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RESEARCH ARTICLE

The Effects of Death Anxiety, Health Anxiety and Environmental Anxiety on the Intention to Purchase Eco-Friendly Product and Consumption Behavior*

İlknur Korkmaz[1], Nil Esra Dal[2]

Abstract

This study examines the effects of death anxiety, health anxiety and environmental anxiety on the intention to purchase eco-friendly products and consumption behavior. This study also aimed to determine the mediating role of health anxiety, environmental anxiety, and intention to purchase eco-friendly products. People who buy eco-friendly products were identified via an online survey, and the data of 465 participants were analyzed with Partial Least Square Structural Equation Modeling technique. A significant effect of the exposure factor of death anxiety on health anxiety was determined. The suffering factor of death anxiety influenced environmental anxiety. Environmental anxiety, on the other hand, affects the intention to purchase an eco-friendly product. The intention to purchase an eco-friendly product also impacted eco-friendly consumption behavior. Environmental anxiety plays a mediating role between death anxiety and the intention to purchase eco-friendly products. The intention to purchase eco-friendly products also mediates the relationship between environmental anxiety and eco-friendly consumption behavior. Death anxiety forms the basis of health anxiety, environmental anxiety, intention to purchase eco-friendly products, and consumption behavior.

Keywords: Death Anxiety, Health Anxiety, Environmental Anxiety, Intention to Purchase Eco-Friendly Product, Eco-Friendly Consumption Behavior

Introduction

Environmental problems such as the increase in air, water, and noise pollution, thinning ozone layer, and climate change have led to many health problems. This situation will cause health conscious people to deal with the negative consequences of the environment on the individual and society and will lead to eco-friendly behavior (Ture & Ganesh, 2012: 42). Therefore, most consumers pay attention to the health and environmental effects of a product (Amin, Manzoor, & Farid, 2020: 113).

* This study is derived from İlknur Korkmaz's doctoral thesis titled "The effects of death anxiety, health anxiety and environmental anxiety on intention to purchase eco-friendly products and consumption behavior".

1 **Corresponding Author:** İlknur Korkmaz (Asst. Prof Dr.), Burdur Mehmet Akif Ersoy University, School of Applied Technology And Business, Department of Customs Businccss Adminisıration, Burdur, Türkiye. E-mail: ikorkmaz@mehmetakif.edu.tr ORCID: 0000-0002-9099-9633

2 Nil Esra Dal (Assoc. Prof. Dr.), Burdur Mehmet Akif Ersoy University, Bucak Business Administration Faculty, Department of Business Administration. Burdur, Türkiye. E-mail: nilesradal@mehmetakif.edu.tr ORCID: 0000-0002-3089-8873

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Death anxiety is the main motivation for human behavior and a fear that is the basis of many anxieties (Cicirelli, 2002: 358, as cited in Becker, 1973; Furer & Walker, 2008: 167). However, it is stated in the literature that death anxiety decreases with a good life, perceiving the world as safe and controllable (Bassett, 2007: 729). Health anxiety is the belief or excessive fear of developing a serious illness, which is often caused by the misinterpretation of physical symptoms or sensations (American Psychiatric Association, 2000; Barsky & Ahern, 2004 as cited in Alberts et al., 2013: 69). Health anxiety is the fear of developing a serious illness (Baumgartner & Hartmann, 2011: 1). In addition, health anxiety can motivate people to avoid certain harmful elements (Taylor, 2004: 113). Environmental anxiety involves worry, sadness, and fear about environmental problems, pity, and empathy for living things and objects affected by environmental problems, and an attitude toward behaviors that cause environmental problems (Takács-Sánta, 2007: 27). Environmental anxiety is also human-centered, and the environment is considered important because environmental degradation poses a threat to human health (Fransson & Gärling, 1999: 370). Considering that eco-friendly products do not pollute the environment (Shamdasani, Chon-Lin, & Richmond, 1993 as cited in Paul, Modi, & Patel, 2016: 123) and are suitable for human health (Elkington, Hailes, & Makower, 1990: 6, as cited in Moisander, 2007: 405), it is thought that eco-friendly products may be associated with death, health, and environmental anxieties. When the literature is examined, there are limited studies on purchasing eco-friendly products and death anxiety (Rahimah, Khalil, Cheng, Tran, & Panwar, 2018; Dönmez, 2020; Ülker, 2021) and health anxiety (Ecevit, Baş, & Öztek, 2022). However, no study has examined only the role of anxiety in the intention to purchase eco-friendly products and consumption behavior. In this respect, the study is considered original and is expected to contribute to the literature. Since the current study has a multidisciplinary approach in terms of the variables it deals with, it is thought that the study will contribute to other fields, including marketing.

Conceptual Framework and Hypothesis Development

Freud (1924) defined anxiety as an unpleasant emotional state and emotional response that includes fear, tension, worry, and physiological arousal. According to Becker (1973, as cited in Cicirelli, 2002: 358), death anxiety is the main motivation for behavior. People are instinctively programed to survive and are aware of death.

Eco-friendly products are products that do not pollute the environment, do not harm natural resources, can be recycled or protected (Shamdasani et al., 1993, as cited in Paul, et al., 2016: 123), are suitable for human or animal health, and do not harm the environment during production, use, or disposal (Elkington et al., 1990: 6, as cited in Moisander, 2007: 405). Ghorbanalipoor, Borjali, Sohrabi, & Falsafinejad (2010) stated that people with high death anxiety have more frequent health-promoting behaviors. Erciş, Kotan, & Türk (2016: 128)

revealed that consumers with death anxiety prefer healthy products by paying attention to the label information of the products in order to try to protect their physical health. Rahimah et al. (2018) found that death anxiety of consumers affects green purchasing intention and pro-environmental behavior. Dönmez (2020: 240) stated that death anxiety has a positive effect on purchasing environment-conscious brands. Ülker (2021) determined that the "organic consumer identity" dimension, one of the dimensions of the "organic brand attitudes" variable, is associated with death anxiety. In this regard, the first and second hypotheses of this study are as follows:

H1: Death anxiety has a statistically significant effect on the intention to purchase an eco-friendly product.

H1a: The uncertainty of death factor has a statistically significant effect on the intention to purchase an eco-friendly product.

H1b: The exposure factor has a statistically significant effect on the intention to purchase an eco-friendly product.

H1c: The suffering factor has a statistically significant effect on the intention to purchase an eco-friendly product.

H2: Death anxiety has a statistically significant effect on eco-friendly consumption behavior.

H2a: The uncertainty of death factor has a statistically significant effect on eco-friendly consumption behavior.

H2b: The exposure factor has a statistically significant effect on eco-friendly consumption behavior.

H2c: The suffering factor has a statistically significant effect on eco-friendly consumption behavior.

Becker (1973, as cited in Furer & Walker, 2008: 167) stated that death anxiety is a fundamental fear underlying many anxieties and phobias. Zilboorg (1943) stated that death anxiety is at the root of everything (as cited in Karakuş, Öztürk, & Tamam, 2012: 53). Death anxiety is a central feature of health anxiety and plays an important role in other concerns (Furer & Walker, 2008: 167). Rahimah et al. (2018) found that death anxiety affects environmental anxiety. In this regard, the third and fourth hypotheses of this study are as follows:

H3: Death anxiety has a statistically significant effect on health anxiety.

H3a: The uncertainty of death factor has a statistically significant effect on the body factor of health anxiety.

