PRINCESS K. JERBO THE ANTECEDENTS OF THE PURCHASE INTENTIONS TO BUY GREEN PRODUCTS MASTER 2023

NEAR EAST UNIVERSITY
INSTITUTE OF GRADUATE STUDIES
DEPARTMENT OF MARKETING

THE ANTECEDENTS OF THE PURCHASE INTENTION TO BUY GREEN PRODUCTS

M.Sc.THESIS

PRINCESS K. JERBO

NICOSIA
May 2023

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PRINCESS K. JERBO

Assoc. Prof. Dr. AHMET ERTUGAN

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Approval

We certify that we have read the thesis submitted by **PRINCESS.K. JERBO** titled **"THE ANTECEDENTS OF THE PURCHASE INTENTIONS TO BUY GREEN PRODUCTS"** and that inour combined opinion it is fully adequate, in scope and quality, as a thesis for the degree of Master of Marketing.

Examining Committee	Name- Surname	Signature
Head of Committee	DR. LAITH TASHTOUSH	
Committee Member*	ASSIST. PROF. DR. SAMEER HAMDAN	
Supervisor	Assoc. Prof. Dr. AHMET ERTUGAN	

Approved by the Head of the Department

19../..8/2023

.....

Assoc. Prof. Dr. AHMET ERTUGAN

Head of Department

Approved by the Institute of Graduate Studies

.../.../2023

Prof. Dr. Kemal Hüsnü Can Başer

Head of the Institute

NEAR EAST UNIVERSITY INSTITUTE OF GRADUATE STUDIES

Declaration

I hereby declare that all information, documents, analysis and results in this thesis have been collected and presented according to the academic rules and ethical guidelines of Institute of Graduate Studies, Near East University. I also declare that as required by these rules and conduct, I have fully cited and referenced information and data that are not original to this study.

Princess K. Jerbo

…../…../…..
Day/Month/Year

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The Lord God Almighty deserves praise and thanksgiving for His grace and compassion shown to me while I worked toward completing this degree.

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Abstract

THE ANTECEDENTS OF THE PURCHASE INTENTION TO BUY GREEN PRODUCTS

Princess K. Jerbo

Supervisor: Assoc. Prof. Dr. AHMET ERTUGAN

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The purpose of this study is to discuss the relationship between previous purchase experience and purchase intention and the mediating effects of environmental consciousness and a green attitude.

Method - The study utilized a survey-based methodology. This method was used because the study collected responses from 377 pupils who make up the study sample size from the 19920 students enrolled at the three Liberian public universities (University of Liberia, William V. S. Tubman University, and Nimba University).

The results of the hypotheses supported the idea that environmental consciousness has the greatest influence and strengthens the link between previous purchasing behavior and purchase intention.

According to the study's findings, the government and other interested parties must assist companies that make or sell environmentally friendly products and foster a more welcoming environment for customers by utilizing cutting-edge techniques to boost production that is appropriate for global consumption.

Keywords: environmental consciousness, purchase intentions, green attitude, previous purchase experience

ÖZ

YEŞİL ÜRÜNLER SATIN ALMA NİYETLERİNİN ÖNCELLERİ

Prenses K. Jerbo

Danışman: Doç. AHMET ERTUGAN
MBA, Pazarlama Bölümü

May 2023, 95 sayfa

Bu çalışmanın amacı, önceki satın alma deneyimi ile satın alma niyeti arasındaki ilişkiyi ve çevre bilinci ile yeşil tutumun aracılık etkisini tartışmaktır.
Yöntem - Çalışma, ankete dayalı bir metodoloji kullanmıştır. Bu yöntem kullanıldı çünkü çalışma, üç Liberya devlet üniversitesine (Liberya Üniversitesi, William V. S. Tubman Üniversitesi ve Nimba Üniversitesi) kayıtlı 19920 öğrenciden çalışma örneklemini oluşturan 377 öğrenciden yanıtlar topladı.
Hipotezlerin sonuçları, çevre bilincinin en büyük etkiye sahip olduğu ve önceki satın alma davranışı ile satın alma niyeti arasındaki bağı güçlendirdiği fikrini destekledi.
Çalışmanın bulgularına göre, hükümet ve diğer ilgili taraflar, çevre dostu ürünler üreten veya satan şirketlere yardımcı olmalı ve küresel tüketime uygun üretimi artırmak için en son teknikleri kullanarak müşteriler için daha sıcak bir ortam sağlamalıdır.

Anahtar Kelimeler: çevre bilinci, satın alma niyeti, yeşil tutum, önceki satın alma deneyimi

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List of Abbreviations

TPB:	Theory of Planned Behavior
PPE:	Previous Purchase Experience
GPPI:	Green Product Purchase Intention
EC:	Environmental Consciousness
GA:	Green Attitude
LT:	Learning Theory
PI:	Purchase Intention

CHAPTER I

Introduction

The context and subjects that drove this research investigation are introduced in this chapter. then defines the issue that this study aims to address by identifying knowledge gaps within the underlying data. The conceptual model that highlights the independent and dependent variables then presents the research thesis. The study's importance and restrictions are also discussed. An overview of each chapter is given at the end.

Background

The term the environment is no one's property to crush is commonly used and accepted; nonetheless, everyone has a responsibility to protect it as long as everyone may live in peace in a particular location. This claim makes the case that the growth and complexity of human society brought about by globalization have brought to light the harmful biological effects of climate change and other natural threats posed by a select few consumables. Although some customers or purchasers who can't yet use a few green products may find it necessary to inquire about what may have precipitated the relentless decline of the actual design and appearances of human culture, sellers or creators instead stand at a hope to observe the long-term effect of customers disposition and intentional as parts choosing their triumph or frustratio (Aagerup et al., 2016).

Partners and the government have taken safeguards in today's developing economy by putting corrective measures in place to lessen the impacts of mechanical objects degrading naturally in order to prevent the enormous destruction of states' natural and mineral assets. According to Brochado et al., (2017) this has nearly sparked the creation and popularity of green products to cover the void left by other types of hazardous goods that have eaten into the foundation of Western economies for decades. From the late 18th century through the early 19th century, developed nations like Denmark, Iceland, and Britain viewed naturally neighborly objects to be a collection of environmentally benign products that did not make use of communal resources. According to Oliver (2013), they are all pollutant-free, biodegradable, and able to be reused for assistance generation. Through the foundation of green marketing at the national and global levels, the rise of eco-friendly products has provided employment opportunities for a significant number of unemployed people as a

treatment. As a result of this growth and development, a growing number of customers have switched their needs for purchasing to using safe products after thoroughly researching their impact on the global environment.

It has been observed that a wide variety of green products have entered the advertising, making it difficult for customers to really identify the best products to purchase due to the closeness of competition in both developed and developing markets. Because of the impact that products that have already been used have had on people's living conditions, this level of competition has increased people's trust and desires. The contrast between the availability of green products and customers' eagerness to purchase them is analyzed using the term environmentally neighborly and ecologically non-friendly in this sense. Some customers look for high-quality items that are safe and healthy, while others focus on how many green products there are and how cheap they are without knowing the difference between reasonable products. The best way to explain this is to say that shoppers' purchasing decisions are influenced by their attitudes and behaviors toward shifting preferences (Oywall, 2010).

According to assessments of item cross-examination by the government and other organizations, green products are among the sustaining essentials for natural supportability, without which life becomes less important for man's home (Oyewole, 2010). Their decreased risk of impacts and waste avoidance package were two of the most significant factors and advantages that set green products apart from other options to comparable products. Qualities, social standards, convictions, remuneration, sex, and advice have all been considered as factors that influence customers' purchasing decisions. All things considered; it has been stated that the rate at which needs are satisfied is determined by gaining control over individuals. According to Ying-Ching et al., the green product looked to have overtaken its rivals in popularity because of its improbable advantage to consumers and their capacity to recognize things of safety from those of hazard in regard to environmental problems. 2012) The truth is that sellers and producers of environmentally friendly goods engage in business with clients not only for the purpose of profiting financially but rather to uphold their social obligations to the growth of society and the preservation of natural resources. Solid work environment arrangements, which are a bonus for those who specialize in or deal with green products, are one of the natural factors for intense rivalry in the procurement of the best quality output of green products on the market (Vermillion et al.). 2010). As a result, more people are inherently aware of the goods that are offered under

successful marketing circumstances.

Knowing full well that customers will not completely book for environmentally friendly products or services simply because of their availability, does not imply that they will. The arranged behavior hypothesis, which is comprehensive and based on the consumer's attitude toward products, environmental consciousness, intentions, and previous and current experience, is, in accordance with Ajzen (2015), the best hypothesis for analyzing consumer purchase intention. This research proposes utilizing environmental consciousness and a green attitude as a sort of meditation to study how previous experience experiences affect purchase intention.

Statement of Problem

There is no doubt that green products, which save energy, have gained a competitive advantage in markets due to their free transfer without ejection or any natural release shape. Despite this, there is widespread social worry and anxiety about the environmental product options now on the market. Some of these products have been shown to have a negative effect on customers' intentions to purchase, while others have been shown to have positive effects on customers' behavior. Additionally, it has been noted that imbalanced aspects of nature were brought on by unfavorable environmental consciousness of green goods as a result of man's barriers to the environment, as stated by a few partners and customers. The question of purchase involvement in particular has been a two-way street. While some consumers showed their support for environmentally friendly products through advertising rebates and competitive prices, others widened the price gap between environmentally friendly products and other goods by making arbitrary price cuts. Another factor that contributed to customers' dissatisfaction regarding the classification of a green product as solid was the failure of some vendors to use untrue promotions to entice customers to purchase items that were viewed as harmful. This consideration, consequently, becomes crucial because there is a need for careful examinations to determine whether the aforementioned issues have hampered the financial maintainability of the individuals or whether they influence the efficient use of green products. By comprehending how a customer's intentions regarding future purchases are influenced by previous purchases, these pondering points can be added to the writing. By counting the intervening variable of environmental consciousness and green demeanor, this relationship is tried to be encouraged. The factor by which past purchase experience

influences purchase intention can be better understood by counting intervening factors. This part is shown as taken later.

Writing questions about the consideration's components is first demonstrated. Beyond the purchase, natural consciousness, a green attitude, and purchase expectation In order to make the connections between these components, we then illustrate the hypothesis of arranged behavior and the hypothesis of learning. Finally, the author make predictions and demonstrate a conceptual framework for the given factors.

Research Purpose

The study seeks to:

1. Analyze the connection between prior purchase behavior and purchase intention.
2. Analyze how their prior purchasing behavior relates to their environmental attitudes.
3. Consider the connection between previous purchase history and environmental consciousness.
4. Research the connections between environmental consciousness, green attitudes, and purchasing intentions.
5. Consider how environmental consciousness and a green attitude mediate the link between previous purchasing behavior and purchase intention.

Research Questions

The following research questions are raised to guide the study:

1. Is there any connection between prior purchase history and purchase intention?
2. Is there a connection between their previous purchase history and their opinions toward the environment?
3. Is there a connection between previous purchase history and environmental consciousness?
4. Is there a link between environmental consciousness, green attitudes, and purchase intentions?
5. Do environmental consciousness and a green attitude have any mediation effects on the link between previous purchasing behavior and purchase intention?

Research Hypotheses

This research contains seven hypotheses:

H1: There is a relationship between Previous Purchase Experience and Purchase Intention.

H2: There is a relationship between Previous Purchase Experience and Environmental Consciousness.

H3: Environmental Consciousness mediate the relationship between Previous Purchase Experience and Purchase Intention.

H4: There is a relationship between Environmental Consciousness and Purchase Intention.

H5: There is a relationship between Previous Purchase Experience and Green Attitude.

H6: Green Attitude mediate the relationship between Previous Purchase Experience and Purchase Intention.

H7: There is a relationship between Green Attitude and Purchase Intention.

The conceptual model is created in order to fully comprehend the link between the variables from the viewpoints of learning theory and theory of planned behavior. Figure 1 illustrates the conceptual framework and the direct and indirect interactions between the variables. In addition to demonstrating green attitudes and environmental consciousness, it also demonstrates the clear correlation between previous purchase experience and purchase intention.

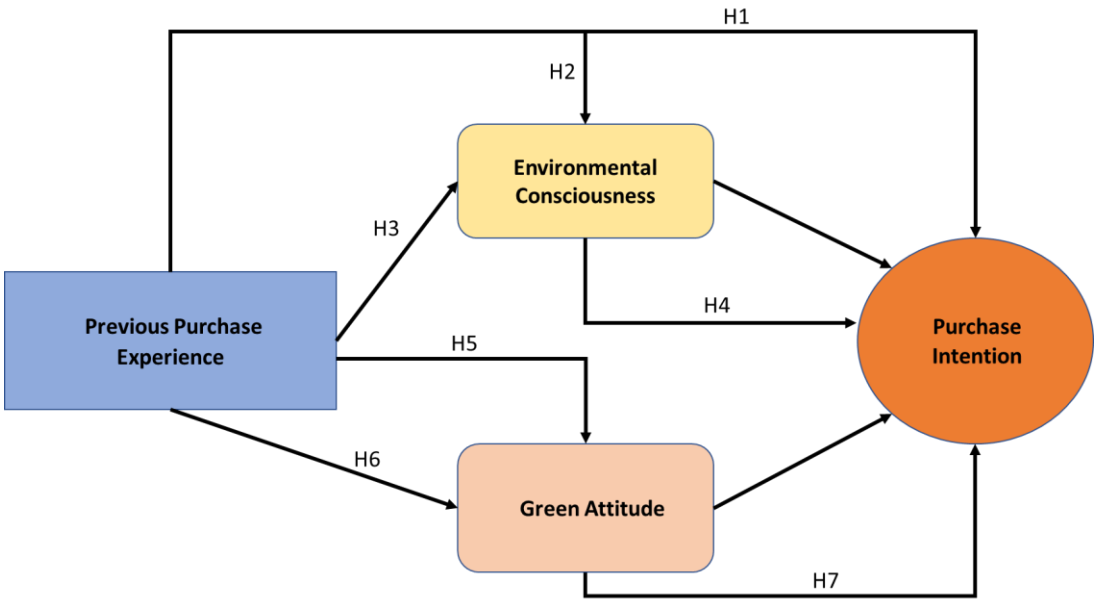

Figure 1 Conceptual Framework

Significance of the Study

The purpose a product serves without causing harm is the best way to convey its importance. This is yet another reason why eco-friendly products are getting a lot of attention all over the world. The study sheds light on public perceptions of the advantages of eco-friendly product consumption and the additional social opportunities it offers to a greater number of people, which is significant.

