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THE MEDIATING ROLE OF ENVIRONMENTAL CONSCIOUSNESS IN THE EFFECT OF GREEN PRODUCT AWARENESS ON CONSUMER PURCHASE INTENTION*


Çetin ÇELİK*


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Abstract

This study aims to determine the mediating role of environmental awareness in the effect of green product awareness on consumers' purchasing tendencies. The study data was obtained through an online survey and convenience sampling methods. The data obtained in the research were analyzed with the help of SPSS and AMOS data analysis programs. There are many studies in the literature on environmental awareness, green products, and consumers' purchasing behaviors. However, no study has been found that has examined all three variables together regarding the mediating role of environmental awareness in the effect of green product awareness on consumers' purchasing tendencies. This situation constitutes the originality of this study. The research found that green products and environmental awareness significantly affect consumers' purchasing tendencies. There was found a significant and

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positive relationship between green product awareness and environmental awareness. And it was also found that the environmental awareness had a mediating role in this relationship.

Keywords: Green Product, Environmental Awareness, Consumer Purchasing Tendency

YEŞİL ÜRÜN FARKINDALIĞININ TÜKETİCİLERİN SATIN ALMA EĞİLİMLERİNE ETKİSİNDE ÇEVRE BİLİNCİNİN ARACILIK ROLÜ

Öz

Bu çalışmanın amacı yeşil ürün farkındalığının tüketicilerin satın alma eğilimlerine etkisinde çevre bilincinin aracılık rolünü ortaya çıkarmaktır. Araştırma kapsamında bir soru formu oluşturulmuş ve bu soru formu çevrimiçi olarak uygulamıştır. Araştırmada elde edilen veriler SPSS ve AMOS veri analiz programları yardımıyla analiz edilmiştir. Literatürde çevre bilinci, yeşil ürün ve tüketicilerin satın alma davranışları üzerine birçok çalışma bulunmaktadır. Ancak yeşil ürün farkındalığının tüketicilerin satın alma eğilimlerine etkisinde çevre bilincinin aracılık rolü ile ilgili her üç değişkeni bir arada inceleyen herhangi bir çalışmaya rastlanılamamıştır. Bu durum yapılan bu araştırmanın özgünlüğünü ortaya koymaktadır. Araştırma kapsamında yeşil ürün farkındalığının ve çevre bilincinin tüketicilerin satın alma eğilimleri üzerinde anlamlı bir etkisi olduğu; yeşil ürün farkındalığı ve çevre bilinci arasında anlamlı ve pozitif bir ilişki olduğu; yeşil ürün farkındalığının tüketicilerin satın alma eğilimlerine etkisinde çevre bilincinin aracı bir rol üstlendiği bulgulanmıştır.

Anahtar Kelime: Yeşil Ürün, Çevre Bilinci, Tüketici Satın Alma Eğilimi

1. INTRODUCTION

Nature serves as humanity's primary source of raw materials, yet it requires careful and sustainable utilization. The importance of green marketing is growing in this context. While green marketing plays a pivotal role in the success of businesses, it should not be assessed solely based on its commercial benefits. It is also intertwined with practices like clean production, the use of green energy, and achieving both environmental and social gains. Implementing eco-friendly production processes can contribute to improving ecosystems and enhancing the quality of life. From this standpoint, green marketing encompasses all marketing strategies aimed at fulfilling consumer needs in a manner that minimizes environmental harm by considering ecological factors. This study examines the mediating role of environmental awareness in the relationship between green product awareness and consumers' purchasing behaviors. The findings indicate that both green product awareness and environmental awareness significantly influence consumers' purchasing decisions. Furthermore, a positive and significant link exists between green product awareness and environmental awareness, where environmental awareness mediates the impact of green product awareness on consumers' purchasing intentions.

2. GREEN MARKETING CONCEPT

Green marketing, also known as the "green revolution," emphasizes environmental protection and the pursuit of a sustainable economy by minimizing environmental damage through the production and consumption of eco-friendly products (Yang & Calhoun, 2007). The driving factors behind green product development are states, market competition, and emerging opportunities (Bai et al., 2015). From a governmental perspective, consumer protection has led to legislative changes promoting sustainable development (Zhang & Wen, 2008), including new regulations that empower consumers with

product information (Liu et al., 2012). This shift has spurred industries to adopt green marketing strategies, which in turn influence consumer preferences and drive innovations in green product manufacturing (Zhu & Sarkis, 2016).

