

## INDIVIDUAL FACTORS AFFECTING GREEN PURCHASING BEHAVIOR INTENTION IN THE LIGHT OF THE SURVEYS OF EMPLOYEES

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**Abstract:** Green purchasing which refers to the purchase of environmentally friendly products and avoiding products that harm the environment is of particular importance in the time of exacerbating environmental problems. The volume of green purchasing increases every year, as does the clients' willingness to make them. The present study analyses the available literature on green purchasing and attempts to identify prevailing motives and factors influencing consumer purchase intention toward green products. The article presents the results of a study conducted on 1130 employees of innovative enterprises with the aim of gauging their readiness to make such purchases and analyzing it against their characteristics.

**Keywords:** green product, purchasing behavior.

## INDYWIDUALNE CZYNNIKI WPŁYWAJĄCE NA INTENCJE ZAKUPU PRODUKTÓW PROEKOLOGICZNYCH W ŚWIETLE BADAŃ

**Abstract:** Pojęcie "zielonych zakupów" (green purchasing) odnosi się do zakupu produktów przyjaznych dla środowiska i unikania zakupu produktów szkodliwych. Bazuje ono na przekonaniu, że klienci posiadają możliwość zmniejszania szkód środowiskowych poprzez nabywanie tego rodzaju produktów. Uprzednie badania wskazały, że znacząca grupa klientów cechuje się pozytywnym nastawieniem wobec problemów ochrony środowiska. Jednak pomimo wzrastających w ostatnich latach chęci do zakupu proekologicznych produktów, ich wielkość nie zmienia się. Badania dotyczące tej problematyki wskazują na występowanie luki pomiędzy preferencjami i nastawieniem klientów a ich rzeczywistymi praktykami zakupowymi. Celem niniejszego artykułu jest przedstawienie wyników empirycznej weryfikacji determinant wpływających na intencje zakupu proekologicznych wyrobów. Artykuł stanowi próbę identyfikacji znaczenia i siły oddziaływania wybranych czynników. Badania objęły 13 zmiennych, odnoszących się do czterech obszarów: wiedzy ekologicznej, wartości proekologicznych, nastawienia (troski o stan środowiska), intencji zachowań proekologicznych. Próba badawcza liczyła 1130 respondentów, będących pracownikami polskich przedsiębiorstw. Wyniki potwierdzają wpływ trzech zmiennych: wiedzy, wartości,

nastawienia na intencje zakupu zielonych produktów. Siła tego oddziaływania zależy od indywidualnych cech klientów.

**Słowa kluczowe:** produkty proekologiczne, czynniki warunkujące zakupy.

## 1. Introduction

Maximization of production and consumption has generated, simultaneously, huge economic, social and environmental imbalances. The present article focusses on the sphere of environmental concerns, where the progressing degradation of the natural environment is at the same time accompanied by certain informative efforts and active promotion of particular attitudes. The latter are described as environmentally responsible behavior (ERB) – the effort made by people to reduce environmental impacts and contribute to environmental preservation (Lee, 2013). It is notable that pro-environmental behaviors differ from general purchase-related consumer behaviors. General purchase behavior is driven by an assessment of its benefits and costs that are of immediate relevance solely to the individual consumer performing the behavior. By contrast, environmentally conscious behavior is unlikely to deliver instant personal gain or gratification, but rather a future-oriented outcome (e.g. cleaner environment) that often benefits society as a whole (Mc Carty, Shrum, 2001; Kim, Choi, 2005). In the context of economic sciences the focus is placed, among other aspects, on shaping environmentally responsible behavior with regard to purchasing processes. Researchers stress the need to promote green purchasing, or purchasing of environmentally friendly products and avoiding products that harm the environment (Chan, 2001). The interest in these problems stems primarily from the fact that consumer household purchases are responsible for 40% of the environmental damage (Grunert, 1995). Therefore, consumers possess the capability to prevent or decrease environmental damage by purchasing green products. Customers who are more aware of the seriousness of the environmental degradation, resulting more ecologically consciousness and desire to purchase eco-friendly products and services, favoring businesses that prefer environmental practice. Udo (2007) states that, due to the complexity in understanding consumer behavior, a number of studies tried to identify the determinants of behavior in the process of green purchases, as well as the profile of the green consumer. According to this author, the fundamental question lies in the understanding of green consumers and their characteristics, as well as the purchase criteria adopted by them. The aim of this analysis is to empirically verify selected factors that may influence the intention of making pro-environmental purchases. The article attempts to identify the prevailing motives and factors influencing consumer purchase intention toward green products. The subsequent parts of the article will discuss research done previously in the relevant area, the key factors influencing

purchasing decisions and purchase intention towards green products, research methodology and results.

