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**THE IMPACT OF GREEN MARKETING  
STRATEGIES ON GREEN PURCHASE INTENTION IN  
TURKEY**

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**MASTER'S THESIS**

**BUSINESS ADMINISTRATION DEPARTMENT  
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# ÖZET

## Türkiye'de Yeşil Pazarlama Stratejilerinin Yeşil Satın Alma Niyetine Etkisi

Çevresel endişeler ve artan tüketici bilinci, işletmeleri yeşil pazarlama stratejilerini benimsemeye yönlendirmiştir. Sürdürülebilirliğin öncelik haline geldiği Türkiye’de, bu stratejilerin etkinliğini anlamak büyük önem taşımaktadır. Geri dönüştürülmüş ürünler, çevre dostu enerji uygulamaları, yeşil ambalajlama ve sürdürülebilir kaynak kullanımı, tüketicilerde yeşil satın alma niyetini artırmayı hedefleyen temel yeşil pazarlama yaklaşımlarını temsil etmektedir. Bu nedenle, bu çalışma Türkiye’de yeşil pazarlama stratejilerinin yeşil satın alma niyeti üzerindeki etkisini değerlendirmeyi amaçlamaktadır. Hangi stratejilerin sürdürülebilir tüketici davranışını teşvik etmede daha etkili olduğunu belirlemekte ve Türkiye pazarına özgü literatürdeki boşlukları ele almaktadır. Çalışmada nicel araştırma yöntemi kullanılmış ve veri analizi SPSS programı ile gerçekleştirilmiştir. Anket, dört yeşil pazarlama stratejisinin yeşil satın alma niyeti üzerindeki etkisini değerlendirmek için beşli Likert ölçeği ile uygulanmıştır. Sonuçlar, geri dönüştürülmüş ürünler, çevre dostu enerji uygulamaları ve yeşil ambalajlamanın yeşil satın alma niyetini önemli ölçüde artırdığını göstermektedir. Geri dönüştürülmüş ürünler, tüketicilerin çevresel değerlerine hitap ederken; çevre dostu enerji uygulamaları, güven oluşturmakta ve kurumsal sorumluluğu vurgulamaktadır. Yeşil ambalajlama ise çevresel cazibeyi ürün kalitesi algısıyla birleştirmektedir. Ancak, sürdürülebilir kaynak kullanımı satın alma niyetini anlamlı şekilde etkilememiştir; bu durum, maliyet ya da tüketici farkındalığı gibi sınırlamalara işaret etmektedir. Bulgular, politika yapıcılar ve işletmeler için hedef odaklı yeşil pazarlama stratejileri geliştirmede uygulanabilir bilgiler sunmaktadır.

**Anahtar Kelimeler:** Geri Dönüştürülmüş Ürünler, Çevre Dostu Enerji Uygulamaları, Yeşil Ambalajlama, Sürdürülebilir Kaynak Kullanımı, Yeşil Pazarlama Stratejileri, Yeşil Satın Alma Niyetleri.

# ABSTRACT

## THE IMPACT OF GREEN MARKETING STRATEGIES ON GREEN PURCHASE INTENTION IN TURKEY

Environmental concerns and rising consumer awareness have driven businesses to adopt green marketing strategies. In Turkey, where sustainability is becoming a priority, understanding the effectiveness of these strategies is vital. Recycled products, eco-friendly energy practices, green packaging, and sustainable resource utilization represent critical green marketing approaches aimed at fostering green purchase intentions among consumers. Hence, this study aims to evaluate the impact of green marketing strategies on green purchase intention in Turkey. It determines which strategies are most effective in encouraging sustainable consumer behavior and addresses gaps in the literature specific to the Turkish market. We employed quantitative research design was employed, using SPSS for data analysis. The survey utilized a five-point Likert scale to assess the influence of the four green marketing strategies on green purchase intention. The results show that recycled products, eco-friendly energy practices, and green packaging significantly enhance green purchase intention. Recycled products appeal to consumers' environmental values, while eco-friendly energy practices build trust and highlight corporate responsibility. Green packaging combines environmental appeal with product quality perceptions. However, sustainable resource utilization did not significantly influence purchase intention, suggesting limitations such as cost or consumer awareness. The findings provide actionable insights for policymakers and businesses to develop targeted green marketing strategies.