This study better illustrates the advantages of green products as tools for economic sustainability and helps to dispel the public's perception that they are actually harmful to healthy living. This study sheds light on the perceptions, preferences, and attitudes of current and potential customers regarding the use of environmentally friendly products. The study also explains how executives from a variety of green product companies and industries can come up with plans to universally encourage people to use green products in both developed and developing nations with different opportunities.

Finally, research serves as a repository of knowledge because its findings support the existing body of literature and aid researchers seeking to expand their knowledge in related or similar fields.

Definition of Terms

The terms listed below have operational definitions that correspond to how they were used in the study

Previous Purchase Experience: The prior producers' experiences with environmentally friendly items in comparison to what is currently possible given consumer attitudes toward purchase comparable goods.

Green Product: products are generally favored by consumers due to their lack of toxicity or negative effects.

Purchase Intention: Individuals those who are aware of their responsibility to safeguard the environment and intend to purchase goods or services with that consciousness in mind.

Environmental Consciousness: This is a reference to one's consciousness of environmental management, protection, and safety.

Green Attitude: This is the ability of the consumer to decide what kind of goods to purchase based on current conditions and benefits.

Chapter summarizes

Following are the chapter summarizes of the remaining five chapters.

Chapter one

This chapter introduced the subject of their inquiry and the context that served as their research's inspiration. Also, the gap and the problem statement that this study aims to address are explained. The conceptual framework for this study, from which the hypotheses are derived, is then provided. Also, this study's significance and limitations have been described.

Chapter two

In this section, we survey research that has compared Previous Purchase Experience Purchase Intention, Environmental Consciousness and Green Attitude.

Chapter three

In this section, we provide our research's methodology and outline our plans for conducting the study.

Chapter four

We provide the results of our data analysis in this section.

Chapter five

This chapter explain in-depth discussion and conclusion of this research and making some recommendation that help to enhance the research purpose.

Conclusion

This chapter presented their study question and the historical context that motivated their investigation. It also defined the research gap and posed the question that would be answered by this study. After that, I presented the study's thesis using a conceptual model that drew attention to the study's independent and dependent variables. Next, it presented the theoretical framework that serves as the basis for these investigations and their hypotheses. Moreover, the significant and limitation of this research has been explained.

CHAPTER II

Literature Review

Introduction

This chapter provide more information from literature review about the research variables environmental consciousness, green attitude, previous purchase experience and purchase intention. In addition, this chapter elaborates on the connection between the research variable and the process of formulating hypotheses.

Purchase Intention

The connection between purchase intention and customer behavior is critical in the field of customer research (Kumar et al.). 2021). Tsai et al. (2015) also provide examples to persuade customers to purchase specific goods and services from a similar retailer and rave about them to friends and family. The intention is for businesses to determine the sale of recently launched goods and the purchase of existing goods. (Curvelo et al., 2019).

Shimul et al. (2022) purchase intent as the propensity to make or express interest in making a future purchase of a product or service. According to Tang et al. (2014), since their vital role inside the client dynamic preparedness, the exams regarded on purchase intention have significantly expanded, pushing extended arrangements and efficiency for associations. Purchase intention is influenced by a number of variables, including behavioral shapes, which refer to a person's convictions about the outcomes of the conduct, and seen behavioral control, which indicates a person's inclination to control over adopting a certain behavior. Assigned subjective standards, which describe an individual's beliefs about what other people perceive to be right or wrong in society (Kay et al., 2020). So, current text demonstrates the tension that occurs when customer convictions conflict with purchaseer expectations, affecting their willingness to make a final purchase.

In the field of customer brain research, convictions are taken into consideration in order to comprehend the state of mind of customers, which is the result of client evaluation from previous involvement (Costa et al., 2021). Therefore, customers' states of mind and involvement influence their ability to distinguish between the various products they already use and, under certain usage conditions, their decision to purchase purposeful. It suggests that customers' attitudes can influence how they evaluate a product's characteristics, thereby increasing or decreasing their interest in the product

and influencing their decision to purchase the product (Tang et al., 2014). In any case, clients' positive or negative experiences force them to base their selections on past experiences (Sweeney et al., 2020).

Due to their widespread use and incorporation, eco-friendly products like aluminum cans, paper, glasses, and other items have been portrayed as priceless assets deserving of respect and thanks. (recyclable). Green products must be distinguished by their safe impact on natural factors, such as stored or constituted living and non-living components for human use (Cheng et al., 2012). According to Massawe et al., a green substance has been hypothesized and established by testing their decay in soil, discussion, and water without contaminating the mentioned substances. 2012). The management field has recognized the recently discovered trend in the market for environmentally friendly products as a means of bolstering its spread and legitimacy in the majority of developed nations, where customers have endorsed its inventiveness and unwavering quality.

In addition to the role that customers' demeanors and experiences play in influencing their intention to purchase (Ali et al.,), it is important to evaluate their impact on this intention. 2020). Green things are the things that are made with minimal usage of normal resources, significantly affecting regular debasement and coming to fruition inside the most un-possible waste (Rahnama and Popkowski Leszczyc, 2022). Customers who are knowledgeable about environmental issues are more likely to purchase eco-friendly products and recognize them favorably (Felix et al., 2022). The speculations improvement field encourages and explains the connection between purchase intention and the other factors used in this study.

Previous Purchase Experience

Past product experience was described by Curvelo and others (2019) as a subjective collection of internal consumers (sensations, feelings, and cognitions) and behavioral reactions to stimuli associated to the product. The researchers assert that these upgrades influence consumers' internal and social tendencies because of an item's appealing design, strong visual personality, attractive packaging on the shelf, persuasive limited-time campaigns that are sensitive to the wants and needs of the target market, and its climate-susceptibility (Diallo and Siqueira, 2017).In addition, academics contend that customers' intention to purchase the same products in the future is significantly influenced by their previous product purchase experience

(Bringula et al., 2018). The learning hypothesis offers a complete record of the connection between past purchase insight and purchase a goal. According to Sharma et al., the consumer learning process begins with the knowledge and information they acquire about a customer's future purchases might be influenced by their past ones, as well as by the things they've bought and consumed in the past. Cognitive and behavioral methods to consumer learning have been promoted by academics.

Additionally, previous research (Diallo & Siqueira, 2017) suggests that product-related cues are related to previous purchase experience with a product and its subsequent impact on purchase intention. Two types of cues have been described by researchers: both external and internal. Intrinsic cues, as defined by Diallo & Siqueira (2017), include the physical qualities of the goods, such as the substances needed to create the finished product. Extrinsic cues include aspects of a product like brand and price. According to Sharma et al., in 2022, purchasers who have enough information are persuaded by a product's name, while those who have inadequate information are seduced by the products' reduced pricing. Also, studies have demonstrated that including the brand name of the industry leader on a product's packaging promotes consumers to develop positive thoughts about it, which may have a positive effect on their experience making a purchase of it.

According to earlier studies, a consumer's prior purchase history significantly influences their intention to purchase things. (Costa et al., 2021). Learning Theory lends help to the investigation of the relationship between prior experience and product purchase intention. Consumers mix internal and external memories during the decision-making process, enabling them to contrast various items based on prior experiences. (Curvelo et al., 2019).

Environmental Consciousness

Over the past 10 years, a variety of titles have been used to describe products that do not harm the environment. (Tze San et al., 2022). Customers have referred to diverse industries in different ways. For instance, before 1959, the word "biodegradable" was often used. By the end of 1985, the term biodegradable had been supplanted by the term social responsibility in common speech, particularly in the marketing industry. Environmentally friendly or "green" items are increasingly regularly used terms to describe goods that do not harm or contaminate the environment (A. Kumar et al., 2021). Among the first academics to address the various

types of environmentally conscious consumers, or environmentally responsible consumers, was Anderson and others in 1971. Environmentally conscious consumers are those that fulfill their needs and wants by acquiring environmentally friendly or "green" products that benefit society and the environment (Zhou et al., 2021).

One part of the idea of environmental consciousness is customers' willingness to behave in a way that is good for the environment (Costa et al., 2021). Researchers (Tze San et al.) claim that the ease of access to knowledge about environmental sustainability, consumption, and the effects on the environment has influenced consumers' intention to think about purchase green items. Environmental consciousness, according to studies in the past, is essential for fostering sustainable development, amicable commercial relationships, and fostering a pro-environmental mindset—all of which contribute to the organization's large earnings (Tang et al., 2014). While this was going on, marketers started creating goods and services in response to consumer demands for ecologically friendly items, which gave rise to the idea of social marketing (Lii & Lee, 2012).

The elements influencing consumers' desire for green products are their education and environmental concern. (van Tonder et al., 2020). Manseok and Jungwoo (2017) demonstrated how customer preferences are swiftly switching from the usage of traditional to reasonable products as a result of the information accessible on the possibly hazardous impacts of traditional things on the natural habitat. Many customers are persuaded to purchase these products because of their diverse sizes, branding, labeling, packaging, and descriptions of other things.

Due to the ever-increasing rate of environmental deterioration and the extensive United Nations environmental protection consciousness campaigns, consumers are now more likely to pick eco-friendly or green items over conventional ones (Ali et al., 2020). Studies show that individuals are more committed to purchase eco-friendly products as a result of their increased environmental consciousness. (Zhou et al., 2021). Additionally, associations are beginning to change their behavior and implement green practices throughout the entire production sector. (Ashfaq et al., 2021). According to a review of earlier studies, customers' preferences for eco-friendly or green products are influenced by a number of factors, such as health consciousness, environmental preservation, sustainable living, and conformity to society norms and values. (Kumar et al., 2021).

Green Attitude

According to Cabral & Lochan Dhar (2019, p. 3), attitude refers to how positively or negatively a person perceives the activity in issue. A person's cognitive appraisal of the importance of environmental protection is what academics refer to as having a "green attitude" in the context of environmental management (A. Kumar et al., 2021). The importance of the green mindset in motivating stakeholders to adopt eco-friendly behaviors has lately increased in the literature on green marketing (Felix et al., 2022).

A green attitude in marketing refers to consumers' constant responses—positive or negative—to environmental issues (Kautish & Sharma, 2019). Researchers have established a strong correlation between green views and green computing practices, according to Puente-Daz & Cavazos- Arroyo (2019). The benefits of adopting a green mindset for managing the environment have been covered in numerous research papers. 2021) examined the empirical relationship between green conduct and attitude and found that there is a significant correlation between the two. This implies that a customer's conduct will be more environmentally concerned the more environmentally conscious they are. According to other studies Ham et al. (2022), younger generations are more concerned about environmental quality than older generations are, and as a result, exhibit green attitudes and behaviors. Therefore, in order to influence customers' intentions to purchase environmentally friendly goods, it is crucial and pertinent to cultivate a green attitude among them. As a result of the problems that unsustainable products pose to the environment, the green business movement has grown rapidly over the past few decades. As a result, the number of companies and marketers selling environmentally friendly goods is growing on a daily basis and expanding into new markets across diverse geographical areas (Hanaysha, 2022). In the long run, this lucrative business is expected to generate substantial profit margins for corporations.

When the rate of pollution and other types of damage that various consumable commodities have generated recurred in the wake of Elliott, green products were seen as the solution to environmental pain. (2013). He believed this to be a remedy for the issues related to the lifecycle of common assets now that all detrimental impacts have gone. Consequently, Liobikiene et al. (2016) emphasized the necessity of designing a suitable waste discharge channel to eliminate any harmful substance from the environment. Some academics, like Haden (2009), held that the manufacture of green

products needed to advance quickly if there was to be a worldwide increase in the supply of environmentally friendly goods that are advantageous to human endeavor and appropriate for sustainable development. In order to establish the legitimacy of green products, Rahbar and Wahid's (2011) research showed how there is a strong correlation between the level of consumer support for using green products and the purchasing behavior primarily motivated by the item's reduced harm.

Due to the fact that the availability of green products will need to grow in order for humans to survive in the 21st century, businesses have realized how important it is to produce and introduce green products to new markets. More importantly, according to Prinzing (2013), cost-effectiveness can be defined as economical use of individual purchasing power subject to disposable income by eliminating waste by producers and reducing costs for consumers. Another way that green products have had an impact on highly industrialized economies is through their contribution to economic growth and development. A significant amount of revenue generated by businesses has helped the government fix a number of projects that are very important to the public. Government involvement in the operations of productive sectors cannot be disregarded, in Prinzing's (2013) opinion, as it stands to secure pricing uniformity and improve employee security.

Positive and negative feedback cannot be removed regularly or sporadically during the purchasing and selling process. The value of the product's uniqueness in connection to quantity and usage habits has been questioned, according to scholars like Ying-Ching and Chang (2012), due to the excessive use of green products that were purchased mainly on quantity rather than quality. To counteract this, the researchers also theorized that poor use of environmentally friendly products has led to a variety of reactions, including an increase in value that, based on prior experience, isn't practicable for purchaseers. Recent studies show that one of the most effective modern enterprises for raising product value, brand recognition, and other chances is green marketing (Chen, 2010).

According to research in consumer psychology (Groening et al., 2018), a "green attitude" is one of the most influential elements in shaping customer behavior. A customer's favorable attitude toward green goods has been found to promote sustainable purchase and consumption patterns, as reported by Hwang & Lee (2019). The theory of planned behavior also reveals that a person's likelihood of engaging in a behavior is higher if they have a positive and upbeat outlook on that conduct (Tang

et al., 2014). Ashfaq et al.'s 2021 research establishes the link between attitude and product intention via an empirical analysis. Also in 2020, Han et al. found that consumers who worry a lot about the environment are more likely to have a positive attitude toward eco-friendly products, which encourages them to buy and use such products. As a result, the results imply that having a green mindset is crucial in determining whether or not someone will choose to purchase ecologically friendly goods.

