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Investigation Of Green Purchase and Green Altruism Behaviors Of Refugees in Tourism Destinations*

Halil İbrahim KARAKAN, hikarakan@gmail.com.tr, Gaziantep, Turkey, ORCID: 0000-0003-3335-0923
Funda MERMERTAŞ, Gaziantep University, Faculty of Economics and Administrative Sciences, famermertas@gmail.com.tr, Gaziantep, Turkey, ORCID: 0000-0001-6361-0349
Mustafa METE, Gaziantep University, Faculty of Economics and Administrative Sciences, mete@gantep.edu.tr, Gaziantep, Turkey, ORCID: 0000-0002-0818-0486

Abstract

Environmental sustainability in touristic destination is a very important issue regarding tourism, economy and social life. This study aims to determine the green purchasing behaviours and is of refugees residing in destinations in Turkey. For this purpose, questionnaires were collected from 728 refugees living in Istanbul, Antalya and Izmir, which are touristic destinations. Analyses such as Percent-Frequency Analysis, One Way ANOVA, Independent Sample T Test and Regression Analysis were applied to the obtained data with SPSS Statistical Analysis Package Program. As a result of the research, it has been seen that the green purchasing behaviour levels and green altruism levels of refugees residing in touristic destinations in Turkey are low. It has been determined that refugees' green purchasing behaviour and green altruism levels differ according to age, education level and marital status. In addition, the refugees' green purchasing behaviour levels are according to their educational status. Finally, it was concluded that the green altruism levels of these refugees affected their green purchasing attitudes.

Keywords: *Tourism, Refugees, Green Purchasing, Green Altruism*

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1. Introduction

As a result of the rapid destruction of natural resources worldwide, people have begun to worry more and more about the environment. Producers' and consumers' awareness that natural resources should be protected has led to changes in production and consumption habits. To combat environmental problems, businesses have had to make efforts to produce green products, adapt production technologies to environmentally friendly production, and develop innovative and green methods in many areas such as packaging and design (Koçoğlu & Koçoğlu, 2017: 418).

Environmentally friendly consumers avoid products that cause great harm to the environment during manufacture, consumption, or disposal. With this attitude of consumers who use their purchasing power against environmental problems, environmentally friendly products have started to increase in the market (Mosavıchechaklou, 2017: 1).

Green purchasing is defined as sustainable products and services that minimise negative environmental impacts (Dubey, 2013:188). Green products are environmentally friendly and recyclable. These products do not pollute the world and do not exhaust natural resources (Türk & Gök, 2010: 204). They have some benefits for people. For example, green purchasing behaviour can contribute to the transition to safer cleaning products and reduce many health problems like cancer. Green purchasing behaviour also benefits the sustainability of natural resources too. Overall, implementing and integrating green purchasing concepts constitute a system-wide process reform that collectively contributes to reducing a company's ecological footprint. For example, buying 100% recycled paper; can reduce energy use by 44%, greenhouse gas emissions by 37%, solid waste emissions and water use by 50%. Green purchasing focuses on solving various environmental problems such as climate change, deforestation, air, water, soil pollution, waste generation and packaging waste. On the other hand, from a health and social point of view, green purchasing improves the quality of life by improving public services. The goal of green purchasing is to reduce the environmental impact of resource use and increase resource efficiency (Slastanova, 2021: 3).

For the reasons explained above, sustainability and environmental protection are important for all cities, especially tourist destinations. Therefore, in these cities, both local people and visitors need to engage in behaviours such as green purchasing and green altruism.

Many studies have been conducted in the literature on green purchasing. These studies were mostly conducted on a sample of local consumers or university students. However, it is also important to examine the green purchasing behaviour of consumers who come to the destination from other places in touristic destinations. Especially studying the green purchasing behaviour of refugees who try to be integrated into the destination is important in developing tourism and environmental policies. When the relevant literature is reviewed, we have not found any study examining the ecological purchasing behaviour of immigrants or refugees.