Various scholars have defined green marketing differently. Banyte et al. (2010) describe it as an approach that fosters customer satisfaction by promoting products that have minimal environmental impact. In other words, green marketing involves activities aimed at identifying eco-conscious consumers and meeting their preferences. Martínez (2015) argues that simply adopting green marketing activities is insufficient; instead, companies should address broader environmental concerns, such as global warming and pollution, to enhance social welfare.

Green marketing extends beyond conserving energy and natural resources. It also encompasses preventing species extinction and addressing ecological disruptions (Gowri, 2004; Tantau & Şanta, 2021), as well as tackling supply chain challenges (Charter & Polonsky, 2017). Consequently, environmental issues are becoming critical competitive factors for businesses, particularly those with a higher sensitivity to ecological concerns (McDonagh & Prothero, 2014). Thus, green marketing can be defined as the development and promotion of environmentally safe products and services (Kilbourne, 1998). Research has shown that green marketing strategies play a significant role in sustaining green consumer purchasing behaviors (Widyastuti & Santoso, 2018).

2.1. Green Marketing Mix

The green marketing mix involves strategies for pricing, promotion, and distribution designed to enhance environmental welfare (Davari & Strutton, 2014). Businesses that implement green marketing strategies aim to understand how these activities affect overall performance (Robins, 2006). For

a product to be considered "green," it should have minimal negative environmental impact, be manufactured with environmental considerations, and consist of recyclable materials (Diglel & Yazdanifard, 2014). Unlike traditional marketing practices, companies engaged in green marketing must evaluate each stage of a product's life cycle from an environmental perspective (Solaiman et al., 2015). The primary goals include profitability, gaining a competitive edge, achieving customer satisfaction and loyalty, and contributing to environmental protection through sustainable practices (Akcadag & Ellibes, 2020).

2.2. Objectives and Advantages of Green Marketing

Green marketing aims to promote environmentally friendly products and services that minimize environmental impact (Kilbourne, 1998). Effective green marketing tools, such as eco-branding, positively influence consumer purchasing behaviors (Ihemezie et al., 2018). The increased demand for eco-branded products is driven by consumer loyalty and growing interest in green products (Gaspar Ferreira & Fernandes, 2021). A strong brand image fosters consumer trust and differentiates companies in the market, leading to increased demand for green products (Hsieh et al., 2004). The demand surge is primarily due to consumers' preference for safe, eco-friendly products. Green marketing also aims to balance producer and consumer concerns about environmental issues, proving beneficial in addressing these concerns (Samarasinghe, 2012).

2.3. Green Marketing Practices

Although green marketing practices gained traction in the 1990s, their implementation remains somewhat limited (Crane, 2000). The evolution of green marketing can be viewed in three stages: ecological marketing, focusing

on addressing environmental problems; clean technology, emphasizing waste reduction and product innovation; and sustainable green marketing, aimed at producing eco-friendly products and raising consumer awareness (Nadaf & Nadaf, 2014; Singh, 2012). Eco-labels, which are essential tools in green marketing, simplify consumers' purchasing decisions by providing clear information about environmentally friendly products (Sun et al., 2021). Advertising efforts that promote environmental awareness and green products have contributed to an increase in demand (Matthes, 2019; Tuan, 2021). Many organizations utilize environmental themes in their marketing strategies to capture consumer interest (Ackerstein & Lemon, 2017; Soutter & Boag, 2019).

3. THE CONCEPT OF ENVIRONMENT

The environment is a shared space where living and nonliving entities coexist and interact (Yücel et al., 2006). Over time, human interaction with the environment has changed, leading to increased environmental problems. The industrial revolution, population growth, and technological advancements have shifted human expectations from the environment, resulting in its over-exploitation (Demir & Öteleş, 2023). Environmentally conscious consumers are essential in mitigating such careless usage. Environmentally sensitive consumers prioritize behaviors that minimize harm to the environment (Haron et al., 2005). Plato once remarked, "The key to life is not in having many things, but in needing them as little as possible" (Konak, 2017), emphasizing the importance of sustainable consumption. Products should be reused and recycled to reduce environmental impact (Nabıkoğlu, 2017).

Establishing a connection with the environment is crucial. Türksoy (1991) defined environmental sensitivity as an individual's awareness and responsibility towards their surroundings. Yeşil and Turan (2020) elaborated on

this, describing environmental sensitivity as the societal awareness of individuals' duties to protect their environment. This shift in perspective shows that environmental awareness has expanded from a niche concern of activists to a mainstream social and business issue (Mostafa, 2009; Follows & Jobber, 2000).