H3b: The uncertainty of death factor has a statistically significant effect on the additional factor of health anxiety.

H3c: The exposure factor has a statistically significant effect on the body factor of health anxiety.

H3d: The exposure factor has a statistically significant effect on the additional factor of health anxiety.

H3e: The suffering factor has a statistically significant effect on the body factor of health anxiety.

H3f: The suffering factor has a statistically significant effect on the additional factor of health anxiety.

H4: Death anxiety has a statistically significant effect on environmental anxiety.

H4a: The uncertainty of death factor has a statistically significant effect on environmental anxiety.

H4b: The exposure factor has a statistically significant effect on environmental anxiety.

H4c: The suffering factor has a statistically significant effect on environmental anxiety.

Experiencing mild health anxiety motivates individuals to seek appropriate health care and avoid substances harmful to health (Taylor, 2004: 113). Therefore, vigilance against threats to health is protective and promotes health-promoting behaviors (Baumgartner & Hartmann, 2011: 1). Consumers with a high level of eco-friendly product purchasing behavior see eco-friendly products as good for their health and helping to protect natural resources (Chan, 1999). Cervellon & Wernerfelt (2012: 177) stated that factors contributing to social welfare and health, such as reducing pollution, not using fur/leather, and equal approaches to employees, are the motivations for purchasing sustainable clothing in the eco-fashion sector. Ecevit et al. (2022) found that those who buy organic products have health concerns. In this regard, the fifth and sixth hypotheses of this study are as follows:

H5: Health anxiety has a statistically significant effect on the intention to purchase an eco-friendly product.

H5a: The body factor of health anxiety has a statistically significant effect on the intention to purchase an eco-friendly product.

H5b: The additional factor of health anxiety has a statistically significant effect on the intention to purchase an eco-friendly product.

H6: Health anxiety has a statistically significant effect on eco-friendly consumption behavior.

H6a: The body factor of health anxiety has a statistically significant effect on eco-friendly consumption behavior.

H6b: The additional factor of health anxiety has a statistically significant effect on eco-friendly consumption behavior.

Environmental anxiety is an attitude that directly determines intentions (Fransson & Gärling, 1999: 370). Therefore, environmental anxiety is often a direct antecedent of the intention to purchase an eco-friendly product (Newton, Tsarenko, Ferraro, & Sands, 2015). Rusyani, Lavuri, & Gunardi (2021) found that the strongest determinant of eco-friendly consumption behavior is environmental anxiety. Environmental anxiety is an important variable in the field of green marketing (Paul et al., 2016: 123). Consumers with environmental anxieties adopt a positive attitude toward organic products as eco-friendly and exhibit purchasing behavior (Cachero-Martínez, 2020: 4). For this purpose, Ahmed et al. (2021) stated that environmental anxiety positively affects the intention to purchase organic food products. Ay & Ecevit (2005: 259-260) found a significant relationship between environmental anxiety and environment-conscious consumer behavior. Studies have indicated that environmental anxiety has an impact on the intention to purchase an eco-friendly product or service (Doğan, Güngör, & Ömüriş, 2022; Hartmann & Apaolaza-Ibáñez, 2012; Hedlund, 2011; Kocagöz & İğde, 2022; Koenig-Lewis, Palmer, Dermody, & Urbye, 2014; Lee, 2008). In addition, studies have determined that environmental anxiety has an effect on eco-friendly consumption behavior (Lee, 2009; Yapraklı & Mutlu, 2021; Bulut, Nazli, Aydin, & Haque, 2021). Therefore, the seventh and eighth hypotheses of the study were formed as follows:

H7: Environmental anxiety has a statistically significant effect on the intention to purchase an eco-friendly product.

H8: Environmental anxiety has a statistically significant effect on eco-friendly consumption behavior.

Terror Management Theory, which states that the instinct of self-preservation is the basis of every motive (Solomon, Greenberg, & Pyszczynski, 1991), argues that people shape their behavior according to this instinct. In addition, Mikulincer, Florian, & Hirschberger (2003) mention that cultural worldview and self-esteem are two psychological defenses that reduce death anxiety. Therefore, people try to increase their self-esteem and reduce their death anxiety by paying attention to what they eat and drink (Erciş et al., 2016). Because the way to survive is to be physically healthy. This condition sometimes causes health anxiety in many people (Looper & Kirmayer, 2001, as cited in Abramowitz, Olatunji, & Deacon, 2007:

86). Death anxiety plays an important role in other forms of anxiety and is at the center of health anxiety (Furer & Walker, 2008: 167). At the same time, death anxiety is a basic fear underlying many anxieties (Becker, 1973, as cited in Furer & Walker, 2008: 167). For this reason, people with death anxiety prefer healthy products by placing importance on product label information to protect their health (Erciş et al., 2016). Since eco-friendly products and services do not pose a danger to human health (Elkington et al., 1990: 6, as cited in Moisander, 2007: 405), it is thought that people's death and health anxieties may effect the intention and consumption of these products. Based on the literature, people prefer healthy products to protect their physical health (Erciş et al., 2016) because the way to survive is through physical well-being (Looper & Kirmayer, 2001, as cited in Abramowitz, et al., 2007: 86). Since eco-friendly products do not harm health (Elkington et al., 1990: 6, as cited in Moisander, 2007: 405), health anxiety may have a mediating role between death anxiety and the intention to purchase eco-friendly products. In this regard, the ninth hypothesis of this study is as follows:

H9: Health anxiety has a mediating role in the effect of death anxiety on the intention to purchase eco-friendly product.

H9a: The effect of the uncertainty of death factor on the intention to purchase an eco-friendly product is mediated by the body factor of health anxiety.

H9b: The effect of the uncertainty of death factor on the intention to purchase an eco-friendly product is mediated by the additional factor of health anxiety.

H9c: The effect of the exposure factor on the intention to purchase an eco-friendly product is mediated by the body factor of health anxiety.

H9d: The effect of the exposure factor on the intention to purchase an eco-friendly product is mediated by the additional factor of health anxiety.

H9e: The effect of the suffering factor on the intention to purchase an eco-friendly product is mediated by the body factor of health anxiety.

H9f: The effect of the suffering factor on the intention to purchase an eco-friendly product is mediated by the additional factor of health anxiety.

Death anxiety is at the root of many anxieties (Becker, 1973, as cited in Furer & Walker, 2008: 167), and death anxiety may also be the basis of environmental anxiety. As a matter of fact, a study in the literature (Rahimah et al., 2018) has determined that death anxiety affects environmental anxiety. It is thought that death anxiety will affect environmental anxiety, and environmental anxiety will affect the intention to purchase an eco-friendly product. Environmental anxiety is suggested to play a mediating role in this impact process.

An important indirect determinant of certain environmental behaviors is environmental anxiety (Bamberg, 2003: 23). Leblebici Koçer & Delice (2016: 112) revealed that environ-

mental anxiety plays a mediating role in the relationship between green advertising attitude and environmental sensitivity. Rahimah et al. (2018) found that environmental anxiety plays a mediating role between death anxiety and the intention to purchase an eco-friendly product. Ahmed et al. (2021) stated that environmental anxiety has a mediating effect between attitude and intention to purchase organic food. Thus, the tenth hypothesis of this study is as follows:

H10: Environmental anxiety has a mediating role in the effect of death anxiety on the intention to purchase an eco-friendly product.

H10a: Environmental anxiety has a mediating effect on the effect of the uncertainty of death factor on the intention to purchase an eco-friendly product.

