YOUNG CONSUMERS' BEHAVIOUR: THE MEDIATING ROLE OF BRAND TRUST INTHE EFFECT OF ATTITUDE TOWARDS SUSTAINABLE PRODUCTS ON PURCHASE INTENTION

GENÇ TÜKETİCİ DAVRANIŞI: SÜRDÜRÜLEBİLİR ÜRÜNLERE YÖNELİK TUTUMUN SATIN ALMA NİYETİ ÜZERİNDEKİ ETKİSİNDE MARKA GÜVENİNİN ARACILIK ROLÜ

Şeyda OK
OSTİM Teknik Üniversitesi,
İktisadi ve İdari Bilimler Fakültesi, Pazarlama Bölümü
seyda.ok@ostimteknik.edu.tr
ORCID: 0000-0002-1157-1701

ABSTRACT

In recent years, consumers have increasingly sought natural products to live more sustainably and healthily. Businesses have started to align their strategies with sustainability by emphasising that they produce natural products that are both beneficial for health and environmentally sustainable. The purpose of this study is to examine the effect of attitudes towards sustainable products on purchase intention by comparing the younger generation to other generations within the scope of demographic characteristics and to investigate the mediating role of brand trust in this relationship. In order to collect the necessary data, 460 Turkish consumers were surveyed. Hypotheses were tested viaIBM SPSS Statistics 26 and IBM SPSS AMOS 23 softwares. It was found that young people's attitudes towards sustainable products, purchase intentions and brand trust levels were higher than other age groups and brand trust played a mediating role in the relationship between attitudes towards sustainable products and purchase intentions. It is thought that this study will provide insight into the theoretical approaches to consumer buying behaviour for researchers and academics and provide guidance for marketers in developing green marketing strategies to achieve optimum competitive advantage.

ÖZ

Son yıllarda tüketiciler daha sürdürülebilir ve sağlıklı yaşamak için giderek daha fazla doğal ürün arayışına girmiştir. İşletmeler de hem sağlık için faydalı hem de çevresel açıdan sürdürülebilir doğal ürünler ürettiklerini vurgulayarak stratejilerini sürdürülebilirlikle uyumlu hale getirmeye başlamıştır. Bu çalışmanın amacı, sürdürülebilir ürünlere yönelik tutumların satın alma niyeti üzerindeki etkisini demografik özellikler kapsamında genç kuşak ile diğer kuşakları karşılaştırarak incelemek ve bu ilişkide marka güveninin aracılık rolünü araştırmaktır. Gerekli verileri toplamak için 460 Türk tüketiciye anket uygulanmıştır. Hipotezler IBM SPSS Statistics 26 ve IBM SPSS AMOS 23 yazılımları ile test edilmiştir. Gençlerin sürdürülebilir ürünlere yönelik tutumlarının, satın alma niyetlerinin ve marka güveni düzeylerinin diğer yaş gruplarına göre daha yüksek olduğu ve sürdürülebilir ürünlere yönelik tutumlar ile satın alma niyetleri arasındaki ilişkide marka güveninin aracı rol oynadığı tespit edilmiştir. Bu çalışmanın, araştırmacılar ve akademisyenler için tüketici satın alma davranışına ilişkin teorik yaklaşımlar hakkında fikir vereceği ve pazarlamacılar için optimum rekabet avantajı elde etmek için yeşil pazarlama stratejileri geliştirmede yol gösterici olacağı düşünülmektedir.

Introduction

Environmental deterioration has led many businesses to embrace sustainable practices in the current environment. Green products, also referred to as eco-friendly products, are frequently the result of this change. The phrase "green marketing" describes the calculated efforts made in the creation and marketing of these ecologically friendly products (Grewal and Levy, 2010). There have been notable changes in production and consumption patterns as consumers and marketers have become more conscious of the need to protect the environment. Proponents contend that encouraging environmentally conscious consumption practices can reduce ecological damage and raise public awareness of sustainability (Wu and Chen, 2014). In this regard, in order to align their business objectives with sustainable practices, marketers are pushing more and more current and potential customers to buy green products. Since eco-labels are thought to increase consumer preferences for buying environmentally friendly products, their incorporation into product packaging has become a crucial component of green marketing strategies (Testa et al., 2013).

According to earlier research, people who are more concerned about the environment are more likely to buy eco-friendly products. The term "green consumption trend" is frequently used to describe this phenomenon. According to Caruana (2007), this trend is based on the idea that consumers consider a number of factors when making purchasing decisions, such as price, quality, and their own personal norms, values, and beliefs. Green consumption behavior has recently drawn more attention from academics as a critical component of sustainable consumption patterns (Prothero et al., 2011). Therefore, it's critical to comprehend the elements that influence consumer attitudes and intentions regarding the purchase of green products.

The rise of green marketing enhances the legitimacy of businesses and brands, which has a big influence on consumers' purchasing decisions. Brand trust is one of the main factors that determines consumer interest. Customers are more inclined to buy a brand's products when they trust it. By highlighting elements like environmental responsibility, green products in particular can improve consumer perceptions and foster a favorable brand image. Customers might be more likely to buy something if a foundation of trust is built.

Customers' sense of duty to sustainability increases along with their awareness of environmental issues. Customers must match sustainable practices with their lifestyle and purchasing decisions in order to allay this growing worry. Companies must create strategies that align with the values of their customers in light of the growing interconnectedness of consumers and businesses.

This study aims to investigate how consumers' perceptions of sustainable products impact their intentions to buy, as well as how brand trust functions as a mediator in this relationship. This study adds to the body of empirical research on Turkish consumers' opinions of sustainable products, intentions to buy, and brand trust levels.

Green marketing encompasses the promotion and advertisement of products and services that prioritize environmental sustainability. This can involve altering the production, packaging, or marketing of goods to minimize their ecological impact or ensuring that the products themselves are inherently environmentally safe. Both producers and consumers have increasingly raised concerns regarding the environmental implications of products. As a result, green products are gaining traction among businesses and consumers alike. Marketers are becoming increasingly aware of green marketing concepts. Despite the abundance of international studies on this topic, research focusing on Turkish consumers remains relatively sparse. By understanding consumers' attitudes toward sustainable products and evaluating how these attitudes influence their purchase intentions and brand trust, more effective and targeted marketing messages and strategies can be developed.

Literature Review

Green Marketing

As companies realized the importance of sustainable production and responsible consumption in the late 20th century, the term "green marketing" was first developed (Peattie, 2001). Green marketing, according to Polonsky (1994), is the process of creating, advertising, and distributing goods with as little adverse environmental impact as possible. This idea has grown over time to include ethical sourcing, corporate social responsibility (CSR), and consumer participation in sustainability projects (Ottman, 2011).

Green marketing and its effects on consumer behavior have been studied using a variety of theoretical frameworks. According to the Theory of Planned Behavior (TPB), green purchasing decisions are influenced by perceived behavioral control, consumer attitudes, and subjective norms (Ajzen, 1991). Research shows that when consumers believe their actions are effective, they are more likely to engage in green consumption (Chen & Chang, 2012).

Another relevant framework is the Resource-Based View (RBV), which highlights how firms can achieve competitive advantages by developing unique sustainability capabilities (Hart, 1995). Companies investing in green innovations, such as eco-friendly production methods and circular economy strategies, can differentiate themselves and enhance brand equity (Porter & Kramer, 2011).

Because of the significant rise in environmental awareness in recent years, many companies have integrated ecological conservation principles into their R&D, production, and marketing strategies (Tsai et al., 2020). The American Marketing Association (AMA) defines green marketing as a comprehensive marketing strategy that prioritizes environmental safety (Hawkins, 2010). According to Mayank and Amit (2013), this term encompasses a wide range of actions, including updating advertising campaigns, improving packaging, changing products, streamlining production processes, and eliminating environmentally harmful practices. According to Tsai et al. (2020), green marketing encourages consumers to buy environmentally friendly products, which contributes to a decrease in pollution.. Therefore, it includes a range of adjustments to manufacturing procedures, packaging, and product design with the goal of providing environmentally friendly substitutes. Green marketing is defined by Polonsky (1994) as a long-term approach that aims to satisfy human needs and wants with the least amount of adverse environmental impact. A creative marketing mix comprising product, price, place (distribution channels), and promotion is the foundation of green marketing, just like traditional marketing. Offering eco-friendly products, establishing sustainable distribution channels, charging top dollar, and producing eco-friendly advertising are all components of this green marketing mix (Singh, 2010).

As businesses look to align their operations with environmental sustainability, green marketing has emerged as a crucial component of contemporary business strategies. It includes a wide range of actions, such as creating, marketing, and distributing goods that cause the least amount of environmental damage. In response to the growing consumer demand for sustainable products as well as regulatory requirements, businesses are increasingly integrating green initiatives into their marketing strategies.

Businesses are implementing green marketing strategies as a fundamental part of their operations as a result of the growing global awareness of environmental sustainability. By incorporating sustainability into corporate strategy, product development, and promotion, green marketing goes beyond traditional marketing concepts. Green marketing has developed into a core business strategy that promotes both ecological and economic benefits as environmental concerns continue to influence consumer preferences and regulatory environments .

