

An exploratory analysis of environmental concern and green consumption behavior in the UAE

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Keywords

Environmental concern; Green consumption; Green skepticism; Green switching intention; Perceived consumer effectiveness

Abstract

Environmental concern has increased, yet consumer engagement with green and sustainable products remains uneven. This exploratory study examines how environmental concern, perceived consumer effectiveness, skepticism toward green claims, and economic considerations relate to green consumption behaviors using survey data. The analysis focuses on willingness to pay a price premium for green products and switching intention toward greener alternatives, alongside descriptive comparisons across demographic groups. The results show relatively high levels of environmental concern and switching intention, contrasted with more moderate willingness to pay. Green skepticism varies substantially across respondents and is associated with lower behavioral commitment, while income and education display clearer and more consistent patterns across behavioral and perceptual measures than gender or age. Overall, the findings suggest that green consumption is shaped not by attitudes alone but by the interaction of concern, trust, and economic capacity, offering exploratory insight into the conditions under which pro-environmental concern translates into consumer action.

Introduction

Environmental concern has become a central theme in contemporary consumption discourse, with green purchasing increasingly promoted as a mechanism through which individuals can contribute to sustainability goals. Prior research consistently reports high levels of environmental awareness and favorable attitudes toward eco-friendly products, particularly among younger and educated consumers (Moser, 2015; Pradeep & Pradeep, 2023). However, this attitudinal support has not translated into consistent market behavior. Studies across developing and emerging economies document persistent barriers such as price premiums, limited availability, and low credibility of eco-labels, which constrain actual green purchasing despite positive attitudes (Nguyen et al., 2017).

A prominent explanation in the literature is the attitude-behavior gap in green consumption. While environmental concern and moral norms are often positively associated with green purchase intentions, their effect weakens substantially when consumers face economic trade-offs and uncertainty (Moser, 2015; Sun et al., 2022). Willingness to pay has repeatedly been identified as a critical bottleneck, with price sensitivity frequently overriding pro-environmental intentions in everyday consumption contexts (Gomes et al., 2023; Alenazi, 2025). These findings suggest that awareness alone is insufficient to drive sustained green purchasing behavior.

More recent studies highlight the importance of trust, perceived effectiveness, and skepticism in shaping green consumption decisions. As sustainability marketing intensifies, consumers are increasingly exposed to ambiguous or exaggerated environmental claims, making it difficult to distinguish genuinely green products from symbolic positioning. This ambiguity has been linked to rising green skepticism and erosion of trust, particularly in fast-moving consumer goods and mass retail contexts (Marie, 2025). Empirical evidence indicates that even environmentally concerned consumers may hesitate to switch brands or pay green premiums when the credibility or impact of green claims is uncertain (Ahmad et al., 2022; Nguyen et al., 2017).

This study positions green consumption not simply as a function of environmental concern, but as a decision shaped by the interaction of skepticism, perceived personal impact, price sensitivity, and switching intentions. Adopting an exploratory survey-based approach, the study examines how environmental concern coexists with guilt, perceived effectiveness, willingness to pay, and brand

switching behavior, while accounting for skepticism toward green product claims. By focusing on this interaction, the study contributes to ongoing debates on why pro-environmental attitudes frequently fail to translate into consistent green purchasing behavior, particularly in emerging and high-growth markets (Naaman et al., 2025; Pradeep & Pradeep, 2023).

Rather than testing a comprehensive causal model, the study provides an empirically grounded snapshot of consumer perceptions and behavioral tendencies that can inform future theory development and policy design. By explicitly highlighting the role of skepticism and economic trade-offs alongside environmental concern, the study refines existing understanding of green consumption decision-making and offers direction for more credible and effective sustainability strategies.

Specifically, the study aims at answering the following questions:

- RQ1 (Foundational): Is there a divergence between consumers' stated environmental concern and their behavioral commitment toward green products, as reflected in willingness to pay a price premium and switching intention?
- RQ2: How does green skepticism toward environmental claims relate to consumers' willingness to pay and switching intention for green products?
- RQ3: How do economic factors, particularly income level, shape consumers' willingness to pay and switching intention for green products?
- RQ4: Do consumers' willingness to pay, switching intention, perceived consumer effectiveness, and green skepticism differ across demographic groups, specifically gender, age, education level, and nationality?