## 2. Green purchasing conditions in literature

The question of factors that influence, be it positively or negatively, the willingness to purchase green products has already been approached by researchers. Previous studies have clearly shown that even though individuals understand the seriousness of environmental issues, their environmental attitudes do not necessarily lead to green purchasing (Bamberg, 2003; Kilbourne, Beckmann, 1998; Nordlund, Garvill, 2002). Accordingly, academic research in this area has centered on the identification of consumer motivation underlying pro-environmental behaviors. In an attempt to explain consumer green purchase behavior, previous studies have focused on describing the underlying values, attitude and behavioral intentions toward environmentally friendly products (Foxall, Pallister, 2002; Vermeir, Verbeke, 2006; Wheale, Hinton, 2007). Since the ecological behaviors of an individual (including purchasing) are highly dependent on their ecological knowledge, affection and intention some researchers tried to investigate these factors (Kassarjian; 1971; Maloney, Ward, 1973; Kinnear, Taylor, 1973; Kinnear et al., 1974; Maloney et al., 1975; Dunlap, Van, 1978; Chan et al., 2008). Most of these studies were based on the TPB theory (Arvola et al., 2008; Smith, Paladino, 2010; Tanner, Kast, 2003; Tarkiainen, Sundqvist, 2005). The first study which sought to examine the relationship between ecological knowledge, ecological affection, ecological concern and the consumer buying behavior was developed by Maloney and Ward (1973) and not proving the existence of a strong correlation between the buying behavior of the respondents with ecological knowledge, affection and concern. Different results with regard to environmental awareness were obtained Bedante and Slongo (2004). They refer this factor to the tendency of an individual to stand with respect to issues related to the environment, proving to be for or against it. According to these authors, higher levels of environmental awareness tend to get them to make decisions that consider the environmental impact of their attitudes and actions. In this approach, Sheth et al. (2001) show that the environmentally aware consumer is conceived as the individual who seeks products perceived as those that generate the least impact on the environment. Another factor considered was ecological knowledge. Byrne (2001) assumes that the individual level of environmental knowledge, as well as the level of environmental orientation or commitment, can affect the consumer behavior, leading the consumer to environmental behaviors. Barber et al. (2010) claim that knowledge and attitudes are important factors, as they serve as a basis for promoting changes in the human actions towards the environment. D'Souza et al. (2007) argue that consumers who are well informed about environmental problems are more likely to purchase green products. Analogous results were obtained by Chan et al., 2008. Tanner and