From being a specialized idea, green marketing has become a commonplace business tactic. Businesses must implement open, sincere, and creative green marketing strategies as environmental concerns continue to influence consumer behavior. In order to promote sustainable consumption, green marketing's future depends on utilizing technology, building credibility, and cultivating closer ties between brands and consumers.

In order to identify, anticipate, and meet stakeholder expectations, this marketing framework incorporates governance procedures that are inclusive and accountable. But it's imperative to make sure that neither public health nor environmental integrity are jeopardized by these processes (Charter et al., 2002). The whole process of developing, producing, and advertising ecologically friendly products and services—which may involve the use of recycled materials—is referred to as "green marketing." The idea of "green marketing" has developed over time from a passing fad to a significant shift in how businesses operate. In order to achieve sustainable environmental development, this type of social marketing places a strong emphasis on cooperation throughout the value chain, involving partners, distributors, suppliers, and rivals.

Companies leverage green marketing to achieve dual objectives: first, to generate consumer interest by appealing to their environmental values, and second, to meet consumer preferences. This enables businesses to fulfill their social responsibilities and build a robust reputation. Consumers increasingly use green consumption as a means of distinguishing themselves based on their commitment to environmental preservation.

Green marketing has a bright future, particularly as environmental concerns gain more attention. Companies that adopt sustainable practices stand to gain from both increased financial performance and the satisfaction of their social and environmental responsibilities. Green marketing tactics will probably reach a wider audience as consumer awareness of environmental issues rises, opening the door for the broad use of sustainable marketing techniques.

In this regard, advancing the field of green marketing research, creating novel approaches, and looking at case studies will all make substantial contributions to the body of future writing. Improving research in this field, both theoretically and practically, is expected to be essential to advancing environmental sustainability.

Attitudes Towards Sustainable Products and Purchase Intention

Consumer perceptions and awareness of green marketing have a big impact on what people buy. Research indicates that consumers who care about the environment are prepared to pay more for sustainable goods if they believe the brand to be reliable and genuine (Chen & Chang, 2012). However, dishonest marketing that makes exaggerated claims about environmental benefits, or "greenwashing," can undermine consumer confidence and damage a brand's reputation (TerraChoice, 2010).

The demand for sustainable products has surged in recent years due to a significant increase in consumer awareness of environmental issues. This shift highlights how crucial it is for marketers to understand how consumers' opinions about sustainable products affect their purchasing decisions. Kotler and Armstrong (2009) define attitude as an individual's consistently positive or negative evaluations, feelings, and inclinations toward a thing or concept. Consumers are generally more inclined to purchase eco-friendly products if they have favorable opinions about them. Furthermore, Suki (2013) claims that there is a positive correlation between a consumer's strong feelings about environmentally friendly products and their intention to buy them. This situation makes consumers more cautious when making purchases.

Accordingly, consumers may be more inclined to choose eco-friendly products as their level of environmental awareness rises (Lasuin and Ching, 2014). Prior research consistently indicates that attitudes and purchase intentions are positively correlated (Bredahl, 2001; Chen and Lee, 2015). Businesses must successfully convey the environmental advantages of their products in order to encourage consumers to buy sustainable goods. Additionally, businesses ought to explain to customers the life cycle benefits of these goods. Increased consumer trust and purchase intentions can result from educating them about the many advantages of sustainable products, emphasizing both their positive effects on the environment and on personal health.

Products with an eco-label have certification symbols that tell customers about the products' environmental qualities, which can build confidence (Ramesh et al., 2019). According to Ahmad and Zhang (2020), eco-labels are educational resources that tell customers about the advantages that products have for the environment. Businesses can use eco-labels to make their products more competitive and expand their market reach, claim Kumar and Hgodaswer (2015). Marketers commonly use eco-labeling to draw attention to eco-friendly products and encourage consumer purchases. By reading the information on eco-labels, consumers can gain a better understanding of the benefits of eco-friendly products (Ramesh et al., 2019). Additionally, previous research has demonstrated that eco-labeling can significantly boost consumer confidence in sustainable products.

Though a number of practical and psychological obstacles keep attitudes and behavior from fully aligning, attitudes toward sustainable products have a significant impact on purchase intention. To promote wider adoption, companies and legislators must implement policies that improve the affordability, accessibility, and consumer trust of sustainable products. Future studies ought to examine the ways in which behavioral nudges and new technologies can enhance sustainable consumption habits.

Current research on green consumer behavior focuses on the purchasing decisions of consumers who care about the environment (Kumar and Hgodaswer, 2015). Kotler et al. (2016) assert that factors such as product type, quantity, and location have a significant impact on consumer decisions. Chen and Lee (2015) define green purchase intention as the likelihood that a consumer will choose to buy an environmentally friendly product with the least amount of adverse environmental effects. Among the numerous elements influencing consumers' purchasing decisions is their inclination to purchase specific brands and their willingness to make additional purchases (Ramesh et al., 2019).

In this context, the hypotheses determined within the scope of the study are as follows:

H1: Attitude towards sustainable products has an effect on purchase intention.

H4: Brand trust has a mediating role in the relationship between attitude towards sustainable products and purchase intention.

Green Marketing and Brand Trust

Green marketing has become a crucial tactic in today's business environment for companies looking to match their operations with environmental awareness and sustainability. Brands that exhibit a dedication to sustainable practices have an impact on consumers' purchasing decisions as they grow more conscious of environmental issues. Building and enhancing brand trust is one of the most important results of green marketing, as it is a key factor in determining long-term customer loyalty and brand reputation.

Brand trust refers to consumers' confidence in a company's reliability, honesty, and ability to fulfil its promises (Delgado-Ballester & Munuera-Alemán, 2001). In the context of green marketing, trust is cultivated when consumers perceive that a brand's sustainability claims are authentic, consistent, and verifiable. Polonsky (1994) defines green marketing as efforts that aim to satisfy consumer needs while minimizing environmental impact, making trust a crucial factor in consumer acceptance.

Customers are reassured by an open and effective green marketing strategy allaging that a company's environmental efforts are a fundamental part of its corporate values rather than just a marketing gimmick (Tsai et al., 2020). Customers are more likely to make repeat purchases, spread good word-of-mouth, and advocate for a brand when they believe its green claims.

A strategic framework that highlights businesses' environmental responsibilities is represented by the idea of "green marketing." The importance of green marketing strategies has grown along with consumer sensitivity to environmental issues, which has strengthened the link between these strategies and brand trust. Thus, knowing how brand trust affects green marketing tactics has emerged as a crucial field of study in both academic and real-world settings. The degree of trust that consumers have in a brand has a big impact on their loyalty to it. Customers must first believe that a brand is trustworthy before they will trust it. This trust stems from customers' faith in the brand's ability to deliver on its commitments, which is frequently linked to a brand's dedication to putting the needs of its customers first.

The emotional bond between consumers and brands is reinforced by trust, which is an essential part of overall brand equity. Furthermore, when consumers trust a brand, their price sensitivity decreases, enhancing their loyalty (Astrid, 2020). It has been demonstrated that marketing campaigns increase brand trust. Traditional marketing strategies, for instance, have a big influence on how consumers view and engage with brands, particularly when it comes to attitude, brand involvement, and loyalty (Moorman et al., 2002). The importance of branding in building consumer trust is emphasized by the latest marketing strategies. Mass media campaigns, for instance, have been shown to increase consumer trust in brands (Astrid, 2020).

Customers' faith in a company's ability to continuously fulfil its commitments is known as brand trust. Because of the general skepticism about greenwashing—deceptive practices that exaggerate a company's environmental efforts—trust is especially important when it comes to green marketing. Customers are more likely to trust a brand that incorporates ethical business practices into its operations and offers verifiable proof of its sustainability initiatives.

Green marketing strategies and brand trust must work together to promote sustainable consumption. Consumers are more likely to trust brands that use transparent, consumer-focused messaging and make it obvious that they are committed to environmental responsibility. Future research in this field may provide valuable insights into sustainable marketing strategies by carefully analyzing the impacts of green marketing strategies and their long-term implications for brand trust. Green marketing needs to be combined with brand trust to encourage eco-friendly consumption and provide brands a competitive advantage.

Herein, the hypothesis determined within the scope of the study is as follows:

H2: There is a relationship between attitude towards sustainable products and brand trust.

The Effect of Green Marketing on Purchase Intention

Growing public awareness of environmental issues has had a big impact on green marketing tactics and consumer purchasing intentions in recent years. Businesses use a range of tactics and procedures known as "green marketing" to advertise their eco-friendly goods. The successful implementation of these tactics can significantly influence consumers' propensity to purchase such goods. Businesses must build brand trust, effectively communicate the environmental benefits, and create marketing strategies that conform to social norms in order to increase the consumption of green products. Future studies that look at the effects of green marketing practices and their long-term implications can help guide the development of sustainable marketing strategies.