4. METHOD

4.1. Research Model and Theory

The study looked at how green product awareness affected customer purchasing habits, as well as whether environmental awareness had a mediating role in this effect. Figure 1 depicts the research model and hypothesis.

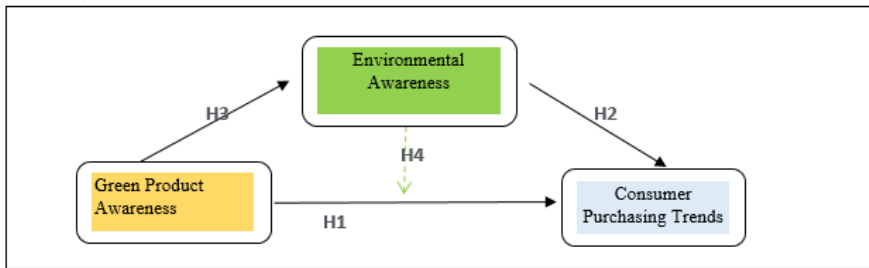


Figure 1: Research Model

The research hypotheses are as follows:

H1: Green product awareness has a significant effect on consumers' purchasing tendencies.

H2: Environmental awareness has a significant effect on consumers' purchasing behaviors.

H3: There is a significant and positive relationship between green product awareness and environmental awareness.

H4: Environmental awareness has a mediating role in the effect of green product awareness on consumers' purchasing tendencies.

4.2. Universe and Sample

The study universe is made up of people who like to shop for environmentally friendly products. Yazıcıoğlu and Erdoğan (2007) constructed universe-sample tables that were used to calculate sample size. As a result, a sample size of 384 people at a 95% confidence range represents a universe size ranging from 100,000 to 100 million. As a result, while the sample size deemed sufficient for the study is recognized as at least 384, 584 people were reached during the investigation.

4.3. Scope and Limitations

- As in every research, it can be said that this research has the following limitations;
- The scope of the research is limited to consumers who prefer green products during shopping and the responses of these consumers.
- The study is limited to green products, consumer behavior, and environmental awareness.
- It is assumed that the consumers who participated in the research provided accurate information.

4.4. Data Collection Tools

The data for this research were gathered from consumers aged 18 and above residing in Turkey, with the collection period spanning from January 1 to February 28, 2024. The study was conducted with the approval of the Hasan Kalyoncu University Ethics Commission (approval number: E-97105791-050.01.01-46246) using an online survey format. From the dataset obtained via

convenience sampling, responses from 4 participants were excluded due to incomplete information.

The research utilized an online survey and employed the convenience sampling technique. During the survey design phase, a comprehensive literature review was conducted, drawing on similar studies by Ekin Savaş (2020: Affect of environmental consciousness, environmentalism and green marketing mix activities on green purchasing behaviour and loyalty) and Akdoğan (2021: The mediating role of environmental responsibility in the effect of consumers' attitudes towards green advertisements on their intention to purchase green products: A study on the Y generation). Based on insights from these studies, a new survey instrument titled "Survey to Determine the Mediating Role of Environmental Awareness in the Effect of Green Product Awareness on Consumers' Purchasing Tendencies" was developed. The newly constructed survey underwent preliminary testing for validity and reliability, including a pilot study with 87 participants. For assessing the survey's validity and reliability, exploratory and confirmatory factor analyses were conducted along with tests for normal distribution. The factor loadings for individual items ranged from 0.486 to 0.739. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.844, indicating the sample's suitability for factor analysis. The overall reliability coefficient (Cronbach's alpha) of the survey instrument was calculated to be 0.867. Based on these analyses, necessary revisions were made, and the questionnaire was finalized for the main study.

5. FINDINGS

After the pilot application, the main study data was created from the answers of 584 participants. In addition to the 17 questions in the questionnaire, a total of 27 questions were asked to the participants, 7 to determine their demographic characteristics and 3 to obtain general information.

Table 1: Demographic Characteristics of Participants

Variables	Groups	N	Percentage (%)
Gender	Female	151	25,9
	Male	433	74,1
Marital Status	Married	195	33,4
	Single	389	66,6
Age	18-29 years old	145	24,8
	30-39 years old	151	25,9
	40-49 years old	251	43,0
	50 years old and above	37	6,3
Education	Primary Education	30	5,1
	High School	59	10,1
	Associate Degree	54	9,2
	Bachelor's Degree	276	47,3
	Doctorate	165	28,3
Business You Work For	Public Institution	253	43,3
	Private Business	184	31,5
	Other	147	25,2
Your income	14,000 TL and below	102	17,5
	14,001-19,000 TL	46	7,9
	19,001-29,000 TL	117	20,0
	29,001-39,000 TL	118	20,2
	39,001 TL and above	201	34,4
Total		584	100

Table 1 shows that the participants were largely male (74.1%), single (66.6%), aged 40-49 (43%), undergraduate graduates (47.3%), public employees (43.3%), and persons with an income of 39,001 TL or more (34.4%).

