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GRADUATE SCHOOL

MASTER IN BUSINESS ADMINISTRATION THESIS

**MEASURING GREEN PURCHASE INTENTIONS AND
GREEN PACKAGING CONSUMPTION BEHAVIOR OF
THE TURKISH CONSUMERS**

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ABSTRACT

MEASURING GREEN PURCHASE INTENTIONS AND GREEN PACKAGING CONSUMPTION BEHAVIOR OF THE TURKISH CONSUMERS

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Today, our world face with serious environmental problems. Many businesses' harmful use of natural resources and pollution created production activities damage our world. Our natural resources are being depleted rapidly and those pollution and waste prevent us from having a sustainable world. As a result of those issues, governments, businesses, and individuals have developed some behaviors about environmental problems. From the marketing point of view, businesses must perform their marketing activities environmentally friendly to provide sustainability and to attract customers who prefer environmentally friendly products. Owing to environmental issues, many new concepts have appeared in marketing such as green marketing, green product, green consumers, green purchase, and green packaging. There are many studies in the literature which examine those newly emerged concepts. Furthermore, several studies in the literature examines the factors that have an influence on consumers' green purchase intentions and green packaging consumption behaviors. However, studies examining the connection between those two green marketing concepts are limited and do not exist in Turkey. This study aims to be a unique one by revealing the relationship between green purchase intentions and green packaging consumption behaviors of Turkish consumers.

Keywords: environmental problems, environmentally friendly, green marketing, green consumers, green products, green purchase, green packaging.

ÖZ

TÜRK TÜKETİCİLERİN YEŞİL SATIN ALMA NİYETLERİNİN VE YEŞİL AMBALAJ TÜKETİM DAVRANIŞLARININ ÖLÇÜLMESİ

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Danışman: Doç. Dr. Emel YARIMOĞLU

Kasım 2022

Bugün dünyamız ciddi çevre sorunlarıyla karşı karşıyadır. Birçok işletmenin doğal kaynakları zararlı kullanımı ve üretim faaliyetleri sırasında yarattığı kirlilik dünyamıza zarar vermektedir. Doğal kaynaklarımız hızla tükeniyor ve bu kirlilik ve atıklar sürdürülebilir bir dünyaya sahip olmamızı engelliyor. Bu sorunların bir sonucu olarak hükümetler, işletmeler ve bireyler çevre sorunlarıyla ilgili bazı davranışlar geliştirmiştir. Pazarlama açısından bakıldığında işletmeler, sürdürülebilirliği sağlamak ve çevre dostu ürünleri tercih eden müşterileri çekmek için pazarlama faaliyetlerini çevreye duyarlı olarak gerçekleştirmelidir. Çevre sorunları nedeniyle, yeşil pazarlama, yeşil ürün, yeşil tüketiciler, yeşil satın alma ve yeşil ambalaj gibi pazarlamada birçok yeni kavram ortaya çıkmıştır. Literatürde yeni ortaya çıkan bu kavramları inceleyen birçok çalışma bulunmaktadır. Ayrıca literatürdeki birçok çalışma, tüketicilerin yeşil satın alma niyetleri ve yeşil ambalaj tüketim davranışları üzerinde etkili olan faktörleri incelemektedir. Ancak bu iki yeşil pazarlama kavramı arasındaki bağlantıyı inceleyen çalışmalar sınırlıdır ve Türkiye'de bulunmamaktadır. Bu çalışma, Türk tüketicilerinin yeşil satın alma niyetleri ile yeşil ambalaj tüketim davranışları arasındaki ilişkiyi ortaya koyarak bir farkındalık yaratmayı hedeflemektedir.

Anahtar Sözcükler: çevre sorunları, çevre dostu, yeşil pazarlama, yeşil tüketici, yeşil ürünler, yeşil alım, yeşil paket.

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Ege Korkut
İzmir, 2022



TEXT OF OATH

I declare and honestly confirm that my study, titled “Measuring Green Purchase Intentions and Green Packaging Consumption Behavior of the Turkish Consumers” and presented as a Master’s Thesis, has been written without applying to any assistance inconsistent with scientific ethics and traditions. I declare, to the best of my knowledge and belief, that all content and ideas drawn directly or indirectly from external sources are indicated in the text and listed in the list of references.

Ege Korkut

15.11.2022



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ABBREVIATIONS

ABBREVIATIONS:

GPK Green Product Knowledge

GT Green Trust

GA Green Advertising

PP Peer Pressure

EC Environmental Concern

PBC Perceived Behavioral Control

GPI Green Purchase Intentions

GPCB Green Packaging Consumption Behavior

CHAPTER 1

GREEN PACKAGING

Today, we face with many environmental issues like global warming, air, marine, and coastal pollution, and waste problems. Especially, people's usage of natural resources, as if they are limitless, causes environmental devastation. Recently, people have started to realize the damage they do to the environment, and from individuals to businesses and to governments, they have made efforts to prevent this damage.

Governments make legal regulations related to environment protection and businesses perform their business transactions environmentally friendly and offer green products and some customers prefer those products since they are environmentally friendly. When we consider marketing activities, besides satisfying needs and wants of consumers, satisfying those needs and wants by simultaneously considering and protecting the environment have become a significant requirement for businesses.

Many companies in different industries make efforts to protect the environment. For instance, as Marcus et al. (2009) state, Honda, Toyota, and GM in the automobile industry support green brands as they adopt green technologies conserving raw material and reducing emissions of carbon dioxide, especially in the hybrid cars with an engine technology consisting of part electrical and part traditional to reduce the harmful effects on the environment.

Moreover, Khan (2015) indicates that business managers' and owners' decision on stimulating consumers' environmental consciousness and their attitudes toward the environment in order to increase consumers' willingness to buy must be considered more than a social responsibility. As Molina-Besch (2016) state, this decision also creates a competitive advantage. Those environmental considerations emerge new green marketing concepts and there are various studies on those concepts both in the world and in our country.

Furthermore, there are studies that present the facts affecting consumers' green purchase intentions and green packaging consumption behaviors of consumers again both in the world and in our country. However, studies presenting the connection between green purchasing intentions and green packaging consumption behaviors of customers are limited.

Prakesh et al. (2019) state that a sign of consumers' environmental consciousness is the rising demand for environmentally friendly packaging products. As a result of that, they also state that it is also significant for businesses to understand customers' green purchasing intentions on green packaging consumption behaviors. There are some other studies as well aiming to reveal the link between consumers' green purchase intentions and their green packaging consumption behaviors from different perspectives.

However, when it comes to Turkey, we observe that there are not any studies that examine the relation of consumers' green purchase intentions with green packaging consumption behavior of consumers. Moreover, those limited number of studies examining the two concepts' relation with each other require further studies in order to see the relationship from all aspects effecting both concepts.

As a result, this study aims to examine green purchasing intentions of consumers. Then it aims to present green packaging consumption behavior of consumers. After examining those two concepts the study sets its goal as presenting the link between those concepts by considering all relevant facts affecting both. Moreover, the study aims to be a unique one by measuring the connection between Turkish consumers' green purchase intentions and green packaging consumption behavior of Turkish consumers.

1.1. Packaging

Packaging has importance for both products and marketing. As it is defined by Packaging Manufacturers' Association (2022), packaging is a priceless resource that safeguards the goods within, enables it to reach you in the safest and most hygienic circumstances, and makes it simpler to carry and store.



Figure 1. Packaging (Retrieved from <https://www.inc.com/> on 20.10.2022)

Furthermore Özek (2016) defines packaging as the product in the best way according to the structure and shape of the product that protects the product, keeps it clean, makes it easy to transport and at the same time it is a valuable material for promotion transactions.

The fundamental purposes of packaging can be summed up as:

Containing

Protecting/Storing

Transporting

Informing/Selling

As Langley (2011) et al. state, both tangible and intangible qualities of the packaging can be separated into two groups. Structure, strength, durability, reseal ability, size, form, substance, texture, and other physical properties are among them. Colors and graphics, brands, prints, directions (such as "use by," "shelf life," and "recycling symbols," for example), non-governmental organization endorsements, etc. are examples of non-physical features.

Packaging, which has features of storing of products in healthy conditions, transportation of products and minimizing damages and lost on products, has different types of it which depends on the raw materials used to produce those packaging types.

The most common types of packaging can be summarized as table 1 below:

Table 1. Types of Packaging

Paper, cardboard, corrugated cardboard.
Glass, jar.
Box, cap.
Pallet, crate,
Flexible packaging, rigid plastic packaging
Metal
Other

As Fernandez (2022) shows in her figure, which can be observed below in figure 2, in 2019 the most global packaging demand by material type distribution belongs to paper and cardboard by 33.2%. These types are followed by flexible plastics by 25.5%. At the third place, we see rigid plastics by 18.7%. Metal type of plastics follow rigid plastics by 12.1%. At the fifth place, glass type of packaging is observed by 5.8% share of global market. Furthermore, other packaging materials consist of 4.7% share of global market.

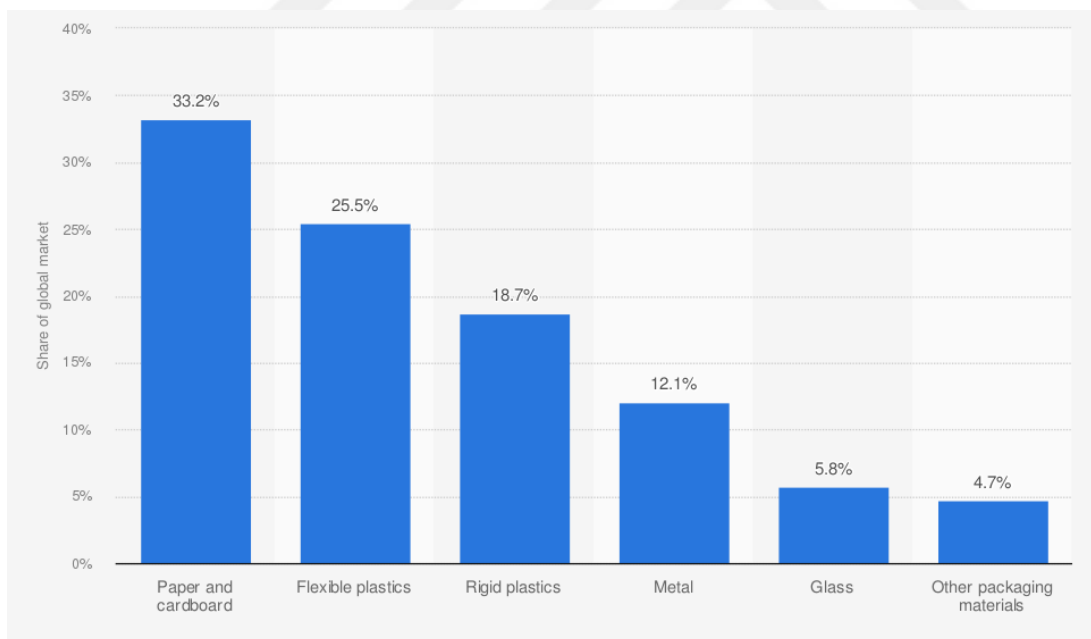


Figure 2. Distribution of Packaging Demand Worldwide in 2019, by Material Type (Retrieved from <https://www.statista.com/> on 20.10.2022)

1.2. The Importance of Packaging

Packaging, together with storing of products in healthy conditions, transportation of products and minimizing damages and lost on products, has important features. As it is reported in the study of Gomez et al. (2015), packaging is a crucial marketing tool, especially when it comes to developing competitive advantages. Moreover, packaging has a crucial role in consumer behavior because it affects satisfaction and loyalty.

Furthermore, Rundh (2013) states that prior to reaching the final consumer, protection and preservation are provided by new packaging options, opening the door to the possibility of improved supply chain operations. Additionally, it provides better chances for customer information and communication.

Moreover, the study of Rundh (2016) reports that packaging is becoming a crucial marketing strategy for a variety of goods, whether it is for supply chain participants or final consumers. As more products are released onto the market, this has become increasingly important. The study also demonstrates how important it is to connect packaging to marketing strategy.

Besides, it is stated that a safe and effective utilization in the food supply chain now depends on packaging. Designing packaging and containers also helps many participants in the food supply chain to generate value.

As Alhamdi (2020) states in his study, in particular, as marketing strategy is continually developed, packaging has become an integral aspect of modern living. It becomes one of the key characteristics for the idea of manufacturing because it is crucial in stressing the consumer's mental image of the product.

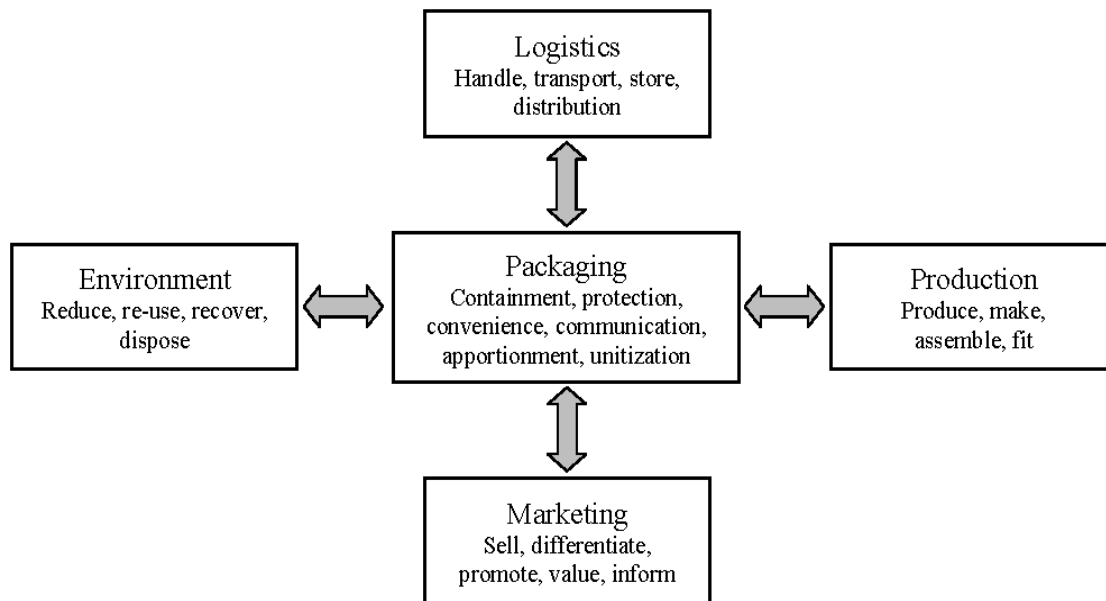


Figure 3. The Main Interactions of Packaging System (Retrieved from <https://www.intechopen.com> on 21.10.2022)

Steenis (2017) state in their study that a common component of contemporary consumption, packaging offers a variety of functionality and consumer advantages. Packaging may play a particularly important role in the marketplaces for consumer-packaged goods, which commonly heavily depend on packaging elements to protect product quality, minimize product losses, permit transit and storage, and provide marketplace distinctiveness.

