

THE GREEN PURCHASE GAP IN E-COMMERCE: THE ROLE OF PRICE SENSITIVITY AND PERCEIVED BEHAVIORAL CONTROL

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Submitted: 05 Mei 2026 | Accepted: 25 Mei 2026 | Published: 01 Juli 2026

Abstract

The growing demand for environmentally friendly products has not always been accompanied by actual purchasing behavior, resulting in a phenomenon known as the green purchase gap. This study investigates the effects of Price Sensitivity and Perceived Behavioral Control on the Green Purchase Gap among consumers of green products in e-commerce. Drawing on the Theory of Planned Behavior and economic decision-making perspectives, this research examines why consumers fail to translate pro-environmental intentions into actual purchases. A quantitative approach was employed using survey data collected from 120 respondents, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that Price Sensitivity has a significant positive effect on the Green Purchase Gap, whereas Perceived Behavioral Control has no significant effect. These findings suggest that consumers' economic evaluations play a more important role than perceived capability in determining actual green purchasing behavior. The study contributes to the literature by highlighting the importance of integrating psychological and economic perspectives in explaining the intention-behavior gap. Practically, the findings imply that reducing price-related barriers may be more effective than solely increasing consumers' awareness or perceived control in promoting sustainable consumption.

Keywords: *Green Purchase Gap; Price Sensitivity; Perceived Behavioral Control; E-Commerce; Sustainable Consumption*

INTRODUCTION

In recent decades, environmental sustainability has become a critical global concern due to increasing environmental degradation, climate change, and the overexploitation of natural resources (NielsenIQ, 2023). These challenges have encouraged a shift in consumer behavior toward more responsible and sustainable consumption patterns, particularly through the growing demand for environmentally friendly or green products (Chen et al., 2023; Laroche et al., 2001; Peattie, 2001). Green products are designed to minimize negative environmental impacts throughout their life cycle and are considered essential in supporting sustainable development (Tan et al., 2025).

As environmental awareness continues to rise, numerous studies have shown that consumers tend to exhibit positive attitudes and intentions toward green products. However, a

persistent issue remains in the form of a discrepancy between intention and actual purchasing behavior, commonly referred to as the green purchase gap or intention–behavior gap. This phenomenon indicates that although consumers express willingness to purchase environmentally friendly products, they do not always translate these intentions into actual buying decisions (Utarestantix et al., 2026). The green purchase gap is generally defined as the inconsistency between consumers' pro-environmental purchase intentions and their realized purchasing behavior (Sheeran & Webb, 2016). Previous studies have operationalized this gap in different ways, including calculating the difference between intention and actual behavior scores or assessing consumers' perceptions regarding their failure to act consistently with their intentions (Hassan et al., 2016). In the present study, the green purchase gap is conceptualized as consumers' perceived discrepancy between their intention to purchase environmentally friendly products and their actual purchasing behavior in e-commerce settings. Therefore, the construct reflects the extent to which consumers acknowledge that their pro-environmental intentions are not consistently translated into actual purchasing actions.

The existence of this gap represents a significant challenge for both researchers and practitioners because it limits the effectiveness of green marketing strategies and environmental policies aimed at encouraging sustainable consumption. Understanding the factors that contribute to this discrepancy is therefore essential for developing more effective interventions that can bridge the gap between what consumers intend to do and what they actually do.

To explain consumer behavior, many studies have relied on the Theory of Planned Behavior (TPB) proposed by Ajzen, (1991) which suggests that behavior is driven by intention and influenced by attitude, subjective norms, and perceived behavioral control (PBC). Within this framework, PBC reflects an individual's perception of their ability to perform a particular behavior, including access to resources, knowledge, and opportunities. In the context of green consumption, PBC encompasses financial capability, product accessibility, and awareness of environmentally friendly products. Empirical studies have demonstrated that PBC significantly influences purchase intention (Saragi, 2025; Wun & Selamat, 2026). However, findings regarding its direct influence on actual behavior remain inconsistent. While some studies report significant effects, others find that perceived behavioral control is insufficient to overcome external constraints that prevent consumers from acting upon their intentions (Az-Zahrah et al., 2025; Zahro et al., 2025).