5.1. General Confirmatory Factor Analysis Results of the Scale Used

Confirmatory factor analysis data are available for all sections of the questionnaire developed as part of the research. However, due to writing limitations, only the confirmatory factor analysis results for the whole questionnaire are provided here.

After conducting independent confirmatory factor analyses for each scale, it was determined that it was suitable to create a model that indicates the

relationship between all scales and evaluates them all together. In this respect, the model's fit indices were meant to serve as a foundation by establishing a link between the scales and being acknowledged as a guide for mediation analysis. The goodness of fit values for the drawn model were adjusted to an appropriate level, and the model's factor loadings were recalculated. Thus, it is evident how the factor loadings altered in the new model. It was established that the factor loadings in the new model did not change significantly and stayed at the same levels. As a result, it is possible to evaluate the model independently or combined without difficulty. Figure 2 shows a thorough depiction of the new factor loadings.

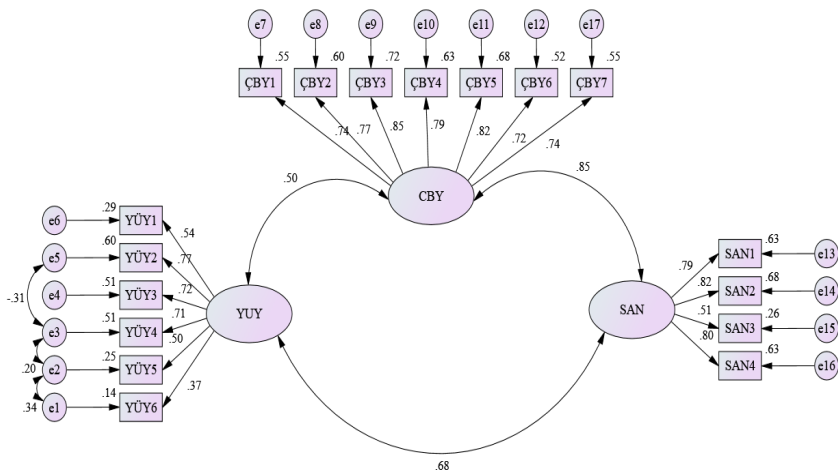


Figure 2: Confirmatory Factor Analysis Conducted for All Scales

Table 2 shows the model's fit indices based on confirmatory factor analysis for all scales. Since all values were judged acceptable fit indices, it was decided appropriate to proceed with the mediation analysis by establishing the scale's dependability. ($\chi^2/df=4.353$; GFI=0.916, AGFI=0.886, NFI=0.909, IFI=0.928, CFI=0.928, RMSEA=0.076).

Table 2: Confirmatory Factor Analysis Conducted for All Scales Goodness of Fit Values

Fit Indices	Good Fit	Acceptable Fit	Model Goodness of Fit
χ^2/df	$0 \leq \chi^2/df \leq 2$	$2 < \chi^2/df \leq 5$	4,353
GFI	$0,95 \leq GFI < 1,00$	$0,90 \leq GFI < 0,95$,916
AGFI	$0,90 \leq AGFI < 1,00$	$0,85 \leq AGFI < 0,90$,886
NFI	$0,95 \leq NFI < 1,00$	$0,90 \leq NFI < 0,95$,909
IFI	$0,95 \leq IFI < 1,00$	$0,90 \leq IFI < 0,95$,928
CFI	$0,95 \leq CFI < 1,00$	$0,90 \leq CFI < 0,95$,928
RMSEA	$0 \leq RMSEA \leq ,05$	$,05 < RMSEA \leq ,08$,076

5.2. Results of Mediation Model Analysis

Following acceptance of the confirmatory factor analysis findings and fit indices, mediation analysis was carried out. First and foremost, the mediation study must consider the direct effect of green product awareness on purchase intention. This impact value is expected to modify the direction and magnitude of the change in the effect value whenever environmental awareness is included in the model and viewed as a mediator. If the change is considerable and downward, it is acceptable to discuss the mediation role of environmental awareness. Figure 3 depicts how the mediation idea affects the effect of the independent variable on the dependent variable in the mediation model.