**Keywords:** Recycled Products, Eco-friendly Energy Practices, Green Packaging, Sustainable Resource Utilization, Green Marketing Strategies, Green Purchase Intentions.

## ABBREVIATIONS

GPI	: Green Purchase Intention
RP	: Recycled Product
EFE	: Eco-Friendly Energy Practices
GP	: Green Packaging
USR	: Utilizing Sustainable Resources
SPSS	: Statistical package for social sciences
CA	: Cronbach's Alpha
ANOVA	: Analysis of Variance
CR	: Composite Reliability
AVE	: Average Variance Extracted

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# 1. INTRODUCTION

## 1.1. The Purpose of the Study

The key purpose of this research is to investigate the impact of green marketing strategies on green purchase intention in Turkey. Further, the study investigates which green marketing strategy significantly influences green purchase intention in Turkey. Recent literature highlights the complexity of consumer responses to green marketing efforts. For example, while some studies indicate that recycled products significantly increase green purchase intentions (Smith and his colleagues, 2021; Gibson and his colleagues, 2021; Ayu, 2021; Albayati and his colleagues, 2023), others imply that the impact of eco-friendly energy practices is more evident (Lee and Chen, 2019). Additionally, the character of green packaging in influencing purchase decisions has been well-documented (Miller and Jones, 2020), yet the comparative effectiveness of these strategies still needs to be explored. Moreover, utilizing sustainable resources has demonstrated assurance in enhancing consumer perceptions of corporate sustainability (Kumar and Patel, 2018), but its direct impact on green purchase intention requires further investigation.

All industries face the challenge of assimilating environmental concerns into their business strategies and activities (Hein, 2022). To address these environmental demands, corporations should implement innovative strategies that confirm obedience with these green issues, including green marketing. Companies compete to incorporate the green marketing concept into their business strategies, resulting in environmentally friendly initiatives (Levina, 2019). According to Soon and Kong (2012), the objective of green marketing is to satisfy human requirements and desires in a manner that does not cause damage to the natural environment. The consumer is one of the utmost critical factors to consider when advocating for the green revolution. Companies could encourage consumers to purchase environmentally friendly products by comprehensively comprehending their characteristics and consumption habits. Determiners of consumers' green purchase behavior must be investigated to achieve the effective promotion of green products. Before developing green purchase behavior, there must be an intention to

purchase environmentally friendly products, commonly called "green purchase intentions" (Wang and his colleagues, 2016).

Rashid (2009) defines green purchase intention as the probability and propensity of a distinct to favor products with environmentally favorable features over traditional products when making purchases. Customer satisfaction will be achieved by recognizing this customer's intention to make a green purchase (Rizwan and Siddiqui, 2014). Various levels of business worldwide have expressed interest in advancing green construction (Khatun, 2022). Similarly, recycled products play a significant role in green marketing as they reflect the general conception of sustainable living and environmentalism (Chaudhary and his colleagues, 2024). Products prepared from cast-off resources have the overall significance of promoting the utilization of natural resources, reducing waste emissions, and controlling energy use and pollution (Munamba and Nuangjamnong, 2022).

In Turkey, where guidelines and principles were shaped to inspire more sustainable performances, consuming recycled material makes the businesses act according to legislatures. It targets the new societal culture of environmentalism (Ranjan and Kushwaha, 2022). The Turkish government has set various measures to support companies that use recycled products and services through provisions such as reduced taxes and subsidizing organizations that embrace the use of recycled materials. These favorable policies have helped foster many organizations' interest in recycling technologies and their products with recycled materials (Mahmoud and his colleagues, 2017). Furthermore, consumers' orientation towards sustainable goods and their awareness has been growing over the past years in Turkey due to climate change, natural resource depletion, and pollution.