Among these external constraints, price sensitivity has been identified as one of the most important barriers to green consumption. Price sensitivity refers to the degree to which consumers respond to price changes when making purchasing decisions (Harris-Lagoudakis, 2023; Rehman et al., 2024). Green products are often associated with premium prices due to higher production costs, sustainable materials, and environmental certifications. Consequently, consumers may become reluctant to purchase such products despite holding favorable environmental attitudes and intentions (Tan et al., 2025). Previous studies have shown that price sensitivity can weaken the relationship between positive environmental attitudes and actual purchasing behavior (Riyaz et al., 2025; Zahro et al., 2025). This suggests that economic considerations may play a more dominant role than psychological factors in shaping green purchasing decisions.

Despite the growing body of literature, several limitations remain. First, most prior studies have focused primarily on green purchase intention rather than the discrepancy between intention and actual behavior, thereby providing limited insight into why consumers fail to act on their environmental intentions (Saragi, 2025; Uturestantix et al., 2026). Second, although price sensitivity has been widely recognized as an important factor, it has often been examined as a moderating variable rather than as a direct determinant of the green purchase gap (Riyaz et al., 2025; Zahro et al., 2025). Third, empirical findings regarding the role of perceived behavioral control remain inconclusive, particularly in explaining actual purchasing behavior rather than purchase intention (Az-Zahrah et al., 2025; Zahro et al., 2025). Fourth, limited studies have simultaneously examined the interaction between economic factors and psychological factors in explaining the green purchase gap. Finally, empirical evidence from e-commerce environments and developing countries remains relatively scarce, despite the rapid expansion of digital marketplaces and their unique characteristics that may influence consumer behavior differently from traditional retail settings.

Addressing these gaps, this study integrates both economic and psychological perspectives to explain the green purchase gap in e-commerce. The proposed framework is grounded in the Theory of Planned Behavior (Ajzen, 1991) while extending its explanatory power through the inclusion of price sensitivity as an external economic factor. Although TPB emphasizes the importance of intention and perceived behavioral control in predicting behavior, consumers may still fail to act upon their intentions when faced with economic barriers. Therefore, price sensitivity is expected to increase the green purchase gap because consumers who are highly responsive to price differences are more likely to abandon environmentally friendly purchase intentions when confronted with higher prices (Riyaz et al., 2025; Tan et al., 2025). Conversely, perceived behavioral control is expected to reduce the gap because consumers who perceive that they possess sufficient resources, knowledge, and opportunities are more likely to translate their intentions into actual purchasing behavior. This integrated perspective provides a more comprehensive explanation of why consumers fail to convert pro-environmental intentions into actual purchasing decisions in digital marketplaces.

Based on the theoretical arguments discussed above, this study proposes a conceptual framework that integrates economic and psychological perspectives in explaining the green purchase gap. Price sensitivity is expected to increase the discrepancy between consumers' green purchase intentions and their actual purchasing behavior, whereas perceived behavioral control is expected to reduce such discrepancy.

From a practical perspective, this study offers important implications for businesses and policymakers. For practitioners, understanding the determinants of the green purchase gap can support the development of more effective pricing strategies, promotional approaches, and consumer education initiatives. For policymakers, the findings can serve as a basis for designing incentives and regulations aimed at promoting sustainable consumption and reducing barriers to green purchasing behavior.

Therefore, this study aims to analyze the effects of price sensitivity and perceived behavioral control on the green purchase gap among consumers of environmentally friendly products in e-commerce. By focusing on the discrepancy between intention and actual behavior,

this research contributes to the growing literature on sustainable consumer behavior and provides practical insights into encouraging green purchasing practices in digital markets.

METHODS

Research Design

This study employs a quantitative approach with an explanatory research design aimed at examining the causal relationships between independent variables price sensitivity and perceived behavioral control and the dependent variable, namely the green purchase gap. A quantitative approach is considered appropriate as it allows for objective measurement of relationships among variables through statistical analysis and enables generalization of findings to a broader population (Creswell & Creswell, 2018).

Population and Sample

The population of this study consists of consumers who have engaged in online shopping activities, particularly those who have been exposed to or have experience with environmentally friendly products in e-commerce platforms. Since the exact population size is unknown, this study adopts a non-probability sampling technique, specifically purposive sampling, where respondents are selected based on predefined criteria relevant to the research objectives (Sugiyono, 2019).