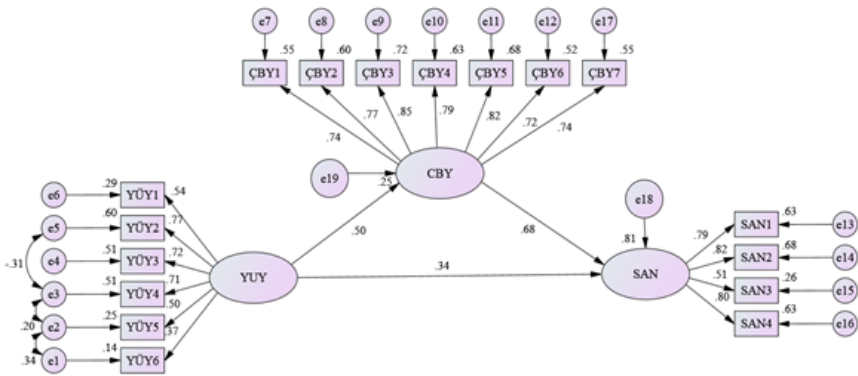


Figure 3: Mediator Model Visual

Figure 3 shows that green product awareness directly affects purchase intention ($\beta=0.342$; $p=0.013$). Green product awareness directly correlates with environmental awareness ($\beta=0.505$; $p=0.004$) and purchase intention ($\beta=0.676$; $p=0.005$). All direct effects were determined to be significant. The indirect effect of green product awareness on purchase intention was found to be mediated by environmental consciousness ($\beta=0.341$; $p=0.005$), although only partially. All of the results are presented in Table 3 below.

Table 3: Mediator Model Analysis Results

Direct Effect	Unstandardized Coefficients	Standardized Coefficients (β)	SE	C.R.	p	R ²	Lower Limit	Upper Limit	P
YUY → CBY	1,756	,505	,252	6,964	***	,255	,427	,601	,004*
CBY → SAN		,676	,041	14,436	***	,807	,587	,813	,005*
YUY → SAN	1,054	,342	,163	6,469	***		,207	,456	,013*
Indirect Effect									
YUY → SAN	1,052	,341	,054	19,481			,256	,460	,005*
Total Effect									
YUY → SAN	2,106	,683	,040	52,650			,608	,746	,012*

* $p<0,05$; *** $p<0,001$

According to the analysis results, the model fit indices of the findings are also shown in Table 4 below. When all indices are within acceptable ranges, the analyses' validity is confirmed, and the application is done. ($\chi^2/df=4.353$; GFI=0.916, AGFI=0.886, NFI=0.909, IFI=0.928, CFI=0.928, RMSEA=0.076).

Table 4: Goodness of Fit Indices of the Mediation Model

Fit Indices	Good Fit	Acceptable Fit	Model Goodness of Fit
χ^2/df	$0 \leq \chi^2/df \leq 2$	$2 < \chi^2/df \leq 5$	4,353
GFI	$0,95 \leq GFI < 1,00$	$0,90 \leq GFI < 0,95$,916
AGFI	$0,90 \leq AGFI < 1,00$	$0,85 \leq AGFI < 0,90$,886
NFI	$0,95 \leq NFI < 1,00$	$0,90 \leq NFI < 0,95$,909
IFI	$0,95 \leq IFI < 1,00$	$0,90 \leq IFI < 0,95$,928
CFI	$0,95 \leq CFI < 1,00$	$0,90 \leq CFI < 0,95$,928
RMSEA	$0 \leq RMSEA \leq ,05$	$,05 < RMSEA \leq ,08$,076

Table 5 shows the outcomes of the hypotheses derived from the analysis of the data gathered during the investigation.

Table 5. Hypothesis results

	Hypotheses	Results
H ₁ :	Green product awareness has a significant effect on consumers' purchasing tendencies. (Tablo3; $\beta=0,342$; $p=0,013$)	Accepted
H ₂ :	Environmental awareness has a significant effect on consumers' purchasing behavior.(Tablo3; $\beta=0,505$; $p=0,004$)	Accepted
H ₃ :	There is a significant and positive relationship between green product awareness and environmental awareness. (Tablo3; $\beta=0,505$; $p=0,004$)	Accepted
H ₄ :	Environmental awareness has a mediating role in the effect of green product awareness on consumers' purchasing tendencies. (Tablo3; $\beta=0,341$; $p=0,005$)	Accepted