This change in the behavioral patterns of consumers has forced organizations to incorporate environmental promotional policies in their businesses, using environmentally friendly features on their products, such as recycled materials, energy-friendly practices, green packaging, and renewable resources (Wu and Chen, 2014). In addition to the environmental issues, discussing the economic advantages of using recycled products will benefit businesses in Turkey (Kayani and his colleagues, 2014). Reducing raw material costs leads to decreased waste disposal while increasing the

efficiency of resources within the company, which leads to cost reduction and, therefore, improved profitability (Mahmoud and his colleagues, 2017). Moreover, organizations that adopt sustainable policies and act responsibly towards the environment are deemed more trustworthy and deserving of customers' trust, brand recognition, and market share (Adhimusandi and his colleagues, 2020).

Green marketing is the beginning of target customers looking for environmentally sustainable products, construction green marketing a modest requirement for dealers or brand modernizers directing to endure their upcoming corporate models in Turkey (Tan and his colleagues, 2022). However, some things could be improved, including the ability to source high-quality materials from recycled content, supply chain integration, and the growing demands for innovation. These encounters need a cooperative exertion among businesses, government units, and others to work towards the development of sustainable systems (Nek Mahmud and Fekete-Farkas, 2020). Improvements in research and development, technology investment, and an optimal supply chain can also complement the possibility and market standing of recycled products in Turkey.

The effect of recycled products in promoting green purchase intention among Turkish consumers is complex and spans across the environmental, economic, and social domains. Businesses in Turkey can promote green marketing strategies and utilize the recycling values to meet the legal and customer expectations of using recycled products in support of their economic reforms to alter their direction to sustainability (Raheem and his colleagues, 2023). Geothermal heat, wind, sunlight, and other natural sources are used in eco-friendly energy practices to generate energy without toxic gases (Kaur and his colleagues, 2022). Recently, sustainable energy initiatives have gained a lot of popularity. The markets promise to cut the world's footprint, increase the overall efficiency of energy, and reduce the need for fossil fuels. Solar energy is a widely used eco-friendly energy practice (Liao and his colleagues, 2020).

Long-term green strategies are necessary in regard to the problems of global warming and climate change. The world 's countries are looking forward to and would like to see how to counteract these urgent global issues on behalf of humanity (Williams and Rolf, 2017). According to Adnyani and Prianthara (2024), the green purchase intention can be more practically and effectively accomplished by adopting eco-friendly

energy practices. Preventing global warming, air pollution, and biodiversity loss, all essential, requires eco-friendly energy. These issues should not be assumed to be sustainable development, as they are simply part of human behavior that is very difficult to change (Testa and his colleagues, 2016; Sangroya and Nayak, 2017). According to Williams and Rolf (2017), their primary findings about the cause of climate change are the current methods of electricity production. Consumer support is needed to adopt and consume renewable energy technologies (Perlaviciute and Steg, 2014).

Furthermore, it is important to investigate what encourages consumers to adopt ecologically friendly behaviors. Based on this, practitioners need to understand the factors that influence green product purchase intention and their potential to discuss these with researchers and academicians (Hobman and Fredrick, 2014; Sangroya and Nayak, 2017). Green packaging is experiencing global expansion, drawing the attention of businesses with innovative concepts at low cost (Majeed and his colleagues, 2022). The 4R ID principles, which include reduce, reuse, reclaim, recycle, and degrade, are essential functions. By 2022, the global green packaging market is anticipated to reach \$207.5 billion, with a combined annual expansion rate of 5.41% from 2016 to 2022 (Ali and Naushad, 2023). However, obstructions like a absence of knowledge about eco-friendly manufactures, uncomplimentary insights, a lack of accessibility, cynicism to green claims, and depletion conducts may stop its development (Bigliardi and his colleagues, 2020).

