


Investigation of green consumers 'subjective well being within the scope of purchase behavior, attitudes and personality traits

Yeşil tüketicilerin öznel iyi oluşlarının satın alma davranışları, tutumları ve kişilik özellikleri kapsamında araştırılması

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ABSTRACT

Environmental problems that increase with global developments require individuals to behave more environmentally. The determination of this requirement depends on increasing the awareness of individuals and motivating green consumer behaviors. At this point, one of the most important factors is the happiness and satisfaction levels of people's lives, known as subjective well-being. The increase in the subjective well-being of individuals creates a win-win relationship between the environment and the consumer, and presents the gains of being a green consumer back to the consumer as life satisfaction. In this study, personality traits were first examined in order to define green consumers correctly. Later, the effect of personality traits on the environment and helping attitudes was revealed, and finally, the effect of green purchasing behavior on subjective well-being, which is an important indicator of social welfare, was investigated. The results revealed that personality traits affect green consumers' attitudes towards both the environment and helping, and these attitudes have an effect on green purchasing behavior. In addition, it was determined that green purchasing behavior was effective on the output variable of the model, subjective well-being.

Keywords: Green consumers, subjective well-being, personality traits, helping attitude, environmental attitudes

Öz

Küresel gelişmelerle birlikte artan çevresel sorunlar, bireylerin her geçen gün daha çevreci davranmasını gerekli kılmaktadır. Bu gerekliliğin ortaya koyulması bireylerin farkındalıklarının artmasına ve yeşil tüketici davranışlarının motive edilmesine bağlı olarak değişmektedir. Bu noktada en önemli faktörlerden biri öznel iyi oluş olarak bilinen, insanların yaşamlarına ilişkin mutluluk ve memnuniyet düzeyleridir. Bireylerin öznel iyi oluşlarındaki artış çevre ve tüketici arasında kazan kazan ilişkisi yaratmakta, yeşil tüketici olmanın kazanımlarını yaşam doyumu olarak yine tüketiciye geri sunmaktadır. Bu çalışmada yeşil tüketicilerin doğru tanımlanması için ilk olarak kişilik özellikleri incelenmiştir. Daha sonra kişilik özelliklerinin çevreye ve yardım etmeye yönelik tutumlar üzerindeki etkisi ortaya konulmuş ve son olarak yeşil satın alma davranışının toplumsal refahın önemli bir göstergesi olan öznel iyi oluş üzerindeki etkisi araştırılmıştır. Elde edilen sonuçlar, kişilik özelliklerinin yeşil tüketicilerin hem çevreye hem de yardım etmeye yönelik tutumlarını etkilediğini, bu tutumların ise yeşil satın alma davranışı üzerinde etkiye sahip olduğunu ortaya koymuştur. Ayrıca yeşil satın alma davranışının modelin çıktı değişkeni öznel iyi oluş üzerinde etkili olduğu belirlenmiştir.

Anahtar Kelimeler: Yeşil tüketici, öznel iyi oluş, kişilik özellikleri, yardım etmeye yönelik tutum, çevreye yönelik tutumlar

Introduction

Most of the theoretical and empirical studies conducted in the field of green marketing have been carried out on topics such as businesses meeting the increasing needs and expectations of green consumers effectively, and environmentally friendly products reaching their sales targets (Banytė et al., 2010). The number of studies focusing on the social and psychological foundations of green consumption in a market where psychographic variables are so important is limited. In other words, the answer to the question "who buys what, when and why?" has not been sought (Gilg et al., 2005). The psychological studies conducted so far on environmentally friendly behaviors have focused on determining the individual factors encouraging this behavior, designing the interventions based on these factors, and evaluating these interventions (Wu et al., 2013). A limited number of studies in the literature have addressed the effect of environmentalist behavior on the subjective well-being of the individual. In the relevant literature, on the other hand, it has been observed that green behavior has

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affected the individual's life satisfaction and happiness (Csutora & Zsóka, 2013; Welsch & Kühling, 2010).

Both because of the limited number of studies carried out on the individual outcomes of green consumers and the importance of the individuals' psychographic characteristics in green marketing, in the present study, green consumers were analyzed within the framework of psychological variables and it was attempted to determine the precursors of green consumption. In the study in which the precursors and consequences of green purchase behavior were examined, the sample of the study was composed of green consumers. Especially because of the fast increase in the number of green consumers, studying green consumer approach and their qualities is gaining importance. In this context, it is important to conduct a research in order to determine the characteristics, personalities, life styles, tendencies to buy environmentally friendly products and attitudes of green consumers. Thus, it will be possible to take effective steps in terms of green marketing (Banyté et al., 2010). In addition, in order to develop correct green marketing strategies, it is important to understand the driving forces that are effective on the consumers' purchasing environmentally friendly products (Anwar et al., 2019). For this reason, in the study, personality traits, environmental attitude, helping attitude, and purchase behavior were discussed.

The study also focused on the outcomes of being a green consumer. In order to address the effects of environmentalist purchase behaviors of green consumers, subjective well-being was included in the model as the output variable. Green consuming plays an effective role on the individual's life satisfaction and emotions, and it was discussed in the study from this perspective. Thus, in addition to determining the precursors encouraging environmentalist behavior, the consequences of green consuming were also examined. To this end, starting from the personality traits of green consumers, the effect of their environmentally friendly consumption on their subjective well-being was investigated. In the study, by examining the individual happiness of the green consumers after consuming environmentally friendly products, the positive effect of being an environmentally sensitive consumer on individual well-being was also attempted to be revealed.

Literature Review

Five-Factor Personality Model

The phenomenon of personality is one of the most researched topics among the studies examining human behaviors. There are various approaches to investigate personality. However, recently, the five-factor theory which argues that personality traits can be evaluated under five factors has come to the fore. The five factors, which was used in the beginning to classify only personality traits, has become a personality theory over time (Inanç & Yerlikaya, 2008). There are many different approaches in the literature regarding the concept of personality. It is seen that the five-factor model, which is suggested to have originated from the observable behaviors displayed by individuals by focusing on individual differences in order to explain personality, is widely preferred in both national and international research conducted in the literature (Tekin et al., 2012). This is because it is thought that the five-factor model gathers different views of explaining behavior under one roof. In other words, research conducted reveals that studies regarding personality can be compiled in five factors. These factors have been determined as extraversion,

emotional stability/neuroticism, agreeableness, conscientiousness and openness to experience/culture in many intercultural studies (Bacanlı et al., 2009). As personality is a very important part of what motivates our beliefs, values and attitudes, it can be claimed that basic differences in personality can affect loyalty to the environment (Milfont & Sibley, 2012). Environmentally friendly behaviors, which aim to minimize the negative impact on nature, are affected by many factors such as personality. That is to say, personality has a direct influence on environmentally oriented behavior (Fitriana et al., 2019).

Extraversion – Introversion

Extrovert individuals are warm and active people. Besides, individuals with this property seek excitement, have a tendency to have positive affect and live in a community (McCrae & Costa Jr, 1985). Introvert individuals, on the other hand, are lonely and self-enclosed (Hills & Arglye, 2001). To Wuertz (2015), openness to experience is related to individuals' displaying environmentally friendly behaviors. On the other hand, there is a relationship between the individuals' concerns about the environment and the extraversion property (Abdollahi et al., 2017).

