

Green Marketing and Attitude Affect the Consumer Buying Behavior of Green Product in Turkey

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Abstract

Consumers are increasingly looking for natural goods to live more sustainably and healthily in recent years. As a result, firms have begun aligning their strategies with sustainability by emphasizing the production of natural products that are both beneficial for health and environmentally sustainable. However, there is a risk of deceptive claims being made. This study focuses on determining consumer buying behavior regarding green products in Turkey, with an emphasis on the effect of green marketing and attitude on consumer buying behavior. The study integrates fundamental theoretical approaches to consumer buying such as the theory of planned behavior (TPB), in a modified conceptual framework. A survey of 385 Turkish consumers knowledgeable about environmentally friendly green products was used to gather data, which was then analyzed using the SPSS 26 software. The results show that green marketing and attitudes have a significant influence on Turkish consumer buying behavior. The findings of this study offer insight into theoretical approaches to consumer buying behavior for researchers and academics and provide guidance for marketers in devising green marketing strategies to achieve optimal competitive advantage.

INTRODUCTION

In contemporary times, escalating apprehensions regarding the adverse impacts of pollution, mounting consumer consciousness about environmental concerns, and the need for responsible supply chains have exerted substantial pressure on businesses to undertake environmentally responsible practices (Niinimäki et al., 2020; Taghikhah et al., 2019; Ghadge et al., 2021; Huang et al., 2021; Moshood et al., 2022; Sharma et al., 2023; Erdem, & Doğan, 2023; Shaharudin et al., 2020). With their increased concern about environmental and health issues, many consumers ready to pay more for items that are regarded to be ecologically friendly (Srivastava, & Gupta, 2023; Antunes et al., 2023; Dekhili & Achabou, 2012; Gam et al., 2010; Xu et al., 2012). Consumer is inclined to perceive that the assertions of eco-friendliness made in advertisements and product descriptions confer a superior level of quality and safety upon the products (Kusmana, & Masnita, 2023). In the competitive landscape of the business world, companies must adopt green marketing strategies to make their products apart from those of their rivals (Correia et al., 2023; Silva et al., 2023; Mugoni et al., 2023; Aggarwal & Kadyan, 2014; Berrone et al., 2017; Chen, 2008; Gräuler & Teuteberg, 2014; Alhamad, et al., 2019). Business enterprises must prioritize the incorporation of environmentally friendly features into their products or brands to reinforce sustainability, foster positive relationships with their consumers, and facilitate effective cost management (Jiang et al., 2023; Kassaye, 2001). Companies employ a variety of phrases in their integrated communication efforts to enhance their environmental stewardship, including "green," "natural," "eco/earth friendly," "sustainability," and "sustainable development (Vesal et al., 2021; Woo, 2021). Nonetheless, it is worth noting that not all companies that purport to be sustainable are genuinely implement

sustainable practices (Gunawan et al., 2022; Song et al., 2020). Environmental claims made by companies are frequently associated with dishonest, dubious, insincere, unclear, and misleading practices (Aggarwal & Kadyan, 2014; Ahmed et al., 2020; Chen & Chang, 2013; Chen et al., 2014; Cherry & Sneirson, 2012; Kahraman & Kazançoğlu, İ., 2019).

On the other hand, Environmental degradation is recognized as a significant challenge facing the 21st century (Jjuuko, 2020; Hadjichambis & Reis, 2020). Personal consumption, primarily attributable to excessive consumption, is identified as the primary factor underpinning environmental degradation (Yue et al., 2020; Han et al., 2021). The long-term implications of excessive consumption extend beyond the perilous state of the natural environment, with the potential to adversely impact the welfare and quality of life of consumers. As a corollary, both developed and developing countries have emphasized the need to find ways to stop the development of injurious consequences resulting from excessive usage and encourage the buying of green products (Solekah, 2020; Kumar' Ranjan, & Kushwaha, 2017).