Millions of refugees migrated to Turkey due to wars in Syria. The number of Syrian refugees under temporary protection registered in Turkey is 3 million, 723 thousand 674 people. Although Syrian refugees are under temporary protection, they have been living in Turkey since 2011 (Nurdoğan et al., 2017). More than 200 thousand of these refugees became Turkish citizens (Mülteciler.org.tr, 2021). It is thought that this study, which aims to determine the environmentalist purchasing behaviours of refugees, will fill the gap in the literature and will be a reference for decision makers when making decision. This study aims to determine the green purchasing behaviours and is of refugees residing in destinations in Turkey.

2. Literature Review

Because of widespread use of green purchasing behaviour, green marketing practices have become very important in purchasing decisions. Therefore, many academic studies have been conducted on green purchasing. As a result of the literature review, it has been seen that there are many studies on green purchasing. It is seen that these studies are generally based on a sample of local consumers.

Witek and Kuzniar (2021), studied an article titled "Green Purchase Behavior: The Effectiveness of Sociodemographic Variables for Explaining Green Purchases in Emerging Market". They examined how sociodemographic factors explain consumers' green purchasing behaviour. For this purpose, a questionnaire was applied to 650 Polish consumers. The study examined the differences between gender, age, education level, personal financial situation, and the number of children in the family. As a result of the study, it was concluded that all the above-mentioned sociodemographic variables were effective in awareness of green products and purchasing behaviour. The study results showed that female consumers have a more positive attitude towards purchasing green products than male consumers. In addition, it was concluded that the better the financial situation of the consumers, the more their intention to buy green products.

Onurlubaş et al. (2017) wanted to reveal consumers' thoughts about green products and determine the demographic factors that affect consumers' green product purchasing behaviour. For this purpose, a face-to-face survey was conducted with 400 consumers in the city centre of Bursa. As a result of the analysis, it was determined that 80% of the consumers prefer green products in their shopping. It has been revealed that there is a significant relationship between consumers' green product purchasing behaviour and demographic factors such as gender, income, age, and marital status. As a result of the study, it is detected that environmental knowledge is a very important indicator of green product consumption and purchase (Mosavıchechaklou, 2017: 32).

Goh et al. (2011) also examined the factors affecting green purchasing behaviours, such as social impact, ecological impact, green product information, environmental label, certain environmental information, environmental concern, and ecological attitude. The study was conducted on 300 people on the Island of Penang, Malaysia. The research has determined that the factors affecting green product purchasing behaviour are social impact, environmental concern, green product knowledge, special environmental knowledge, ecological product label awareness and label reliability and income level.

In the studies on green purchasing behaviour, there are also studies on the sample of foreigners, university students, and local people. Tayfun and Öçlü (2016) investigated the importance of ecological products in the purchasing decisions of university students' perspectives on green marketing. The research examined green purchasing behaviours among university students in Izmir. As a result of the study, it was concluded that university students, who are described as the young generation, are weak in preferring environmental products. Participants mostly stated that they do not choose ecological products.

Saydan and Kanıbir (2007) studied Green Consumption' Attitudes and Purchasing Behaviors of students. The sample of the research consisted of students studying at Balıkesir University and Yüzüncü Yıl University. A significant difference between high-income and low-income students was observed in the behaviour of purchasing environmentally friendly products. In this case, it has been stated that the "income level" factor is a determining factor in turning to environmental products. However, it has been concluded that the parents' education level is a leading determinant in the differentiation of students' consumption behaviours as "environmental" or "non-environmental". In the study, it was stated that for today's consumption society to turn into an environmentalist consumer society, it is of strategic importance for tomorrow's parents to be educated and equipped in this direction for a high standard of social life.

Paylan and Varinli (2015) examined the relationship between religious beliefs, collectivist cultural values and ecological sensitivities of individuals and investigated their reflections on green product consumption. It has been determined that religious beliefs affect the environmental sensitivity of those living in foreign countries.

Çayırağası (2022) measured the mediating role of sustainability awareness in the effect of green marketing perception on purchasing environmentally sensitive products. In this direction, the data obtained on the basis of a quantitative research were analyzed with statistical techniques such as descriptive statistics, factor analysis, independent sample t-test and one-way analysis of variance (ANOVA), correlation and regression analysis. The findings indicate that the perception of green marketing has an effect on environmentally friendly purchasing activity, and that sustainable consciousness also has a partial mediation effect on the effect of green marketing perception on purchasing environmentally sensitive products.