Agreeableness - Aggression

It can be claimed that agreeable individuals act in accordance with their surroundings, and try to find a solution by displaying a mild and quiet attitude in the face of a negative event (Merdan, 2013). Individuals with low agreeableness, on the other hand, can be described with adjectives such as aggressive, stubborn, and discordant (Somer & Goldberg, 1999). Besides, these individuals are often prejudiced, & they often criticize other people and praise themselves (Goldberg, 1990). The personality trait of agreeableness is positively correlated with environmentalism (Hirsh & Dolderman, 2007).

Conscientiousness - Undirectedness

Individuals with high conscientiousness are attentive, perfect, orderly, responsible and meticulous, while those with low conscientiousness are irresponsible, untidy and messy (Roccas et al., 2002). Individuals with low conscientiousness are careless, unreliable, unprincipled, unstable, daydreamer, and hedonists (Hammond, 2001). Sensitivity to the environment is related with the individuals' ability to assume responsibility and qualities to make long term plans. The qualities in question can be explained by the individual's being a responsible person (Milfont & Sibley, 2012: 189). While individuals with a sense of responsibility are expected to carefully obey social instructions and norms regarding environmentalist activities, those with lower sense of responsibility are believed to deal with situations that require responsibility with sloppiness and resort to easy methods (Hirsh, 2010).

Emotional Stability- Neuroticism

The opposite polar of emotional stability can be expressed as neuroticism or emotional instability. This dimension reflects a personality that is nervous, worried, needing other's approval, lacking self-confidence, continuously changing with an inconsistent mood, and unstable (Girgin, 2007). Individuals with low neuroticism, on the other hand, are stable, self-sufficient, balanced, cold-blooded, and easygoing people (Hammond, 2001). Neuroticism is effective on environmental awareness. Individuals with high neuroticism have a tendency to search for more information about environmental issues and approach the evaluation of environmental issues in a less optimistic way. Therefore, they display positive pro-environmental attitudes and are interested in nature. The feeling of worry, which is typically thought to be

associated with neuroticism, which manifests itself in the form of interpretation of the events in life less positively, can create the source of motivation to be inclined to current global environmental problems (Liem & Martin, 2015). The surprising relationship between environmental concern and emotional stability can be explained by the existence of environmental issues among the concerns of these people who worry about various life issues (Gifford & Nilsson, 2014).

Innovation- Conservatism (Intelligence/Openness-Unintelligence)

Individuals who have openness traits are open to experience, have many areas of interest, are original, intelligent and creative (Soliño & Farizo, 2014). Individuals who score high in this dimension have a tendency to be intellectual, creative, sensitive and open-minded. Those with low scores tend to be conservative (Roccas et al., 2002). This dimension has been named as intelligence by some researchers, as culture by others, and as openness to experience by some others (Somer et al., 2002). There exists a positive relationship between openness to experience trait and green purchase behavior (Gordon-Wilson & Modi, 2015). Openness to experience, which can be characterized by abstract thinking and flexibility, is also associated with the tendency to think long term environmental problems such as climate change (Brick & Levis, 2016).

Environmental Attitudes

In environmental studies that deal with the individual psychologically, environmental attitudes are addressed as an important construct (Milfont & Duckitt, 2010). The attitude element is generally explained as a responsive inclination that individuals have towards any phenomenon or an object in their environment. In other words, the concept of attitude can be expressed as the potential behavior type that an individual is expected to exhibit towards a situation, event or phenomenon (Inceoğlu, 2011). Environmental attitude can be described as the individual's caring about issues related to nature or being interested in these issues. In addition, as environmental attitudes are the determinants of the behaviors regarding this issue, it is important to examine them. This is because attitudes are an important factor that is effective on whether the individual acts environmentally or not. The individuals' displaying pro-environment attitude can increase or decrease depending on some variables such as age, education, socio-economic status, values and personality (Gifford & Sussman, 2012). Thompson and Barton (1994) have classified environmental attitude as ecocentric, anthropocentric, and antipathic. In the present study, Thompson and Barton's environmental attitude classification was used. The antipathic dimension refers to the individual's being insensitive towards environmental issues (Erten, 2007). Individuals with such attitude believe that environmental issues are being exaggerated (Erciş & Türk, 2016). As the sample of the study consisted of environmentally friendly consumers, the antipathic dimension was not addressed, and ecocentric and anthropocentric attitudes were examined.

Ecocentric Attitude

Individuals with ecocentric attitude act in an environmentally sensitive way and support the solution of problems related to nature. These individuals display a positive attitude towards the environment (Thompson & Barton, 1994). The ecocentric view has a holistic approach. Accordingly, it is thought that the whole ecosystem is important. That is, the whole is emphasized rather than any piece or part that exists in this system (Borland et al., 2016).

Anthropocentric Attitude

On the anthropocentric view, nature is dealt with in terms of material or physical benefits that can be provided for people. Hence, nature is deemed important if it can benefit people. That is, people's needs are at the center, and everything should serve in order to meet the needs of people. Moreover, anthropocentricism can be defined as a human-centered approach to the existence of nature in terms of meeting the human needs (Abun & Racoma, 2017). According to the anthropocentric attitude, one of the reasons for preserving biodiversity is to ensure that people's lives are sustained in a quality way. That is, it is a thought structure which emphasizes that we must protect the world so that individuals can live a better life. As an instability or deterioration that could be experienced in nature would easily affect individuals, the environment should in fact be protected for the future of the individuals (Martinelli, 2008).

Helping Attitude

Helping attitude refers to how individuals think and believe regarding people's helping or supporting others (Webb, 2000). Since it is expected that helping behavior will have a positive effect on society, it is important to examine the precursors of this variable (Ucho et al., 2013). Positive social behaviors can be expressed as outright behaviors that aim to provide benefits for others. At the same time, it includes a variety of actions such as providing help, sharing and comfort for other individuals (Rishipal & Devgun, 2019). The general society-oriented attitudes in question have a positive effect on individuals' green consumption values (Do Paço et al., 2019). In other words, social norms and the society perceiving a situation attractive are effective in the individual's becoming an environmentalist (Bukhari et al., 2017; Park & Ha 2012). Individuals who treat the environment in a friendly way are aware of environmental problems as well as how the consequences of their behaviors would affect the environment. In addition, such individuals consider making efforts in order to individually help so as to overcome the environmental problems that occur in the nature (Minton & Rose, 1997). In other words, individuals' interest in the environmental issues or their participation in the improvement of this situation can be associated with their benevolence behaviors. That is, desire regarding helping contributes to the preservation of the nature (Story & Forsyth, 2008).

Green Purchase Behavior

Green products are environmentally friendly products that have the minimum effect on the environment in terms of their content and their production methods. Adopting these products is a social responsibility of the society for future generations. Green consumers are aware that based on the fact that the resources of the world are limited, the environmental harm is directly and indirectly related with the use of these resources, and that the consumer's power and preference can be used in order to create a positive environmental transformation (Jaiswal, 2012). Individuals' purchasing green products can be described as purchasing goods that are environmentally beneficial. In other words, consuming in consideration of the environment can be thought as green purchase behavior. In this type of consumption, individuals prefer environmentally friendly products such as light bulbs that are recyclable, reusable and provide energy saving. Through purchasing ecologically safe products, natural habitats can be preserved (Mainieri et al., 1997). Attitudes regarding green consumption are among the most important determinants that drive the individual to exhibit green behavior (Zhao et al., 2014).