The three main characteristics of green packaging are reducing hard-to-decompose packaging, using packaging that ingests less energy, and spending environmentally responsible packaging (Pauer and his colleagues, 2019). Starbucks, McDonald's, and Walmart have implemented green practices to increase brand popularity and demonstrate their dedication to environmental sustainability (Lee, 2023). Green packaging products are the most significant attributes influencing consumers' evaluations and preferences, as research indicates that consumers respond favorably to environmentally friendly packaging (Grimmer and Woolley, 2014). National corporations and governments are emphasizing the enhancement of green packaging by minimizing or eliminating plastic pollution and substituting it with recyclable packaging. The factors influencing consumer intentions to buy green packaging and their attitudes and behaviors regarding eco-awareness benefit governments and businesses. (Correia and his colleagues, 2023).

Furthermore, sustainable resource management and CSR are essential components of environmental management in organizations. Some of these resources include renewable energy assets like solar energy, wind energy, and hydropower; natural resources like forests are necessary in the fight against climate change, resource exhaustion, and environmental pollution. Companies globally are adopting sustainability as a strategy that enhances the deployment of resources, especially in light of the rules and regulations of the market, as well as the call for green products and operations (Bathmanathan and Rajadurai, 2019). Defending the environment is a good speculation because it achieves costs in the long run, rises sales, and even recovers brand image. There is also agreement at the global level, with such frameworks as the United Nations Sustainable Development Goals noting that sustainable resource management is essential to achieving the global sustainable development goals (Tsai and his colleagues, 2020).

Turkey is a country that seeks to promote the utilization of resources in a sustainable and environmentally friendly way, improve its position, make new types of resources available, and create a more rapidly developing economy (de Oliveira and his colleagues, 2024; Yuriev and his colleagues 2020). Nowadays, the Turkish government has put in place rules that discourage or give incentives to industries to minimize their effects on the environment or use environmentally friendly technologies. The private sector has yet to embrace these initiatives, and most companies have adopted environmentally friendly resource management practices whereby renewable energy use is managed, water is improved, and raw materials are sustainable (Jabeen and his colleagues 2023).

In the current marketplace, customers are more conscious of environmental issues and recognize products that align with their responsibilities for sustainability. Businesses also responded with green marketing strategies to increase their environmental credibility and attract eco-consumer customers. However, as more and more such strategies are being adopted, there is a gap in the exploration of the efficiency of a variety of green marketing practices, for example, the promotion of recycled products, implementation of eco-friendly energy practices, the use of green packaging, and the utilization of sustainable resources.

In this specific position, there is an vital necessity to systematically assess the individual and comparative impacts of these green marketing strategies on green purchase

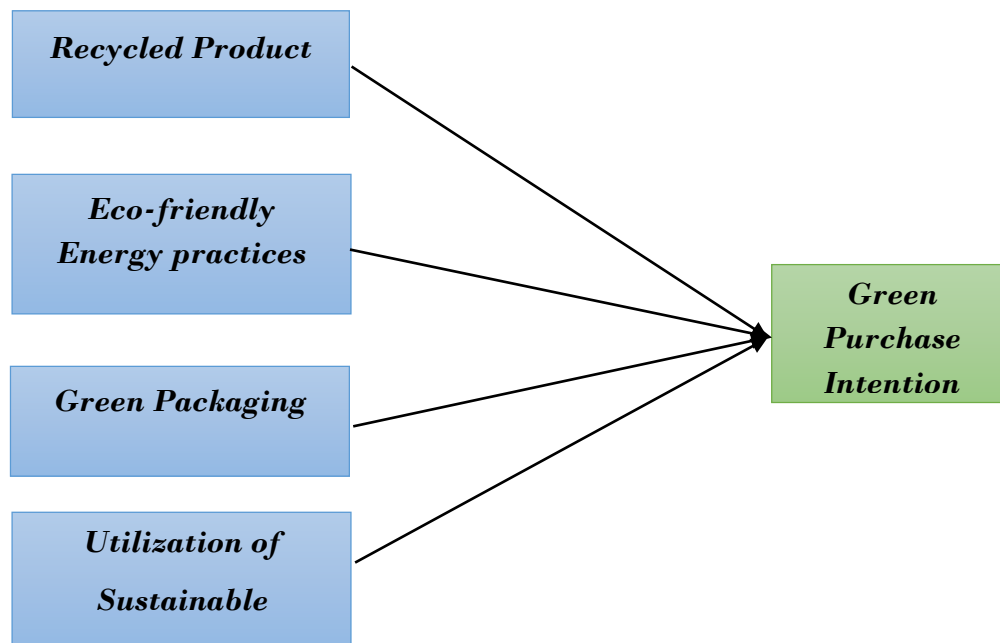
intention. Understanding which strategy most effectively drives consumer behavior can provide businesses with actionable insights to enhance their marketing efforts and contribute to sustainable consumption practices in Turkey. Therefore, this study aims to fill the gap in existing research by systematically analyzing the influence of recycled products, eco-friendly energy practices, green packaging, and sustainable resource utilization on green purchase intention and identifying the most impactful strategy among them. So, the questions of the research are