6. CONCLUSION AND DISCUSSION

As it is known, humans are not creatures that can create from nothing, and businesses cannot create from nothing either. However, they can change the form of an existing substance and turn it into a new product. When this action is carried out, the situations of benefiting from nature and causing harm are also

very important. Because when businesses obtain new products, they use the environment as an important production input. In the use of this raw material that exists in the environment, some damage can inevitably be caused to the environment (waste materials). However, this raw material can be depleted if the damages are not kept under control or the damages are not minimized. In this case, it may be necessary to direct or force businesses to act consciously. This is sometimes possible through laws and regulations and sometimes through conscious consumers. The meaning and importance of this research emerge exactly in this sense. Therefore, the purpose of the research was to examine the effect of green product awareness on environmental awareness on the purchasing behaviors of consumers. In the research conducted, it was found that green product awareness and environmental awareness have a significant effect on the purchasing tendencies of consumers; there is a significant and positive relationship between green product awareness and environmental awareness; It has been found that environmental awareness has a mediating role in the effect of green product awareness on consumers' purchasing tendencies.

When the literature on the subject is examined, no research has been found on the same subject, but it has been seen that there are similar studies. For example, Hangül (2023), in his study to examine the green activities of businesses, consumers' knowledge, behaviors, values , and sensitivities about the environment and to reveal the extent to which these factors affect purchasing habits, stated that the consumption frenzy negatively affects the environment. Hangül (2023) in his study concluded that gender and education factors affect environmental values, sensitivity, and green consumption habits. It has been concluded that especially female consumers reflect their knowledge about environmental values and environmental sensitivity in their green product purchasing behaviors and become greener consumers (Hangül, 2023).

In another similar study in the literature, Durmaz and Kafadar (2024) tried to determine both the effect of green brand awareness and brand image on consumers' purchase intentions and the mediating role of green advertisements in terms of purchase intention on green brand awareness and brand image. According to the results of the study, consumers' purchase intentions were found to have a positive effect on brand image and green brand awareness. Durmaz and Kafadar (2024) found that the complementary part of green advertisements had a mediating role (Durmaz & Kafadar, 2024:89). Koçer and Delice (2016) examined the effect of attitudes towards green advertisements on environmental awareness and the mediating role of the environmental concern factor on this effect. In the study, it was found that there was a positive relationship between environmental awareness and positive attitudes towards green advertisements. At the same time, it was found that positive attitudes towards green advertisements affected environmental awareness and that environmental concern had a mediating role in the relationship between attitudes towards green advertisements and environmental awareness. They stated that consumers who have a positive attitude towards green advertisements are more sensitive to the environment and that environmental concern has an effect on this sensitivity (Koçer & Delice, 2016).

Aydoğdu and Dinar (2019) in their study examining the effect of green advertisement and environmental awareness on green product purchasing activity; found that green advertisements affect the intention to purchase green products (Aydoğdu & Dinar, 2019).

Zameer and Yasmeen (2022), in their study titled Green Innovation and Environmental Awareness Directing Green Purchasing Behaviors; found a positive relationship between environmental awareness and green purchasing behavior (Zameer & Yasmeen, 2012).

Wulandari, Rahyuda, and Yasa (2015) in their article titled The Mediating Role of Information in the Effect of Customer Attitude on Green Product Purchasing Intention; stated that businesses should make protecting the environment the main idea in their green marketing strategies. Researchers also found that the level of knowledge consumers have about green products affects their intention to purchase green products (Wulandari, Rahyuda & Yasa, 2015).

Çıkar Çatışması Bildirimi:

Bu makalenin araştırılması, yazarlığı ve yayınlanmasına ilişkin herhangi bir potansiyel çıkar çatışması bulunmamaktadır.

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GENİŞLETİLMİŞ ÖZET

Amaç – Bu çalışmada yeşil ürün farkındalığının tüketicilerin satın alma eğilimlerine etkisinde çevre bilincinin aracılık rolünün belirlenmesi amaçlanmıştır.

Tasarım/metodoloji/yaklaşım – Araştırmanın evrenini alışveriş esnasında yeşil ürün satın almayı tercih eden tüketiciler oluşturmaktadır. Araştırma kapsamında bir soru formu oluşturuldu ve bu soru formu çevrimiçi olarak uygulandı. Araştırma kapsamında önce pilot çalışması gerçekleştirildi. Pilot çalışması 87 kişi ile yapıldıktan sonra gerekli düzenlemeler yapıldı ve genel kitleye uygulama aşamasına geçildi. Genel uygulamada 584 katılımcıya ulaşıldı. Araştırmada elde edilen veriler SPSS ve AMOS veri analiz programları yardımıyla analiz edilmiştir.