Subjective Well Being

The essence of subjective well-being is the individual's emotional and cognitive evaluation of his/her life. Besides, subjective well-being refers to a general evaluation of individuals' lives (Kim-Prieto et al., 2005). There is a positive relationship between individuals' environmentalist behaviors and their life satisfaction (Schmitt et al., 2018). In addition, there is also a positive relationship between purchasing environmentally friendly products behavior and the individual's satisfaction with his/her life. In this context, sustainable behaviors of consumers increase not only the welfare of the society and the world, but also the individual's life satisfaction level (Xiao & Li, 2011). Subjective well-being is not composed of a single-dimension structure. When the measurement of subjective well-being is examined in the historical process, it is seen that there is a tendency towards using multi-dimensional scales rather than one-dimensional ones. Subjective well-being is a structure consisting of life satisfaction and positive and negative affect (Eryilmaz & Ercan, 2010).

Life Satisfaction

Life satisfaction represents a report that shows how individuals evaluate their lives as a whole. In other words, it covers a general evaluation that individuals make about their lives (Diener, 2006). Life satisfaction, which expresses that people evaluate their lives positively in line with the criteria they determine, constitutes the cognitive dimension of subjective well-being. In addition, the life satisfaction dimension reflects people's evaluation of their lives (Atak, 2011).

Positive Affect

Positive, or nice emotions are a part of subjective well-being. This is because these emotions reflect the individual's reactions to the events which show that his/her life progresses in a desired direction (Diener, 2006). Positive affect constitutes a part of emotional dimension and this concept harbors positive emotions such as joy and peace that the individual feels in the aftermath of events (Öztürk, 2015).

Negative Affect

Negative emotions, which form the other part of the emotional dimension, include negative feelings such as anger and guilt that individuals feel after the events (Öztürk, 2015). The negative emotionality of the person reflects the negative tendency regarding the situations (Kaya et al., 2015).

Research Methodology

Purpose, Scope and Limitations of the Research

The aims of the study can be listed as follows: To determine the personality traits of consumers who buy environmentally friendly products, To investigate the effect of environmentally friendly consumers' personality traits on environmental attitudes, To reveal the effects of the personality traits of consumers who buy environmentally friendly products on their attitude towards helping, To investigate the effects of consumers' environmental attitudes (ecocentric and anthropocentric attitudes) and helping attitudes on green product (environmentally friendly) purchasing behavior, To determine the effect of environmentally friendly product purchasing behavior on the subjective well-being of green consumers.

Within the scope of this study, the effect of personality traits on the environment and helping attitude was tried to be determined. In addition, these attitudes are discussed on green purchasing behavior. Finally, the determination of the effects of green prod-

uct purchasing behaviors of environmentally friendly consumers on subjective well-being was investigated in line with the data collected from consumers who are members of environmental associations and are therefore assumed to have environmental awareness. The main mass of the research consists of green consumers, in other words, environmentally friendly consumers. In order to reach this audience easily, the sampling frame was determined and members of environmentalist organizations such as TEMA, Greenpeace, DOĞDER, DOĞAÇEV, TÜRÇEK and voluntary were selected.

While determining the subjective well-being of green consumers, environmentally friendly products were included as the product group in the study. In this regard, it was attempted to determine the emotions experienced as a result of the purchase of environmentally friendly products in general rather than a specific product and life satisfaction levels of green consumers.

Sampling Process

Individuals' being a member of environmentalist organizations and their voluntary activities for the environment were accepted as an indicator of being an environmentalist, and consumers who were members of such organizations and worked voluntarily for the environment were determined as the sample of the study. In this context, popular environmentalist organizations which operate in our country, and stand out with the number of their active members were included in the sample. In this respect, the members and volunteers of environmentalist organizations such as TEMA, Greenpeace, DOĞDER, DOĞAÇEV and TÜRÇEK constituted the sample mass. The convenience sampling method was used in the study in order to have easy access to the sample group. For this purpose, the survey link prepared was shared through the online groups of the environmentalist organizations and social media. In two months, 519 members and volunteers responded to the survey that was sent in February 2020. Surveys with mistakes and deficiencies were eliminated, and the study was conducted with 516 surveys. It is believed that the number of participants had the adequate quantity to represent the main mass which had a homogeneous structure.

Data Collection Method

In order to identify the individuals' personality traits, the study conducted by John and Srivastava (1999) was benefited from. The scale developed by Thompson and Barton (1994) was employed in order to reveal the respondents' environmental attitudes. This scale is composed of the dimensions of ecocentricism, anthropocentricism and general apathy toward environmental issues. Since the attitudes of environmentally sensitive green consumer were examined within the scope of the study, only ecocentric and anthropocentric attitudes were investigated. The scale developed by Nickell (1998) was employed in order to identify the participants' helping attitudes. The study conducted by Kim and Choi (2005) was benefited from so as to determine the participants' green purchase behaviors. The subjective well-being of the participants consists of three dimensions. Among these dimensions, life satisfaction dimension was determined through the scale developed by Diener et al., (1985), and positive/negative affect were revealed through PANAS scale developed by Watson et al., (1988). The data obtained were analyzed with SPSS 21.0 and AMOS 20 package statistical programs. Descriptive statistics, confirmatory factor analysis, and structural equation modeling were used in the analysis of the data.

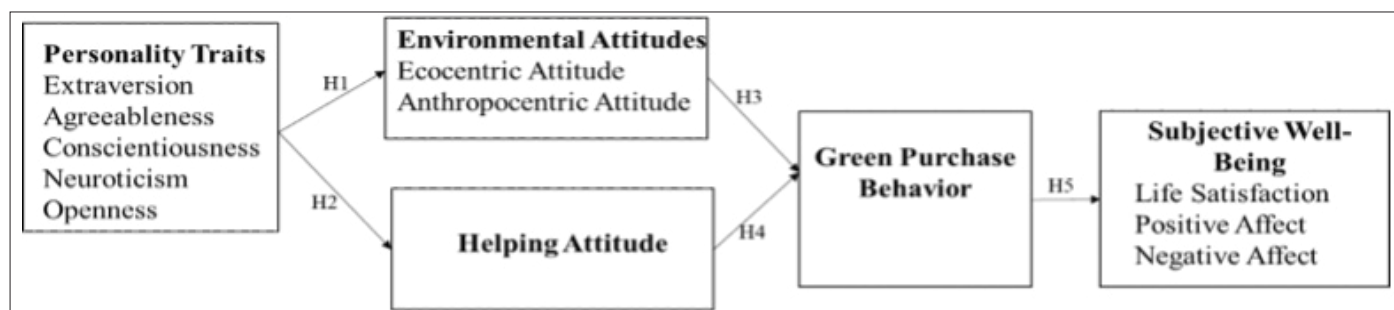


Figure 1.
Research Model

Research Model

As seen in Figure 1, the hypotheses of the study were as follows:

H1: Personality traits are effective on environmental attitudes. This research hypothesis was divided into the following sub-hypotheses:

H1a: Personality traits are effective on ecocentric attitude.

H1a₁: Extraversion is effective on ecocentric attitude.

H1a₂: Agreeableness is effective on ecocentric attitude.