Kast (2003) suggest that, although the environmental knowledge has been the subject of many studies, some empirical tests show no conclusive uniformity that indicates the direct relationship between environmental knowledge and environmental behavior. A factor often quoted in literature is also concern towards the environment, called ecological or green concern (Chan, Lau, 2000; Chan et al., 2006; Chan et al., 2008). Kim and Choi (2005) argue that the consumer concern about environmental issues may not be translated into pro-environmental behaviors, but consumers with a strong concern for the environment are more likely to purchase environmentally friendly products than those less concerned with these issues. When addressing the emotional sphere, Dispoto (1977) indicates that consumers with high levels of ecological concern and affection are more likely to exhibit positive attitudes towards the environment than those who have a low level of concern and affection (Laskova, 2007). According to Zanolli and Naspetti (2001), although the relationship between affection and cognition is not yet fully understood, the cognitive interpretations (interpretations learned) of consumers influence. In addition to the listed factors influencing green purchasing, other authors also mention: collectivism, perceived consumer effectiveness (Kim, Choi, 2005), altruism, skepticism towards environmental claims (Mostafa, 2009), subjective norms (Rodrigues, 2007). Paco and Raposo (2009) in their study on green segmentation of Portuguese consumers market used firstly characteristics environmental variable (such as concern, affect, commitment, ecological consciousness, subjective norms, activism, environmentally friendly behavior, green products buying behavior, information search, willingness to pay, recycling and skepticism towards environmental claims). D'Souza et al. (2006) in their empirical investigation of the influences of multiple factors on the green purchase intentions of customers in Australia had used 6 variables which were corporate perception, product labels, product dimension, environmental regulation, customers' past experience, price and quality perception. Lee (2008) in her study on young Hong Kong consumers' green purchase behavior confirmed the significance of variables, i.e. environmental attitude, environmental concern, perceived seriousness of environmental problems, perceived environmental responsibility, perceived effectiveness of environmental behavior, concern for self-image in environmental protection and social influence. Furthermore, Laroche et al. (2001) positively verified the impact of variables such as demographic, values, knowledge (eco-literacy), attitude (such as severity of environmental problem) and behaviors (such as considering environmental issue when making a purchase). The conducted literature review evidences the multiplicity of factors influencing purchasing intentions and decisions with regard to green products. A significant role is attributed to individual factors, i.e. those related to an individual decision maker. These variables are generally a result of individual life experiences (attitudes, values, personality, etc.) and affect an individual's decision making process. The same will be discussed below.

## **Emotions**

The significance of emotion in the shaping of green purchasing behavior has been confirmed in a number of earlier studies which indicated that such behaviors are more likely to be aroused by emotional factor rather than by rational thinking (Lee, 2008).

Emotional stance towards environmental issues is manifested as environmental concern, defined as a global attitude with indirect effects on behavior through behavioral intention. It has been traditionally viewed as a unidimensional construct ranging from unconcerned about the environment at the low end to concern at the high end. Environmental concerns and responsibility were found to have a positive and direct impact on ecological knowledge, purchase intention and actual purchase behavior (Makatouni, 2002; Padel, Foster, 2005; Wang, Liu, Qi, 2014; Zhao et al., 2014). Lee (2008) made the conclusion on the positive role of environmental concern in motivating for purchase.

## **Habits**

Habit has been reported as a significant obstacle to purchasing green products (Tsakiridou et al., 2008). Two studies reported a negative influence of habit on consumer green purchase behavior (Padel, Foster, 2005; Vermeir, Verbeke, 2006).

## **Values and personal norms**

Values constitute the goal and defining criterion of human endeavors. They define needs, shape attitudes, direct efforts, and substantiate evaluation. People who have satisfied their personal needs are more likely to act ecologically because they have more resources (time, money and energy) to care about bigger, less personal social and pro-environmental issues. Previous studies show positive correlation between environmental, social and ethical values of consumers and their purchase behavior toward green products (e.g., Chen et al., 2012; Eze et al., 2013; Wang et al., 2014; Young et al., 2010). Several studies even found that individualistic values had a stronger influence than altruistic values in purchasing green food products (Magnusson et al., 2003). Moral and personal norms were also found to have a significant influence on purchase intentions and actual purchase (Arvola et al., 2008; Gleim et al., 2013). The purchase of a green product is perceived as something good and desirable. The relation between environmental values and the intention towards ecological behavior has been positively verified by Dunlap and Van Liere (1978, 1981), Axelrod (199).

## **Trust**

Trust of the consumer about green products is the intention to accept susceptibility based on positive expectations of the truthfulness and potential of another one. Green trust is based on three beliefs; aptitude, truthfulness, and compassion. In the context of green products, trust is defined as a belief or expectation about the environmental performance of such products (Chen, 2013). Previous authors have equally pointed out that trust is a strong determinant of

green purchase intention (Terenggang, et al, 2013; Prompratana, et al 2013; Chen, Chang, 2012). On the other hand, lack of consumer trust and confidence in green claims and characteristics of green products was a significant barrier towards purchase of green products (Bang et al., 2000; Fotopoulos, Krystallis, 2002; Gupta, Ogden, 2009; Tung et al., 2012; Vermeir, Verbeke, 2008). Ng and Paladino (2009) however contradicted this by presenting that there is an insignificant relationship between perceived brand trust and the intention.