In recent times, Turkey has been confronted with several significant environmental issues that pose considerable environmental concern regarding its sustainable economic future. Consequently, there exists a pressing necessity to investigate the buying behavior of Turkish citizens and to provide them with education and motivation to procure green products (Hartmann & Siegrist, 2017; Tandon et al., 2020).

The definition of green buying behavior involves the procurement of ecologically friendly, recyclable, or biodegradable products, as well as the avoidance of items that have harmful effects on the environment and society (Mostafa, 2007; Chan, 2001). Green customer behavior is assessed by customers' willingness or intention to buying eco-friendly products, demonstrating a proactive commitment or awareness towards procuring such products (Joshi & Rahman, 2015). Numerous studies have been conducted worldwide on pro-environmental behavior (Ru et al., 2018; Chen & Tung, 2014), green consumption (Al Mamun et al., 2018; Yeon Kim & Chung, 2011), the procurement of eco-labeled products (Thøgersen, 2000; Egea & de Frutos, 2013).

In the examination of green buying behavior, several studies have documented a discrepancy or "gap" between consumers expressed positive attitude towards green product and their actual buying practices (Joshi & Rahman, 2015; Johnstone & Tan, 2015; Kamalanon et al., 2022; Afridi et al., 2023; Tanner & Kast, 2003; Vermeir & Verbeke, 2006; Vermeir & Verbeke, 2008). This incongruous, known as "green purchasing inconsistency" or "green attitude-behavior gap," suggests that consumers' favorable attitude towards green products may not necessarily result in actual buying behavior. The factors contributing to this gap may include the price and availability of products and social influences, among others. Although research on consumer environmental knowledge and consciousness exists (Diamantopoulos et al., 2003; Schwepker & Cornwell, 1991), and studies have inquiry consumers' consumption patterns and non-consumption behavior (Follows & Jobber, 2000; Lee, 2009), the understanding of factors affecting consumer green purchasing behavior remains limited. Previous research has demonstrated that even individuals who understanding the gravity of ecological problems may not necessarily buying green products despite their favorable attitude (Bamberg, 2003; Kilbourne & Beckmann, 1998; Nordlund & Garvill, 2002). Moreover, Rokka and Uusitalo (2008) argued that even customers with the highest levels of environmental awareness could not always choose eco-friendly products since their decisions are impacted by ecological viewpoints and the appraise of various product qualities. Situational variables may also hinder environmentally conscious purchasing decisions and lessen the influence of a positive attitude.

In Turkey, the term "green marketing" has not been widely used compared to other countries, as indicated by various studies (Sharma, 2021; Saint et al., 2020; Acar, & Temiz, 2020). However, recent discussions have emerged regarding the concept of green marketing in

Turkey (Çankaya, & Sezen, 2019). The Turkish public did not previously recognize environmental issues as significant concerns (Maryam, & Büyükgüngör, 2019; Sanchez-Sabate, & Sabaté, 2019), but increasing awareness on environmental topics has been observed during the negotiations with the European Union for full membership (Ertör-Akyazi, 2020; Avci, 2020). Because of the negotiations, environmental matters have become a prominent topic in business discussions, prompting firms to become more environmentally aware (Erdogan & Baris, 2007). This has led Turkish firms to seek certifications such as CE and ISO 14000 to demonstrate their commitment to environmental concerns (Üstünay, 2008; Alataş 2015).