Development of the Theoretical Framework and Hypotheses Planned Behavior Theory

The Theory of Planned Behavior is used to a large extent in order to learn about and predict the intents of purchasers. In order to do this, it takes use of the theoretical frameworks of in-store purchasing behavior, environmental awareness, green attitude, and future purchase behavior. According to the findings of Shimul et al. (2022). Some examples of eco-friendly and green products that the theory of planned behavior has been used to describe and predict in earlier research include organic food (Costa et al., 2021), cosmetics (Shimul et al., 2022), sustainable food products (Kautish & Sharma, 2019), and green consumption (Felix et al., 2022). Other examples include sustainable food products (Kautish & Sharma, 2019). Therefore, the existing literature provides and verifies the theory's usefulness and applicability to our study.

The most crucial elements in figuring out and anticipating a customer's propensity to purchase green products are their prior purchasing history, environmental consciousness, and green attitude, according to (Costa et al., 2021). Ham et al. (2022) employed the idea of planned behavior to foretell whether or not people would buy organic cosmetics and toiletries. Purchase intent was shown to be considerably and positively impacted by ideas from the Theory of Planned Behavior. Determinants of organic food consumption were also studied using the theory of planned behavior (Shimul et al., 2022). According to the findings of their research, the planned behavior hypothesis may explain around 60% of the variation in consumers' intentions to buy environmentally friendly items. Many other studies have also used the concept of planned action to investigate the impact of exposure, awareness, and attitude on consumers' intent to make a purchase (Costa et al., 2021; Siqueira et al., 2022).

The Theory of Planned Behavior, as described by Siqueira et al. (2022), is an example

of the theory as a whole and illustrates the impact of attitudes and beliefs on actions. According to researchers, the Theory of Planned Behavior is not a static, all-encompassing framework, but rather a malleable one that can be updated and revised when new information becomes available (Costa et al., 2021). Consequently, many green marketing studies have followed this recommendation and broadened the model to incorporate a wider range of factors, such as eco-friendly food options (Woo & Kim, 2019), sustainable food sources, and green cosmetics products (Bobâlcă et al., 2012). (Rahnama & Popkowski Leszczyc, 2022).

According to academics, these concepts are difficult to translate since the frameworks that serve as their basis are typically country-specific and so out of context. (Sharma et al., 2022). To forecast green consumer behavior using a redesigned theory of planned behavior conceptual framework, it is suggested that more cognitive variables be included in new cultural contexts. (Husain et al., 2022). In order to forecast the adult purchasers' intention to purchase green goods in India. Kautish and Sharma (2019) enlarged the scope of the theory of planned behavior framework by integrating the antecedents of purchasing experience. Additionally, current research is consistent with the notion that prior purchasing history is a crucial subjective assessment in determining a desire to purchase green items. (Han et al., 2020). Insights into the desire to purchase green goods in this survey will be fresh and exciting thanks to environmental consciousness and a pro-green mindset. As a result, it's imperative to seize the chance to learn about the method by which consumer experiences, environmental consciousness, and a green attitude toward the goal to purchase green products are established. By considering the effects of endogenous and exogenous variables (such as prior purchasing experience, environmental consciousness, and green attitude) on intention to purchase green goods, this inquiry expands the theory of planned behavior framework based on earlier studies.

Learning Theory

The learning curve of a person is fundamentally influenced by prior experience. Similarly, in terms of consumer behavior, a customer's prior purchase history influences their future propensity to make the same purchases (Diallo & Siqueira, 2017). This correlation between prior purchasing experience and purchase intention is thoroughly explained by learning theory. According to proponents of the theory, consumers acquire knowledge by actually purchase, using, and experiencing a product.

They then use this comprehensive experience to use the provided products to satisfy their needs and wants in the future (Alblehai, 2022). According to the hypothesis, customers learn from prior purchasing experiences in two ways: cognitively and behaviorally (Hartmann & Apaolaza-Ibáez, 2012). Due to its crucial role in forecasting favorable and desirable consumer behaviors, previous purchase experience-based learning has long been a topic of research in the field of consumer behavior. Consumers initially gather and retain details on product features and attributes based on positive and negative experiences, then access them at the time of a subsequent purchase. Customers are more inclined to purchase the product again if they have a favorable experience with it, while those who have a negative experience are more likely to avoid it in the future. (Woodall et al., 2018). The theory can therefore be used to explain how previous purchase experiences and purchase intention relate to one another in the context of the current investigation.

Linking Previous Purchase Experience with Purchase Intention

The project aims, in part, to determine whether and how past purchases influence future ones. In order to investigate the mechanisms by which customer behavior while considering green product options is influenced, this research focuses on prior purchases. Experts say that a customer's experience may influence whether or not they make a repeat purchase. Since 2017 (Manseok & Jungwoo). Purchase intent is the possibility that a customer will make a future purchase of a certain product or service and is measured as a percentage. (Diallo & Siqueira, 2017). PI is widely employed in studies because subsequent purchase is closely related to actual purchase behavior (Costa et al., 2021).

Customers who have had favorable experiences with a product in the past are more likely to buy it again in the future, as shown in a research conducted by Diallo and Siqueira (2017) on consumers in Turkey. In addition, the Theory of Planned Behavior elucidates the link between past buying habits and future intentions to buy eco-friendly products. (Shimul et al., 2022). Additionally, when customers decide to purchase the products in the future, these positive memories are brought to consciousness from the subconscious part of their minds (Ashfaq et al., 2021). It implies that customers purchase the same goods in the future based on their past experiences because they have limited knowledge of the products. If people have a positive experience, they are more inclined to purchase the same product; but, if they

have a negative experience, they would rather move to a different brand. A positive shopping experience, however, is dependent on factors other than price, such as the seller's adoption of an effective marketing strategy when promoting green products or boosting consciousness of the availability of certain green products, both of which have a substantial impact on customers' intents to purchase (Jain & Weiten, 2020). Customers' intentions to purchase green products are driven by their ability to make informed choices about goods that will maximize their utility. This decision-making process is focused on how people behave in terms of the enjoyment they experience after purchasing their desired products (Ajzen, 1985). According to Ajzen's explanation in the theoretical proof, customer views were one of the triggers for the intention to purchase a green product, and subjective norms were seen as a benchmark for decision-making (Hansen et al., 2004). Purchase intention is the main predictor of the likelihood that a product will be purchased, according to Berkman et al. (1978). As a result, the management team's ability to understand the viewpoints of various clients depends on their organizational skills.

The concept of the marketing mix has taken on a crucial role in the manufacture, commerce, and distribution of goods across borders as a result of recent developments in green products and the advent of green marketing. (Tang et al., 2014). Because to green marketing, there have been substantial changes and improvements in the following areas: product, price, placement, and promotion. A "green product" is one that satisfies customer needs and wants while contributing as little as possible to environmental harm. There is no doubt that the accessibility of green products has facilitated the growth of the person, the family, the community, and the environment on a worldwide scale. To this extent, countries whose expertise depends on the import and export of green products have generated considerable amounts of cash. Because the expansion of their supply is necessary for human life in the twenty-first century, businesses have understood the need for creating and releasing green products in new markets. In highly industrialized countries, the value of green products has been felt in terms of economic growth and development, since considerable sums of money made by businesses have assisted governments in funding a number of initiatives that are very essential to the general public. According to Daniel et al. (2018), in order for businesses to successfully market their items to consumers, they must give favorable extrinsic cues, which include a fair pricing, a spectacular reputation, and a lovely setting. Contrarily, quality-conscious purchaseers are considerably more concerned

with the product's quality than its price. They obtain a favorable prior purchasing experience when they purchase a quality product, which encourages them to purchase the same thing in the future (Alqayed et al., 2022).

Second, organizations spend significant and limited resources to develop their reputation over time (Deng & Yang, 2021). Some businesses develop their reputation based on fair prices, while others do it based on quality (Bringula et al., 2018). Image now plays a crucial role in predicting customers' purchase intentions. According to studies, consumers in developing countries judge a product's image based on how affordable it is, whereas consumers in wealthy nations judge a product based on how high-quality it is. Hence, the intention to purchase the products is strongly influenced by image (ElHaffar et al., 2020). Moreover, studies indicate that the cost of green items is generally greater than the cost of conventional products; as a result, this element may encourage post-purchase price comparison shopping when people's aims diverge from previously defined financial objectives (Bringula et al., 2018). This could lead to later unfavorable reactions to the new acquisition. Because green products are more expensive than standard ones, a post-purchase price search habit can be built for them. Organizations must properly comprehend the customers' attitudes (whether favorable or unfavorable, depending on the experience) about specific products. The experience that consumers get from earlier purchases of goods is one of the crucial precursors to purchase intention. Hence, a consumer's experience can influence whether they adopt or reject the purchase of the goods. Researchers have discovered that the value of experience is important when making future purchasing decisions.

The phrase prior purchase experience refers to customers' positive and negative encounters with a product (Park & Stoel, 2005). From the standpoint of green products, consumers could have both positive and negative experiences when purchasing them (Ott & Soretz, 2018). When consumers have both positive and negative experiences with purchase and consuming green products, they are likely to find it difficult to make a decision. According to Kautish and Sharma (2019), the obvious environmental benefits of green products render their price unimportant and encourage consumers to purchase them. It suggests that using green products results in positive experiences that eventually encourage consumers to keep up their current consumption patterns. In light of the positive or negative customer experiences, this study suggests that prior purchase history is a powerful predictor of future purchase decisions.

Linking Previous Purchase Experience with Environmental Consciousness

After academics and practitioners realized the rapid deterioration of the environment, environmental sustainability has emerged as a popular topic. In the meantime, the healthy contribution it makes to environmental protection has raised the importance of sustainable production and consumption. Accordingly, scientists, policymakers, and non-legislative organizations are investing serious amounts of energy to instruct general society about ecological manageability and tracking down elective methods of creation and utilization to lessen their adverse consequences on the climate (Ngo et al., 2020) by introducing eco-friendly, sustainable, or green products.

After recognizing the perilous impact of unsustainable products on the rising rate of environmental pollution, academics believe that sustainable product production and consumption is the answer to environmental issues (Ott & Soretz, 2018). Since, it has been seen that the profluent from manufacturing plants, enterprises, or organizations has offered more damage than anything else as the outward progression of synthetic compounds has obliterated numerous tenable districts and other living parts in that. As a result, scientists are concentrating on the requirement to create a suitable channel for the discharge of trash in order to remove any form of hazardous substance from the environment. This is because environmentally savvy consumers avoid utilizing non-sustainable products as a result of ecological consciousness and bad experiences with them. (Bergin-Seers & Mair, 2009). As a result, the need for durable, ecologically friendly products has increased, which is excellent for everyone. The creation of eco-friendly products is one of the few methods for preventing future deterioration of the ecosystem, according to experts. Using empirical study, Tonder et al. (in this regard) 2020) found a favorable and significant association between customers' experiences with green products.

Environmental consciousness has been discovered to be a critical role in sustaining development, encouraging favorable environmental attitudes, and guaranteeing a high reaction rate to purchasing attitudes. Beyond the initial problems of consumer insolvency, insecurity, and criminality, social marketing exposure in the twenty-first century has evolved to include social environment issues that need rapid action to correct such aberrations in customer behavior (Andreason, 2002). The goal of green marketing, according to Peattie et al.'s exhaustive definition, is to establish a channel for choosing, identifying, processing, and disseminating diverse linked green

products in order to satisfy societal demand. 2005). Ottman (1993) asserts that when the historical development and expansion of green products started, industries and factories started grading their respective customers based on public reports about issues of contribution or green products.

Both the vendor and the buyer may benefit from understanding how the environmental impact of green goods influences customer behavior. As a result, according to Salmela et al. (2006), purchaseers of environmentally friendly goods are more circumspect and worried about their impact on the environment than purchaseers of non-green goods. In a related inquiry, Sang and Beekhet (2015) asserted that there is a favorable association between environmental influence and customer purchasing intention. As the main factor affecting how much the sellers create, the requirement for consciousness should be addressed in order to address the comprehensive enlightenment and use of the green product. Chan and Lau (2002) assert that increasing environmental knowledge would significantly contribute to the resolution of ongoing environmental problems. After learning about the possible harm the environment could do to a person's ability to live a healthy lifestyle, the worldwide community has begun to recognize the importance of using green products and promoting environmental consciousness. Robert's 1996 lecture on environmental consciousness put the emphasis on consumers' consciousness of how their behavior has an adverse impact on the environment. As a result, it was believed that promoting environmental consumption was a deficit when negativity was high, making it hard to satisfy personal wants until they were uncovered (Andersin et al., 1972). Samarasinghe's (2012) research yielded similar conclusions, concluding that a product's degree of customer consumption is correlated with the environment's consciousness of sustainable growth and susceptibility to both internal and external factors. The experience of pro-environmental consciousness and decision-making can help in determining the demand pattern for green products even if there is no such information available on recently created products.

Consumers' propensity to purchase more green products has been considered based on their consciousness of environmental health. People are more ready to purchase these materials than any other local or traditional goods in this category since they are beneficial for the environment and the product has no side effects. (Chen et al., 2013). With aspects like size, marking and name, packaging, and other portrayals on modern green things, customers' preferences and inclinations assure that they

expect and want to purchase the offered items. This is another point of interest and viability for customers. According to a claim made by Tucker et al. (2012), consumers' reluctance to purchase green items was caused by a gap between the so-called environmental challenges and consumption patterns rather than a lack of customer preference for them. Some consumers were thus led to believe that the truth about the environmental problems was not being told and that they were instead being duped into purchasing the goods through crafty advertising by merchants or marketers of green items. Therefore, it is proposed that the element required to improve customer purchase intent is a true expression of the situation of green products rather than a fake proclamation of consciousness (Tucker et al., 2012).