H10b: Environmental anxiety has a mediating effect on the effect of the exposure of death factor on the intention to purchase an eco-friendly product.

H10c: Environmental anxiety has a mediating effect on the effect of the suffering of death factor on the intention to purchase an eco-friendly product.

Intention is the motivation factor that affects a behavior and the desire to perform it (Ajzen, 1991: 181). In this respect, intention leads to the occurrence of behavior (Ali, Khan, Ahmed, & Shahzad, 2011: 218). Intention is widely used to predict eco-friendly behavior (Mahardika, Thomas, Ewing, & Japutra, 2020: 1). Therefore, the eleventh hypothesis of this study is as follows:

H11: The intention to purchase eco-friendly products has a statistically significant effect on eco-friendly consumption behavior.

As consumers become more anxious about the environment day by day, their intention to buy eco-friendly products has increased (do Paço, Raposo, & Filho, 2009: 17). Eco-friendly consumption behavior is a voluntary behavior that reflects a conscious effort to solve some environmental problems, such as global warming, environmental degradation, and climate change. Thus, consumers voluntarily try to minimize the negative effects on the environment by purchasing organic and eco-friendly products (Mainieri, Barnett, Valdero, Unipan, & Oskamp, 1997, as cited in Wang, Wang, & Gao, 2020: 1). Ali et al. (2011: 218) stated that consumers who see environmental pollution as a problem are more likely to buy eco-friendly products. In this respect, the authors explained that when consumers pay attention to environmental problems, their attitudes and their intention to buy eco-friendly products also change. Based on the literature, it is believed that environmental anxiety may affect the intention to purchase an eco-friendly product, and the intention may affect eco-friendly consumption behavior. It is argued that the intention to purchase eco-friendly products mediates this effect. Because intention is widely used to predict eco-friendly consumption behavior (Mahardika, et al., 2020: 1). Therefore, the twelfth hypothesis of this study is as follows:

H12: The effect of environmental anxiety on eco-friendly consumption behavior is mediated by the intention to purchase an eco-friendly product.

Method

The aim of this research is to examine the effects of death anxiety, health anxiety and environmental anxiety on the intention to purchase eco-friendly products and consumption behavior. In addition, determining the mediating role of health anxiety, environmental anxiety, and the intention to purchase an eco-friendly product constitutes the other purpose of the research.

Descriptive and relational analysis methods were adopted in the research design of this study. Descriptive research describes the characteristics of a population, such as age, education, and occupation (Gegez, 2019: 33-37).

Research Model and Variables

The model used in this study is shown in Figure 1. In the research model, the factors of each scale are also included.

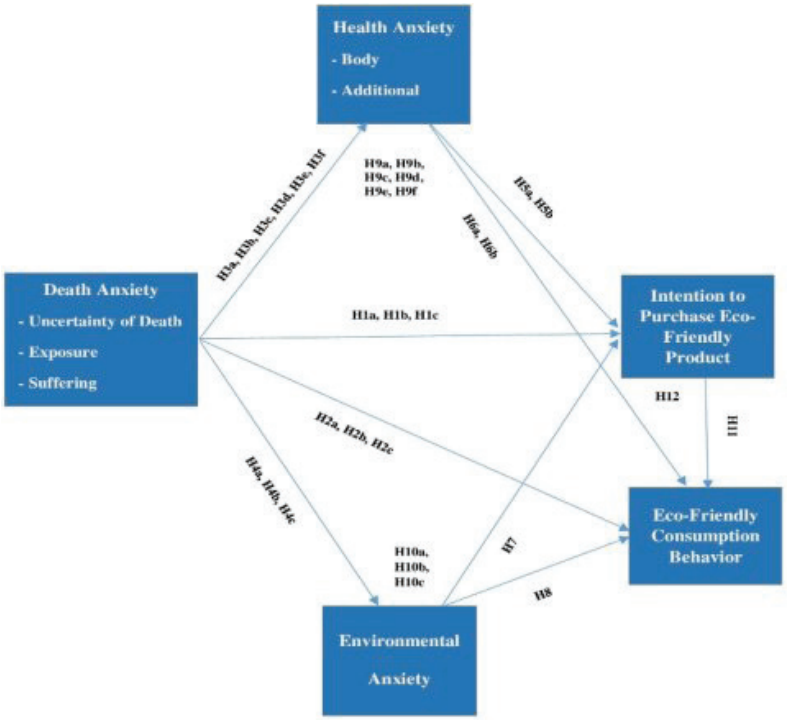

Figure 1. Model of the Study

Population of the Research and Sampling Method

The population of the research is people living in Türkiye and purchasing eco-friendly products. To reach people who buy eco-friendly products, a question such as "Have you purchased an eco-friendly product before?" was added to the survey form. People who answered "no" were excluded from the sample. To reach people who easily and quickly buy eco-friendly products, the convenience sampling method was applied due to cost and time constraints. Convenience sampling is the method of obtaining data from the most easily accessible participants until the targeted sample size is achieved (Gürbüz & Şahin, 2016: 132-134).

There is no information on the number and geographical distribution of people who buy eco-friendly product in Türkiye. However, in the case of a population size of 1,000,000, a sample size to be 384 people (Sekaran & Bougie, 2016: 264). In this regard, a sample size of 384 was considered sufficient for the current study.

Data Collection Method and Tool

A quantitative method was adopted in the research, and the browsing method was used for data collection. A survey is a method of applying a prepared and structured survey to sampling to obtain information from people on a particular subject (Malhotra, 2023: 167).

The scales used in this study are listed in Table 1. Both the original and Turkish translations of the scales were checked by two academicians who have English proficiency and are experts in the field of marketing, and necessary translation corrections were made. There are 66 questions in all.

Table 1
Scales Used in the Research

SCALE NAME	SPECIALITY	DEVELOPER	TRANSLATE TO TURKISH
Death Anxiety	5-point Likert scale, 20 items and 3 factors: The Uncertainty of Death, Exposure, and Suffering Reliability: 0.83	Sarıkaya & Baloğlu, 2016	
Health Anxiety	4-point sequential response, 18 items and 2 factors: Body and Additional Reliability (in Turkish Translation): 0.91	Salkovskis, et al., 2002	Aydemir, et al., 2013
Environmental Anxiety	5-point Likert scale, 12 items, and single factor Reliability (in Turkish Translation): 0.78	Straughan & Roberts, 1999	Ay & Ecevit, 2005
Intention to Purchase Eco-Friendly Product	5-point Likert, 4 items and Single factor Reliability (in Turkish Translation): 0.81	Song et al., 2012	Erciş & Türk, 2019
Eco-Friendly Consumption Behavior	5-point Likert, 4 items and Single factor Reliability (in Turkish Translation): 0.82	Lee, 2008	Uyar, 2019

Health Anxiety 4-point Likert (0=Never, 1=Sometimes, 2=Mostly, 3=Always),
Death Anxiety, Environmental Anxiety, Intention to Purchase an Eco-Friendly Product, and Eco-Friendly Consumption Behavior scales are 5-point Likert scales (1=Strongly Disagree, 2=Disagree, 3=Neither Agree or Disagree, 4=Agree, 5=Strongly Agree)

Ethics Committee Approval

In this study, ethics committee approval was obtained from the decision of Burdur Mehmet Akif Ersoy University, meeting dated 01.12.2021, meeting number 2021/12, numbered GO 2021/417.