Besides, Ahmad et al. (2012) state that particularly at the point of sale or when a buyer is deciding between various brands of the same sort of goods, packaging is crucial to marketing since it can either encourage or, on rare occasions, prevent a buyer from buying a product. This might be considered one of the most crucial elements affecting a consumer's buying choice.

Furthermore, Gopal et al. (2014) report in their study that to reassure clients about the quality of the goods and to ensure that they are persuaded to choose a certain product over a competitor's offering, imaginative packaging is required. The instructional content on the packaging is another area where creativity can be seen. The words, typefaces, and images used all have an impact on how consumers think about products, how brands are perceived, and how they behave as consumers. A product's packaging should not just be creative; it should also be strategic and useful.

1.3. Packaging Industry in Turkey

Packaging is of great importance in our country as in the world. According to the report of Republic of Turkey Ministry of Economics (2020), Turkey's packaging industry is a rapidly developing sector. Rapid urbanization, population growth, increase in living standards, increase in women's participation in business life, changes in consumption habits, increase in retail shopping tendency with the spread of shopping centers, increase in demand for consumer products and increase in exports are the main factors in the rapid development of the sector.

There are approximately 3000 companies producing packaging materials in Turkey. Most of these firms are medium and small sized firms. Firms in the packaging industry are mostly situated in İstanbul, İzmir, Bursa, Ankara, Konya, Kocaeli, Gaziantep, Adana, Kayseri and Manisa.

According to the report of Özek (2016), consumption habits have changed in Turkey with the migration from the village to the city, the rise in living standards and the parallel increase in the tendency of retail shopping. In 2014, per capita packaging consumption reached the level of 220 dollars.

Companies operating in the sector; They produce in five main groups: plastic, paper-cardboard, metal, glass, and wooden packaging. Plastic packaging production in Turkey is over 3.7 million tons according to Republic of Turkey Ministry of Economics (2020) report.

Moreover, in the report of the Pagev (2019), distribution of Turkish packaging industry by material can be observed. As it is observed on figure 4 below, plastic packaging is the most packaging type that is produced in Turkey by 40%. It is followed by corrugated cardboard packaging by 25%. At the third place, there is glass packaging type with 15%. Cartoon packaging follows that with 8%. Also, wooden packaging is produced by 6%. The wooden packaging is followed by metal packaging by 5%. Finally, paper packaging is produced by 1%.

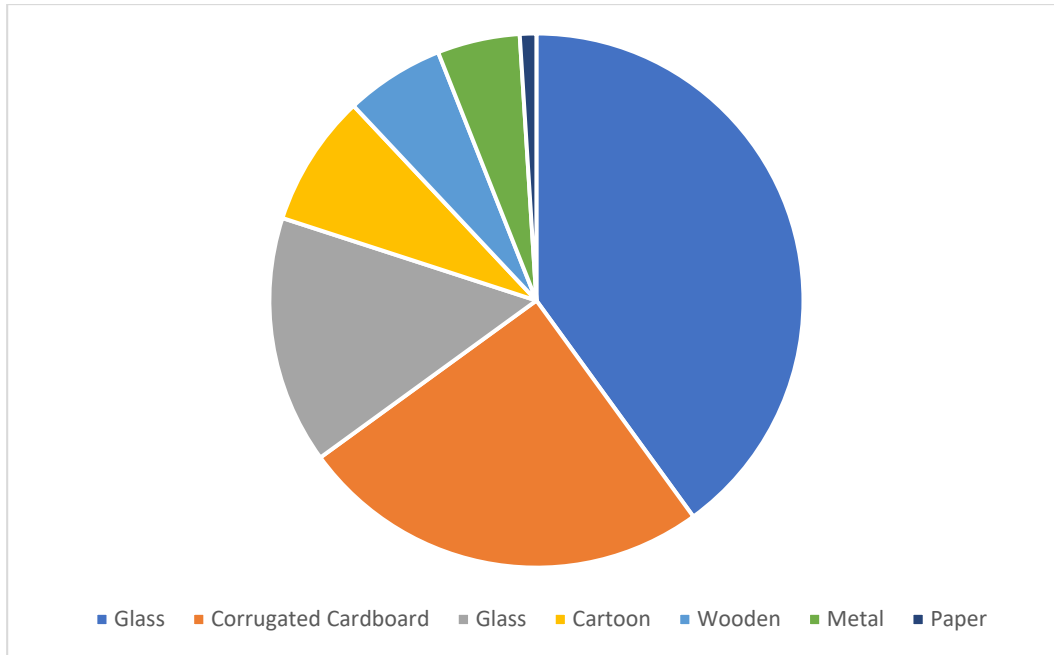


Figure 4. Distribution of Turkish Packaging Industry Production by Materials
(Retrieved from <https://pagev.org> on 21.10.2022)

Moreover, Turkish packaging industry products exports amounted to 4.7 billion dollars in 2019 according to the report of Republic of Turkey Ministry of Economics (2020). In addition, a significant proportion of packing is also indirectly exported as packaging for export goods.

As it can be seen in figure 5 below, in 2019, plastic packaging products take the first place in packaging industry exports with a share of 60,6%. Another important packaging group exported is paper and cardboard packaging products with an export share of 24,4%. Another important packaging group is metal packaging with an export share of 8,6% in the total packaging industry. Glass packaging, on the other hand, had 3% of export share in 2019. Glass packaging is followed by wooden packaging by 0,6% of export share.

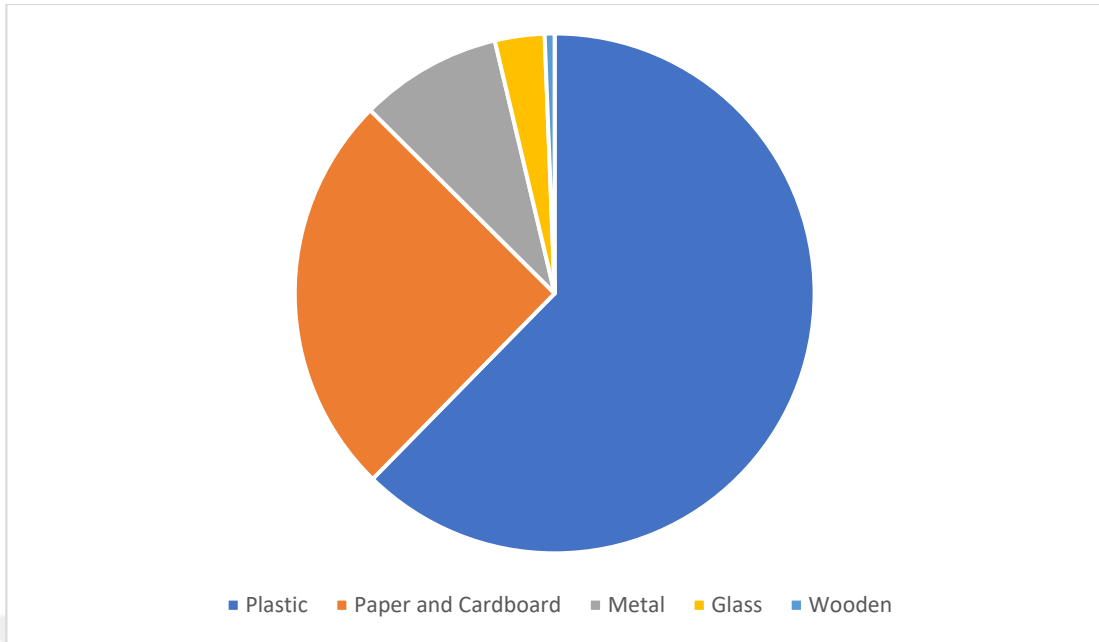


Figure 5. Turkey's Packaging Industry Exports (Retrieved from <https://ticaret.gov.tr> on 22.10.2022)

Furthermore, according to the report of Republic of Turkey Ministry of Economics (2020), Turkey's packaging materials imports decreased by 11,6% in 2019 compared to 2018 and amounted to approximately 2.9 billion dollars. The two most important packaging types imported are plastic packaging and paper, cardboard, and corrugated cardboard packaging.

As it can be observed in figure 6 below, plastic packaging, which is the most important import item, constitutes 53,6% of packaging imports. On the other hand, paper, cardboard, and corrugated cardboard packaging constitutes 37,3% of packaging imports. Also, metal packaging constitutes 6,6% of packaging imports. Metal packaging is followed by glass packaging which has import share of 2,1%. Finally, we observe wooden packaging with an import share of 0,2%.

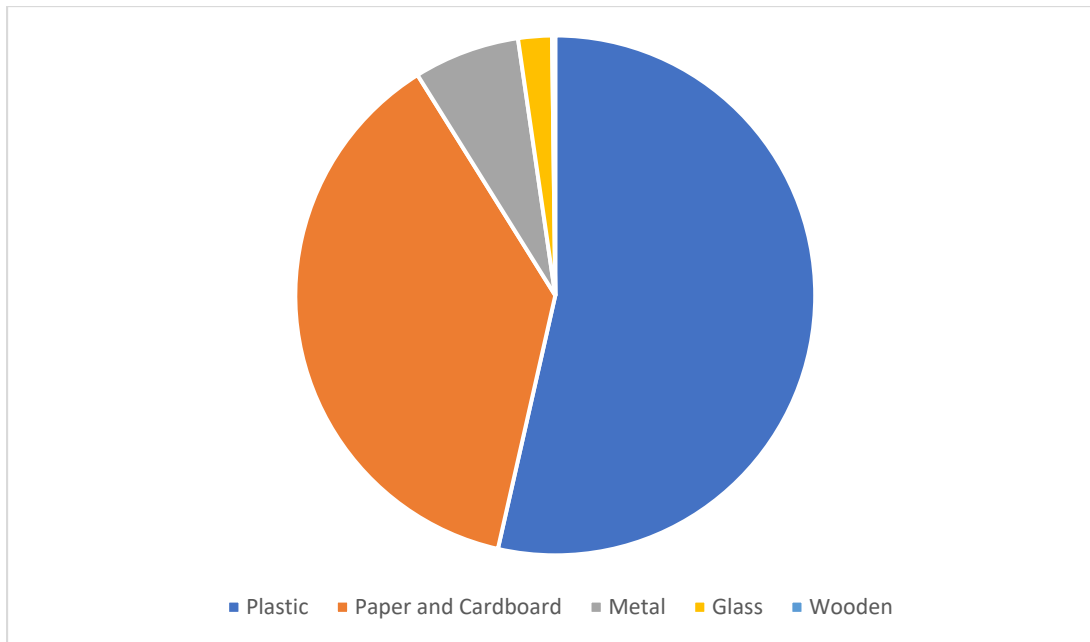


Figure 6. Turkey's Packaging Industry Imports (Retrieved from <https://ticaret.gov.tr> on 22.10.2022)

1.4. Packaging in Food Industry

As in many industries, various examples of packaging are encountered in the food industry. In addition, packaging has an important place in the food industry, as in many other industries. Wyrwa et al. (2017) state that currently, packaging is a crucial component of contemporary trade in goods since it ensures the preservation of food products' quality. It also plays a significant role in safeguarding packaged goods from environmental factors that could affect their quality and safety for human consumption as well as simplifying the process of transporting, storing, and dispensing goods.

As Yıldırım et al. (2018) report, the traditional purpose of food packaging is evolving in response to changing consumer needs. It is also reported in their study that new packaging technologies have been developed due to current factors including consumer demand for safer, "healthier," higher-quality, and ideally long-lasting foods, the necessity for straightforward and transparent packaging, and the choice for more environmentally friendly packaging materials like active packaging.

Prasad et al. (2014) report that the field of active packaging is becoming more important as a result of the rapid shifts in consumer demand and industry trends. Instead of being fully inert like traditional packaging, active packaging is designed to

adapt to its environment or the contents. They define active packaging as a style of packaging in which the product, the environment, and the packaging work together to improve the product's safety or sensory qualities while extending its shelf life.

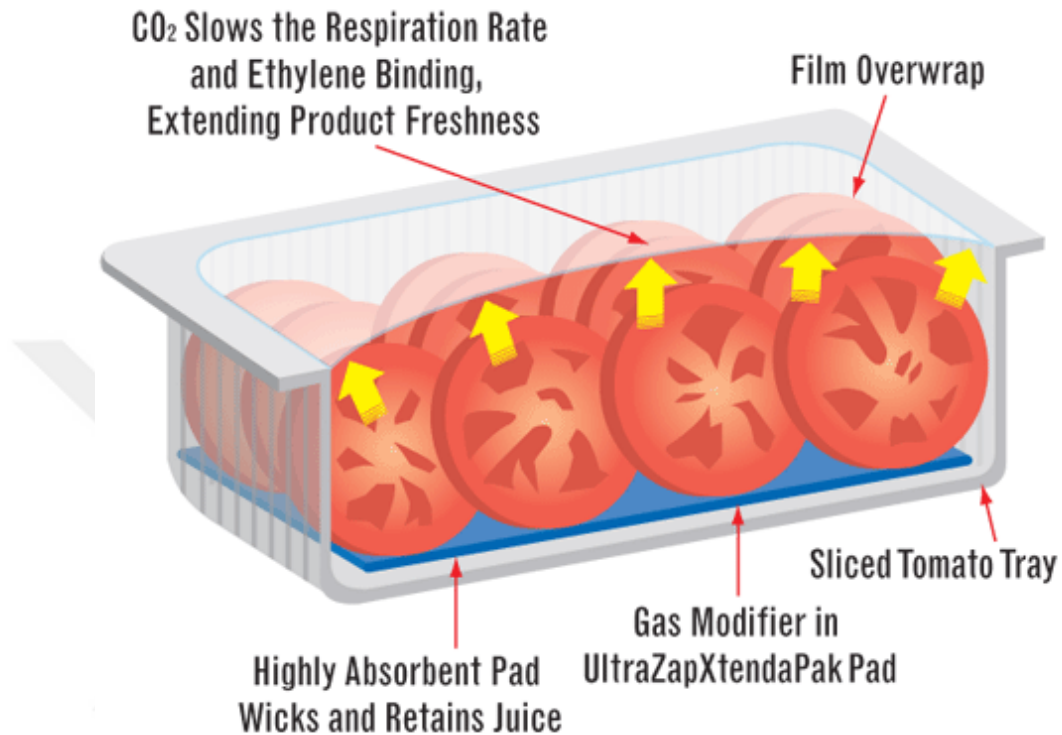


Figure 7. Active Packaging Example (Retrieved from <https://shorthand.uq.edu.au/> on 22.10.2022)

In their study, Firouz et al. (2021) note that the market launch of various new food products, the demand for consumers to continuously check those products' quality up until consumption, and the necessity to prevent food corruption during food preservation have all led to the development of current packaging technologies like Intelligent Packaging and Active Packaging. According to their research, IP is the application of scientific knowledge that introduce communication tools for a food packaging system to track changes in the system's internal and external environmental conditions as well as the food that are packaged in order to inform supply chain stakeholders, such as producers, retailers, and consumers, of the system's status.