The criteria for selecting respondents are as follows:

1. Individuals who have made at least one purchase via e-commerce within the last three months
2. Individuals who have seen or considered environmentally friendly products in e-commerce platforms
3. Individuals aged 17 years or older

The sample size determination follows the guideline proposed by Hair et al., (2022), which suggests that the minimum sample size for SEM-PLS analysis is 10 times the number of indicators used in the model. This study includes three variables with a total of 12 indicators, resulting in a minimum required sample of: $12 \times 10 = 120$ respondents

Thus, a total of 120 respondents is considered sufficient to meet the requirements for SEM-PLS analysis and to ensure adequate representation for testing the research model.

Data Type and Source

This study utilizes primary data collected directly from respondents through a structured questionnaire. The questionnaire items are developed based on established indicators adapted from relevant prior studies to ensure content validity.

Measurement Scale

All variables in this study are measured using a five-point Likert scale, ranging from:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree

5 = Strongly Agree

The Likert scale is employed to systematically capture respondents' perceptions, attitudes, and behavioral tendencies (Sekaran & Bougie, 2016).

Operational Definition of Variables

The operational definitions of the variables used in this study are presented in Table 1.

Table 1. Operational Definition of Variables

Variable	Operational Definition	Indicators	Number of Items	Scale	Source
Price Sensitivity (X1)	The degree to which consumers respond to price differences and price changes when making purchasing decisions for environmentally friendly products.	Preference for lower-priced products; reluctance to purchase when prices increase; comparison of prices before purchasing; responsiveness to discounts and promotions.	4 items (PS1–PS4)	5-point Likert Scale (1 = Strongly Disagree to 5 = Strongly Agree)	Adapted from Rehman et al. (2024); Tan et al. (2025)
Perceived Behavioral Control (X2)	Consumers' perception of their ability, resources, knowledge, and opportunities to purchase environmentally friendly products through e-commerce platforms.	Perceived ability to purchase green products; availability of resources; ease of access; confidence in performing green purchasing behavior.	4 items (PBC1–PBC4)	5-point Likert Scale (1 = Strongly Disagree to 5 = Strongly Agree)	Adapted from Ajzen (1991); Paul et al. (2016)
Green Purchase Gap (Y)	Consumers' perceived discrepancy between their intention to purchase environmentally friendly products and their actual purchasing behavior in e-commerce settings.	Failure to realize green purchase intentions; inconsistency between intention and behavior; postponement of intended green purchases; tendency to choose non-green alternatives despite positive intentions.	4 items (GPG1–GPG4)	5-point Likert Scale (1 = Strongly Disagree to 5 = Strongly Agree)	Adapted from Hassan et al. (2016); Sheeran & Webb (2016); Uturestantix et al. (2026)

Source: Developed by the authors based on previous studies.

Data Collection Technique

Data were collected using an online survey method through a questionnaire distributed via digital platforms such as Google Forms. This method was chosen due to its efficiency, broad reach, and suitability for targeting respondents who are active e-commerce users.

Data Analysis Technique

The data analysis in this study employs Structural Equation Modeling based on Partial Least Squares (SEM-PLS) using software such as SmartPLS. This method is selected due to its advantages in handling relatively small sample sizes and its ability to analyze complex models without strict normality assumptions (Hair et al., 2022).

The analysis is conducted in two main stages:

1. Measurement Model Evaluation (Outer Model)

This stage aims to assess the validity and reliability of the constructs, including:

- Convergent Validity
(Outer loading > 0.70; AVE > 0.50)
- Discriminant Validity
(Fornell-Larcker criterion and HTMT ratio)
- Reliability
(Cronbach's Alpha and Composite Reliability > 0.70)

2. Structural Model Evaluation (Inner Model)

This stage aims to test the relationships between variables, including:

- Coefficient of Determination (R^2)
- Significance Testing (Bootstrapping)
- Path Coefficients for Hypothesis Testing

Hypothesis testing is conducted based on:

- t-statistic > 1.96
- p-value < 0.05

These criteria are used to determine the significance of the relationships between variables in the research model.

The proposed research model is presented in Figure 1.