The present discourse pertains to the phenomenon known as the attitude-behavior gap, which concerns the discrepancy between an individual's expressed attitude and their actual behavior. This phenomenon has been the focus of inquiry the theory of Planned Behavior (TPB), which was developed by Fishbein and Ajzen in 1975, and subsequently by Ajzen and Fishbein in 1980. This theory has been employed in a diverse range of studies, including those focused on environmental behavior, with an emphasis on the buying of green products, even in developing countries, as evidenced by studies by Yadav and Pathak (2016) and Hsu et al. (2017). Despite the widespread application of TPB in studies on green buying behavior, a significant number of investigations have failed to establish a robust link between a positive attitude towards green buying and the actual purchase decision. These studies suggest that the relationships between subjective norms, attitude, and perceived behavioral control, as defined by TPB, are insufficient in elucidating green buying behavior. This finding is supported by studies conducted by Tan (2011) and Joshi and Rahman (2015). The utility of the behavioral measures proposed by TPB in the context of ecological behavior remains a subject of debate, as the existence of an attitude-behavior gap in the domain of green consumer psychology suggests a lack of consensus regarding their applicability. To address this issue, the research must incorporate cognitive factors to predict green buying behavior. This could involve modifications to the existing TPB frameworks or the adoption of customized approaches that are sensitive to cultural and local contexts. Scholars such as Chan (2001), Akehurst et al. (2012), Joshi and Rahman (2015), and Wei et al. (2017) have advocated for the inclusion of such factors in the study of green consumer behavior.

Two major contributions are made by this study. It begins by looking at how attitudes and green marketing affect consumer purchasing patterns. Second, it investigates Turkish customers' green purchasing habits. A detailed analysis of the pertinent literature was done to accomplish these goals, and then a conceptual model and a list of hypotheses were developed. Although the results and discussion part present the analysis's conclusions, the methodology section describes the sampling strategies used in the study. In conclusion, this study adds significantly to our understand of the variables influencing Turkish consumers' decision-making about green products.

LITERATURE REVIEW

Consumer Buying Behavior

The study of consumer behavior pertains to the examination of the procedures used by individuals, groups, or organizations in the selection, procurement, and relinquishment of products, services, experiences, or ideas, with the aim of fulfilling their needs. Moreover, the effects of these procedures on both the consumer and society are also a focus of an investigation. (Perner, 2009; Al-amri, Said, Al Kindi, & Ahmed, 2022; Al-Hashimy, Alabdullah, Ries, Ahmed, Nor, & Jamal, 2022). The buying behavior of individuals and households purchasing

products for personal consumption is a critical aspect of consumer behavior (Madhavan & Kaliyaperumal, 2015). The actions of marketers have a significant impact on consumer behavior, which in turn informs the development of marketing strategies that target consumers (Bruwer et al., 2011; Hsu, C. L., & Chen, M. C., 2018). The complex process of consumer behavior involves various cognitive, emotional, and physical activities that individuals engage in while selecting, purchasing, and disposing of products and services that fulfill their wants and needs (Kotler, 1999; Alzoubi et al., 2022). This behavior is motivated and complex, involving multiple stages, with various external forces, such as culture, society, location, and family, influencing consumer decisions (Abd Alia & Alhamad, 2022; Alshali, Alhattali, & Ahmed, 2021; Akram et al., 2022; Sharma & Trivedi, 2016). Buying decisions refer to the probability that a customer would buy a brand (Phelps & Hoy, 1996), and the process involves identifying needs, researching alternatives, selecting an appropriate product, purchasing and using the product, and deciding to repurchase the same or switch to another one based on past experiences (Perner, 2008). Customer purchase intentions refer to the likelihood of a consumer purchasing a particular product (Phelps & Hoy, 1996) and are an element of cognitive behavior concerning how customers plan to purchase a specific brand, product, or service (Kwek, 2010; Alhamad, Osman, Manaf, Abdullah, & AlShatnawi, 2015). Several factors trigger purchase intentions and the decision-making process, such as word of mouth, product features, and price (Sheu, 2010). Celebrity endorsements can positively influence customer buying behavior, with consumers tending to copy their favorite celebrities, leading to higher sales of the products they endorse (Forbes, 2011; Pui yi & Priscilla, 2012; Faraj, & Alhamad, 2022). However, not all celebrity endorsements are successful, and marketers must be cautious when selecting their celebrity endorser to ensure a proper fit with the product advertised (Ohanian, 1991). Effective advertising strategies must include celebrities who are credible, trustworthy, and preferably with attractive physical features, and advertisers must consider the fit between the celebrity's character and the product feature to create a positive perception of the advertised product (Ajzen & Fishbein, 1980).