Figure 8. Intelligent Packaging Example (Retrieved from <https://www.researchgate.net> on 22.10.2022)

Siracusa et al. (2018) report in their study that except for products made of paper, materials used for food packaging are often nonrenewable. In theory, fossil fuels may be thought of as bio-based and renewable materials, but the process of converting biomass into the oil required to produce plastic requires over than a million years. An imbalance in the carbon cycle is noted because crude oil is used more quickly than biomass is replaced.

As Russell (2014) states in his study that by ensuring that products can provide the service they are intended to provide with the least amount of waste, packaging is playing a bigger and bigger part in protecting the investment made in products. Food contact materials will be more sustainable both in the industrial system's food processing machines and as food packaging if they can provide more units of service with fewer energy and material inputs and with fewer adverse social, economic, and environmental effects, such as from waste emission.

In the food industry, the packaging is of great importance. Nowadays, we face with new, technological packaging types which are observed in food industry like active packaging and intelligent packaging. Moreover, there is a fact that packaging materials must consist of materials that do not cause environmental problems, such as waste, in order to provide sustainability in the world. As a result of that, consumers are more prone to green packaging practices, and we observe business' practicing green packaging activities in the food industry.

1.5. Green Packaging in Food Industry

Increasing environmental problems today endanger sustainability. With the increasing environmental problems and the increasing threats created by those environmental problems, both companies and consumers have started to give importance to green marketing practices. Also, the use of green packaged products, which is among the crucial examples of green market practices, by businesses and their consumption by consumers has started to increase.

Today, there are examples of green packaging in many industries. One of the industries where there are important examples of the green package is the food industry. This study chose the food industry as the industry to examine the green package.

There are many studies on green packaging applications in the food industry. For instance, Zakarsalehi et al. (2012) examine in their study that Malaysian consumers' opinions and intentions with regard to buying green packaged goods. As it is stated in the study, by examining consumers' attitudes and intentions towards green packaged goods, marketers and suppliers can gain a better understanding of how to create their green goods, what kind of green packaging they need, and how to convince consumers to buy their products. The final instrument toward reaching consumers, packaging, plays a crucial role in spreading the word about green foods.

Furthermore, Arora et al. (2019) focuses on customers' attitudes regarding important environmental issues, perceptions of green packaged foods that are environmentally friendly, and the motivations behind those purchases. In the study, participants from Malaysia are asked about their awareness regarding green packaged food products and 60 percent of them are reported to be aware of green packaged food products. Even if 60 percent of participants show awareness regarding green packaged food, firms show better marketing and promotional strategies on green packaged foods stated by the study.

Moreover, Han et al. (2018) comprehensively examine food packaging and its future trends, and it is stated in the study that sustainable or green packaging has the ability to reduce the detrimental effects on the environment of food packaging through making use of nanotechnology, edible or disposable substances, and plant extracts. Due to the synergistic benefits of active, intelligent, and green packaging technologies, a multifunctional food-packaging system devoid of harmful interactions between

components might be seen as the ultimate aim for food packaging technology in the future.

Grönman et al. (2012), on the other hand, study on one of the main environmental criteria in packaging design which is to prevent food losses. It is reported that when constructing the final package, taking into account the characteristics of both the product and the package will result in a better outcome with less product losses and negative environmental effects. According to recent life cycle analyses, packaging has very minor environmental effects when compared to the effects of the packaged food products. The manufacture of the packaging carrying the food has less of an impact on the environment than the effects of food losses if they do occur.

In addition, accompanied by the data obtained as a result of the surveys conducted with 400 individuals from Manisa, Turkey, the effects of individuals on green food purchasing behavior, consumption and environmental awareness were examined in the study of Yüzbaşıoğlu et al. (2020). It has been determined that 40% of individuals who define the concept of green products as "human and environmentally friendly products" are willing to buy environmentally friendly green foods by paying an extra 1-5%.

İlkay et al. (2018) state in their study that with the increase in awareness about the environment, consumers started to use environmentally friendly products that ensure the sustainability of the environment, and they regulated their consumption habits and behaviors to be more environmentally friendly. In the food industry, green practices have been used recently. One of these applications is the green supply chain. One of the links of the green supply chain is green packaging. In the study, both the efficiency of green packaging with organic plastics in storing food products and its environmental friendliness are mentioned. It has been mentioned that although the production of these materials is more costly than known plastics, they influence environmentally concerned consumers' preferences favorably because they are an environmentally friendly material.

1.6. Green Packaging Examples in Food Industry

1.6.1. Recyclable Packages

There are many examples of green packaging applications in the food industry. Especially in recent years, together with the environmental problems caused by packaging waste, examples of green packaging applications are more common.

One of the most common examples of green packaging in the food industry today is recyclable packaging. As Popescu et al. (2020) state, since plastic, a non-biodegradable and difficult-to-recycle material, is currently the primary raw material used in the food packaging business, there has been a significant growth in the development of novel recyclable and biodegradable food packaging solutions in recent years.

Furthermore, as it is stated in the study of Nguyen et al. (2020), recyclability is a significant criterion for consumers regarding the eco-friendly packaging. More and more consumers value environmentally friendly recyclable green packages to avoid from environmental problems. Many businesses, considering consumers' tendency to recyclable green package products, use recyclable packages for their food products. In figure 1 below, a recyclable package example can be found.



Figure 9. Recyclable Package Example (Retrieved from www.tetrapak.com on 11.08.2022)

1.6.2. Reusable Packages

As Coelho et al. (2020) states, packaging affects the environment greatly and adds significantly to the cost of the current supply chain. It has been suggested that reusable packaging be used as a way to substantially lessen environmental effects. Reusing packaging offers a significant chance to keep the product and material viable and

potentially achieve significant reductions in material use and environmental influences.

As Camps-Posino et al. (2021) mention, reusable packaging makes a 54% reduction in existing emissions. For the investigation in their study, the food packaging of a typical dumpling-based meal from a well-known Chinese restaurant was used. Given upon that menu and China's current consumption patterns, the packaging used for food delivery there would have produced almost 13 million tons of CO₂eq worth of emissions. It is also mentioned that the emissions might be 63% fewer than they are now if single-use packaging were switched out for reusable PP-based packaging (food containers and carrier bags).

Owing to beneficial functions to environment, consumers' preferences to reusable green packages in food industry is getting higher. Many companies' practices of reusable packages in food industry have been observed more as well. Reusable packaged food examples can be observed in cereals, candy, grains as well as bottled products such as mineral water, vinegar, and olive oil.



Figure 10. Reusable Package Example (Retrieved from <https://treadingmyownpath.com> on 12.10.2022)

1.6.3. Biodegradable Packages

In order to provide solutions to increasing environmental problems, biodegradable green packaging is among green packaging examples of the food industry. For many years, plastic packaging has been the most preferred type of packaging in the food industry. However, the wastes created by this type of packaging and the damage it

causes to the environment have led to a search for eco-friendly packaging alternatives. One of these alternatives is biodegradable green packaging.

Ivankovic et al. (2017) mention in their study that the development of biodegradable packaging and plastics has been motivated by factors such as the accumulation of plastic in the environment, the loss of arable land, the wear and tear on oil wells, and the release of gases during incineration.

There are many examples of biodegradable packaging in the food industry. As Shaikh et al. (2021) state, plastics have advanced the food industry, but because most petroleum-based plastics are nondegradable, they pose serious environmental issues such as endangering marine life and lowering air quality. For many industrial uses, biodegradable packages have arisen as an alternate strategy to reduce the risk brought on by non-biodegradable plastic.

Moreover, the first bioplastic product that was successfully produced and was recognized as being compostable in an industrial setting was biodegradable food packaging. Since then, the need for bioplastics for food packaging has significantly increased.



Figure 11. Biodegradable Package Example (Retrieved from <https://www.tuvsud.com> on 12.10.2022)

1.7. The Importance of Green Packaging

The aim of sustainable development, according to Wandosell et al (2021) is to address social problems like resource depletion, resource efficiency, and climate change. Thus, promoting green packaging—that is, the use of eco-friendly materials and packaging designs—is an essential tactic. It is also reported in their study that interest in global environmental conservation has increased recently. In this regard, using green

packaging is crucial to reducing waste and pollution's negative effects and advancing sustainable development.

Furthermore, as it written in the research of Hao et al. (2019), the issue of excessive resource consumption and expanding environmental damage has gotten worse as the number of packages keeps growing. A recent consumer movement called "green packaging" seeks to balance environmental and economic development because the packaging sector is strongly linked to environmental protection and sustainable development.

Additionally, Auliandri et al. (2018) state that in the past ten years, consumers and merchants have found green packaging to be an appealing topic. It also aligns with rising consumer awareness of environmental sustainability. In addition to protecting the primary product, that is a packaging which is intended to be environmentally responsible to lessen environmental issues brought on by packaging waste. They also mention that green packaging must be taken into account as one of a company's competitive tactics in the business world.

Besides, as it is reported in the study of Rajendran (2019) the very profitable green packaging industry is making great progress toward sustainability, liability, security, and inexpensive management of green packaged products as a result of consumer awareness of becoming green and embracing ecologically friendly products. Protecting the environment and people are the two main goals of the introduction of green packaging.

In addition, Akhzar (2021) reports that the usage of eco-friendly packaging has proven helpful in maintaining the cleanliness and wellness of our environment. Environmentally concerned consumers are making sure the brands they support are sustainable due to the many advantages it gives. Our daily lives involve a great deal of packaging. This explains why it is important to use better practices to stop them from building up and becoming pollution. Moreover, from the marketing point of view, eco-friendly packaging benefits a brand's image, sales, and many other factors in addition to helping people fulfill their environmental responsibility.

Moreover, as Roberge (2018) states in his study that green packaging can reduce carbon footprint. It also can be earth friendly due to being free of allergens and toxins.

Furthermore, use of resources is reduced by green packaging. From the business point of view, it can increase your sales by attracting more environmentally friendly customers. Besides, it can help businesses to save money by saving on shipping costs since green packaged products are inclined to be more lightweight materials.



CHAPTER 2

GREEN PURCHASE INTENTIONS OF CONSUMERS

2.1. Green Purchase Intentions

Today, our world face with detrimental issues caused by environmental problems. Our natural resources are consumed fast and problems such as pollution and waste are occurred due to harmful processes of businesses and because of those, we are far away from having a sustainable world.

The environmental issues that our world face with lead consumers to prefer green products and brands. Those green consumption trends reshape purchase intention of consumers. Environment sensitive consumers show intentions on green purchases. Apart from traditional purchase intention of consumers, green purchase intention involves customers' motivation related to the environment protection.

According to Rashid (2009), a person's willingness and ability to pay for a product's features that are more ecologically friendly than those of traditional items is referred to as their "green purchase intention." Majid et al. (2017) state that consumers' readiness to acquire goods with the best environmental qualities in comparison to standard goods is referred to as their "green purchase intention."

According to Wang et al. (2019) as environmental problems increase, the public and media as well as scholars has started to pay more attention to those issues. As a result of that, companies have started to pay more intention to the production and sale of those environmentally friendly green products.

Additionally, as environmental protection is a trend, businesses work to draw customers with their products' green or ecological protection features. Additionally, as Silva et al. (2021) indicate, only by translating consumer purchasing intentions into environmental protection needs can the true value of green production be understood.

2.2. The Factors that Affect Green Purchase Intentions

There are several studies examining consumers' green purchase intentions from different perspectives. Nguyen et al. (2020) investigate the effects of customer attitude, packaging knowledge, trust, perceived value, and environmental concern on consumers' intentions to make green purchases.

Mei et al. (2012), on the other hand, study the impacts of knowledge on the environmental issues, consumers' attitudes toward the environment, initiatives provided by governments, pressure emerged from peers, and green packaging on green purchase intentions of consumers.

Furthermore, Huang et al. (2014) and Suki (2016) perform a study that observes the effects of green brand positioning, knowledge level on the green brands, and green brand attitude on consumers' green purchase intention.

In addition, Groening et al. (2018) divide the theories used to analyze green purchase intentions of customers into 6 groups which are values and knowledge, trust, attitudes, intentions, motivation, and social confirmation.

In Turkey, Seyrek et al. (2017) examine the factors that have an impact on the green purchasing behavior of Turkish consumers by collecting data from a sample of 410 consumers who dwell in Turkey. Their study shows that the factors which are ecologism, economically behave and knowledge factors have considerable positive impacts on green purchasing behavior. Furthermore, from the demographical perspectives, they state that demographic factors such as age group and income level effect green purchasing behavior of consumers.

Furthermore, Çakmak et al. (2016) study the green purchasing intentions of university students by conducting a survey with 768 university students from about 100 different universities. The survey finds that the ecological awareness of students is more than the sensitivity of students to green consumption. Additionally, the findings indicate that students with high environmental consciousness prefer to consume more sustainably than students with low environmental awareness.

The importance of study on the variables influencing the intention to purchase green products grows along with environmental challenges, both from an environmental protection and green marketing standpoint.

After reviewing the literature, which is related to factors affecting green purchase intentions, it can be reported factors below were most common factors that affect green purchase intentions. Some of the factors are also used for the research part of this study which will be elaborately explained in chapter 4 of this study.

2.2.1. Green Product Knowledge

The whole decision-making process of consumers can be influenced by knowledge. Green product knowledge is the subjective knowledge representing consumers' understanding of the environmental attributes and impacts of green products. The more is the knowledge of consumers about green products, the more they recognize the protection functions and attributes of green products from the environmental point of view.

Several studies in the literature examines the relationship between green knowledge and green purchase intentions of consumers. Wang, et al. (2019) study how green purchase intention of consumers are promoted by green product knowledge by examining 236 samples from China. The result of their study shows that green product knowledge has a significant indirect influence on green purchase intention in which their relationship is mediated by green trust and perceived consumer effectiveness.

Also, Suki (2016) indicates that green brand knowledge is the most crucial decisive factor of green product purchase intention according to the result of her study. Consumers develop favorable green marketing awareness owing to knowledge of green brands, and this knowledge also increase their interest in protecting the environment while preventing its degradation.

2.2.2. Green Trust

Previous studies have suggested that green trust can influence consumers' intentions to buy green products. In their study, Chairy et al. (2019), demonstrate the positive and significant effects of green trust, environmental concern, and perceived green expertise on consumers' intentions to make green purchases. Karatu et al. (2015) report that trust is one of the fundamental factors in marketing since it has capacity to improve the long-term relationship between companies and customers. Chen (2009) defined "green

trust" as a belief in and anticipation of green products, as well as the occurrence of a tendency to depend on such items considering the green and energy-saving qualities.