When used honestly and openly, green marketing can significantly influence consumers' intentions to make purchases. Companies can increase consumer trust, fortify brand loyalty, and influence purchasing behavior by clearly communicating their sustainability efforts and incorporating green initiatives into their core business operations. Future studies should examine new developments in green consumerism, such as digital sustainability marketing and artificial intelligence's application to tailored recommendations for environmentally friendly products.

Empirical studies suggest a strong relationship between green marketing, brand trust, and consumer behavior. According to Chen (2010), consumers who trust a brand's sustainability efforts are more likely to display brand loyalty and engage in positive brand advocacy. Furthermore, purchase intention significantly increases when consumers believe in a company's genuine commitment to environmental responsibility (Rahbar & Wahid, 2011).

Green marketing refers to the promotion of products that are environmentally friendly and sustainable. It has gained prominence as consumers become increasingly aware of environmental issues and seek products that align with their values. Research indicates that green marketing significantly influences purchase intention, especially among young consumers who are often more conscious of their environmental impact (Dangelico & Vocalelli, 2017).

Social Influence

Social influence is a critical factor in shaping young consumers' attitudes towards sustainable products. The decisions of peers, family, and social circles can strongly affect individual consumer behavior (Argo, Bruin, & Dunn, 2005). Young consumers are particularly susceptible to social norms and the behaviors exhibited by their social groups. For instance, a study by Grier and Bryant (2005) found that when young people observe their friends supporting eco-friendly brands, they are more likely to develop a positive attitude towards similar products. Furthermore, social media platforms serve as powerful tools for disseminating green marketing messages and creating communities around sustainable living. As such, influencers and social media campaigns that promote green products can significantly enhance young consumers' purchase intentions (Kumar & Ghodeswar, 2015).

Economic Factors

Economic factors also play a vital role in the effectiveness of green marketing. Many young consumers face budget constraints, which can hinder their willingness to purchase sustainable products, often perceived as more expensive (Peattie & Crane, 2005). Brands that emphasize the long-term cost savings associated with sustainable products, such as energy-efficient appliances, can better appeal to price-sensitive consumers (D'Souza, Taghian, Lamb, & Peretiatkos, 2006). Additionally, promotional strategies that highlight affordability without compromising environmental benefits can enhance the attractiveness of green products, subsequently boosting purchase intentions among young consumers.

Elements Shaping Young Consumers' Decisions

Several elements shape young consumers' decision-making processes regarding sustainable products. Personal values, environmental awareness, and lifestyle choices are fundamental factors influencing their preferences.

Young consumers with a strong commitment to sustainability are more likely to respond favorably to green marketing efforts (Chen & Chang, 2013). Moreover, the alignment of marketing messages with these values can significantly enhance brand trust. Research suggests that when brands effectively communicate their sustainability initiatives and demonstrate authenticity, they can foster loyalty among young consumers, further promoting purchase intentions (Schmidt & Buxel, 2019).

Customers are urged to carefully weigh the advantages of eco-friendly products against their disadvantages. In addition to increasing their market accessibility, businesses must guarantee competitive pricing for sustainable products. Customers are likely to favor green products over conventional ones as they grow more conscious of the benefits of buying eco-friendly products. This trend is also fueled by the products' natural beauty (Wu and Chen, 2014) and their beneficial effects on environmental preservation (Okada and Mais, 2010). Customers may eventually choose eco-friendly products, even if they cost more, as a result of their increasing appeal. The market for sustainable products could grow as a result of green innovation (Chen et al., 2021).

In this context, the hypothesis determined within the scope of the study is as follows:

H3: There is a relationship between brand trust and purchase intention.

Research Methods

Data Collection and Measures

Turkish participants who were 18 years of age or older were preferred for the study, which looked into whether purchase intentions and brand trust had a mediating effect on people's attitudes toward sustainable products. Determining whether participant demographics influence attitudes toward sustainable products, purchase intentions, and brand trust is another goal of the study. A sample of Turkish people with knowledge of sustainable products was chosen for this study, and data was gathered using a structured questionnaire. A five-point Likert scale was used to prepare the survey questions. Five questions are included in the questionnaire's first section to ascertain the participants' demographic details. Three questions are included in the questionnaire's second section to gauge participants' attitudes toward sustainable products. Seven questions are asked in the third section of the survey to ascertain the participants' intentions to make a purchase. Four questions are asked in the final section to gauge participants' trust in companies that make sustainable goods.

A five-point Likert scale was used to prepare the survey questions.

The questionnaire's attitude scale regarding sustainable products was based on the measures created by Sreen et al. (2017) and Nguyen and Du (2010). The scales created by Sreen et al. (2017) and Kabadayi et al. (2015) were used in the creation of the survey questions for purchase intention. The scale created by Kabadayi and Alan (2012) was used to prepare questions regarding brand trust.

Data Arrangement and Analysis Method

Analysis was carried out after the study data was imported into IBM SPSS AMOS 23 and IBM SPSS Statistics 26. Frequency distributions for categorical variables and descriptive statistics (mean, standard deviation) for numerical variables were provided throughout the data evaluation process. Scales of attitude, purchase intention, and brand trust were among the measurement instruments employed in the study. After the initial validity and reliability studies of the scales were reviewed, a new validity and reliability study was carried out using the participant responses in order to modify the scales to the study data. Scales measuring attitude, purchase intention, and brand trust were evaluated for validity and reliability.

The scales were validated using confirmatory factor analysis (CFA), which assesses construct validity (Şeker and Gençdoğan, 2014). Based on the findings of the item analysis, the scale structure's suitability for the data was also assessed. Finding the scale items' discriminatory power is the aim of the item analysis. This led to an analysis of the scales' item-total correlation coefficient. The scales' measurement model was subjected to first-level CFA. It was observed that the measurement models were validated by the CFA.

Construct Validity

Construct validity is the extent to which the measurement instrument can completely and accurately measure the characteristic it is designed to measure (Çokluk et al. 2014). A whole or pattern composed of elements (substances or variables) that are thought to be related to one another is called a construct. Construct validity is the process of scientifically demonstrating the observations related to this theoretical structure to be measured. The method for evaluating construct validity is factor analysis (Alpar, 2020). One analysis technique that is primarily used to condense and summarize data is factor analysis. Factor analysis's primary goals are to regroup variables and provide an easily interpretable and understandable summary of the relationships between data.

The model fit indices reported in the confirmatory factor analysis results are explained in detail below.

Model Fit Indices and Threshold Values

Whether the model tested in the CFA application is supported by the data is decided by looking at the Goodness of fit indices values produced as a result of the analyses. Goodness of fit indices are discussed under two headings. These are absolute fit indices and comparative fit indices.

Absolute Fit Indices

It is used to for evaluating how well the predicted model fits the sample data. This class includes the Chi-Square, GFI, AGFI, RMSEA, RMR, and SRMR indices. Chi-squared goodness of fit, or χ^2, is the oldest fit statistic value used to assess how well the model fits the data. In this context, indicator ranges are given in Figure 1.
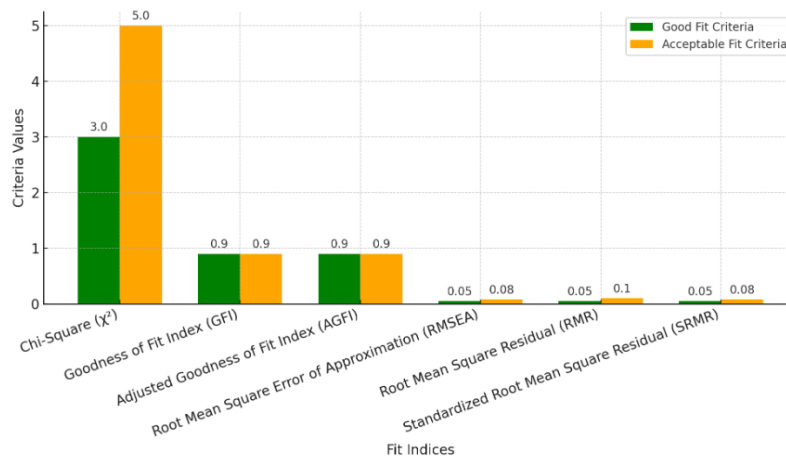

Figure 1: Absolute fit indices

Model acceptability is indicated by comparative fit indices of 0.90 and higher (Gürbüz and Şahin 2018).

Reliability Analysis

Reliability analysis is a technique designed to assess the qualities and dependability of tests, questionnaires, or measurement scales. Reliability serves as the foundation for interpretations of the measurements acquired and any subsequent analyses. Information about the relationships between the scale's questions is obtained through the Reliability Analysis procedure, which calculates coefficients determining the reliability of scales like Likert, etc., where total scores (points) are in question (Kalaycı, 2010). In this study, the reliability level of the scales was assessed using the Cronbach's Alpha Internal Consistency coefficient.