Additionally, research (Shimul et al.) claim that companies have started making ecologically friendly items in response to consumers' growing ecological consciousness and expertise. (Shimul et al., 2022). Businesses today are aware that customers are choosing their products with greater caution and knowledge. Han et al. (2020) claim that these environmentally conscientious clients are knowledgeable about the environment and passionate proponents of ecologically friendly items. Despite data access, prior performance is likely to be advantageous in terms of customers' inherent consciousness to exhibit specific purchasing and usage behaviors that are climate-friendly. (Ramayah et al., 2010). Costa and others (2021) claimed that because the external stimulus is better comprehended when it is internalized by the act of purchase itself and might drive subsequent consumption, the experience of consumption plays a vital role in internalizing sustainability-related aspects. Future decisions are greatly influenced by past experiences, particularly when they pertain to a sustainable environment. Consider how important environmental consciousness is, and how choosing a green product for purchase may benefit from experience. Therefore, people's expectations to purchase green goods would undoubtedly be impacted by their environmental consciousness gained via experiences.

The mediating role of Environmental consciousness on the relationship between Previous Purchase Experience with Purchase Intention

Environmental consciousness has a big impact on people's preferences for making decisions and using eco-friendly items (S. Kim & Seock, 2009; 2007; Caruana; 2001, Carrigan and Attalla). Environmental consciousness, according to Windrum et al., is connected to one's concerns about environmental issues, which have a big

influence on purchase decisions. 2009); (Van den Bergh and others, 2013). (Van den Bergh and others, 2013). The use of ecologically friendly products is significantly influenced by consumer environmental consciousness. Environmental consciousness is the ability to use green products consistently and with consciousness of environmental issues, which encourages customers to increase their green purchase patterns. After that, customers start using eco-friendly products (Abd'Razack et al., 2017). Abd'Razack et al. claim that environmental consciousness motivates people to engage in eco-friendly behaviors that have a big effect on the environment. 2017). (Law & Company, People use ecologically friendly products as a result of environmental consciousness, according to his 2017 research. Customers that care about the environment find green items more enticing. Prior Purchase Experience was considered to be a key and important factor for environmental sustainability and protection in earlier studies (Hines et al., 1987). This illustrates that a person's intention to purchase is positively influenced by their consciousness of environmental issues and their attitude toward the environment, according to Chan (1996) and Joshi & Rahman (2015). This shows that environmental consciousness has a big impact on purchase intention and prior purchase history.

Concern denotes anxious thinking. According to Lee et al., environmental consciousness is the general attitude consumers have toward the environment that reflects their worry about environmental threats. 2014). According to Fransson & Gärling (1999), environmental consciousness is a particular approach to the environment that is linked to a more comprehensive value-oriented behavior. According to Kim & Choi (2005), an important determinant of a number of environmentally friendly behaviors, from recycling behavior to green purchasing behavior, is environmental consciousness, which is an individual's general orientation toward the environment. There are a few studies in the literature that look at the connection between environmental consciousness and previous purchase experience, but they are not very common. Individuals' qualities and Natural consciousness that mirror the significance they provide for their normal advantages and living regions are particularly connected with individual standards (Steg et al., 2011). Personal values are the most important driver of norms (Stern, 2000), but belief in environmental issues is the most important driver of environmental consciousness (Kilbourne & Pickett, 2008). That is, a person must first believe that environmental issues exist before they can develop environmental consciousness. Certain beliefs act as a mediator between

environmentalism and values (Stern, 2000). Personal norms are likely to have an impact on environmental consciousness because beliefs and values are linked to personal norms. Personal and social factors, including norms, also came to the forefront in a study by Gifford and Nilsson (2014), which compiled the factors affecting environmental consciousness and behavior. As a result, it is possible to establish a connection between environmental consciousness and personal norms. Again, when the literature on outdoor athletes was looked at, no environmental study looked into the connection between outdoor athletes' environmental concerns and Previous Purchase Experience.

Environmental consciousness typically encapsulates a person's willingness to work toward resolving environmental issues and the extent to which they are concerned about them. According to the studies that have been carried out, consumers who have a greater consciousness of the environment than consumers who have a lesser consciousness of the environment have higher intentions and behaviors toward purchasing environmentally friendly products (Chuah, et al., 2020). While looking at the outcomes got in examinations directed in various fields that inspect Natural cognizance and Purchase Goals, it is seen that shoppers who have Natural cognizance attempt to settle on biologically right choices in their purchase conduct and that to carry on with an existence more in offset with nature, they pick items that make less contamination, really try for reusing, and attempt to confine the quantity of items they get from scant assets (Roberts and Bacon, 1997). Wu et al.'s study () found that In their study of the public's acceptance of autonomous electric vehicles (2019), they came to the conclusion that environmental consciousness had both direct and indirect effects on behavioral intention. Additionally, studies have shown that environmental consciousness has a positive impact on purchase intent (Yue et al., 2020; 2019, Fauzan and Azhar; 2018 Onurlubaş; Koenig-Lewis and others, 2014). In conclusion, it is evident that environmental consciousness and purchase intention are linked. Therefore, it is hypothesized that environmental consciousness influences the purchase intentions of outdoor athletes and that environmental consciousness mediates the relationship between prior purchase experience and future purchase intent.

Linking Environmental Consciousness and Purchase Intention

The argument that human intervention causes a variety of environmental issues in the natural environment is the foundation of the concept of EC (Costa et al., 2021).

ElHaffar et al. claim that (2020) Green shopping patterns, For instance, if customers were more aware of the issues facing the environment, this may contribute to the protection of the environment. According to study that was conducted by Ramayah et al. (2010), concerned consumers are more likely to take steps to protect the environment from threats such as climate change, environmental degradation, resource depletion, global warming, pollution, noise, waste, and risk reduction. These threats include climate change, environmental degradation, resource depletion, and global warming. Therefore, increasing consumer consciousness of environmental issues is necessary to encourage green purchasing behavior (A. Kumar et al., 2021).

Consumers have become increasingly concerned about the environment as a result of ever-increasing environmental issues and have adopted eco-friendly consumption practices. Other research conducted in New Zealand, Australia, and the United Kingdom (Bergin-Seers & Mair, 2009) indicate that environmental difficulties are increasing people's anxiety and depression in these nations. According to a survey of adults in the United States, 74% agreed that hearing bad news about the environment has a negative effect on their mental and physical health (including emotional disturbance, depression, and feelings of discomfort(Wei et al., 2021). People are being persuaded by this ecological consciousness about the significance of using environmentally friendly products in order to lessen environmental consciousness and preserve our planet. As a result, the growing consciousness of environmental issues among consumers has given rise to the green marketing industry, which aims to produce and market environmentally friendly goods. According to Kautish & Sharma (2019), "green marketing" is the production and sale of environmentally friendly goods to meet the requirements and preferences of environmentally conscious customers and prevent widespread environmental degradation.

Customers' consumption habits have been influenced by environmental consciousness, which has caught the attention of both businesses and consumers. According to Wang and others (2022), those who used more environmentally friendly items were more watchful and mindful of their impact on the environment than those who did not. According to a linked search, there is a positive correlation between environmental influence and consumer purchasing intent. Since they are the main factor in determining how much the merchants create, the need for consciousness should be taken into consideration in order to address the widespread education and utilization of green products. Raising environmental consciousness, in the opinion of

Chan and Lau (2002), would significantly contribute to the resolution of ongoing environmental problems.

Consumers have been prompted to make commitments to engage in eco-friendly behaviors as a result of environmental hazards public consciousness programs (A. Kumar et al., 2021). Reusing readily available materials, reducing energy consumption, prohibiting the use of plastic products, and purchasing environmentally friendly and sustainable goods are examples of environmentally friendly behaviors (ElHaffar et al., 2020). Customers that support environmentally friendly practices think that their shopping decisions have a big impact on the environment. In a similar spirit, purchaseers who are concerned about the environment may have a positive intention to purchase green items in the context of green consumer behavior. Customers' previous purchasing behavior may be influenced by this experience-purchase intention gap and other factors, according to studies.

Economists view decision-making as the process of selecting the most advantageous option from a variety of options. Customer's intention to purchase environmentally friendly products is centered on making informed choices about products that maximize utility. This decision-making process, according to Ajzen (1985), is focused on how people behave when they are satisfied with the things they have chosen. In the theoretical proof, Ajzen described how customer attitudes and subjective norms were supposed to be two aspects that drove consumer purchase intention for green products. (Hansen et al. 2004). According to Berkman et al. (1978), buying intention is the most important element in determining whether or not a customer would make a purchase. In keeping with this, the management staff wants strong organizing abilities in order to comprehend the perspectives of various clients. In fact, attitudes play a significant role in determining whether or not an individual, group, or company will consume a particular type of green product in the future. Consumer attitudes have largely sparked the evaluation of green products over the years.

San Tze et al. 2022) show that environmental consciousness plays a significant role in encouraging sustainable development, which in turn leads to increased intent to purchase. As a result, the production of eco-friendly goods with the goal of conserving and protecting the environment inspired the concept of green marketing. According to studies on green marketing, consumers' purchasing, consumption, and disposal of environmentally friendly or green products are manifestations of their

environmental consciousness (A. Kumar et al., 2021). Therefore, environmental consciousness is a crucial factor that influences human perception and, as a result, purchasing intentions (Sharma et al., 2022). Because of this, the researcher of this study hypothesizes that consumers who want to purchase ecologically friendly products are more likely to have a thorough understanding of the environment (Kumar et al., 2021).

Linking Previous Purchase Experience with Green Attitude

Learning theory has been employed in a number of research to identify the thoughts and deeds that serve as the antecedents of certain behaviors. Numerous factors have the potential to shape an individual's perspective on particular goods and manufacturers. Customers, for instance, have a favorable opinion of tailored nutrition since they have actually benefited from its health and fitness advantages. (Sharma et al., 2022). According to the Theory of Planned conduct, attitudes are one of the most crucial variables that are influenced by the prior purchasing experience and may result in favorable conduct. Also, discovered that consumers' intentions to purchase products are significantly influenced by their propensity for optimism (ElHaffar et al., 2020). People who have previously bought items online, for example, are more likely to do so again because they anticipate significant savings and a simple return policy through e-platforms. (Zhang et al., 2019).

According to Costa and others (2021), a happy experience is the most crucial element in cultivating a positive mindset, which may affect customers' intents to purchase green products. According to some researchers, having a favorable experience can also help people adopt an optimistic attitude. According to a study done in the banking sector by Deng and Yang (2021), Customers who had positive experiences at green banks were more likely to support the company's green initiatives and to spread the word about these locations. Companies must thus completely understand the positive or negative sentiments clients have about certain items based on their experience with those things. The experience that customers have gained from previous purchases is one of the most important antecedents to purchase intention. As a result, the customer's experience may play a role in deciding whether or not to purchase the product. Researchers have discovered that experience has a significant impact on future purchase decisions.

According to previous research (Jain & Weiten, 2020), a number of customer

characteristics are crucial in influencing consumers' favorable attitudes toward eco-friendly or green products and services. According to Ashfaq et al, (2021), a number of factors can have a significant impact on how consumers think and feel. for instance, previous purchase experiences. In addition, previous studies provide sufficient scientific evidence that customers favor environmentally friendly products and services in order to avoid negative environmental impacts (ElHaffar et al., 2020). As a result, customers who are concerned about the environment may develop green and sustainable attitudes and actions as a result of previous purchases. As a result, people are more likely to develop a green attitude toward sustainable, eco-friendly, and green products if they have had a positive shopping experience in the past.

The mediating role of Green Attitude on the relationship between Previous Purchase Experience with Purchase Intention

Lee (2008) argues that the notion of a Green Attitude emerged as a result of customers' examination and rational-based judgment of the green brand. According to a study by Rios et al. (2006), companies have been working to provide consumers eco-friendly options that also make it easier for them to decide between rival brands. Consumers that care about the environment are more likely to buy the green brand when they are aware of the efforts businesses are doing to promote the green brand, as stated by researchers such as Huang and others (Indriani et al., 2014, 2019) and Swenson and Wells (1997). Greener mindsets lead to increased demand for eco-friendly goods (Indriani et al., 2019). Increases in green consciousness may not help businesses increase their buying efforts, but they may help one nation create a more sustainable future than another (Sreen et al., 2018). Businesses' ability to manufacture and supply highly environmentally friendly items, as shown by Situmorang et al., may impact consumers' views about brands and boost their desire for those brands' products. According to Kardoyo et al. 2020), when designing products, businesses take into account the environment and encourage consumers to use environmentally friendly products. Shopper's positive Green Mentality upgrades the degree of purchases. Still, consumers won't be as interested in making a purchase if businesses don't produce sufficient green brands, lowering their level of trust.

Consumers who care about the environment, or "greens," are continuously on the lookout for eco-friendly alternatives. Customers that care about sustainability and reuse are more likely to purchase environmentally friendly goods and services (Lee,

2009; 2007 Mostafa). According to M. Li & Cai (2012), the perceived value of a product reflects the specific purchasing intention of customers, which in turn affects the customer to make a buy. The year 2020 (Klein and Sharma). The perceived value of a thing is the price that consumers are willing to pay for it (Ashton et al., 2010; Tune et al., 2019). According to Chen and Chang (2012), "green perceived value" is a consumer's evaluation of the product's or service's real results or output. This is the most up-to-date consideration for eco-conscious and repeat buyers, said Koller et al. 2011). The customer's motivation for making a purchase is the genuine indicator of their eco-friendly shopping habits. It proves, as claimed by Al-Gasawneh and Al-Adamat (2020), that customers will pay for a product only if they find it useful, desirable, and essential.

According to Aulina and Yuliati (2017), the term "purchase intention" describes a consumer's propensity to buy eco-friendly products. Both Amoako and colleagues (2020) and Situmorang et al. (2021) noted that a favorable disposition toward eco-friendly items increases the likelihood that potential buyers would make a purchase. Buying behavior may vary depending on the person and their gender in any culture (Sreen et al., 2018). Consumers who worry about the state of the planet may choose to take action and adjust their purchase patterns, claim Rehman and Dost (2013). According to Hamzah and Tanwir (2021), a client may be termed a green consumer if they choose to buy a brand specifically for its environmental benefits. They are "responsible consumers," as defined by Moisander (2007), who use their purchasing power to affect environmental conditions and even bring about specific changes. Oliver & Lee, 2010. According to Dahai et al. (2022) and Huang et al. (2014), consumers who have a positive impression of green products are more likely to be interested in making purchases of such goods. Conscientious shoppers are more inclined to buy environmentally friendly goods. When it comes to growth and success, Suki (2016) says it's all about the green brand positioning. Several studies (Huang et al., 2014; 2007 Mostafa; Situmorang and others, 2021; Suki, 2016) have found that green positioning is particularly effective at getting consumers to increase their green purchase intent. Many factors affect consumers' decisions to buy environmentally friendly products. Previous studies have shown that a consumer's Green Attitude may accurately predict their next purchase. For instance, Liao et al. discovered that consumers with a pro-environment mindset had higher levels of purchase intent. 2020), GCV is correlated with desire to buy (Liao et al., 2020), and prior buying

behavior is also correlated with future behavior (Liao et al., 2020).