Analysis of Data and Findings

In this research, the Statistical Package for the Social Sciences (SPSS) 20 was used for descriptive statistics and pre-test reliability analysis; SmartPLS 4.0.9.2 program was used for validity and reliability analysis, structural equation modeling, and hypothesis testing.

Two pretest studies were conducted to test the intelligibility of the scale items and questions in the survey form. The pre-test is the application of the survey to a small sample to improve the survey by eliminating possible problems (Malhotra, 2023: 312). For the first pretest, 89 people were reached online, and 73 people who had previously purchased eco-friendly products were included in the sample. Data collected from the 73 participants were analyzed. Because of the pretest, corrections were made to make the items and questions in the survey form more understandable. The survey form was revised based on the results obtained from the first pretest. Then, with the second pretest, the new survey form was applied face-to-face to 150 participants. After determining the reliability of the scales in the survey form, an online survey was conducted with 484 respondents. The reliability results of the scales because of the pretest were also examined. Reliability analysis defines the degree to which the research scale consistently measures the conceptual structure. In the reliability analysis, the reliability coefficient was measured using Cronbach's alpha (Gürbüz & Şahin, 2016: 309-325). Saruhan & Özdemirci (2016: 196) stated that a Cronbach's alpha value less than 0.60 indicates low reliability and greater than 0.80 indicates good reliability. The Cronbach's alpha value of the death anxiety scale was 0.95, the health anxiety scale was 0.93, the environmental anxiety scale was 0.81, the intention to purchase eco-friendly product scale to be 0.87, and the eco-friendly consumption behavior scale to be 0.90. Since the reliability results were high and the comprehensibility of the survey form was determined, the survey form was applied online between December 2021 and June 2022.

Descriptive Statistics

Within the scope of the research, 484 people were reached. 19 survey forms were excluded from the scope of the study because they were filled out incompletely and incorrectly. Analyses were performed on the remaining 465 survey forms. When the demographic findings are examined; 52% of the participants are women, 34% are between the ages of 35-44, 44.1% are high school graduates, 30.1% are private sector employees, 37.2% have an income of 3000-5000 TL and 84.1% do not have a chronic disease. 21.9% of the participants always, 35.3% often, 40.4% occasionally and 2.4% very rarely purchase eco-friendly products.

Partial Least Squares Structural Equation Modeling (PLS-SEM)

PLS-SEM can model more than one independent variable and more than one dependent variable, make stronger predictions (Garson, 2016), and work with smaller sample sizes (Avkiran & Ringle, 2018; Sarstedt, Ringle, & Hair, 2021: 13). In this study, the reliability and validity of the measurement model were determined, the structural model was evaluated, and the hypotheses were tested.

Evaluation of the Measurement Model

Hair et al. (2021) explained that measurement models should be evaluated in four steps according to indicator reliability, internal consistency reliability, convergent validity, and discriminant validity.

Indicator reliability is the square of the factor loadings, and indicator loadings below 0.40 should be deleted (Avkiran, 2018: 8; Hair, Ringle, & Sarstedt, 2011; Hair, Hult, Ringle, & Sarstedt, 2017). For internal consistency reliability, Hair et al. (2011: 145-146; 2017) stated that Cronbach's Alpha and Composite Reliability (CR) should be at least 0.70. Dijkstra-Henseler's rho_A value functions as a compromise between Cronbach's Alpha and composite reliability and should be above 0.70 (Hair et al., 2017; 2021). Items with an indicator reliability of less than 0.40 were excluded from the measurement model. To meet the Fornell-Larcker and Heterotrait-Monotrait (HTMT) conditions, the overlapping items of the scales that did not meet the criteria were deleted. After deleting the items, the reliability and convergent validity results of the measurement model are shown in Table 2.

Table 2
Reliability and Convergent Validity

Variable	Factor	Item Code	Factor Loadings	Indicator Reliability	Cronbach's Alpha	rho_A	CR	AVE
Critical Value			**≥0,40**	**≥0,40**	**≥0,70**	**≥0,70**	**≥0,70**	**≥0,50**
OK	OK_MK	MK1	0.805	0,648	0.940	0.940	0.939	0.688
		MK2	0.851	0,724				
		MK3	0.860	0,739				
		MK4	0.792	0,627				
		MK5	0.811	0,657				
		MK6	0.805	0,648				
		MK7	0.877	0,769				
	OK_AC	AC1	0.879	0,772	0.722	0.771	0.740	0.593
		AC3	0.642	0,412				

Variable	Factor	Item Code	Factor Loadings	Indicator Reliability	Cronbach's Alpha	rho_A	CR	AVE
Critical Value			**≥0,40**	**≥0,40**	**≥0,70**	**≥0,70**	**≥0,70**	**≥0,50**
SK	SK_Govde	GSK1	0.791	0,625	0.940	0.942	0.939	0.585
		GSK2	0.747	0,558				
		GSK4	0.847	0,717				
		GSK5	0.750	0,562				
		GSK7	0.731	0,534				
		GSK8	0.691	0,477				
		GSK9	0.736	0,541				
		GSK11	0.822	0,675				
		GSK12	0.653	0,426				
		GSK13	0.687	0,471				
		GSK14	0.916	0,839				
CK		CK7	0.744	0,553	0.849	0.849	0.848	0.583
		CK8	0.781	0,609				
		CK9	0.761	0,579				
		CK10	0.769	0,591				
CN		CN1	0.883	0,779	0.851	0.853	0.852	0.742
		CN2	0.839	0,703				
CT		CT1	0.961	0,923	0.915	0.921	0.917	0.847
		CT3	0.877	0,769				

Note: Death Anxiety (*OK*), Death Anxiety Exposure factor (*OK_MK*), Death Anxiety Suffering factor (*OK_AC*), Health Anxiety (*SK*), Health Anxiety Body factor (*SK_Govde*), Environmental Anxiety (*CK*), Intention to Purchase an Eco-Friendly Product (*CN*), Eco-Friendly Consumption Behavior (*CT*), Exposure (*MK*), Suffering (*AC*), Health Anxiety Body (*GSK*)

When Table 2 is examined, the reliability and convergent validity of the measurement model are ensured as it meets the specified threshold values.

For discriminant validity, cross-loadings, Fornell-Larcker criterion, and HTMT coefficients were examined in Table 3.

According to cross-loadings, the factor loadings of each indicator should have the highest value in their respective structures. The Fornell-Larcker criterion states that the square root of the AVE values of each latent structure should be greater than the correlation coefficients between other latent structures (Hair et al., 2011; 2017). Henseler, Ringle, & Sarstedt (2015 as cited in Hair et al., 2017) stated that if the structures are similar to each other in the path model, the threshold value for the HTMT coefficients should be 0.90, and if the structures are different, the threshold value should be 0.85. Discriminant validity was ensured according to the cross-loadings, Fornell-Larcker Criterion, and HTMT coefficients shown in Table 3.