In addition, Chen et al. (2013) describe "green trust" as the intention to rely on a good, service, or brand based on the trust or anticipation derived from credibility, benevolence, and care for environmental achievement. In addition, Gil et al. (2018) examines in their study that the mediation influence of green trust together with green satisfaction between green perceived quality and green purchase intention. The results show that green trust together with green satisfaction significantly mediate the relationship between those two concepts which are green perceived quality and green purchase intentions.

2.2.3. Green Advertising

It is observed that many companies aim to attract consumers by performing green advertising campaigns. Companies target those consumers who tend to green purchase and they also aim to increase consumers' tendency to green purchase intentions.

According to Altuğ et al. (2020), the goal of green advertising is to educate consumers on the environmental implications of a company's goods and services, increase public awareness of brands and enterprises that practice environmental responsibility, and increase demand for green goods. According to Segev (2016), green advertising also aims to raise customer awareness of the environmental benefits of a company's goods and services, foster favorable views toward environmentally friendly brands and companies, and increase demand for green goods.

Sun et al. (2021) show in their study that green advertising receptivity positively influences consumers' eco-labeled products purchase intentions. Furthermore, their study recommends that stakeholders' green advertising campaigns should be truthful in order to prevent consumer suspicion and those green advertising campaigns should aim for various consumers with various advertising and marketing campaigns to increase sales.

Besides, Altuğ et al. (2020) state in their study that environmentally friendly consumers are open to green ads regardless of whether environmental claims are used based on past actions, and these ads create a positive credibility and attitude. The

dimension of consumers' reactions to companies and products of green advertising attitude is very important and contributes to green purchasing intention.

2.2.4. Peer Pressure

One of the antecedents of green purchase intentions that is studied is peer pressure. Peer pressure is psychological pressure a person experiences from someone else. Peer pressure is also defined as the social impact of the nearest person, such as a family member or friend, on a person's viewpoints, attitudes, or actions.

As it is stated before, consumers show green purchase intentions since environmental problems increase. Furthermore, as Kumar et al. (2015) report consumers also see green behavior as a modern way of living, and they demonstrate green behavior for their social identity, and they consume green to get appreciation from others.

Furthermore, Mei et al. (2012) presents the relationship between peer pressure and green purchase intention in their study. Lestari et. al. (2020), on the other hand, states in their study that peer pressure has a considerable influence on green purchase intention.

2.2.5. Environmental Concern

One of the antecedents that have an impact on green purchase intentions of consumers is environmental concern. It is seen that in the study of Chairy et al. (2019), environmental concern is defined as the degree to which a person or group expresses concern for the environment and demonstrates a readiness to halt the development of environmental problems. Moreover, it is also stated that through the use and purchase of ecologically friendly products, a person's concern for the environment grows.

In their study, Lasuin et al. (2014) explore the link between environmental concern and the consumers' green purchase intentions. According to the study's findings, consumer intentions to make green purchases are positively correlated with their level of environmental concern.

Additionally, Ahmad (2018) et al. investigate the mediation effect of environmental concern between environmental attitudes and intentions to make green purchases. The results show that environmental belief mediate the relationship between environmental

beliefs and green purchase intentions in which environmental beliefs are correlated to green purchase intentions positively.

Moreover, Maichum et al. (2017) investigate in their study that the impact of environmental concern together with environmental attitude on green purchase intentions of young consumers in Thailand on green products. The findings demonstrate that environmental awareness and attitude have a beneficial influence on consumers' intentions to buy environmentally friendly goods.

2.2.6. Perceived Behavioral Control

Perceived behavioral control is one of the significant antecedents that affects consumer intention with regard to green purchases. In the study of Karatu et al. (2015) the term "perceived behavioral control" refers to how someone feels they can carry out a particular job or behavior. However, assumptions about the resources' availability that may help or hinder the completion of the necessary task in issue determine this. They also examine the perceived behavioral control as determinant of green purchase intention. Their study conclude that perceived behavioral control has a significant impact on perceived behavioral control.

There are several other studies examining the impact of perceived behavioral control on green purchase intentions of consumers. For instance, Nam et al. (2017) looked into how consumers' intentions to buy green sportswear were affected by their perception of behavioral control. A total of 542 valid responses were gathered from an online survey in their study that was conducted with a countrywide convenience sample of American consumers whose ages ranged from 18 to 74.

Additionally, Zhuang et al. (2021) look at whether or not there is a connection between perceived behavioral control and customers' intents to make green purchases. The findings showed that customers' intentions to make green purchases are significantly influenced by perceived behavioral control.

Additionally, Bui et al. (2021) investigate the connection between customers' perceived behavioral control and their green purchase intentions. 350 female clients in Ho Chi Minh City, ranging in age from 18 to 39, are the sample for their study. The results of their study present that perceived behavioral control is an influential factor on consumes' green purchase intention.

Furthermore, Chen et al. (2016) perform a study that investigates the significance of perceived behavioral control for green purchase intentions of consumers together with green purchase attitudes and subjective norms. Through confirmatory factor analysis, the study's scales were found to be reliable and valid, and 306 valid questionnaires were gathered. According to their study's findings, consumers' intents to make green purchases are significantly influenced positively by perceived behavioral control, along with purchasing attitudes and subjective standards.

2.2.7. Demographic Values

In the literature, some studies also examine demographic values as one of the antecedents of green purchase intention. For instance, Wang et al. (2020) study demographic effects of green purchase intention toward green hotel selection in China. In order to determine whether there is a correlation between age, gender, education, income, and the intention to choose a green hotel, their study look at the relationship between these variables.

The findings suggest that there is a considerable positive association between green behavioral intention and green purchase attitudes. It has been demonstrated that income and education have a considerable impact on green buying attitudes, whereas age and income have a significant impact on green behavioral intention. Significant differences between male and female influences on green buying attitudes and green behavioral intention are also revealed by the data, which is noteworthy.

Furthermore, Naz et al. (2020) study university students' purchase behaviors of green in Hungary and they also examine the impact of demographic values. The goal of their study is to identify the variables that influence customer behavior while making eco-friendly goods purchases. The results are obtained from 1185 Hungarian university students. According to the study, young students behave without regard to their age, gender, or educational background because they are sufficiently aware of environmental issues and are keen to pay for things that are environmentally beneficial.

2.2.8. Environmental Consciousness

As environmental problems increase, an environmental consciousness has occurred in consumers that are prone to consume green products. Those consumers with environmental knowledge, awareness or concern are aware of environmental problems that wrong production and consumption habits will cause.

Furthermore, there are studies in the literature examining the impact of environmental consciousness on promoting green purchase intentions. As Li et al. (2021) state environmental values are the main determinants impacting purchase intentions of consumers' and it is significant for the sustainable development of ecological environments if consumers' intentness to buy green product is improved. Their research also reveals that environmental concern has a limited mediation effect on the association between environmental values and intention to buy green products.

According to the findings of their study, Mohiuddin et al. (2018) claim that environmental education and awareness have a significant influence on business students' favorable sentiments about green automobiles.

2.2.9. Willingness to Pay

Willingness to pay is one of the other antecedents that has an influence on green purchase intentions of consumers. As Stobierski (2020) states, the highest amount a consumer is willing to pay for a good or service is known as willingness to pay, or WTP. Usually, it's expressed as a monetary amount or, occasionally, a price range. Potential clients will probably be willing to pay less than this barrier, but it's crucial to realize that they typically will not pay more. Several studies in the literature examine willingness to pay of consumers for green products to see influence of willingness to pay on green purchase intention.

There are several studies that investigate the relationship between willingness to pay and green purchase intention. The study of Zhao et al. (2018) through a questionnaire survey, intends to examine customers' perceptions, buying intentions, and willingness to pay for carbon-labeled products. Although the majority of customers stated that they intended to purchase products with carbon labels, the amount of product premium that they were willing to take was rather low. The perceived effectiveness, employment,

and income level of customers all significantly influenced their willingness to pay for products with carbon labels.

In addition, study of the Khoiriyah et al. (2018), in order to research the antecedents of attitude toward green products and its impact on willingness to pay and intention to buy green products, provide a conceptual framework. Data was gathered from 200 respondents, mostly women who identified as young adults, educated, parenting, interested in buying green products, and earning their own money. The findings show that attitudes toward green products are significantly and favorably influenced by health consciousness, environmental attitude, and value orientation. Attitudes toward green products then have an impact on willingness to pay.

Biswas et al. (2016), on the other hand, with their study they aim to forecast the factors influencing consumers' willingness to pay and green purchase decisions. A sample was taken from customers at sizable retail locations in two separate Indian cities. 150 valid responses from the respondents of the study were collected. The findings imply that consumers' perceptions of how functional green products are influence their willingness to pay.

2.3. Previous Studies on the Antecedents of Green Purchase Intention

This study examines previous studies on antecedents of green purchase intention. Then, by using six antecedents, the study aims to find out the relationship between green purchase intention and green packaging consumption behavior.

The table 2 below shows those antecedents of green purchase examined in this study, which are green product knowledge, green trust, green advertising, peer pressure, environmental concern and perceived behavioral control which measure different dimensions in different industries and in different countries. Those antecedents measure those different dimensions in different countries, especially in sub-industries of the commerce industry. Even though there are several antecedents to be studied in the literature to see if they affect green purchase intentions of consumers or not, this study examines those antecedents which have more studies on it regarding whether it affects green purchase intentions of consumers or not.

For instance, according to Mohiuddin et al. (2018), environmental consciousness assesses individuals' environmental knowledge, awareness of consequences, attitude

toward the environment, conformity to subjective norms, perception of behavioral control, intention to purchase green vehicles, and perceived behavior in Malaysia's automotive industry. On the other hand, M. De Silva et al., (2021) claim that environmental consciousness measures awareness of green benefits, social status, quality, and perceived risk in the electronics industry both in the UK and in China.

Suki (2016) reports that green product knowledge is used as a measure from the ecological point of view in commerce industry in Malaysia. Furthermore, Wang et al. (2019) show in their study that green product knowledge measure confidence and trust dimensions in commerce industry in China.

Chairy et al. (2019) show in their study that green trust is used a measure for trustworthiness and commitment dimensions in commerce industry in Indonesia. Moreover, in the study of Li et al., (2021) green trust measures reliability, credibility, and honesty dimensions in commerce industry in China.

Sun et al. (2020) state that green advertising is a measure for those dimensions which are green advertising receptivity, personal trust, system trust, promotion focus, and prevention focus in commerce industry in China.

Furthermore, Kim et al. (2021) refer in their study that green advertising is used a measure for reliability, attractiveness, informativity, and consumer innovativeness in commerce industry in South Korea. Besides, Altuğ et. al. (2020) show in their study that green advertising measure reliability, credibility, social value, and extroversion in commerce industry in Turkey. Kong et al. (2014) state that green advertising measure dimensions of attractiveness, relevance, and trustworthiness in commerce industry in Malaysia.

Lestari et al. (2020) state in their study that peer pressure antecedent of green purchase intention measures social value dimension in food and drink industry in Indonesia. Furthermore, Mei et al. (2012) indicate in their study that social value dimension is measured by peer pressure in commerce industry in Malaysia.

Moreover, there are several studies in the literature examining perceived behavioral control of consumers from the green purchase intentions point of view in different countries and in different industries. For instance, Nam et al. (2017) study the impact of perceived behavioral control in sportswear industry in the USA together with

positive perception, expectation, and attitudes dimensions. Moreover, Bui et al. (2021) study in their research that the influence of perceived behavioral control in retailing industry in Vietnam from the point of view of incentives to involve, internal personal capabilities and external resources.

Table 2. Previous Studies on the Antecedents of Green Purchase Intention

Green Product Knowledge	Industry-Country	Dimensions
Suki, 2016.	Grocery and retailing- Malaysia	Ecological
Wang et al., 2019.	Retailing-China	Confidence, Trust
Green Trust	Industry-Country	Dimensions
Chairy et al., 2019.	Retailing-Indonesia	Trustworthiness, Commitment
Li et al., 2021.	The automotive-China	Reliability, Credibility, Honesty
Green Advertising	Industry-Country	Dimensions
Sun et al., 2020.	Retailing-China	Green Advertising Receptivity, Personal Trust, System Trust, Promotion Focus, Prevention Focus
Kim et al., 2021.	Retailing-South Korea	Reliability, Attractiveness, Informativity, Consumer Innovativeness
Altuğ et al., 2020.	Retailing-Turkey	Reliability, Credibility, Social Value, Extroversion
Kong et al., 2014.	Retailing- Malaysia	Attractiveness, Relevance, Trustworthiness
Peer Pressure	Industry-Country	Dimensions
Lestari et al., 2020.	Food and Drink- Indonesia	Social Values
Mei et al., 2012.	Retailing-Malaysia	Social Values

Environmental Concern	Industry-Country	Dimensions
Mohiuddin et al., 2018.	The automotive-Malaysia	Environmental knowledge, Awareness of Consequences, Attitude towards Environment, Subjective Norms, Perceived Behavioral Control, Intention Towards Green Vehicles, Perceived Behavior
M. De Silva et al., 2021.	Electronics-The UK and China	Awareness of Green Benefits, Social Status, Quality, Perceived Risk
Perceived Behavioral Control	Industry-Country	Dimensions
Nam et al., 2017.	Sportswear-The USA	Positive Perception, Expectation, Attitudes
Bui et al., 2021.	Retailing-Vietnam	Incentives to Involve, Internal Personal Capabilities, External Resources

Source: Author, 2022

CHAPTER 3

GREEN PACKAGING CONSUMPTION BEHAVIOR

3.1. Green Packaging Consumption Behavior

Growing degradation of the environment and its effects, such as pollution and climate change, has contributed to rising recognition of the value of sustainable development. The enormous amount of waste produced is one of the important environmental problems. Besides, approximately one-third of this waste occurs from the packaging which is used by consumers in their daily consumption of food and water in the countries that are industrialized.

Green packaging's influence on consumer behavior has grown as environmental concerns have grown more pressing. In order to diminish the influence of the waste caused by packaging, sustainable packaging innovations have started to have a crucial role in strengthening consumers' willingness to take actions in environmentally responsible ways.

As Naz et al. (2020) state, since the advance of digitalization, consumers can reach various amount of information related to quality and benefits of a product. Customers as a result become more conscious of their consumption habits and how they affect both social and environmental development.

As Pagliacci et al. (2019) report, nowadays consumers think about environmental problems when they do shopping, such as making sure that the product is made out of recycled components by checking the product before purchasing and they try to buy products which are more eco-friendly.

Moreover, as Wang et. al (2017) state, consumers actively support green consumption due to the growing environmental concern. One of the green packaging examples is that products with eco-labels. Sun et al. (2021) state in their study that eco-labels work as certification marks or approval stamps by reminding consumers of the

environmental qualification of their products or services and by ensuring the trueness of green claims.