According to Cheung and To (2019), there is a sufficient amount of evidence to indicate a causal link between value orientation, green attitudes, and purchase intentions for environmentally friendly items. Only a few examples are provided here, including McCarty and Shrum (1994), Situmorang et al. (2021), and Suki (2016). However, research conducted by Boon and Quoquab (2015) and others (Boon and Quoquab, 2015; Boon and Quoquab, 2015) shows that consumers are more likely to purchase environmentally friendly products when they consider both price and climate change. (Boon and Quoquab, 2015; Boon and Quoquab, 2015) Boon and Quoquab, 2015. Khan and Mohsin (2017), Parker et al. (2014), Paswan et al. (2017). Some studies also investigate green attitudes. Previous purchase experiences have an effect on green attitudes, as shown by Situmorang et al. and Aulina and Yuliati (2017) 2021. No previous research has shown, however, that a green attitude mediates the connection between prior buying experience and future purchase intent. In the preceding discussion, regarding a direct link, past research analyzes whether prior purchasing experience influences buy intent, prior purchase intent influences green attitude, and prior purchase intent influences green attitude. A favorable outlook on the eco-friendly product is also considered crucial. Several studies (Chu, 2018; Kautish and others, 2019; Najmi and colleagues, 2012; Sheeraz and colleagues, 2016) consider this factor to be a mediator.

Linking Green Attitude and Purchase Intention

Cognitive psychologists have focused a lot of attention on attitude since it has such a big impact on how people behave (Bergin-Seers & Mair, 2009). According to empirical research on attitudes, having a favorable outlook on environmentally friendly products may lead to more responsible purchasing practices (Felix et al., 2022). However, a customer's environmental consciousness (EC) is not sufficient to guarantee their continued purchase of eco-friendly products. As reported by Charm and Kim (2019). The research from eight different nations showed that customers care deeply about supporting environmentally responsible businesses. (Wang et al. 2022). There is no factual evidence to support the idea that the number of customers has risen greatly in the past since environmentally friendly goods today only represent for 2-4 percent of the market (Larson & Kinsey, 2019). One-third of British consumers say they are always prepared to pay extra for eco-friendly and organic products (Liu et al.,

2021). The attitude-behavior gap (or green gap) describes the discrepancy between consumers' positive views of green products and their actual purchasing habits (ElHaffar et al., 2020).

According to Ajzen's (1991) contribution, customers' level of satisfaction with a product is a factor in whether or not they will purchase a green product. He, on the other hand, emphasized the subjective nature of the Theory of Planned Behavior parameters as a kind of behavioral attitude of norms that dictate the degree to which consumers perceive a product to be convenient or difficult. As such, it can only have a positive impact because the outcomes have been predicted, observed, and proven to be worthwhile.

A significant factor in determining how customers to act is their attitude in response to satisfaction. on the Theory of Planned Behavior in more detail. Customers' green product purchasing attitudes are fundamentally influenced by the conductive structure. The consumer's health value of purchase attitude is also influenced by previous health issues in an environment. A study conducted by eminent academics has also demonstrated that consumers are more likely to make a purchase if they have a positive attitude about sustainability (Duerden et al., 2020). As additional evidence, a study was carried out in the hotel to also investigate consumers' intentions toward green products. The study found that consumers' decision-making processes were positively influenced by the eco-friendly effects of green products (Hanet, 2010). More importantly, studies on green products' usefulness and safety were conducted in America, China, and India in accordance with their cultural values.

According to Ajzen (1991), attitude can be a form of experience-based imagination that is developed through life experiences. He also said that people's attitudes in every situation are determined by their beliefs about what happens in their immediate environment. According to Birgelen et al. (2009), consumers' attitudes toward purchasing environmentally friendly products have increased because of their deep-seated concern for environmental preservation. The fact scholars like Do Valle et al. (2004) came to the conclusion in their findings that the usefulness of the green product in supporting families and neighbors has piqued people's interest in purchasing the product is something to consider when considering a green product. Similar to the finding that a positive correlation was found between intentions to purchase organic and green products and perceived behavioral control; Personal control is the foundation for a person's capacity to adhere to green product usage practices.

Customers adopt a green mindset toward sustainable products based on environmental protection, claim Larson and Kinsey (2019). Consumer intents and behaviors are strongly impacted by attitudes, according to research on the connection between attitude and purchase intention. Attitudes have been divided into two categories by researchers: i.e., attitudes, both positive and negative (Ott & Soretz, 2018). The one helps individuals feel positive about the stuff they purchase, while the second makes them feel negative about some aspects of their lives. In addition, attitudes are largely seen as an assessment of attitude strength, which is defined as the degree to which a consumer's attitude and subsequent action are consistent (Costa et al., 2021). This perspective of attitudes has led researchers to refer to attitude strength as the "attitude metric of choice." Because attitude is a cover-up for both positive and negative emotions, this structure makes it difficult to predict the intentions of customers regarding their behavior. However, Bergin-Seers & Mair (2009) found that it is easier to predict customers with less ambivalent attitudes than with high ambivalent attitudes regarding a purchase. As a result, the customers' tolerance for the products' unfavorable characteristics is the determining factor in the disparity in attitude between high and low ambivalence. Customers with highly ambivalent views often have a poor tolerance for the drawbacks of items, which leads to a more comprehensive cognitive appraisal and emotional experience of selection conflicts, according to Wang et al. (2022). On the other hand, customers who are less ambivalent might choose to ignore the product's shortcomings. (Groening et al., 2018). For instance, Ramayah et al. (2010) showed empirical proof that consumers had attitudes toward the intention to purchase sustainable food, such as positive or negative sentiments discovered that customers' perspectives on recycling vary. They believe recycling to be both a time waste and a crucial step in minimizing environmental harm.

Organic and sustainable foods are used to study the relationship between customer attitudes (van Tonder et al., 2020). According to scholars (Kautish & Sharma, 2019), consumers who have a positive outlook on environmental sustainability are more likely to intend to purchase green products. As a result, the author proposes that consumers' green attitudes toward environmental sustainability drive them to purchase green products as a result of their increased consciousness of socio-environmental issues.

Conclusion

This chapter explain the theoretical prospective of research variables by providing more information about the relationship between the variables and how this research will benefit from this literature and how the hypotheses have been developed which will be used to achieve the research purpose.

CHAPTER III
RESEARCH METHODOLOGY

Introduction

Every research project's central focus is on this chapter's explanation of the research methodology since it organizes the different relevant variables and parameters required for data collecting and analysis. Information about the study's demographic, sample size and methodology, research instrument, validity and reliability, and data collection and analysis methods may all be found in this section.

Research Design

The study utilized a survey-based methodology. It uses the quantitative design given that it necessitates fieldwork, the researcher believes it appropriate to apply this method in an effort to aid in generalizing the study's overarching purpose.

Research Population

The total number of participants a researcher uses to generate affirmative responses is referred to as the population in research. Regarding the ministry of education of Liberia, the population was 19920 students from three public universities in Liberia where (10420 students from University of Liberia, 5500 students from William V. S. Tubman University, and 4000 students from Nimba University). Because it was possible that not all of the students at the institution could be utilized, a selection procedure was used to make certain that a sizeable population would be chosen to participate.

Sample and Sampling Technique

A population's sample size is made up of a chosen set of participants chosen from the entire or overall population. The population's subset is hence the sample size. In relation to the study, convenience sampling was used. This is due to the fact that adoption is simpler, plain and simple. According to the sample size table that Krejcie and Morgan (1970) created for a population of 9,920 with a confidence level of 95% and a maximum margin of error of 5%, the results of the study might be off by up to 5%, a sample of 377 students was

found to be optimal. Convenience sampling was used for this investigation. There was a 93% response rate, with 350 of 377 surveys returned.

Research Instrument

The study's research tool was a questionnaire with the title "The Antecedents of the Purchasing Intentions to purchase Green Goods" that was adapted from a study by Dr. Marconi Freitas da Costa (2021). A and B were the two sections of the questionnaire. In Section A, you'll find information on the individuals involved, such as their gender, age, and level of education. Section B, on the other hand, was comprised of more organized questions that were lifted straight from the research questions themselves. There are a total of seventeen (17) items split over four subsections in this section. The questionnaire has five Likert-type scales: Strongly Agree (SA), Agree (A), Neutral (N), Strongly Disagree (SD), and Disagree (D). where the following categories are represented: purchasing intention (4 items), green attitude (6 items), environmental consciousness (4 things), and prior purchase experience (3 items). The Cronbach alphas for the research variables are shown in Table 1. The capacity of a research tool to measure what it is truly intended to measure is referred to as its dependability. To do this, the research presented the use of the test-retest approach to evaluate the similarity or relativity of the research instrument. Ten students outside the sample size were given questionnaires twice in order to adequately carry out this research. The data were analyzed using the Cronbach alpha statistical tool, which indicated that the data were credible if the correlation co-efficient was more than 0.7.

Table 1

A table of reliability statistics

Variables	No. of Items	Cronbach's Alpha
Purchase Intention	4	0.905
Green Attitude	6	0.927
Environmental consciousness	4	0.873
Previous purchase experience	3	0.838
Total	17	0.776

Procedure for Data Collection

For easy evaluation and quick retrieval of completed copies, the researcher used social media platforms like Facebook, Instagram, emails, and others to distribute the questionnaire to selected students making up the sample size. The researcher also delivered the questionnaire in person to some of the students who were in attendance at the time. Inferential statistics, such as Pearson Product Moment Correlation (PEARSON), were used to test the hypotheses because they require a relationship between variables to be present at the 0.05 level of significance. Descriptive statistics, such as simple percentages, were used to analyze the research questions. applied a Process macro to assess the mediation impact of the research as well.

Ethical Considerations

The researcher has created a set of ethical issues that act as guiding principles in order to carry out their investigation properly. In this study, no volunteer was subjected to any form of researcher compulsion. The researcher informed the participants of the details they need to comprehend the study's purpose and asked for their voluntarily cooperation in order to carry out his research. The researcher also made sure that any participant who asked for their names to be kept secret and for their participation to be handled anonymously had their request honored. The Near East University's ethics committee granted the researcher permission to conduct this academic study in a letter dated November 3rd, 2022. The reliability and viability of the instruments used to carry out this research are confirmed by this document. As a result, all data acquired for this research will be kept private and confidential.

Data Analysis Plan

The researcher used Version 24 of SPSS for the analysis of the data. For the demographic aspect of the questionnaire, the study found frequency and percentages. The means and standard deviation were generated for the Likert scale variables of the questionnaire. Testing of Reliability using Cronbach’s alpha was done for the quantitative study variables. Pearson correlation was done to show the relationship it’s direction. It was determined using regression analysis how much impact the independent factors had on the outcomes of the study's dependent variables.

Conclusion

Every research project's central focus is its methodology because it sets out all of the relevant variables and factors required for data collection and analysis to fulfill the research's objectives. The population, according to this study, consisted of 19920 students from Liberia's three public universities. Thus, 377 students would have been the ideal sample size, and 350 would be sufficient for data analysis. According to the Cronbach alpha, all of the research variables are trustworthy and are greater than 0.7.

CHAPTER IV

Finding and Discussion

Introduction

This chapter explain the research results such as descriptive analysis, demographical information, correlation coefficient and hypotheses testing through the utilization of regression analysis and process macro in order to examine the mediation variables.

Descriptive analysis

Following the collection of the questionnaire from the sample, the 17-item response scale was transformed into a quantitative scale, with the following answers: "5" for "Strongly Agree," "4" for "Agree," "3" for "Neither Agree Nor Disagree," "2" for "Disagree," and "1" for "Strongly Disagree." The sums of the sample respondents' ratings are shown in Table 2 for each individual paragraph.

Table 2 The Degree of Approval of the Questionnaire Paragraphs

Likert-Scale	Classification	Description
1	1 – 1.79	Strongly Disagree
2	1.8 – 2.59	Disagree
3	2.6 – 3.39	Neither Agree nor Disagree
4	3.4 – 4.19	Agree
5	4.2 – 5	Strongly Agree

Idek et al.(2014) state that the researcher depended on the degree to which the questionnaire paragraphs were approved. The rule that can be found in Table 4 states that a paragraph is approved if the average mean is between 1 and 1.79, strongly disagrees if the average mean is between 1.8 and 2.59, and neither agrees nor disagrees if the average mean is between 2.6 and 3.39, agrees if the average mean is between 3.4 and 4.19, and strongly agrees if the average mean is between 4.2 and 5.