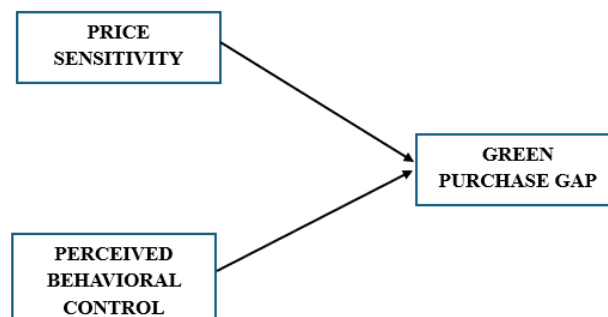


Figure 1. Conceptual Framework of the Study

Source: Processed by researchers

Hypothesis Development

H1. Price Sensitivity and Green Purchase Gap

Consumers with high price sensitivity tend to prioritize economic considerations over environmental benefits. Because green products are generally sold at premium prices, consumers may fail to translate their pro-environmental intentions into actual purchasing behavior. Therefore, higher price sensitivity is expected to increase the green purchase gap (Rehman et al., 2024; Tan et al., 2025).

H1: *Price Sensitivity has a positive effect on the Green Purchase Gap.*

H2. Perceived Behavioral Control and Green Purchase Gap

According to the Theory of Planned Behavior, perceived behavioral control reflects consumers' perceived ability and resources to perform a behavior. Consumers who perceive greater control are expected to be more capable of converting their green purchase intentions into actual behavior, thereby reducing the green purchase gap (Ajzen, 1991; Paul et al., 2016).

H2: *Perceived Behavioral Control has a negative effect on the Green Purchase Gap.*

RESEARCH RESULTS AND DISCUSSION

RESULTS

Respondent Profile

The respondent profile in this study aims to provide a general overview of the characteristics of the sample used. Based on data collected from 120 respondents, the characteristics were analyzed based on gender, age, education level, occupation, monthly online shopping expenditure, most frequently used e-commerce platform, and online shopping frequency.

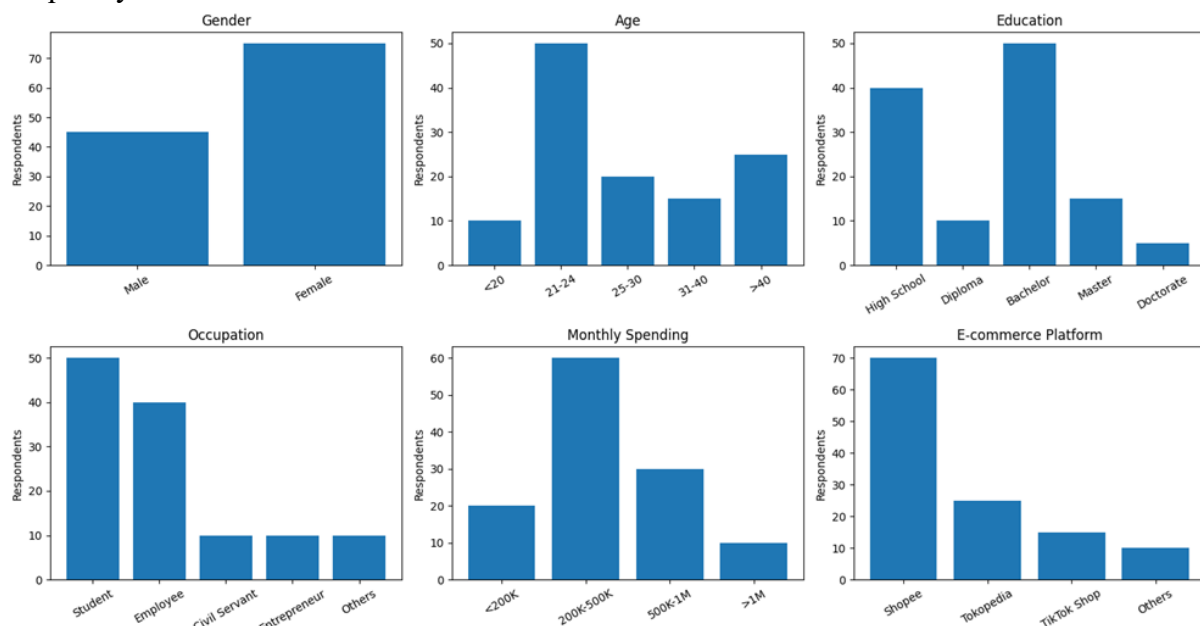


Figure 2. Responden Profile

Source: Authors' own elaboration based on survey data (2026).

Based on gender, the respondents are predominantly female, although the proportion of male respondents is also relatively significant. This indicates that female consumers tend to have a slightly higher level of involvement in online shopping activities, particularly in the context of environmentally friendly products.

