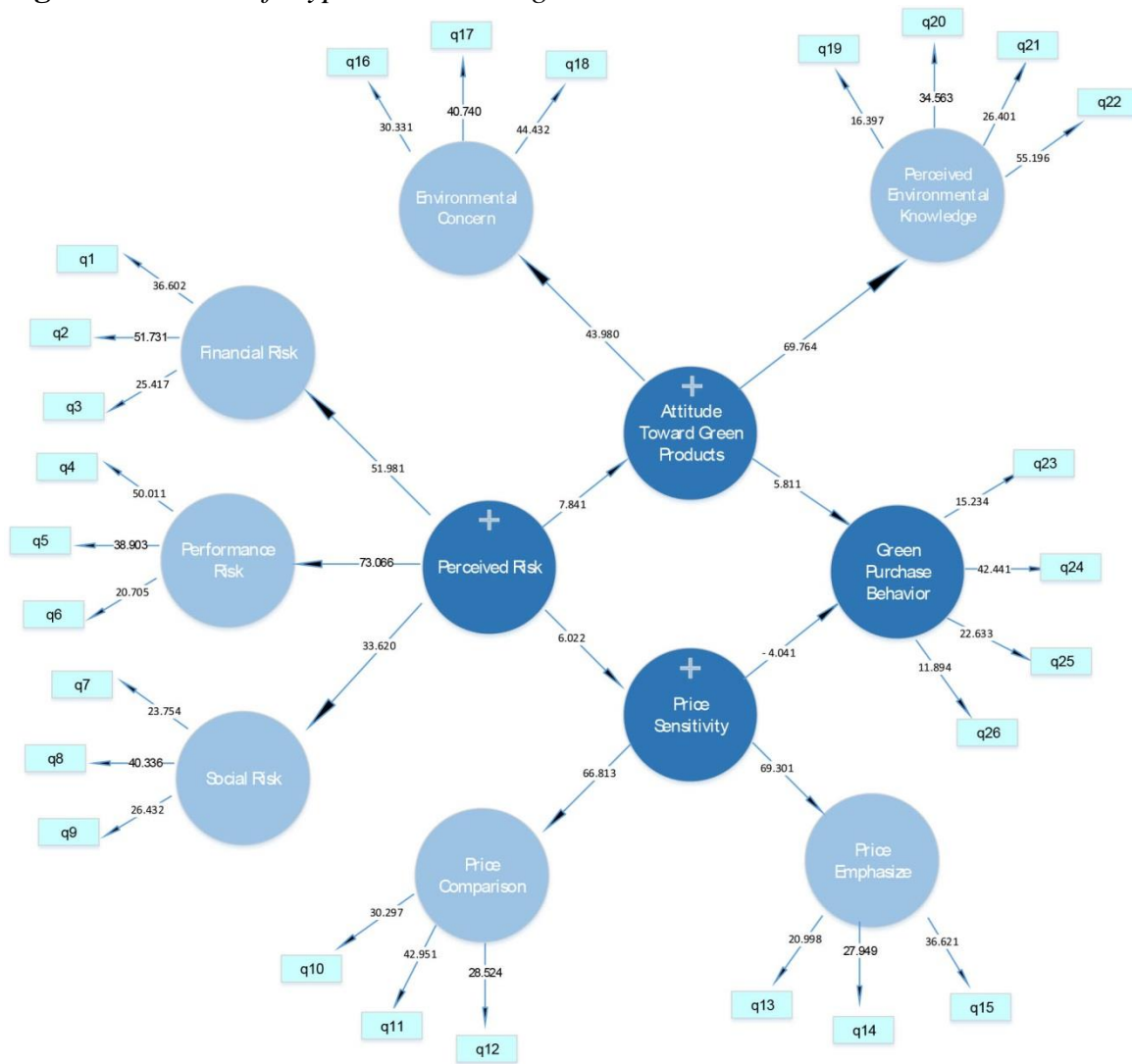
$$GOF = \sqrt{\text{Communalities} \times R^2} = \sqrt{0.38 \times 0.226} = 0.293$$
$$GOF = \sqrt{0.38 \times 0.226} = 0.293$$

According to the GOF, commonalities and the mean values of  $R^2$  were calculated as 0.38 and 0.226. According to the equation, the standard value of GOF was 0.293, which indicates a good fit for the general research model.

