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Research Article

Examining the Relationship Between Consumers' Responsible Environmental Behaviors and Green Product Purchasing Behaviors: The Role of Demographic Variables

Bahar Çelik[a] & Güller Şahin[b]

Abstract

Introduction: Recently, especially due to population growth, we are faced with problems such as pollution in the environment and living spaces. In this context, people's concerns about the environment continue to increase along with today's environmental challenges. Among these challenges, climate change, global warming and depletion of natural resources precisely straight and/or obliquely affect consumer preferences and decisions. In connection with these concerns, this research targets to determine the existence of a relationship between consumers' responsible environmental behavior and green purchasing behavior.

Method: Within the scope of the purpose, in theory, a survey-based approach was applied to validate the research model. The study tool was aimed at 389 participants through the 'environmental behavior scale' and 'green purchasing behavior scale' surveys on individuals aged 18 and over living in Kutahya province by convenience sampling method. T-test, one way-ANOVA test and correlation analysis were used to test the research hypotheses. Based on the findings of the research, the research model was redesigned.

Results or Findings: The results confirmed the existence of a statistically positive and significant relationship between consumers' responsible environmental behavior and green purchasing behavior. It was also observed that individuals' responsible environmental behavior and green purchasing behavior differed according to some demographic characteristics.

Discussion or Conclusion: Since the study was conducted on the population living in Kutahya province, it is suggested that forthcoming studies be conducted in different provinces and/or regions consisting of larger and culturally diverse populations.

Keywords: consumer theory, green purchasing behavior, responsible environmental behavior

JEL Codes: D12, M31, Q50

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Araştırma Makalesi

Tüketicilerin Sorumlu Çevre Davranışları ile Yeşil Ürün Satın Alma Davranışları Arasındaki İlişkinin İncelenmesi: Demografik Değişkenlerin Rolü

Bahar Çelik[a] & Güller Şahin[b]

Öz

Giriş: Son dönemlerde özellikle nüfus artışına bağlı olarak çevre ve yaşam alanları kirliliği gibi sorunlarla karşı karşıya kalmaktayız. İnsanların çevreye ilişkin endişeleri de bu bağlamda günümüzdeki çevresel zorluklarla birlikte artmaya devam etmektedir. Söz konusu zorluklar arasında küresel ısınma, iklim değişikliği ve doğal kaynakların tükenmesi olguları, tüketici tercihlerini ve kararlarını doğrudan ve/veya dolaylı olarak etkilemektedir. Bu endişelerle bağlantılı olarak bu çalışmada, tüketicilerin sorumlu çevre davranışı ile yeşil satın alma davranışı arasındaki ilişkinin varlığının belirlenmesi amaçlanmıştır.

Yöntem: Amaç kapsamında araştırma modelinin teorik olarak doğrulanması için anket tabanlı bir yaklaşım uygulanmıştır. Araştırma aracı, rastgele örnekleme yöntemiyle Kütahya ilinde yaşayan 18 yaş ve üzeri bireyler üzerinde 'çevre davranış ölçeği' ve 'yeşil satın alma davranış ölçeği' anketleri aracılığıyla 389 katılımcıya yöneliktir. Araştırma hipotezlerini test etmek için t-testi, tek yönlü ANOVA testi ve korelasyon analizi kullanılmıştır. Araştırmanın bulgularına dayanarak araştırma modeli yeniden tasarlanmıştır.

Sonuçlar ya da Bulgular: Sonuçlar, tüketicilerin sorumlu çevre davranışı ile yeşil satın alma davranışı arasında istatistiksel olarak pozitif yönlü ve anlamlı bir ilişkinin varlığını doğrulamıştır. Aynı zamanda bireylerin sorumlu çevre davranışları ile yeşil satın alma davranışlarının, bazı demografik özelliklere göre farklılık içerdiği görülmüştür.

Tartışma ya da Yapılan Çıkarımlar: Çalışmanın Kütahya ilinde yaşayan nüfusa yönelik olarak yapılması nedeniyle gelecek araştırmaların daha büyük ve farklı kültürlere sahip nüfustan oluşan farklı illerde ve/veya bölgelerde uygulanması önerilmektedir.

Anahtar Kelimeler: tüketici teorisi, yeşil satın alma davranışı, sorumlu çevre davranışı

JEL Kodlar: D12, M31, Q50

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Introduction[1]

According to the Global Footprint Network (GFN), the natural resources that the Earth could regenerate in 2024 had been depleted as of August. This indicates that humanity is presently using natural sources at a rate 1.7 times faster than the regenerative capacity of Earth's ecosystems. Naturally, resources consumed at such a fast rate cause various natural disasters such as erosion and floods (GFN, 2024). Moreover, as long as the balance between consumption and production is not achieved, it does not seem possible to ensure the sustainability of resources. In today's world, the act of consumption is increasing dramatically with the influence of many variables such as modern marketing, popular culture, and social media. The amount of consumption in electronics, clothing, and food is growing exponentially every year (Dikmen, 2022).

Phenomena such as global warming, climate change, and ecological crises pose growing threats to the planet's ecological balance and require urgent attention. Sharing on topics such as global warming, resource depletion, recycling, and renewable energy on both social media and news channels increases the consumer's awareness on this issue. This supports consumers' tendency towards companies that conduct marketing activities on green products and share details regarding the addition of eco-friendly products to the ecological harmony (Siddique & Hossain, 2018). Similarly, social and political pressures have led companies to go beyond just waste disposal and make changes to the product itself, its packaging and design. However, in order for companies to gain an advantage in green product marketing, which has become a competitive element today, they need to become more sensitive to both environmental factors and the determinants influencing consumers' purchasing behaviors regarding green products (Straughan & Roberts, 1999).

The study draws on Ajzen's (1991) Theory of Planned Behavior to understand individuals' green product purchasing behavior. Theory of Planned Behavior is one of the theories widely used to explain human behavior in many areas. This theory posits that the components that shape individuals' behavior are attitude, subjective norm, and perceived behavioral control (Akt. Toklu, 2019).

