

Factors Affecting Green Ready-made Products Purchase Intention: An Integrated Model

Leyla Gödekmerdan Önder¹ 

Arzu Deniz Çakıroğlu² 

Yeşil Hazır Giyim Ürünleri Satın Alma Niyetini Etkileyen Faktörler: Bütünleştirilmiş Bir Model	Factors Affecting Green Ready-made Products Purchase Intention: An Integrated Model
Öz Bu çalışmanın temel amacı tüketicilerin yeşil ürün satın alma niyetini etkileyen risk, değer, kalite, güven ve viral iletişim değişkenlerini bütünleştirilmiş bir model çerçevesinde değerlendirmektir. Bu amaçla Ankara ilinde bir anket çalışması yürütülerek veriler analiz edilmiştir. Uygulama alanı olarak hazır giyim ve tekstil sektörü ele alınmıştır. Elde edilen sonuçlara göre yeşil algılanan değer, kalite ve risk tüketicilerin yeşil hazır giyim ürünleri satın alma niyeti üzerinde etkilidir. Öte yandan viral iletişim ve güvenin yeşil hazır giyim ve tekstil ürünleri satın alma niyetini etkilemediği tespit edilmiştir. Ek olarak yeşil hazır giyim ürünleri satın alma niyeti satın alma davranışı üzerinde pozitif bir etkiye sahiptir.	Abstract Within the framework of an integrated model, the primary objective of this study is to identify how risk, value, quality, trust, and viral communication influence green purchase intentions. In order to achieve this objective, a survey study was carried out in Ankara, and the resulting data were evaluated. As an application area, the ready-made apparel and garment sector is picked. The results indicate that perceived value, quality, and risk are effective on consumers' intents to purchase green ready-made apparel products. On the other hand, it has been determined that viral communication and trust do not influence consumers' intentions for these products. Moreover, purchasing intentions for green ready-to-made clothing have a positive influence on purchasing behavior.
Anahtar Kelimeler: Algılanan Yeşil Risk, Algılanan Yeşil Değer, Algılanan Yeşil Kalite, Algılanan Yeşil Güven, Yeşil Viral İletişim	Keywords: Green Perceived Risk, Green Perceived Value, Green Perceived Quality, Green Perceived Trust, Green Viral Communication (Green WOM)
JEL Kodları: M30, M31, M39	JEL Codes: M30, M31, M39

Araştırma ve Yayın Etiği Beyanı	Bu çalışma 01.07.2022 tarih ve 2022/05 sayılı Ufuk Üniversitesi Sosyal ve Beşeri Bilimler Bilimsel Araştırma Etik Kurulu Başkanlığı Etik Kurul Onay Belgesi ile bilimsel araştırma ve yayın etiği kurallarına uygun olarak hazırlanmıştır.
Yazarların Makaleye Olan Katkıları	Yazar 1'in makaleye katkısı %50, Yazar 2'nin makaleye katkısı %50'dir.
Çıkar Beyanı	Yazarlar açısından ya da üçüncü taraflar açısından çalışmadan kaynaklı çıkar çatışması bulunmamaktadır.

¹ Dr. Öğr. Üyesi, Ufuk Üniversitesi, Meslek Yüksek Okulu, Yönetim ve Organizasyon Bölümü, leyla.godekmerdan@ufuk.edu.tr

² Dr. Öğr. Üyesi, Giresun Üniversitesi, İİBF, İşletme Bölümü, arzdnaof@gmail.com

1. Introduction

Influencing all nations around the world, the idea of "green transformation," has become a concept that is closely related to a variety of industries. Known as the New Green Deal in the United States, the Green Deal in the European Union, and the Green Energy Revolution in China, this transformation refers to the reorganization of the entire economic system within the scope of a road map and not only specific industries. Green transformation is a model for performing business that does not only promote the maximization of profits but also the reduction of carbon footprints, sustainable use of resources, development of production methods, recycling and reuse. Furthermore, being conscious of consumption and changing consumption habits in a way that does not harm the environment are accepted as the final link in the chain. The Green Reconciliation Action Plan, published in our country in 2021, is intended to regulate production, trade, and other activities in accordance with certain standards. It has resulted in problem-solving innovations as well as steps toward green transformation in all sectors. These sectors also include ready-to-wear and garment industries. In order to meet customers' environmental expectations and adapt to this transformation, businesses in this industry have begun modifying their systems to avoid using fossil fuels in energy and reduce water consumption towards friendly production.

Within the context of an integrated model, the factors that influence consumers' decisions to buy eco friendly ready-to-wear products were investigated in this particular research project. Some studies analyze a specific product product group, brand, or industry, such as green label detergents (Isa et al., 2017), energy-saving products (Wasaya et al., 2021), green food products (Tarabieh, 2021), ecofriendly electronic products (Bozbay et al., 2019), green packaged products (Apaydın, 2022), cosmetics (Urkut and Cengiz, 2021), low-cost green cars (Dhewi et al., 2018), bottled water, notebooks (Guerreiro and Pacheo, 2021), air conditioners (Bokko et al. 2021) whilst others examine green product purchase behaviour in general. Numerous factors, including value, risk, trust, communication, brand loyalty, brand equity, brand awareness, brand involvement, greenwashing, green advertising, environmental concern, and environmental consciousness, have been linked to green product purchasing behavior (Vazifedoust et al., 2013, Yapraklı and Yıldız, 2018, Uzundal, 2019, Baran et al., 2017, Akturan, 2018, Kurniawan and Diryana, 2015, Rizwan et al., 2014, Güsan et al., 2016, Zhang et al., 2018, Rahim et al., 2015, Al-Gasawneh and Al-Adamat, 2020, Chang, 2015, Chen and Chang, 2012). Some of these factors relate to the product, brand, or industry, while others relate to purchasing behavior in general. In summary, the literature is unclear about which variables should be considered when analyzing the purchasing behavior and intention of consumers for a specific product group. In order to fill this gap in the literature, variables frequently and commonly used in product-oriented studies (perceived risk, quality, trust, value, viral communication) were evaluated in a single model and a general model proposal was presented for future research. In addition, the lack of such research for ready-to-wear products is presumed to contribute to the literature.

Initially, the theoretical concepts of green perceived risk, perceived quality, perceived value, trust, viral communication, and green purchase intention were discussed, and hypotheses demonstrating the relationships between the concepts were developed. Afterwards, an analysis of the data obtained from the survey of consumers in Ankara who had recently purchased environmentally friendly ready-to-wear products was analyzed. In data analysis, descriptive statistics, confirmatory factor analysis, and least squares path analysis

(PLS-SEM) were utilized. The most important reason for selecting this method is that it emphasizes variance-based forecasting through structural equation modeling (Ramayah et al., 2018). For data analysis, SPSS 21 and Smart PLS 3.0 statistical package programs were utilized.

