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THE IMPACT OF ENVIRONMENTAL AWARENESS AND ATTITUDE ON GREEN PURCHASE INTENTION: AN EMPIRICAL STUDY OF TURKISH CONSUMERS OF GREEN PRODUCT*

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ABSTRACT

The principal of this study is to explore the impact of environmental Awareness and attitude on green purchase intention towards green products of Turkish consumers, and the target population is individuals who use green products in Turkey. This study employs a quantitative method using a causal associative approach. So, between October 5 till December 14, 2022, 527 responses were obtained. An empirical survey was conducted to test the hypotheses, with a sample size of 527 eco-friendly green product consumers. The collected data was analyzed using SPSS 26 software, employing a multivariate approach to assess the study model's relationships. Moreover, the overall results have confirmed that environmental Awareness and attitude have the strongest direct impact on green purchase intention. Thus, the results could available insights important for environmental sustainability and the views of Turkish consumers in Turkey. The results of this study could be useful for researchers and scholars to acquire understanding of theoretical perspectives on green purchasing, in addition to helping marketers to develop green marketing for long-term competitive advantage.

Keywords: Environmental Awareness, Attitude, Green purchase intention.

1. INTRODUCTION

Claims to protect the Earth from pollution began long ago as a result of significant human-induced influences on planet Earth, environmental protection organizations have begun to form to make known the great danger they cause man and the result of industrial development, which adversely reflected on the Earth's natural environment, hence the beginning of the world at large, and companies in particular focus on developing their products as they have a weak impact on the environment (Nambisan, S., 2002; Yiu, D. W., Lau & Bruton, 2007; Nambisan, S., 2002). They can spend more on ecologically friendly products (Grazzini et al., 2021; et al., 2020), not only maintained this position but also withdrew in order to promote the manufacturing of products that help to enhance the environment on Earth (Li, J., & Wang, J., 2019; Kasayanond, A., 2019; Alhamad et al., 2019; Alhamad et al., 2015), the essence this research is "environmental awareness, and attitude", which aims to encourage companies to provide harmless green products, Today's conscientious consumerism, which has become the standard, is recognized as this practice (Cho et al., 2018). Latest evidence, however, demonstrates that attitudes and understanding have evolved through time because of the general impression of sustainable products and the value they provide to the environment

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(Dresner, Handelman, Braun, & Rollwagen- Bollens, 2015), subsequently companies had to alter their methods to sustain sales and profits and prevent the environment from suffering irreversible impacts (Lambert & Wagner, 2017; Chan Chong, & Ng, T. H., 2022). Handy reducing the level of pollution, companies are benefiting greatly from the fact that interest in the environment It has become a competitive precedent that focuses on because of the customer's increased awareness of this area as he has started to focus on getting on products that protect the environment in addition to the social responsibility that companies feel towards the community (Ahmed, Idres, Shaharudin, Suparman, & Kamal, 2020; Afsar, B., & Umrani, W. A., 2020; Hosta, M., & Zabkar, V., 2021; Heo, J., & Muralidharan, S., 2019).

Turkey has seen an increase in environmental awareness concerns, making this topic important to address (Korkmaz, C., & Balaban, O., 2020; Yarimoglu, E., & Gunay, T., 2020). This is demonstrated by the increasing popularity of environmental campaigns in Turkey, including earth day, global earth hour, and cycle to workplace day (Markham, A. C., 2019; Bryant, B., & Mohai, P., 2019). Turkey is a promising market for environmentally friendly products since consumer purchasing power supports environmental awareness concerns (Kahraman, A., & Kazançolu, 2019; Emekci, S., 2019).