As Molina-Besch et al. (2016) state, environmental effects of packaging were overlooked at first and only criterion checked in a package was whether it was protecting the products or not. However, with the increase in environmental issues, green packaging has become crucial both for businesses and customers.

Furthermore, the design and manufacture process of the packaging has started to include environmental claims as the competition increases in the market and Koenig-Lewis et al. (2014) indicate that companies attract consumers with the packaging design of their products, and they permanently enter big markets. Moreover, consumers who consider environmental issues prefer products of those companies using green packaging for their products.

3.2. The Link Between Consumers' Green Purchase Intentions and Green Packaging Consumption Behavior

Even though there are several studies related to those two green marketing concepts, studies which examine those two concepts' relationship between each other are limited. Nevertheless, in order to reveal what has been done to show this relationship and to show what has to be done to shed more light on the relationship, this study examines the previous literature related to this relationship and state what is missing in the previous literatures and what this study will offer differently. More importantly, with a survey consists of questions which are prepared based on antecedents of green purchase intentions and based on information obtained by reviewing the literature related to green packaging consumption behavior, a survey study will be made and the link between those two significant concepts will be demonstrated.

According to Zakersalehi et al. (2012), researching consumers' attitudes toward green packaged food and their purchasing intentions can help suppliers and marketers better understand how to improve their green products, what kind of packaging they require, and how to persuade customers to buy their goods.

Hao et. al (2019) indicate that the eco-friendliness' importance has grown as the demand on protecting the environment and providing the sustainable development concepts has increased. As a result of this, they also state that with the purpose of

increasing the growth of green packaging in China, it is crucial to know consumers' awareness and intentness to pay.

Furthermore, Prakash et. al. (2019) refer that it shows consumers' awareness on environmental issues when their demand on green packaging is high. Companies observe that fact and they are encouraged for promoting practitioners and researchers to consumers' environmentally friendly purchasing intentions as well as protecting the environment. Their study examines the green packaging consumption behavior from a different point of view by examining how consumers' attitudes and purchase intentions on green packaged products are influenced by altruistic and egoistic values.

Singh et al. (2018) argue that their study empirically proved that the influence of six factors from the "theory of consumption values" and "customer value creation framework" ensure uniqueness to green packaging and affect consumers' intentness to pay more for those sustainable packages than what they pay for regular packages.

Moreover, Kong et. al. (2014) study the effect of consumer perception of green products on green purchase. According to their research, customers' intentions to make green purchases are most significantly impacted by the value of green products and the packaging they receive.

3.3. The Relationship Between Green Purchase Intention and Green Packaging Behavior

Green packaging is an adaptation to the trend of green consumption and is the result of the green revolution and movement. Since this study aims to show the relationship between green purchase intention and green packaging consumption behavior of consumers, this second framework in this study examines studies in different countries with different dimensions to build a scale that can measure the relationship between those two green concepts.

For instance, Pan et al. (2021) examine the impact of green packaging on consumers' green purchase intention in the online to offline commerce in China. According to the study's findings, consumers' indirect green purchase intentions are significantly influenced by green packaging in China's online to offline trade through perceptions of value, risk, and environmental satisfaction.

Auliandri et al. (2018) presents the impact of green packaging on green purchase intention of consumers in Indonesia in commerce industry. The study shows that perceived behavioral control, willingness to pay, personal norm and attitude have a significant impact on the purchase intention. The study also states that through the attitude, environmental concern's level also determines the purchase intention.

Moorthy et al. (2021) states that environmental concern, perceived behavioral control, attitude and environmental knowledge toward green packaging of Malaysian consumers directly affect purchase intention of green packaging product with the study performed in Malaysia in grocery industry.

Furthermore, Rajendran et al. (2019) presents, with the study performed in Malaysia in retailing industry, that green packaging knowledge, information and visual elements affect the relationship between consumers' green purchase intentions on green packaged products.

Prakash et al. (2017), on the other hand, shows in his study that willingness to pay, environmental concern, personal norms and attitude have an influence on green packaging purchase intention of consumers. His study examines factors affecting green purchase intentions of consumers toward green packaging in India and in the industry of retailing.

Moreover, Koenig-Lewis et al. (2014) examine in their study that how green purchase intention on green packaged product is influenced by different factors. The study examines how purchase intention is affected on a green packaged product in Norway in the beverage industry. The study looks at how environmental concern, logical assessments, and feelings affect consumers' intentions to buy green products and packaging.

Additionally, De Canio et al. (2021) investigate Italian consumers' intents to buy green packaged food goods. The study uses environmental concern dimension to examine consumers' purchase for green packaged food products.

Table 3. The Relationship between Green Purchase Intention and Green Packaging Consumption Behavior

Green Packaging Consumption Behavior	Industry-Country	Dimensions
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Pan et al., 2021.	Food-China	Perceived Value, Perceived Risk, Green Satisfaction
Auliandri et al., 2018.	Retailing-Indonesia	Perceived Behavioral Control, Willingness to Pay, Personal Norm, Attitude, Environmental Concern
Moorthy et al., 2021.	Grocery-Malaysia	Environmental Concern, Perceived Behavioral Control, Attitude, Environmental Knowledge
Rajendran et al., 2019.	Retailing-Malaysia	Green Packaging Knowledge, Information, Visual Elements
Prakash et al., 2017.	Retailing-India	Willingness to Pay, Environmental Concern, Personal Norms, Attitude
Koenig-Lewis et al., 2014	Drink-Norway	Environmental Concern, Rational Evaluations, Emotions
De Canio et al., 2021	Food-Italy	Environmental Concern

Source: Author, 2022

CHAPTER 4
THE RESEARCH ON MEASURING GREEN PURCHASE
INTENTIONS AND GREEN PACKAGING CONSUMPTION
BEHAVIOR OF THE TURKISH CONSUMERS

4.1. Aim of the Study

This study sets its first target as reviewing the related literature to those two green marketing concepts, which are purchase intentions of consumers on green products and their consumption behaviors of green packaging. Then, again by reviewing the literature, information showing the connection between those two concepts will be obtained to see those two concepts' relation with each other from the marketing point of view.

Furthermore, by reviewing the literature what has been done and has to be done further will be revealed and the study will proceed based on the obtained knowledge. Additionally, by performing a survey study, factors affecting green purchase intentions of consumers and how green purchase intentions influence green packaging consumption behavior of consumers will be analyzed.

4.2. Importance of the Study

In the literature, there are studies related to green purchase intentions of consumers. Many of them examine specific factors affecting green purchase intentions of consumers. Furthermore, studies which examine green packaging consumption behavior of consumers can be found in the literature. There are, however, few research that look at how consumer use of green packaging relates to their aspirations to make green purchases.

Moreover, a study which specifically examines relationship between those two important green marketing concepts does not exist in Turkey. Therefore, this study aims to be the first one in Turkey by examining the relationship between green purchase intentions and green packaging consumption behavior of consumers.

4.3. Research Methodology

The study uses quantitative research as a method to seek answer to the relationship between green purchase intention and green packaging consumption behavior.

4.3.1. Data Collection Method

Since the goal of this study is to be a unique one by measuring the Turkish consumers' purchase intentions on green products and their consumption behavior of green packaged food and reveal the link between those two green concepts of Turkish consumers', the planned data collection method for the study is preparing and distributing a survey in which participants', from Turkey, green purchase intentions and their consumption behavior of green packaged food are measured. Furthermore, by asking relevant questions to participants from Turkey, the connection between those two green concepts, from the marketing point of view, are aimed to be exposed to offer a study that can be helpful in green marketing activities.

The survey, which has been distributed to participants of the research in order to collect data, consists of 45 questions. First part, or the A part, of the survey consists of 18 questions. Those 18 questions are related to green packaging consumption behavior of consumers. In other words, the aim with those 18 questions is to collect data about consumers' green packaging consumption behavior.

The B part of the survey, on the other hand, consists of 21 questions. Those 21 questions are related to green purchase intentions of consumers. That part involves questions related to antecedents of green purchase intentions to collect data to see whether those antecedents affect green purchase intentions of consumers. Moreover, in the B part of the survey data is collected to see whether green purchase intentions of consumers have relationship between green packaging consumption behavior of consumers.

In addition, C part of the survey consists of demographic questions. The aim of this part is to collect demographic data about the respondents of the questionnaire. The demographic information collected will be helpful to see green purchase intentions and green packaging consumption behavior of consumers with different demographic values.

Furthermore, in the beginning of the survey an explanation about the purpose of the survey was made. Additionally, concepts of green product and green packaging were explained in the survey briefly for the participants. A part of the survey consists of yes or no questions. On the other hand, B part of the survey is composed of a Likert-scale from strongly disagree to strongly agree.

4.3.2. Sampling

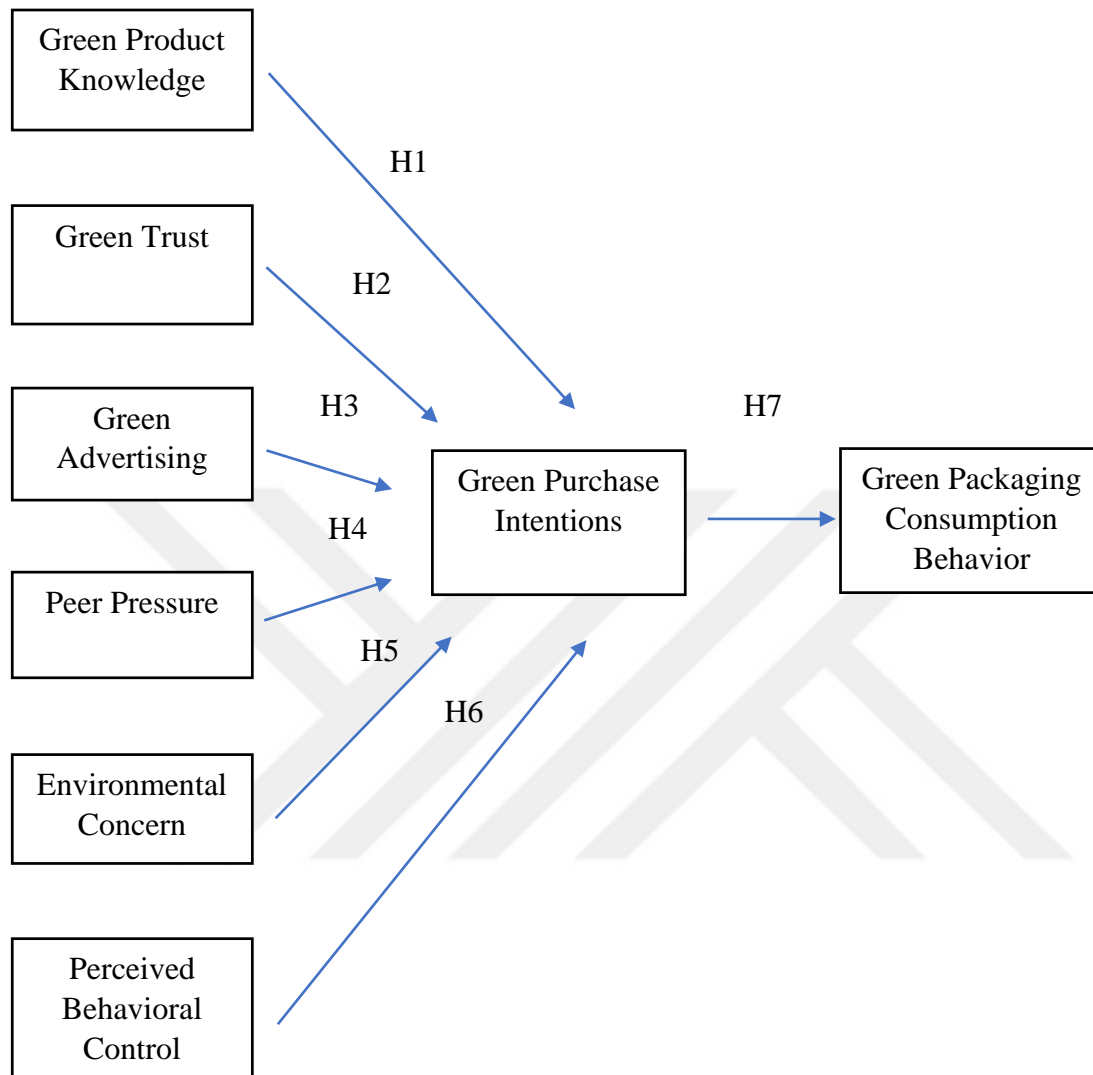
Questionnaire technique, one of the primary data collection techniques, was used in the research. Convenience sampling technique was used to distribute the questionnaire. The questionnaire was aimed to be distributed via online channels. It was distributed to 130 participants from Turkey and data was collected. Furthermore, by conducting a pilot study first, questions arranged elaborately to get consistent results and missing values were avoided. The obtained results of the questionnaire are presented in section 4.4.

4.3.3. Data Analysis

The data which was obtained from the questionnaire distributed was analyzed by using several appropriate methods. Data analysis was performed by using Statistical Package for the Social Sciences. First, frequency tables were obtained for three parts of the questionnaire which are demographic part, green packaging consumption of consumers part and green purchase intention and green packaging consumption of consumers' part. Results of frequency tables together with explanations can be found in section 4.4.1.

Additionally, reliability analysis was performed to see variances. Moreover, alpha values were obtained by conducting reliability analysis. Results of those can be observed in section 4.4.2. Furthermore, regression analysis was performed. As a result of that, values such as beta, sigma, adjusted R square and f change were obtained. Based on the results obtained from regression analysis, hypotheses results have been clarified. Results of those hypotheses can be found in section 4.4.3.

4.3.4. Model of the Research



4.3.5. Hypotheses

As it is seen in section 4.3.5, which present the model of the research, seven hypotheses are used in this research. Those hypotheses which are used in this study are presented below.

H₁₀: Green product knowledge does not affect green purchase intentions of consumers.

H₁₁: Green product knowledge affects green purchase intentions of consumers.

H₂₀: Green trust does not affect green purchase intentions of consumers.

H₂₁: Green trust affects green purchase intentions of consumers.

- H₃₀: Green advertising does not affect green purchase intentions of consumers.
- H₃₁: Green advertising affects green purchase intentions of consumers.
- H₄₀: Peer pressure does not affect green purchase intentions of consumers.
- H₄₁: Peer pressure affects green purchase intentions of consumers.
- H₅₀: Environmental concern does not affect green purchase intentions of consumers.
- H₅₁: Environmental concern affects green purchase intentions of consumers.
- H₆₀: Perceived behavioral control does not affect green purchase intentions of consumers.
- H₆₁: Perceived behavioral control affects green purchase intentions of consumers.
- H₇₀: Green purchase intentions of consumers does not affect green packaging consumption behavior of consumers.
- H₇₁: Green purchase intentions of consumers affects green packaging consumption behavior of consumers.