Table 3 The Means Score of research Items

Item Statistics			
Items	Mean	Std. Deviation	Degree of Approval
I am willing to pay more for a green product, avoiding cheaper ones that harm the environment	2.76	1.195	Natural
I am motivated to pay more for a green product, as I am aware of its benefits.	2.78	1.287	Natural
I have the perception that the green product has greater added value, and therefore, I am willing to pay more	3.05	1.241	Natural
The advertising of the green product at the points of sale influences my purchase decision.	3.14	1.294	Natural
Total Mean score purchase Intention	**2.93**		**Natural**
I am concerned about the negative impact that the product can cause on the environment	3.91	.908	Agree
I prefer products whose raw material is from renewable natural resources.	3.97	.862	Agree
I try to find out about new green products	3.95	.889	Agree
I would stop purchase a product if I knew that the company does not have a collection, recycling, or reuse channel	4.02	.851	Agree

I would stop purchase a product if I knew that during its life cycle it caused some damage to the environment	4.05	.907	Agree
I worry about the degradation of the environment	4.00	.897	Agree
Total Mean score Green Attitude	**3.98**		**Agree**
The balance in nature is very delicate and can be easily disturbed	3.75	1.083	Agree
When human beings interfere with nature,	3.98	1.050	Agree
Human beings must live in harmony with nature so that they can survive better	3.86	1.064	Agree
Humanity is seriously abusing the environment	4.05	1.033	Agree
Total Mean score Environmental Consciousness	**3.91**		**Agree**
Regarding the last purchase, I bought it because I considered the price charged in each fair offer	2.57	1.209	Natural
In relation to the last purchase, the percentage discount was the decisive factor for the purchase	2.71	1.145	Natural
Regarding the last purchase, when I viewed the offer, I paid more attention to the discount percentage and not to the environmental characteristics of the product.	2.59	1.131	Natural
Total Mean score previous purchase experience	**2.62**		**Natural**
Overall Mean score	**3.48**		**Agree**

Table 3 show the mean and standard deviation of the responses of the participants with

regard to purchase intention, green attitude, environmental consciousness and previous purchase experience. The responses of **Purchase intention mean are**: The advertising of the green product at the points of sale influences my purchase decision has the highest mean 3.14, it was follow by I have the perception that the green product has greater added value, and therefore, I am willing to pay more with the mean of 3.05, I am motivated to pay more for a green product, as I am aware of its benefits mean is 2.78 and I am willing to pay more for a green product, avoiding cheaper ones that harm the environment with the least mean of 2.76.

Green attitude responses are: I would stop purchase a product if I knew that during its life cycle it caused some damage to the environment mean is 4.05, I would stop purchase a product if I knew that the company does not have a collection, recycling, or reuse channel mean is 4.02, I try to find out about new green products mean 3.95, I prefer products whose raw material is from renewable natural resources mean is 3.97 and I am concerned about the negative impact that the product can cause on the environment mean 3.91.

Environmental consciousness responses have the following mean: Humanity is seriously abusing the environment has the highest mean value 4.05, When human beings interfere with nature mean is 3.98, Human beings must live in harmony with nature so that they can survive better has a mean value of 3.86 and The balance in nature is very delicate and can be easily disturbed has the least mean of 3.75.

Previous purchase experience responses have the various mean score**:** In relation to the last purchase, the percentage discount was the decisive factor for the purchase has the highest mean of 2.71, Regarding the last purchase, when I viewed the offer, I paid more attention to the discount percentage and not to the environmental characteristics of the product mean 2.59 and Regarding the last purchase, I bought it because I considered the price charged in each fair offer mean is 2.57.

Table 4 Demographic distribution of respondents by gender

Gender			
		Frequency	Percent
Valid	MALES	247	70.6
	FEMALES	103	29.4
	Total	350	100.0

According to the results of the analysis of the data that was collected regarding the gender of the variables, 247 of them, or 70.6%, were male, and 103 of them, or 29.4%, were female.

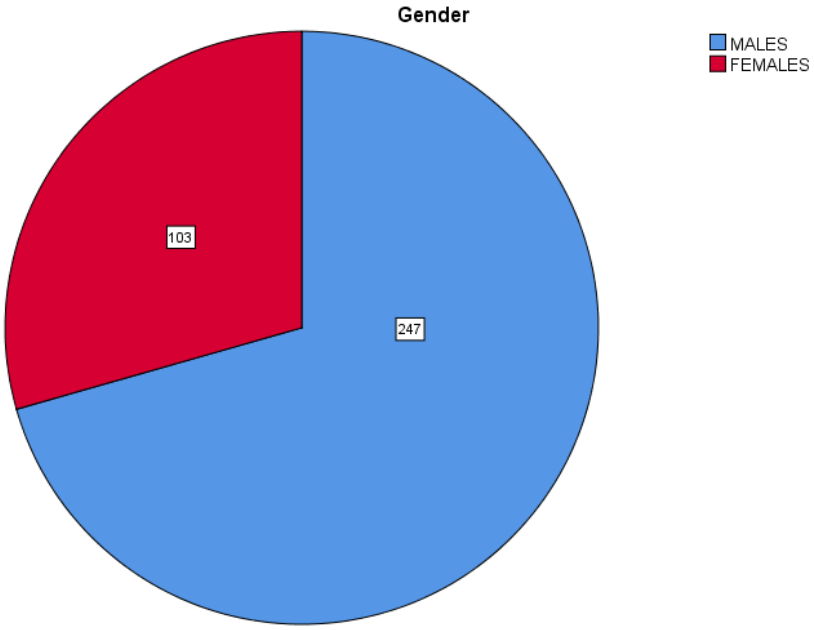

Figure 2 graphical representation of the demographic distribution

Table 5 Demographic distribution of respondents by age

Age			
		Frequency	Percent
Valid	From 19 - 25	143	40.9
	From 26 - 33	95	27
	From 34 - 41	53	15
	From 42 - 49	36	10.3
	More than 50s	23	6.6
	Total	350	100.0

According to the results of the demographic distribution by the age shown in Table 5, the highest proportion of participants fell into the 19-25 age range, with a frequency of 143, or 40.9%. Next came the 26-33 age range, with a frequency of 95, or 27%. The 34-41 age range had a frequency of 53, or 15%. The 42-49 age range had a frequency of 36, or 10.3%.

Table 6 Demographic distribution of respondents by level of education

Education Level			
		Frequency	Percent
Valid	Undergraduate	307	87.7
	Postgraduate	43	12.3
	Total	350	100.0

The various levels of education available in the country of study are shown in Table 6, just as they are in other continents where age grade applies. 87.7% of respondents possess an undergraduate degree.

Correlation Analysis

As can be seen in Table 7, the correlation analysis revealed that there was a positive correlation between each of the four constructs, with a significance level of 0.01. The correlation between Green Attitude and purchase Intention is deemed to be significant and to have a high level of positive correlation (R = 0.810, P = 0.01). Additionally, the correlation between previous purchase experience and purchase Intention is regarded as significant and positive (R = 0.765, P = 0.01). A very strong positive correlation is thought to exist between Environmental Consciousness and purchase Intention (R = 0.923, P = 0.01).

Table 7 Correlation analysis between the variables

Correlations				
	Green Attitude	**Previous purchase experience**	**Environmental Consciousness**	**Purchase Intention**
Green Attitude	1			
Previous purchase experience	.770**	1		
Environmental Consciousness	.763**	.749**	1	
Purchase Intention	.810**	.765**	.923**	1
n= 350 **. Correlation is significant at the 0.01 level (2-tailed).				

Hypotheses Testing

The relationship between Previous Purchase Experience with Purchase Intention

previous purchase experience has a positive effect on purchase Intention, according to hypothesis H1. As depicted in Table 8, Direct Relapse showed that the way appraises among previous purchase experience and purchase intention were critical (F = 490.692, $p < 0.05$, $R^2 = 0.585$). Additionally, the model coefficient shows that previous purchase experience was positive and genuinely important to purchase Intention (T= 22.152, $\beta = 1.182$, $p < 0.05$). Hypothesis H1 was therefore accepted.

Table 8 the regression analysis between previous purchase experience and purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					F Change	df1	df2	Sig. F Change
1	.765[a]	0.585	0.584	6.438	490.692	1	348	0.000

a. Predictors: (Constant), Previous purchase experience

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20340.415	1	20340.415	490.692	.000[b]
	Residual	14425.474	348	41.453		
	Total	34765.889	349			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Previous Purchase Experience

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	31.219	1.932		16.158	0.000	27.419	35.019
	Previous Purchase Experience	1.182	0.053	0.765	22.152	0.000	1.077	1.287

a. Dependent Variable: Purchase Intention

The relationship between Previous Purchase Experience with Environmental Consciousness

According to Hypothesis H2, previous purchase experience has a positive effect on Environmental Consciousness. As depicted in Table 9, The path estimates between previous purchase experience and Environmental Consciousness was found to be significant by linear regression (F = 444.467, p 0.05, R2 = 0.561). Additionally, the model coefficient demonstrates that previous purchase experience had a positive effect on Environmental Consciousness that was statistically significant (T= 21.082, = 0.648, p 0.05). Consequently, hypothesis H2 was approved.

Table 9 the regression analysis between previous purchase experience and Environmental Consciousness

Model Summary

Model	R	R Square	Adjusted R Square	Change Statistics				
				F Change	df1	df2	Sig. F Change	
1	.749[a]	0.561	0.560	444.467	1	348	0.000	
a. Predictors: (Constant), Previous Purchase Experience								

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6120.813	1	6120.813	444.467	.000[b]
	Residual	4792.356	348	13.771		
	Total	10913.169	349			

a. Dependent Variable: Environmental Consciousness

b. Predictors: (Constant), Previous Purchase Experience

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	14.123	1.114		12.682	0.000	11.933	16.313
	Previous Purchase Experience	0.648	0.031	0.749	21.082	0.000	0.588	0.709

a. Dependent Variable: Environmental Consciousness

The Mediating role of Environmental consciousness on the relationship between Previous Purchase Experience with Purchase Intention

According to Hypothesis H3, Environmental Consciousness acts as a mediator between previous purchase experience and purchase Intention. Using the bootstrapping method and bias-correlated confidence estimates, the PROCESS Procedure for SPSS v4.4 was used to evaluate each component of the proposed mediation model, as depicted in Table 10. The previous purchase experience was found to have a positive correlation with purchase Intention (T (348) =26.7677, = 1.1817, R2=0.585, p 0.05), according to the findings. In addition, the findings demonstrate that the mediator Environmental Consciousness enhances the connection between previous purchase experience and purchase Intention (T (348) =22.1516, = 1.424, R2=0.8646, p 0.05). With 5000 bootstraps resamples, the 95-confidence interval for the indirect effects was determined in this study. The author infers that the effect of Environmental Consciousness between previous purchase experience and purchase Intention is significantly different from zero because zero does not fall between the lower and upper bounds of the 95% confidence interval (LLCI=.7093, ULCI= 1.1817), which confirmed the indirect effect of the mediation analysis. When controlling through Environmental Consciousness, the direct effect of previous purchase experience on purchase Intention became significant, indicating a partial mediation. Consequently, hypothesis H3 was approved.

Table 10 Mediation analysis of Environmental Consciousness between previous purchase experience and purchase Intention

```
**************************************************************************
******
Model  : 4
   Y  : Purchase Intention
   X  : Previous Purchase Experience
   M  : Environmental Consciousness

Sample
Size:  350

**************************************************************************
******
OUTCOME VARIABLE:
 Environmental Consciousness
```

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7489	.5609	13.7711	444.4667	1.0000	348.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	14.1230	1.1136	12.6819	.0000	11.9327	16.3133
Previous Purchase Experience	.6482	.0307	21.0824	.0000	.5877	.7087

Standardized coefficients

	coeff
Previous Purchase Experience	.7489

****
******

OUTCOME VARIABLE:
Purchase Intention

Model Summary

R	R-sq	MSE	F	df1	df2	p
.9298	.8646	13.5640	1108.0463	2.0000	347.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	11.1070	1.3364	8.3109	.0000	8.4785	13.7356
Previous Purchase Experience	.2586	.0460	5.6151	.0000	.1680	.3491
Environmental Consciousness	1.4241	.0532	26.7677	.0000	1.3194	1.5287

Standardized coefficients

	coeff
Previous Purchase Experience	.1674
Environmental Consciousness	.7979

Test(s) of X by M interaction:

F	df1	df2	p
89.7856	1.0000	346.0000	.0000

********** TOTAL EFFECT MODEL
****

OUTCOME VARIABLE:
Purchase Intention

Model Summary

R	R-sq	MSE	F	df1	df2	p

.7649	.5851	41.4525	490.6920	1.0000	348.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	31.2192	1.9321	16.1580	.0000	27.4191	35.0193
Previous Purchase Experience	1.1817	.0533	22.1516	.0000	1.0768	1.2866

Standardized coefficients

	coeff
Previous Purchase Experience	.7649

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_cs
1.1817	.0533	22.1516	.0000	1.0768	1.2866	.7649

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_cs
.2586	.0460	5.6151	.0000	.1680	.3491	.1674

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
Environmental Consciousness	.9231	.1247	.7093	1.1817

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
Environmental Consciousness	.5975	.0766	.4637	.7512

The relationship between Environmental Consciousness and Purchase Intention

According to hypothesis H4, purchase Intention is influenced positively by Environmental Consciousness. As depicted in Table 11, The path estimates between Environmental Consciousness and purchase Intention was found to be significant using linear regression (F = 2008.374, p 0.05, R^2 = 0.852). Additionally, the model coefficient demonstrates that Environmental Consciousness had a positive effect on purchase Intention that was statistically significant (T=44.815, = 1.648, p 0.05). Thusly, theory H4 was acknowledged.

Table 11 the regression analysis between Environmental Consciousness and purchase Intention

Model Summary							
				Change Statistics			
Model	R	R Square	Adjusted R Square	F Change	df1	df2	Sig. F Change
1	.923[a]	0.852	0.852	2008.374	1	348	0.000
a. Predictors: (Constant), Environmental Consciousness							

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29631.504	1	29631.504	2008.374	.000[b]
	Residual	5134.385	348	14.754		
	Total	34765.889	349			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Environmental Consciousness						

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	11.994	1.384		8.666	0.000	9.272	14.716
	Environmental Consciousness	1.648	0.037	0.923	44.815	0.000	1.575	1.720
a. Dependent Variable: Purchase Intention								

The relationship between Previous Purchase Experience with Green Attitude

Green Attitude is influenced positively by previous purchase experience, according to Hypothesis H5. As depicted in Table 12, The path estimates between PPE and Green Attitude was found to be significant by linear regression (F = 507.435, p 0.05, R2 = 0.592). In addition, the model coefficient demonstrates that previous purchase experience had a positive effect on Green Attitude that was statistically significant

(T=22.526, = 0.998, p 0.05). Consequently, hypothesis H5 was approved.