H1a₃: Conscientiousness is effective on ecocentric attitude.

H1a₄: Neuroticism is effective on ecocentric attitude.

H1a₅: Openness is effective on ecocentric attitude.

H1b: Personality traits are effective on anthropocentric attitude.

H1b₁: Extraversion is effective on anthropocentric attitude.

H1b₂: Agreeableness is effective on anthropocentric attitude.

H1b₃: Conscientiousness is effective on anthropocentric attitude.

H1b₄: Neuroticism is effective on anthropocentric attitude.

H1b₅: Openness is effective on anthropocentric attitude.

H2: Personality traits are effective on helping attitude. This research hypothesis was divided into the following sub-hypotheses:

H2a₁: Extraversion is effective on helping attitude.

H2a₂: Agreeableness is effective on helping attitude.

H2a₃: Conscientiousness is effective on helping attitude.

H2a₄: Neuroticism is effective on helping attitude.

H2a₅: Openness is effective on helping attitude.

H3: Environmental attitudes are effective on green purchase behavior. This research hypothesis was divided into the following sub-hypotheses:

H3a: Ecocentric attitude is effective on green purchase behavior.

H3b: Anthropocentric attitude is effective on green purchase behavior.

H4: Helping attitude is effective on green purchase behavior.

H5: Green purchase behavior is effective on subjective well-being. This research hypothesis was divided into the following sub-hypotheses:

H5a: Green purchase behavior is effective on life satisfaction.

H5b: Green purchase behavior is effective on positive affect.

H5c: Green purchase behavior is effective on negative affect.

Results

Membership Status of Respondents to Environmental Organizations

The majority of the respondents were TEMA (Turkish Foundation for Combating Soil Erosion) members (41.1%). Of the respondents, 27.7% were members of Greenpeace, 6.4% were members of

Table 1.
Membership Status of Respondents to Environmental Organizations

Membership Status of Environmental Organizations	N	%
VOLUNTARY	40	7,8
TEMA	212	41,1
GREENPEACE	143	27,7
DOĞÇEV	33	6,4
DOĞADER	64	12,4
TÜRÇEK	19	3,7
OTHER	5	1,0
TOTAL	516	100

Table 2.
Demographic Characteristics of Respondents

		N	%
Gender	Woman	278	53,9
	Man	238	46,1
Marital Status	Married	214	58,5
	Single	302	41,5
Age	18-28	215	41,7
	29-39	175	33,9
	40-50	87	16,9
	51-61	30	5,8
	62 and over	9	1,7
Education Level	Primary School	1	0,2
	High School	28	5,4
	Undergraduate	347	67,2
	Postgraduate	112	21,7
	Doctorate	28	5,4
Job Groups	Private sector employees	161	31,2
	Student	141	27,3
	Housewife	17	3,3
	Retired	26	5,0
	Civil Servant	66	12,8
	Self-employment	38	7,4
	Employee	9	1,7
	Other	58	11,3
Income	1000 TL and below	129	25,0
	1001-2000 TL	33	6,4
	20001-3000 TL	51	9,9
	30001-4000 TL	70	13,6
	40001-5000 TL	81	15,7
	50001-6000 TL	58	11,2
60001 TL and over	94	18,2	
Total		516	100

DOĞÇEV (Preserving and Sustaining the Nature and the Environment Association), 12.4% belonged to DOĞADER (Preserving the Nature and the Environment Association), 3.7% were members of TÜRÇEK (Turkey Environmental Preservation and Greening Orga-

nization), 1% belonged to other environmentalist organizations, and 7.8% were environmental volunteers.

Demographic Characteristics of Respondents

It was found that 53.9% of the participants were female, 58.5% were married, 41.7% were in the age range between 18-28, 67.2% had undergraduate degree, 31.2% worked in the private sector, and 25% had a monthly income of 1,000 TL and below.

Mean and Standard Deviation Values of the Scales Used in the Scope of the Research

For the extraversion dimension, the expression “outgoing, social” has the highest value with an average of 4.04. The expression “is full

of energy” is in the second place with an average of 3.90. In the light of these results, it can be said that green consumers spend their lives in a friendly and social way. Also, these people are full of energy.

In terms of the agreeableness dimension, the expression “is helpful and unselfish with others” has the highest value with 4.20, while the expression “is considerate and kind to almost everyone” takes the second place with a value of 4.05. In other words, these people who are members of environmental organizations are selfless people who like to help other people. Similarly, it is possible to say that these people are kind people who think about other individuals and treat them kindly.

The expression “is reliable worker” has the highest value with 4.27 for the dimension of conscientiousness. In the second place, there is the expression “does a thorough job” with 4.10. In this context, it can be said that green consumers give importance to reliability in their working life and try to do their jobs properly and properly.

Table 3.
Means and Standard Deviation Values of Expressions Related to Personality Traits

	Mean	Standard Deviation
Extraversion		
Is talkative	3,72	1,168
Is reserved (R)	3,73	1,059
Is full of energy	3,90	1,137
Generates a lot of enthusiasm	3,77	1,073
Tends to be quiet (R)	3,28	1,216
Has an assertive personality	3,71	1,150
Is sometimes shy, inhibited (R)	3,27	1,210
Is outgoing, social	4,04	1,103
Agreeableness		
Tend to find fault with others (R)	3,98	1,039
Is helpful and unselfish with others	4,20	1,127
Starts quarrels with others (R)	3,58	1,202
Has a forgiving nature	3,89	1,162
Is generally trusting	3,64	1,154
Can be cold aloof (R)	3,26	1,302
Is considerate and kind to almost everyone	4,05	1,067
Is sometimes rude to others (R)	3,75	1,120
Likes to cooperate with others	3,94	1,093
Conscientiousness		
Does a thorough job	4,10	1,078
Can be somewhat careless (R)	3,44	1,160
Is reliable worker	4,27	1,081
Tends to be disorganized (R)	3,34	1,387
Tends to be lazy (R)	3,81	1,134
Perseveres until the task is finished	4,08	1,115
Does things efficiently	4,03	1,060
Makes plans and follows through with them	3,80	1,159
Is easily distracted (R)	3,52	1,155
Neuroticism		
Is depressed, blue	2,30	1,105
Is relaxed, handles stress well (R)	2,57	1,189
Can be tense	2,92	1,141
Worries a lot	2,65	1,182
Is emotionally stable, not easily upset (R)	2,79	1,194
Can be moody	2,48	1,217
Remains calm in tense situations (R)	2,30	1,135
Gets nervous easily	2,43	1,191
Openness		
Is original, comes up with new ideas	3,87	1,060
Is curious about many different things	4,11	1,111
Is ingenious, a deep thinker	3,82	1,053
Has an active imagination	3,91	1,104
Is inventive	3,93	1,037
Values artistic, aesthetic experiences	3,77	1,190
Prefers work that is routine (R)	3,14	1,166
Likes to reflect play with ideas	4,10	1,042
Has few artistic interests (R)	3,80	1,166
Is sophisticated in art, music or literature	3,29	1,196

Table 4.
Means and Standard Deviation Values of Statements Related to Environmental Attitudes