### **Knowledge**

Undoubtedly, pro-environmental behavior becomes more probable when an individual is aware of harmful consequences to others. Environmental knowledge can be defined as “a general knowledge of facts, concepts, and relationships concerning the natural environment and its major ecosystems (Fryxell, Lo, 2003). In other words, environmental knowledge involves what people know about the environment. The mixed empirical findings may well suggest a more complex relationship between ecological knowledge and behavior. The purchase experience and knowledge gained from each purchase process (as well as the guilt from not purchasing the greenest product) are fed back into the consumer’s general green values and knowledge, which influences the next purchase (Young, Hwang, 2008). Knowledge of environmental issues positively influenced consumer intention and actual purchase of green products. Amyx et al. (1994) stated that people extremely knowledgeable about environmental issues were more eager to pay extra money to buy environmentally friendly products. Other scholars (Amyx et al., 1994; Corral-Verdugo, 1996; Mostafa, 2006; Chan et al., 2000; Eze et al., 2013) have shown that knowledge usually influences pro-environmental attitudes. Three studies did not find any relation between environmental knowledge of the consumer and green purchase intention (Chan, Lau, 2000; Ramayah, Rahbar, 2013; Wolsink, 2007).

### **Attitude**

Factual knowledge can be seen as a precondition of any attitude. Environmental attitude constitutes an individual’s value judgment of environmental protection which taps the individuals’ cognitive assessment of the value of environmental protection. If attitude towards the environment refers to a single component approach, this attitude can be predicted by knowledge, affect and intention (Axelrod, Lehman, 1993). The results of studies into the relationship between environmental attitude and behavior are not conclusive. The usual findings reveal a strong association between environmental attitude and ecological behavior (e.g. Lynne, Rola, 1988). Mostafa (2009) found that both environmental concern and attitude have significant positive effect on the consumers’ intention to buy green products. The same was confirmed in a study by Euromonitor where 53% of the total 15,933 respondents cited “green/environmentally” to be an important consideration when purchasing a product or service (Euromonitor International, 2012). However, a number of studies have found either a moderate relationship between environmental attitude and ecological behavior or a weak

relationship (Tanner, Kast, 2003; Vermeir, Verbeke, 2008; Webster, 1975; Wheale, Hinton, 2007). Various theories exist which assert that attitude alone does not affect behavior; there are other factors that not only influence behavior, but also the strength of the attitude-behavior relationship. Guagnano et al. (1995) introduced Attitude-Behaviour-Context (ABC) model to better understand human behavior. According to this model, consumer green behavior is not only determined by attitude, but also by contextual factors. Recently, Phipps et al. (2013) introduced reciprocal deterministic theory to understand sustainable consumer behavior. The model suggests that consumer behavior is not only affected by attitude, but also by various other personal and situational factors.

### **Awareness**

Environmental awareness is defined as “knowing the impact of human behavior on the environment”. Environmental awareness has both a cognitive, knowledge-based component and an affective, perception based component. When a person receives more information about an environment, increased awareness of and concern about environmental problems, he/she will be more likely to take ecological actions to protect the environment and, ultimately, be more likely to take the initiative in implementing green practices (Chan et al., 2014).

### **Other individual factors**

Among others, the perception of the consequences of a green purchase and response efficacy were also found to influence green purchase (Wang et al., 2014; Follows et al., 2000). From different prior studies it can be concluded that demographic variables have a significant impact on the consumers' green purchasing behavior (Kollmuss, Agyeman (2002). Panni (2006) found that consumers' pro-social or pro-ethical behaviors are heavily influenced by demographic characteristics in terms of age, income level, education level and occupation. Harris et.al (2000) notified that the environmental conscious consumers are white, female, professional and younger.