Related Works

Attitude-Behavior Gap in Green Consumption

A consistent theme in the green consumption literature is the disconnect between consumers' stated environmental concern and their actual purchasing behavior. Early large-scale empirical work by Moser (2015) demonstrates that while consumers report positive environmental attitudes, these attitudes do not significantly predict green purchasing behavior once economic factors are considered. Instead, willingness to pay emerges as the dominant predictor, highlighting a clear attitude-behavior gap. Similar conclusions are reported by Sun et al. (2022), who show that environmental concern and moral motivations are positively related to green purchase intention, but perceived cost and price sensitivity exert strong negative effects that weaken behavioral outcomes.

Evidence from emerging and Middle Eastern contexts reinforces this pattern. Pradeep and Pradeep (2023), studying Generation Z consumers in the UAE, find that sustainability awareness does not drive brand choice in sustainable fashion, with price, modesty, and style dominating decision-making. Naaman et al. (2025) report a comparable gap in the Lebanese food sector, where environmental concern does not significantly strengthen green purchasing intentions, despite its prominence in sustainability discourse. Together, these studies indicate that pro-environmental concern is widespread but insufficient on its own to generate consistent green consumption.

Willingness to Pay and Price Sensitivity

Willingness to pay for green products has been repeatedly identified as a critical bottleneck in translating sustainability attitudes into action. Gomes et al. (2023), focusing on Generation Z consumers, show that although environmental concern and perceived green quality positively influence willingness to pay more, price sensitivity remains a central challenge. Their findings suggest that even environmentally motivated consumers remain financially cautious, limiting the market penetration of green products.

Research in emerging markets further highlights the role of economic trade-offs. Alenazi (2025), using discrete choice and valuation methods in the Saudi retail sector, finds that sustainability awareness positively affects willingness to pay for eco-friendly packaging, while price sensitivity exerts a negative effect on both stated willingness and actual product choice. Experimental work by Berger (2019) provides a complementary perspective, showing that willingness to pay for green products increases when green choices generate social signaling benefits. However, this effect depends on public visibility, suggesting

that green premiums are not universally accepted and remain context dependent. Collectively, these studies emphasize that economic considerations continue to constrain green purchasing, even in populations with high environmental awareness.

Trust, Greenwashing, and Credibility of Green Claims

Beyond price, the credibility of green claims plays a central role in shaping consumer behavior. Nguyen et al. (2017) identify low trust in eco-labels, limited information, and skepticism toward green claims as key barriers to green purchasing in developing countries. Their work suggests that institutional support and clearer communication are necessary to mitigate these obstacles. Ahmad et al. (2022) further demonstrate that green trust and perceived consumer effectiveness positively influence green purchase behavior, while environmental attitude alone is insufficient to drive action.

More recent research explicitly addresses greenwashing and its consequences. Marie (2025) shows that misleading or exaggerated sustainability claims in FMCG markets undermine customer trust and weaken brand loyalty. The study highlights that consumers' responses to green claims are shaped not only by brand messaging, but also by peer discussions and informal information channels. These findings suggest that skepticism toward green claims can dampen willingness to pay and brand switching, even among environmentally concerned consumers.

Psychological, Value-Based, and Self-Concept Drivers

Several studies extend beyond attitudes and economics to examine psychological and value-based drivers of green consumption. Dong and Huang (2025), applying the theory of consumption values in the Chinese electric vehicle market, show that functional, social, and emotional values shape environmental attitudes, which in turn influence green purchase intention. Roy (2023), focusing on undergraduate students, finds that green price sensitivity, green trust, and green product value significantly influence green behavioral intention, while environmental awareness moderates some of these relationships.

From a self-concept perspective, Tawde and RV (2024) demonstrate that green self-concept and product self-concept influence willingness to pay more for green products through perceived green value and product virtue. These studies highlight that green consumption is influenced by complex psychological mechanisms, yet they largely focus on intention or willingness rather than observed behavioral trade-offs under skepticism or uncertainty.