2. Theoretical Framework and Hypotheses Development

Examining purchase intention is essential for measuring the likelihood of making a purchase and assessing consumer behavior (Toor et al., 2017). In the marketing literature, the term "purchase intention" refers to the possibility that a consumer will make a purchase of a product or service in the future (Kim and Ko, 2012). It is a situation that indicates a consumer is ready to buy after evaluating the product (Bhaskar & Kumar, 2016) and is a type of decision regarding why a consumer purchases a specific brand (Isa et al., 2017). In terms of green products, "green purchase intention" is expressed as the consumer's probability of purchasing a product due to environmental needs (Chen and Chang, 2012). Another definition of green purchasing intention describes it as the capability and propensity to prefer environmentally friendly products over conventional ones (Cheunga et al., 2015). Green purchasing intent is influenced by numerous variables. One of them is the variable of perceived risk. It is argued by Peter and Ryan (1976) that a person's perception of risk is determined by their fear of the consequences of making the wrong purchase. Aaker (1996) claims that consumers' purchasing decisions and behaviors are influenced by this concept, which combines uncertainty and negative consequences (Chen and Chang, 2012). According to the theory of perceived risk, consumers tend to minimize perceived risk rather than maximize expected outcomes. Purchasers will avoid buying when they perceive high risk. For this reason, they will prefer purchasing brands that will reduce perceived risk (Chang and Cheng, 2014). The subjective perception of consumers about the potential consequences of purchasing environmentally friendly products is expressed as perceived risk in terms of green products (Juliana et al., 2020). When making a purchase decision, green consumers consider if the product is environmentally friendly and if it harms the environment (Rizwan et al., 2014; Dhewi et al., 2018). Consumers' perceptions of green risk are related to their purchase intentions, perceptions of trust, levels of satisfaction, etc., and affect a variety of issues (Chen and Chang, 2012; Rizwan et al., 2014; Bokko et al., 2018; Juliana et al., 2020). According to research, there is a negative relationship between perceived green risk and green purchase intention (Chen and Chang, 2012; Juliana et al., 2020; Isa et al., 2017; Kim and Lennon, 2013; Lin et al., 2017). The following hypothesis was developed as a result of this:

H₁: Green perceived risk has a negative impact on green purchase intention.

Perceived value is another factor that influences the purchasing decisions of consumers. Consumers are interested in the expected benefits of a product (Leunget al., 1998). Perceived value is the accumulated perceptual evaluation of the consumer's efforts to acquire a product (Zeithaml, 1998). Consumers seek to maximize value by comparing perceived cost to perceived value and prefer products that provide more value (Dhewi et al., 2018). Perceived value plays an essential role in the environment. The definition of perceived value in terms of green products is a consumer's evaluation of all expected benefits of a green product (Patterson and Spreng, 1997; Bolton and Drew, 1991; Rizwan et al., 2014). Green perceived value is critical in understanding consumers (Lien et al., 2015). This concept is effective not only for maintaining long-term relationships with customers, but also for influencing their purchasing intentions (Zhuang et al., 2010; Beneke et al., 2013). The higher the perceived value is, the more positive comments will spread through word of mouth and more people

will want to purchase (Chen and Chang, 2012). According to research, there are positive relationships between green perceived value and green purchase intention, (Eid, 2011; Dehghanan and Bakhshandeh, 2014; Chen and Chang, 2012; Yadav and Pathak, 2017; Mahmood et al., 2014). Consequently, the following hypothesis was formed:

H₂: Green perceived value influences green purchase intention positively.

In order to convert a consumer's purchase intention into a purchase decision, it has become increasingly important for businesses to provide consumers with a compelling reason to buy their product. Today, perceived quality is recognized as a powerful competitive tool for differentiating a product or brand from its rivals, creating a reason to purchase, and providing value to customers. Businesses utilize superior product quality to attract more customers and expand market share (Chen et al., 2014; Chang and Chen, 2014). According to Mohseni et al., (2018), the perceived quality of a brand or product is its expected characteristics or overall performance as judged by consumers as a whole. When considered in terms of environmentally friendly products, the impression of environmentally friendly quality raises consumers' awareness of the brand. The factors influencing perceived quality are that the brand's quality is reliable on environmental issues, durable in terms of environmental performance, excellent in terms of environmental image, and professional in terms of environmental reputation (Yıldız and Kirmızıbiber, 2019). By creating products with both eco-friendly and high-quality attributes, businesses influence consumers' purchasing decisions and gain competitive advantages (Zulfanizy and Wahyono, 2019). According to previous studies green perceived quality has a positive effect on green purchase intention (Diryana et al., 2015; D'Souza et al., 2007; Ariffin et al., 2016; Bozbay et al., 2019; Isa et al., 2017). Accordingly the following hypothesis was developed:

H₃: Green perceived quality influences green purchase intention positively.

Trust is one of the most influential determinants of consumer purchase intent, perception, and behavior (Harris and Goode, 2010; Morrow et al., 2004). Trust refers to one party's anticipation that the other will keep their word (Rotter, 1971). It is one of the most essential aspects of marketing a product or service since it fosters a long-term partnership between the business and the customer (Chairy and Alam, 2019). Increasing consumer trust decreases anxiety and uncertainty while maintaining a strong relationship with the brand (Baran et al., 2017). There is a correlation between confidence in green products and their dependability, competence, environmental performance, and etc. It is the desire to have confidence in the product based on expectations about the product (Trott and Sople, 2016). In other words, what matters most is the consumer's perception of the brand's environmental performance; the extent to which it fulfills its environmental promises and commitments; whether the products are truly environmentally friendly or not; and the satisfaction of consumers' environmental concerns (Cheunga et al., 2015). Green trust has a substantial effect on consumer purchasing behavior in environmental settings (Chen, 2010). Numerous studies in the academic literature have examined the positive effect of green trust on green purchase intention (Akturan, 2018; Doszhanov and Ahmad, 2015; Rahbar and Wahid, 2011; Tarabieh, 2021; Kurniawan, 2014; Imaningsih, 2019). On this basis, the following hypothesis was developed:

H₄: Green trust effects green purchase intention positively.