Karaca and Yemez (2022) Examined the Behavior of Recommending Green Hotels and Purchasing Intent within the Scope of Planned Behavior Theory. Within the scope of the research, data were collected from 569 people using the online survey technique. Measurement model and analysis were performed on the data within the scope of Structural Equation Modeling (SEM) with AMOS. According to the results of SEM Analysis, attitude, subjective norms and perceived behavioral control variables affect recommending behavior and purchase intention positively and significantly. It also affects the recommending behavior and purchase intention in a positive and meaningful way.

3. Research Method

This study aims to determine refugees' green purchasing behaviours and green altruism in tourist destinations. For this purpose, questionnaires were collected from 728 refugees living in the Istanbul, Antalya and Izmir provinces. In the article, the Ethics Committee Approval required for the data collection phase is arranged with the Gaziantep University/ Social Science Institution and 23.12.2021 / ve E-81948136-100-129399. The study, which conducted to determine the green purchasing behaviours of immigrants. The scale items in the questionnaire were created as a 5-point Likert (1 strongly disagree … 5 strongly agree). The convenience sampling method collected the study data between October 1 and December 25, 2021. Before the data analysis was obtained, the normal distribution test was performed to test whether the items had a normal distribution. It has been determined that the skewness and kurtosis values are between -2 and +2. Since skewness and kurtosis values are in the range of -2, +2, it is acceptable for normality (George & Mallery, 2010), and parametric tests were used in the study.

The questionnaire form created to collect the research data consists of two parts. In the first part, statements about the demographic characteristics of the participants are included. The second part contains expressions related to Environmental Purchasing Scaleand Ecological Altruism Scale. The scale used was used for the scale of green purchasing and green altruism (Atay et al. 2019). It was determined that the Cronbach Alpha value of the Environmental Purchasing Scale was .778, and the Cronbach Alpha value of the Ecological Altruism Scale was 787. According to Özdamar (2004: 632-633), the scale with an Alpha value higher than 0.60 is reliable. Therefore, it can be said that the scales used in the study are reliable.

4. Results

In this part of the research, the demographic information of the participants participating in the research and the T test and Anova tests are included.

Table 1. Demographic Characteristics of Refugee Participants

Gender	**N**	**%**
Female	444	61
Male	284	39
Total	728	100
Marital Status	**N**	**%**
Married	459	63
Single	269	37
Total	728	100
Age	**N**	**%**
18-25	429	58,9
26-35	197	27,1
36-45	75	10,3
46-55	16	2,2
56 and above	11	1,5
Education Level	N	%
High School or Undergraduate	129	17,7
Bachelor's Degree	528	72,5
Postgraduate	71	9,8
Total	728	100
Monthly Income (₺)	**N**	**%**
Minimum Wage (4250)	420	57,7
Minimum Wage - 5000	135	18,5
5001 - 7500	69	9,5
7501-10000	49	6,7
10000 and above	55	7,6
Total	728	100

Five questions, such as gender, marital status, age, education level, and monthly income level, were asked to determine the participants' demographic characteristics. The findings obtained through the answers to these questions are shown in Table 1. According to the relevant table, 61% of the participants are felame, and 39% are men. 63% of the participants are married, and 37% are single. 58.9% of the participants in the study are 18-25, 27.1% are 26-35, 10.3% are 36-45, 2.2% are 46-55 years old, and 1.5% are in the age range of 56 years old or above. It was determined that 17.7% of the participants are from high school or undergraduate, 72.5% are bachelor's degrees, and 9.8% are postgraduates. The table shows that 57.7% of the participants have a minimum wage income. It has been determined that 18.5% of them have a minimum wage – of 5000 ₺ income, 9.5% of them have 5001 – 7500 ₺, 6.7% of them have 7501 -10000 ₺, and 7.6% of them have 10000 ₺ and above.