4.4. Findings

In this section, firstly, the frequency tables related to all the questions in the questionnaire were shown, then the data analysis was carried out by performing hypothesis tests.

4.4.1. Frequency Tables

Table 4. Distribution of Consumers Participating in the Research by Gender

Gender	Frequency	Percentage (%)
I do not want to specify	3	2,3
Female	57	43,8
Male	70	53,8
Total	130	100

In table 4 above, distribution of consumers participating in the research by gender can be observed. As it is seen, most of the participants of the questionnaire are males by 53,8 percent. Percentage of female participants is 43,8 percent. In addition, 2,3 percent of the participants say they do want to specify their gender.

Table 5. Age Distribution of Consumers Participating in the Research

Age	Frequency	Percentage (%)
18	1	.8
19	2	1,5
20	2	1,5
21	1	.8
22	2	1,5
23	1	.8
24	5	3,8
25	9	6,9
26	6	4,6
27	3	2,3
28	1	.8
30	3	2,3
31	1	.8
32	3	2,3
33	4	3,1
35	4	3,1
37	1	.8
38	3	2,3
39	2	1,5
41	5	3,8
42	2	1,5
43	4	3,1
44	5	3,8
45	3	2,3
46	2	1,5
47	1	.8
48	4	3,1
49	3	2,3
50	3	2,3
51	3	2,3

52	5	3,8
53	5	3,8
54	9	6,9
55	7	5,4
56	3	2,3
57	2	1,5
58	2	1,5
59	1	.8
60	1	.8
62	2	1,5
64	2	1,5
65	1	.8
78	1	.8
Total	130	100

When we look at the age distribution of the participants of the questionnaire, which can be observed in table 5 above, we see that participants' ages ranges between 18 to 78. It can be stated that data is collected from both young and old people. Most of the participants are at the age of 25 and 54 which of each comprise 6,9 percent of the participants of the questionnaire.

Table 6. Marital Status of the Consumers Participating in the Research

Marital Status	Frequency	Percentage (%)
I do not want to specify	7	5,4
Single	53	40,8
Married	70	53,8
Total	130	100

Marital status of the consumers participating in the research can be observed as well in table 6 above. According to the results, we see that most of the consumers participating in the research is married which has the 53,8 percent of total consumers participating in the research. 40,8 percent of the participants of the questionnaire, on the other hand, state that they are single. Additionally, 5,4 percent of the respondents of the survey state that they do not want to specify their marital status.

Table 7. Graduation Status of Consumers Participating in the Research

Graduation Status	Frequency	Percentage (%)
Elementary School	2	1,5
High School	19	14,6
Bachelor's Degree	57	43,8
Master's Degree	33	25,4
PHD	19	14,6
Total	130	100

Moreover, graduations status of the respondents that participate in the research can be viewed in table 7 above. We see that there are participants with different graduation status which includes elementary school, high school, bachelor's degree, master's degree and PHD. It is seen that most of the participants of the research have bachelor's degree with 43,8 percent. It is followed by master's degree with 25,4 percent of the participants.

Table 8. Employment Status of Consumers Participating in the Research

Employment	Frequency	Percentage (%)
Retired	21	16,2
Housewife	5	3,8
Public Sector	32	24,6
Student	7	5,4
Private Sector	59	45,4
Freelancer	6	4,6
Total	130	100

Besides, the employment status of consumers who participate in the research can be observed in table 8 above. The research shows that there are respondents that have different employment status. Those are retired, housewife, public sector, student, private sector, and freelancer. Most of the respondents of the questionnaire are employed in private sector which consists of 45,4 percent of total respondents. Moreover, 24,6 percent of the total number of respondents work in public sector which can be observed in the table.

Table 9. Household Monthly Net Income of Consumers Participating in the Research

Household Monthly Net Income	Frequency	Percentage (%)
5.500 TL and less	5	3,8
5.501-8.500 TL	8	6,2
8.501-11.500 TL	14	10,8
11.501-14.500 TL	18	13,8
14.501-17.500 TL	13	10
17.501-20.500 TL	14	10,8
20.501-23.500 TL	14	10,8
23.501-26.500 TL and more	44	33,8
Total	130	100

Household monthly net income of the respondents of the questionnaire is presented in table 9 above. Participants' house monthly net income ranges between 5.500 TL and less and 23.501-26.500 TL and more. According to the responds of those participants, we observe that 33,8 percent of them has household monthly income of 23.501-26.501 TL and more. It is followed by household monthly net income of 11.501-14.500 TL with 13,8 percent.

Table 10. Do you pay attention to purchasing environmentally friendly products when purchasing food products?

Purchasing Environmentally Friendly Products	Frequency	Percentage (%)
Yes	98	75,4
No	32	24,6
Total	130	100

Participants of the research were asked whether they pay attention to purchasing environmentally friendly products when purchasing food products or not. As it is seen in table 10 above, 75,4 percent of the participants said yes to that question. On the other hand, 24,6 percent of the participants of the questionnaire said no to that question.

Table 11. Do you pay attention to purchasing ecological products when purchasing food products?

Purchasing Ecological Products	Frequency	Percentage (%)
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Yes	83	63,8
No	47	36,2
Total	130	100

Moreover, respondents of the questionnaire have been asked whether they pay attention to purchasing ecological products when purchasing food products or not. According to the results of the participants, which can be seen in table 11 above, 63,8 percent of the participants said yes to that question. Additionally, 36,2 percent of them said no to that question.

Table 12. Do you pay attention to the packaging when purchasing a food product?

Paying Attention to the Packaging	Frequency	Percentage (%)
Yes	103	79,2
No	27	20,8
Total	130	100

Furthermore, participants of the questionnaire have been asked whether they pay attention to the packaging when purchasing a food product or not. It can be observed in table 12 above that 79,2 percent of the total amount of respondents answered that question as yes. The rest of the participants, with 20,8 percent, answered the question as no.

Table 13. Do you pay attention to buy green packaged products when purchasing food products?

Purchasing Green Packaged Products	Frequency	Percentage (%)
Yes	54	41,5
No	76	58,5
Total	130	100

Participants of the research have also been asked whether they pay attention to buy green packaged products when purchasing food products or not. Results in table 13 above present that 58,5 percent of the participants said no to that question. On the other hand, 41,5 percent of the participants said yes to that question.

Table 14. When shopping for food products, would you prefer the green packaged one among two similar products?

Preferring Green Packaged Product	Frequency	Percentage (%)
Yes	79	60,8
No	51	39,2
Total	130	100

The respondents of the questionnaire have been asked, when they shop for food products, whether they would prefer the green packaged one among two similar products or not. It can be observed in table 14 above that 60,8 percent of the respondents answered that question as yes. Furthermore, 39,2 percent of the respondents answered that question as no.

Table 15. When purchasing a food product, does the quality of the product affect you?

Affected by the Quality of the Product	Frequency	Percentage (%)
Yes	127	97,7
No	3	2,3
Total	130	100

Moreover, the participants of the research have been asked, when they purchase a food product, whether they are affected by the quality of the product or not. As it can be viewed in table 15 above, 97,7 percent of the participants answered that question as yes. Besides, 2,3 percentage of the participants answered that question as no.

Table 16. When purchasing a food product, does the green product affect you?

Affected by the Green Product	Frequency	Percentage (%)
Yes	69	53,1
No	61	46,9
Total	130	100

Participants of the questionnaire have been asked to answer the question of, when they purchase a food product, whether they are affected by the green product or not. 53,1 percent of the participant gave yes response to that question. Furthermore, 46,9 percent of the participant gave no response to that question.

Table 17. When purchasing a food product, does the proximity of the place where the product is sold affect you?

Affected by the Proximity of the Place	Frequency	Percentage (%)
Yes	89	68,5
No	41	31,5
Total	130	100

Moreover, the respondents of the questionnaire have been asked to answer the question of, when they purchase a food product, whether the proximity of the place where the product is sold affect them or not. According to responses received, which can be seen in table 17 above, 68,5 percent of the respondents of the questionnaire answered that question as yes. 31,5 percent of the respondents, on the other hand, answered the same question as no.

Table 18. When purchasing a food product, does the price of the product affect you?

Affected by the Price of the Product	Frequency	Percentage (%)
Yes	119	91,5
No	11	8,5
Total	130	100

Furthermore, the participants of the research have been asked, when they purchase a food product, whether they are affected by the price or not. As it can be observed in table 18 above, 91,5 percent of the participants gave yes response to that question. Besides, 8,5 percent of the respondents gave no response to the same question.

Table 19. When purchasing a food product, does the cleanliness of the store where the product is sold affect you?

Affected by the Cleanliness of the Store	Frequency	Percentage (%)
Yes	128	98,5
No	2	1,5
Total	130	100

Furthermore, the respondents of the questionnaire have been asked, when they purchase a food product, whether the cleanliness of the store affect them or not. 98,5 percent of those respondents of the questionnaire answered that question as yes. On

the other hand, 1,5 percent of the respondents answered that question as no. Those answers can be observed in table 19 above.

Table 20. When purchasing a food product, does the atmosphere of the store where the product is sold affect you?

Affected by the Atmosphere of the Store	Frequency	Percentage (%)
Yes	111	85,4
No	19	14,6
Total	130	100

The respondents of the questionnaire have been also asked, when they purchase a food product, whether the atmosphere of the store where the product is sold affect them or not. As it can be viewed in table 20 above, 85,4 percent of the respondents of the questionnaire gave yes answer to that question. Furthermore, 14,6 percent of the respondents gave no answer to that question.

Table 21. When purchasing a food product, does it affect you to have various campaigns on the product?

Affected by Existing Various Campaigns	Frequency	Percentage (%)
Yes	123	94,6
No	7	5,4
Total	130	100

The participants of the research also have been asked, when they purchase a food product, whether they are affected to have various campaigns on the product or not. As it is seen in table 21, participants with 94,6 percent answered that question as yes. On the hand, 5,4 percent of the participants answered the same question as no.

Table 22. When purchasing a food product, does the eco-friendly packaging of the product affect you?

Affected by Eco-friendly Packaging	Frequency	Percentage (%)
Yes	106	81,5
No	24	18,5
Total	130	100

Moreover, the respondents of the questionnaire have been asked, when they purchase a food product, whether they are affected by eco-friendly packaging of the product or not. As it can be observed in table 22, the respondents with 81,5 percent responded that question as yes. Besides, the respondents with 18,5 percent responded that question as no.

Table 23. When purchasing a food product, does the recyclability of the product's packaging affect you?

Affected by Recyclable Packaging	Frequency	Percentage (%)
Yes	105	80,8
No	25	19,2
Total	130	100

Furthermore, the respondents of the research have been asked, when they purchase a food product, whether the recyclability of the product's packaging affect them or not. It can be seen in table 23 above that 80,8 percent of the respondents answered that question as yes. 19,2 percent of the respondents, on the other hand, answered the same question as no.

Table 24. When purchasing a food product, does the fact that the packaging of the product is biodegradable affect you?

Affected by Biodegradable Packaging	Frequency	Percentage (%)
Yes	108	83,1
No	22	16,9
Total	130	100

In addition, the participants of the questionnaire have been asked, when they purchase a food product, whether the fact that packaging of the product is biodegradable affects them or not. As the result seen in table 24 above, 83,1 percent of the participants replied to that question as yes. Moreover, 16,9 percent of the participants replied to the same question as no.

Table 25. When purchasing a food product, does the reusability of the product's packaging affect you?

Affected by Reusable Packaging	Frequency	Percentage (%)
---------------------------------------	------------------	-----------------------

Yes	104	80
No	26	20
Total	130	100

Additionally, respondents of the survey have been asked, when they purchase a food product, whether the reusability of the product's packaging affect them or not. As table 25 above shows us, 80 percent of the respondents of the survey gave yes answer to that question. Also, 20 percent of the respondents of the survey gave no answer to that question.

Table 26. When purchasing a food product, does it affect you that the packaging of the product does not create waste in nature?

Affected by Packaging that Does not Turn into Waste	Frequency	Percentage (%)
Yes	109	83,8
No	21	16,2
Total	130	100

Furthermore, respondents of the research have been asked, when they purchase a food product, whether the packaging of the product does not create in nature affects them or not. As it is seen in table 26 above, 83,8 percent of the respondents of the research responded that question with yes answer. On the other hand, 16,2 percent of the respondents gave no answer to that question.

Table 27. When purchasing a food product, does it affect you if the packaging of the product is made of recycled material?

Affected by Packaging Made of Recycled Material	Frequency	Percentage (%)
Yes	94	72,3
No	36	27,7
Total	130	100

Additionally, participants of the questionnaire have been asked, when they purchase a food product, whether the packaging of the product is made of recycled material affect them or not. As we can see in table 27 which is above, 72,3 percent of the participants of the questionnaire replied to this question with yes answer. 27,7 percent of the participants, on the other hand, replied to this question with no answer.

Table 28. I purchase green product since it is environmentally friendly.

Scale	Frequency	Percentage (%)
Strongly disagree	7	5,4
Disagree	15	11,5
Neither disagree nor agree	24	18,5
Agree	47	36,2
Strongly agree	37	28,5
Total	130	100

Moreover, the participants of the research have been asked to indicate in a scale from 1, which indicates participant certainly does not agree, to 5, which indicates participant certainly agrees on they purchase green product since it is environmentally friendly. As table 28 above shows us, 36,2 percent of the participants of the research indicated that they agree. Besides, 28,5 percent indicated that they strongly agree.

Table 29. I purchase green product since it is more environmentally friendly than other products.

Scale	Frequency	Percentage (%)
Strongly disagree	5	3,8
Disagree	14	10,8
Neither disagree nor agree	23	17,7
Agree	47	36,2
Strongly agree	41	31,5
Total	130	100

Moreover, the respondents of the research have been asked whether they purchase green product since it is more environmentally friendly than other products. As it can be observed in table 29 above, 36,2 percent of the respondents stated that they agree. Moreover, 31,5 percent of them indicated that they strongly agree.

Table 30. Having green product knowledge influences my green purchase intention.

Scale	Frequency	Percentage (%)
Strongly disagree	6	4,6
Disagree	13	10

Neither disagree nor agree	14	10,8
Agree	47	36,2
Strongly agree	50	38,5
Total	130	100

Furthermore, the respondents of the questionnaire have been asked whether having green product knowledge influences their green purchase intention. As it is observable in table 30 above, 38,5 percent of those respondents indicated that they strongly agree. Besides, 36,2 percent of them indicated that they agree.

Table 31. I trust that green products will reduce the environmental problems.