This research targets to resolve whether a relation exists between consumers' sense of responsibility and their green shopping behavior or whether it varies according to demographic variables. When the academic literature is examined, many studies are found on green product marketing, green consumer behavior and consumers' environmental sensitivity. However, it is seen that studies on how much consumers' levels of responsibility towards the environment are reflected in green product purchasing behavior or whether there is any relationship between these two concepts are quite limited. Due to the stated reasons, the research is awaited to help bridge this gap in the literature.

Conceptual Framework and Empirical Literature

As environmental and climate-related problems come to light worldwide, studies addressing environmental issues in the fields of marketing and economics are increasing. Because it is seen that environmental issues are affected not only by production but also by consumption. Therefore, changing consumers' purchasing behaviors towards protecting the environment becomes critical. In order to develop consumers' green purchasing behaviors

[1] Permission was obtained from the Ethics Committee of Kutahya Health Sceinces University with the decision dated 30.09.2024 and document number 2024/11-22.

(GPBs), their awareness of environmental problems must first be increased and their responsible environmental behaviors (REBs) must be strengthened (Aagerup & Nilsson, 2016).

REB describes a series of activities such as energy saving and waste recycling activities that eliminate negative environmental impacts and maximize environmental benefits (He et al., 2022). The terms coincidental friendly behavior and pro-environmental behavior are used interchangeably. Environmentally sensitive (responsible) behavior is attributed to an individual's ecological commitment, knowledge, and concern (Liu et al., 2022). Therefore, it involves consumers choosing products offered by environmentally responsible companies or those implementing eco-friendly practices as a means of supporting environmental protection. Within this framework, the concept reflects collective action, which pertains to the collaborative attempts of multiple particulars working together toward a common goal (Jiang et al., 2024).

It is widely acknowledged that individual participation in environmental protection initiatives is crucial for preventing and addressing environmental issues to achieve a sustainable future. The environmental literature identifies four primary classes of fluctuatings that assume REB. These classes are defined as: (1) personality factors, including environmental concern, sensitivity, attitudes, responsibility, moral responsibility perception, verbal commitment, locus of control, and values; (2) numerical factors like gender, age, schooling level, residence, and revenue; (3) cognitive factors encompassing skills and knowledge; and (4) external factors, including pressure groups, availability of alternative actions, and other external influences (Erdogan et al., 2012).

The academic literature review provides information that studies on consumers' REBs and GPBs are usually evaluated separately. In this context, it is seen that the surveys carried by Alkaya et al. (2016), Canio et al. (2024), Cheng and Wu (2015), Han and Yoon (2015), Li et al. (2019), Luo et al. (2024), Sia et al. (2010), Widayat et al. (2021) concentrate on environmental responsibility. For instance, Alkaya et al. (2016) checked the environmental sensitivity dimensions and the effects of these aspects on green commodity purchasing behavior. It was determined that there was an internal correlation among ecological, personal and behavioral sensitivity dimensions and green product purchasing, and that these dimensions were effective on green product purchasing behavior. Canio et al. (2024) determined consumers' tendencies towards bulk products and the potential benefits and obstacles consumers faced when purchasing unpackaged products by putting into use a mixed method way to info come together in the time of and afterwards the pandemic. It has been found that consumers are enthusiastic about purchasing collective commodities because they recognize them as a private input into environmental quality. Cheng and Wu (2015) examined tourists' REBs from the view of environmental knowledge in addition to individual commitment, attraction, and participation. It was found that tourists' environmental awareness towards island tourism was positively related to area connection, and the level of area connection observed by travelers was positively related to environmentally responsible behavior. It was also found that environmental awareness and zone attachment had important influences in moderating the relationships between environmental knowledge and REB. Han and Yoon (2015) conducted a study to extend the target-oriented manner model by merging environmental awareness, perceived effectiveness, environmentally friendly behavior, and fame variables to explain customers' environmentally friendly behavior. The results told that the offered analytical scheme has a powerful capability to predict thought, integrates builds that play a crucial role in hotel visitors' choice-making, and identifies behaviours and wants that act as advocaters. Li et al. (2019) conducted a literature review to reveal the determinants of environmentally friendly behavior in resource conservation and recycling during the period of 1987-2017. The results

showed that internal and external factors have affected environmentally friendly behavior, and especially demographic and psychological factors have an important place. Luo et al. (2024) focused on green investment goods, environmental governance, and ecological protection in 30 cities in China during the period of 2010-2022. The results indicated that green investments positively affect economic growth and clean energy, and consumer behavior and income showed a U-shaped trend. In addition, it was stated that green investments encourage consumer behavior. Sia et al. (2010) predicted the REBs of individuals. The estimation results showed that the variables of environmental awareness level, identified awareness about biodegredable activity methods, psychological gender performance distribution, perceived talent in using biodegredable activity methods, group locus of control, individual position of control, and attitude towards pollution were statistically important, while the variable of belief in technology was insignificant. Widayat et al. (2021) examined the relationships among environmentally friendly behavior, norms, attitudes, awareness, intention, and within the plan of the theory of prepared behavior in order to test the responsible consumption behavior model. It was reported that behaviours, criterions, and consciousness are important to forecasting in belief to involve in post-consumer plastic packaging movement.