Table 2. Green Purchasing Scale Factor Analysis

Items	Factor Loads
I buy eco-friendly products for my daily needs.	,792
I have purchased an eco-friendly product in the last six months.	,819
I think I can help solve environmental problems.	,679
I can protect the environment by purchasing environmentally friendly products.	,589
If I buy products that save money, I save natural resources.	,543
I try to buy everyday household items (such as groceries or cleaning products) that will not harm the environment.	,549
I try to buy environmentally friendly touristic products (such as green hotels, and electric vehicles) during my travel.	,594

*KMO: ,974; Barlett Sphericity Test: 9087,052 (Sig.: ,000)

**Eigenvalue: 12,062

Table 2 shows factor analysis results of the Green Purchasing Behaviour Scale. As a result of the factor analysis, one factor with an eigenvalue greater than one was obtained. As seen in Table 2, the "Green Purchasing Scale" has one dimension and seven items. It was concluded that the factor loads of the factors took values between 0,543 and 0,819.

Table 3. Green Altruism Scale Factor Analysis

Items	Factor Loads
If my actions harm the natural environment, I stop doing them.	.648
I am ready to take on responsibilities to help protect the natural environment	.767
I am willing to do something for the environment, even if my efforts are not appreciated.	.776
I always do what I think is good for the environment	.732
I am willing to go out of my way to do what is environmentally friendly.	,765

*KMO: ,974; Barlett Sphericity Test 9068,022 (Sig.: ,000)

**Eigenvalue: 14,062

As a result of the factor analysis, one factor with an eigenvalue greater than one was obtained. As a result of the factor analysis, it was determined that the "green altruism scale" had one dimension and five propositions. It was concluded that the factor loads of the propositions took values between648 and 776.

Table 4. Green Purchasing and Green Altruism Levels of Refugees

Factors	Min.	Max.	$\bar{X}$	S.d.
Green Purchasing	1	5	2,08	.71776
Green Altruism	1	5	1,95	.74267

The scale averages are shown in Table 4. It is striking that the average green purchasing behaviour of refugees ($\bar{x}$=2.08) is low, and the average green altruism behaviour of refugees ($\bar{x}$=1.95) is low. Therefore, it can be said that the green altruism levels and green purchasing behaviours of refugees living in Turkey are low.

Table 5. T-Test Results for Gender Variable

Factors	Gender	x̄	S.d.	t	p
Green Purchasing	Male	2,11	,62326	-,813	.417
	Female	2,07	,58487		
Green Altruism	Male	1,96	,68694	1,078	.306
	Female	1,93	,54248		

In Table 5, it has been examined whether there is a significant difference in the green purchasing and green altruism behaviours of refugees in touristic destinations according to the gender variable. The table shows that refugees' green purchasing and ecological sacrifice behaviours do not show a statistically significant difference according to the gender variable ($p \geq 0.05$). The averages show that female and male participants' green purchasing and green altruism behaviours were low ($\bar{x}<3$).

Table 6. T-Test Results for Marital Status Variable

Factors	Marital Status	x̄	S.d.	t	p
Green Purchasing	Married	2,25	,61776	3,370	**.001**
	Single	1,90	,55614		
Green Altruism	Married	2,01	,64267	3,419	**.000**
	Single	1,85	,51464		

Table 6 examines whether there is a significant difference in refugees' green purchasing behaviour and green altruism behaviours according to marital status. According to the table, it has been determined that refugees' green purchasing and green altruism behaviours show a statistically significant difference according to the marital status variable ($p \leq 0.05$). The averages show that the green purchasing behaviours of the married refugees ($\bar{x}$=2,25) were relatively higher than the single refugees ($\bar{x}$=1,90).In addition, the averages show that the married refugees ($\bar{x}$=2.01) have a higher level of environmental awareness than the single refugees ($\bar{x}$=1.85)