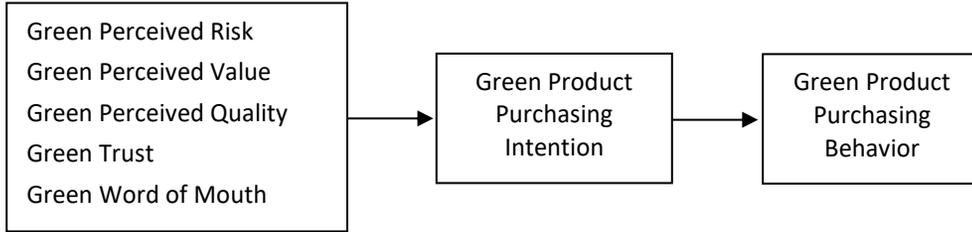
According to Zhao and Xie (2011), one of the most influential factors on the choices and preferences of consumers in today's markets is the opinions of others. Word-of-mouth (WOM) communication is more effective than conventional marketing strategies and is a dynamic form of interpersonal communication that transcends the exchange of commercial information (Martin and Leug, 2013). Many enterprises utilize word of mouth communication as a marketing strategy to influence consumer decisions (Chen et al., 2015; Yang et al., 2012). WOM is defined as verbal communication between actual or potential consumers and others such as product providers, experts, family and friends, and includes ideas, opinions, and experiences related to post-purchase satisfaction or dissatisfaction with a product or brand (Hameedet al., 2021; Chaniotakis and Lympelopoulos, 2009). Chen et al. (2014) have proposed the concept of green word of mouth (GWOM) communication after developing the concept of word-of-mouth communication in the environmental field. Green viral communication refers to the extent to which consumers spread positive environmental messages about a company's product or brand to their friends, family, and colleagues (Chen et al., 2014). Consumers view green viral communication as a trustworthy source for mitigating risks and uncertainties associated with green products (Chaniotakis and Lympelopoulos, 2009; Liao et al., 2020; Guerreiro and Pacheco, 2021; Hameed et al., 2021). As one of the persuasive daily communication tools among consumers, green word of mouth has a significant influence on consumers' product evaluations and final purchase intentions (Chaniotakis and Lympelopoulos, 2009; Chang, 2015; Hayat and Ahmed, 2017; Liao et al., 2020). When potential buyers hear positive feedback about a product from other people, their likelihood of making a purchase increases. Better green word-of-mouth instills confidence in green products and influences purchase intent favorably (Keller and Fay, 2012). Numerous studies in the scientific literature support this association (Guerreiro and Pacheco, 2021; Zhang et al., 2018; Mansoor and Noor, 2019; Juliana et al., 2020; Liao et al., 2020; Chang, 2015; Yan et.al, 2018; Hayat and Ahmed, 2017; Rahim et al., 2017). Therefore, the following hypothesis was developed:

H₅: Green word of mouth or green viral communication has a positive effect on the intention to purchase green products.

The marketing success of businesses that offer green products on the market is contingent on the conversion of purchase intention into actual purchasing behavior. Therefore, green purchasing behavior is evaluated based on consumers' desire and intention to purchase green products. This conscious behavior or intent transforms the desire to purchase environmentally sustainable products into a purchase decision (Jaiswal and Kant, 2018). Green purchasing behavior refers to the purchase of recyclable and eco-friendly products and the avoidance of products that are harmful to the environment and society (Jaiswal and Kant, 2018). In other words, it is the purchase of environmentally friendly products by consumers who act in accordance with their values. These consumers avoid using plastic shopping bags, prefer products with biodegradable packaging, purchase detergents with natural ingredients, and refuse to purchase products from brands that harm the environment (Akehurst et al., 2012). In conclusion, in order to protect the ecosystem, individuals give preference to products that they perceive to be less harmful to the environment and are even willing to pay more for these products (Rizwan et al., 2014; Mansoor and Noor, 2019; Ansu-Mensah, 2021). Accordingly the following final study hypothesis was developed:

H₆: Green purchasing behavior is positively influenced by green purchasing intentions.
Research model in light of the hypotheses developed is shown in Figure 1.

Figure 1: Research model



3. Method

Thirty participants were polled using an early version of the research questionnaire before the final version was created and data collecting began. Based on the feedback of the focus group, the questionnaire form was refined.

Data was collected using the survey method in the research. The survey form consists of three sections. The first section includes questions aimed at determining consumers' purchasing behavior of green ready-to-wear products. The second section includes statements on green perceived risk, green trust, green perceived quality, green perceived value, green word of mouth communication, green purchasing intention and green purchasing behavior. Table 1 presents the sources utilized to establish the scales for the research. 5-point Likert scale was used to determine attitudes to the statement included in the survey (1= Strongly disagree, 5=Strongly agree). The last section of the survey includes questions oriented at the demographics of the participants.

Table 1: Research Variables

Variables	Sources	Items
Green Perceived risk	Chen & Chang (2012)	5
Trust	Chen & Chang (2012)	5
Green Perceived Value	Chen & Chang (2012)	5
Green Perceived Quality	Chen, Lin & Sui Weng (2015)	5
Green WOM	Jalilvand & Samiei (2012)	6
Green Purchasing Intention	Chen & Chang (2012)	3
Green Purchasing Behavior	Kim & Choi (2005)	9

Research population consists of consumers aged 18 years and over, living in the province of Ankara, Türkiye and purchasing green ready-to-wear products. Convenience sampling method was used as the sampling method. An online survey was used to gather data. A total of 385 questionnaires were performed, erroneous and incomplete questionnaires were eliminated, leaving 361 to be analyzed. The questionnaires were conducted between the dates August 15 and 30, 2022.

4. Findings

4.1. Demographic Characteristics of Respondents

According to Table 2 demonstrating demographic characteristics of the study participants, majority of the participants were female consumers aged 25-32 years with an income of 5.000 TL and lower and a bachelor's degree. According to professions, majority included students, private sector employees and housewives.

Table 2: Demographic Characteristics of Participants

Gender	f	%
Female	270	74.8
Male	91	25.2
Profession	f	%
Civil servant	65	18.0
Housewife	94	26.0
Student	107	29.6
Private Sector	94	26.3
Income	f	%
5000 TL and lower	218	60.4
5001-8000 TL	90	24.9
8001-11.000 TL	36	10.0
11.001 TL+	17	4.7
Education	f	%
Primary school	16	4.4
Secondary school	80	22.2
Associate's degree	70	19.4
Bachelor's degree	179	49.6
Graduate degree	16	4.4
Age (years)	f	%
18-24	131	36.3
25-31	142	39.3
32-38	66	18.3
39-45	22	6.1
Total	361	100

4.2. Testing the Reliability and Validity of the Scales

Having constructed a measurement model to the reliability and validity of the scales, internal consistency reliability, convergent validity and discriminant validity coefficients were investigated. Cronbach alpha and composite reliability (CR) coefficients were calculated to detect internal consistency reliability. Factor loads and average variance extracted (AVE) values were used to investigate convergent validity (Yıldız, 2020). Cronbach alpha, CR, and AVE values of the values are shown in Table 3.

Table 3: Results of the Measurement Model

	Factor Loads	AVE	CR	α
Risk		0.606	0.884	0.886
R1	0.703			
R2	0.819			
R3	0.688			
R4	0.851			
R5	0.816			
Value		0.844	0.942	0.941
V3	0.876			
V4	0.923			
V5	0.955			
Quality		0.770	0.909	0.909
Q3	0.839			
Q4	0.880			
Q5	0.912			
Trust		0.661	0.906	0.906
T1	0.680			
T2	0.810			
T3	0.871			
T4	0.766			
T5	0.916			
GWOM		0.774	0.945	0.945
WOM1	0.880			
WOM2	0.932			
WOM3	0.885			
WOM4	0.817			
WOM6	0.882			
P. Intention		0.745	0.854	0.854
PI1	0.860			
PI2	0.867			
P. Behaviour		0.526	0.885	0.885
PB1	0.664			
PB3	0.677			
PB4	0.670			
PB5	0.675			
PB6	0.785			
PB8	0.842			
PB9	0.745			

It is expected that the Cronbach Alpha values of the scales be over 0.70, factor loads be over 0.70, values of average variance extracted (AVE) be over 0.50, and recommended composite reliability (CR) coefficients be over 0.70 (Yıldız, 2020). Taking these values into consideration, inappropriate WOM5, PI3, PB2, and PB7 expressions were eliminated from the measurement model.