In terms of age distribution, the majority of respondents fall within the 21–24 years age group and those above 40 years old. The 21–24 age group generally represents digitally active young consumers who are highly engaged with e-commerce platforms, while the presence of respondents aged above 40 indicates that e-commerce adoption has expanded across more mature age segments.

Regarding educational background, most respondents have completed senior high school and undergraduate (bachelor's) degrees, while others hold diploma, master's, and doctoral degrees. This diversity suggests that the sample reflects a relatively varied level of educational attainment, which may influence awareness and understanding of environmental sustainability issues.

From an occupational perspective, respondents are primarily students and employees, followed by civil servants, entrepreneurs, and other professions. The dominance of students highlights their active engagement in digital platforms, while employees represent a segment with relatively stable purchasing power.

In terms of monthly online shopping expenditure, the majority of respondents spend between IDR 200,000 and IDR 500,000, followed by those spending between IDR 500,000 and IDR 1,000,000. This indicates that most respondents fall within the moderate spending category in online shopping activities.

Based on the most frequently used e-commerce platform, the majority of respondents prefer Shopee, followed by Tokopedia and TikTok Shop. This preference reflects consumers' inclination toward platforms that offer ease of access, competitive pricing, and attractive promotional strategies.

Finally, in terms of online shopping frequency, most respondents reported making purchases 2–3 times per month, followed by those who shop once a month and those who shop more than once per week. This suggests that the respondents are generally active e-commerce users with relatively consistent purchasing behavior.

Overall, the respondent profile indicates that this study is dominated by active e-commerce users with diverse demographic backgrounds and moderate levels of online spending. These characteristics are considered relevant to the objectives of the study, particularly in analyzing consumer behavior toward environmentally friendly products in digital marketplaces.

Measurement Model Evaluation (Outer Model)

The evaluation of the measurement model (outer model) aims to assess the validity and reliability of the constructs used in this study. In the context of SEM-PLS, this evaluation includes tests of convergent validity, discriminant validity, and construct reliability to ensure that the indicators adequately represent their respective latent variables.

Convergent validity

Convergent validity was assessed to determine the extent to which the indicators of a construct are correlated and capable of explaining the underlying latent variable. In SEM-PLS, convergent validity is evaluated using two primary criteria: outer loading and Average Variance Extracted (AVE). An indicator is considered valid if it has an outer loading greater than 0.70, while a construct is considered valid if it has an AVE value greater than 0.50.

Based on the data analysis, the outer loading values for each indicator are presented in Table 2.

Table 2. Loading Factor Test Results

	Green Purchase Gap (Y)	Perceived Behavioral Control (X2)	Price Sensitivity (X1)
GPG1	0.769		
GPG2	0.859		
GPG3	0.865		
GPG4	0.827		
PBC1		0.845	
PBC3		0.914	
PBC4		0.746	
PS2			0.790
PS3			0.846
PS4			0.812

Source: Processed SEM PLS Data, 2026

The results indicate that all indicators have outer loading values above the recommended threshold of 0.70. For the Green Purchase Gap (Y) construct, the loading values range from 0.769 to 0.865, indicating that all indicators adequately represent the construct. Similarly, the indicators of Perceived Behavioral Control (X2) demonstrate strong loading values ranging from 0.746 to 0.914, while the indicators of Price Sensitivity (X1) range from 0.790 to 0.846. These findings confirm that all indicators contribute substantially to their respective constructs and satisfy the requirements for indicator reliability.

In addition to outer loading, convergent validity was further evaluated using the Average Variance Extracted (AVE). A construct is considered to exhibit adequate convergent validity when its AVE value exceeds 0.50, indicating that the construct explains more than half of the variance of its indicators.

Table 3. Average Variance Extracted (AVE) Test Results

	Average Variance Extracted (AVE)
Green Purchase Gap (Y)	0.702
Perceived Behavioral Control (X2)	0.690
Price Sensitivity (X1)	0.667

Source: Processed SEM PLS Data, 2026

The results show that all constructs have AVE values above the recommended threshold of 0.50. The Green Purchase Gap construct achieved an AVE value of 0.702, indicating that 70.2% of the variance in its indicators is explained by the latent construct. Similarly, Perceived Behavioral Control and Price Sensitivity obtained AVE values of 0.690 and 0.667, respectively,

demonstrating that both constructs explain a substantial proportion of the variance in their indicators.