	Means	Standard Deviation
Ecocentric Attitude		
One of the worst things about overpopulation is that many natural areas are getting destroyed for development	4,32	1,034
I enjoy spend time in nature.	4,44	0,956
Sometimes it makes me sad to see forests cleared for agriculture	4,32	1,044
I prefer wildlife reserves to zoos	3,89	1,416
I need time in nature to be happy	4,41	0,944
Sometimes when I am unhappy I find comfort in nature	4,38	0,924
It makes me sad to see natural environments destroyed	4,50	0,944
Nature is valuable for its own sake	4,53	0,937
Being out in nature is a great stress reducer for me	4,43	0,948
One of the most important reasons to conserve is to preserve wild areas	4,42	0,930
To me, animals are as valuable as people.	4,36	1,002
Human are as much a part of the ecosystem as other animals	4,43	0,990
Anthropocentric Attitude		
The worst thing about the loss of the rain forest is that it will restrict the development of new medicines	3,30	1,248
The best thing about camping is that it is a cheap vacation	3,04	1,364
It bothers me that humans are running out of their supply of oil	4,34	1,085
Science and technology will eventually solve our problems with pollution, overpopulation, and diminishing resources.	3,39	1,254
The thing that concerns me most about deforestation is that there will not be enough lumber for future generations	3,31	1,453
One of the most important reasons to keep lakes and rivers clean is so that people have a place to water sports.	2,46	1,438
The most important reason for conservation is human survival	3,37	1,436
One of the best things about recycling is that it saves money	2,94	1,373
Nature is important because of what it can contribute to the pleasure and welfare of humans	2,96	1,513
We need to preserve resources to maintain a high quality of life.	3,71	1,390
One of the most important reasons to conserve is to ensure a continued high standard of living	2,99	1,483
Continued land development is a good idea as long as a high quality of life can be preserved	2,51	1,369

For the neuroticism dimension, “can be tense” is the variable with the highest value with 2.92. The expression “is emotionally stable, not easily upset (R)” ranks second with 2.79. At this point, it can be said that the participants may experience tension, but they are not easily upset.

For the openness dimension, the variable “is curious about many different things” has the highest value with 4.11, while the expression “likes to reflect play with ideas” with 4.10 takes the second place. When the indicators in the table are examined, it has been revealed that the environmentalist consumers participating in the research are individuals who are curious about different fields and are interested in different ideas and are willing to share them.

According to the mean and standard deviation values of environmentalist attitudes;

On behalf of its ecocentric dimension, “nature is valuable for its own sake” expression has the highest value with an average of 4.53. “it makes me sad to see natural environments destroyed” expression ranks second with an average of 4.50. In the light of these results, it is possible to say that green consumers find nature valuable on its own and are sorry for harming nature.

On behalf of the anthropocentric attitude dimension, the variable “it bothers me that humans are running out of their supply of oil” has a high value with an average of 4.34. In the second place is the statement “we need to preserve resources to maintain a high quality of life.” with 3.71. At this point, it can be said that green consumers are uncomfortable with individuals fighting for oil and they think that resources should be protected in order to ensure quality of life.

Table 5.
Means and Standard Deviation Values of Statements Related to Helping Attitude

	Means	Standard Deviation
Helping Attitude		
Helping others is usually a waste of time (R)	4,34	1,086
When given the opportunity, I enjoy aiding others who are in need.	4,28	1,066
If possible, I will return the lost money to its owner.	4,44	0,990
Helping friends and family is one of the great joys in life.	4,34	0,993
I would avoid aiding someone in a medical emergency if I could (R)	4,03	1,220
It feels wonderful to assist others in need.	4,42	0,969
Volunteering to help someone is very rewarding.	4,40	0,985
I dislike giving directions to strangers who are lost (R)	4,01	1,271
Doing volunteer work makes me feel happy.	4,39	0,961
I donate time or money to charities every month.	3,33	1,241
Unless they are part of my family, helping the elderly isn't my responsibility. (R)	4,23	1,107
Children should be taught about the importance of helping others.	4,50	0,970
I plan to donate my organs when I die with the hope that they will help someone else live.	3,84	1,263
I try to help with the activities of the school or my social circle.	4,29	0,961
I feel at peace with myself when I have helped others.	4,40	0,961
If the person in front of me in the check-out line at a store was a few liras short, I would pay the difference.	4,08	1,102
I feel proud when I know that my generosity has benefited a needy person.	4,12	1,150
Helping people does more harm than good because they come to rely on others and not themselves. (R)	3,78	1,185
I rarely contribute money to a worthy cause. (R)	3,35	1,304
Giving aid to the poor is the right thing to do.	4,19	1,058

The variable “children should be taught about the importance of helping others.” has the highest value with an average of 4.50 in terms of attitude towards helping. In second place with 4.44, “if possible, I will return the lost money to its owner.” statement is included. In the light of these results, it was revealed that the participants saw helpfulness as an important element that should be taught to children. In addition, it can be said that respondents consider helping people who have lost their money whenever possible

In the name of green purchase behavior, “when I have a choice between two equal products, I purchase the one less harmful to other people and the environment.” variable has the highest value with an average of 4.11. This statement was followed by the variable “I have avoided buying a product because it had potentially harmful environmental effects” with 4.00. When the expressions that stand out on an mean basis in terms of green purchasing

Table 6.
Means and Standard Deviations of Statements Related to Green Purchase Behavior

	Means	Standard Deviations
Green Purchase Behavior		
I make a special effort to buy paper and plastic products that are made from recycled materials.	3,77	1,114
I have switched products for ecological reasons.	3,97	1,055
When I have a choice between two equal products, I purchase the one less harmful to other people and the environment	4,11	1,075
I make a special effort to purchase environmentally friendly chemicals (eg detergents, cleaning solutions, etc.).	3,80	1,168
I have avoided buying a product because it had potentially harmful environmental effects	4,00	1,152

Table 7.
Means and Standard Deviation Values of Expressions Related to Subjective Well-being

	Means	Standard Deviation
Life Satisfaction		
In most ways my life is close to my ideal.	3,39	1,086
The conditions of my life are excellent.	3,03	1,108
I am satisfied with my life	3,60	1,043
So far I have gotten the important things I want in life	3,35	1,104
If I could live my life over, I would change almost nothing	2,72	1,167
Positive Affect		
Interested	4,14	0,851
Excited	3,86	1,013
Strong	4,10	0,965
Enthusiastic	4,22	0,893
Proud	4,12	0,997
Alert	4,06	0,923
Inspired	3,85	1,125
Determined	4,12	0,927
Attentive	4,21	0,883
Active	4,13	0,966
Negative Affect		
Distressed	1,86	1,005
Upset	1,87	1,122
Guilty	1,63	0,977
Scared	1,66	0,989
Hostile	1,37	0,820
Irritable	1,72	1,036
Ashamed	1,95	1,093
Nervous	1,82	1,086
Jittery	1,72	1,051
Afraid	1,67	1,012

behavior are evaluated, it was determined that the participants thought about people and the environment while choosing between products. In addition, it has been observed that they avoid buying products that may harm the environment.

The mean and standard deviation values of subjective well-being are from subjective well-being dimensions;

In terms of life satisfaction, the expression “I am satisfied with my life” has the highest value with an average of 3.60. This statement was followed by the variable “in most ways my life is close to my ideal.” with 3.39. The participants stated that they were satisfied with their lives and were close to their ideals in most aspects.