It can be pointed out that the internal consistency reliability was provided since Cronbach alpha coefficients and CR coefficients were calculated between 0.854 to 0.945 and 0.854 to 0.945 respectively. Necessary conditions for convergent validity were provided since factor loads and AVE values were found between 0.664 to 0.955 and 0.526 to 0.844, respectively.

The criterion proposed by Fornell and Larcker (1981) was used to test if the scales provided discriminant validity, and the square root of average variance of each variable and correlation values between the variables were compared. The square root of the mean residual variance for a dimension must be greater than the square of the correlation between this dimension and other dimensions (Cooper and Zmud, 1990). Cross-loads were examined to determine if discriminant validity had already been attained. It was determined that V1, V2, Q1, and Q2 expressions overlapped, hence these expressions were eliminated from the measurement model. According to Table 4 while values in the corner show averagesquare of the variance of each dimension, values off-diagonal demonstrate the square of the correlation values of the dimensions with other dimensions. The square root of the mean residual variance was obtained greater than the square of the correlations, and thus discriminant validity was provided.

Table 4: Convergence and Discriminant Validity

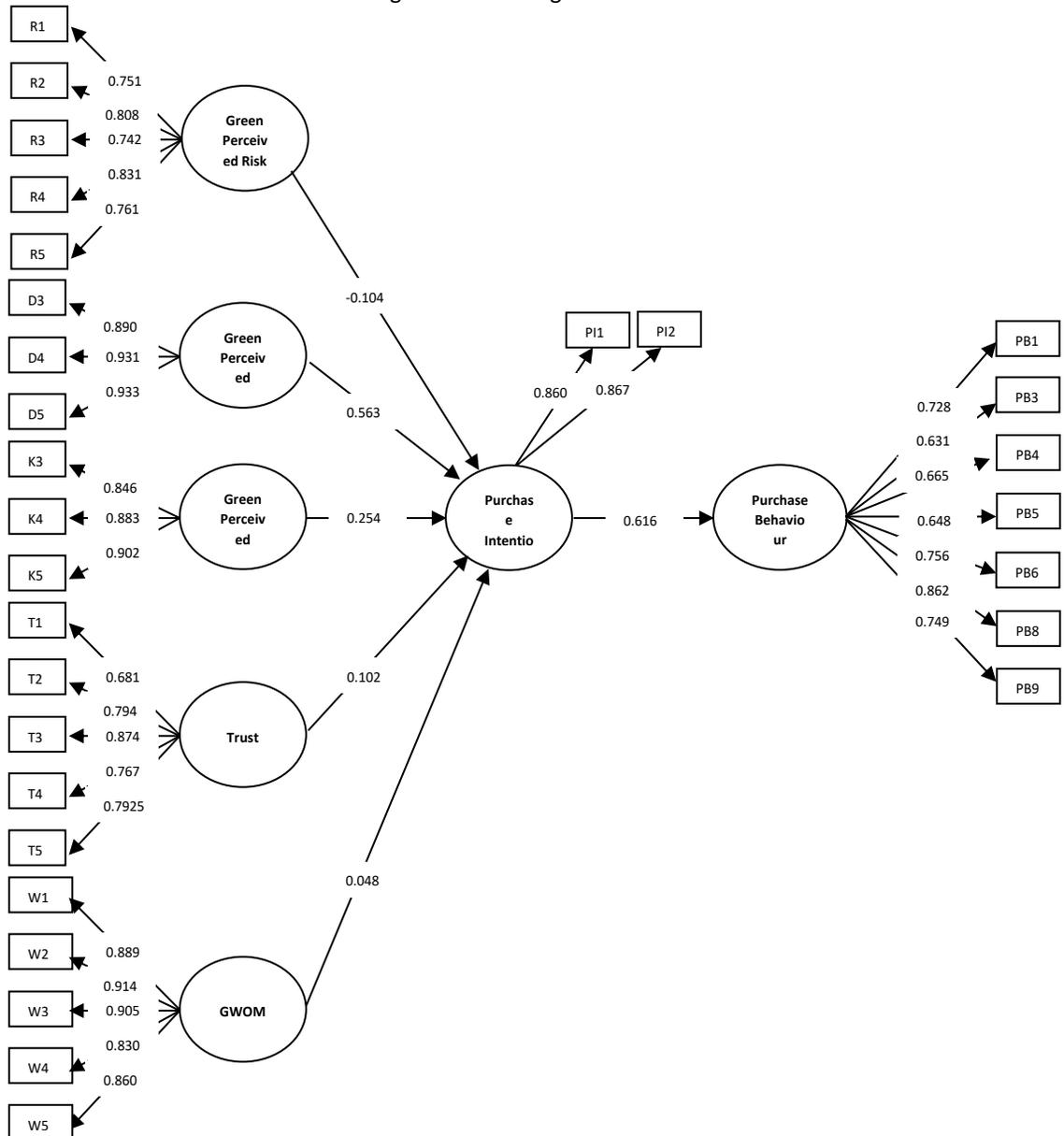
	Purchasing	Value	GWOM	Trust	Quality	Intention	Risk
Purchasing	0.725						
Value	0.551	0.919					
GWOM	0.659	0.492	0.880				
Trust	0.538	0.629	0.420	0.813			
Quality	0.490	0.669	0.413	0.737	0.878		
Intention	0.615	0.857	0.493	0.716	0.769	0.863	
Risk	-0.312	-0.357	-0.198	-0.500	-0.420	-0.474	0.778

4.3. Testing Research Hypotheses

Before proceeding to SEM (Structural Equation Modeling), the model's fit values were analyzed. For an acceptable model fit, the SRMR value should be less than 0.10. The calculated SRMR value for the model was 0.077. An NFI value must accept values between 0 and 1. A NFI value close to 1 indicates that the model fits the data well. The model's NFI value was calculated to be 0.856.

Following acceptable levels of prerequisites of the measurement model, Partial Least Squares (PLS-SEM) was used to test the hypotheses. Figure 2 shows the Structural Equation Model.

Figure 2: Path Diagram



R², f², Q² and VIF values regarding analysis results are given in Table 5.

Table 5: Research Model R², f², Q² and VIF values

VARIABLES		R ²	Q ²	f ²	VIF
Risk				0.046	1.350
Value				0.844	2.129
GWOM	Intention	0.824	0.165	0.009	1.361
Trust				0.022	2.627
Quality				0.141	2.605
Intention	Purchasing Behavior	0.380	0.584	0.612	1.000

When variance inflation factor (VIF) between the variables was examined, there was no collinearity problem between the variables since the values were under 5, which is the cut-off value (Hair et al., 2014).