Table 3
Discriminant Validity Results

Cross-Loadings

	OK_AC	CK	CN	CT	SK	OK_MK
AC1	0.879	0.317	0.462	0.348	0.203	0.491
AC3	0.642	0.325	0.327	0.183	0.127	0.465
CK10	0.210	0.769	0.556	0.494	0.060	0.189
CK7	0.396	0.744	0.512	0.357	0.116	0.256
CK8	0.313	0.781	0.504	0.504	0.086	0.204
CK9	0.342	0.761	0.494	0.441	0.117	0.246
CN1	0.390	0.638	0.883	0.758	0.136	0.226
CN2	0.509	0.525	0.839	0.677	0.151	0.290
CT1	0.351	0.567	0.796	0.961	0.091	0.197
CT3	0.304	0.516	0.738	0.877	0.058	0.180
GSK1	0.182	0.097	0.108	0.084	0.791	0.486
GSK11	0.160	0.134	0.175	0.107	0.822	0.495
GSK12	0.101	0.108	0.113	0.002	0.653	0.418
GSK13	0.107	0.055	0.119	0.067	0.687	0.431
GSK14	0.256	0.142	0.151	0.117	0.916	0.540
GSK2	0.203	0.123	0.145	0.100	0.747	0.436
GSK4	0.177	0.029	0.076	0.002	0.847	0.547
GSK5	0.179	0.119	0.163	0.073	0.750	0.444
GSK7	0.188	0.072	0.109	0.059	0.731	0.443
GSK8	0.130	0.010	0.116	0.009	0.691	0.436
GSK9	0.133	0.143	0.121	0.051	0.736	0.461
MK1	0.448	0.175	0.223	0.194	0.517	0.805
MK2	0.626	0.299	0.292	0.182	0.480	0.851
MK3	0.483	0.258	0.247	0.178	0.527	0.860
MK4	0.483	0.252	0.217	0.163	0.485	0.792
MK5	0.487	0.246	0.237	0.155	0.499	0.811
MK6	0.551	0.220	0.250	0.153	0.499	0.805
MK7	0.498	0.242	0.261	0.165	0.549	0.877

Fornell-Larcker Criterion

	CK	CN	CT	OK_AC	OK_MK	SK
CK	0.764					
CN	0.676	0.862				
CT	0.589	0.834	0.920			
OK_AC	0.411	0.520	0.357	0.770		
OK_MK	0.292	0.298	0.205	0.616	0.829	
SK	0.124	0.166	0.082	0.219	0.613	0.765

HTMT Coefficients

	CK	CN	CT	OK_AC	OK_MK	SK
CK						
CN	0.675					
CT	0.588	0.835				
OK_AC	0.428	0.527	0.353			
OK_MK	0.291	0.298	0.205	0.635		
SK	0.127	0.166	0.083	0.216	0.608	

Evaluation of the Structural Model

Hair et al. (2017) proposed evaluating a structural model in six steps according to collinearity issues, significance, and relevance of structural model relationships, R^2 values, f^2 effect size, predictive relevance Q^2, and q^2 effect size, respectively.

Tablo 4
Structural Model Evaluation Results

Exogenous Variable	Endogenous Variable	VIF	R^2	f^2	Q^2	q^2
OK_AC	**SK**	1.379	0.351	**0.029**	**0.215**	**0,015**
OK_MK		1.379		**0.488**		**0,248**
OK_AC	**CK**	1.379	0.120	**0.060**	**0.075**	**0,034**
OK_MK		1.379		0.012		

Exogenous Variable	Endogenous Variable	VIF	R^2	f^2	Q^2	q^2
OK_AC		1.500		**0.078**		**0,047**
OK_MK	**CN**	2.071	0.395	0.001	**0.323**	
SK		1.541		0.005		
CK		1.137		**0.352**		**0,257**
OK_AC		1.617		0.001		
OK_MK		2.074		0.000		
SK	**CT**	1.549	0.563	0.003	**0.483**	
CK		1.537		**0.031**		
CN		1.652		**0.623**		**0,452**

Omission distance for Q^2: 7
f^2 and q^2 formula (Henseler, Ringle, & Sinkovics, 2009; Hair et al., 2017):
$f^2 = (R^2 \text{ included} - R^2 \text{excluded}) / (1 - R^2 \text{ included})$
$q^2 = (Q^2 \text{ included} - Q^2 \text{ excluded})/(1- Q^2 \text{ included})$
VIF ≤3 (Hair, Risher, Sarstedt, & Ringle, 2019); <4 (Garson, 2016); <5 (Diamantopoulos, Riefler, & Roth, 2008); <10 (Henseler et al., 2009; Kline, 2016)

According to Table 4, the VIF values of the variables are lower than all the threshold values stated in the literature, and there is no linearity problem.

The relationships of the structural model should be evaluated by the significance of the t-values, p-values, and confidence intervals. If there is no zero value in the confidence interval, the path coefficient is significant at the 5% level (Hair et al., 2017). For the suitability of significant relationships in the structural model, path coefficients are interpreted relative to each other, and their dimensions are evaluated (Hair et al., 2017). Table 5 presents the hypothesis results, including the direct effects in the research model.

Table 5
Hypothesis Result Related to Direct Effects

Hypotheses				Standardized Beta	Standard Deviation	t value	p value	%95 Confidence Intervals
H1b	OK_MK	*à*	CN	-0.041	0.062	0.656	0.512	-0.169; 0.076
H1c	OK_AC	*à*	CN	0.266	0.098	2.708	0.007	0.071; 0.444
H2b	OK_MK	*à*	CT	0.014	0.056	0.252	0.801	-0.091; 0.126
H2c	OK_AC	*à*	CT	-0.029	0.092	0.315	0.753	-0.208; 0.154
H3c	OK_MK	*à*	SK	0.661	0.039	17.001	0.000	0.581; 0.733
H3e	OK_AC	*à*	SK	-0.161	0.047	3.466	0.001	-0.256; -0.074
H4b	OK_MK	*à*	CK	0.119	0.043	2.800	0.005	0.036; 0.202
H4c	OK_AC	*à*	CK	0.269	0.105	2.563	0.010	0.040; 0.451
H5a	SK	*à*	CN	0.069	0.053	1.302	0.193	-0.034; 0.173
H6a	SK	*à*	CT	-0.043	0.050	0.860	0.390	-0.140; 0.056
H7	CK	*à*	CN	0.492	0.082	6.012	0.000	0.308; 0.635
H8	CK	*à*	CT	0.145	0.093	1.565	0.118	-0.039; 0.321
H11	CN	*à*	CT	0.671	0.128	5.228	0.000	0.368; 0.873

* Bootstrap samples: 5,000 samples were selected at a significance level of 0.05. (Hair et al., 2011; 2017; Henseler et al., 2009)
T-values for two-tailed tests: * 1.65 (significance = 10%); ** 1.96 (significance = 5%); *** 2.57 (significance = 1%)
*p<0.1, **p<0.05, ***p<0.01 (Hair et al., 2017)

At the stage of ensuring the reliability and validity of the structural model of the research, the uncertainty of the death factor of death anxiety and the additional factor of health anxiety were excluded from the model on the grounds that it did not provide critical values. Because relevant factors were removed from the model, the hypothesis analyzes were made on the existing variables. Therefore, the direct effect hypotheses (H1a, H2a, H3a, H3b, H3d, H3f, H4a, H5b, H6b) regarding these factors are not included in Table 5. The hypotheses supported in Table 5 are as follows:

The suffering factor of death anxiety (*β=0.266, t=2.708, p=0.007, confidence interval=0.071;0.444*) and environmental anxiety (*β=0.492, t=6.012, p=0.000, confidence interval=0.308;0.635*) have a significant effect on intention to purchase an eco-friendly product. H1c and H7 hypotheses were supported. Exposure factor of death anxiety (*β=0.661, t=17.001, p=0.000; confidence interval=0.581;0.733*) and suffering factor (*β=-0.161, t=3.466, p=0.001; confidence interval=-0.256; -0.074*) have a significant effect on the body factor of health anxiety. H3c and H3e hypotheses were supported. Exposure factor of death anxiety (*β=0.119, t=2.800, p=0.005; confidence interval=0.036; 0.202*) and suffering factor (*β=0.269, t=2.563, p=0.010; confidence interval=0.040; 0.451*) had a significant effect on environmental anxiety. H4b and H4c hypotheses were supported. The intention to purchase an eco-friendly product (*β=0.671, t=5.228, p=0.004; confidence interval=0.368; 0.873*) has a significant effect on eco-friendly consumption behavior. The H11 hypothesis is supported. According to Table 5, the hypotheses H1b, H2b, H2c, H5a, H6a, and H8 were not supported (*p>0.05, t<1.96, the confidence intervals contain zero values*).