Demographic, Cultural, and Regional Influences

Demographic and contextual factors further condition green purchasing behavior. Mehraj et al. (2023) show that education and income significantly influence green consumer behavior among young Indian consumers, while age and gender do not. Nguyen et al. (2017) and Nguyen et al. (2017) (cultural values study) demonstrate that collectivism and long-term orientation strengthen green purchasing through positive attitudes and subjective norms, but also note tolerance for inconvenience as a limiting factor.

Studies conducted in Middle Eastern contexts consistently indicate that sustainability awareness does not override practical considerations. Pradeep and Pradeep (2023) and Alenazi (2025) both show that price, fashion, and product attributes often outweigh environmental considerations in actual consumer choices. These findings underscore the importance of examining green consumption within specific economic and cultural contexts rather than assuming uniform behavioral responses.

Positioning of the Present Study

Taken together, prior research establishes strong evidence of environmental awareness and positive attitudes toward green products, alongside persistent constraints related to price sensitivity, trust, and skepticism. While many studies focus on intentions, willingness to pay, or isolated psychological drivers, fewer examine how concern, guilt, perceived effectiveness, skepticism, and switching intentions coexist within consumer decision-making under conditions of uncertainty. Moreover, existing work often treats these factors independently or within narrowly specified models, limiting insight into their combined role in shaping everyday green consumption behavior. Responding to this gap, the present study adopts an exploratory survey-based approach to examine these dimensions jointly, offering context-sensitive insight into the mechanisms that sustain the attitude-behavior gap in green consumption.

Methodology

Research Design

This study adopts an exploratory quantitative research design to examine factors influencing consumers' willingness to pay a price premium for green and sustainable products. The focus is on identifying patterns and associations between environmental concern, green skepticism, perceived consumer effectiveness, demographic characteristics, and stated purchasing behavior. Given the study's emphasis on measuring relationships between observable variables rather than interpreting subjective meanings, a positivist orientation underpins the research design.

A cross-sectional survey was selected as the primary data collection method. This approach is appropriate for capturing consumer perceptions, attitudes, and self-reported behavioral intentions at a single point in time, particularly in exploratory studies aimed at identifying early empirical regularities.

Sampling and Data Collection

The target population consisted of adult consumers aged 18 years and above who engage in retail shopping in Dubai, UAE. Data were collected using a non-probability convenience sampling strategy, with respondents recruited through accessible networks and online distribution channels. While this sampling approach limits statistical generalizability, it is appropriate for a pilot exploratory study intended to identify key behavioral patterns and inform future large-scale research.

A total of 100 valid responses were collected and used for analysis. This sample size was considered sufficient for conducting descriptive analysis, reliability assessment, and exploratory association testing. The sample was skewed toward higher-income respondents, a characteristic that is explicitly acknowledged and considered when interpreting willingness-to-pay outcomes.

Survey Instrument

Data were collected using a structured questionnaire consisting of three main sections.

The first section measured environmental concern, perceived consumer effectiveness, and green skepticism. Respondents evaluated a series of statements using a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5). These items assessed the extent to which respondents cared about environmental issues, believed their personal purchasing choices could make a difference, and trusted or doubted environmental claims made by brands.

The second section focused on behavioral intentions and purchasing tendencies, particularly willingness to pay a premium for green products and willingness to switch to sustainable alternatives under different price conditions. The same five-point Likert scale was used to maintain consistency across constructs.

The third section captured demographic and background information, including age, gender, income level, education, nationality, shopping frequency, and the perceived importance of brand reputation. These variables were included to enable exploratory subgroup analysis and to examine demographic influences on willingness to pay.

Data Analysis

The analysis followed a structured, exploratory sequence. First, descriptive statistics were computed to summarize respondent characteristics and overall response patterns across survey items. Mean scores were examined to identify differences between environmental concern and willingness-to-pay measures, providing an initial indication of a potential attitude-behavior gap.