Table 7. ANOVA Test Results for Age

Factors	Age	x̄	S.d.	f	p
Green Purchasing	18-25	2,71	,59711	3,554	**.007**
	26-35	1,98	,58719		
	36-45	1,97	,60754		
	46-55	1,85	,43605		
	56 or above	1,86	,79493		
Green Altruism	18-25	2,58	,61967	2,667	**.031**
	26-35	1,82	,57168		
	36-45	1,84	,53810		
	46-55	1,63	,51753		
	56 or above	1,80	,81486		

Table 7 shows the results of the Anova Test conducted to determine whether there is a significant difference according to the age variable in the green purchasing and green altruism behaviours of refugees. According to the table, it was determined that refugees' green purchasing and green altruism behaviours showed a statistically significant difference according to the age variable ($p \leq 0.05$). Tukey test was used to determine which groups caused this difference. According to the Tukey test, there is a difference between refugees aged 25 and under and refugees in other age groups, both in green purchasing behaviour and green altruism. Averages show that the green purchasing behaviour of the refugees aged 18-25 ($\bar{x}$=2,71) was higher than the other age groups ($\bar{x}<2.00$). Additionally, averages show that the green altruism of the refugees aged 18-25 ($\bar{x}$=2,58) was higher than the other age groups ($\bar{x}<2.00$). Therefore, it

can be said that the new generation refugees are more sensitive to the environment than the old generation refugees. However, even the new generation of refugees has low levels of green purchasing and environmental self-sacrifice behaviours.

Table 8. ANOVA Test Results of Education Level

Factors	Education Level	x̄	S.d.	f	p
Green Purchasing	High School or	1,95	,61041	4,646	.010
	Bachelor's Degree	2,09	,59426		
	Postgraduate	2,18	,59277		
Green Altruism	High School or	1,92	,58572	.716	.489
	Bachelor's Degree	1,95	,60700		
	Postgraduate	1,91	,60621		

Table 8 shows the results of the Anova Test conducted to determine whether refugees' green purchasing and green altruism behaviours significantly differ according to their education level. It has been determined that there is a statistical difference in the green purchasing behaviour of refugees according to their education level ($p \leq 0.05$). According to the Tukey test, there is a difference between refugees who graduated high school or undergraduate and under and refugees who graduated higher degrees. The averages show that refugees educated in high school or undergraduate ($\bar{x}$=1.95) have less green purchase behaviour than refugees educated with bachelor's degrees ($\bar{x}$=2.09) and postgraduate degrees ($\bar{x}$=2,18).

Table 9. ANOVA Test Results of Income Level

Factors	Income Level	x̄	S.d.	f	p
Green Purchasing	Minimum wage	2,1081	,58729	.964	.426
	Minimum Wage - 5000	2,0450	,64172		
	5001 - 7500	2,1636	,63240		
	7501 and 10000	2,0053	,53220		
	10000 and above	2,1654	,60601		
Green Altruism	Minimum wage	1,9731	,60036	1,35	.250
	Minimum Wage - 5000	1,8544	,59276		
	5001 - 7500	2,0348	,60678		
	7501 and 10000	1,9347	,64600		
	10000 and above	1,9573	,59632		

The results of the Anova Test, which was conducted to determine whether refugees' green buying and green altruism behaviours show a significant difference according to their income level, are shown in Table 9. According to the related table, it has been determined that refugees' green purchasing and green altruism behaviours do not show a statistical difference in their income level ($p \geq 0.05$). The averages shows that refugees' green purchasing and green altruism behaviours were low ($\bar{x}$<2,20).

Table 10. Regression Analysis Results

Model	R	R^2	Adjusted R^2	Estimated Standard Error	Durbin- Watson
1	0,711[a]	0,506	0,504	0,55804	1,080

The Pearson correlation coefficient determines the degree of the linear relationship between the two factors in the regression coefficient. The calculated R value is between -1 and +1 (Field, 2009:221). Before starting the Regression Analysis, the Durbin-Watson test was performed, and the results were given. This test shows whether there is autocorrelation between terms. If this test result is below 3, regression analysis can be performed. According to the Durbin-Watson test results, it is seen that this value is below 3 (1,080). It is concluded that green altruism, the independent variable according to the R^2 value, explains 50.6% of

the variance of green purchasing, which is the dependent variable. According to this result, it is understood that environmental altruism predicts green purchasing behaviour by 50.6%