Table 12 the regression analysis between previous purchase experience and Green Attitude

Model Summary							
				Change Statistics			
Model	R	R Square	Adjusted R Square	F Change	df1	df2	Sig. F Change
1	.770[a]	0.593	0.592	507.435	1	348	0.000
a. Predictors: (Constant), Previous Purchase Experience							

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14502.471	1	14502.471	507.435	.000[b]
	Residual	9945.818	348	28.580		
	Total	24448.289	349			
a. Dependent Variable: Green Attitude						
b. Predictors: (Constant), Previous Purchase Experience						

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	3.744	1.604		2.334	0.020	0.589	6.900
	Previous Purchase Experience	0.998	0.044	0.770	22.526	0.000	0.911	1.085
a. Dependent Variable: Green Attitude								

The Mediating role of Green Attitude on the relationship between Previous Purchase Experience with Purchase Intention

According to Hypothesis H6, Green Attitude acts as a mediator between previous purchase experience and purchase Intention. Using the bootstrapping method and bias-

correlated confidence estimates, the PROCESS Procedure for SPSS v4.4 was used to evaluate each component of the proposed mediation model, as depicted in Table 13. The previous purchase experience was found to have a positive correlation with purchase Intention (T (348) =26.7677, = 1.1817, R2=0.585, p 0.05), according to the findings. In addition, the findings demonstrate that the mediator Green Attitude strengthens the connection between previous purchase experience and purchase Intention (T (348) = 22.1516, = 0.6484, R2=0.7053, p 0.05). The 95-confidence interval for the indirect effects was determined using 5000 bootstraps resamples in this study. The author infers that the effect of Green Attitude on previous purchase experience and purchase Intention is significantly different from zero because zero does not fall between the lower and upper bounds of the 95% confidence interval (LLCI=0.5128, ULCI= 0.7729), which confirmed the indirect effect of the mediation analysis. By controlling through Green Attitude, the direct effect of previous purchase experience on purchase Intention became significant, indicating a partial mediation. Consequently, hypothesis H6 was approved.

Table 13 Mediation analysis of Green Attitude between previous purchase experience and purchase Intention

```
**************************************************************************
******
Model  : 4
   Y  : Purchase Intention
   X  : Previous Purchase Experience
   M  : Green Attitude

Sample
Size:  350

**************************************************************************
******
OUTCOME VARIABLE:
 GA

Model Summary
        R        R-sq       MSE         F          df1        df2          p
     .7702      .5932    28.5799   507.4354     1.0000   348.0000      .0000

Model
                              coeff         se          t          p       LLCI      ULCI
```

constant	3.7443	1.6043	2.3339	.0202	.5889	6.8997
Previous Purchase Experience	.9978	.0443	22.5263	.0000	.9107	1.0849

Standardized coefficients

	coeff
Previous Purchase Experience	.7702

****
******

OUTCOME VARIABLE:
Purchase Intention

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8399	.7053	29.5210	415.3342	2.0000	347.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	28.7913	1.6432	17.5212	.0000	25.5594	32.0232
Previous Purchase Experience	.5347	.0706	7.5755	.0000	.3959	.6735
Green Attitude	.6484	.0545	11.9018	.0000	.5413	.7556

Standardized coefficients

	coeff
Previous Purchase Experience	.3461
Green Attitude	.5438

Test(s) of X by M interaction:

F	df1	df2	p
27.3494	1.0000	346.0000	.0000

********** TOTAL EFFECT MODEL
****

OUTCOME VARIABLE:
Purchase Intention

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7649	.5851	41.4525	490.6920	1.0000	348.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	31.2192	1.9321	16.1580	.0000	27.4191	35.0193
Previous Purchase Experience	1.1817	.0533	22.1516	.0000	1.0768	1.2866

Standardized coefficients

	coeff
Previous Purchase Experience	.7649

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_cs
1.1817	.0533	22.1516	.0000	1.0768	1.2866	.7649

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_cs
.5347	.0706	7.5755	.0000	.3959	.6735	.3461

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
Green Attitude	.6470	.0653	.5128	.7729

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
Green Attitude	.4188	.0443	.3256	.5022

The relationship between Green Attitude and Purchase Intention

According to hypothesis H7, Green Attitude has a positive effect on purchase Intention. As depicted in Table 14, The path estimates between Green Attitude and purchase Intention were found to be significant using linear regression (F = 665.452, p 0.05, R2 = 0.657). Additionally, the model coefficient demonstrates that Green Attitude was positive and correlated positively with purchase Intention (T=25.796, = 0.966, p 0.05). Consequently, hypothesis H7 was approved.

Table 14 the regression analysis between Green Attitude and purchase Intention

Model Summary							
			Adjusted	Change Statistics			
Model	R	R Square	R Square	F Change	df1	df2	Sig. F Change
1	.810[a]	0.657	0.656	665.452	1	348	0.000

a. Predictors: (Constant), Green Attitude

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22827.950	1	22827.950	665.452	.000[b]
	Residual	11937.939	348	34.304		
	Total	34765.889	349			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Green Attitude

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	35.353	1.505		23.487	0.000	32.393	38.314
	Green Attitude	0.966	0.037	0.810	25.796	0.000	0.893	1.040

a. Dependent Variable: Purchase Intention

Table 15 Hypotheses Results

Hypothese	R^2	P-value	Decission
H1: There is a relationship between Previous Purchase Experience and Purchase Intention.	0.585	0.000	**Accepted**
H2: There is a relationship between Previous Purchase Experience and Environmental Consciousness.	0.561	0.000	**Accepted**
H3: Environmental Consciousness mediate the relationship between Previous Purchase Experience and Purchase Intention.	0.8646	0.000	**Accepted**
H4: There is a relationship between Environmental Consciousness and Purchase Intention.	0.852	0.000	**Accepted**

H5: There is a relationship between Previous Purchase Experience and Green Attitude.	0.593	0.000	**Accepted**
H6: Green Attitude mediate the relationship between Previous Purchase Experience and Purchase Intention.	0.7053	0.000	**Accepted**
H7: There is a relationship between Green Attitude and Purchase Intention.	0.657	0.000	**Accepted**

Conclusion

This chapter concludes that all of the study hypotheses are correct, and that the association between environmental awareness and buy intention has the biggest influence at 85.2%, followed by the relationship between green attitude and purchase intention at 65.7%. The mediation impact of environmental awareness is improving the link between prior purchasing experience and buy intention by 86.46 percent, which is much better than the green attitude variable.

CHAPTER V

Discussion, Conclusion and Recommendations

Introduction

The findings of this study are discussed in this chapter. The study looked into how environmental consciousness and a green attitude mediated the connection between previous purchases and future intentions. As a result, the questionnaire's structure was used to analyze the collected data in accordance with the research questions and hypotheses.

Discussion

According to the data, prior purchasing experience has a favorable and substantial influence on buy intention, as indicated by 58.5 percent of respondents. The results of this study are in line with those discovered in the investigation that was conducted by Sarabia-Andreu, F., and Sarabia-Sánchez (2018). Consumers' behaviors may be stimulated and their experience as well as their buy intention can be altered by generating a pleasant experience as a positive result of consuming the items. This is proven by the beneficial impact that past purchasing experience has on purchase intention. According to the findings, cognitive past purchasing experience has an influence that is both favorable and substantial on the intention to make a buy. The results of this study are consistent with those discovered in the investigation that was carried out by Liang and Lin (2018). Cognitive past buy experience is the conscious flow controlled by the customer, as stated by Philips (2017), since it has a favorable influence on consumer purchase intention. In point of fact, the information conveyed from the environmental stimulus to the consumer is what drives psychological processes and stimulates customers. So, it can be said that the environmental stimuli stimulate the behavioral reaction and the purchase intention, as well as the cognitive prior purchase experience. The findings of this study are consistent with those of Leva & Ziliani's research. The consumer's affective previous purchase experience is the affection and feeling that they receive with the products, as evidenced by the positive effect of the affective previous purchase experience on purchase intention. Customers' emotional states vary depending on the signs in the environment. The findings indicate that the sensory prior purchase experience has a positive and significant effect on purchase intention. This study's findings are in line with those of Heras-Mozos et al.'s (2019) as well as Apaolaza et al. (2014). Humans communicate with their environment

through their five senses, as evidenced by the positive impact of the sensory experience prior to purchase on consumer intent to make a purchase (Jaeger et al., 2018). As a consequence of this, it is possible to assert that the utilization of sensory stimuli in a setting that results in a pleasant sensory previous purchase experience for customers boosts their purchasing power. This study shows that the social experiment has a significant and positive impact on purchase intention. This study's findings are consistent with those of Barber et al.'s research (2012). According to Hultén (2015), the positive impact of a social experiment on consumer purchase suggests that the aspect of social interaction and personal processes is a part of the consumer's previous purchase experience. This ties the consumer's individual identity to his social reality, and consumer communication alters the value they receive from the services and influences their decision to purchase. This was found to be true by Diallo and Siqueira's (2017) study in Turkey, which found that consumers' intentions to purchase green products are directly linked to their purchasing experience. Also, scholars like Jai and Weiten (2020) supported the idea that sustainable products are displayed in advertising and promotional strategies that determine consumer intentions.

The purchase intention and previous purchase experience to green attitude was the focus of the initial research by 70.53%. Under this aspect, questions were posed to participants to get their responses. Responses from clients as dissected in the table of elucidating examination summed up that shoppers in view of past purchase experiences will pay something else for the green item and keep away from the less expensive ones whose utilization could be destroying the climate. Additionally, the product's benefits and opportunities for added value were linked to consumers' willingness to purchase more green products, which has increased their level of satisfaction over time. More importantly, customers said that the method of advertising used at the point of sale has helped customers make better decisions about what they purchase. Curvelo et al.'s (2019) findings were supported by these findings. proposed that the capacity of purchasers to purchase specific items is dependent upon the degree of involvement recently accomplished in accordance with the correspondence methodology embraced. Tanget et al., (supporting evidence) 2014) asserted that prior experience has a significant impact on consumer decision-making because it assists them in rationally selecting the best option from a variety of options. Customers' knowledge of environmentally friendly products has also increased as a result of their lighter shopping experience (Felix et al., 2022).

Research result examined the relationship between green attitude and prior purchase experiences by 59.3%. Although consumers were aware that their prior purchasing experiences could either make or break their interest in the newly produced set of goods, it was discovered in both of these studies that attitudes of consumers are one of the most crucial factors in determining whether or not to book a specific product. Furthermore, based on their research into the banking sector, Deng and Yang (2021) wholly agreed and demonstrated a substantial correlation between prior purchase experiences and opinions. Following their experiences, these people encouraged their friends and relatives to purchase ecologically friendly products Ashfaq et al. (2021) and Han et al. (2020).

This study aims to determine the relationship between a green attitude toward purchase intention by 65.7%. The participants' conclusions that a bigger percentage of them were aware of the adverse effects or consequences of environmentally friendly items on the environment and that it is crucial to practice proper environmental care cannot be exaggerated are among the positive replies that they gave. Consumers have shown that they choose items made from natural resources that were harvested in a sustainable manner since these goods do less damage to people. Customers also mentioned that they may look into a product's safety by researching its level of product collecting, recycling, and reuse channels. It shouldn't be shocking that Casta et alresearch 's (2021) revealed that a customer's attitude reflects how satisfied they are with a product based on prior use. Thus, Kautish and Sharma (2019) believed that consumers' decisions to purchase a certain product are influenced by their responses to positive or unfavorable circumstances. Additionally, Ham et al. (2022) came to the conclusion that today's youth care more about the environment before settling on a product than previous generations did. this is in stark contrast to the past, when product purchases were made without considering their impact on the environment. Knowing full well that "experience" is the finest teacher and that "experience" has a significant impact on consumer decisions. Data analysis has revealed a correlation between purchasers' intents to move forward in the process and their prior knowledge. Some buyers justified their purchase of eco-friendly goods on the basis of the discount offered, despite their ignorance of the products' potential adverse effects on the environment and society at large. Others, however, insisted that these factors were secondary to the products' quality and safety. Consumers with complete product knowledge and understanding are inspired and persuaded by the quality of what they

see in line with the positive impact on environmental variables, while consumers with insufficient product knowledge prioritize discounts, as observed by Sharma et al. (2022). This fact contributed to the development of that fact. In the long term, this may explain why some vendors keep peddling low-quality, perhaps dangerous imitation items to unsuspecting consumers.

Previous purchase experience and environmental consciousness were taken into account by 56.1%. Data study uncovered a few key facts that showed customers can now differentiate between helpful and harmful items. Consumers are also aware of the coming and looming environmental disasters caused by man, therefore being vigilant is essential. They include the fact that if items are not pollution-free, humanity can easily disrupt the equilibrium of environment. As a result, they should maintain unity and stay watchful. Also, there is evidence to support the idea that environmental abuse by humans was more widespread in the past than it is today that everyone is more aware of what is happening in their immediate surroundings. The elements previously mentioned were in a joint effort with what Zhou et al (2021) communicated that the term earth-mindful clients consume eco-accommodating items that can advance natural and cultural prosperity. As the use of eco-friendly, safe products becomes inevitable, environmental concerns seem to be everywhere and require immediate attention. The hypothesis table demonstrated a favorable correlation between consumer experience and eco-awareness. Sang and Beekhet (2015) made a similar claim, arguing that external factors have a significant impact on the buying decisions of consumers. This point of view originated with the idea that man is always affected by his immediate environment due to his social nature. As a result, while choosing something, only consideration of the surroundings is important. Samarasinghe (2012) highlighted that any product's consumption rate is influenced by the environment's structure as a welcome supplement to this truth. In his own contribution to the discussion of the connection that exists between environmental consciousness and the purchasing experience, he made the observation that in order for an environment to truly support and enhance customers' intentions to purchase; All producers must adhere to the fundamental production ethics to the letter.

The findings of this research examine the relationship between environmental consciousness and purchase intention by 85.2%. this implies that price is one of the most crucial elements in customer purchasing. The goal of this research topic is to ascertain whether pricing policies for eco-friendly items and consumer purchase

behaviors are related. The majority of participants confirmed to their determination to have refrained from purchasing the goods at a bargain at the expense of any associated environmental qualities. Results showed that fair or moderate prices were a major factor in why sizable consumers previously bought more green products. Also, there is proof that purchaseers who had previously made purchases were motivated by discount offers. Sharma et al. (2022) reinforces the crucial claim that pricing condition is a determinant of customer purchases by finding a direct correlation between the consumer's prior purchasing activity and their future purchasing behavior. Additionally, he claimed that consumers who are knowledgeable enough about a product are persuaded by its name, whereas those who are less knowledgeable seek out a discount.