Cronbach Alpha

By dividing the total variance by the sum of the variances of the k scale questions, the alpha coefficient—a weighted average of standard variation—is determined. The range of the Croncach alpha coefficient is 0 to 1. By using correlations or covariances in the scale, the alpha method aids in the creation of other statistics or tests (Özdamar, 2002). This approach looks into whether the scale's k questions represent a whole with a homogeneous structure. It is the weighted standard mean of variation, which is calculated by dividing the total variance by the sum of the variances of the k questions on a scale. Based on the alpha (α) coefficient, the scale's reliability is as follows (Kalaycı, 2010):

Alpha Coefficient	Description
$0,00 \leq \alpha \leq 0,39$	The scale is not reliable
$0,40 \leq \alpha \leq 0,59$	Scale reliability is low
$0,60 \leq \alpha \leq 0,79$	The scale is quite reliable
$0,80 \leq \alpha \leq 1,00$	The scale is highly reliable

Findings

Five headings are used to analyze the research data analysis process. First, a distribution of the consumers' demographic attributes is provided. The second step involved using confirmatory factor analysis to align the study's measurement tools—the attitude, purchase intention, and brand trust scales—with the data and assess their reliability. In the third step, comparison results were analyzed along with descriptive statistics and the scale scores' normal distribution results. Correlation analysis was used in the fourth stage to look at the relationships between the scale scores. The fifth stage looked at how brand trust mediated the relationship between consumers' attitudes toward sustainable products and their intention to buy.

Distribution of Demographic Characteristics

The demographic characteristics of the consumers (n=460) participating in the research are presented in Table 1 with frequency and percentage values.

Table 1. Distribution of Demographic Characteristics

	n=460	%
Gender		
Woman	293	63,7
Male	16	36,3
Age Group		
18-25	96	20,9
26-33	190	41,3
34-41	80	17,4
42-49	51	11,1
50 years and over	43	9,3
Total Household Income		
20.000 TL and below	37	8,0
20.001-50.000 TL	126	27,4
50.001-80.000TL	141	30,7

|	n=460	%
80.001-110.000 TL	71	15,4
110.001-140.000 TL	52	11,3
140.001 TL and over	33	7,2
Education Status		
Primary-secondary education	1	0,2
High School	31	6,7
Associate degree	55	12,0
Bachelor's degree	197	42,8
Postgraduate	176	38,3
Profession		
Private sector employee	171	37,2
Public employee	147	32,0
Employer	6	1,3
Pensioner	37	8,0
Student	69	15,0
Unemployed	25	5,4
Other	5	1,1

*TL= Turkish Lira

Validity Analysis

The model's modification index table was reviewed, and potential model modifications were assessed using the chi-square reduction values, or "M.I." values. When the model was run and the value of the modification with the highest "M.I." value was conceptually appropriate (e4<->e5, e4<->e8, e8< >e9), it was connected. Additionally, the model's fit index values were analyzed. Examining the measurement model's fit index values, we can conclude that the measurement model was validated and that the χ^2/sd, AGFI, and RMSEA values provided an acceptable fit, while the GFI, NFI, CFI, NNFI (TLI), and SRMR values provided a good fit. Consequently, the 14-item, three-dimensional measurement model with established validity is shown below (Figure 2).
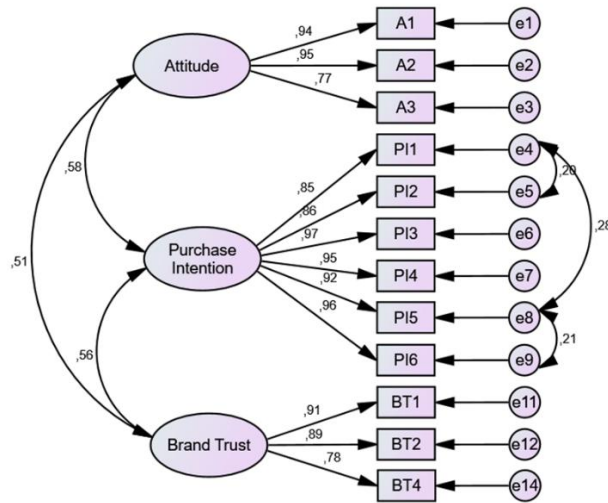
Figure 2: Attitude, purchase intention, brand trust measurement model (*Source:* Author's *Own)*
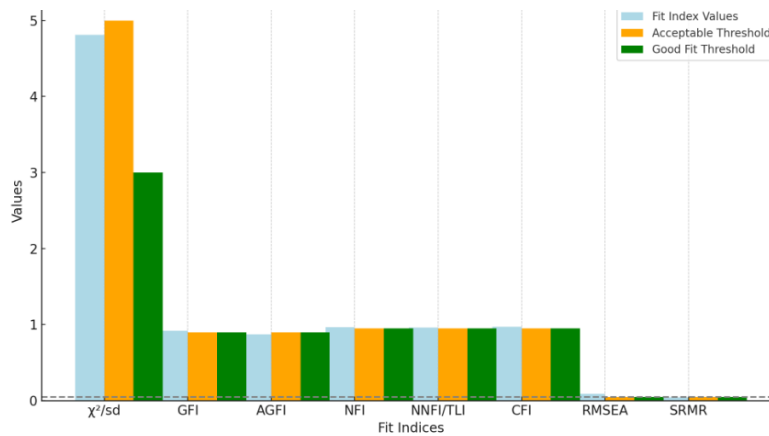
Figure 3: Fit index values of the measurement model (*Source:* Author's *Own)*

Figure 3 shows the fit index values (blue), acceptable thresholds (orange) and good fit thresholds (green). This figure visualises that the model shows an overall good and acceptable fit.

Affinity-Dissociation Validity and Reliability Analysis

Cronbach Alpha internal consistency coefficients were analysed to determine the reliability of attitude, purchase intention and brand trust scales. The results are presented in Table 2.

Table 2. Cronbach's Alpha Internal Consistency Coefficients of The Scales (*Source:* Author's *Own)*

	N of Items	Cronbach's Alfa (*a*)	Reliability Level
Attitude	3	0,909	Very Reliable
Purchase Intention	6	0,972	Very Reliable

318

Brand Trust	3	0,894	Very Reliable

0.00 < a < 0.40 Unacceptable
0.40 < a < 0.60 Quite Reliable
0.60 < a < 0.80 Reliable
0.80 < a < 1.00 Very Reliable

Table 3 having been analyzed, it is seen that the attitude dimension consisting of 3 items is highly reliable (α=0.909), the purchase intention dimension consisting of 6 items is highly reliable (α=0.972), and the brand trust dimension consisting of 3 items is highly reliable (α=0.894).

Table 3. Examination of AVE, CR and Inter-Scale Correlations (*Source:* Author's *Own)*

Points	AVE	CR	1	2	3
Attitude	0,793	0,920	(0,890)		
Purchase Intention	0,845	0,970	0,572	(0,919)	
Brand Trust	0,739	0,894	0,479	0,522	(0,860)

Note: The values in brackets in the diagonal are the square root of AVE values.

Descriptive Statistics and Comparison Results of The Scales

In this section, descriptive statistics (mean, standard deviation, median) of attitude, purchase intention and brand trust scores are given and their compliance with the assumption of normal distribution is examined. The results are presented in detail in Table 4.

Table 4. Mean and Standard Deviation Values of Scale Scores and Examination of Normal Distribution Assumptions (*Source:* Author's *Own)*

Points	Mean±SD	Median	Min-Max	Skewness	Kurtosis	Kolmogorov Smirnov (p)
Attitude	4,02±0,815	4	1-5	-2,73	2,54	0,000
Purchase Intention	3,77±0,912	4	1-5	-2,95	2,84	0,000
Brand Trust	3,28±0,841	3,3	1-5	-2,50	2,07	0,000

Note: SD=Standart Deviation, Min=Minimum, Max=Maximum, p= Significance level

Table 4 having been investigated,, the mean attitude score is 4.02 (±0.815), the mean purchase intention score is 3.77 (±0.912) and the mean brand trust score is 3.28 (±0.841).

Kolmogorow Smirnov Test (n>30) was applied to determine whether the attitude, purchase intention and brand trust scores meet the assumption of normal distribution and theinally, upon the histogram graphs having been examined, it can be stated that the scores fit the normal distribution. The results are presented in Table 5 below.