Nonetheless, numerous studies on green/sustainable consumption have repeatedly identified a difference between attitudes and behaviors (Fraj, E., & Martinez, E., 2007; Szmigin, et al., 2009). Positive views of consumers toward environmental issues may not always convert into actual green purchasing behavior (Carrington et al., 2010). Only one-third of consumers, according to a Pew Research Center survey from 2010, were stand to pay more money to combat global atmosphere change, even though the majority of respondents agreed that protecting the environment was important. Consumers may choose not to purchase greener products for several reasons, e.g., brand reputation, price, the availability of green products, perceived poor performance, cynicism, misunderstanding, lack of trust, and lack of awareness (Albayrak et al., 2013; Gleim et al., 2013; Pagiaslis & Krontalis, 2014; Arli et al., 2018). The barriers to green behavior have been categorized by Johnstone and Tan (2015a) into three groups, namely "it is too hard to be green," "the green stigma," and "green reservations," which refer to the difficulties associated with adopting environmentally sustainable behavior, the negative social attitudes towards green consumers, and consumers' uncertainty about the effectiveness of green consumer behavior in benefiting the environment, respectively. It is crucial to highlight, however, that most of the work that is currently available has been focused on scenarios in industrialized countries.

Most of the prior study on environmental awareness, and attitude were conducted in industrialized nations (Like Prakash, 2002; Usharani & Gopinath, 2020). When they insist primarily on green items in a developing nation like Turkey, conscientious consumers can have a disruptive impact on the economy. However, the use of Gestalt theory alone to explain the multifaceted phenomena of environmental awareness, attitude, and green purchase intention is inadequate, as it fails to incorporate consumers' value perception and psychological benefits of green behavior. Consequently, this study adopts the signaling theory of planned behavior, which builds upon the Gestalt theory of planned behavior. Specifically, the study examines the impact of environmental awareness and attitude on the green purchase intention of Turkish consumers towards green products.

2. LITERATURE REVIEW AND HYPOTHESIS

2.1. Green Purchase Intention

Measuring green purchase intention is a challenging task since it is contingent on consumers' intentions (Kashi, 2019; Meier et al., 2019). Consumers' intentions reveal their preparedness to engage in a certain purchase activity, which may have both favorable and unfavorable results (Al-amri, et al., 2022; Al-Hashimy, Alabdullah, Ries, Ahmed, Nor, & Jamal, 2022; Diva, 2020). Consequently, if individuals intend to perform a particularly behavior, they tend to execute it as a positive correlation between intention and behavior (Chairunnisa et al., 2020; Ghofrani et al., 2017; Faraj & Alhamad, 2022). Thus, the green purchase intention and behavioral intention are in line, suggesting that if customers plan to buy green items, they really do so, and that this purchasing behavior may be characterized as being pro-environmental. According to Meier et al. (2019), pro-environmental

behavior in this context refers to people's deliberate attempts to avoid endangering the environment and engage in environmentally beneficial behaviors like the use of green products and effective waste management and recycling (Alshali, Alhattali, & Ahmed, 2021; Kalsi & Singh 2019). Nabilla (2019) contends that customers' ongoing commitment to making green purchases influences their actual behavior.

Green purchase intention is the consumer's capacity and propensity to buy environmentally friendly products rather than conventional ones, which may have an impact on their decision to make a purchase (Karunaratna,2020). Intention is a goal that an individual want to reach when executing an action. It may be used as an indication to determine the consumer's desire to purchase green items (Abd Alia, & ALhamad, 2022; Akram, M. Alhamad. et al., 2022).

2.2. Environmental Awareness

Environmental awareness can be said to be a clear and accurate understanding of the environment and its importance for life, its conservation and assistance from pollution and all that corrupts or contributes to its corruption (Sandra T. Marquart-Pyatt, 2008; Alhamad, Junoh, & Salha, 2019).