Scale	Frequency	Percentage (%)
Strongly disagree	4	3,1
Disagree	11	8,5
Neither disagree nor agree	34	26,2
Agree	39	30
Strongly agree	42	32,3
Total	130	100

In addition, the participants of the research have been asked whether they trust that green products will reduce the environmental problems. As it is viewed in table 31 above, 32,3 percent of the participants of the research stated that they strongly agree. Also, 30 percent of those participant stated that they agree.

Table 32. I trust that by purchasing green products, environmental problems will reduce.

Scale	Frequency	Percentage (%)
Strongly disagree	3	2,3
Disagree	11	8,5
Neither disagree nor agree	40	30,8
Agree	37	28,5
Strongly agree	39	30
Total	130	100

Moreover, the participants of the research have been asked whether they trust that by purchasing green products, environmental problems will reduce. As table 32 above presents us, 30,8 percent of the participants of the research neither disagree nor agree. On the other hand, 28,5 percent of the participants agree on that. Moreover, 30 percent of them strongly agree on that purchasing green products will reduce environmental problems.

Table 33. I trust the green products' impacts on reducing environmental problems.

Scale	Frequency	Percentage (%)
Strongly disagree	4	3,1
Disagree	10	7,7
Neither disagree nor agree	34	26,2
Agree	45	34,6
Strongly agree	37	28,5
Total	130	100

Furthermore, the respondents of the questionnaire have been asked whether they trust the green products' impacts on reducing environmental problems. As table 33 shows us above, 34,6 percent of those respondents agree on that. In addition, 28,5 percent of the respondents strongly agree on that.

Table 34. My trust in green products influences my green purchase intention.

Scale	Frequency	Percentage (%)
Strongly disagree	7	5,4
Disagree	6	4,6
Neither disagree nor agree	32	24,6
Agree	44	33,8
Strongly agree	41	31,5
Total	130	100

Besides, the respondents of the survey study have been asked whether their trust in green products influences their green purchase intention. As it is seen in table 34 above, 33,8 percent of the respondents indicated that they agree. Furthermore, 31,5 percent of the respondents indicated that they strongly agree.

Table 35. I find green advertising attractive.

Scale	Frequency	Percentage (%)
Strongly disagree	5	3,8
Disagree	17	13,1
Neither disagree nor agree	38	29,2
Agree	38	29,2
Strongly agree	32	24,6
Total	130	100

Moreover, participants of the questionnaire have been asked whether they find green advertising attractive. As it is seen in table 35 above, 29,2 percent of those participants stated that they agree. Furthermore, 24,6 percent of the participants indicated that they strongly agree on they find green advertising attractive.

Table 36. The contents of green advertising have great relevance to my daily life.

Scale	Frequency	Percentage (%)
Strongly disagree	13	10
Disagree	31	23,8
Neither disagree nor agree	35	26,9
Agree	31	23,8
Strongly agree	20	15,4
Total	130	100

Respondents of the questionnaire have been also asked whether the contents of green advertising have great relevance to their daily life. 26,8 percent of those respondents indicated that they neither disagree nor agree according to the results which are presented in table 36 above. Furthermore, 23,8 percent of consumers stated that they agree on that.

Table 37. I find green advertising informative.

Scale	Frequency	Percentage (%)
Strongly disagree	5	3,8
Disagree	13	10
Neither disagree nor agree	41	31,5
Agree	34	26,2
Strongly agree	37	28,5
Total	130	100

Furthermore, the participants of the research have been asked whether they find green advertising informative. As it is observed in table 37 above, 31,5 percent of the participants of the research indicated that they neither disagree nor agree. 26,2 percent of them, on the other hand, stated that they agree. Moreover, 28,5 percent of the respondents indicated that they strongly agree on finding green advertising informative.

Table 38. I find green advertising reliable.

Scale	Frequency	Percentage (%)
Strongly disagree	4	3,1
Disagree	8	6,2
Neither disagree nor agree	50	38,5
Agree	34	26,2
Strongly agree	34	26,2
Total	130	100

In addition, the respondents of the survey have been asked to whether they find green advertising reliable. As it is seen in table 38 above, 38,5 percent of the respondents of the survey indicated that they neither disagree nor agree. Moreover, the respondents of the survey both agree and strongly agree on finding green advertising reliable with 26,2 percent each.

Table 39. Green advertising influences my green purchase intention.

Scale	Frequency	Percentage (%)
Strongly disagree	6	4,6

Disagree	16	12,3
Neither disagree nor agree	32	24,6
Agree	41	31,5
Strongly agree	35	26,9
Total	130	100

Moreover, the respondents of the research survey have been asked whether green advertising influences their green purchase intention. As it can be seen in table 39 above, 31,5 percent of the respondents of the research agree on that according to their indication. Besides, 26,9 percent of the respondent stated that they strongly agree on that.

Table 40. I often get information about green product from people around me.

Scale	Frequency	Percentage (%)
Strongly disagree	24	18,5
Disagree	40	30,8
Neither disagree nor agree	25	19,2
Agree	20	15,4
Strongly agree	21	16,2
Total	130	100

Furthermore, the participants of the questionnaire have been asked whether they often get information about green product from people around them. As it is presented in table 40 above, 30,8 percent of the participants indicated that they disagree on that. Furthermore, 19,2 percent of the participants stated that they neither disagree nor agree on that.

Table 41. People around me often encourage me to show green purchase intention.

Scale	Frequency	Percentage (%)
Strongly disagree	25	19,2
Disagree	40	30,2
Neither disagree nor agree	26	20
Agree	16	12,3
Strongly agree	23	17,7

Total	130	100
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Additionally, the respondents of the research have been asked whether people around them often encourage them to show green purchase intention. As it is visible in table 41 above, 30,2 percent of the respondents of the research indicated disagree on that. Also, 20 percent of those respondents indicated that they neither disagree nor agree.

Table 42. The fact that people around me show green purchase intention against environmental problems increases my green purchase intention.

Scale	Frequency	Percentage (%)
Strongly disagree	17	13,1
Disagree	16	12,3
Neither disagree nor agree	34	26,2
Agree	41	31,5
Strongly agree	22	16,9
Total	130	100

Furthermore, the participants of the questionnaire have been asked whether the fact that people around them show green purchase intention against environmental problems increases their green purchase intention. As it is observed in table 42 above, 26,2 percent of the participants indicated that they neither disagree nor agree. Moreover, 31,5 percent of those participants indicated that they agree on that.

Table 43. Since I am aware of environmental problems, I prefer to purchase green packaged products.

Scale	Frequency	Percentage (%)
Strongly disagree	5	3,8
Disagree	15	11,5
Neither disagree nor agree	35	26,9
Agree	35	26,9
Strongly agree	40	30,8
Total	130	100

In addition, the respondents of the questionnaire have been asked whether they are aware of environmental problems, they prefer to purchase green packaged products. As table 43 above presents, 26,9 percent of the respondents of the questionnaire

indicated that they agree. Moreover, 30,8 percent of the respondents stated that they strongly agree on that.

Table 44. I prefer to purchase green packaged products instead of non-green packaged ones to help reduce environmental problems.

Scale	Frequency	Percentage (%)
Strongly disagree	7	5,4
Disagree	13	10
Neither disagree nor agree	39	30
Agree	39	30
Strongly agree	32	24,6
Total	130	100

The respondents of the research have also been asked whether they prefer to purchase green packaged products instead of non-green packaged ones to help reduce environmental problems. As it can be seen in table 44 above, 30 percent of the respondents of the research indicated that they agree on that. Besides, 24,6 percent of the respondents of the research indicated that they strongly agree on that.

Table 45. I feel as though I have done something good for the environment when I purchase products with green packaging.

Scale	Frequency	Percentage (%)
Strongly disagree	8	6,2
Disagree	10	7,7
Neither disagree nor agree	22	16,9
Agree	38	29,2
Strongly agree	52	40
Total	130	100

Moreover, the respondents of the study have been whether they feel as though they have done something good for the environment when they purchase products with green packaging. As it is seen in table 45 above, 29,2 percent of the respondents of the study indicated that they agree on that. In addition, 40 percent of the respondents of the study indicated that they strongly agree on that they feel as though they have done

something good for the environment when they purchase products with green packaging.

Table 46. My decision to purchase products in green packaging has a direct impact on the environment.

Scale	Frequency	Percentage (%)
Strongly disagree	9	6,9
Disagree	10	7,7
Neither disagree nor agree	29	22,3
Agree	39	30
Strongly agree	43	33,1
Total	130	100

Furthermore, the respondents of the questionnaire study have been asked whether their decision to purchase products in green packaging has a direct impact on the environment. As we can see in table 46 above, 30 percent of the respondents of the questionnaire indicated that they agree on that. Moreover, 33,1 percent of the respondents indicated that they strongly agree on that their decision to purchase products in green packaging has a direct impact on the environment.

Table 47. I will purchase green packaged products soon again.

Scale	Frequency	Percentage (%)
Strongly disagree	5	3,8
Disagree	11	8,5
Neither disagree nor agree	24	18,5
Agree	47	36,2
Strongly agree	43	33,1
Total	130	100

In addition, respondents of the survey study have been asked whether they will purchase green packaged products soon again. According to answers of the respondents of the survey, which can be observed in table 47 above, 36,2 percent of those respondents agree on that. Furthermore, 33,1 percent of respondents of the survey study indicated that they strongly agree on that they will purchase green packaged products soon again.

Table 48. I plan to purchase green packaged products in regular basis.

Scale	Frequency	Percentage (%)
Strongly disagree	9	6,9
Disagree	15	11,5
Neither disagree nor agree	28	21,5
Agree	44	33,8
Strongly agree	34	26,2
Total	130	100

Moreover, the respondents of the questionnaire have been asked whether they plan to purchase green packaged products in regular basis. As it can be observed in table 48 above, 33,8 percent of the respondents of the questionnaire indicated that they agree on that. In addition, 26,2 percent of the respondents of the questionnaire indicated that they strongly agree on that they plan to purchase green packaged products in regular basis.

4.4.2. Factor and Reliability Analysis

In this section, exploratory factor analysis and results of exploratory factor analysis tables can be observed.

Table 49. Exploratory Factor Analysis

Items	Factor							C ^a
	1	2	3	4	5	6	7	
1. I purchase green product since it is environmentally friendly.	,888							,943
2. I purchase green product since it is more environmentally	,852							,923

friendly than other products.								
3. Having green product knowledge influences my green purchase intention.	,761							,873
4. I trust that green products will reduce the environmental problems.		,854						,924
5. I trust that by purchasing green products, environmental problems will reduce.		,805						,897
6. I trust the green products' impacts on reducing environmental problems.		,841						,917
7. My trust in green products influences my green purchase intention.		,663						,814

8. I find green advertising attractive.			,728					,853
9. The contents of green advertising have great relevance to my daily life			,681					,825
10. I find green advertising informative.			,780					,883
11. I find green advertising reliable.			,714					,845
12. Green advertising influences my green purchase intention.			,701					,837
13. I often get information about green product from people around me.				,774				,880
14. People around me often encourage me to show green purchase intention.				,870				,933
15. The fact that people around me				,697				,835

show green purchase intention against environmental problems increases my green purchase intention.								
16. Since I am aware of environmental problems, I prefer to purchase green packaged products.								,918 ,958
17. I prefer to purchase green packaged products instead of non-green packaged ones to help reduce environmental problems.								,918 ,958
18. I feel as though I have done something good for the environment when I purchase products with green packaging.								,867 ,867

19. My decision to purchase products in green packaging has a direct impact on the environment.								,867	,867
20. I will purchase green packaged products soon again.								,920	,959
21. I plan to purchase green packaged products in regular basis.								,920	,959

Note: ^aCommunalities

In table 49 which is above, exploratory factor analysis is presented. There are 21 items and 7 factors. Table also present communalities.

Table 50. Results of Exploratory Factor Analysis

No.	Factors	Number of Items	Cronbach's α	Variance %
1	GPK	3	,900	83,410
2	GT	4	,910	79,078
3	GA	5	,902	72,082
4	PP	3	,859	78,034
5	EC	2	,910	91,778
6	PBC	2	,847	86,695
7	GPI	2	,912	92,045

Table 50 above presents results of exploratory factor analysis. Seven factors together with how many items each includes are presented. Furthermore, Cronbach's α values of each factor can be examined. In addition, variance values are presented in the table.

4.4.3. Hypothesis Test

Table 51. Regression Analysis Table

	β	T	ρ	Adjusted R ²	F change	df1	df2	Sig. F change
Dependent: GPI (GPI = f (GPK, GT, GA, PP, EC, PBC))								
GPK	,733	12,204	,000	,534	148,935	1	128	,000
GT	,636	9,316	,000	,399	86,792	1	128	,000
GA	,694	10,906	,000	,478	118,944	1	128	,000
PP	,586	8,191	,000	,339	67,088	1	128	,000
EC	,790	14,563	,000	,621	212,091	1	128	,000
PBC	,708	11,356	,000	,498	128,965	1	128	,000

Multiple regression analyses were performed in order to test the hypotheses. In table 51 above, results of the regression analysis can be observed. For each factor, values of beta, t, and p are demonstrated. Furthermore, adjusted R square values of each factor are presented. In addition, F change, df1, df2, and sigma F change values are presented in the table. For the tests of first six hypotheses, results presented in this table were used.

Table 52. Model Summary

Step	-2 Log Likelihood	Cox & Snell R Square	Nagelkerke R Square
1	155,048 ^a	,152	,349

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than ,001.

Moreover, logistics regression analysis results of dependent green packaging consumption behavior of consumers and independent green purchase intentions of consumers were performed. In table 52 above, model summary can be observed. It can be stated that R square value, in other words green purchase intentions explain 15,2% of green packaging consumption behavior.

Table 53. Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	5,586	5	,349

Furthermore, results of the Hosmer and Lemeshow test are presented in table 53. Sigma value in this table shows us that the model of the study is significant.

Table 54. Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	21,429	1	,000
	Block	21,429	1	,000
	Model	21,429	1	,000

Moreover, omnibus tests of model coefficients were performed. As we see the results in table 54 above, p values are smaller than 0.05. It concludes that green purchase intentions affect green packaging consumption behavior of consumers.

According to the results presented in those tables above, hypotheses test can be concluded as below.

H₁₀: Green product knowledge does not affect green purchase intentions of consumers.

H₁₁: Green product knowledge affects green purchase intentions of consumers.

As it is seen in table 51 above, p value is smaller than 0.05. In this case, H₁₁ is supported. In other words, green product knowledge affects green purchase intentions of consumers.

H₂₀: Green trust does not affect green purchase intentions of consumers.

H₂₁: Green trust affects green purchase intentions of consumers.

As it is seen in table 51 above, p value is smaller than 0.05. In this case, H₂₁ is supported. In other words, green trust affects green purchase intentions of consumers.

H₃₀: Green advertising does not affect green purchase intentions of consumers.

H₃₁: Green advertising affects green purchase intentions of consumers.