In the name of positive emotion, the variable “enthusiastic” and the expression “attentive” stood out with averages of 4.22 and 4.21, respectively. It was observed that the respondents felt emotions willingly and attentively while consuming or using green, that is, environmentally friendly products.

For negative affect, the “ashamed” variable ranked first with 1.95, followed by “upset” and “sad”. As a result of the respondents being green consumers, the negative emotion they feel as a result of consumption of environmentally friendly products is quite low.

Reliability and Validity

Cronbach’s alpha values were presented in table 8 and results showed that these scales had enough reliability to keep on hypothesis tests.

Confirmatory factor analysis was performed in order to test whether the scales of personality traits, environmental attitudes, helping attitude, green purchase behavior, and subjective well-being used in the study were a good fit for the sample.

Before moving on to the test of the research model, confirmatory factor analysis was performed to test the validity of each scale for the research, and the scales were analyzed in terms of goodness

Table 8.
Reliability Tests

	Cronbach’s Alpha
Personality Traits	0,911
Extraversion	0,820
Agreeableness	0,746
Conscientiousness	0,764
Neuroticism	0,738
Openness	0,918
Environmental Attitudes	0,927
Ecocentric Attitude	0,962
Anthropocentric Attitude	0,903
Helping Attitude	0,911
Green Purchase Behavior	0,891
Subjective Well-Being	0,856
Life Satisfaction	0,880
Positive Affect	0,924
Negative Affect	0,932

Table 9.
Goodness of Fit Values of the Variables Included in the Research Model

	X ²	Df	X ² /df	RMSEA	RMR	AGFI	NFI	CFI	GFI
Personality Traits	653,118	207	3,155	,065	,061	,868	,932	,952	,901
Environmental Attitudes	340,874	138	2,469	,053	,080	,911	,966	,979	,935
Helping Attitude	168,165	42	4,004	,076	,021	,910	,973	,980	,943
Green Purchase Behavior	15,518	4	3,880	,021	,075	,958	,990	,992	,989
Subjective Well-Being	679,612	265	2,565	,055	,056	,881	,918	,948	,903

of fit values. As a result of the confirmatory factor analysis, it was observed that goodness of fit values of some of the scales were not within acceptable limits, and modifications were made. With the suggested modifications, statistically inappropriate variables were eliminated. The values obtained as a result of the modification are shown in Table 9.

As can be seen in the table, (X²)/df ratios are below the reference value, and RMSEA values are at an acceptable level. It is also seen that NFI, CFI, GFI and AGFI values are at an acceptable level of goodness of fit values. In addition to the confirmatory factor analysis, convergent validity was also analyzed. CR and AVE values are shown in Table 10.

Research Model Test

The research model is a comprehensive model that analyzes the subjective well-being of green consumers by addressing personality traits and environmental attitudes as well as green purchase behavior. Therefore, model test was performed through 2 different paths.

X²/sd= 4.932, RMSEA=0.087, RMR=0.054, AGFI=0.898, NFI=0.937, CFI=0,949, GFI=0.940

When all these fit values are evaluated together, it is seen that the research model is meaningful as a whole. t values, standardized coefficients, error variances, p values, and R² values regarding structural model 1 (Path 1) are presented in Table 11.

It was seen that personality traits dimensions (extraversion, agreeableness, conscientiousness, openness, neuroticism) had an effect on environmental attitude dimensions (ecocentric and anthropocentric). At the same time, environmental attitudes were effective on green purchase behavior. It was also observed that green purchase behavior was effective on subjective well-being dimensions (life satisfaction, positive and negative affect). It was accepted together with the H1, H3 vs H5 sub-hypotheses.

X²/sd= 4.943, RMSEA=0.088, RMR=0.053, AGFI=0.912, NFI=0.951, CFI=0,960, GFI=0.950

Table 10.
CR and AVE Values

	CR	AVE
Extraversion	0,833	0,558
Agreeableness	0,883	0,603
Conscientiousness	0,932	0,733
Neuroticism	0,798	0,497
Openness	0,889	0,623
Ecocentric Attitude	0,974	0,776
Anthropocentric Attitude	0,890	0,505
Helping Attitude	0,966	0,722
Green Purchase Behavior	0,892	0,624
Life Satisfaction	0,882	0,601
Positive Affect	0,925	0,554
Negative Affect	0,927	0,561

Table 11.
Standardized Path Coefficients Belonging to Structural Model 1 (Path 1)

			Estimates	t Values	Standardized Coefficients	Error Variances	P	R ²
EA	<	PT	0,572	12,889	0,612	0,044	***	0,374
GPB	<	EA	0,970	14,000	0,773	0,069	***	0,597
SW	<	GPB	0,381	9,631	0,832	0,040	***	0,692
O	<	PT	1,000		0,880			0,775
N	<	PT	0,264	5,124	0,233	0,051	***	0,054
C	<	PT	1,156	33,306	0,948	0,035	***	0,900
A	<	PT	1,072	30,879	0,911	0,035	***	0,830
E	<	PT	1,039	35,056	0,878	0,030	***	0,771
ET	<	EA	1,000		0,861			0,741
AT	<	EA	0,456	6,514	0,320	0,070	***	0,102
LS	<	SW	1,000		0,470			0,221
PA	<	SW	0,697	6,428	0,402	0,108	***	0,162
NA	<	SW	-0,262	-2,566	-0,138	0,102	,010	0,019

Table 12.
Standardized Path Coefficients Belonging to Structural Model 2 (Path 2)

			Estimates	t Values	Standardized Coefficients	Error Variances	P	R ²
HA	<	PT	0,656	15,346	0,601	0,043	***	0,361
GPB	<	HA	0,782	23,937	0,726	0,033	***	0,527
SW	<	GPB	0,381	9,631	0,832	0,040	***	0,692
O	<	PT	1,000		0,878			0,771
N	<	PT	0,266	5,151	0,234	0,052	***	0,055
C	<	PT	1,161	33,258	0,950	0,035	***	0,903
A	<	PT	1,073	30,715	0,911	0,035	***	0,829
E	<	PT	1,041	35,028	0,877	0,030	***	0,769
LS	<	SW			0,470			0,221
PA	<	SW	0,697	6,428	0,402	0,108	***	0,162
NA	<	SW	-0,262	-2,566	-0,138	0,102	***	0,019

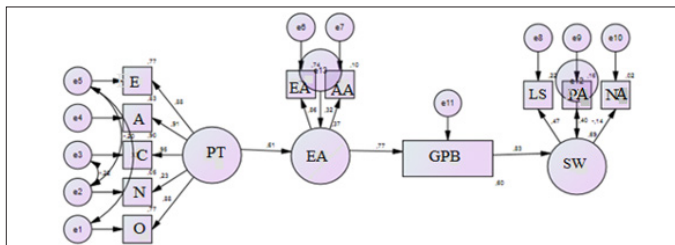


Figure 2.
Path 1: Path Analysis Regarding the Examination of the Subjective Well-Being of Green Consumers Within the Scope of Purchase Behaviors, Environmental Attitudes and Personality Traits

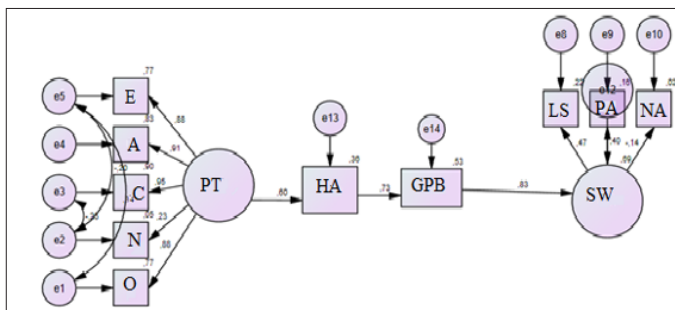


Figure 3.
Path 2: Path Analysis Regarding the Examination of the Subjective Well-Being of Green Consumers Within the Scope of Purchase Behaviors, Helping Attitudes and Personality Traits

When all these fit values are evaluated together, it is seen that the research model is meaningful as a whole. t values, standard-

ized coefficients, error variances, p values, and R² values regarding structural model 2 (Path 2) are presented in Table 12.