**d. Structural Model Analysis**

The structural model considers the relationships between independent (exogenous) and dependent (endogenous) latent variables. The structural model only examines the latent variables and their relationships. Path coefficients (beta) method and its significance (t-value), coefficient of determination ( $R^2$ ) of endogenous latent variables, and predictive correlation index  $Q^2$  were used to analyze the structural model.

**Figure 1** Results of Hypotheses Testing



The first criterion for examining the fitness of the structural model is the significant coefficients of t. That relationship or hypothesis is confirmed if the obtained value is greater than the minimum statistic at the reliable level. This value is compared with the minimum statistics of 1.64, 1.96, and 2.58, respectively, at significant 90, 95, and 99% levels.

**Table 5** Results of Hypothesis Analysis

Independent variables	Dependent variables	$\beta$	t-value	Result
PR	PS	0.381	6.112	Supported
PR	AGP	0.466	8.438	Supported
AGP	GPB	0.378	5.382	Supported
PS	GPB	-0.270	3.678	Supported

Note. Perceived Risk(PR), Price Sensitivity(PS), Attitude towards Green Products(AGP), Green Purchase Behavior(GPB)

According to Table 5, the calculated t-values between all independent and dependent variables of the model are more remarkable than 1.96 and are significant at the 95% level, and in other words, show the fitness of the structural model. Positive  $\beta$  between variables demonstrate a positive relationship and vice versa. Hence, there is a positive and direct relationship between the variables except for the relationship between Price Sensitivity and Green Purchase Behavior. Therefore, all our hypotheses were confirmed.

## CONCLUSIONS

The trend of climate change directs contemporary society towards an indefinite future. Developing and less developing countries are more, in particular, exposed to the consequences of global warming, such as land degradation, drought, pollution, and diseases, to name a few. Recently, all developed or developing countries have been trying to find solutions for their activities and achieve sustainable methods. In addition, green marketing methods worldwide are increasing for social urgency to take advantage of win-win-win opportunities for customers, companies, and the environment. Therefore, marketing experts must measure customer purchase behavior from a green perspective (Siddique et al., 2020). This study has aimed to analyze “the effect of consumers’ Price Sensitivity, and how different aspects of Perceived Risk, such as financial risk, performance risk, psychological risk, and social risk, affect the Green Purchase Behavior of Iranian consumers.

“The present study provided a better understanding of Iran’s practical factors on green products. The results showed that Attitude towards Green Products<sup>+</sup> and Price Sensitivity<sup>-</sup> affected Green Purchase Behavior, and Perceived Risk affects Price Sensitivity and Attitude towards Green Products.

Ahmadinejad et al. (2017) concluded that perceived risk positively and significantly affects price sensitivity. Dowling and Staelin (1994) also stated that the higher the price of the products, the higher the risks of buying them. Wang et al. (2020), Mahon et al. (2006), and Hsu et al. (2017) stated that attitude has a significant effect on consumer behavior and purchase intention. While Xu et al. (2020) concluded that attitudes, mental norms, and environmental awareness do not significantly affect behavior and purchase intention. Boztepe (2012) and Barber et al. (2009) concluded that the level of customer awareness of environmental issues affects the decision to buy green products. Manrai et al. (1997) and Mostafa (2009) stated that environmental awareness leads to the purchase of green products. Karampour and Ahmadinejad (2014), Hsu et al. (2017) and Han et al. (2001) stated that price sensitivity has a positive and significant effect on purchase intention. Autio and Heinonen (2004), Casimir and Dutilh (2003) concluded that consumers show less desire to consume green products due to saving and reducing

the cost of living. In comparison, Boztepe (2012) stated that the price of green products positively affects green buying behavior.

Considering the results, it could be said that green product companies, in turn, can influence the social pressure to purchase green products by emphasizing the role of Attitude towards Green Products, increasing awareness of environmental issues, and the importance of green products, which can be an indirect tool for promoting green products. On the other hand, Troudi and Bouyoucef (2020) stated that consumers are willing to pay high costs to obtain green products, especially due to their environmental issues, which is in line with the results of the present study. The research results can guide local or international companies that intend to enter the Iranian green market by focusing on strategies that promote consumer purchasing of green products. According to the study by Chaplin and O'Rourke (2018), implementing green strategies by companies will lead to continuous improvement that increases the integration of all stakeholders.

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