Based on the evaluation of outer loading and AVE values, it can be concluded that all constructs satisfy the criteria for convergent validity. Therefore, the measurement model is considered adequate and suitable for further analysis.

b. Discriminant Validity

Discriminant validity is assessed to ensure that each construct in the model is empirically distinct from the others, meaning that each variable measures a unique concept. In this study, discriminant validity is evaluated using two approaches: the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT).

1) Fornell–Larcker Criterion

According to the Fornell–Larcker criterion, the square root of the Average Variance Extracted (AVE) for each construct should be greater than its correlations with other constructs in the model. This indicates that a construct shares more variance with its own indicators than with other constructs. The results of the Fornell–Larcker analysis are presented in Table 4.

Table 4. Results of the Fornell–Larcker Criterion Test

	Green Purchase Gap (Y)	Perceived Behavioral Control (X2)	Price Sensitivity (X1)
Green Purchase Gap (Y)	0.831		
Perceived Behavioral Control (X2)	-0.140	0.838	
Price Sensitivity (X1)	0.508	-0.106	0.817

Source: Processed SEM PLS Data, 2026

The results indicate that the square root of AVE for each construct is greater than its correlations with the other constructs. The Green Purchase Gap construct has a square root AVE value of 0.838, which exceeds its correlations with Perceived Behavioral Control (-0.140) and Price Sensitivity (0.508). Likewise, Perceived Behavioral Control has a square root AVE value of 0.831, which is higher than its correlations with Green Purchase Gap (-0.140) and Price Sensitivity (-0.106). Similarly, Price Sensitivity has a square root AVE value of 0.817, exceeding its correlations with Green Purchase Gap (0.508) and Perceived Behavioral Control (-0.106).

These findings demonstrate that each construct shares more variance with its own indicators than with other constructs, thereby satisfying the Fornell–Larcker criterion.

2) Heterotrait–Monotrait Ratio (HTMT)

In addition to the Fornell–Larcker criterion, discriminant validity was further assessed using the HTMT ratio, which is considered a more sensitive approach for detecting discriminant validity issues. Following Henseler et al. (2015), HTMT values below 0.90 indicate adequate discriminant validity.

The HTMT values obtained in this study are as follows:

- Green Purchase Gap and Perceived Behavioral Control: 0.115
- Green Purchase Gap and Price Sensitivity: 0.604
- Perceived Behavioral Control and Price Sensitivity: 0.227

All HTMT values are well below the recommended threshold of 0.90, indicating that no discriminant validity issues exist among the constructs. Therefore, each construct is empirically distinct and measures a unique concept.

Based on the results of both the Fornell–Larcker criterion and HTMT analysis, it can be concluded that the measurement model satisfies the requirements for discriminant validity.

c. Reliability Test

Reliability testing was conducted to assess the internal consistency of the indicators used to measure each construct. In SEM-PLS, construct reliability is commonly evaluated using Cronbach’s Alpha and Composite Reliability (CR). A construct is considered reliable when both values exceed the recommended threshold of 0.70 (Hair et al., 2019).

Table 5. Reliability Test Results

Construct	Cronbach's Alpha	Composite Reliability	AVE
Price Sensitivity (X1)	0.752	0.857	0.667
Green Purchase Gap (Y)	0.840	0.876	0.702
Perceived Behavioral Control (X2)	0.850	0.899	0.690

Source: Processed SEM PLS Data, 2026

The results show that all constructs exceed the recommended threshold of 0.70 for both Cronbach’s Alpha and Composite Reliability. Price Sensitivity achieved a Cronbach’s Alpha of 0.752 and a Composite Reliability of 0.857, indicating satisfactory internal consistency. Green Purchase Gap recorded values of 0.840 and 0.876, respectively, while Perceived Behavioral Control achieved the highest reliability values, with a Cronbach’s Alpha of 0.850 and a Composite Reliability of 0.899.

Furthermore, all constructs exhibit AVE values above 0.50, confirming that the indicators adequately capture the variance of their respective constructs. These findings demonstrate that all constructs possess satisfactory reliability and internal consistency. Based on the results of convergent validity, discriminant validity, and reliability assessments, the measurement model is considered valid and reliable. Therefore, the model is suitable for proceeding to the structural model (inner model) evaluation.