It was accepted together with the H2 and H5 sub-hypotheses, H4. It has been observed that personality traits dimensions (extraversion, agreeableness, Conscientiousness, openness, neuroticism) have an effect on the helping attitude. At the same time, the helping attitude has an effective on green purchase behavior. It was observed that green purchase behavior has an effect on subjective well-being dimensions (life satisfaction, positive and negative affect).

Conclusion and Recommendations

When the values obtained as a result of Path 1 model test were evaluated, it was determined that extraversion, agreeableness, conscientiousness, openness and neuroticism, which comprise the five dimensions of personality traits, affected both ecocentric and anthropocentric attitudes. Tang and Lam (2017) reported that personality traits of an individual affected his/her environmental attitudes. It was concluded that the first dimension of personality traits, extraversion, was effective both on ecocentric and anthropocentric attitudes.

Of the personality traits, agreeableness is closely associated with the individual's environmental concern (Akhtar, 2019). Another dimension of personality traits, agreeableness, was found to be effective on both ecocentric and anthropocentric attitudes. Another personality trait that is effective on environmental attitudes is conscientiousness. There is an interaction between the individual's environmental concern and conscientiousness trait. Environmental concern is associated with neurotic trait (Hirsh, 2010). The individual's concerned structure triggers his/her envi-

ronmental concerns. Finally, the openness dimension of personality traits affects environmental attitudes. In his study, Alcorn (2018) also found that the openness dimension of personality traits positively affected environmental attitude.

As a result of Path 2 model test personality traits had an effect on helping attitude, and that helping attitude was effective on green purchase behavior. It was also observed in this path analysis that green purchase behavior was effective on subjective well-being of green consumers. Consumers' personality traits can help us to turn their behaviors into a more sustainable life style. In this context, caring about other people, taking steps to help them and acting ethically are traits that can be associated with sustainability (Furchheim et al., 2013). The personality trait of extraversion is a dimension that is effective on individuals' benevolence. Tendencies such as benevolence that support sharing are positively related with agreeableness (Matzler et al., 2008). Agreeableness trait affects individuals' acting in cooperation and behaving benevolently. The personality trait of conscientiousness affects the individual's sharing behaviors such as benevolence and their attitudes in this respect (Abdel-Aal & Khairy, 2016). The personality trait of conscientiousness makes individuals consider benevolence positively. The trait of neuroticism, which represents sad and extremely worried personality structure, is another effective dimension on benevolence attitude. However, in the literature, it was reported that there was a negative relationship between neuroticism trait and helping attitude (Ucho et al., 2013). On the other hand, according to Baruah and Buragohain (2014), helping attitude refers to the individual's being worried and concerned about other people's welfare. The fact that the study sample consisted of green consumers who were concerned about the environment may be effective on the positive result obtained. Besides, according to negative situation relaxation model, when the individual feel bad, s/he can be directed towards helping others in order to get rid of this negative situation (Miller & Carlson, 1990). Worried neurotic individuals can also feel worried in order to meet the needs of the people in their surroundings. Neurotic individuals can approach individuals who are in a difficulty and show interest in them. The individual's being open to experience, being able to produce new ideas or having a creative structure affect his/her being benevolent (Van Emmerik et al., 2004). The personality trait of openness affect individuals' pro-society value orientations (Carlo et al., 2005). These individuals who are described as open to experience and have original ideas volunteer to help other people.

Another finding obtained in the study was that ecocentric and anthropocentric attitudes were effective on green purchase behavior. Uçar and Canpolat (2019), on the other hand, indicated that ecocentric and anthropocentric attitude is positively related with environmental behavior. The individual's being benevolent is also effective on his/her showing effort to buy environmentally friendly products. An individual who loves helping others feels peaceful when the environment is provided with positive outcomes. In this process, the individual's empathizing, positively contributes to his/her benevolence (Tangney et al., 2007). The feeling of empathy, which is a source of motivation for individuals to become benevolent, also affects their displaying environmentalist behaviors (Berenguer, 2007).

In addition to its many benefits, green purchase behavior also affects the individual's subjective well-being. Environmentalist behaviors regarding sustainability create positive results in

terms of the individual's psychology (Corral-Verdugo et al., 2011; Tapia-Fonllem et al., 2013).

The following suggestions can be made on the basis of the findings obtained from the study:

Companies can take care to ensure that advertisements or promotional activities of environmentally friendly products have a cheerful and energetic content. With extroverts at the forefront of environmental activities, more people can be environmentally friendly. Companies should support consumers to take more responsibility in their environmental programs. Since neurotic people will put more effort in solving environmental problems, these people can be used as guides or coordinators in programs. Innovators can be used to expand the existing market and find new markets. Companies can donate some of their environmentally friendly product purchases for charity. Displaying the image of a responsible company in the green market in terms of philanthropy is seen as the right strategic step. Again, companies can communicate to consumers that they fulfill their social responsibilities by supporting community-oriented projects. Enterprises in the green product market should emphasize more in their promotions how the purchase of green products has a positive effect on human health as well as the positive impact on the environment. Firms can engage in advertising activities to convey the positive effects of green consumption on the individual, as well as its contribution to the environment, society and economy. In this context, while appealing to the market, companies should emphasize the life satisfaction and positive affect that purchasing environmentally friendly products create in the individual.

Although there are studies in the literature on the contribution of green marketing on the environment and economy, the number of studies examining the satisfaction that the individual receives as a result of green consumption is limited. Therefore, in the studies to be conducted, the outcomes that the individual gains as well as the positive contribution of green consumption to the environment can be addressed. In future research by dealing with the moderating effect of perceived consumer effectiveness in the path to purchase intention or behavior, the power of individual's self-confidence in the flow can be examined. In the studies to be conducted on the positive effect of environmentally friendly product purchase on the individual, self-respect can be examined as the output variable.

In addition the effect of egoistic values, altruistic values and biospheric values can be investigated. Besides, as helping attitude is a variable that is addressed in a limited way in terms of green marketing, original studies can be conducted by examining the precursors and consequences of this variable within the scope of environmentally friendly consumption. In the studies to be conducted on psychological variables, green consumers can be better analyzed by doing research within the scope of the individual's self, sense of self and emotions regarding sense of self. Also, the effect of the variables regarding psychological benefits on the attitude towards environmentally friendly products can be analyzed. Finally, consumers' attitudes towards green brands, their purchase intentions and their emotions in the post-purchase period can be investigated.