As for R² values, it was determined that the intention to purchase green products was 82% and purchasing behavior in green products was 38%.

Effect size coefficient is evaluated small if it is 0.02 and over, medium if it is 0.15 and over and large if it is 0.35 and over. When effect size coefficients were investigated (f²), it was seen that perceived green risks, perceived green quality and trust had a small effect on the intention to purchase green products. It was determined that green perceived value had a large effect on the intention to purchase green products. Finally, the intention to purchase green products had a large effect on green product purchasing behavior.

Due to the fact that Q² values obtained were larger than zero, the research model can be indicated to have the power to anticipate the variables of green perceived risk, quality, trust, green viral communication, intention to purchase green products, and green product purchasing behavior.

Table 6 shows the result of hypotheses tests regarding the research model.

Table 6: Results of Hypotheses Test

Routes	Standardized β	Standard Deviation	t Value	p Value	Result
H ₁ Risk	-0.104	0.047	2.218	0.027	Supported
H ₂ Value	0.563	0.060	9.431	0.000	Supported
H ₃ Quality	0.254	0.062	4.075	0.000	Supported
H ₄ Trust	0.102	0.062	1.641	0.101	Not supported
H ₅ GWOM	0.048	0.044	1.086	0.277	Not supported
H ₆ Intention → P. Behavior	0.616	0.048	12.892	0.000	Supported

According to the results of the hypotheses, it was found that green perceived value (β=0.563; p<0.01), and green perceived quality (β=0.254; p<0.01) had a positive impact on the intention to purchase green products. Green perceived risk (β=-0.104; p<0.01) had a negative impact on the intention to purchase green products. Accordingly, H₁, H₂ and H₃ hypotheses of the research were supported. It was also established that the intention to

purchase green products ($\beta=0.616$; $p<0.01$) positively affected green product purchasing behavior. Accordingly, H_6 hypothesis was supported. On the other hand, it has been determined that green viral communication (GWOM) ($\beta=-0.048$; $p>0.277$) and green perceived trust ($\beta=0.102$; $p>0.100$) have not an impact on green purchasing intention. So H_4 and H_5 hypotheses were rejected.

4. Discussion and Conclusion

The success of marketing activities of businesses heavily depends on the fact that the products put on the market are preferred by the consumers. Behaviors of the consumers before, during and after purchasing are under various variables. Purchasing intention of the consumers must be evaluated in order to understand and assess these behaviors. The following results were reached in this research in which factors affecting the intention to purchase green products were addressed as a whole;

- Perceived risk, value and quality for green ready-to-wear products effect the consumers' purchasing intention.
- Perceived trust and for green ready-to-wear products and GWOM are not effective on purchasing intention.
- The intention to purchase green ready-to-wear products has a positive effect on the consumers' purchasing behavior.

The key to global competition for businesses in the ready-to-wear and textile sectors is to keep up with digitization, sustainability and green transformation that takes place at the heart of green production. Therefore, businesses in the sector have begun taking concrete steps in many significant issues such as wastewater recycling, decreasing energy consumption, recycling, and etc. In addition to being green in all functions of a business, meeting environmentally friendly expectations of customers has also gained importance. Thus, strategies must be developed analyzing factors having an impact on the behaviors of consumers purchasing green products in the ready-to-wear sector.

According to the results of the research, the perceived risk factor has a negative impact on the intention to purchase green ready-to-wear products. This result is consistent with the findings of previous studies conducted on various product categories (Wasaya et al., 2021, Juliana et al., 2020, Bozbay et al., 2019, Dhewi et al., 2018, Bokko et al., 2018, Chen and Chang, 2012, Chang and Chen, 2014, Gifford and Bernard, 2006, Papista and Krystallis, 2013). Consumers who purchase green clothes are concerned about the environmental performance and design of the products they purchase. Firms operating in this industry have a duty to lessen the impact of any potential risks. According to Fang et al. (2016), performance risk and financial risk are the two most influential categories of risk on the purchasing decision process for green products. In other words, consumers are concerned about the impact of purchasing green products on the environment. This perceived risk can be mitigated by increasing the product's value by providing more benefits than the consumer anticipates, communicating the product's environmental performance through promotional activities, and strengthening the product's green image. Strategies such as using recycled materials in production, rewarding customers for returning old clothing, etc., can help a business appear greener. Moreover, the higher price of green products relative to other products may cause consumers to perceive a financial risk associated with these products. Effectively mitigating this risk can be accomplished by convincing consumers that they will earn more in the long run if they pay higher prices.

This research determined that one of the factors affecting consumers' intention to purchase green products was perceived value, which supports the results of theoretical studies on the same subject (Eid, 2011; Chen and Chang, 2012; Mahmood et al., 2014). This concept has a significant place for the environment in relation to understanding consumers. Green perceived value is the consumers' assessments of all related benefits expected of a green product. The consumer compares variables including the time, money and effort spent on the product and product-associated quality and suitability while purchasing the product itself. If the benefits obtained from the product outweigh the cost, then a high perceived value is constructed. The price of green products is higher than those that are not. Moreover, specific amount of time and effort has to be spent on finding products that are genuinely green. Consumers who prefer these products make up a specific consumer group. Businesses in the ready-to-wear sector aiming at these consumers may meet expectations by offering high-quality products in view of costs and may positively affect the intention to purchase a product by generating high perceived value. This requires designing a completely green product which is sustainable, organic and composed of quality raw material (cotton, yarn, etc.) and offering it to the consumer. Additionally, direct communication with these consumers and offering personalized services may improve perceived value of the product. Forming high perceived value will imply having loyal customers who are willing to pay more for green products.

Perceived quality is another factor that has an impact on the consumers' intention to purchase in the green ready-to-wear sector. This result obtained supports those of other studies (Diryana et al., 2015; D'Souza et al., 2007; Ariffinet al., 2016; Bozbayet al., 2019; Isa et al., 2017, Bozbay vd., 2019). Consumers believe that green products may protect the environment. Generating a strong green brand image and offering some form of value to consumers in order to meet this expectation will positively affect the consumers' intention to purchase. Strategies such as supporting non-governmental organizations that work for the protection of the environment, conducting social responsibility projects related to the environment, emphasizing in advertisement campaigns that the firm runs an environmentally friendly and sustainable business respecting the nature, and forming long term relations with green consumers through personal sales endeavors may help create an environmentally friendly image. A strong, environmentally friendly brand image may affect perceived quality of the consumers related to the products.

Another result obtained in the research was the positive effect the intention to purchase green products had on the behavior to purchase green products. Along with the awareness of green consumers regarding the protection of the environment, their intention to purchase green products transforms into the behavior to purchase green products. These consumers generally prefer organic products manufactured by recycled materials, which do not harm the environment and people and have an environmentally friendly label. They are, in fact, willing to pay more for these products.