Bulgular- Araştırma kapsamında yeşil ürün farkındalığının ve çevre bilincinin tüketicilerin satın alma eğilimleri üzerinde anlamlı bir etkisi olduğu; yeşil ürün farkındalığı ve çevre bilinci arasında anlamlı ve pozitif bir ilişki olduğu; yeşil ürün farkındalığının tüketicilerin satın alma eğilimlerine etkisinde çevre bilincinin aracı bir rolü olduğu bulgulanmıştır.

Özgünlük/değer- Literatürde çevre bilinci, yeşil ürün ve tüketicilerin satın alma davranışları üzerine birçok çalışma bulunmaktadır. Ancak yeşil ürün farkındalığının tüketicilerin satın alma eğilimlerine etkisinde çevre bilincinin aracılık rolü ile ilgili her üç değişkeni bir arada incelemiş herhangi bir çalışmaya rastlanılamamıştır. Bu durum yapılan bu özgünlüğünü oluşturmaktadır. Bu araştırma ayrıca işletmelere, üretim süreçlerinde tüketicilerin sahip olduğu bu hassas ve önemli ihtiyacı göz önünde tutmalarının yararlı olacağını ortaya koyması bakımından da son derece önemlidir.

Bilindiği üzere, insan yoktan var edebilen bir varlık değildir, işletmelerde ha keza yoktan var edemezler. Ancak var olan bir maddenin formunu değiştirebilir ve yeni bir ürün haline getirebilirler. Bu eylem gerçekleştirilirken doğadan faydanlanma ve zarar verme durumları da oldukça önemlidir. Çünkü işletmeler yeni ürün elde ederken, önemli bir üretim girdisi olarak, çevreyi kullanırlar. Çevrede var olan bu hammaddenin kullanılmasında çevreye ister istemez bazı zararlar verilebilir (atık maddeler). Ancak bu hammadde, zararlar kontrol altında tutulmaz veya zararları minimize edilmez ise tükenebilir. İşletmeleri bu durumda bilinçli davranmaya sevk etmek veya zorlamak gerekebilir. Bu, bazen kanunlar ve yönetmelikler aracılığıyla bazen de bilinçli tüketiciler aracılığıyla mümkündür. Bu araştırmanın anlamı ve önemi tam da bu manada ortaya çıkmaktadır. Dolayısıyla araştırmanın amacı yeşil ürün farkındalığının tüketicilerin satın alma davranışlarında çevre bilincinin etkisi incelenmek olmuştur. Yapılan araştırmada yeşil ürün farkındalığının ve çevre bilincinin

tüketicilerin satın alma eğilimleri üzerinde anlamlı bir etkisi olduğu; yeşil ürün farkındalığı ve çevre bilinci arasında anlamlı ve pozitif bir ilişki olduğu; yeşil ürün farkındalığının tüketicilerin satın alma eğilimlerine etkisinde çevre bilincinin aracı bir rolü olduğu bulgulanmıştır.

Konu ile ilgili literatüre bakıldığında, aynı konunun çalışıldığı herhangi bir araştırmaya rastlanılamamış ancak benzer çalışmaların olduğu da görülmüştür. Örneğin Hangül (2023), işletmelerin yeşil faaliyetleri, tüketicilerin çevre konusunda bilgilerini, davranışlarını, değer ve duyarlılıklarını incelemek ve bu faktörlerin satın alma alışkanlıklarını ne derece etkilediklerini ortaya koymak adına yaptığı çalışmada tüketim çılgınlığının çevreyi olumsuz bir şekilde etkilediğini ifade etmiştir. Hangül (2023) yaptığı çalışmada; cinsiyet ve eğitim faktörünün çevreye karşı değer, duyarlılık ve yeşil tüketim alışkanlığını etkilediği sonucuna ulaşılmıştır. Özellikle kadın tüketicilerin, çevresel değer ve çevresel duyarlılık konusunda bilgi durumlarını yeşil ürün satın alma davranışlarına da yansıttığı ve daha yeşil tüketici oldukları sonucuna ulaşılmıştır (Hangül, 2023:2).

Literatürde yer alan bir başka benzer çalışmada Durmaz ve Kafadar (2024), hem yeşil marka farkındalığı ve marka imajının tüketicilerin satın alma niyetine etkisini hem de yeşil reklamların, yeşil marka farkındalığı ve marka imajı üzerindeki satın alma niyeti açısından aracılık rolünü belirlemeye çalışmışlardır. Araştırmanın sonuçlarına göre tüketicilerin satın alma niyetlerinin marka imajı ve yeşil marka farkındalığı üzerinde olumlu etkisi bulgulanmıştır. Durmaz ve Kafadar (2024), yeşil reklamların tamamlayıcı kısmının aracılık rolü olduğunu tespit etmişlerdir (Durmaz ve Kafadar, 2024:89).