The discussed factors influencing the purchase and readiness to purchase green products are among those most commonly quoted in literature. Therefore, based on previous empirical studies, the following research hypotheses were adopted:

*Hypothesis 1: Environmental knowledge has a significant positive effect on the consumers' green purchasing behavior intention.*

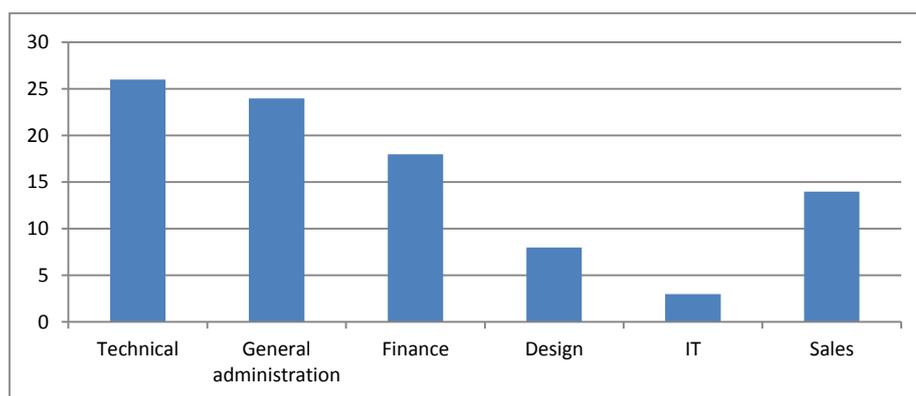
*Hypothesis 2: Attitude toward environment has a significant positive effect on the consumers' green purchasing behavior intention.*

*Hypothesis 3: Environmental concern has a significant positive effect on the consumers' green purchasing behavior intention.*

### 3. Method

The purpose of this literature review is twofold: firstly, to examine existing empirical research and identify the various factors affecting green purchase intention and secondly, to empirically verify selected factors. The study was performed using the survey method. 13 items, which were used to establish the four *environment* related scales during the study were re-evaluated. The scales were Environmental Knowledge, Environmental Values, environmental attitude and Ecological Behavior Intention. Knowledge was evaluated by the respondents in terms of the level of their general environmental knowledge, as well as with respect to more specific areas such as fossil fuels e.g. gas, oil produced CO<sub>2</sub> in the atmosphere when burned. Environmental values were assessed by determining the value attributed by the respondent to the environment as well as asking additional questions, e.g. are all organisms' lives are precious and worth preserving. Environmental concern was the mean of the gauged concern for the current state and quality of the environment. Purchasing intent was evaluated with respect to the readiness to purchase and preference for green products. For measuring the independent variables (ecological knowledge, ecological affection and ecological concern) and the dependent variable (ecological purchase behavior) questions were based on previous studies (Kim and Choi (2005)). Likert scale was used in the measurement of variables (1-5). Reliability was measured using Cronbach alpha  $\alpha_{EK} = 0.83$ ,  $\alpha_{EV} = 0,53$ ,  $\alpha_{EA} = 0,61$ ,  $\alpha_{EP} = 0,85$ .

The research population comprised 1130 respondents from Poland, 50.7% of whom were women. 20% of the respondents were managers, 47% specialists, and 32% other staff members. 33% of the respondents were under 30 years old and 37% under 40. The more detailed division of respondents with regard to positions occupied in their respective companies is presented in Figure 1.



**Figure 1.** Breakdown of respondents relative to their professional specialization.

## 4. Results

The condition of the environment is important or very important to respondents aged 40-50 years old (53%) and over 60 years old (50%). Environmental knowledge is declared by 11% of the respondents, mainly aged 50+, while the significance of having the same is acknowledged by 33% of the respondents, mainly male respondents (55% of the studied male population) and persons occupying managerial positions (11%). More than a half of the respondents display high levels of care for the environment (66%), this was observed mainly in the group of middle-aged respondents (63%) of both genders. High levels of care for the state of the environment is exhibited in the groups of respondents occupying managerial positions 37% and women 17%.

In the choice of products, the respondents pay moderate attention to their pro-environmental qualities. 39% declare considering the same from time to time and 41% consider the same often. The percentages increase with in the older populations, reaching 50% in the group aged 50+, with a considerable predominance of women – 47%. The environmental aspects of products were more important to managers 56% and less important to specialists 41% and persons occupying executive positions 33%. In terms of the scope of pro-environmental efforts, two groups of respondents can be identified: those making moderate efforts in this respect – 25%, and those reporting extensive efforts – 27%. Again, the percentages increase with age, in the group of 50-60-year-olds the same is confirmed by 40% of the respondents, and in the 60+ group by 50%. Pro-environmental efforts are most commonly reported by men 76% occupying managerial positions 69%. The scope of efforts made juxtaposed with the positions occupied is presented in Table 1.