In the latest decennium, authors have widely studied and debated the influence of consumption on the environment. They have accepted environmentally friendly behaviors as the ultimate solution through which individuals can lead to a secure planet. They have tried to understand the elements that impress and motivate individuals to adjust environmentally friendly behaviors. Environmentally friendly behaviors describe the aware activities or decisions that individuals and producers make to prevent or minimize the negative impression of their constant actions on the environment. Globally, it has been observed that excessive consumption and the continious economy paradigm have led to crucial environmental degradation. In this context, the issue of environmentally-safe consuming has been explored by applying diverse proxies and hypothesis on the part of constructors and consumers. GPB is the acquirement of environmentally friendly services or goods with the aim of declining unfavorable environmental impressions and accomplish a sustainable future. In other words, it is environmentally friendly behavior that encompasses choices and activities that are aware of the civil results of exclusive consuming and use purchasing power to create societal modification. It is a socially responsible pattern of consumption that increases awareness against environmental deterioration (Asiamah et al., 2024; Gautam & Bhalla, 2023; Ng et al., 2025; Ramadhanti et al., 2024). It is the acquisition of goods that contain environmental values that are assumed to be safer for people and society. Evaluations have intensified that GPBs are influenced by individual factors (manners, perceived behavioral control, perceived consumer effectiveness, emotions, trust, knowledge, prices and personal criterions, etc.) and situational factors (eco-labeling, product features and quality, price, product availability, brand image, certification, etc.) (Liu et al., 2022; Ogiemwonyi et al., 2023). Existing literature emphasizes that individual personal characteristics or social pressure can affect individual purchasing preferences.

Studies by Bertrandias and Elgaaied (2014), Chaudhary (2018), Chen et al. (2024), Gonçalves et al. (2016), Graça and Kharé (2023), Hu et al. (2024), Kumar (2021), Muralidharan et al. (2016), Pontes et al. (2024), Saeed et al. (2025), Sun et al. (2022), Temizkan (2022), Wang et al. (2024) are examples of literature on consumers' GPB. In this context, Bertrandias and Elgaaied (2014) investigated the attributional effect of environmental concern toward others through a survey conducted with 468 French participants, aiming to elucidate the social aspect emphasizing GPB. Their findings indicated that attributing environmental concern to others increases the likelihood of selecting products with lower biodegradable impression over more

destructive alternatives. This relationship is intermediate by identified societal hazard and self-discrepancy affiliated with non-environmentally friendly products. Similarly, Chaudhary (2018) applied the theory of planned behavior to examine the relative importance of various determinants in predicting GPB among young, educated consumers in India. The study revealed that perceived value and willingness to pay a premium significantly predicted green purchase intention, which, in turn, exerted a strong influence on actual green purchase behavior. Chen et al. (2024) empirically examined the impression of green info display on purchasers' green participation behavior in the context of continual fashion brands, based on 477 responses. Their findings demonstrated that green messages from fashion brands, which facilitate relationship-building and convey behavioral cues, can directly or indirectly influence consumers' green participation by activating internal cognitive and emotional processes. Gonçalves et al. (2016) argued that while practical values derived from the approach of consumption values are insufficient alone to predict GPB, a consolidation of practical, emotional, conditional, and social valuations collectively provides a comprehensive framework for accurately predicting green purchasing. Graça and Kharé (2023) investigated the effect of educational factors on purchasers' green buying intentions and the development of a trademark's green figure. They further assessed the mediating roles of environmental worriment and perceived consumer efficiency in the relationship between educational elements and GPB. Their findings indicate that sustainability education, whether initiated by consumers or organizations, significantly enhances a trademark's green figure, with environmental worriment and perceived consumer efficiency serving as key mediators between educational factors and GPB. Hu et al. (2024) examined the relationships among consumers' green purchasing objective, corporate societal well-being low-carbon behavior, and GPB within a Chinese context. The findings revealed a strong association between allied societal well-being low-carbon behavior and green purchase objective, with societal well-being low-carbon attendance and encouragement virtually influencing consumers' green purchase objective. Kumar (2021) examined an extended model integrating the method of programmed manner and the value-attitude-behavior position within Indian demographics. The results identified recognized behavioral management as a significant independent predictor driving consumers' GPB. Muralidharan et al. (2016) assessed the relative impression of various socialization components on the GPB of millennials, while also examining how cultural differences influence the selection of these socialization sources for acquiring green product information. Their findings revealed that interpersonal communication channels hold greater significance than mass media in fostering environmental awareness and promoting GPB. Additionally, environmental worriment was diagnosed as a key mediating variable within the socialization process, facilitating the translation of social influences into pro-environmental purchasing actions. Pontes et al. (2024) integrated theoretical frameworks from organised behavioral and consuming valuation viewpoint to examine senses of environmental deteriotion during the COVID-19 pandemic and their impact on environmentally responsible purchasing behavior. Utilizing structural equation modeling with data collected from 390 participants, the study found that participants perceived a significant decline in environmental conditions throughout the pandemic. This perception functioned as a mediating factor between green purchase objectives and actual purchasing behavior, highlighting the critical role of environmental awareness in bridging intention and activity in sustainable consumption. Saeed et al. (2025) examined the relationships among three ranges of green customer-based trademark equitableness-namely, eco-friendly trademark quality, green trademark awareness, and eco-friendly trademark image-and eco-friendly trademark purchasing behavior, both directly and indirectly via green brand loyalty. The findings indicated that all three dimensions positively influenced both green brand purchasing behavior and green brand loyalty. Furthermore, green brand loyalty was described as a significant mediating in the

relation between eco-friendly customer-based trademark equitableness aspects and green trademark purchasing behavior. Sun et al. (2022) researched the mechanisms through which social media marketing influences green product purchasing behavior among 489 Chinese consumers in the post-pandemic period, employing the theory of planned behavior as a theoretical framework. Their results demonstrated that product knowledge, crisis awareness, and social media marketing exerted both direct and indirect positive effects on consumers' purchase intentions. Temizkan (2022) assessed the effect of purchasers' environmental attitudes, valuables, and objectives on GPB utilizing the attitude-knowledge-practice model. The study revealed that environmental values essentially and positively impacted both green consumption objective and environmental attitude. Similarly, green consumption intention was discovered to exert a considerable positive effect on GPB. However, environmental values and green consumption behaviour did not demonstrate a statistically serios direct effect on GPB. Wang et al. (2024) explored the anteriors of GPB by integrating the expanded theory of formed attitude with self-decision theory, grounded in previous research on green marketing and consumer psychology. Structural equation modeling results indicated that green purchasing objective, constructively shaped by innate ambition and environmental behaviour, significantly predicts GPB.