Aracioglu, & Tatlidil, (2009), survey research with 360 questionnaires was undertaken. According to this study, when environmental pollution and environmental awareness rise, so does consumer purchasing behavior. Participants were also aware of the significance of recycling in environmental protection and pollution control (Aracioglu & Tatlidil, 2009). Environmental attitude influences green purchase intention positively, however perceived switch over ecologically responsible behavior has a negative influence. The findings also demonstrate that excellence and self-image have a beneficial influence on the intention to acquire ecologically friendly vehicles. The results also demonstrate that perceived quality variables account for more variance than eco-awareness factors. Nonetheless, the findings show that factors other than oneself account for more variation in decision-making (Xu, Prybutok, & Blankson, 2018). Customer environmental awareness has a significant relationship Accepted with consumer purchasing behaviour in the hotel industry (Sulaiman, Jamil, Othman, & Musa, 2020). Another's claim is that a variety of factors, such as product attributes, consumer perceptions, and perceptions of country of origin, affect a customer's willingness to make a purchase (Wang, Barnes, & Ahn, 2012).

Ayub, Naziman, and Samat (2018) claim that customers' perceptions of green product tend to be positively impacted by environmental issues, which affects their likelihood to buy green product (Pham et al. 2019; Indriani et al., 2019) examined the immediate and long-term consequences of ecological challenges and locate that it affected attitudes and willingness to buy green product (Kushwah, Dhir & Sagar, 2019; Ahmed, Qalati, Rehman, Khan, & Rana, 2020). Pro-environmental consumption, a component of people's behavior that conducive them decrease their passive impact on the environment, is commonly linked to sustainable consumption (Dhandra, 2019; Saari et al., 2021). According to Aman et al. (2012), green purchase intention in representative emerging nations is influenced by environmental awareness and environmental fear.

According to Lee et al. (2015), environmental awareness affects environmentally friendly behavior. Brand recognition has an impact on consumer trust in a company as well (Lowry et al., 2008). Customers are more probable to know that a brand is eco-friendly if they have strong environmental knowledge and they buy it when they have greater brand trust (Chen & Chang, 2012; Limbu et al., 2012). Further, brand trust, which is crucial in determining behavioral intentions, and ecological knowledge, which has found to be positively connected with brand confidence in an environmental awareness brand, all had a significant impact on consumers' intentions to make green purchases. Enhancing consumer perception of a brand's eco-friendliness and promoting ecological awareness might increase consumers' desire to buy eco-friendly goods (Plavini, Punyatoya, 2014). Green cosmetics buying intention was positively correlated with eco-friendly attitude, declared consumer efficacy in environmental awareness, as well as epistemological and functional feeding values; nevertheless, there was a discouraging correlation with social value in consumption standards. Governments could then provide more instruction about the distinction between truly natural and natural-inspired makeup, as well as the bearing on the environment and the development of society,

to advance the effects of environmental awareness and social values on green greaspaint product green purchase intention (Ma, Rau, & Guo, Z., 2018; Yoo, Divita, & Kim, 2013). Both environmental awareness and future purchasing intentions are not significantly influenced by prior green product purchases. The findings have a big impact on research on consumer behavior in environmental settings. To start, the finding that environmental awareness has little bearing on the desire to buy eco-friendly goods shows that the presence of this variable does not necessarily translate into sustainable behavioral intentions (Costa, et al., 2021). The following research hypothesis might be suggested using the conversation that has already taken place and the literature review:

H1. Environmental awareness has an impact on green purchase intention.

2.3. Attitude

Attitude is a psychological factor that is regulated and controlled through experience and is either positive or negative, and is often affected by social stimuli, as it is reflected in the thoughts and behaviour of individuals in giving an evaluation with a degree of approval or displeasure (Gross, & John, 2003).

Sheth et al. (1991) assert that intentional, social, demonstrative, and conditional fees all have a significant impact on consumer demand for a certain products or brand. According to Jung et al. (2014), utilitarian and hedonistic values have a favorable influence on consumers' perception of environmentally friendly faux leather items.