Attitude

Kokkinaki and Lunt's (1999) research suggests that attitudes developed in high-involvement settings are easier to change than those acquired in low-involvement settings. The term "attitude" is frequently used to refer to a wide notion that encompasses a variety of variables, including emotions, beliefs, preferences, judgements, and assessments as well as intents, values, views, and principles, according to Bagozzi (1994). Attitude is evaluative judgments that are generated in response to information that is salient in each situation (Kinnear & Taylor, 1996). According to Kinnear and Taylor (1996), the relationship between attitude and behavior is supported by empirical data, particularly when there is a group of buyers and the number of variables that can affect the behavior is limited, allowing for a reasonable prediction of behavior based on attitude. Attitudes are often based on perception, as individuals may have limited knowledge of the topic at hand. While attitudes can be consciously formed in response to certain stimuli, they typically develop spontaneously and without conscious effort (Ajzen, 2001). The tripartite model has been a commonly utilized framework to elucidate the nature of attitude. This model posits that attitude comprise three components: cognitive, affective, and conative. The cognitive component pertains to beliefs, the affective component refers to feelings, emotions, and moods, and the conative component relates to behavioral intentions. The strength of the relationship between attitude and behavior is more robust when the time gap between attitude measurement and behavior is reduced. In contrast, in some circumstances, attitude can reflect behavior. In such cases, individuals who behave in a certain manner adopt attitude that align with their behavior (Blackwell et al., 2001). The term "attitude" refers to a person's summary evaluations or evaluative judgements about an item or occurrence,

which might include people, products, or organizations. Such an attitude can range in intensity or extreme, have a positive, negative, or neutral valence, and be difficult to change. They could also be held with varying degrees of assurance or conviction. The tripartite model, which has been used to describe attitude, contends that three elements—cognitive (beliefs), affective (feelings, emotions, and moods), and conative (behavioral purpose) elements—combine to generate attitude. It is crucial to remember that attitudes are spontaneous constructions that persist throughout time. Moreover, when there is less time between the measurement of an attitude and an action, there is a larger association between the two. People who conduct in each manner may acquire attitudes that are compatible with that behavior, but attitude can sometimes reflect behavior (Bohner & Wanke, 2002; Foxall & Yani-de-Soriano, 2005; Malhotra, 2005). Many individual and environmental factors can affect an attitude's accessibility, which is frequently linked to its cognitive component. The underlying premise that attitude guides conduct, and that attitude management may have an influence on behavior is what drives the significance of knowing and assessing attitude. Politicians want to understand and control attitude to influence voting behavior, whereas marketing experts seek to understand and manage attitude to stimulate consumption of goods and services. Although it is a subject that is addressed in many marketing courses, the connection between attitude and conduct is complicated. A favorable attitude toward a product could encourage a customer to buy it, for example. On the other side, attitude can be used to predict behavior (Kotler, 2006). The term "attitude" refers to individuals' positive or negative responses to an action when requested to evaluate it (Arkes et al., 1991; Ajzen, 1991). Lee (2014) posits that the ecological attitude is a comprehensive construct of consumers' evaluation of green buying behavior, which includes their attitude toward environmentally friendly and equitable procurement. Like behavior, attitude also impact intention (Zhao et al., 2014; Ajzen, 1985). Regarding the interaction between consumers' ecological attitudes and their behavioral activities, there are, nevertheless, conflicting data. Those exhibiting good ecological behaviors are more likely to engage in ecologically beneficial activities, according to a meta-analysis of environmental behavior tests (Hines et al., 1987). Numerous research has shown a favourable relationship between attitudes and consumers buying behavior. studies have demonstrated a positive correlation between consumers attitude and buying behavior (Khare, A., 2015; Zahan et al., 2020; Uddin, S., & Khan, N., 2016; Halepete et al., 2009; Aghdaie et al., 2011; Zarei, G., Asgarnezhad et al., 2019; Lee et al., 2020; Wu et al., 2019; Cheung et al., 2019; Venugopal et al., 2022). However, a considerable of significant studies have reported a weak association between attitude and consumers' buying behavior (Davis, 1995; Magnusson et al., 2001). Given the high (Zhao et al., 2014; Tanner, & Wölfling Kast, 2003; Pham et al., 2018; Davis, 1995; Zheng et al., 2020; McCormick, 2016; Akram et al., 2022). Numerous studies have reported on the correlation between attitude and consumers buying behavior of green products; however, further investigations are required to comprehensively understand this relationship (Zheng et al., 2020). In context of the above, the following hypothesis is proposed:

H1: Attitude has a positive effect on consumers buying behavior.

Green Marketing

In contemporary times, the concept of green marketing has garnered significant attention from businesses and communities alike. Green marketing shares similarities with traditional marketing orientation; however, it involves modifications in various marketing activities to cater to environmentally friendly practices and consumers' environmental needs (Ansar, 2013). Three stages in the development of green marketing have been recognized by Peattie (2001), with all marketing efforts, the first phase, known as ecological green marketing,

sought to address environmental challenges and offer solutions for environmental problems. The second phase, environmental green marketing, switched the emphasis to developing cutting-edge solutions that addressed concerns with waste and pollution. In the late 1990s and early 2000s, sustainable green marketing, the third and current phase, rose to prominence. Govender and Govender (2016) stated that green marketing comprises of several key elements such as green products, green prices, green places, and green promotion. This observation is consistent with the definition of green marketing provided by Diglel and Yazdanifard (2014), who describe it as a set of activities that involves transforming the production process, modifying product lines, and packaging, and adjusting advertising practices. Asmara et al (2020) further assert that modern consumers are increasingly mindful of environmental and health concerns, and as such, are demonstrating a preference for green products, thereby highlighting the importance of green marketing initiatives. Ecological green marketing, green environmental marketing, and sustainable green marketing are the three main periods in which the phrase "green marketing" has developed over time. These eras can be distinguished by various traits and notable distinctions. Knowing these variations can help explain how green marketing has evolved. The 1960s to 1970s saw the emergence of the ecological green marketing period, which concentrated on pollution. The second period focused on the advancement of clean technologies, environmental sustainability, and the promotion of clean ideas in product manufacture, services, and marketing. With an emphasis on tougher state laws and regulations, the third age of sustainable green marketing was launched (Nadanyiova, Gajanova & Majerova, 2020; Dennis, Peattie & Crane, 2005; Abd Alia, & ALhamad, 2022).

The affordability of a purchase is a key factor in shaping consumer buying behavior. According to Chathoth et al. (2007), high-income customers favoured green products by a margin of 67% over upper-middle-class consumers' 65%, middle-class consumers' 59%, and low-income consumers' 48%. However, the high price range of green products on the market often exceeds the affordability of the average consumer. In many cases, businesses incur low costs in manufacturing these products but charge premium prices to capitalize on trends. Further complicated is the link between green marketing and consumer buying behavior toward green products is also complex (Lorek & Spangenberg, 2014).

Moreover, regulatory, and legislative pressures have increased companies' focus on green manufacturing and marketing, while consumers are increasingly demanding eco-friendly products. The popularity of green products in various cultures has also led individuals to prefer growing and consuming green products, thereby encouraging green consumption behavior. Consequently, companies dealing with green products have begun incorporating the term "green" in their branding and advertising strategies to align with consumer preferences (Akenji, 2014).