R^2 value of 0.20 is considered high in consumer behavior research (Hair et al., 2011; 2017). According to Table 4, exogenous variables explain endogenous variables at a rate of 0.120–0.563.

The f^2 effect size, the change in R^2 value when a certain external structure is removed from the model, evaluates whether the removed structure has a significant effect on internal structures (Hair et al., 2017). The f^2 coefficient at values of 0.02, 0.15, and 0.35 represent small, medium, and large effects, respectively (Cohen, 1988). If the f^2 value is less than 0.02, then there is no effect (Sarstedt et al., 2021). The effect of the exposure factor of death anxiety (f^2=0.001<0.02) and the body factor of health anxiety (f^2=0.005<0.02) was not determined. In Table 5, the direct effect of the exposure factor of death anxiety on environmental anxiety was found to be significant (p=0.005<0.05). However, Table 4 shows that the effect size of the exposure factor of death anxiety on environmental anxiety (f^2=0.012) is less than 0.02 and has no effect. Therefore, the H4b hypothesis, which was supported according to Table 5, was not supported when the f^2 value was examined. Moreover, in Table 5, no effect of environmental anxiety on eco-friendly consumption behavior was found (p=0.118>0.05) and the H8 hypothesis was not supported. In this regard, the f^2 value (f^2=0.031>0.02) is not significant.

The fact that the predictive relevance coefficients (Q^2) of the endogenous variables in the research model are higher than zero indicates that the model has the predictive relevance of the endogenous variables (Hair et al., 2011: 145-147). Table 4 shows that the Q^2 value exceeded zero (0.215; 0.075; 0.323 and 0.483). Therefore, the research model has predictive relevance for health anxiety, environmental anxiety, intention to purchase eco-friendly products, and eco-friendly consumption behavior.

The q^2 effect size represents the contribution of the extrinsic structure to the Q^2 value of the endogenous latent variable. The q^2 effect sizes of 0.02, 0.15, and 0.35 indicate that an exogenous structure has a small, medium, or large estimated relevance for a particular internal structure, respectively (Hair et al., 2017; Henseler et al., 2009). When Table 4 is examined, it is seen that the suffering factor of death anxiety has no effect on the body factor of health anxiety (q^2=0.015<0.02). In this context, the previously supported hypothesis H3e is not supported. The structural model of the research is presented in Appendix-1, and it shows the factor loadings, path coefficients, and R^2 values.

Mediation Effect Analysis

Zhao, Lynch, & Chen (2010) stated that the only condition for a mediation effect is that the indirect effect (a x b) must be significant. Hypothesis results were tested for the significance of indirect effects using the resampling method in the SmartPLS program and the findings are presented in Table 6.

Table 6
Hypothesis Result Related to Indirect Effects

Hypotheses		Standardized Beta	Standard Deviation	t value	p value	%95 Confidence Intervals
H9c	OK_MK -> SK -> CN	0.045	0.035	1.312	**0.189**	-0.022; 0.114
H9e	OK_AC-> SK -> CN	-0.011	0.010	1.166	**0.244**	-0.035; 0.003
H10b	OK_MK -> CK-> CN	0.059	0.023	2.530	**0.011**	0.018; 0.109
H10c	OK_AC -> CK -> CN	0.132	0.063	2.098	**0.036**	0.016; 0.263
H12	CK -> CN -> CT	0.330	0.080	4.145	**0.000**	0.179; 0.488

T-values for two-tailed tests: * 1.65 (significance = 10%); ** 1.96 (significance = 5%); *** 2.57 (significance = 1%)
*p<0.1, **p<0.05, ***p<0.01

According to Table 6, environmental anxiety has a mediating effect on the effect of the suffering factor of death anxiety on the intention to purchase an eco-friendly product (*β=0.132, t=2.098, p=0.036; confidence interval=0.016;0.263*). It was determined that the effect of environmental anxiety on eco-friendly consumption behavior was mediated by the intention to purchase an eco-friendly product *(β=0.330, t=4.145, p=0.000; confidence interval=0.179;0.488*). The H10c and H12 hypotheses were supported.

When Table 6 is examined; H9c and H9e hypotheses were not supported. The p-values of the hypotheses are greater than 0.05, the t-values are less than 1.96, and the confidence

intervals contain zero values. In addition, according to Table 6, environmental anxiety had a mediating effect on the effect of exposure factor of death anxiety on the intention to purchase an eco-friendly product (*β=0.059, t=2.530, p=0.011; confidence interval=0.018; 0.109*). However, according to the f^2 values in Table 4, the H4b hypothesis was not supported because the effect size of the exposure factor of death anxiety on environmental anxiety was smaller than 0.02 (f^2=0.012). Therefore, the exposure factor did not significantly affect environmental anxiety. In this regard, the indirect effect of the H10b hypothesis is not significant and the H10b hypothesis is not supported.

The effect of the suffering factor of death anxiety on environmental anxiety (*β=0.269; p=0.010, R^2=0.120*), the effect of environmental anxiety on the intention to purchase eco-friendly product (*β=0.492; p=0.000, R^2=0.395*), and the effect of the suffering factor of death anxiety on the intention to purchase eco-friendly products are significant and positive (*β=0.266; p=0.007, R^2=0.395*). According to the decision tree of Zhao et al. (2010), the partial mediation (complementary) effect of environmental anxiety was determined. The effect of environmental anxiety on the intention to purchase an eco-friendly product (*β=0.492; p=0.000, R^2=0.395*) and the effect of intention to purchase an eco-friendly product on eco-friendly consumption behavior (*β=0.671; p=0.000, R^2=0.563*) are significant and positive. Environmental anxiety had no effect on eco-friendly consumption behavior (*β=0.145; p=0.118>0.05*). The full mediation effect of intention to purchase an eco-friendly product was determined.

When the hypothesis results of the research were examined in general, hypotheses H1c, H3c, H4c, H7, H10c, H11, and H12 were supported. The H1a, H1b, H2a, H2b, H2c, H3a, H3b, H3d, H3e, H3f, H4a, H4b, H5a, H5b, H6a, H6b, H8, H9a, H9b, H9c, H9d, H9e, H9f, H10a, and H10b hypotheses are not supported.