According to Roh and Kim (2022), utilitarian and social value had little bearing on customers' inclinations to buy bamboo clothing, whereas economic and epistemological worth had a substantial influence. Holbrook (2005) Consumer values are characterized as economic, social, hedonic, or altruistic. Previous studies' sub-dimensions of consumption values fluctuate slightly depending on the research environment. Many studies have demonstrated that attitude is a substantial predictor of green purchase intention and strong relationship between itself, prior (Yoon & Guimaraes, 2013; Kim & Ko, 2012; 2015; Lutz, Mackenzie et al., 1983; Aaker & Jacobson, 1994; Perugini & Bagozzi, 2001; Haugtvedt & Petty, 1992; Dholakia & Bagozzi, 2000; Grewal et al., 1998; Dwidienawati et al., 2020; Hennig et al., 2004; Wang, & Zhou, 2008; Pappu et al., 2005 ; Park & Lennon, 2009; Prakash et al., 2019; Hwang et al., 2019 ; Mehraj & Qureshi, 2022 ; Punj & Staelin, 1983 ; Charton et al., 2020 ; McClure et al., 2020 ; Al-Dmour et al., 2021). These studies further support the impact between attitude and green purchase intention and suggest that consumers' attitudes towards specific aspects of a product or brand, such as advertising, price, social media presence, or E-WOM, can also influence their purchase intentions. Based on the preceding discussions and literature review, the ensuing research hypothesis can be postulated as follows:

H2:Attitude has an impact on green purchase intention.

2.4. Theory of Planned Behavior (TPB) and Framework

Over the course of time, several hypotheses have been proposed to shed light on consumer behavior. These hypotheses draw from a variety of fields, including marketing and the social sciences, with an emphasis on the role of external stimuli like physical artefact, advertising, differentiation, retail accessibility, and direct selling, among others (Ehrenberg & Goodhart, 1979). These concepts quite diverse, including both individual and environmental factors (Howard & Sheth, 1969; Nicosia, 1966; Engel et al., 1995). Although these concepts offer insights into how brands and products are compared, it does not clarify how these analogies is used to perform purchase decisions. Several academics consulted studies in social psychology on the formation of attitudes to illustrate this construct a thorough theory of consumer behavior (Ajzen & Fishbein, 1980). Expectancy-value models, a group of theories that link evaluative standards to the idea of attitude, were particularly significant because they solemn the widely accepted notion that customers' foreseen appreciation with a product (and thus their buying of that product) is identification by their perception that the product can carry out specific tasks and meet their needs (Rosenberg, 1956; Fishbein, 1963). These models featured to be especially significant because they established the relationship between evaluative standards and attitude (Rosenberg, 1956; Fishbein, 1963). In addition, it has been postulated that the expected pleasure a

customer derives from a product, and consequently, their purchase decision, is based on their perception of the product's capable to discharge specific functions and meet their desires. Since Fishbein's consumer expectancy-value behavior model was first put forward in 1963, expectancy-value models have experienced substantial evolution. Eventually, the theory of reasoned action (TRA), developed by Ajzen and Fishbein in 1980, and the theory of planned behavior emerged (Ajzen, 1985;1991; Stavros et al., 1999). Figure 1 depicts the suggested framework's structure. Three constructs—environmental awareness, attitude, and green purchasing intention—are combined to form a total of two hypotheses.