Empirical studies report that 30–40% of ecological environmental degradation is attributable to individual and household consumption patterns. Therefore, transitioning to green consumption models, which minimize adverse environmental impacts, is critical for achieving sustainable human–environment interaction. However, the literature frequently highlights the 'attitude–behavior gap,' denoting the inconsistency between consumers' approving attitudes toward green goods and their certain purchasing behaviors, which often fail to align with these attitudes (Jing et al., 2022).

Studies conducted by Mahmud (2024), Ogiemwonyi et al. (2023), Prakash et al. (2024), Ramadhanti et al. (2024) contain similarities in the investigation about the relation between consumers' responsible ecological behaviors and eco-friendly goods purchasing behaviors. Mahmud (2024) applied the theories of logical activity and organised behavior to investigate the impact of combine social duty awareness on GPB and environmental behaviour among 336 students in Bangladesh between August 9 and November 8, 2022. The results showed that consumer corporate social responsibility awareness significantly improved GPB and consumer environmental behaviour. It was also found that consumer environmental attitude partially mediated the relation between consumer combine social duty awareness and GPB. Ogiemwonyi et al. (2023) empirically investigated the factors effecting GPB of 375 consumers using structural equation modeling. The conclusions indicated that GPB was directly influenced by awareness of consequences, personal criterions, and environmental attitude, while environmental responsibility, environmental concern, and awareness of consequences exerted an indirect effect through environmental attitude. Prakash et al. (2024) conducted an empirical study, employing structural equation modeling, on individuals who utilize cosmetic goods and actively follow zero-waste elegance influencers on social media. The results indicated that environmentally friendly belief, environmentally friendly packaging, and para-social interaction positively effected consumers' purchase intention and altruistic motivation. Ramadhanti et al. (2024) studied the role of circular packaging in GPB with data collected from 287 young consumers in Indonesia using structural equation modeling. The results explained the positive and important impacts of environmental attitude, socialization, and environmental self-identity factors regarding green purchasing intention. It was also stated that green purchasing intention was a powerful predictor of GPB.

A limited number of studies addressing responsible environmental and GPBs can be found in the academic literature. Determining the level at which REB is reflected in GPB is important for marketing and consumer studies to be carried out to create REB. The context in question is attributed to the importance within the study.

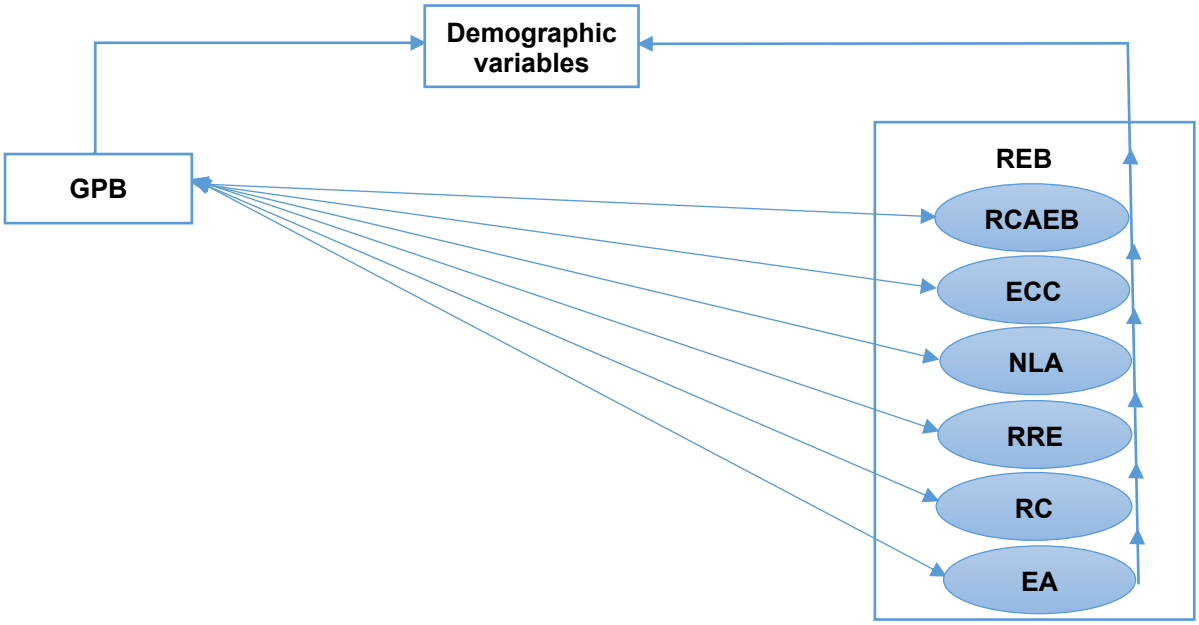
Methodology

Target and Model of the Research

The target of this study is to examine the relation between REB and GPB among consumers in Kutahya. In line with this purpose, the research model in Figure 1 was created.

Figure 1

Research Model[2]



Note. This figure was created by authors via draw.io.

Hypotheses of the Research

In this study, in line with the aim of the study, a research model was created to examine the relationship between consumers' responsible environmental behaviors and green product purchasing behaviors and to examine the potential differences between these two constructs according to demographic characteristics. This model, built based on previous research findings in the literature, assumes that demographic factors may play a determining role in shaping individuals' environmentally responsible actions and green product purchasing tendencies. Furthermore, previous studies have shown that there is a conceptual link between environmental responsibility and green purchasing tendencies and that individuals who demonstrate a higher level of environmental responsibility may show stronger preferences for environmentally friendly products (Goldman et al., 2006; Gedik et al., 2014). Based on these observations, the following hypotheses were developed:

[2] RCAEB: Resource Conservation Activities for the Economic Benefit of the Person, ECC: Environmentally Conscious Consumer, NLA: Nature-Related Leisure Activities, RRE: Responsible Recycling Effort, RC: Responsible Citizenship, EA: Environmental Activism.