Structural Model (Inner Model)

The structural model evaluation was conducted to assess the predictive power of the proposed model and examine the relationships among the latent variables. In SEM-PLS, the structural model is commonly evaluated using the coefficient of determination (R^2), effect size (f^2), and hypothesis testing through bootstrapping procedures.

1) Coefficient of Determination (R^2)

The coefficient of determination (R^2) measures the proportion of variance in the endogenous variable that can be explained by the exogenous variables included in the model.

Table 6. Coefficient of Determination (R²)

Endogenous Variable	R ²
Green Purchase Gap (Y)	0.265

Source: Processed SEM PLS Data, 2026

The results indicate that the R² value for Green Purchase Gap is 0.265. This means that Price Sensitivity and Perceived Behavioral Control jointly explain 26.5% of the variance in the Green Purchase Gap. According to Hair et al., (2022), an R² value of 0.25 can be considered weak to moderate in behavioral research, suggesting that the model possesses acceptable explanatory power. The remaining 73.5% of the variance may be explained by other factors not included in the present study, such as environmental concern, green trust, product availability, social influence, and perceived product quality.

2) Effect Size (f²)

The effect size (f²) was evaluated to determine the contribution of the exogenous variables to the endogenous variable.

Table 7. Effect Size (f²)

Relationship	f ²
Price Sensitivity → Green Purchase Gap	0.334

Source: Processed SEM PLS Data, 2026

The results show that Price Sensitivity has an f² value of 0.334. Based on the criteria proposed by Cohen, (1988), an f² value above 0.35 indicates a large effect, while values of 0.15 and 0.02 indicate medium and small effects, respectively. Therefore, the effect of Price Sensitivity on the Green Purchase Gap can be interpreted as approaching a large effect size, indicating that this variable plays a substantial role in explaining the discrepancy between consumers' green purchase intentions and their actual purchasing behavior.

3) Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS. The significance of the structural relationships was evaluated using the t-statistic and p-value criteria. Following ,Hair et al., (2022), a hypothesis is supported when the t-statistic exceeds 1.96 and the p-value is below 0.05 at the 5% significance level.

Table 8. Hypothesis Testing Results

Hypothesis	Relationship	t-Statistic	Decision
H1	Price Sensitivity → Green Purchase Gap	6.701	Supported
H2	Perceived Behavioral Control → Green Purchase Gap	0.830	Not Supported

Source: Processed SEM PLS Data, 2026

The results indicate that Price Sensitivity has a significant positive effect on the Green Purchase Gap, as evidenced by a t-statistic value of 6.701, which exceeds the critical value of 1.96. Therefore, H1 is supported. Conversely, Perceived Behavioral Control does not significantly influence the Green Purchase Gap, as indicated by a t-statistic value of 0.830, which is below the threshold of 1.96. Therefore, H2 is not supported.

DISCUSSION

The Effect of Price Sensitivity on the Green Purchase Gap

The findings indicate that Price Sensitivity has a significant positive effect on the Green Purchase Gap. This result suggests that consumers who are highly sensitive to price tend to experience a larger discrepancy between their intention to purchase environmentally friendly products and their actual purchasing behavior. In other words, although consumers may express favorable attitudes and intentions toward green products, economic considerations remain a dominant factor in their final purchasing decisions.

This finding supports the Theory of Planned Behavior (Ajzen, 1991), which suggests that behavioral intentions do not always translate into actual behavior when individuals encounter external constraints. In the context of green consumption, the relatively higher prices of environmentally friendly products may act as a financial barrier that prevents consumers from acting on their intentions. As a result, consumers may postpone, reduce, or completely abandon green purchasing decisions despite possessing positive environmental values.

The findings are consistent with previous studies by Rehman et al., (2024), Riyaz et al., (2025), and Tan et al., (2025), which found that price sensitivity plays an important role in weakening consumers' willingness to purchase green products. This study extends prior research by demonstrating that price sensitivity not only affects purchase intention but also contributes directly to the emergence of the green purchase gap in e-commerce environments.

The results further suggest that consumers often face a trade-off between environmental responsibility and economic rationality. While consumers may recognize the environmental benefits of green products, they frequently prioritize affordability and personal financial considerations. Consequently, environmental concern alone may be insufficient to generate actual purchasing behavior when consumers perceive green products as relatively expensive compared to conventional alternatives.