Table 5. Examination of Differences between Demographic Characteristics According to Scale Scores (*Source:* Author's *Own)*

	n	Attitude Mean±SD	Purchase Intention Mean±SD	Brand Trust Mean±SD
Gender				
Woman	293	4,14±0,703	3,90±0,842	3,43±0,703
Male	167	3,80±0,944	3,53±0,983	3,00±0,985
t; p		4,112; 0,000***	4,070; 0,000***	4,933; 0,000***
Age Group				

319

18-25	96	4,06±0,863	3,77±0,855	3,44±0,718
26-33	190	4,05±0,707	3,91±0,831	3,22±0,797
34-41	80	4,10±0,608	3,86±0,634	3,45±0,837
42-49	94	3,83±1,070	3,41±1,201	3,07±0,989
F; p		2,137; 0,095	6,837; 0,000***	4,566; 0,004**
Diff.		-	4-1,2,3	4-1,3
Total Household Income				
1) 50.000 TL and below	163	4,13±0,887	3,88±1,007	3,26±0,924
2) 50.001-80.000 TL	141	3,84±0,766	3,71±0,835	3,23±0,813
3) 80.001-110.000 TL	71	4,19±0,649	3,57±0,999	3,35±0,619
4) 110.001 TL and above	85	3,96±0,824	3,83±0,732	3,33±0,887
F; p		4,578; 0,004**	2,169; 0,091	0,483; 0,694
Diff.		2-1,3	-	-
Education Status				
1) Associate Degree and below	87	3,84±1,056	3,51±1,083	3,13±0,812
2) Bachelor's degree	197	3,94±0,834	3,72±0,889	3,22±0,841
3) Postgraduate	176	4,19±0,602	3,95±0,808	3,41±0,841
F; p		7,174; 0,001**	7,543; 0,001**	4,062; 0,018*
Diff.		3-1,2	3-1,2	3-1,2
Profession				
1) Private sector employee	171	3,99±0,693	3,90±0,718	3,35±0,748
2) Public employee	147	4,16±0,744	3,71±0,976	3,28±0,799
3) Other	142	3,91±0,989	3,68±1,034	3,18±0,975
F; p		3,627; 0,027*	2,742; 0,066	1,594; 0,204
Diff.		2-3	-	-

*Note: *p<0,05, **p<0,01, ***p<0,001, SD=Standart Deviation, t=Independent Samples T Test, F=One Way ANOVA, Difference=Tukey HSD (Post Hoc Test), p= Significance level*

The findings of the investigation into whether the demographic traits of the customers differ based on the scale scores are displayed in Table 5. Accordingly, the mean scores of attitude, purchase intention, and brand trust show a statistically significant difference between the consumers' gender, age group, total household income, educational status and occupation (p<0.05).

According to the mean scores of attitude, purchase intention, and brand trust, there was a statistically significant difference between the consumers' genders (p<0.05). As a result, it can be claimed that female consumers' mean scores for attitude, purchase intention, and brand trust are substantially higher than those of male consumers. Consumers' age groups were found to differ statistically significantly (p<0.05) in their mean scores for brand trust and purchase intention. As a result, young and young adult consumers have higher levels of brand trust and purchase intention than middle-aged and older consumers. A statistically significant difference (p<0.05) was found between the average attitude score and the consumers' total household income. In light of this, it can be concluded that consumers with lower total household incomes have much lower average attitude scores than consumers with higher incomes.

The average attitude, purchase intention, and brand trust scores of customers with varying educational backgrounds were found to differ statistically significantly (p<0.05). Consequently, consumers' purchase intentions and levels of brand trust rise in tandem with their educational attainment. The average attitude scores of consumers with various occupations were found to differ statistically significantly (p<0.05). Therefore, it can

be concluded that consumers who work for the government have a much higher average attitude score than consumers in other professions.

Findings from the Correlation Analysis

The degree of non-causal relationships between two numerical variables can be ascertained through correlation analysis. Two fundamental correlation coefficients (Pearson and Spearman's rho) can be mentioned in order to determine this degree. According to the study's assumptions about the normal distribution of attitudes, purchase intentions, and brand confidence scores, all of these variables had normally distributed scores. Thus, the relationship between the scores was examined using the Pearson Correlation Scale.

**Table 6.** Analysis of Relationships Between Scale Points (*Source: Authors Own*)

		Attitude	Purchase Intention	Brand Trust
Attitude	r	1		
	p			
Purchase Intention	r	0,572	1	
	p	0,000***		
Brand Trust	r	0,479	0,522	1
	p	0,000***	0,000***	

*Note: ***p<0,001, r=Pearson Correlation Coefficient, p=Level of Significance*

Table 6 shows the results of the correlation analysis between scale points. Accordingly, when the relationships between scale scores were examined, there was a medium-sensitive linear relationship between the attitude score and the purchase intention score (r=0,572; p<0,001), whereas there was an intermediate positive linear relation between the stance point and the brand confidence score (r=0,479; p <0,001); and there was also a medium positive positive lineary relationship among the purchase intent and the mark confidence point (r =0,522, p<0,001).

Mediation Effect

The idea of mediation is used in structural equality modeling to specify successive causal relationships between variables. A more thorough explanation of the one-way causal relationship (direct effect) between an independent variable and a dependent variable is made possible in practice by a mediator.
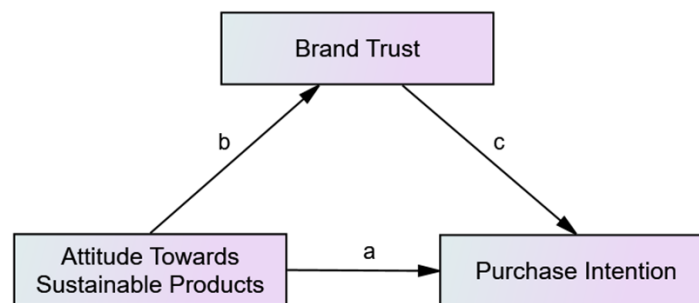
Figure 4: Model established with mediator variable (*Source:* Author's *Own)*

With "Attitude towards sustainable products" as the predictor (independent variable), "Purchase Intention" as the dependent variable, and "Brand Trust" as the mediator, Figure 4 illustrates that there should be a statistically

significant direct relationship between the two variables. The reasoning behind this is that there cannot be a relationship that can be mediated if there is no relationship between purchase intention and attitude towards sustainable products. The results of an investigation into whether brand trust mediates in the accepted theoretical framework are shown below.
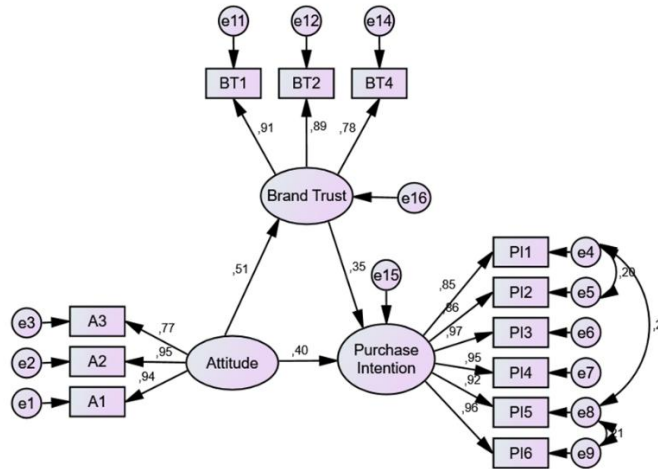

Figure 5: Mediating effect of brand trust

Table 7. Hypothesis Results of the Model Established with Brand Trust Mediator Variable (*Source:* Author's *Own)*

Hypotheses		Non-Mediation		Mediation		Mediation Effect
		Estimate	p	Estimate	p	
H₁	Attitude -> Purchase Intention	0,578	***	0,400	***	Partial Mediation
H₂	Attitude -> Brand Trust	-	-	0,509	***	
H₃	Brand Trust -> Purchase Intention	-	-	0,352	***	

*Note: ***p<0,001*

The significance of the direct effect in the absence of a mediator variable in the model was first investigated when looking at Table 7. The first column displays the outcomes when there is no mediator variable. The direct effect is indicated by the "Estimate" value, and its significance is indicated by the p value. Thus, the Attitude -> Purchase Intention effect can be considered statistically significant (r=0.578; p<0.001).

The scenario in which the mediator variable appears in the model was investigated in the second stage. Thus, the Attitude -> Purchase Intention effect in this model can be considered statistically significant (r=0.400; p<0.001). The Attitude -> Brand Trust effect (r=0.509; p<0.001) and the Brand Trust -> Purchase Intention effect (r=0.352; p<0.001) are both statistically significant when the mediator variable is taken into consideration.

The direct effect of "Attitude -> Brand Trust -> Purchase Intention", which was found to be significant when there was no mediator variable in the mediation relationship "Attitude -> Purchase Intention", maintained its significance when the mediator variable was added to the model. The relationship between attitude and purchase is also transmitted through brand trust. In this case, it can be said that brand trust has a partial mediator effect.

Conclusions and Discussion

These days, the increasingly potent concepts of environmental consciousness and green marketing have an effect on both consumers and businesses. Because young consumers have different purchasing habits than older generations, it is crucial to understand their attitudes and intentions regarding sustainable products as well as the extent to which brand trust affects these attitudes and intentions. The analyses revealed a significant correlation between young consumers' intentions to make purchases and their attitudes toward sustainable products. Additionally, those with positive attitudes also exhibited more positive approaches to their purchase intentions.

An additional finding was that brand trust and people's perceptions of sustainable products were significantly correlated. The conclusion was that young consumers who trusted the brand had positive attitudes toward products, and that their trust and attitudes toward brands that offer sustainable products moved in the same direction. Purchase intention and brand trust were found to be significantly positively correlated based on the analyses' findings. As a result, consumers were more likely to buy from businesses they trusted that sold sustainable products. Another finding was that brand trust acted as a mediator in the relationship between attitudes towards sustainable products and purchase intentions.