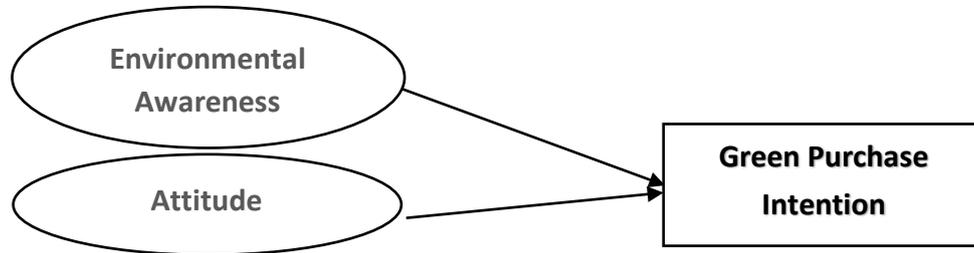


Figure 1: framework of study

3. METHODS

The current study employs a quantitative research method that follows a causal-associative approach. The principal purpose of this study is to troubleshoot the relationships and potential influences among the variables under investigation: environmental awareness, and attitude on green purchase intention in Turkey (Chekima, et al., 2016; Ogiemwonyi, et al., 2020). Data collected through questionnaires distributed to 527 respondent's consumers of Turkish Consumers with a simple random sampling technique (Bahsi et al.,2022). The survey was conducted in English and then transliterated literal into Turkish. A five-point Likert-type multi-item scale was used to weight each variable (Diamantopoulos et al., 2023; Abdulla et al., 2020). has been used with 14 items that 7 items related the environmental awareness variable measured by using indicators developed by (Iftikhar et al., 2022; Boztepe, A.,2012), 4 items related the attitude variable was measured using indicators developed by (Prakash et al., 2019; Iftikhar et al., 2022; Boztepe, A.,2012; Kumar et al., 2021), and 3 items related the green purchase intention variable using indicators developed by (Wee et al., 2014; Kumar et al., 2021). The SPSS 26.0 software was used to analyze data to fulfill the study's objectives and test its hypotheses (Wang et al., 2021; Bukhari, S. S., 2011). To examine early findings and determine the Cronbach's alpha which was used to assess the dependability of the measuring items, descriptive analysis using SPSS 26.0 was employed (Jaiswal et al., 2022; Yang et al.,2021).

4. RESULTS AND DISCUSSION

Comprehensive reliability analysis and correlation analysis were performed for this investigation. The findings of each analysis are explained in the sections that follow. The measuring items, Cronbach's alpha is shown in Table 1.

Table 1. Reliability Analysis

Variables	Cronbach's Alpha	No of Items
Environmental Awareness	0.871	7
Attitude	0.811	4
Green purchase intention	0.851	3

Table 1, finding indicate that Cronbach's alpha is the method for calculating the statistics of consistency for each variable. Impact of environmental awareness, and attitude on green purchasing intention: a case study of Turkish consumers involved a total of 527 defendants (respondent). All

apparatus is reliable and more than 0.80 as advised by Bougie and Sekaran (2019) as a good instrument. Consequently, it can be inferred that all the variables are satisfactory and dependable.

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.915
Bartlett's Test of Sphericity	Approx. Chi-Square	4008.408
	df	91
	Sig.	.000

Table 2, In this table, the KMO value is as 0.915, which is excellent and suggests that the dataset is highly suitable for factor analysis, an approximate chi-square value of 4008.408, with 91 degrees of freedom and a p-value (Sig.) of 0.000. These results indicate that the null hypothesis (i.e., the correlation matrix of the variables is an identity matrix) should be rejected, and that the variables in the dataset are significantly correlated with each other (Marsh et al., 1988; Bartlett, M. S., 1954; Kaiser, H. F., 1974). Overall, the results of both tests suggest that the dataset is highly suitable for factor analysis.

Table 3. Summary of Correlation Analysis

Variables	Environmental Awareness	Attitude	Green purchase intention
Environmental Awareness	1	.640**	.615**
Attitude		1	.661**
Green purchase intention			1

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

Table 3, illustrates the impact of environmental awareness, and attitude on green purchase intention of Turkish consumers in Turkey. Outcomes have shown that all variables have a positive relationship concluded that green purchase intention is positively related to environmental awareness, and attitude status is also a significant predictor of green products (Choi, & Johnson, 2019; McClure et al., 2020). Firstly, the attitude has a durable positive substantial relationship with environmental awareness at value 0.000 and Pearson correlation 64% (Janmaimool, & Khajohnmanee, 2019). Secondly, green purchase intention has a strong positive significant relationship with environmental awareness at value 0.000 and Pearson correlation of 61.5% (Indriani et al., 2019). Lastly it has a significant green purchase intention with an attitude at a value of 0.000 and Pearson correlation 66.1% (Jung et al., 2020). Table 2 displays the inter-correlations among the measurement variables in the research model, revealing that all correlations were statistically significant ($p < 0.001$).