Second, internal consistency reliability was assessed for multi-item constructs using Cronbach's alpha. This step ensured that items intended to capture the same underlying construct demonstrated acceptable internal coherence before aggregation.

Third, exploratory comparative and associative analyses were conducted to examine relationships between willingness to pay, income levels, and green skepticism. Visual inspection through charts and grouped comparisons was used to identify systematic patterns, particularly the role of income and trust in shaping price premium acceptance.

Given the exploratory nature of the study and the pilot sample size, the analysis emphasizes pattern identification rather than causal inference.

Ethical Considerations

Ethical principles were adhered to throughout the study. Participation was voluntary, and respondents were informed of the study's purpose prior to completing the questionnaire. No personally identifiable information was collected, ensuring anonymity. Respondents were informed of their right to withdraw from the survey at any time without penalty, and all data were used solely for academic research purposes.

Results

This section reports the empirical findings of the study in a descriptive and structured manner. Results are presented using a combination of tables and figures to summarize sample characteristics, key constructs, and subgroup comparisons. Interpretation is reserved for the Discussion section.

Sample Characteristics

The final sample consisted of 98 valid respondents. Table 1 summarizes the demographic composition of the sample across gender, age group, education level, income level, and nationality. The sample has a near-equal distribution of male and female respondents, reducing the risk of gender imbalance in subgroup comparisons. There is dominance of the 25–34 age group, followed by the 35–44 and 18–24 groups, with limited representation from older age categories.

Table 1. Sample Characteristics of Respondents

Variable	Distribution
Gender	Male (50), Female (48)
Age Group	18–24 (20), 25–34 (51), 35–44 (24), 45+ (3)
Education Level	High school or less (21), Bachelor's degree (46), Master's degree or higher (31)
Income Level (AED/month)	Under 10000 (23), 10,000–24999 (32), 25000–49999 (15), 50,000+ (28)
Nationality	Asian (38), Arab (Non-UAE) (36), Western (13), Other nationalities (1)

Income distribution indicates a concentration in middle-to-high income brackets, with a substantial proportion of respondents reporting monthly income above AED 10,000. This income profile is relevant for examining willingness to pay price premiums for green products. The sample also reflects nationality diversity, with Asian and Arab (non-UAE) respondents forming the largest groups.

Overall, the sample represents an urban, economically active consumer segment, suitable for exploratory analysis of green purchasing attitudes and behaviors. The concentration of higher-income and well-educated respondents is acknowledged and considered when interpreting subsequent results.

Descriptive Statistics of Key Constructs

Table 2 presents the descriptive statistics for the key attitudinal and behavioral constructs measured in the survey. All items were measured on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

Table 2. Descriptive Statistics of Key Constructs (n = 100)

Construct	Mean	Standard Deviation
Environmental concern	3.81	1.09
Perceived consumer effectiveness	3.74	1.14
Green skepticism	3.37	1.30
Willingness to pay a price premium	3.63	1.19
Switching intention toward green products	3.83	1.09

As shown in Table 2, respondents reported relatively high levels of environmental concern ($M = 3.81$) and switching intention ($M = 3.83$). Perceived consumer effectiveness was also high ($M = 3.74$), indicating that many respondents believe their individual purchasing choices can make a positive environmental difference.

By comparison, willingness to pay a price premium was moderate ($M = 3.63$), while green skepticism recorded a lower mean ($M = 3.37$) alongside the highest variability ($SD = 1.30$), suggesting heterogeneity in trust toward green product claims.

Reliability Assessment

Internal consistency reliability was assessed using Cronbach's alpha to ensure that multiple items intended to measure the same construct exhibited adequate internal coherence prior to aggregation.

Table 3. Reliability Assessment of Multi-Item Constructs

Construct	Number of Items	Cronbach's α
Environmental concern	2	0.94

As shown in Table 3, the two items measuring environmental concern demonstrate excellent internal consistency ($\alpha = 0.94$), supporting their aggregation into a single composite measure.

The remaining constructs in the study, including perceived consumer effectiveness, green skepticism, willingness to pay, and switching intention, were each measured using single items. As internal consistency reliability applies only to multi-item scales, Cronbach's alpha was not calculated for these measures.