This research was conducted on consumers aged 18 years and over living in the Ankara province of Türkiye and purchasing green ready-to-wear products. The results can be compared in future studies by determining a different product group. The research can be reconducted on a different study sample. In this research, risk, value, quality, trust, and communication were addressed as factors affecting the intention to purchase green products. The relations can be analyzed adding other variables into the model.

References

- Aaker, D. A. (1996), *Building Strong Brands*, New York: Free Press.
- Akehurst, G., Afonso, C., & Gonçalves, H.M. (2012), "Re-examining Green Purchase Behaviour and The Green Consumer Profile: New Evidences", *Management Decision*, Vol: 50, No. 5: 972-988.
- Akturan, U. (2018), "How Does Greenwashing Affect Green Branding Equity and Purchase Intention? An Empirical Research", *Marketing Intelligence and Planning*, Vol: 36, No. 7: 809–824.
- Al-Gasawneh, J., & Al-Adamat, A. (2020), "The Mediating Role of E-Word of Mouth on The Relationship Between Content Marketing and Green Purchase Intention", *Management Science Letters*, Vol.10, No.8: 1701-1708.
- Ansu-Mensah, P. (2021), "Green Product Awareness Efect on Green Purchase Intentions of University Students': An Emerging Market's Perspective", *Future Business Journal*, Springer, Vol: 7, No. 1: 1-13.
- Apaydın, İ.Z. (2022), "Yeşil Ambalajlı Ürünlerin Satın Alma Niyetini Etkileyen Faktörler: Materyalizm ve Fiyat Hassasiyetinin Düzenleyici Rolü", *Yayınlanmış Yüksek Lisans Tezi, Hacettepe Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı, Pazarlama Bilim Dalı: Ankara.*
- Ariffin, S., Yusof, J. M., Putit, L. & Shah, M. I. A. (2016), "Factors Influencing Perceived Quality and Repurchase Intention Towards Green Products", *Procedia Economics and Finance*, Vol.37, 391-396.
- Baran, A., Söylemez, C. & Yurdakul M. (2017). "AlgılananYeşil Kalite, AlgılananYeşil Risk ve Yeşil Marka İmajının Yeşil Marka Değeri Üzerindeki Etkisinde Yeşil Güvenin Aracılık Rolü", *Uluslararası Yönetim İktisat ve İşletme Dergisi*, Vol.13, No.5: 1- 11.
- Beneke, J., Flynn, R., Greig, T., & Mukaiwa, M. (2013), "The Influence of Perceived Product Quality, Relative Price and Risk on Customer Value and Willingness to Buy: A Study of Private Label Merchandise", *Journal of Product & Brand Management*, Vol. 22, No.3: 218-228.
- Bhaskar, P. P., & Kumar, D. P. (2016), "Customer Loyalty on e-commerce", *International Journal of Management Research and Reviews*, Vol. 6, No. 12: 1661-1668.
- Bokko, S., Worang, F. & Rumokoy, F. (2018), "The Importance-Performance Analysis of Green Perceived Value and Green Perceived Risk on Air Conditioner Product in Manado", *Journal EMBA*, Vol. 6, No. 1: 171-180.
- Bolton, R.N. & Drew, J.H. (1991), "A Multistage Model of Consumers' Assessment of Service Quality and Value", *Journal of Consumer Research*, Vol.17, No.4: 375-84.
- Bozbay, Z., Güleç M. & Zulfugarova, N. (2019), "Çevre Dostu Ürün Satın Alma Niyetinde Algılanan Kalite, Algılanan Risk ve Güvenin Rolü", *Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, Vol. 21, No. 4: 1147-1171.
- Chairy, C. & Alam, M. E. N. (2019), "The Influence of Environmental Concern, Green Perceived Knowledge, and Green Trust on Green Purchase Intention", *Journal Manajement*, Vol. 10, No. 2: 131-145.
- Chang, C. & Chen. Y. (2014), "Managing Green Brand Equity: The Perspective of perceived Risk Theory", *Qual Quant*, Vol. 48, 1753-1768.
- Chang, S-H. (2015), "The Influence of Green Viral Communications on Green Purchase Intentions: The Mediating Role of Consumers' Susceptibility to Interpersonal Influences", *Sustainability*, Vol. 7, No. 5: 4829-4849.
- Chaniotakis, I.E & Lymperopoulos, C. (2009), "Service Quality Effect on Satisfaction and Word of Mouth in the Health Care Industry", *Managing Service Quality: An International Journal*, Vol. 19, No. 2: 229-242.
- Chen, Y.S. (2010), "The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust", *Journal of Business Ethics*, Vol. 93, No. 2: 307–319.

Chen, Y.S., & Chang C.H. (2012), "Enhance Green Purchase Intentions: The Roles of Green Perceived Value, Green Perceived Risk, and Green Trust", *Management Decision*, Vol. 50, No. 3: 502-520.

Chen, Y.S., Lin, C.L. & Chang, C.H. (2014), "The Influence of Greenwash on Green Word-of-Mouth (Green WOM): The Mediation Effects of Green Perceived Quality and Green Satisfaction", *Qual Quant*, Vol. 48, 2411-2425.

Chen, Y.S., Lin, C-Y., & Weng, C-S. (2015), "The Influence of Environmental Friendliness on Green Trust: The Mediation Effects of Green Satisfaction and Green Perceived Quality", *Sustainability*, Vol.7, No. 8: 10135-10152.

Cheung, R., Lam, A.Y.C., & Lau, M. M. (2015), "Drivers of Green Product Adoption: The Role of Green Perceived Value, Green Trust and Perceived Quality", *Journal of Global Scholars of Marketing Science*, Vol. 25, No. 3: 232-245.

Cooper, R. B., & Zmud, R. W. (1990), "Information Technology Implementation Research: A Technological Diffusion Approach", *Management Science*, Vol.36, No.2: 123-139.

Dehghanan H., &Bakhshandeh G. (2014), "The Impact of Green Perceived Risk on Green Purchase Behavior of Iranian Consumers", *International Journal of Management and Humanly Sciences*, Vol. 3, No.2: 1349-1357.

Dhewi, T. S., Putra, I.W.J., Soeharto, &Wahyudi H. D., (2018), "The Influence of Green Perceived Value and Green Perceived Risk Perceptions on the Green Product Purchase Intention", *The First International Research Conference on Economics and Business, KnE Social Sciences*, 411-425.

Diryana, I., &Kurniawan, G.I. (2015), "Brand Equity of Green Products Through Customer Trust and Customer Value", *First International Conference on Economics and Banking (ICEB-15)*, 372-379

Doszhanov, A., & Ahmad, Z. A. (2015), "Customers' Intention to Use Green Products: The Impact of Green Brand Dimensions and Green Perceived Value", *In SHS Web of Conferences*, Vol. 18.