H1: Consumers' REBs differentiate in accordance with individuals' demographic properties.

H1a: Consumers' REBs differ depending on the gender of the individuals.

H1b: Consumers' REBs differ depending on the marital status of the individuals.

H1c: Consumers' REBs differ depending on the age of the individuals.

H1d: Consumers' REBs differ depending on the education of the individuals.

H1e: Consumers' REBs differ depending on the monthly household income of the individuals.

H1f: Consumers' REBs differ depending on the job of the individuals.

H1g: Consumers' REBs differ depending on the number of children of the individuals.

H2: Consumers' GPBs differentiate in accordance with individuals' demographic properties.

H2a: Consumers' GPBs differ depending on the gender of the individuals.

H2b: Consumers' GPBs differ depending on the marital status of the individuals.

H2c: Consumers' GPBs differ depending on the age of the individuals.

H2d: Consumers' GPBs differ depending on the education of the individuals.

H2e: Consumers' GPBs differ depending on the monthly household income of the individuals.

H2f: Consumers' GPBs differ depending on the job of the individuals.

H2g: Consumers' GPBs differ depending on the number of children of the individuals.

H3: There is a statistically significant relationship between consumers' REBs and GPBs.

Method and Sample

The study utilized the 'Environmental Behavior Scale,' originally progressed by Goldman et al. (2006) and subsequently adjusted into Turkish by Timur and Yılmaz (2013), to assess consumers' REB. For GPB, the 'green purchasing behavior scale' adapted from various studies was applied by Gedik et al. (2014).

In the research, 389 participants were reached in Kutahya province between 13.11.2024 and 15.12.2024 with a survey prepared through Google form by convenience sampling. The inclusion criteria of the study are individuals living in Kutahya province, aged 18 and over, literate and without any restrictions (not requiring a guardian). The study was limited to Kutahya province due to time and cost constraints. All individuals failing to meet the inclusion criteria are classified under the study's exclusion criteria. Surveys are in the form of a five-point Likert-type scale.

Research Ethics Permission

Ethics Committee approval from a university is mandatory for all research conducted since 2020. As this study employed a survey as its data collection tool, approval was granted by the Ethics Committee of Kutahya Health Sciences University, with the decision dated 30.09.2024 and document number 2024/11-22.

Findings

Table 1 reports the information on frequency distributions of demographic variables. When the data is examined in this context, it is seen that the participants are mostly women (68,40%). It is also stated that the participants are mostly between the ages of 18-45 and that marital status is almost equal. While the marital status of the participants is similar, the rate of

individuals who do not have children is higher. When the occupational groups are examined, it is understood that the participants are mostly students and public employees. Although the incomes of the participants are closely distributed, it can be said that the rate of income of 65 thousand TL and above is higher. The participants, who are not members of any environmental organization have a very large extent, look at quality, functionality/usability and price respectively when shopping. 13% of the participants state that they take these three statements into consideration at the same time. Only 1% of the participants consider the environmental impact of the product when shopping.

Table 1

Frequency Distributions Regarding Demographic Variables[3]

Gender	Female	68,40	**Monthly household income**	25.000 TL and below	17,70
	Male	31,60		25.001 / 35.000 TL	11,60
Age	Ages 18/25	36,50		35.001 / 45.000 TL	15,90
	Ages 26/35	24,40		45.001 / 55.000 TL	13,90
	Ages 36/45	26,20		55.001 / 65.000 TL	12,10
	Ages 46/55	10,80		65.001 TL and above	28,80
	Ages 56 and up	2,10	**What do you pay attention to when shopping?**	Price	12,30
Marital status	Married	49,10		Price, Quality	4,90
	Single	50,90		Price, Quality, F/U	13,10
Number of children	No	57,80		Price, Quality, F/U, Brand	5,40
	1 child	15,40		Price, Quality, F/U, Brand, EA	6,90
	2 children	21,60		Price, Quality, F/U, EA	3,90
	3 children	4,90		Price, Quality, Brand	3,60
	4 children and above	0,30		Quality	23,90
Job	Unemployed	9,00		F/U	17,50
	Student	30,80		Other	8,50
	Private sector	9,50	**Membership in an environmental organization**	Yes	16,20
	Public sector	45,20			
	Pensioner	2,10		No	83,80
	Self-employed	3,30			

Note. Calculated by the authors using Jamovi.org statistical software

The scale is deemed dependable if the Cronbach's alpha ratio is 0.70 or higher. Hence, the reliability coefficients are strong and acceptable. Based on this statement, it is said that the scales are reliable according to the values in Table 2 (Faiz, 2019). According to the exploratory factor analysis, the scale consists of two dimensions: 'Responsible Environmental Behavior' and 'Green Purchasing Behavior'. Following, there are four dimensions: 'Resource Conservation Activities for the Economic Benefit of the Person (RCAEB)', 'Environmentally Conscious Consumer (ECC)', 'Responsible Recycling Effort (RRE)' and 'Environmental Activism (EA)'. Since the REB dimension is not similar to the study Turkish adaptation by Timur and Yılmaz (2013), the dimensions obtained from this study were renamed.