The analysis reveals that the participants' attitudes and intentions to buy sustainable products vary significantly depending on their age, gender, income, level of education, and occupation. Another finding is that participants' levels of trust in companies that sell sustainable goods vary depending on their demographic traits. As a result, it was found that young female consumers trust brands that offer sustainable products more and have higher attitudes and purchase intentions toward sustainable products. According to age groups, young consumers have more positive attitudes and intentions to buy sustainable products than middle-aged and older participants. The participants' income level is another element influencing their opinions about sustainable products. In this regard, it was determined that people with greater incomes have more positive opinions about sustainable products. Another finding is that participants' attitudes toward sustainable products rise in tandem with their educational attainment. Young adult consumers who work in the public sector have more positive opinions about sustainable products, which is an occupational differentiation. Compared to young and young adults, retired participants have less positive attitudes, and the main contributing factor at this time is their perception that sustainable products are more expensive.

Today, young consumers' awareness of social responsibility, environmental concerns, and sustainability sensitivity have become crucial marketing tools. Young people's interest in eco-friendly products, in particular, boosts brand loyalty and solidifies these products' market position.

Upon the scrutiny into the existent body of research on the subject matter; Chen and Chang (2013) examined the effects of environmental knowledge, environmental labels and green trust on young consumers' attitudes towards green products in detail. The research findings showed that green trust plays an important mediating role on the purchase intentions of young consumers who develop positive attitudes. This reveals how young consumers' sensitivity to environmental issues is reinforced by trusted brands. In addition, it has been observed that brands' sustainability efforts and transparency have a positive impact on young consumers.

Young consumers' favourable opinions of sustainable products stem from their sense of social responsibility and environmental concerns, claim Boulstridge and Carrigan (2000). The study's findings demonstrated that environmental concerns have an impact on young consumers' purchase intentions. Additionally, it was mentioned that brand trust is an important mediator in this process. Boulstridge and Carrigan's study provides insightful information about how social norms and environmental awareness influence young consumers' purchasing decisions.

Another study by Lee (2009) analysed the relationship between brand trust and young consumers' attitudes towards sustainable products and purchase intentions. The study showed that positive attitudes towards sustainable products strengthen purchase intentions through brand trust. This finding reveals that young consumers' orientation towards trusted brands has an important effect on the preference of environmentally friendly products. It is also concluded that brands should gain the trust of young consumers by developing effective communication strategies about sustainable products.

Zhou and Hu (2018) investigated how young consumers' favorable attitudes toward sustainable products are influenced by brand trust in terms of their purchase intentions. According to the study's findings, young consumers are more interested in and likely to buy sustainable products when they have confidence in the brand. These results imply that trustworthy brands serve to further solidify young consumers' perceptions of sustainable products.

Nguyen and Lobo (2018) demonstrated how brand trust supports favorable attitudes toward eco-friendly products and raises purchase intention. According to the study, young consumers' decision-making processes regarding sustainable products are significantly influenced by brand trust. According to this study, young consumers' brand trust is boosted when brands fulfil their environmental obligations, which in turn influences their intention to buy.

As a result, all of these studies emphasise that the interactions between young consumers' attitudes towards sustainable products and brand trust are the main factors shaping their purchase intentions. It is concluded that young consumers' trust in brands with environmental awareness is a determining factor in their preference for and orientation towards sustainable products. Therefore, it is critical for brands to develop strategies to build trust in order to influence the purchasing decisions of young consumers. In order to increase young consumers' interest in sustainable products, brands should emphasise their environmental sustainability efforts and transparency, which will allow them to establish a stronger bond with this consumer group.

Practical Implications

The basis of sustainability is to consider the right to life of future generations; therefore, the marketing strategies that businesses have implemented and will implement become very important. The success of these strategies can primarily be achieved through understanding and practices that direct consumers to sustainable consumption and change consumption patterns. In this context, it is very important for businesses and brands to consider and determine the purchasing behaviors of this young generation, which differs from other generations in terms of purchasing behaviors and will constitute the largest majority of the population in the coming years.

As a result of the study, it was concluded that male consumers have lower positive attitudes towards sustainable products compared to female consumers. In this context, some strategies are suggested for brands that produce or consider producing sustainable products to change the attitudes of male consumers positively. In order to increase environmental awareness and consciousness, informative campaigns are suggested, and within the scope of digital marketing strategies, it is suggested to produce content that will allow male consumers to be reached more easily. Establishing an emotional bond is very important to increase individuals' brand participation. In this context, preparing advertisements that emphasize the strong and impressive aspects of sustainability-focused brands, the production processes of the products and their contributions to society, increasing the content and discourses for this purpose, and creating a heroic and protective image perception at a point where male individuals can identify the brand with their own personalities by emphasizing the strong, modern and masculine elements in the advertisements of sustainable products will be effective in establishing this emotional bond. Another strategy is to attract the attention of male consumers by emphasizing strong, modern and masculine elements in the advertisements of sustainable products. One another strategy that can be followed within the scope of increasing male individuals' purchase intention and brand trust towards sustainable products is sports sponsorships that brands can carry out. Organizing sponsorship activities for teams in sports competitions can lead to a positive attitude in brand trust and purchase intention. In addition, collaborating with famous male figures who are seen as successful, powerful and important by male individuals and accepted by the society is another useful strategy.

Another participant group for which businesses can develop strategies within the scope of purchase intention and brand trust is middle-aged and older individuals. The most basic strategy that can be implemented for this age group, where brand trust and purchase intention are lower compared to young consumers, is to carry out awareness-raising advertisements and campaigns. Emphasizing the social contribution of sustainable products, developing communication strategies focused on family and future generations, highlighting the discourse of leaving a better future for their children and grandchildren and sharing messages in this direction can have an

impact on purchase intention. In addition, certificates, long-term experiences and customer references can be used to prove the reliability of brands offering sustainable products. Advertisements supporting the perception of health and safety can be made by emphasizing the content of the products. According to another result obtained for the same age group, the attitudes of retirees and those with low income levels towards sustainable products are lower. In this context, emphasizing that these products provide savings in the long term and implementing special discounts and promotions can positively affect attitudes and purchase intentions.

It can be said that the strategies developed by brands that offer or plan to offer sustainable products, especially to primary and high school age youth, will positively affect and change the attitude, purchase intention and brand trust towards these products. Hereby, the integration of state-supported education programs, lessons and activities, especially on sustainability, into the school curriculum will increase students' awareness on this issue and help them acquire environmentally friendly behaviors. Films, documentaries and educational videos on sustainability can help young consumers understand the subject better. For example, determining role models who prefer sustainable products and running advertising campaigns that can encourage young individuals to turn to these products can also be suggested as strategies that businesses and brands can implement. The implementation of mobile games and applications within the scope of digital strategies will also be effective. These games can increase young individuals' sustainability awareness and create habits.

Future Research Directions

For future studies, it is recommended that research be conducted on which factors are prominent in determining the environmental attitudes and priorities of young Turkish consumers. Within the scope of the demographic differences that have emerged, the reasons for these differences can be investigated in more detail and also, country comparisons can be made to analyze whether the attitudes of young and young adults towards sustainable products are entailed by including cultural characteristics.

Disclosure of Conflicts of Interest

No potential conflicts of interest are disclosed by the author with regard to the research, authorship, and/or publication of this article.

Finances

This article's research, writing, and/or publication were all done without any financial assistance from the author.

Statements of Publication Ethics

We hereby attest that research and publication ethics have been closely adhered to and that there are no unethical issues with the study.

Rate of Contribution by Researchers

The study's sole author is one person.

Details of Ethics Committee Approval

With a decision dated November 28, 2024, and number 25487, the OSTİM Technical University Scientific Research and Publication Ethics Committee granted ethics committee approval for this study.

References

Ahmad, W., & Zhang, Q. (2020). Green purchase intention: Effects of electronic service quality and customer green psychology. *Journal of Cleaner Production, 267,* 122053. https://doi.org/10.1016/j.jclepro.2020.122053

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Alpar, R. (2020). *Uygulamalı istatistik ve geçerlik-güvenirlik.* Detay Yayıncılık.