The global concerns over climate change and environmental degradation have increased interest in sustainable development and environmental protection, thereby leading to changes in green purchasing behavior. To remain competitive in the market, companies must embrace this trend. According to Peattie and Charter (2003) as cited by Yazdanifard (2014), green marketing can be utilized to direct consumer behavior towards a brand. This marketing approach emphasizes environmental ethics as a fundamental aspect of business and promotes green buying behavior. Boztepe's (2012) found that green marketing have a positive impact on consumers' green buying behaviors. Similarly, Babita Saini (2013) believes that green marketing encourages the use of green products and promotes the development of such products. This method is thought to promote the incorporation of environmental considerations throughout all business operations, from strategy to production and distribution, affecting customer buying behavior (Dahlstrom, 2011). Hence, the formulated hypothesis is as follows: H 2: Green marketing has a positive effect on consumers buying behavior.

Theory of Planned Behavior (TPB) and Research Model

The Theory of Planned Behavior (TPB) is a widely recognized model in social cognitive psychology that seeks to explain the variability in voluntary behavior (Ajzen, 1991). It has been effectively applied in the context of pro-environmental behavior and validated in several studies behavior (Yazdanpanah & Forouzani, 2015). According to (Ajzen, 1991), The TPB, an individual's behavioral intention is determined by their attitude, subjective norms, and perceived behavioral control, which can also be used to predict behavioral achievement. Many consumer behavior theories have been proposed, drawing from various social sciences such as psychology, sociology, and economics (Samarasinghe, 2012; Mahmoud, 2018). Figure 1 shows the suggested framework for this study, which includes two hypotheses that are based on the constructs of attitude, green marketing, and consumer buying behavior.

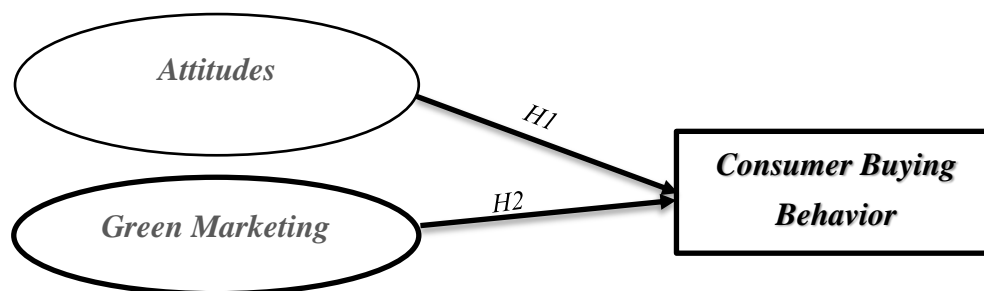


Figure 1: Model of the study

METHOD

This the present study is characterized as descriptive research, as indicated by literature review (Mahmoud et al., 2017; Sdrolia & Zarotiadis, 2019; Akbar et al., 2014; Amberg & Fogarassy, 2019). Descriptive research pertains to the depiction of phenomena or situations, rather than interpretation or judgment (Sandelowski, 2000; Starman, 2013; Vaismoradi et al., 2016; Abukhalaf & von Meding, 2021; Alam, 2021; Chen et al., 2023; Alhamad, Junoh, & Salha, 2019). It seeks to verify developed hypotheses that reflect current conditions (Amberg & Fogarassy, 2019), and provides information about current circumstances, often focusing on the past or present (Rizwan et al., 2013; Sdrolia & Zarotiadis, 2019). For this research, a sample of individuals in Turkey with green product buying experience of at least one year was selected, and a structured questionnaire was used to collect data. A total of 385 individuals completed the questionnaire, which contained ten questions measured using a five-point Likert scale (Iftikhar et al., 2022; Kumar et al., 2021; Boztepe, 2012). Of the questions, four questions to the attitude variable were measured using indicators developed by (Prakash et al., 2019; Iftikhar et al., 2022; Kumar et al., 2021; Boztepe, 2012), three to the green marketing variable were measured using indicators developed by (Iftikhar et al., 2022; Boztepe, A., 2012), and three to the consumer buying behavior variable were measured using indicators developed by (Sürücü et al., 2019; Mekhilef et al., 2012). The collected data were coded and entered SPSS.26 for further analysis, utilizing statistical tools such as factor analysis, ANOVA, reliability, correlations, and linear multiple regression analysis (Akbar et al., 2014; Nevedida et al., 2022). Therefore, this study is considered as applied research in terms of purpose and survey-descriptive research in terms of data collection in Turkey.