Conclusion and Discussion

In this study, the hypotheses were tested with Partial Least Squares Structural Equation Modeling. The results of the hypothesis test were examined, it was revealed that the exposure factors of death anxiety had a significant effect on the body factor of health anxiety. This effect is positive. Death anxiety can be said to lie at the root of health anxiety. Exposure to death-related events and situations that remind people of death (for example, seeing a coffin, seeing a funeral, reading an article about death or watching a program, talking about death) increase people's health anxieties. Because remembering death causes people to worry about their health by examining their health, thinking about the disease, and being aware of the changes in their bodies. Studies in the literature indicate that death anxiety is the main motivation for fear and behavior that underlies many anxieties and phobias (Becker, 1973; Cicirelli, 2002: 358; Furer & Walker, 2008: 167). It is stated in the literature that the necessity

of being physically well to continue life causes health anxiety (Looper & Kirmayer, 2001, as cited in Abramowitz et al., 2007: 86). Thus, the relationship between death, life, and health anxiety is discussed. In addition, the literature has stated that death anxiety is a central feature of health anxiety (Furer & Walker, 2008: 167). Therefore, the result of the study that death anxiety affects health anxiety is similar to the literature.

A significant effect of the suffering factor of death anxiety was found on environmental anxiety. The suffering factor had a positive effect on environmental anxiety. It can be said that death anxiety is the basis of environmental anxiety. Anxiety caused by a deadly disease, thinking about the pain to be experienced at the time of death also affects environmental anxiety. The environment also affects human health. Therefore, in order to avoid a deadly disease and from dying from the suffering caused by this disease, a life without environmental pollution and without disturbing the balance of nature is important. Because people have to adapt to the environment in order to live. In the literature, some studies have stated that death anxiety affects environmental anxiety. The results of this study are similar to those of Rahimah et al. (2018).

The study revealed that the suffering factor of death anxiety had a significant effect on the intention to purchase an eco-friendly product. The suffering factor of death anxiety has a positive effect on intention. Death anxiety can be said to have an effect on the formation of purchase intention for eco-friendly products in consumers. Consumers may turn to eco-friendly products because of death anxieties. Catching a deadly disease and dying slowly increases consumers' death anxiety, and this increase in death anxiety increases consumers' intention to purchase eco-friendly products. Consumers develop a purchase intention towards eco-friendly products to relieve the anxiety caused by the possibility of catching a deadly disease and dying slowly. This result was similar to Rahimah et al. (2018).

This study revealed that environmental anxiety has a significant effect on the intention to purchase an eco-friendly product. This effect is positive. As consumers' environmental anxiety increase, their intention to purchase eco-friendly products also increases. Environmental anxieties make consumers more sensitive to eco-friendly products. It is seen that they intend to purchase eco-friendly products in order not to harm the environment and to protect the balance of nature. Kim (2019, as cited in Cachero-Martínez, 2020: 4) stated that consumers with environmental anxieties have developed an attitude toward organic products as eco-friendly. Studies have found that environmental anxiety has an impact on the intention to purchase eco-friendly products (Ahmed et al., 2021; Doğan et al., 2022; Hartmann & Apaolaza-Ibáñez, 2012; Hedlund, 2011; Kocagöz & İğde, 2022; Koenig-Lewis et al., 2014; Lee, 2008). Therefore, the results of the study are compatible with the literature.

In this study, the intention to purchase an eco-friendly product affects eco-friendly consumption behavior. This effect is positive. As consumers' intention to purchase eco-friendly

products increases, their eco-friendly consumption behaviors also increase. In other words, the higher the intention to purchase an eco-friendly product, the more eco-friendly their consumption. Intention affects behavior (Ajzen, 1991: 181) and ensures the formation of behavior (Ali et al., 2011: 218). In addition, the literature has found that intention is frequently used as a factor predicting eco-friendly consumption behavior (Mahardika et al., 2020: 1). This study, similar to the literature, revealed that the intention to purchase an eco-friendly product affects eco-friendly consumption behavior.

When the mediating effect hypotheses of the research were examined, it was determined that environmental anxiety had a mediating effect on the effect of the suffering factor of death anxiety on the intention to purchase an eco-friendly product. The mediation effect is positive. The suffering factor of death anxiety affects the intention to purchase eco-friendly products through environmental anxiety. In this effect, environmental anxiety plays a mediating role and conveys the effect of the suffering factor of death anxiety on eco-friendly consumption behavior. Therefore, the increase in death anxiety increases environmental anxiety by positively affecting it, and the increase in environmental anxiety creates the intention to purchase eco-friendly product in consumers. It has been stated in the literature that environmental anxiety acts as an important indirect determinant of environmental behavior (Bamberg, 2003: 23). There are studies in the literature stating that environmental anxiety plays a mediating role (Ahmed et al., 2021; Leblebici Koçer & Delice, 2016: 112; Rahimah et al., 2018). Rahimah et al. (2018) found the mediating effect of environmental anxiety on the effect of death anxiety on the intention to purchase an eco-friendly product. In this respect, the results of the study are similar to those of Rahimah et al. (2018).

The study revealed that the intention to purchase an eco-friendly product has a mediating effect on the effect of environmental anxiety on eco-friendly consumption behavior. The mediation effect is positive. Environmental anxiety impacts eco-friendly consumption behavior through consumers' intention to purchase eco-friendly products. In this effect, the intention to purchase an eco-friendly product assumes the role of a mediator and conveys the effect of environmental anxiety on eco-friendly consumption behavior. Therefore, the increase in environmental anxiety increases the intention to purchase eco-friendly products by positively affecting consumers, and the increase in the intention to purchase eco-friendly products creates eco-friendly consumption behavior. Environmental anxieties of consumers increase their intention to purchase eco-friendly products (do Paço et al., 2009: 17). It is stated that consumers purchase eco-friendly products because of environmental anxieties, and thus, they cause less damage to the environment by purchasing eco-friendly products (Mainieri et al., 1997, as cited in Wang et al., 2020: 1). Therefore, consumers who view environmental pollution as a problem are more likely to purchase eco-friendly products (Ali et al., 2011: 218). In addition, since intention is widely used in predicting eco-friendly consumption behavior (Mahardika et al., 2020: 1), it can be said based on the literature that intention acts as a mediator between

environmental anxiety and consumption behavior. In this respect, the results of this study are similar to those of previous studies.

In this study, the absence of effect of health anxiety on eco-friendly consumption behavior differed from the study of Ecevit et al. (2022), the absence of effect of death anxiety differed from the study of Rahimah et al. (2018), and the absence of effect of environmental anxiety differed from the studies of Lee (2009), Yapraklı & Mutlu (2021), Bulut et al. (2021).

Based on the results of this research, it can be concluded that death anxiety is the basis of health anxiety and environmental anxiety. In addition, death anxiety is the basis of consumers' intention to purchase eco-friendly products and their consumption behaviors. Death anxiety has a direct effect on the intention to purchase an eco-friendly product. This result shows that death anxiety is effective in forming consumers' purchase intentions related to eco-friendly products. In addition, death anxiety affects the intention to purchase eco-friendly products through environmental anxiety. In this effect, environmental anxiety plays a mediating role and conveys the effect of death anxiety on the intention to purchase an eco-friendly product. Therefore, the increase in death anxiety increases environmental anxiety by positively affecting it, and the increase in environmental anxiety leads to consumers' intention to purchase eco-friendly products.