D'Souza, C., Taghian, M. & Khosla, R. (2007), "Examination of Environmental Beliefs and Its Impact on the Influence of Price, Quality and Demographic Characteristics with Respect to Green Purchase Intention", *Journal of Targeting, Measurement and Analysis for Marketing*, Vol.15, No.2: 69-78.

Eid, M. I. (2011), "Determinants of e-commerce Customer Satisfaction, Trust, and Loyalty in Saudi Arabia", *Journal of Electronic Commerce Research*, Vol.12, No. 1: 78- 93.

Fang, J., Wen, C., George, B., & Prybutok, V. R. (2016), "Consumer Heterogeneity, Perceived Value, And Repurchase Decision-Making in Online Shopping: The Role of Gender, Age, and Shopping Motives", *Journal of Electronic Commerce Research*, Vol.17, No.2:116.

Fornell, C., & Larcker, D. F. (1981), "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error", *Journal of Marketing Research*, Vol.18, No. 1: 39-50.

Gifford, K., & Bernard, J. C. (2006), "Influencing Consumer Purchase Likelihood of Organic Food", *International Journal of Consumer Studies*, Vol.30, No.2:155-163.

Guerreiro, J., & Pacheco, M. (2021), "How Green Trust, Consumer Brand Engagement and Green Word-of-Mouth Mediate Purchasing Intentions", *Sustainability*, Vol. 13, No. 14: 7877.

Gusan, G., Aktas, E. &Güvendik, Ö. (2016), "Yeşil Ürün Grupları Çerçevesinde Tüketici Farkındalığı", *Istanbul Journal of Social Sciences*, Vol.13.

Hair, J., Hult, T., Ringle, C. & Sarstedt, M. (2014), *A Primer on Partial Least Squares Structural Equation Modelling (PLS-SEM)*, Thousands Oaks, CA: Sage Publications Inc.

Hameed I., Hussain H., & Khan K. (2021), "The Role of Green Practices Toward the Green Word-of-Mouth Using Stimulus-Organism-Response Model", *Journal of Hospitality and Tourism Insights*, Vol. 5, No.5: 1046-1061.

Harris, L.C., & Goode, M.M.H. (2010), "Online Servicescapes, Trust, and Purchase Intentions", *Journal of Services Marketing*, Vol. 24, No. 3: 230-43.

Hayat, R., & Ahmed, A. (2017), "Impact of Environmental Concern, Advertisement and Word of Mouth on Green Purchase Behavior: An Analysis from Pakistan", *Case Studies Journal*, Vol.6, No.1: 72-79.

Imaningsih, E. S. (2019), "The Effect of Green Perceived Quality, Green Perceived Risk on Green Satisfaction And Green Trust On The Body Shop Product", *Journal of Marketing And Consumer Research*, Vol. 55, 71–78.

Isa, S.M, Lim, C.K, Chin, P.N. (2017) "Green Purchase Intention of Laundry Detergent Powder in Presence of Eco-Friendly Brand", *Global Business and Management Research: An International Journal*, Vol.9, No. 4: 128143.

Jaiswal, D., & Kant, R. (2018), "Green Purchasing Behaviour: A Conceptual Framework and Empirical Investigation of Indian Consumers", *Journal of Retailing and Consumer Services*, Vol. 41, 60-69.

Jalilvand, M. R., & Samie, N. (2012), "The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Empirical Study in the Automobile Industry in Iran", *Marketing Intelligence & Planning*, Vol. 30, No. 4: 460-476.

Juliana, J., Djakasaputra, A., & Pramono, R. (2020), "Green Perceived Risk, Green Viral Communication, Green Perceived Value Against Green Purchase Intention Through Green Satisfaction", *Journal of Industrial Engineering & Management Research*, Vol. 1, No. 2: 124-139.

Keller, Ed., & Fay, B. (2012), "Word-of-Mouth Advocacy: A New Key to Advertising Effectiveness", *Journal of Advertising Research*, Vol.52, No. 4: 459-464.

Kim, A.J., & Ko, E. (2012), "Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention", *Journal of Global Fashion Marketing*, Vol.1, No. 3: 164-171.

Kim, J., & Lennon, S. J. (2013), "Effects of Reputation and Website Quality on Online Consumers' Emotion, Perceived Risk and Purchase Intention", *Journal of Research In Interactive Marketing*, Vol.7, 33-56.

Kim, Y., & Choi, S. M. (2005), "Antecedents of Green Purchase Behavior: An Examination of Collectivism, Environmental Concern, and PCE", *Advances in Consumer Research*, Vol. 32, 592.

Kurniawan, G.I. &Diryana, I. (2015), "Impact on Green Purchase Intention by Brand Equity Dimension", *First International Conference on Economics and Banking (ICEB-15)*, pp. 380-386, Atlantis Press.

Kurniawan, S. (2014), "The Influence of Green Marketing on Green Satisfaction Mediated by Perceived Quality and Its Impact to Green Trust in Injection Motorcycle", *Journal The Winners*, Vol.15, No.2: 85-94.

Leung, K., Li, W. K., & AU, Y. F. (1998), "The Impact of Customer Service and Product Value on Customer Loyalty and Purchase Behavior", *Journal of Applied Social Psychology*, Vol. 28, No. 18: 1731-1741.

Liao Y-K., Wu W-Y., & Pham T-T. (2020), "Examining the Moderating Effects of Green Marketing and Green Psychological Benefits on Customers' Green Attitude, Value and Purchase Intention", *Sustainability*, Vol. 12, No. 18: 7461.

Lien, C., Wen, M., Huang, L., & Wu, K. (2015), "Online Hotel Booking: The Effects of Brand Image, Price, Trust and Value on Purchase Intentions", *Asia-Pacific Management Review*, Vol. 20, 210-218.

Lin, J., Lobo, A., & Leckie, C. (2017), "The Role of Benefits and Transparency in Shaping Consumers' Green Perceived Value, Self-Brand Connection and Brand Loyalty", *Journal of Retailing and Consumer Services*, Vol. 35, 133-141.

Mahmood U., Siddiqui H., & Tahir A. (2014), "An Empirical Study about Green Purchase Intentions", *Journal of Sociological Research*, Vol. 5, No. 1: 290-305.

Mansoor M., & Noor U. (2019), "Determinants of Green Purchase Intentions: Positive Word of Mouth as Moderator", *Journal of Business & Economics*, Vol. 11, No. 2: 143-160.

Martin W.C, & Lueg, J. E. (2013), "Modeling Word-of-Mouth Usage", *Journal of Business Research*, Vol. 66, No. 7: 801-808.

Mohseni, S., Jayashree, S., Rezaei, S., Kasim, A., & Okumus, F. (2018), "Attracting Tourists to Travel Companies' Websites: The Structural Relationship Between Website Brand, Personal Value, Shopping Experience, Perceived Risk and Purchase Intention", *Current Issues in Tourism*, Vol. 21, No. 6: 616-645.