Table 11. Regression Analysis Results on Green Altruism and Green Procurement Variables

Model		**Sum of**	**Df**	**Average of**	**F**	**P**
1	Regression	101,952	1	101,952	327,388	0,000[b]
	Residual	99,651	320	0,311		
	Total	201,602	321			

Model		**Non-standardized**		**Standardised**	**T**	**P**
		B	**Std. error**	**Beta**		
Independent variables	Constant	0,183	0,076		2,394	0,000
	Green Purchasing	0,947	0,052	0,711	18,094	0,027

The table shows that the model was significant according to the multiple linear regression analysis performed to measure the statistically significant effect of environmental purchasing behaviour on green purchasing behaviour (F=327.388; p=0.000).

5. Discussion and Conclusion

Environmental sustainability in a touristic destination is a very important issue regarding tourism, economy and social life. In addition to the local people residing in touristic destinations, the attitudes of people who temporarily settle in the destination towards the environment are very important in terms of environmental sustainability. Because refugees may stay in the countries where they took refuge for years or become citizens of the country, they took refuge. When the relevant literature is examined, there are many studies on green purchasing and green altruism in the example of temporary resident university students and foreigners, as well as local people residing in the destination. However, we have not found any studies on the green purchasing behaviour and green altruism of refugees living in destinations due to extraordinary situations such as wars and civil unrest. This study aims to determine the green purchasing behaviours and green altruism of refugees residing in touristic areas for a long time.

As a result of the research, it has been seen that the green purchasing behaviour levels and green altruism levels of refugees living in tourism destinations are low.

The study examined whether refugees' green purchasing and green altruism levels differ according to various demographic variables. It was concluded that refugees' green purchasing, and green altruism behaviours showed a statistically significant difference according to the age variable. Averages show that it was seen that the green purchasing and green altruism behaviours of new generation refugees between 18-25 were higher than older age groups. Accordingly, it can be said that the young people between 18-25 among therefugees have higher environmental awareness than the relatively older ones.

It has been observed that there is a statistically significant difference in the level of green purchasing behaviour and green altruism of refugees according to the marital status variable. In this context, it is seen that the green purchasing behaviour levels and environmental self-sacrifice levels of the married participants are relatively low compared to the single participants.

Examining the education variable, it is concluded that the green purchasing behaviours of refugees differ statistically according to their education level. According to this result, it was concluded that hifh school or undergraduate graduates' green purchasing behaviour levels were lower. This result is similar to the study of Witek and Kuzniar (2021). In addition, this result coincides with the results of Onurlubaş (2017)'s study.

In addition, it was concluded that refugees' green purchasing and green altruism behaviours did not show a statistically significant difference according to gender and income level.

Finally, within the scope of the research, it was examined whether the green altruism of refugees affect green purchasing behaviour. As a result of the study, it was concluded that the green altruism of refugees affect their environmental purchasing behaviours. This result differs from the results of the studies of Witek and Kuzinar (2021) and Onurbaş (2017).

Evaluating the results, it is recommended that local governments conduct awareness studies within the scope of environmental awareness for refugees who are temporarily integrated into the destination. In this context, it is recommended to give environmental and sustainability education to refugees to eliminate the cultural differences between refugees and local people in attitudes towards the environment. In addition, it is recommended that researchers develop a training program for refugees and compare the environmental attitudes of refugees before and after the education programme. The results of this research are limited to refugees living in Turkey. In future studies, it is recommended to analyze the green purchasing behaviors of local people and refugees comparatively.

Theoretical implications

When the national and international literature is examined, it is seen that there is no study on green purchasing and green altruism in the refugee universe. It is thought that this study will fill this gap in the literature.

Practical implications

As a result of the wars in neighbouring countries, Turkey has been receiving intense immigration since 2011. During these migrations, millions of refugees started to live in Turkey. In this context, while planning for the environmental sustainability of destinations, refugees should be considered an element of this planning. It is thought that this study will give an idea to the destination managers while preparing the environmental planning of the destinations.

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