Divergence Between Environmental Concern and Behavioral Commitment

To examine the relationship between environmental concern and behavioral commitment, a composite measure of environmental concern was constructed by averaging the two related items measuring concern about environmental problems and guilt when purchasing non-environmentally friendly products. This composite was compared with measures of willingness to pay a price premium and switching intention.

Table 4. Environmental Concern and Behavioral Commitment (n = 100)

Measure	Mean	Standard Deviation
Environmental concern (composite)	3.58	1.06
Willingness to pay a price premium	3.63	1.19
Switching intention toward green products	3.83	1.09

As shown in Table 4, respondents reported relatively high environmental concern ($M = 3.58$), alongside moderate willingness to pay a price premium ($M = 3.63$) and higher switching intention when price conditions were favorable ($M = 3.83$).

To assess the association between concern and behavioral commitment, bivariate correlations were computed. Environmental concern was strongly and positively correlated with willingness to pay ($r = 0.95$) and with switching intention ($r = 0.96$), indicating that higher concern levels were associated with stronger self-reported behavioral intentions.

Overall, the results indicate close alignment between environmental concern and stated behavioral commitment within the sample, based on both mean comparisons and correlational patterns.

Role of Skepticism and Economic Factors

This subsection examines how green skepticism and income level are associated with consumers' behavioral commitment toward green products, as reflected in willingness to pay a price premium and switching intention.

Green Skepticism: To examine behavioral differences by skepticism, respondents were grouped into low, medium, and high skepticism categories based on their responses. Mean levels of willingness to pay and switching intention were then compared across these groups.

Table 5. Willingness to Pay and Switching Intention by Green Skepticism Level

Skepticism Level	Willingness to Pay (Mean)	Switching Intention (Mean)
Low skepticism	4.53	4.56
Medium skepticism	3.39	3.73
High skepticism	2.14	2.50

As shown in Table 5, respondents with low skepticism reported substantially higher willingness to pay and switching intention compared to those with medium and high skepticism. Both behavioral measures decline steadily as skepticism increases.

Income Level: Behavioral commitment was also examined across income groups to assess the role of economic capacity in green purchasing decisions.

Table 6. Willingness to Pay and Switching Intention by Income Level

Monthly Income (AED)	Willingness to Pay (Mean)	Switching Intention (Mean)
Under 10,000	1.91	2.26
10,000–24,999	3.47	3.81
25,000–49,999	4.07	4.07
50,000+	4.93	4.96

As reported in Table 6, willingness to pay and switching intention increase consistently with income level. Respondents in the highest income group reported the strongest behavioral commitment toward green products, while those in the lowest income group reported the weakest.

Demographic Differences in Behaviors and Perceptions

Figure 1 presents demographic differences in willingness to pay, switching intention, green skepticism, and perceived consumer effectiveness across gender, age group, education level, and income. Results are reported descriptively to highlight observed patterns in the sample.

The top-left panel (Gender) shows modest differences between male and female respondents. Male respondents report slightly higher willingness to pay and switching intention, while female respondents exhibit higher levels of green skepticism. Perceived consumer effectiveness is similar across genders, with only minor variation.