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GENİŞLETİLMİŞ ÖZET

Çalışmanın Amacı

Çalışmada yeşil tüketicilerin sahip oldukları kişilik özelliklerinden yola çıkılarak çevre dostu tüketimlerinin ve yardım etmeye yönelik tutumlarının öznel iyi oluşlarına olan etkisi incelenmiştir. Araştırmada, yeşil tüketicilerin çevre dostu ürün tüketiminden sonraki bireysel mutlulukları araştırılarak doğaya duyarlı bir tüketici olmanın kişisel refaha olan olumlu etkisi ortaya konulmaya çalışılmıştır.

Araştırma Soruları

Çalışmanın amacı doğrultusunda ele alınan temel sorular şu şekildedir: Kişilik özellikleri çevreye yönelik tutumlar üzerinde etkili midir? Kişilik özellikleri yardım etmeye yönelik tutum üzerinde etkili midir? Çevreci tutumlar yeşil satın alma davranışı üzerinde etkili midir? Yardım etmeye yönelik tutum yeşil satın alma davranışı üzerinde etkili midir? Yeşil satın alma davranışı öznel iyi oluş üzerinde etkili midir?

Literatür Araştırması

Pavalache-Ilie ve Cazan (2018) göre kişilik özellikleri ile çevreye yönelik tutum arasında ilişki bulunmaktadır (Kvasova, 2015). Sınırlı sayıda çalışmada kişilik özelliklerini yeşil tutum ve niyetin öncülü olarak araştırılmıştır (Tang ve Lam, 2017). Antroposentrik bakış açısına göre doğa sadece insanların yararına olduğu sürece değerli olarak kabul edilmektedir (Casas ve Burgess, 2012). Ekoloji merkezci tutum biyo merkezlik gibi ekosistemin varlığı ve korunmasına ilişkin sonuçlarla ilgilenmektedir. (Onur vd., 2012). Yardım etmeye yönelik tutum başkalarının refahı için istekli ve ilgili olmayı ifade etmektedir. Böyle bir düşünce başkalarına yardım etmeye gönüllü olmayla ilişkilidir. Diğer bir deyişle, başka insanların refahını önemsemek ve onlara yardım etmek için hareket etmek yardım etmeye yönelik tutumu yansıtmaktadır (Jan, 2017). Kişilik özellikleri insanların hayatlarını etkilediği gibi yardımsever olmalarını da etkilemektedir (Kim, 2016). “Endişe”, “çevresel etki hakkında bilgi” ve “gönüllü şekilde hareket etme” kavramları, çevreye duyarlı tüketici davranışlarının kilit belirleyicileri olarak görülmektedir (Zabkar ve Hosta, 2013) Tüketicilerin yeşil ürün satın alma kararları üzerinde çevreye yönelik tutumlarının olumlu etkisi bulunmaktadır (Esmaeilpour ve Bahmiary, 2017). Toplumsalılık duygusu kişilerin yeşil pazarlamaya ilişkin faaliyetlere katılımlarını etkilemektedir. Çünkü kolektivist kişiler daha işbirlikçi olma eğilimindedirler ve başkalarına yardım etmeye daha istekli olmaktadırlar (McCarty ve Shrum, 1994). İnsan doğası gereği sosyal bir varlıktır ve bu doğrultuda problemler ortaya çıktığında bir kişi empati kurarak diğerine yardım edebilmektedir. İnsanların çoğunlukla ihtiyacı olanlara yardım etmeye istekli oldukları bilinmektedir. Yani yardım etmeye yönelik tutum hem kişisel hem de toplumsal açıdan olumlu sonuçların ortaya çıkmasında etkili olan bir düşünce yapısıdır (Buragohain ve Munda, 2018). Öznel iyi oluş insanların hayatına yönelik öznel yargılarını ve duygularını barındırmaktadır (Dost, 2005). Öznel iyi oluş ile ilişkili olumlu sonuçlar nedeniyle, kişinin refahına veya iyi olmasına katkıda bulunan faktörleri anlamak önemlidir (Siedlecki vd., 2014). Welsch ve Kühling (2010) yaşam doyumu ile yeşil tüketim arasında ilişki olduğunu açıklamışlardır. Çevresel davranışlarda bulunmak hem doğaya faydalı olmayı hem de psikolojik olarak olumlu sonuçları beraberinde getirecektir. Çünkü çevreci davranışlar sadece doğanın korunması için değil, aynı zamanda kişinin yaşamında genel olarak olumlu duygular yaratmada etkilidir. Böylece çevreci davranış ve kişinin psikolojik olarak iyi hissetmesi arasındaki ilişki uzun vadede öznel iyi oluşun devam etmesi olarak karşımıza çıkmaktadır (Kaida ve Kaida, 2016).

Yöntem

Bireylerin çevreci kuruluşlara üye olması ve çevre için gönüllü olarak faaliyet göstermeleri çevreciliğin bir göstergesi olarak kabul edilmiş; bu kuruluşlara üye ve çevre gönüllüsü olan tüketiciler örneklem olarak belirlenmiştir. Bu bağlamda ülkemizde faaliyet gösteren, bilinirliği yüksek ve aktif üye sayısı ile öne çıkan çevreci kuruluşlar örnekleme dahil edilmiştir. Bu çerçevede, TEMA, Greenpeace, DOĞDER, DOĞAÇEV ve TÜRÇEK gibi çevreci kuruluşların üyeleri ve gönüllü kişiler örnek kütleyi oluşturmaktadır. Örneğe kolay ulaşılabilir amacıyla, kolayda örneklem yöntemi kullanılmıştır. Bu amaçla, çevreci kuruluşların online grupları ve sosyal medya aracılığı ile hazırlanan anket linki paylaşılmıştır. 2020-Şubat ayında gönderilen anketlere 2 ay içerisinde toplam 519 üye ve gönüllü cevap vermiştir. Hatalı ve eksik olan anketler elenmiş 516 anket üzerinden çalışma yürütülmüştür. Katılımcı sayısının, homojen bir yapıya sahip olan ana kütleyi temsil edecek niceliğe sahip olduğu düşünülmektedir. Veriler SPSS 21.0 ve AMOS 20 paket istatistik programları kullanılarak analiz edilmişlerdir. Verilerin analizinde ise; tanımlayıcı istatistikler, Doğrulayıcı Faktör Analizi ve Yapısal Eşitlik Modellemesi uygulanmıştır.

Sonuç ve Değerlendirme

Yol 1 model testi sonucunda elde edilen bulgular değerlendirildiğinde kişilik özelliklerin beş boyutunu oluşturan dışadönüklük, uyumluluk, sorumluluk, yenilikçilik ve nevroktikliğin hem ekosentrik hem de antroposentrik tutumu etkilediği belirlenmiştir. Bununla birlikte çevreye yönelik tutumların yeşil satın alma davranışını etkilediği tespit edilmiştir. Yeşil tüketicilerin öznel iyi oluşlarının, kişilik özellikleri, yardım etmeye yönelik tutumları ve satın alma davranışları kapsamında ele alındığı “Yol 2” model testi sonucunda; kişilik özelliklerinin yardım etmeye yönelik tutum üzerinde, yardım etmeye yönelik tutumun ise yeşil satın alma davranışı üzerinde etkisi olduğu belirlenmiştir. Ayrıca bu yol analizinde yeşil satın alma davranışının yeşil tüketicilerin öznel iyi oluşlarını etkilediği görülmüştür.