In this study the reversion linear analyses were used control the level of significant on lined relationship between variables of the study explicitly: 1) environmental awareness; 2) attitude upon the green purchase intention. The test attentions on the slope of the regression line as follows (Kim, 2019):

$$Y = \beta_0 + \beta_1 X$$

β_0 : is a relentless,

β_1 : is the angle (also called the regression coefficient),

X: is the value of the independent variable.

Y: is the value of the dependent variable.

Table 4. The regression environmental awareness and attitude direct positively correlates with the green purchase intention.

Variables	B	T	Sig.	R	R ²	F	Sig.
Environmental Awareness	.397	8.107	.000	.707 ^a	.499	261.103	.000 ^b
Attitude	.479	11.237	.000				

a. Dependent Variable: Green purchase intention

b. Predictors: (Constant),

Diagram in Table 4 above refers to the effect of linear worsening which reveals R- Square is the coefficient of determination. It shows that the alteration in the green purchase intention is explained by the model which embodies the green purchase intention. In other words, the regression model explains (70.7%) of the variance in the green purchase intention (Wang, Weng Wong, et al.,2020). In calculation, represents the fallouts of the ANOVA test whereby there was a significant outcome of the variables on green purchase intention at the $p < .05$ level for the conditions as follow: $F = 261.103$, $p = 0.000$. green purchase intention = (+ 0. 479 attitudes, + 0. 397 environmental awareness). Thus, the hypothesis is accepted.

5. LIMITATIONS AND RECOMMENDATIONS

Further research on this topic will need to header some of the limitations of this study. The sample frame for this research was confined to turkey country due to time constraints and insufficient resources, and other limitations include money, time, and so on. As a result, the paper's findings are restricted. The results of this study are not sufficient to make life simpler for all Turkish consumers; future studies may address this case by using bigger random samples and data from other sources. Future iterations of this research are urged to examine respondents using a more comprehensive demographic framework. Additional factors can be included to test the influence on green purchase intention aside from environmental issues, future studies may demonstrate a link between other variables prior green marketing, (e.g., green advertisement, new product development), price, availability, Social norms, product quality, and environmental concern as independent variable (Ansu-Mensah, P., 2021). Future research may study the moderating effect of personal values between green trust, perceived consumer effectiveness, and green purchase intention.

6. CONCLUSION

This study aiming to find out the relevance of environmental knowledge, attitude, and green purchasing intentions in Turkey. Through the researchers' findings, which show a positive connection between the two variables (environmental knowledge, attitude) and the green purchasing intentions, which means that most people have a connection to the environment and are aware of what threatens it. These results are consistent with study done by Ayub et al., (2018) they found that customers' perceptions of green product tend to be positively impacted by environmental issues. As well as some studies found that effect between attitude and green purchase intention (Yoon & Guimaraes, 2013; Kim & Ko, 2012).As a result, institutions and businesses should strive to demonstrate and contribute to the manifestation of themselves as environmentally friendly. This will boost their revenues because customers would identify them with favorable feelings about the environment in which they reside. Turkey should also invest more in green products. Because the findings show that customers are ready to purchase more eco-friendly products. Thus, businesses should spend money developing more environmentally friendly products. further, the way customers approach buying environmentally friendly products shows that they are motivated by peer pressure to make these purchases and have a conscience when making them. So, businesses ought to benefit from this reality. Companies ought to make an effort to relate their products and trademarks to the environment and things that help to

preserve it. To prevent its customers from feeling guilty about using their products, they must also market themselves as an ecologically responsible company.

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