[3] Functionality (F), usability (U), environmental activism (EA)

Table 2

Reliability Analysis Regarding Dimensions

Dimension	α
Responsible Environmental Behavior	0,749
Green Purchasing Behavior	0,898

Note. Calculated by the authors using Jamovi.org statistical software

According to Table 3, in the survey consisting of 30 items in total, the following items with very low factor loadings were removed from the analysis: 'I take waste such as newspapers and plastic bottles to recycling collection points', 'I send letters to the media about environmental problems', 'I buy environmentally friendly products (ozone-friendly sprays, products with recycling packages and economically sized products)', 'I warn people who litter in public areas or harm the environment', 'I collect the garbage that people throw in public areas and throw it in the trash can', 'I put used batteries in suitable collection boxes for batteries instead of trash cans', 'I turn off air conditioners etc. when leaving the room', 'I leave the devices on', 'I notice the sounds of birds, animals and flowers when I am outside', 'I read articles about environmental issues in daily newspapers or magazines', 'I watch television programs about the environment and nature' and 'I use the containers/boxes/packaging of products (such as yogurt-oil boxes, cola bottles) for other purposes after use'. The analysis was continued with a total of 19 statements. Since the statements that were continued to be investigated were collected under newly named dimensions, item analyses were conducted with the help of confirmatory factor analysis. Accordingly, since the RMSEA value was not at the desired level (Schermelleh-Engel & Moosbrugger, 2003), the model fit values were increased by making modifications between the GPB9 and GPB10 variables (CMIN/df 2,52; RMSEA 0,063; CFI 0,989; NFI 0,981; TLI 0,987; RFI 0,978, NNFI 0,987).

Table 3

Factor Analysis Relating to Dimensions

Statements regarding scale	REB				
	1. Dimension RCAEB	2. Dimension ECC	3. Dimension RRE	4. Dimension EA	5. Dimension GPB
I save energy by turning off unused electrical appliances and lights.	0,700				
I save water at home (I turn off the tap when brushing my teeth or doing the dishes, etc.)	0,793				
I reuse used paper as scrap paper.		0,742			
I reuse plastic bags that have been used as shopping bags before.		0,772			
I report environmental problems to the authorities.			0,681		
I return soft drink bottles that have a deposit.			0,742		
I participate in campaigns to protect and clean public places.				0,719	
I take part in campaigns to prevent environmental pollution.				0,854	
I actively participate in an environmental organization.				0,836	

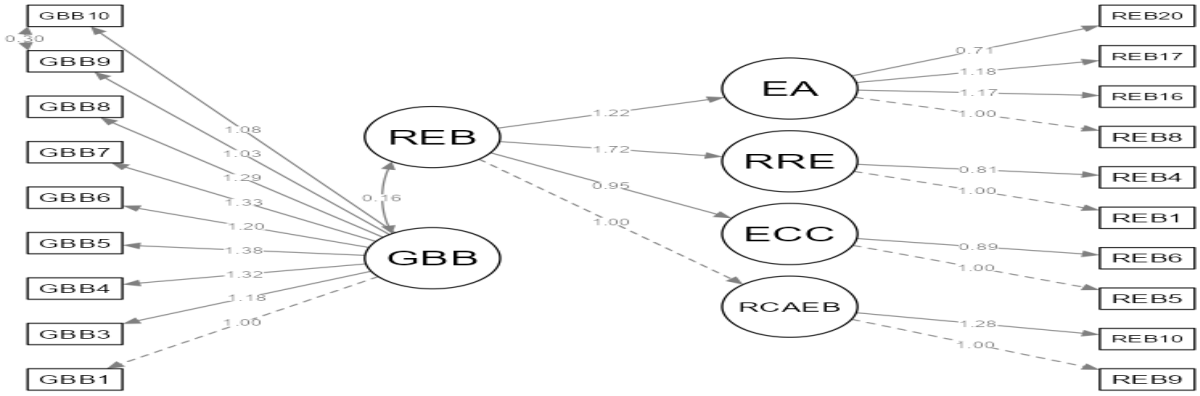
I go on nature walks and trips.				0,635	
When I have to choose between two equal products, I buy the one that does the least harm to people and the environment.					0,524
I prefer products that cause less pollution.					0,656
I am careful when purchasing products from companies that act irresponsibly towards the environment.					0,699
I care about whether the manufacturer of the product I purchase is environmentally friendly.					0,774
I believe that I contribute to the protection of the environment by purchasing an environmentally friendly product.					0,746
Before purchasing a product, I am concerned with the environmental consequences.					0,789
I try to convince my family members and friends not to buy products that will harm the environment.					0,748
I pay more for products that are produced, processed and packaged in an environmentally friendly way than their alternatives.					0,737
I buy recyclable products even if they are expensive.					0,728
Variance (%)	9,548	5,681	5,427	11,023	32,819
Cronbach Alpha			0,749		0,898
Kaiser-Meyer-Olkin (KMO) Sample Measurement			0,880		
Barlett Sphericity Test			x^2 = 3,025E3 Df = 171 Sig. = 0,000		

Note. Calculated by the authors using Jamovi.org statistical software

The confirmatory factor analysis model for the scale is visualized in Figure 2.

Figure 2

Confirmatory Factor Analysis Model Regarding the Scale



Note. This figure was created by authors via jamovi.org, where Arial font customization is not supported. GBB describes green purchasing behavior.

As a consequence of the factor analyses, the aspects in some scales could not be separated as defined by the scale developers. This situation required confirmatory factor analysis and convergent validity and compliance analyses to evaluate the structural validity of the scales (Temel, 2022).

Depend on the info presented in Table 4, it can be observed that AVE and CR are above the acceptable value (AVE> 0.50; CR> 0.70) and the values meet the CR>AVE rule. Accordingly, it can be said that the expressions related to the variables are related to each other and the factor they constitute and that convergent validity is established (Temel, 2022).