Morrow, J. L. J., Hansen, M. H., & Pearson, A. W. (2004), "The Cognitive and Affective Antecedent of General Trust within Cooperative Organisations", *Journal of Managerial Issue*, Vol.16, No. 1: 48-64.

Papista, E., & Krystallis, A. (2013), "Investigating the Types of Value and Cost of Green Brands: Proposition of a Conceptual Framework", *Journal of Business Ethics*, Vol.115, No.1: 75-92.

Patterson, P. G., & Spreng, R. A. (1997), "Modelling the Relationship Between Perceived Value, Satisfaction and Repurchase Intentions in A Business-to-Business, Services Context: An Empirical Examination", *International Journal of Service Industry Management*, Vol. 8, No. 5: 414-434.

Peter, J.P., & Ryan, M.J. (1976), "An Investigation of Perceived Risk at The Brand Level", *Journal of Marketing Research*, Vol. 13, No. 2: 184-9.

Rahbar, E., & Wahid, N. A. (2011), "Investigation of Green marketing Tools' Effect on Consumers' Purchase Behavior", *Business Strategy Series, Green Purchase Intention of Laundry Detergent Powder in Presence of Eco-Friendly Brand, Global Business and Management Research* Vol.12, No. 2: 73-83.

Rahim, R.A., Sulaiman, Z., Chin, T.A. & Zaidin, N. (2015), "E-WOM Review Adoption and Green Purchase Intention: The Application of Source Credibility Theory (SCT)", *Journal of Computational and Theoretical Nanoscience*, Vol.21, No.6: 2150-2154.

Rahim, R.A., Sulaiman, Z., Chin, T.A., MohdArif, M.S., & Abdul Hamid, M.H. (2017), "E-WOM Review Adoption: Consumers' Demographic Profile Influence on Green Purchase Intention", *IOP Conference Series: Materials Science and Engineering*, 215.

Ramayah, T., Cheah, J., Chuan, F., Ting, H. ve Memon, M. A. (2018), "Partial least squares structural equation modeling (PLS-SEM) using SmartPLS 3.0: An updated and practical guide to statistical analysis", Kuala Lumpur, Pearson Limited.

Rizwan M., Mahmood U., Siddiqui H., & Thair A., (2014), "An Empirical Study About Green Purchase Intentions", *Journal of Sociological Research*, Vol. 5, No. 1: 290-305.

Rotter, J.B. (1971), "Generalized Expectancies for Interpersonal Trust", *America Psychologist*, Vol. 26, No. 5: 443-450.

Tarabieh, S.M.Z.A., (2021), "The Impact of Greenwash Practices Over Green Purchase Intention: The Mediating Effects of Green Confusion, Green Perceived Risk, and Green Trust", *Management Science Letters*, 11: 451-464.

Toor A., Husnain M., & Hussain T. (2017), "The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator", *Asian Journal of Business and Accounting*, Vol. 10, No. 1: 167-199.

Trott, S. & Sople, V. V. (2016), *Brand Equity: An Indian Perspective*. New Delhi: PHI Learning Pvt. Ltd.

Urkut S. & Cengiz, E. (2021), "Yeşil Pazarlamanın Tüketicilerin Çevre Dostu Kozmetik Ürünleri Satın Alma Niyetine Etkisi", *Journal of Research Business*, Vol.6, No.2:470-492.

Uzundal, E. (2019), "Yeşil Ürün Farkındalığının Satın Alma Niyeti Üzerine Etkisinde Yeşil Güvenin Aracılık Rolü", *Yayınlanmış Yüksek Lisans Tezi, Düzce Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı: Düzce*.

Vazifehdoust, H., Taleghani, M., Esmaeilpour, F., Nazari, K. & Khadang, M. (2013), "Purchasing Green to Become Greener: Factors Influence Consumers' Green Purchasing Behavior", *Management Science*

Letters, Vol.3: 2489-2500.

Wasaya, A., Saleem, M. A., Ahmad, J., Nazam, M., Khan, M. M. A., & Ishfaq, M. (2021), "Impact of Green Trust and Green Perceived Quality on Green Purchase Intentions: A Moderation Study", *Environment, Development and Sustainability*, Vol. 23, No.9: 13418-13435.

Yadav, R., & Pathak, G. S., (2017), "Determinants of Consumers' Green Purchase Behaviour in A Developing Nation: Applying and Extending the Theory of Planned Behaviour", *Ecological Economics*, Vol.134: 114-122.

Yan, X., Shah, A. M., Zhai, L., Khan, S., & Shah, S. A. A. (2018, January). "Impact of Mobile Electronic Word of Mouth (EWOM) on Consumers Purchase Intentions in the Fast-Causal Restaurant Industry in Indonesia", *Proceedings of the 51st Hawaii International Conference on System Sciences*.

Yang, J., Kim, W., Amblee, N., & Jeong, J. (2012). "The Heterogeneous Effect of WOM on Product Sales: Why the Effect of WOM Valence is Mixed?", *European Journal of Marketing*, Vol. 46, No. 11/12: 1523-1538.

Yapraklı, T.Ş. & Yıldız, T. (2018), "Yeşil Aklamanın Algılanan Risk, Kalite ve Memnuniyet Üzerindeki Etkisi", *Kafkas Üniversitesi İİBF Dergisi*, Vol.9, No.18:359-378.

Yıldız, E. (2020), "Müşteri Vatandaşlığı Davranışlarının Müşteri İlgisi ve Algılanan Müşteri Değeri Üzerindeki Etkileri: İnternet Servis Sağlayıcı Firmalar Üzerine Bir Araştırma", *International European Journal of Managerial Research Dergisi*, Vol. 4, No. 6: 91-113.

Yıldız, E., & Kırmızıbiber A., (2019), "Yeşil Aklamanın Marka Değeri Üzerindeki Etkileri: Otomobil Markaları Üzerine Bir Uygulama", *Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi*, Vol. 7, No. 2: 566-584.

Zeithaml, V.A., (1998), "Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Sythesis of Evidence", *Journal of Marketing*, Vol. 52, No. 3: 2-22.

Zhang, L., Li, D., Cao, C., & Huang, S. (2018), "The Influence of Greenwashing Perception on Green Purchasing Intentions: The Mediating Role of Green Word-of-Mouth and Moderating Role of Green Concern", *Journal of Cleaner Production*, Vol.187, 740-750.

Zhao, M., & Xie, J. (2011), "Effects of Social and Temporal Distance on Consumers' Responses to Peer Recommendations", *Journal of Marketing Research*, Vol. 48, No. 3: 486-496.

Zhuang, W., Cumiskey, K. J., Xiao, Q., & Alford, B. L. (2010), "The Impact of Perceived Value on Behavior Intention: An Empirical Study", *Journal of Global Business Management*, Vol. 6, No. 2: 1-7.

Zulfanizy, K., & Wahyono W. (2019), "The Influence of Green Perceived Value, Risk and Quality Toward Green Purchase Intention Through Green Trust", *Management Analysis Journal*, Vol. 8, No. 1: 79-89.