Argo, J. J., Bruin, G. J., & Dunn, K. W. (2005). The influence of a friend's behavior on an individual's purchase intention. *Journal of Consumer Research*, 32(3), 392–399. https://doi.org/10.1086/497548

Astrid, P. (2020). Social media marketing and brand loyalty: The role of brand trust. *Journal of Asian Finance, Economics and Business, 7*(12), 951–958. https://doi.org/10.13106/jafeb.2020.vol7.no12.951

Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science, 16,* 74–94. https://doi.org/10.1177/009207038801600107

Bollen, K., & Lennox, R. (1991). Conventional wisdom on measurement: A structural equation perspective. *Psychological Bulletin, 110*(2), 305–314. https://doi.org/10.1037//0033-2909.110.2.305

Boulstridge, E., & Carrigan, M. (2000). Do we really care about ethical consumerism? *Ecological Economics*, 32(2), 221–236. https://doi.org/10.1016/S0921-8009(99)00092-1

Bredahl, L. (2001). Determinants of consumer attitudes and purchase intentions with regard to genetically modified foods: Results of a cross-national survey. *Journal of Consumer Policy, 24*(1), 23–61. https://doi.org/10.1023/A:1010950406128

Charter, M., Peattie, K., Ottman, J., & Polonsky, M. J. (2002). *Marketing and sustainability.* Centre for Business Relationships, Accountability, Sustainability and Society. https://doi.org/10.4324/9781351283083

Chen, M. F., & Lee, C. L. (2015). The impacts of green claims on coffee consumers' purchase intention. *British Food Journal, 117*(1), 195–209. https://doi.org/10.1108/bfj-07-2013-0196

Chen, L., Qie, K., Memon, H., & Yesuf, H. M. (2012). The empirical analysis of green innovation for fashion brands, perceived value, and green purchase intention-mediating and moderating effects. *Sustainability, 13*(8), 4238. https://doi.org/10.3390/su13084238

Chen, Y.-S., & Chang, C.-H. (2012). Enhancing green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Journal of Business Ethics*, 107(3), 305–322. https://doi.org/10.1007/s10551-011-1020-3

Chen, Y.-S., & Chang, C.-H. (2013). The influence of greenwash on consumer purchasing intentions: The mediating effect of green trust. *Journal of Business Ethics*, 114(3), 325–334. https://doi.org/10.1007/s10551-012-1360-3

Chen, Y.-S. (2010). The influence of green marketing on brand trust and purchase intention. *Journal of Business Ethics*, 97(4), 663–672. https://doi.org/10.1007/s10551-010-0512-0

Çokluk, Ö., Şekercioğlu, G., & Büyüköztürk, Ş. (2012). *Sosyal bilimler için çok değişkenli istatistik: SPSS ve LISREL uygulamaları.* Pegem Akademi.

Dangelico, R. M., & Vocalelli, D. (2017). "Green marketing": A systematic review of the literature and implications for future research. *Business Strategy and the Environment*, 26(4), 473–486. https://doi.org/10.1002/bse.1930

Delgado-Ballester, E., & Munuera-Alemán, J. L. (2001). Brand trust in the context of brand equity. *European Journal of Marketing*, 35(11/12), 1238–1258. https://doi.org/10.1108/EJM-11-2001-0631

D'Souza, C., Taghian, M., Lamb, P., & Peretiatkos, R. (2006). Green decisions: Demographics and consumer understanding of environmental labels. *International Journal of Consumer Studies*, 30(1), 14–24. https://doi.org/10.1111/j.1470-6431.2005.00466.x

Hart, S. L. (1995). A natural-resource-based view of the firm. *Academy of Management Review*, 20(4), 986–1014. https://doi.org/10.5465/amr.1995.9512280031

Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer behavior: Building marketing strategy.* McGraw-Hill Education.

Grewal, D., & Levy, M. (2010). *Marketing* (2nd ed.). McGraw Hill.

Grier, S. A., & Bryant, C. A. (2005). Social marketing in public health. *Health Affairs*, 24(4), 100–112. https://doi.org/10.1377/hlthaff.24.4.100

Gürbüz, S., & Şahin, F. (2018). *Sosyal bilimlerde araştırma yöntemleri.* Seçkin Yayıncılık.

Jöreskog, K. G., & Sörbom, D. (1993). *LISREL 8: Structural equation modeling with the SIMPLIS command language.* Lawrence Erlbaum Associates, Inc.

Kabadayı, E. T., & Alan, A. K. (2012). Brand trust and brand affect: Their strategic importance on brand loyalty. *Journal of Global Strategic Management, 11*(6), 81–88. https://doi.org/10.20460/jgsm.2012615788

Kabadayı, E. T., Dursun, İ., Alan, A. K., & Tuğer, A. T. (2015). Green purchase intention of young Turkish consumers: Effects of consumer guilt, self-monitoring, and perceived consumer effectiveness. *Procedia – Social and Behavioral Sciences, 207,* 165–174. https://doi.org/10.1016/j.sbspro.2015.10.167

Kalaycı, Ş. (2010). *SPSS uygulamalı çok değişkenli istatistik teknikleri.* Asil Yayın Dağıtım.

Kline, R. B. (1998). *Principles and practice of structural equation modeling.* Guilford Press.

Kotler, P., Kartajaya, H., & Setiawan, I. (2016). *Marketing 4.0.* Wiley.

Kotler, P., & Armstrong, G. (2009). *Principles of marketing* (13th ed.). Prentice Hall.

Kumar, P., & Ghodeswar, B. M. (2015). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence & Planning, 33*(3), 330–347. https://doi.org/10.1108/mip-03-2014-0068

Lasuin, C. A., & Ching, N. Y. (2014). Factors influencing green purchase intention among university students in Malaysia. *Malaysian Journal of Business and Economics, 1*(2), 1–14. https://doi.org/10.51200/mjbe.v1i2.116

Lee, K. (2009). Gender differences in consumers' green purchasing behavior. *Journal of Consumer Marketing*, 26(2), 87–96. https://doi.org/10.1108/07363760910940494

Mayank, B., & Amit, J. (2013). Green marketing: A study of consumer perception and preferences in India. *Electronic Green Journal, 1*(36), 1–20. https://doi.org/10.5070/g313618392

Moorman, M., Neijens, P. C., & Smit, E. G. (2002). The effects of magazine-induced psychological responses and thematic congruence on memory and attitude toward the ad in a real-life setting. *Journal of Advertising, 31*(4), 27–40. https://doi.org/10.1080/00913367.2002.10673683

Nguyen, T. N., & Lobo, A. (2018). Young consumers' green purchase behavior: The role of environmental concern, knowledge, and attitude. *International Journal of Retail & Distribution Management*, 46(5), 477–496. https://doi.org/10.1108/IJRDM-06-2017-0132

Nguyen, L. Q., & Du, Q. (2010). Effectiveness of students' choice in ecological food. *Umeå School of Business.*

Okada, E. M., & Mais, E. L. (2010). Framing the 'green' alternative for environmentally conscious consumers. *Sustainability Accounting, Management and Policy Journal, 1*(2), 222–234. https://doi.org/10.1108/20408021011089257

Ottman, J. A. (2011). *The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding.* Berrett-Koehler Publishers.

Özdamar, K. (2002). *Paket programları ile istatistiksel veri analizi-2.* Kaan Kitabevi.

Porter, M. E., & Kramer, M. R. (2011). Creating shared value. *Harvard Business Review*, 89(1/2), 62–77.

Peattie, K. (2001). Towards sustainability: The role of green marketing. *Marketing Review*, 1(2), 129–144. https://doi.org/10.1362/1460948012560977

Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, or new management reality? *Journal of Business Ethics*, 66(4), 357–374. https://doi.org/10.1007/s10551-005-2501-6

Polonsky, M. J. (1994). An introduction to green marketing. *Electronic Green Journal, 1*(2), 1–10. https://doi.org/10.5070/g31210177

Prothero, A., Dobscha, S., Freund, J., Kilbourne, W. F., Luchs, M. G., Ozanne, L. K., & Thogersen, J. (2011). Sustainable consumption: Opportunities for consumer research and public policy. *Journal of Public Policy & Marketing, 30*(1), 31–38. https://doi.org/10.1509/jppm.30.1.31

Rahbar, E., & Wahid, N. A. (2011). Factors affecting green purchase intention: A study in Malaysia. *International Journal of Business and Management*, 6(6), 229–239. https://doi.org/10.5539/ijbm.v6n6p229

Ramesh, K., Saha, R., Goswami, S., Sekar, S., & Dahiya, R. (2019). Consumers' response to CSR activities: Mediating role of brand image and brand attitude. *Corporate Social Responsibility and Environmental Management, 26*(2), 377–387. https://doi.org/10.1002/csr.1689

Schmidt, K., & Buxel, H. (2019). The role of trust in the relationship between corporate social responsibility and consumer behavior. *Corporate Social Responsibility and Environmental Management*, 26(6), 1331–1340. https://doi.org/10.1002/csr.1831

Singh, P. (2010). Green marketing: Opportunity for innovation and sustainable development. *SSRN Electronic Journal.* https://doi.org/10.2139/ssrn.1636622

Škatarić, G., Vlahović, B., Užar, D., Spalević, V., & Novićević, R. (2021). The influence of green marketing on consumer environmental awareness. *Poljoprivreda i Sumarstvo, 67*(2), 21–36. https://doi.org/10.17707/agricultforest.67.2.02

Sreen, N., Purbey, S., & Sadarangan, P. (2017). Impact of culture, behaviour, and gender on green purchase intention. *Journal of Retailing and Consumer Services, 41,* 177–189. https://doi.org/10.1016/j.jretconser.2017.12.002

Suki, N. M. (2013). Green awareness effects on consumer's purchasing decision: Some insights from Malaysia. *International Journal of Asia Pacific Studies, 9*(2), 49–63.