Implications

Theoretical Implications

In the literature, it has been stated that death anxiety varies according to culture (Lehto & Stein, 2009: 25-32), and there are studies examining culture and death anxiety (Schumaker, Warren, & Groth-Marnat, 1991; Suhail & Akram, 2002). There are also studies examining death anxiety according to demographic characteristics such as age (Hall, 1897; İnci & Öz, 2009; Schumaker et al., 1991; Suhail & Akram, 2002; Thorson & Powell, 1988) and gender (Harding, Flannelly, Weaver, & Costa, 2005; Suhail & Akram, 2002; Thorson & Powell, 1988). Future studies should explore the impact of anxiety on the intention to purchase eco-friendly products and consumption behavior in the context of different cultures, demographics, product categories, and brands. In addition, research can be conducted according to various variables, including personality traits, psychological disorders, psychological factors, and different types of anxiety.

It has been stated in the literature that death anxiety has many dimensions (Karakuş et al., 2012: 50). Research can also be conducted on different death topics, such as death anxiety, mortality salience, meaning given to death, and death threat. Studies in which death anxiety has been studied using religion and religiosity variables (Hall, 1897; Harding et al., 2005;

Maglio & Robinson, 1993; Suhail & Akram, 2002; Wen, 2010) are also included in the literature. The intention to purchase an eco-friendly product and consumption behavior can be investigated according to the variables of religion, religiosity, and belief.

Since environmental anxiety expresses a relationship with environmental problems (Schultz et al., 2005: 458), environmental problems such as pollution, waste, climate change, global warming, the intention to purchase eco-friendly products, and consumption behavior can be examined. In this study, it was determined that there is no effect of health anxiety on the intention to purchase an eco-friendly product and consumption behavior. Future studies may use a shorter health anxiety scale that is not pathological. Other research can examine the intention to purchase eco-friendly products and consumption behavior using qualitative, mixed, and experimental methods. Consumers who do not purchase eco-friendly products were not included in the study. By including people who have not previously purchased eco-friendly products, their attitudes toward eco-friendly products, and the reasons for not purchasing these products can be investigated. The amygdala and hippocampus are brain systems where death anxiety occurs (Lehto & Stein, 2009: 25-32). Future studies should examine the effects of death anxiety on brain systems within the scope of neuromarketing. In addition, research can be conducted on the effectiveness of marketing communication studies in which death anxiety and fear appeal in eco-friendly consumption behavior are used.

Managerial Implications

This study offers suggestions for marketing strategies related to eco-friendly products. The study revealed that the intention to purchase an eco-friendly product and consumption behavior depend on death anxiety and environmental anxiety. Therefore, marketing practitioners should focus on death and environmental anxieties in their strategies to encourage consumers to purchase eco-friendly products and direct these intentions toward consumption. Therefore, the effects of environmental problems on human life and the continuation of life can be included in marketing communication strategies. The role of eco-friendly products can be transferred to consumers to eliminate these environmental problems and their threatening effects on human life. Because humans are creatures established to live healthy and to continue their life for many years.

In marketing strategies, the benefits of eco-friendly products to human life and the environment can be kept in the foreground. In addition, businesses can use consumers with death and environmental anxieties as a psychographic market segmentation measure. Thus, by better understanding the consumption behaviors of this market segment, more appropriate strategies can be developed for these consumers. Businesses should present awareness-raising and informative messages about eco-friendly products in their marketing communication efforts. The message content should be convincing and provide confidence that the

product is suitable for human and environmental health and does not threaten human life. In addition, the element of convincingness and confidence should be included in the product design, label, logo, and packaging. Consumers with death and environmental anxieties may show purchasing behavior to relieve their anxieties if they believe that the product is eco-friendly. Businesses should transparently share with consumers the importance they attach to the environment and their social responsibility activities for the environment. Accordingly, businesses can increase their environmental activities. It should convince consumers that they use environmental resources correctly in product development, do not harm the environment, and do not threaten human life. It should also develop its brand positioning on this axis. In situations such as disasters and epidemics that may exacerbate consumers' death anxiety, businesses should increase the content of reliable and convincing messages that eco-friendly products are suitable for human life and environmental health. Because in situations that threaten human life, consumers can avoid risky purchases and turn to reliable products because of their anxieties.

In the literature, studies (Chen & Lin, 2018; Miller, 2021; Temeloğlu, Taşpınar, & Soylu, 2017) have investigated the effect of positive and negative emotions on consumers' purchasing behavior. It has been stated that death anxiety is also an emotion (Karakuş et al., 2012: 42). Therefore, in addition to positive emotions, negative emotions such as death anxiety and environmental anxiety can impact consumers' purchasing behavior. In this regard, businesses should perform marketing communication efforts that take into account-negative emotions. In addition, fear appeal, which is frequently used in health campaigns, includes messages that aim to deliver threats to consumers (Leshner, Bolls, & Wise, 2011: 77). The persuasive feature of fear appeal is strong (Rotfeld, 1988; Witte, 1994). There are also studies (Laroche, Toffoli, Zhang, & Pons, 2001; Tannenbaum et al., 2015; Witte & Allen, 2000) that have demonstrated that fear appeal can influence and change human behavior. In addition to being convincing, the messages used in the fear appeal should offer a solution to alleviating the fear (Fırat, 2013). Therefore, businesses should benefit from the emotional and fear appeal of death anxiety and environmental anxiety in directing consumers' intention to purchase eco-friendly products toward consumption behavior. It should also convince consumers that the solution to relieving fear and anxiety is eco-friendly products.

When the income levels in the demographic information of the participants were examined, it was determined that they had lower and middle income levels. In recent years, high inflation in the Turkish economy has affected the purchase of eco-friendly products by low and middle income consumers. Although they suffer death and environmental anxieties, some consumers experience difficulties in seeking eco-friendly products due to economic anxieties. Therefore, income may also affect the purchase of these products. Businesses should develop their price strategies and conduct marketing efforts in this direction, considering income and economic anxieties.

Limitations of the Study

The population of the research is people living in Türkiye and purchasing eco-friendly products. It is not possible to reach the research population in terms of time and cost. In this respect, the convenience sampling method was chosen with time and cost limitations to reach people who purchased eco-friendly products. In convenience sampling, it is not fully known whether the sample represents the population or not, since the sample selection consists of accessible people and the personal judgments of the interviewer or the researcher are effective in the selection of the sample (Gegez, 2019: 200). Therefore, it is thought that there is a generalization limitation in the study. In addition, since the study adopted cross-sectional analysis, data were obtained from the participants at one time and at a certain time. Therefore, the application of cross-sectional analysis may also constitute a limitation because consumers' perceptions may change over time.

This research was not conducted for any product and a brand categories. Therefore, the results cannot be generalized to product and brand categories. This situation constitutes another limitation of this study. Anxiety is a common psychological condition in modern society (Levitt, 2016: 1-2) and can be disturbing (Colasanti, Rabiner, Lingford-Hughes, & Nutt, 2011). Death anxiety is also a valid condition (Gonen et al., 2012: 348). There is death avoidance in human existence (Thorson & Powell, 1988: 691). At the same time, death is perceived as a disturbing phenomenon that should be addressed (Karakuş et al., 2012: 42-45). Obtaining data for research on anxiety, especially death anxiety, which is a phenomenon that people run away from, are afraid to face, and disturb when the subject is brought up, can be a difficult, effort and time-consuming issue. It is believed that this situation may affect the response speed and willingness of the survey. Therefore, the difficulty in obtaining anxiety-related data is another limitation of this study. In addition, social desirability may affect answering the survey. However, it was assumed that the participants were sincere in answering the survey and would mark the most appropriate options for them. However, it was assumed that the participants were sincere in answering the survey and would mark the most appropriate options for them.

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APPENDIX-1: Structural Model of the Research