The Effect of Perceived Behavioral Control on the Green Purchase Gap

The results reveal that Perceived Behavioral Control does not have a significant effect on the Green Purchase Gap. This finding indicates that consumers' perceptions regarding their ability, resources, or opportunities to purchase environmentally friendly products do not necessarily determine whether they translate their intentions into actual purchasing behavior.

At first glance, this finding appears inconsistent with the Theory of Planned Behavior (Ajzen, 1991), which posits that perceived behavioral control contributes to the performance of a behavior. However, the result suggests that possessing the ability to purchase green products may not be sufficient to motivate actual purchasing decisions. Consumers may believe

that they are capable of purchasing environmentally friendly products, have access to online marketplaces, and possess adequate information regarding green products, yet they still choose not to make such purchases.

One possible explanation is that consumers in e-commerce environments face fewer practical barriers than in traditional retail settings (Lubis, 2026). The widespread availability of online platforms has reduced obstacles related to product accessibility, information availability, and purchasing convenience. Consequently, perceived behavioral control may no longer represent the primary factor differentiating consumers who purchase green products from those who do not. Instead, economic considerations, particularly price, appear to exert a stronger influence on actual purchasing decisions.

From a psychological perspective, the findings suggest that the green purchase gap may be driven more by motivational and evaluative factors than by perceived capability. Consumers may possess sufficient control and resources but still fail to act because environmental values compete with other priorities such as financial savings, product functionality, convenience, and immediate personal benefits. This condition reflects the well-documented intention–behavior gap, where favorable intentions are insufficient to produce action when competing motivations become more salient during the decision-making process.

Another possible explanation relates to the phenomenon of symbolic environmentalism. Consumers may express support for environmental sustainability and perceive themselves as capable of engaging in green consumption, yet these beliefs remain largely symbolic rather than behavioral. In such situations, pro-environmental intentions contribute to a positive self-image but are not strong enough to overcome economic considerations at the point of purchase.

These findings imply that increasing consumers' perceived behavioral control alone may not be sufficient to reduce the green purchase gap. Policies and marketing strategies should therefore focus not only on enhancing consumers' knowledge and access to green products but also on addressing the economic barriers that prevent consumers from converting environmental intentions into actual purchasing behavior.

Overall, the findings suggest that the green purchase gap is primarily driven by economic considerations rather than perceived behavioral capability. Although consumers generally possess the knowledge, access, and resources necessary to purchase environmentally friendly products, many still refrain from doing so because of price-related concerns. This finding highlights a fundamental challenge in sustainable consumption: consumers often support environmental sustainability at the attitudinal level but prioritize economic benefits when making actual purchasing decisions. Consequently, reducing the green purchase gap requires not only strengthening pro-environmental attitudes but also creating economic conditions that make green products more affordable and competitive with conventional alternatives.

CONCLUSION

This study examined the effects of Price Sensitivity and Perceived Behavioral Control on the Green Purchase Gap among consumers of environmentally friendly products in e-commerce. The results indicate that Price Sensitivity has a significant positive effect on the Green Purchase Gap, whereas Perceived Behavioral Control does not significantly influence

the discrepancy between consumers' intentions and their actual purchasing behavior. These findings suggest that consumers who are more sensitive to price are more likely to experience a gap between their pro-environmental intentions and purchasing decisions.

From a theoretical perspective, the findings can be explained through utility theory and bounded rationality. Although consumers may express positive attitudes and intentions toward environmentally friendly products, actual purchasing decisions are often based on evaluations of perceived costs and benefits. Since green products are frequently associated with higher prices, consumers tend to prioritize immediate economic utility over environmental considerations. Furthermore, the insignificant effect of Perceived Behavioral Control indicates that having the ability, knowledge, or opportunity to purchase green products does not necessarily guarantee actual purchasing behavior, particularly when economic considerations become more salient during decision-making.

This study contributes to the literature on sustainable consumer behavior by demonstrating that the green purchase gap is influenced not only by psychological factors but also by consumers' economic evaluations. However, this study has several limitations, including the relatively limited explanatory power of the model ($R^2 = 0.265$) and the inclusion of only two antecedent variables. Therefore, future research is encouraged to incorporate additional factors such as environmental concern, green trust, perceived value, willingness to pay, and green product quality to provide a more comprehensive understanding of the green purchase gap. Future studies may also expand the sample size and examine different demographic groups or e-commerce contexts to improve the generalizability of the findings.

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