As it is seen in table 51 above, p value is smaller than 0.05. In this case, H₃₁ is supported. In other words, green advertising affects green purchase intentions of consumers.

H₄₀: Peer pressure does not affect green purchase intentions of consumers.

H₄₁: Peer pressure affects green purchase intentions of consumers.

As it is seen in table 51 above, p value is smaller than 0.05. In this case, H₄₁ is supported. In other words, peer pressure affects green purchase intentions of consumers.

H₅₀: Environmental concern does not affect green purchase intentions of consumers.

H₅₁: Environmental concern affects green purchase intentions of consumers.

As it is seen in table 51 above, p value is smaller than 0.05. In this case, H₅₁ is supported. In other words, environmental concern affects green purchase intentions of consumers.

H₆₀: Perceived behavioral control does not affect green purchase intentions of consumers.

H₆₁: Perceived behavioral control affects green purchase intentions of consumers.

As it is seen in table 51 above, p value is smaller than 0.05. In this case, H₆₁ is supported. In other words, perceived behavioral control affects green purchase intentions of consumers.

H₇₀: Green purchase intentions of consumers does not affect green packaging consumption behavior of consumers.

H₇₁: Green purchase intentions of consumers affects green packaging consumption behavior of consumers.

As it is seen in table 54 above, p value is smaller than 0.05. In this case H₇₁ is supported. Green purchase intentions of Turkish consumers significantly affect green packaging consumption behavior of Turkish consumers.

CHAPTER 5

CONCLUSIONS AND FUTURE RESEARCH

This study examines relationship between green purchase intentions and green packaging behavior of Turkish consumers. To find out the relationship between these two green marketing concepts, first green purchase intentions of consumers have been studied by examining antecedents of the concept. Then, green packaging consumption behavior of consumers have been studied by examining studies.

Furthermore, studies on the previous antecedents of green purchase intentions of consumers have been examined in this study. Moreover, the relationship with green purchase intentions and green packaging consumption behavior has been studied. Then, a survey study has been performed on 130 Turkish consumers. The results show us that antecedents of green purchase intentions, which are studied in this research, affect green purchase intentions of consumers. Moreover, this study presents that there is a positive relationship between green purchase intentions and green packaging consumption behavior of those Turkish consumers.

As it is proved by the study, green product knowledge affects green purchase intentions of consumers. If consumers have more information about green products, their green purchase intentions will increase. While businesses are marketing green products to consumers to increase their success in marketing activities, they should also increase the knowledge of consumers about these products.

Furthermore, this study shows that green trust affects green purchase intentions of consumers. As consumers' confidence in green products increases, their green purchase intentions also increase. By taking this into account, businesses should increase consumers' trust in green products while marketing green products. Thus, businesses can achieve more successful results in green product marketing activities.

Moreover, we witness with this study that green advertising affects green purchase intentions of consumers. It has been observed that consumers will be positively affected by green advertisements, and because of this positive effect, they will show

more green product purchase intentions. Businesses should aim to increase consumers' green purchasing intentions by giving importance to green advertisements in their green product marketing practices.

Additionally, this research shows that peer pressure affects green purchase intentions of consumers. If consumers are encouraged to show green purchase intention by the people around them, they will also show more green purchase intentions. Therefore, businesses should spread the green purchase intention to large audiences. Businesses can achieve successful marketing activities as a result of these masses reaching green purchasing intentions to wider audiences.

Besides, this study proves that environmental concern affects green purchase intentions of consumers. Environmental concern in consumers will push them towards more green purchasing intentions. Businesses should express to consumers the environmental problems we face today and the bigger problems that will arise in the future due to those environmental problems. As a result, businesses can increase consumers' green purchasing intentions, and they can both achieve successful marketing results and take beneficial actions towards environmental problems with increased green purchase intention.

Also, this research shows us that perceived behavioral control affects green purchase intentions of consumers. As the perceived behavioral control by the consumer increases, the green purchase intention of the consumer also increases. That is, when consumers show green purchase intention, the more they believe in the environmental benefit of this intention, the more green purchase intention they will show. In their marketing activities, businesses should also emphasize the benefit that the consumer will provide against environmental problems when they show green purchase intention.

Moreover, this research proves that green purchase intentions of consumers in Turkey is influenced those above antecedents. On top of that, green purchase intentions of Turkish consumers, significantly affect green packaging consumption behavior of Turkish consumers. Businesses should pay attention to all the above factors that increase consumers' green purchase intention. As a result, by increasing the green packaging consumption behavior of consumers, businesses can successfully market their green packaging products.

In conclusion, green product knowledge, green trust, green advertising, peer pressure, environmental concern and perceived behavioral control affects green purchase intentions of consumers. In addition, green purchase intentions of consumers affect green packaging consumption behavior of consumers. This study can be a reference for businesses in their marketing practices. Those businesses can examine those antecedents that positively influence green purchase intentions of consumers and how significantly green packaging consumption behavior is influenced by green purchase intentions of consumers. As a result of that, those businesses can practice their marketing activities accordingly to obtain better results.



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APPENDIX 1 – Questionnaire

Dear Participant,

This survey was prepared within the scope of a master's thesis to measure consumers' green product and green packaged product purchasing behavior. There are no right or wrong answers in the survey and you are not asked for your personal information. It will take you up to 10 minutes to answer the survey. Thank you for participating in our survey.

Assoc. Prof. Dr. Emel Yarimoğlu & Ege Korkut, Yaşar Üniversitesi

A. Please answer the following questions about environmentally friendly product (green product) and environmentally friendly packaging (green packaging).

1. Do you pay attention to purchasing environmentally friendly products when purchasing food products? Yes No
2. Do you pay attention to purchasing ecological products when purchasing food products? Yes No
3. Do you pay attention to the packaging when purchasing a food product? Yes No
4. Do you pay attention to buy green packaged products when purchasing food products? Yes No
5. When shopping for food products, would you prefer the green packaged one among two similar products? Yes No
6. When purchasing a food product, does the quality of the product affect you? Yes No
7. When purchasing a food product, does the green product affect you? Yes No
8. When purchasing a food product, does the proximity of the place where the product is sold affect you? Yes No
9. When purchasing a food product, does the price of the product affect you? Yes No

10. When purchasing a food product, does the cleanliness of the store where the product is sold affect you? Yes No

11. When purchasing a food product, does the atmosphere of the store where the product is sold affect you? Yes No

12. When purchasing a food product, does it affect you to have various campaigns on the product? Yes No

13. When purchasing a food product, does the eco-friendly packaging of the product affect you? Yes No

14. When purchasing a food product, does the recyclability of the product's packaging affect you? Yes No

15. When purchasing a food product, does the fact that the packaging of the product is biodegradable affect you? Yes No

16. When purchasing a food product, does the reusability of the product's packaging affect you? Yes No

17. When purchasing a food product, does it affect you that the packaging of the product does not create waste in nature? Yes No

18. When purchasing a food product, does it affect you if the packaging of the product is made of recycled material? Yes No

B. Please answer the following questions about Green Purchase Intention from 1: Strongly Disagree to 5: Strongly Agree.

	1	2	3	4	5
I purchase green product since it is environmentally friendly.					
I purchase green product since it is more environmentally friendly than other products.					
Having green product knowledge influences my green purchase intention.					
I trust that green products will reduce the environmental problems.					
I trust that by purchasing green products, environmental problems will reduce.					

I trust the green products' impacts on reducing environmental problems.					
My trust in green products influences my green purchase intention.					
I find green advertising attractive.					
The contents of green advertising have great relevance to my daily life.					
I find green advertising informative.					
I find green advertising reliable.					
Green advertising influences my green purchase intention.					
I often get information about green product from people around me.					
People around me often encourage me to show green purchase intention.					
The fact that people around me show green purchase intention against environmental problems increases my green purchase intention.					
Since I am aware of environmental problems, I prefer to purchase green packaged products.					
I prefer to purchase green packaged products instead of non-green packaged ones to help reduce environmental problems.					
I feel as though I have done something good for the environment when I purchase products with green packaging.					
My decision to purchase products in green packaging has a direct impact on the environment.					
I will purchase green packaged products soon again.					
I plan to purchase green packaged products in regular basis.					

C. Demographic Questions:

Gender: Female Male I do not want to specify **Age:** _____

Marital Status: Single Married I do not want to specify

Graduation Status: Elementary School High School Bachelor's Degree Master's Degree PHD

Employment Status: Private Sector Public Sector Freelancer Student Housewife Unemployed Retired

Household Monthly Net Income: 5.500 TL and less 5.501 TL – 8.500 TL
 8.501 TL – 11.500 TL 11.501 TL – 14.500 TL 14.501 TL – 17.500 TL
 17.501 TL – 20.500 TL 20.501 TL - 23.500 TL 23.501 TL – 26.500 TL
and more



APPENDIX 2 – Turkish Questionnaire

Sayın Katılımcı,

Bu anket, tüketicilerin yeşil ürün ve yeşil ambalajlı ürün satın alma davranışlarını ölçmek için bir yüksek lisans tezi kapsamında hazırlanmıştır. Ankette doğru veya yanlış cevaplar yoktur ve sizden kişisel bilgileriniz istenmemektedir. Anketi cevaplamanız 10 dakika kadar sürecektir. Anketimize katıldığınız için teşekkür ederiz.

Doç. Dr. Emel Yarımoğlu & Ege Korkut, Yaşar Üniversitesi

A. Lütfen aşağıdaki çevreye duyarlı ürün (yeşil ürün) ve çevreye duyarlı ambalajlama (yeşil ambalajlama) ile ilgili soruları cevaplandırınız.

1. Gıda ürünü satın alırken çevreye duyarlı ürünler almaya dikkat eder misiniz? Evet Hayır
2. Gıda ürünü satın alırken ekolojik ürünler almaya dikkat eder misiniz? Evet Hayır
3. Gıda ürünü satın alırken ambalajına dikkat eder misiniz? Evet Hayır
4. Gıda ürünü satın alırken yeşil ambalajlı ürünleri almaya dikkat eder misiniz? Evet Hayır
5. Gıda ürünü alışverişini yaparken benzer özellikteki iki ürün arasından yeşil ambalajlı olanı tercih eder misiniz? Evet Hayır
6. Gıda ürünü satın alırken ürünün kalitesi sizi etkiler mi? Evet Hayır
7. Gıda ürünü satın alırken ürünün yeşil ürün olması sizi etkiler mi? Evet Hayır
8. Gıda ürünü satın alırken ürünün satıldığı yerin yakınlığı sizi etkiler mi? Evet Hayır
9. Gıda ürünü satın alırken ürünün fiyatı sizi etkiler mi? Evet Hayır
10. Gıda ürünü satın alırken ürünün satıldığı mağazanın temizliği sizi etkiler mi? Evet Hayır

11. Gıda ürünü satın alırken ürünün satıldığı mağazanın atmosferi sizi etkiler mi?

Evet Hayır

12. Gıda ürünü satın alırken üründe çeşitli kampanyalar/indirimler sizi etkiler mi?

Evet Hayır

13. Gıda ürünü satın alırken ürünün ambalajının doğa dostu olması sizi etkiler mi?

Evet Hayır

14. Gıda ürünü satın alırken ürünün ambalajının geri dönüştürülebilir olması sizi etkiler mi? Evet Hayır

15. Gıda ürünü satın alırken ürünün ambalajının doğada çözünebilir olması sizi etkiler mi? Evet Hayır

16. Gıda ürünü satın alırken ürünün ambalajının tekrar kullanılabilir olması sizi etkiler mi? Evet Hayır

17. Gıda ürünü satın alırken ürünün doğada atık oluşturmaması sizi etkiler mi? Evet Hayır

18. Gıda ürünü satın alırken ürünün ambalajının geri dönüştürülebilir malzemeden yapılmış olması sizi etkiler mi? Evet Hayır

B. Lütfen aşağıda bulunan Yeşil Satın Alma Niyeti ile ilgili soruları 1: Kesinlikle Katılmıyorum ile 5: Kesinlikle Katılıyorum arasında cevaplandırınız.

	1	2	3	4	5
Çevre dostu olduğu için yeşil ürün satın alırım.					
Diğer ürünlere göre daha çevre dostu olduğu için yeşil ürün satın alırım.					
Yeşil ürün bilgisine sahip olmak yeşil satın alma niyetimi etkiler.					
Yeşil ürünlerin çevre sorunlarını azaltacağına inanıyorum.					
Yeşil ürünler satın alarak çevre sorunlarının azalacağına inanıyorum.					
Çevre sorunlarının azaltılmasında yeşil ürünlerin etkilerine güveniyorum.					
Yeşil ürünlere olan güvenim yeşil satın alma niyetimi etkiler.					
Yeşil reklamı ilgi çekici buluyorum.					

Yeşil reklam içeriğinin günlük hayatıma büyük bir ilgisi vardır.					
Yeşil reklamı bilgilendirici buluyorum.					
Yeşil reklamı güvenilir buluyorum.					
Yeşil reklam yeşil satın alma niyetimi etkiler.					
Çevremdeki insanlar yeşil ürün hakkında bana bilgilendirmede bulunurlar.					
Çevremdeki insanlar yeşil satın alma niyeti göstermem için beni teşvik ederler.					
Çevremdeki insanların çevre sorunlarına karşı yeşil satın alma niyeti göstermesi yeşil satın alma niyetimi artırıyor.					
Çevre sorunlarının farkında olduğum için yeşil ambalajlı ürünler satın almayı tercih ederim.					
Çevre sorunlarının azaltılmasına yardımcı olmak için yeşil olmayan ambalajlı ürünler yerine yeşil ambalajlı ürünler satın almayı tercih ederim.					
Yeşil ambalajlı ürünler satın aldığımda çevre için iyi bir şey yapmış gibi hissediyorum.					
Yeşil ambalajlı ürünler satın alma kararım çevre üzerinde doğrudan bir etkiye sahiptir.					
Yakında tekrar yeşil ambalajlı ürünler alacağım.					
Düzenli olarak yeşil ambalajlı ürünler satın almayı planlıyorum.					

C. Demografik Sorular:

Cinsiyet: Kadın Erkek Belirtmek istemiyorum **Yaş:** _____

Medeni Durum: Bekâr Evli Belirtmek istemiyorum

Mezuniyet: İlköğretim Lise Üniversite Yüksek Lisans Doktora

İş Türü: Özel Sektör Kamu Sektörü Serbest Meslek Öğrenci Ev Hanımı İşsiz Emekli

Hanehalkı Aylık Net Gelir: 5.500 TL ve altı 5.501 TL – 8.500 TL

8.501 TL – 11.500 TL 11.501 TL – 14.500 TL 14.501 TL – 17.500 TL

□ 17.501 TL – 20.500 TL □ 20.501 TL - 23.500 TL □ 23.501 TL – 26.500 TL
ve üstü