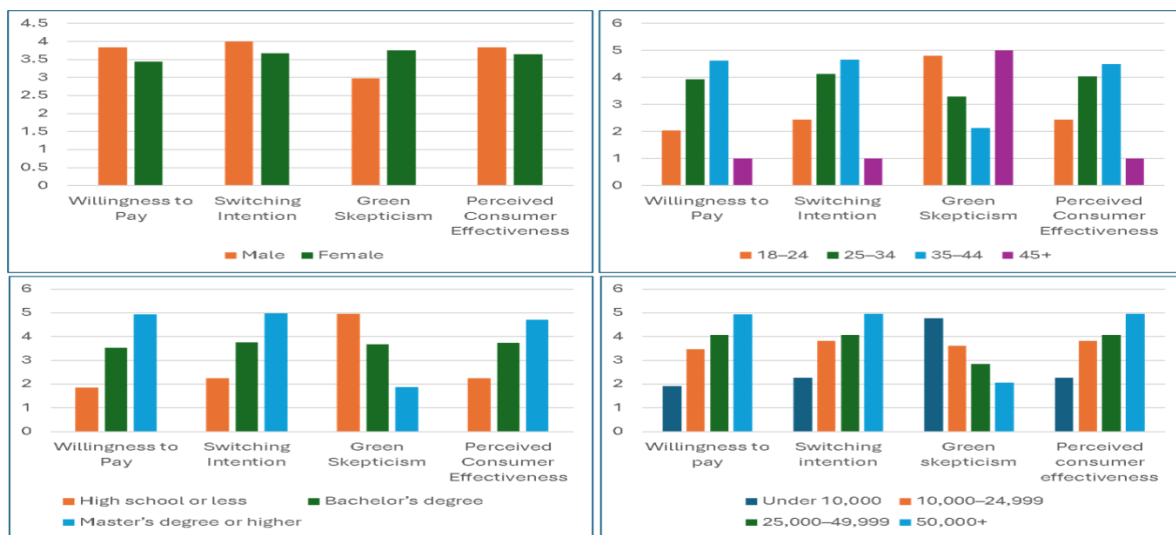


Figure 1. Demographic differences in willingness to pay, switching intention, green skepticism, and perceived consumer effectiveness across gender (top-left), age group (top-right), education level (bottom-left), and income level (bottom-right).

The top-right panel (Age Group) reveals more pronounced variation. Respondents aged 25–34 and 35–44 report higher willingness to pay and switching intention compared to the 18–24 group. Green skepticism declines steadily from younger to middle age groups but increases sharply for the 45+ group. Perceived consumer effectiveness follows a similar pattern, peaking among respondents aged 35–44 and remaining lower among the youngest and oldest groups.

The bottom-left panel (Education Level) shows a clear gradient across all four constructs. Respondents with a Master’s degree or higher consistently report the highest willingness to pay, switching intention, and perceived consumer effectiveness, alongside the lowest green skepticism. In

contrast, respondents with high school education or less report the lowest levels of behavioral commitment and perceived effectiveness, coupled with the highest skepticism. Bachelor's degree holders fall between these two groups across all constructs.

The bottom-right panel (Income Level) displays the strongest and most consistent pattern. Willingness to pay, switching intention, and perceived consumer effectiveness increase monotonically with income, while green skepticism decreases as income rises. Respondents in the 50,000+ AED income category report the highest behavioral commitment and lowest skepticism, whereas those in the under 10,000 AED group exhibit the opposite pattern.

Overall, Figure 1 indicates that demographic variation is most pronounced across education and income levels, while gender differences are comparatively modest and age-related patterns are non-linear.

Discussion

This study explored how environmental concern, perceived consumer effectiveness, skepticism toward green claims, and economic constraints interact to shape green consumption behaviors. Rather than assuming a uniform "green consumer," the findings reveal a more nuanced picture in which attitudes, trust, and capacity jointly condition behavioral commitment.

From Environmental Concern to Behavioral Commitment

The results indicate that respondents report relatively high levels of environmental concern and switching intention, alongside more moderate willingness to pay a price premium. This pattern suggests that pro-environmental attitudes do not automatically translate into costly behavioral commitments. Importantly, however, the findings do not point to a simple attitude-behavior gap. Instead, concern and behavioral intentions are strongly aligned at the aggregate level, with high correlations observed between environmental concern and both willingness to pay and switching intention. This indicates that concern remains a meaningful motivational foundation, but its translation into action is shaped by contextual constraints rather than a lack of pro-environmental orientation.

Green Skepticism as a Friction Rather Than Rejection

Green skepticism emerges as a key friction in this process. While skepticism is lower on average than environmental concern, it shows greater dispersion and systematic variation across demographic groups. Higher levels of skepticism are associated with lower willingness to pay and weaker switching intention, indicating that doubts about the credibility of green claims can dampen behavioral commitment even among consumers who express concern. This finding aligns with concerns in the literature regarding greenwashing and informational overload, and suggests that skepticism does not reflect disengagement from environmental issues per se, but rather uncertainty about whether green products genuinely deliver the promised benefits.