Şeker, H., & Gençdoğan, B. (2014). *Psikolojide ve eğitimde ölçme aracı geliştirme.* Nobel Yayınevi.

TerraChoice. (2010). *The Sins of Greenwashing: Home and Family Edition.* https://www.terrachoice.com/en/greenwashing-report-2010

Testa, F., Iraldo, F., Vaccari, A., & Ferrari, E. (2013). Why eco-labels can be effective marketing tools: Evidence from a study on Italian consumers. *Business Strategy and the Environment, 24*(4), 252–265. https://doi.org/10.1002/bse.1821

Tsai, P. H., Lin, G. Y., Zheng, Y. L., Chen, Y. C., Chen, P. Z., & Su, Z. C. (2020). Exploring the effect of Starbucks' green marketing on consumers' purchase decisions from consumers' perspective. *Journal of Retailing and Consumer Services, 56,* 102162. https://doi.org/10.1016/j.jretconser.2020.102162

Wu, S. I., & Chen, Y. J. (2014). The impact of green marketing and perceived innovation on purchase intention for green products. *International Journal of Marketing Studies, 6*(5), 81–100. https://doi.org/10.5539/ijms.v6n5p81

Zhou, L., & Hu, M. (2018). The influence of green brand image on consumer purchase intention: A case study of Chinese consumers. *Sustainability*, 10(10), 3780. https://doi.org/10.3390/su10103780

GENİŞLETİLMİŞ ÖZET

Son yıllarda artan çevresel bilinç, bireysel tüketim alışkanlıklarını ve işletmelerin pazarlama stratejilerini köklü bir şekilde etkilemiştir. Tüketicilerin doğaya duyarlı yaklaşımı, çevre dostu ürünlerin öne çıkmasına ve bu ürünlerin tanıtımına yönelik yeni stratejiler geliştirilmesine yol açmıştır. Bu bağlamda, sürdürülebilir ürünlere yönelik tutumların, tüketicilerin satın alma niyetlerini nasıl etkilediği önemli bir araştırma konusu haline gelmiştir. Bununla birlikte, marka güveninin bu ilişkideki aracılık rolü de giderek daha fazla dikkat çekmektedir.

Bu makalede, genç tüketicilerin sürdürülebilir ürünlere yönelik tutumları ile satın alma niyetleri arasındaki ilişkiyi inceleyerek, marka güveninin bu ilişkideki aracılık rolü detaylı bir şekilde ele alınmıştır. Araştırma, farklı demografik grupları analiz ederek, genç kuşağın sürdürülebilirlik konusundaki hassasiyetini anlamaya ve yeşil pazarlama stratejilerinin etkinliğini artırmaya yönelik öneriler sunmaya odaklanmıştır.

Bu çalışma, 18 yaş ve üzeri 460 Türk tüketiciyi kapsamış ve veriler, beşli Likert tipi bir anket aracılığıyla toplanmıştır. Ankette; demografik özellikler, sürdürülebilir ürünlere yönelik tutumlar, satın alma niyeti ve marka güvenine ilişkin sorular yer almıştır. Veriler, IBM SPSS Statistics 26 ve IBM SPSS AMOS 23 yazılımları kullanılarak analiz edilmiş, yapısal denklem modeli (SEM) yardımıyla test edilmiş ve elde edilen ölçeklerin geçerliliği ile güvenilirliği doğrulanmıştır.

Araştırma sonucunda, genç tüketicilerin sürdürülebilir ürünlere yönelik tutumlarının, satın alma niyetlerini pozitif yönde etkilediği ortaya çıkmıştır. Bununla birlikte, marka güveninin bu ilişkide kısmi aracılık rolü oynadığı tespit edilmiştir. Özellikle genç kadın tüketicilerin, erkeklere kıyasla daha yüksek bir tutum ve satın alma niyeti sergiledikleri gözlemlenmiştir. Yaşlı bireylerin ise, sürdürülebilir ürünlere olan ilgisinin daha düşük olduğu dikkat çekmiştir. Bu bulgular, genç kadın tüketicilerin marka güvenine daha fazla bağlılık gösterdiğini ve bu grubun şirketler için stratejik bir hedef kitlesi olarak ele alınması gerektiğini ortaya koymuştur.

Yeşil pazarlama, çevre dostu ürünlerin tanıtımında tüketicilere uzun vadeli faydaları vurgulayan mesajlar iletilmesini kapsar. Bu stratejiler hem tüketicilerin çevresel duyarlılığını artırmayı hem de şirketlerin rekabet avantajı kazanmasını hedefler. Araştırmadan elde edilen bulgular, yeşil pazarlama stratejilerinin etkinliğini artırmak için bir dizi öneri sunmaktadır. Kadın tüketicilere yönelik farkındalık kampanyaları, kadınların çevre dostu ürünlere olan ilgisini daha da artırabilir. Erkek tüketicilere ulaşmak için ise spor sponsorluğu gibi etkinlikler ve ünlü figürlerle iş birliği stratejileri geliştirilebilir.

Yaşlı ve orta yaşlı tüketiciler için ekonomik avantajları ve uzun vadeli tasarrufları vurgulayan kampanyalar düzenlenmelidir. Emeklilere yönelik uygun fiyat stratejileri de benimsenebilir. Bu stratejiler, yaş gruplarının çevre dostu ürünlere olan ilgisini canlı tutmada etkili olabilir. Ayrıca, genç tüketicilere ulaşmak için dijital platformlarda etkileşim odaklı kampanyalar yürütülebilir. Sosyal medyada sürdürülebilirlik temalı içerikler, gençlerin konuya dair farkındalığını artırabilir. Eğitim kurumlarıyla iş birliği yapılarak, genç nesillere çevre bilinci aşılayan projeler geliştirilebilir. Bu projeler, sadece çevresel farkındalığı artırmakla kalmaz, aynı zamanda bu grubu sürdürülebilir ürünler konusunda daha bilinçli kararlar almaya teşvik edebilir.

Araştırma ayrıca, gelir düzeyi ile sürdürülebilir ürünlere yönelik tutum arasında önemli bir ilişki olduğunu göstermektedir. Yüksek gelir düzeyine sahip bireylerin sürdürülebilir ürünlere olan ilgisinin daha fazla olduğu bulunmuştur. Bu durum, sürdürülebilir ürünlerin genellikle daha yüksek maliyetlere sahip olmasından kaynaklanabilir. Bu nedenle, düşük gelirli tüketicilere yönelik özel indirimler ve kampanyalar düzenlenmesi, bu grupların da sürdürülebilir ürünlere erişimini kolaylaştırabilir.

Sürdürülebilir ürünlerin tanıtımında tüketici davranışlarının daha iyi anlaşılması için yeni modeller geliştirilmesi de önemlidir. Örneğin, dijital teknolojilerden faydalanılarak kişiselleştirilmiş öneriler ve hedefli reklamlar kullanılabilir. Bu yaklaşım, tüketicilerin özel ihtiyaçlarını karşılamaya yönelik daha etkili bir strateji sunabilir. Ayrıca, sürdürülebilirlik temalı mobil uygulamalar veya oyunlar, özellikle genç nesillerin ilgisini çekerek çevre dostu alışkanlıklar geliştirmelerine katkı sağlayabilir.

Gelecek araştırmalar için kültürler arası karşılaştırmalar yapılması ve sürdürülebilir tüketim davranışını etkileyen psikolojik ve sosyolojik unsurların incelenmesi önerilmektedir. Ayrıca, sürdürülebilir ürünlerin pazar payını artırmak için daha yenilikçi yaklaşımların benimsenmesi gerektiği vurgulanmaktadır. Örneğin, çevre dostu ürünlerin üretim süreçlerinde şeffaflık sağlanması ve bu süreçlerin tüketicilere görsel materyallerle aktarılması,

tüketicilerin marka güvenini artırabilir. Bu tür stratejiler hem tüketici sadakatini artıracak hem de markaların çevre dostu kimliklerini pekiştirecektir.

Sonuç olarak, genç tüketiciler arasında marka güveninin önemi, sürdürülebilir pazarlama stratejilerinin başarısında belirleyici bir faktördür. Şirketler, bu kitlenin duyarlılıklarını ve beklentilerini anlayarak, uzun vadeli başarı sağlayabilecek stratejiler geliştirmelidir. Kadın tüketicilere yönelik özel kampanyalar, erkek tüketicilere ulaşmayı hedefleyen yenilikçi yöntemler ve yaşlı grupları kapsayan ekonomik stratejiler, markaların sürdürülebilirlik hedeflerine ulaşmalarında kritik bir rol oynayabilir. Genç nesillerin çevre dostu ürünlere olan ilgisinin desteklenmesi ve teşvik edilmesi hem çevresel sürdürülebilirlik hem de ekonomik büyüme için önemli bir fırsattır.