RESULTS AND DISCUSSION

Descriptive analysis is utilized in this study to give an account of how respondents felt about the variables and indicators/items that were connected to their relationship. Specifically, descriptive analysis was employed to depict the responses of 385 consumers of The Body Shop who were surveyed directly via questionnaires.

Table 1. Reliability Analysis

| No. | Variables | Cronbach's Alpha | No of Items |
|-----|--------------------------|------------------|-------------|
| 1 | Attitude | 0.800 | 4 |
| 2 | Green Marketing | 0.825 | 3 |
| 3 | Consumer Buying Behavior | 0.840 | 3 |

The findings of the scales' reliability for this study are displayed in Table 1. The consistency and stability of the measuring device are referred to as reliability. Cronbach's alpha coefficient, which has a scale from 0 to 1, is the most used dependability indicator (Bougie & Sekaran, 2019). The Cronbach's alpha values and the total number of items for each scale are shown in the table. The findings show that Cronbach's alpha values for attitude scales of 0.800, green marketing scales of 0.825, and consumer buying behavior scales of 0.840. These values are all above the commonly accepted minimum threshold of 0.70 for Cronbach's alpha, indicating that the scales used in the study are reliable measures of their respective constructs (Bougie & Sekaran, 2019). Additionally, the number of items in each scale is small enough to be practical for use in research but large enough to capture the key dimensions of each construct.

Table 2. Pearson Correlations of Study Variable

| Variables | Green Marketing | Attitude | Consumer Buying Behavior |
|--------------------------|-----------------|----------|--------------------------|
| Green Marketing | 1 | | |
| Attitude | .616** | 1 | |
| Consumer Buying Behavior | .735** | .649** | 1 |

** . Correlation is significant at the 0.01 level (2-tailed).

Table 2. There is a substantial positive association between green marketing and attitudes ($r = 0.616$, $p .01$) as well as between green marketing and consumer buying behavior ($r = 0.735$, $p .01$). Also, there is a strong positive association ($r = 0.649$, $p .01$) between attitude and consumer buying behavior. These results suggest that as the level of green marketing and attitude increases, so does the level of consumer buying behavior.

Table 3. Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | .776a | .602 | .600 | .65558 |

Table 3 presents the model summary results for the regression analysis of consumer buying behavior (dependent variable) with the attitude and green marketing (independent variables). The intensity and direction of the linear link between green marketing, attitude (independent variables), and customer purchasing behavior is measured by the correlation coefficient (R) (dependent variable). In this case, the correlation coefficient is 0.776, indicating a moderately strong positive relationship between the green marketing, attitude, and consumer buying behavior. The R Square value for this model is 0.602, indicating that the green marketing, and attitude explain (60.2%) of the variation in consumer buying behavior. Overall, the model summary table offers crucial data for determining the strength and direction of the relationship between green marketing, attitude, and consumer purchasing behavior, along with

the percentage of variation in consumer purchasing behavior that can be accounted for by green marketing, attitude, and purchasing behavior.

Table 4. ANOVAa

| | Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|------------|----------------|-----|-------------|---------|-------|
| 1 | Regression | 248.334 | 2 | 124.167 | 288.906 | .000b |
| | Residual | 164.177 | 383 | .430 | | |
| | Total | 412.511 | 385 | | | |

Table 4 presents the ANOVA results for the regression analysis of consumer buying behavior with the independent variables attitude and green marketing. The F-value of 288.906 is significant at the $p < .000$ level, indicating that the regression model is a good fit for the data and that the independent variables have a significant effect on Consumer Buying Behavior. Overall, the ANOVA table provides important information for assessing the goodness of fit of the regression model and the significance of the independent variables in explaining the variation in consumer buying behavior. In this case, the ANOVA results suggest that the attitude and green marketing variables are significant predictors of consumer buying behavior.