According to the findings of the research, environmental consciousness has a significant (meaningful) effect on the intention to purchase and the experience of previous purchases by 86.46%. This result is consistent with previous research, such as Kim (2011); Pitts and Alwitt (1996); Chung and Kim (2011); Kinley and Cowan (2014); Pathak and Yadav (2016) Kamonthip and others 2017), as well as Coşkun. Customers' environmental consciousness and environmental sensitivity have both grown over time, according to observations. People who care more about the environment prefer products that are good for the environment and live in harmony with nature. Hence, firms will actually want to build the purchase goal of customers in the event that they can make items not hurting nature. That will ultimately draw in customers and will prompt benefit age on the business side. It is resolved that natural concern has a significant (huge) influence on past purchase encounters. This research result is comparable to previous works like Mostafa (2009); Kamonthip and others 2017); Maichum and others 2016) and Paul and others 2016). In order for businesses to stand out and remain competitive, as well as to meet the demands of customers who are increasingly concerned about the environment, they should have social consciousness and responsibility.

Summary of Findings

After a deliberate discussion of the study's research questions and hypotheses, the following is a summary of the paper's findings:

- The utilization of green items has now been investigated consideration of the public has been drawn towards the purchase consideration in view of their past

involvement in the items. The reviewed work of Tan get et al. (2014) provided evidence of this proof, revealing that consumers' decisions about whether or not to continue using a green product have greatly improved as a result of their prior exposure to it.

- Consumers of green goods have been shown to be able to tell the difference between genuine and environmentally hazardous items via public awareness campaigns and one-on-one interviews. This relates to the assertion stated by Jai and Weiten (2020), namely that marketers employ advertising and marketing tactics as educational tools to expose the signs of inflated prices.
- Based on the conditions that have been described, there is a need for a trustworthy product that is free from ecological contamination, that is recyclable in its natural state, that has a high probability of being reused, and that has established routes for the discharge of waste from organizations or manufacturing lines, the results of the studies have revealed the degree of confidence that society as a whole has in the use of green products, as mentioned in the survey of Samarasinghe (2012).
- The study also revealed that, in contrast to the past, when consumers were largely focused on mindlessly purchasing any accessible product, consumers' intents (state of mind) are shifting in the 21st century. The emphasis on a product's quality and environmental impact during the purchasing process has changed. Many researchers with findings that concur with this, such as Ham et al. (2022), contend that when choosing an appropriate product, quality and environmental safety should come first.
- According to studies, elements like experiences, advantages, and other added values are sufficient proof to encourage producers' productive activities and improve consumers' standard of living. As a result, it has been found that consumers' views play an important role in determining whether they plan to purchase anything. Having said that, Deng and Yang's theoretical study from 2021 backed up the idea that experience has a big impact on how other factors are controlled when making purchases.
- The findings were greatly influenced by the findings' consciousness of the development of green marketing; by using the 4Ps of marking as a tool for diversifying different market segmentation to further manufacturers' dedication

to developing eco-friendly goods and to facilitate the rollout of new promotional initiatives, a new institutionalized system has been established.. The study also shown that the forces of supply and demand affect how many things companies sell and how much consumers are prepared to pay for. This shows that the majority of consumers who purchase green products are aware of the benefits that are built into every product, as opposed to the reduced value or price reductions that might have an adverse effect on the environment.

Conclusion

In light of this, extensive research has been conducted on consumer intentions to purchase environmentally friendly products in relation to the stated goals. However, consumers' intentions to continue using environmentally friendly products after the green market's expansion are influenced by previous experiences. The holistic attitude of consumers toward green products was evaluated, and the experience of the product's quality in comparison to other advantages serves as an incentive to increase sales. Since manufacturers are now acutely aware of the dangers posed by pollution and have taken the necessary steps to ensure a stable, hospitable environment, the environmental constraints associated with green products appear to have diminished significantly in recent years. By and by, it was by and large seen that the longing for green items by customers isn't to get items for their important thought yet to improve the natural state of the areas where individuals live. As a result, the need to purchase products that aren't harmful to the environment cannot be overstated given that society continues to demand new ways to increase productivity that are suitable for global consumption.

Theoretical Contributions

From a community experience perspective, this study first investigates the impact and function of prior purchase experience on users' purchase intention. Additionally, it demonstrates that the prior purchase experiences of the user community play a significant role in influencing brand promotion by confirming the mechanism by which prior purchase experiences affect product purchase intention. This contributes to theorizing about the impact of past purchases on efforts to market a particular brand. This research further confirms our hypotheses that consumer behavior might be heavily impacted by brand advertising. This study contradicts previous studies that found that only user engagement, interaction level, and the

creative environment of previous purchase experiences impacted brand promotion, by showing that the user community experience is also a crucial driver of brand promotion.

The study verifies the mechanism by which diverse content experiences of past purchase experience users impact the likelihood of users to buy products, and it also divides community experience into information experience, entertainment experience, and sociability experience categories respectively. This not only expands the usage of previous purchase experience but also illustrates that the segmentation component of community experience is a significant facilitator of product marketing. This adds weight to the theoretical studies that have been conducted on prior buy experience and brand promotion. It was shown that community experience was an outcome variable of brand identification and eventually affected purchase intention, which contradicts the findings of earlier study that emphasized the significance of perceived value in terms of user pleasure, brand commitment, and brand loyalty.

In conclusion, the empirical results of this research show that the experience of using a user community has a considerable impact on brand recognition when it is considered in the context of past shopping experiences. The conclusions of this research expand those of earlier studies on the elements affecting virtual brand identity beyond their major emphases of customer satisfaction, user engagement, and the quality of the brand connection. Specifically, this study focuses on the characteristics that have the greatest impact on virtual brand identity. In addition, the three channels via which consumer buying patterns impact brand promotion have more particular and tangible repercussions for commercial marketing tactics.

Practical Implications

Students should begin by improving the user experience of a prior purchase and actively influencing users' inclination to identify brands by improving the experience's perceived utility and simplicity of use. This should be done in order to enhance the user experience of a previous purchase. According to the findings of this research, the preceding purchase experience should actively develop and enhance the various functions of the community and actively provide the various experiences users need. These experiences include knowledge related to the brand and the product, a variety of opportunities to receive discounts, easy and convenient social interactions among community members, and a variety of amusing activities and games. In

addition to this, the previous purchase experience need to take into consideration the various experience demands of customers and ought to establish a distinct service team to investigate these requirements. During their previous purchasing experiences, users are provided with knowledge, financial, social, and entertainment value satisfaction, as well as other value satisfactions; as a result, users will naively promote the company. Second, businesses should offer amenities that actively encourage customers' connection with the prior purchasing experience and brands throughout the actual operation of the experience because group identification and brand identification have a favorable impact on brand promotion. Businesses need to pay close attention to how brand personality, rather than directly affecting customers' willingness to purchase new products, affects their purchasing decisions. This shows that, while it is necessary to create group identity during a previous purchase experience (i.e., to get users to identify with the previous purchase experience), it is insufficient to do so in order to achieve the goal of brand promotion during a previous purchase experience. Only in this way can brand promotion occur during a previous purchase experience.

Thirdly, it is necessary for students to effectively filter the data relating to previous shopping experiences so that members of the community may locate the shopping experience they are looking for in a way that is targeted. This will guarantee that the information that is provided to the community is relevant, accurate, and up to date. Students are also responsible for dispelling inaccurate preconceptions that obstruct the growth of the communities they live in. The community layout has to be designed in such a way that it encourages members of the brand community to engage with one another in a variety of ways. For example, the focus of this research should be on enhancing the community's functionality and usability as well as continuously improving the functions of text, links, audio and video, and photo editing in order to promote the customer's previous purchasing experience and achieve the corresponding brand identity enhancement.

Recommendations

In light of the conclusions and summary of the previous debate it is better sustained if the following tactics are implemented and fully developed:

- Green attitude should increase the construction of additional channels for the disposal of factory waste in order to increase their product's marketability to various locations and maintain hygienic and conducive environmental

conditions.

- More education programs, like seminars and workshops, should be held to raise consciousness of the importance of educating a wide range of consumers about the dangers of using green products.
- In addition to the financial consideration, customers in their respective categories should be mentally prepared to conduct a proper investigation before purchasing any product.
- In order to map out areas that are suitable for production and those that are not, government agencies should carry out proper surveys about the location of companies in accordance with predetermined guidelines. This is because human actions can either be beneficial to others or detrimental to them.

Recommendations For future studies

Due to the study's setting at Liberian public institutions, the results are not generalizable. The study may still be susceptible to bias due to the survey research design, despite the fact that common technique bias was assessed. The conceptual model may be applied to different sectors and regions with further study. It might be possible to choose a larger sample size to test the hypotheses in this study. Researchers may look at additional variables that may play a mediating role between shoppers' prior experiences and their future propensity to buy. This study's results may inspire other academics and business leaders to investigate the factors that influence consumers' propensity to make repeat purchases. Researchers have had mixed reactions to the purchase intention notion, with some praising its potential as a competitive weapon in the modern global market and others sounding an alarm. Similarly, more interviews would have been ideal, but we think the present number of responders is appropriate considering the degree of knowledge and the access provided. The standard approach to solving all problems might be biased. We did not statistically identify any major issues with the methodology in this study, but they are not completely ruled out, either. The data used in this study are also cross-sectional. Only at that instant in time can the full effect of that predictor variable on that criterion variable be seen. In order to collect more relevant information from participants, a longitudinal research is recommended.

Limitation of the Research

In Liberia, researchers will look at the factors that influence consumers' intentions to purchase environmentally friendly goods. The study would be limited to three public universities in Liberia due to time and financial limitations. Based on the factors that were obtained from the study questions, students from different departments within this university would form participants to reply to the data collection instrument.

Conclusion

This concluding chapter provide a discussion of the research results with conclusion and implication recommendation for university effectiveness and recommendation for future studies.

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APPENDICES

Appendix A

Data Collection Instrument

Topic: The Antecedents of The Purchase Intentions to Buy Green Products

The researcher is a postgraduate student of the NEAR EAST UNIVERSITY, CYPRUS. She is currently carrying out investigation to access the purchasing intentions of consumers on green products. She therefore solicits your maximum cooperation and support to getting quick responses to the structured information presented below. All information provided will be treated with utmost confidentiality. Thanks.

SECTION A
PERSONAL DETAILS
PLEASETICK(✓)ASAPPROPRIATE:

GENDER: Male ☐ Female

AGE: 19-25 ☐ 21-23 ☐ 26-33 ☐ 34-41 ☐ 42- 49 ☐ 50+ ☐

EDUCATIONLEVEL: Freshman ☐ Sophomore ☐ Junior ☐ Senior ☐ Master ☐ PhD ☐

SECTION B

PLEASE TICK (✔) TO RESPOND FROM SCALE

Strongly Agree = **SA**, Agree**= A**, Neutral = **N** Strongly Disagree = **SD,** Disagree**= D**

		Strongly Agree	**Agree**	**Neutral**	**Strongly Disagree**	**Disagree**
	Purchase Intention					
PI1	I am willing to pay more for a greenproduct, avoiding cheaper ones that harm the environment					
PI2	I am motivated to pay more for a green product, as I am aware of itsbenefits.					
PI3	I have the perception that the green product has greater added value, and therefore, I am willing to pay more					
PI4	The advertising of the green product at the points of sale influences mypurchase decision.					
	Green Attitude					
GA1	I am concerned about the negative impact that the product can cause on the environment					
GA2	I prefer products whose raw material is from renewable natural resources.					
GA3	I try to find out about new green products					

GA4	I would stop purchase a product if I knew that the company does not have a collection, recycling, or reuse channel					
GA5	I would stop purchase a product if I knew that during its life cycle it caused some damage to the environment					
GA6	I worry about the degradation of the environment					
	Environmental Consciousness					
EC1	The balance in nature is very delicate and can be easily disturbed					
EC2	When human beings interfere with nature, it often has disastrousconsequences					
EC3	Human beings must live in harmony with nature so that they can survivebetter					
EC4	Humanity is seriously abusing the environment					
	Previous Purchase Experience					
PE1	Regarding the last purchase, I bought it because I considered the price charged in each fair offer					
PE2	In relation to the last purchase, the percentage discount was the decisive factor for the purchase					

PE3	Regarding the last purchase, when I viewed the offer, I paid more attention to the discount percentage and not to the environmental characteristics of the product.					

Appendix B

Ethical Committee Approval

NEAR EAST UNIVERSITY

SCIENTIFIC RESEARCH
ETHICS COMMITTEE

03.11.2022

Dear Princess K. Jerbo

Your application titled **"The Antecedents of the purchase intentions to buy green products"** with theapplication number NEU/SS/2022/1435 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abideby the information provided in your application form.

Prof. Dr. Aşkın KİRAZ

The Coordinator of the Scientific Research Ethics Committee

Appendix C

Turnitin Similarity Report

THE ANTECEDENTS OF THE PURCHASE INTENTION TO BUY GREEN PRODUCTS

ORIGINALITY REPORT

12%	8%	8%	8%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1 Submitted to Yakın Doğu Üniversitesi
Student Paper

2 docs.neu.edu.tr
Internet Source

3 www.ncbi.nlm.nih.gov
Internet Source

4 Cristiane Salomé Ribeiro Costa, Marconi Freitas da Costa, Rafael Galvão Maciel, Edvan Cruz Aguiar, Lilian Outtes Wanderley. "Consumer antecedents towards green product purchase intentions", Journal of Cleaner Production, 2021
Publication

5 eprints.lincoln.ac.uk
Internet Source

6 Yong Ming Wang, Hafiz Muhammad Fakhar Zaman, Abdul Khaliq Alvi. "Linkage of Green Brand Positioning and Green Customer Value With Green Purchase Intention: The Mediating