Table 4

Convergent Validity Regarding the Construct Validity of the Scale

Variables	MLE estimated factor loading/measurement error		Multiple correlation squared	Convergent reliability (CR)	Mean variance inference (AVE)
Responsible Environmental Behavior					
REB1	0,681	0,536239	0,463761		
REB4	0,742	0,449436	0,550564		
REB5	0,742	0,449436	0,550564		
REB6	0,772	0,404016	0,595984		
REB8	0,719	0,483039	0,516961	0,927	0,563
REB9	0,700	0,510000	0,490000		
REB10	0,793	0,371151	0,628849		
REB16	0,854	0,270684	0,729316		
REB17	0,836	0,301104	0,698896		
REB20	0,635	0,596775	0,403225		
Green Purchasing Behavior					
GPB1	0,524	0,725424	0,274576		
GPB3	0,656	0,569664	0,430336		
GPB4	0,699	0,511399	0,488601		
GPB5	0,774	0,400924	0,599076	0,903	0,512
GPB6	0,746	0,443484	0,556516		
GPB7	0,789	0,377479	0,622521		
GPB8	0,748	0,440496	0,559504		
GPB9	0,737	0,456831	0,543169		
GPB10	0,728	0,470016	0,529984		

Note. Calculated by the authors using Jamovi.org statistical software

After analyzing the reliability, validity, and goodness-of-fit values used in the study, the hypotheses were tested. Both the independent samples t-test and the one-way ANOVA test were used to test hypotheses H1 and H2. Correlation analysis was performed to test hypothesis H3. The findings related to the hypotheses are given below:

> H1: Consumers' REBs differentiate in accordance with individuals' demographic properties.

When Table 5 is examined, which includes the independent sample t-test results for the H1 hypothesis, there is a important difference in the RCAEB and ECC levels of individuals according to gender, while no significant difference was found in the RRE and EA levels. When the average values are examined, women show higher levels of RCAEB and ECC behavior than men. According to marital status, it is understood that a significant difference was found between only at RRE level and that married individuals show higher levels of RRE behavior. According to the findings, hypotheses H1a and H1b were accepted.

Table 5

Independent Sample T-Test for Variables

Dimensions Related to Scale		Gender	x̄	ss.	p.
REB	RCAEB	Female	4,59	0,560	<0,001
		Male	4,35	0,754	
	ECC	Female	4,37	0,643	0,005
		Male	4,15	0,894	
	RRE	Female	2,99	0,971	0,060
		Male	3,20	1,076	
	EA	Female	2,53	0,827	0,594
		Male	2,48	0,897	
Dimensions Related to Scale		**Marital status**	x̄	**ss.**	**p.**
REB	RCAEB	Married	4,53	0,595	0,685
		Single	4,50	0,674	
	ECC	Married	4,35	0,671	0,213
		Single	4,26	0,796	
	RRE	Married	3,19	1,019	0,009
		Single	2,93	0,984	
	EA	Married	2,52	0,875	0,842
		Single	2,51	0,824	

Note. Calculated by the authors using Jamovi.org software

Table 6 shows that when the RRE, ECC, RCAEB, and EA dimensions are examined by individuals' age, education, monthly household income, occupation, and number of children, there is a significant difference only in monthly household income. This indicates a significant difference in monthly family income between 25.000 TL and below, and between 55.001-65.000 TL (p= 0.039). According to the findings, hypotheses H1c, H1d, H1f and H1g were rejected and hypothesis H1e was partially accepted.

Table 6

One-Way ANOVA Test Regarding Variables

Variables	Dimensions	df	F	Sig.
Age	RRE	4	1,277	0,279
	ECC	4	0,432	0,786
	RCAEB	4	0,908	0,459
	EA	4	1,359	0,248
Education	RRE	5	0,525	0,757
	ECC	5	0,999	0,418
	RCAEB	5	1,255	0,283
	EA	5	0,313	0,905
Monthly household income	RRE	5	0,175	0,972
	ECC	5	1,100	0,360
	RCAEB	5	2,373	0,039
	EA	5	0,700	0,624
Job	RRE	5	1,593	0,161
	ECC	5	0,801	0,549
	RCAEB	5	1,012	0,411
	EA	5	0,988	0,425
Number of children	RRE	4	1,796	0,129
	ECC	4	1,063	0,375
	RCAEB	4	1,310	0,266
	EA	4	1,424	0,226

Note. Calculated by the authors using Jamovi.org statistical software

H2: Consumers' GPBs differentiate in accordance with individuals' demographic properties.

According to Table 7, which includes the independent sample t-test results regarding the H2 hypothesis, is evaluated, The findings indicate no meaningful difference in the GPB levels of individuals according to gender, but there is a important difference according to marital status and married individuals exhibit higher levels of GPB behavior. According to the findings, hypothesis H2a was rejected and hypothesis H2b was accepted.

Table 7

Independent Sample T-Test Regarding Variables

Dimensions Related to Scale	Variables	x̄	ss.	p.
GPB	Female	3,41	0,713	0,079
	Male	3,27	0,824	
GPB	Married	3,52	0,714	<0,001
	Single	3,21	0,757	

Note. Calculated by the authors using Jamovi.org statistical software

In the findings of the one-way ANOVA test conducted on REB diversity according to the demographic variables of the individuals in Table 8, the green purchasing behavior of the individuals does not show a statistically significant difference according to the variables of age,

number of children, monthly household income, education and job. According to the findings, hypotheses H2c, H2d, H2e, H2f and H2g were rejected.

Table 8

One-Way ANOVA Test Regarding Variables

Variables	Dimensions	df	F	Sig.
Age	GPB	4	0,906	0,460
Number of children	GPB	4	0,552	0,697
Monthly household income	GPB	5	1,745	0,124
Education	GPB	5	0,541	0,745
Job	GPB	5	0,957	0,444

Note. Calculated by the authors using Jamovi.org statistical software

H3: There is a statistically significant relationship between consumers' REBs and GPBs.

When the correlation analysis given for the variables in Table 9 is explored, it is seen that there is a statistically noteworthy connection between consumers' REBs and GPBs, the highest relationship is between GPB and RRE sub-dimensions, and the lowest relationship is between GPB and ECC. In this context, responsible recycling behavior, which is one of the sub-dimensions of consumers' REB, again affects individuals' GPB at a moderate level. Although it is seen that there are other factors affecting GPB, it is possible to say that responsible recycling effort behavior turns into a similar behavior in shopping. Again, as seen in Table, it is possible to say that the sub-dimensions of REB have a statistically positive and significant relationship with each other. Accordingly, it can be said that the highest level of relationship is between environmental activism and responsible recycling effort. According to the findings, hypothesis H3 was accepted.