Table 5. Coefficientsa

| | Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|-----------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .391 | .133 | | 2.954 | .003 |
| | Green Marketing | .557 | .042 | .541 | 13.195 | .000 |
| | Attitude | .335 | .044 | .315 | 7.685 | .000 |

The summary of coefficients for the hypothesis is presented in Table 5, which identifies the variables that have an influence on consumer buying behavior in Turkey through the testing of each model's coefficients. The results indicate that two of the attitude and green marketing variables, namely attitude and green marketing, are significant at the p-value level of less than .05 ($p < .05$), suggesting that it influence consumer buying behavior. Therefore, the hypothesis is deemed acceptable.

LIMITATIONS AND RECOMMENDATIONS

This study has yielded a wealth of results; however, there are several limitations that require further validation. Firstly, although the authors utilized simple random sampling for this empirical study, they acknowledge that the sample of 385 respondents may not be adequate to represent the entire Turkish population. Consequently, caution should be taken when generalizing the results. Future research should include a more extensive and diverse sample. Secondly, the research framework for the study consists of a number of constructs, and the majority of the measuring items are drawn from earlier works of literature. As a result, further research may examine this search problem using the same model created in this study or with certain extensions. Also, although the research samples included consumers who had at least one year of online and offline experience buying green products, the research no longer examined the distinctions between these two categories of consumers. This model might be used in subsequent studies to analyses the results and provide more compelling suggestions. Finally, this find out about considered green products in general, instead than a precise green

product brand, and as a result, the conclusions may range for quite several products, such as green communications, green economy, green Technology, and green banking. Hence, future study should suggest and evaluate models for a wide range of green products. Another limitation of the present study concerns the use of questionnaires as a method for data collection. While questionnaires offer certain advantages, such as the ability to gather data from a large sample and facilitate accessibility, they do not allow for a deeper understanding of the reasons behind customers' choices of green personal care products. To overcome this limitation, a supplementary investigation employing qualitative analysis methods, such as detailed interviews, could be conducted. By comparing the results of such a qualitative analysis to those generated by the present quantitative analysis, a more comprehensive understanding of the drivers behind green personal care product selection could be achieved. To capture actual purchase decisions for green products, it is recommended that future studies adopt a longitudinal approach that focuses on changes in consumers' purchasing behavior over time. Moreover, to confirm the underlying relationship of the model, researchers may consider incorporating other important cognitive measures, such as green brands, green advertising, and green value as independent variables. Furthermore, incorporating other theories of consumer behavior and exploring the relationship between perceived behavioral controls as moderators could be beneficial for future research. Finally, the use of measures such as green purchase intention may provide a more accurate representation of green consumerism in the Turkish and Asian markets.

CONCLUSION

This study has identified that there is a difference between consumers' beliefs and behaviors regarding environmentalism, which is called the environmental value-action gap. The study has explained several factors that influence consumers' buying behavior, such as the impact of green marketing on shaping consumer preferences for green product. The visibility of a product has a significant impact on its sales, and pro-environmental values can lead to pro-ecological behavior when the values are specified, and the green labour aligns with consumers' intrinsic interests. Furthermore, consumers' perception of product attributes plays a critical role in influencing their buying decisions. One major obstacle to the foster of green products is consumers' skepticism about their performance. However, well-known brands that offer credible and effective green products can help overcome this obstacle. Nevertheless, Turkish consumers' low awareness of green products requires marketers to raise consumer consciousness and promote education. Turkish manufacturers can take advantage of this untapped market by prioritizing environmental sustainability and investing in green initiatives. In conclusion, the study emphasizes the importance of marketers using branding strategies to promote genuinely green products, particularly among consumer groups with pro-environmental values.

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