Koçer ve Delice (2016), yeşil reklamlara yönelik tutumların çevresel duyarlılığa etkisini ve bu etki üzerinde çevresel kaygı faktörünün aracılık rolünü incelemiştir. Yapılan araştırmada çevresel duyarlılıkla yeşil reklamlara yönelik olumlu tutumlar arasında aynı yönlü bir ilişki olduğu bulgulanmıştır. Aynı zamanda, yeşil reklamlara yönelik olumlu tutumların çevresel duyarlılığı etkilediği ve yeşil reklamlara yönelik tutumlar ile çevresel duyarlılık arasındaki ilişkide çevresel kaygının aracılık rolü olduğu tespit edilmiştir. Yeşil reklamlara yönelik olumlu tutum sergileyen tüketicilerin çevreye daha duyarlı oldukları ve bu duyarlılıkta da çevresel kaygının etkisi olduğundan söz etmişlerdir (Leblebici Koçer ve Delice, 2016: 112).

Aydoğdu ve Dinar'ın (2019), yeşil reklamın ve çevre bilincinin yeşil ürün satın alma faaliyeti üzerine etkisini incelediği araştırmada; yeşil reklamların yeşil ürün satın alma niyetini etkilediğini bulgulanmıştır (Aydoğdu ve Dinar, 2019: 229).

Zameer ve Yasmeen (2022), Yeşil inovasyon ve çevre bilincinin yeşil satın alma davranışlarını yönlendirmesi isimli çalışmada; çevre bilinci ve yeşil satın alma davranışı arasında pozitif bir ilişki tespit edilmiştir (Zameer ve Yasmeen, 2012: 624).

Wulandari, Rahyuda, ve Yasa (2015) müşteri tutumunun yeşil ürün satın alma niyetine etkisinde bilginin aracılık rolü adlı makalesinde; işletmelerin yeşil pazarlama stratejilerinde çevreyi korumayı ana fikir hale getirmeleri gerektiğini ifade etmiştir. Araştırmacılar ayrıca çalışma sonucunda tüketicilerin sahip olduğu yeşil ürün ile alakalı bilgi düzeyinin yeşil ürün satın alma niyetini etkilediğini tespit etmiştir (Wulandari, Rahyuda, ve Yasa, 2015: 133).

Tüketicilerin çevresel duyarlıklarının ve yeşil ürün taleplerinin gün geçtikçe arttığını ve çeşitlendiğini ifade eden bir diğer çalışma da Oğuz ve Polat (2024) tarafından yapılmıştır. Oğuz ve Polat (2024), yaptığı çalışmada yeşil otelleri ve bu otelleri seçme nedenlerini incelemiştir. Yapılan araştırmada, başkalarının iyiliği için elinden geleni yapmak şeklinde tanımlanan “özgecilik”in yeşil otelleri ziyaret etme niyeti üzerinde etkili olduğunu bulgulamıştır (Oğuz ve Polat, 2024:8). Bu çalışma bacasız sanayi olarak tanımlanan turizm sektöründe tüketici satın alma eğilimlerinde yeşil ürün ve çevre bilinci konularının önemli olduğunu ortaya koymuştur denebilir.

Araştırma sonuçları baz alındığında firmaların üretim süreçlerinde çevre faktörü, çevreye verilen zararları minimize etmek gerektiği hususlarında daha hassasiyetli davranmalarının önemli olduğu söylenebilir. Firmalar yeşil üretimleri gerçekleştirirken kaliteden ödün vermemeleri gerekir. Yeşil üretim maliyetleri yüksek olması bilinen bir gerçek olmak beraber kalitenin de tüketiciler açısından önemli olduğu gerçeği göz ardı edilmemelidir. Tüketicilerin daha bilinçli tüketim alışkanları elde etmeleri için ana okullardan üniversitelere toplumun her bir zümresine kadar çevre ile iç içe yaşayan insanoğlunun beslendiği ve hayatını ikame ettiği çevrenin önemi kavranmasına yönelik bilgilendirici eğitim seminerlerinin verilmesi de önem arz etmektedir. Bu konuda araştırma yapacak olan araştırmacılara önerilerimiz çevre bilincinin oluşumunda ailenin, eğitimin ve içinde yaşanan toplumsal çevrenin rolü olup olmadığının araştırılması olarak tavsiye edilebilir.