Table 9

Correlation Analysis Regarding Variables

Dimensions	Correlation	RRE	ECC	RCAEB	EA
GPB	Pearson Corr.	0,426**	0,235**	0,255**	0,358**
	Sig.	0,000	0,000	0,000	0,000
RRE	Pearson Corr.	1	0,207**	0,195**	0,402**
	Sig.		0,000	0,000	0,000
ECC	Pearson Corr.		1	0,364**	0,162**
	Sig.			0,000	0,001
RCAEB	Pearson Corr.			1	0,154**
	Sig.				0,002
EA	Pearson Corr.				1
	Sig.				

Note: ** Correlation is noteworthy at the 0.01 level (2-tailed). Calculated by the authors using Jamovi.org statistical software

Conclusion

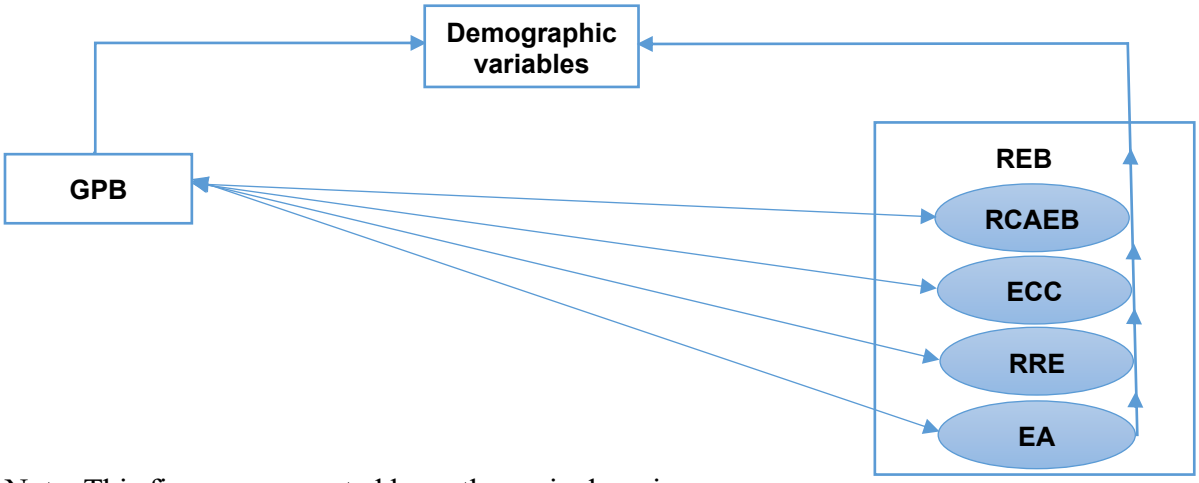
The rapid increase in the world population, coupled with the similar decrease in assets to satisfy the demands of this population, increases sensitivity and awareness towards the environment. For this reason, almost every company tries to use recycled materials as raw materials or produce products using resources at a minimum level within the scope of both legislative sanctions, social responsibility projects and differentiation strategies. At the same time, they try to attract the attention of consumers by highlighting these sensitivities in their promotional strategies. It is seen that more green products are on the shelves day by day. When the literature is examined in general, it is understood that consumers are trying to be sensitive about the environment. However, since the studies showing the level of environmental sensitivity that turns into purchasing behavior are quite limited, it is not possible to make a clear statement on this subject (Eze & Ndubisi, 2013; Moser, 2015; Zheng et al., 2020). In this study, a research was conducted by combining REB and GPB, which were developed by different authors and used in separate studies, and an attempt was made to evaluate these two types of behavior together. Accordingly, it is possible to talk about the presence of a mathematically positive and significant relation between REB and GPB. When REB and GPB were evaluated according to demographic variables, it was determined that these two behaviors differed according to several variables. Comparable findings were reported across the studies (Demir et al., 2022).

According to the research findings, individuals' responsible environmental behaviors show a statistically significant difference based on gender, marital status, and monthly household income, but no significant difference based on age, education, occupation, or number of children. No significant difference was observed in green product purchasing behavior based on individuals' demographic characteristics. A positive and significant relationship was also found between individuals' responsible environmental behaviors and green product purchasing behavior. A review of studies in the literature indicates that Cottrell's (2003) study revealed that demographic variables partially influence responsible environmental behavior. Değirmenci's (2022) study found that responsible environmental behavior did not show a significant difference based on gender, occupation, or education. However, a moderately positive and significant relationship was revealed between individuals' responsible environmental behaviors and green product purchasing behavior. Zheng et al. (2021) stated that there is a significant relationship between perceived environmental responsibility and green purchasing behavior. In conclusion, our research supports some literature studies while differing from others. Therefore, it is recommended that further studies be conducted on similar topics to contribute to the clarification of the different findings obtained as a result of the research.

In the analyses related to the research model in Figure 1, similar results could not be obtained in the factor distribution and new dimensions were obtained. For this reason, the model related to the new dimensions was drawn and the research model was revised as in Figure 3.

Figure 3

Revised Research Model[4]



Note. This figure was created by authors via draw.io

Since no scientific research has been found in the literature that these two behaviors together have been used, it is thought that a similar study to be conducted in the future will support this study and enrich the literature in this sense. The manuscript was operated on the population existing in the province of Kutahya. Therefore, it is advised that a similar research be run in different cities or regions with larger and different cultural populations. In addition, the concept of word-of-mouth marketing is also considered to be added to the study and how this concept affects the transformation of REB into GPB is examined.

[4] RCAEB: Resource Conservation Activities for the Economic Benefit of the Person, ECC: Environmentally Conscious Consumer, RRE: Responsible Recycling Effort, EA: Environmental Activism

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