Economic Capacity and the Ability to Act on Values

Among all demographic factors examined, income exhibits the most consistent and pronounced association with green consumption behaviors. Willingness to pay, switching intention, and perceived consumer effectiveness all increase monotonically with income, while skepticism declines. The one-way ANOVA confirms that differences in willingness to pay across income groups are statistically significant. These results suggest that economic capacity plays a central role in enabling consumers to act on pro-environmental values. Green consumption, particularly when it involves price premiums, appears less constrained by attitudes than by affordability. In this sense, income operates as a structural condition that determines whether concern can be translated into sustained behavioral change.

Education, Age, and the Limits of Demographic Explanations

Education level shows a similarly clear gradient, with higher educational attainment associated with stronger behavioral commitment, higher perceived consumer effectiveness, and lower skepticism. This pattern may reflect greater access to information, higher trust in sustainability claims, or stronger alignment with pro-environmental norms. By contrast, gender differences are modest across all constructs, suggesting that green consumption attitudes and behaviors are not strongly gendered in this

sample. Age-related patterns are more complex and non-linear, with middle-aged respondents exhibiting stronger behavioral commitment than both younger and older groups. Given the exploratory nature of the study and the small size of some age categories, these patterns should be interpreted cautiously.

Integrating Attitudes, Trust, and Constraints

Taken together, the findings suggest that green consumption is best understood as a set of negotiated trade-offs rather than a linear progression from concern to action. Environmental concern provides motivation, perceived consumer effectiveness reinforces the belief that action matters, skepticism introduces uncertainty, and economic capacity determines feasibility. The coexistence of high concern with varying levels of behavioral commitment highlights the importance of examining these dimensions separately rather than collapsing them into a single index. While exploratory factor analysis indicates the presence of a dominant pro-green disposition, the disaggregated analysis reveals meaningful frictions that would otherwise be obscured.

Implications

From a practical perspective, the results underscore the importance of credibility and affordability in promoting green products. Messaging that appeals solely to environmental concern may be insufficient if skepticism remains unaddressed or if price premiums exceed consumers' economic capacity. For policymakers and firms, improving transparency, certification, and trust mechanisms may be as important as raising awareness. At the same time, strategies that reduce the cost burden of green products could help broaden participation beyond higher-income and highly educated segments.

From a research perspective, the findings support calls to move beyond treating green consumption as a unidimensional construct. Future work could build on this exploratory analysis by developing multi-item scales, employing larger and more representative samples, or examining how trust and economic constraints interact over time. A complementary line of research could also focus on segmentation using composite indices of green sensitivity, building on the latent structure observed here.

Limitations and Future Research

This study is subject to several limitations. The use of a relatively small, convenience-based sample limits generalizability, and all measures rely on self-reported attitudes and behaviors. The cross-sectional design also precludes causal inference. Future research could address these limitations through longitudinal designs, experimental manipulations of trust cues, or larger-scale surveys that allow for more robust subgroup analysis. Despite these limitations, the study provides valuable exploratory insight into the conditions under which environmental concern translates into meaningful consumer action.

Conclusion

This study explored how environmental concern, perceived consumer effectiveness, skepticism toward green claims, and economic constraints shape green consumption behaviors. The findings indicate that while environmental concern and switching intention are relatively high, willingness to pay a price premium is more constrained, suggesting that concern alone is insufficient to drive costly behavioral commitment.

Green skepticism emerges as an important friction, weakening behavioral intentions even among environmentally concerned consumers. Income and education show the most consistent associations with willingness to pay and switching intention, highlighting the role of economic capacity and informational resources in enabling green consumption. In contrast, gender and age differences are more modest or non-linear.

Overall, the study underscores the importance of distinguishing between attitudes, trust, and structural constraints when examining green consumer behavior. While exploratory, the findings provide useful insights for future research and practice aimed at promoting sustainable consumption through credible claims and accessible pricing.

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