**Tabela 1.**

*Juxtaposition of the extent of environmental efforts and occupied positions [in %]*

	<b>Executive</b>	<b>Specialist</b>	<b>Managerial</b>
None	10	6	4
Very small	8	8	0
Average	6	12	6
Quite big	4	4	6
Very big	4	4	18

The obtained results indicate a statistically significant positive correlation between significant levels of environmental knowledge and age (0.165), while no such correlation was observed for gender. These results are in line with the assumptions of Dispoto (1977), Maloney and Ward (1973), as explained in the theoretical framework. According to these authors, even with little knowledge about the environment, people have a strong emotional connection with it. Inconclusive results were obtained with respect to occupied positions (significance 0,06), which indicates that, in the opinion of the respondents, developing environmental knowledge is not related to the position held. Valuing the environment is correlated with age (0.35) but not with the occupied position or gender. Gender also does not influence the level of care for the

environment. A statistically significant anxiety in this respect is correlated with age (0.38) and position held (0.35).

Given the declarations related to the engagement in pro-environmental efforts it could be noted that the same is related to gender (0.25) and position (0.49); inconclusive results were obtained with regard to age (significance 0.06). The obtained results indicate that behavior is influenced by the level of environmental knowledge (0.67), valuing the environment (0.48) and care for its condition (0.35). All the mentioned correlations are statistically significant. Earlier research indicated that the emotional factor constitutes one of the most interesting components of consumer behavior. Consumers with high levels of ecological concern and affection are more prone to positive attitudes towards the environment than those with a low level of concern and affection. Within the same approach, the findings of Martin and Simintiras (1995) suggest that the influences of ecological knowledge and ecological affection on the ecological behavior of individuals are variables that influence the behavioral responses of consumers. However, the obtained results do not agree with the fact that the concern about environmental issues does not necessarily translate into a pro-environmental behavior (Kim, Choi, 2005; Hines et al., 1987). To the correlation between ecological knowledge and behavior indicate that the Pearson correlation (0,67, 0,00) was medium, but at the same time, considered statistically significant. Although Tanner and Kast (2003), Kollmuss and Agyeman (2002) have suggested that empirical tests have not conclusively shown a uniformity that indicates a direct relationship between knowledge on environmental issues and pro-environmental behavior, the findings in this study contradict these assumptions by revealing the existence of correlation between each other.

**Table 2.**

*Spearman's correlation with regard to the scope of pro-environmental efforts*

Environmental knowledge Correlation coefficient	.67**
Bilateral significance	.000
Value of the environment	.48**
Care for the environment	.532**
Age	.267
Gender	.253
	.083

Consideration for the green aspects of products is negatively correlated with gender (-0.207) and positively correlated with the position held in an enterprise (0.32). No correlation was observed for age or purchase intention (significance 0.183). A statistically significant relationship exists between the intention to make green purchases and the level of environmental knowledge and care for the environment (Table 3).

**Table 3.***Spearman's correlation with regard to the intention to make green purchases*

Environmental knowledge Correlation coefficient	.434**
Bilateral significance	.002
Value of the environment	.296* .041
Care for the environment	.409** .004
Age	.196 .183
Gender	-.207 .158

In order to determine the variables that influence the pro-environmental behavior of respondents, further regression studies were conducted. The adopted explanatory variables included environmental knowledge, care for the environment, age and gender of the respondents. The model accounts for 46% of the dependent variable's changeability (Table 4). The mean discrepancy between the actual values of the variable and values predicted by the model was 0.73 (on the scale of 1-5).

**Table 4.***Results of the regression analysis of pro-environmental behavior*

R	R-squared	Corrected R-squared	Standard deviation
.68	.46	.40	.73

The value of F Anova was 11.26 (significance 000).  $P < 0.05$  indicates that the model is statistically significant; i.e. it successfully accounts for the variability of pro-environmental behavior. The value of t statistics used in the evaluation of regression coefficient's significance and the related level of probability p confirm that some of the parameters do not equal zero. The obtained results indicate that increasing the level of knowledge by 1 results in an extension of the scope of behavior by 0.56 and increase of the level of care by 0.51.

