

# Extending the Theory of Planned Behavior: Price Sensitivity, Love of Money, and Environmental Concern in Sustainable Clothing

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## **Abstract**

This research aims to extend the theory of planned behavior with money-related factors [price sensitivity, love of money (rich, budget, and achievement dimensions)], and environmental concern. Structural equation modeling is performed employing data from 297 participants in Türkiye. Attitudes towards behavior, subjective norm, perceived behavioral control, environmental concern, and the rich dimension of love of money have a positive influence on the intention to purchase sustainable clothing, whereas achievement has a negative impact. Perceived behavioral control has a moderating role between attitude-purchase intention and subjective norm-purchase intention links. Money-related factors such as price sensitivity and the budget dimension of love of money do not have an impact on sustainable clothing purchase intention.

**Subject Areas:** *Attitude; Consumer Behavior*