**Table 5.***Regression analysis results*

	B	Standard deviation	Beta	T	Significance
(Constant)	-1.080	.706		-1.531	.013
Gender	.729	.305	.251	2.393	.011
Value of the environment	-.137	.252	-.113	-.545	.589
Care	.513	.280	.381	1.831	.034
Age	.074	.131	.062	.568	.573
Environmental knowledge	.569	.135	.513	4.210	.000

The performed analysis of the green purchasing intention (for analogous independent variables) indicated that the proposed model accounts for 57% of the variation in terms of purchasing intention with 1.01 deviation. The remaining 43% of the variability is dependent on other variables, unaccounted for in the model (Table 6).

**Table 6.***Results of the regression analysis of green purchasing intention*

<b>R</b>	<b>R-squared</b>	<b>Corrected R-squared</b>	<b>Standard deviation</b>
.757	.573	.522	1.01469

The value of statistics F 7.31 and the related level of probability (.000) confirm the statistical significance of the linear model.

**Table 7.**

	<b>B</b>	<b>Standard deviation</b>	<b>Beta</b>	<b>T</b>	<b>Significance</b>
(Constant)	2.106	.508		4.146	.000
Gender	-.480	.219	-.256	-2.186	.034
Value of the environment	-.165	.181	-.211	-.908	.369
Care	.440	.202	.508	2.185	.035
Age	.070	.094	.091	.740	.463
Environmental knowledge	.256	.097	.360	2.636	.012

The absolute term and regression coefficients are significantly different from 0 (Table 7). The increase of the purchasing intention is influenced predominantly by care for the environment and the possessed environmental knowledge.

## 5. Conclusion

The study provides a comprehensive view of extant literature as it is based on the outcomes of various studies undertaken previously. It presents key constructs that can be considered as independent variables in future studies to investigate their influence on green purchases. The identification of various factors in this paper has been done on the basis of the outcomes of numerous studies conducted in various contexts. In empirical terms, in this study, we investigated the effects of three green triggers – environmental knowledge, environmental value, and environmental concern on employees' intentions to buy ecological products. Environmental concerns were found to motivate the purchase of green products. The same results from the fact that care is related to an individual's moral or ethical obligations and/or personal norms. The stronger the variable, the greater the purchasing intention becomes. Analogous results were obtained with regard to the value of the environment. Consumer values related to environment were found to positively drive ethical obligations and personal norms, which translates to pro-environmental behavior. Therefore, it can be observed that the obtained results confirm earlier studies (Chen et al., 2012; Eze et al., 2013; Padel, Foster, 2005). It can be asserted that strong environmental values motivate consumers and increase their involvement in purchase situations. Most studies show that consumers' knowledge of environmental issues positively affects their attitude and actual purchasing of green products (Smith et al., 2010). This is also confirmed in the results of the study. More information would

lead to increased consumer knowledge which in turn might strengthen consumers' trust in green products and reinforce the attitude-behavior relationship. Furthermore, the study indicated that care for the environment increases with age, but the same has no bearing on the purchasing intention. The role of demographic factors is mainly that of mediation between the respective variables.

The results make a contribution to studies of environmental practices, but also brings a new insight to managers who may consider an individual's ecological behavior as one of the criteria when selecting and hiring their employees. Training and education can normally upgrade employees' skills and environmental knowledge. Strengthening pro-environmental attitudes (including the preference for green products) should therefore be based on increasing consumer awareness. From the marketing standpoint, the understanding of factors influencing green purchasing intentions will enable vendors to tailor their product offerings and formulate marketing strategies to encourage green buying behavior. In the effort to improve customer awareness, marketers can run campaigns to promote public awareness of eco-labels, inform citizens about the meaning and availability of the eco-labels, and the benefits of using eco-products.

From the perspective of implementing sustainable development, further studies on the factors that would influence green purchase behavior are important to grasp their green purchase behavior and make them the embassy in encouraging others (general public) towards green consumption.

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