- *How do green marketing strategies (recycled products, eco-friendly energy practices, green packaging, and the utilization of sustainable resources) influence green purchase intention?*
- *Which green marketing strategy has the most significant impact on the green purchase intention?*

## **1.2. The Research Model and the Hypotheses**

The literature review recognized a research framework to observe the associations between the dependent variable (green purchase intention) and the independent variables (recycled products, eco-friendly energy practices, green packaging, and the utilization of sustainable resources).

**Figure 1: Conceptual Framework**



The study hypothesizes the following relationships:

H1: Recycled product has a positive impact on green purchase intention.

H2: Eco-friendly energy practices have a positive impact on green purchase intention.

H3: Green Packaging has positive impact on green purchase intention.

H4: Utilization of Sustainable Resources has a positive impact on green purchase intention.

### **1.3. The Importance of the Study**

This study is significant as it reports a critical gap in the existing literature by focusing on the Turkish market, where research on green marketing strategies and their impact on customer behavior remains limited. Additionally, trades in Turkey have to adapt to ever-changing consumer preferences where the consumer starts to have a preference for sustainability; hence, this environmental concern becomes tremendously crucial. Marketers, representatives, and industries can gain insight into how it can enlarge green purchase intentions. The study also has the potential to impact the development of sustainable business applies and environmental stewardship and to contribute to the global discussion of green marketing through a contextual analysis of green marketing in an emerging economy such as Turkey. For such motive, this research is dominant in building knowledge in academic space and the real-world application of sustainable consumer behavior.

## **2. LITERATURE REVIEW**

This chapter reviews the existing literature on green marketing strategies and their influence on consumer behavior, providing a foundation for the study's analysis of the Turkish market. The literature on green marketing strategies has evolved significantly, reflecting the growing global emphasis on sustainability. Green marketing strategies, including using recycled products, eco-friendly energy practices, green packaging, and sustainable resource utilization, have been increasingly recognized for their potential to influence consumer behavior. Studies have shown that these strategies can positively affect consumers' green purchase intentions by aligning with their environmental values and concerns. In Turkey, where environmental awareness is gradually increasing, understanding the impact of these strategies is crucial for businesses aiming to cater to eco-conscious consumers.

### **2.1. Theoretical Background**

The Theory of Planned Behavior (T.P.B), developed by Ajzen (1991), provides a solid foundation for explaining how individuals' intentions, attitudes, and perceived control over their behavior influence their actions. TPB supports this study by enhancing the understanding of how green marketing methods affect green purchase intentions, particularly in the plastic industry. Rendering to TPB, attitude toward the behavior, subjective norms, and perceived behavioral control are the primary predictors of behavioral intention. Green marketing strategies—such as eco-friendly product labeling, sustainable advertising, and green product features—can shape consumers' attitudes toward green foods by emphasizing their environmental benefits (Peattie, 2010). Consumers are more likely to purchase green products when they view them positively and believe their purchase contributes to environmental sustainability.

The subjective norm element of TPB refers to how social compressions affect consumers' behavior, which can be transformed by green marketing methods. For example, if consumers believe that their peers or society appreciate ecologically

responsible conduct, they are more likely to buy eco-friendly products. In the plastic sector, green marketing methods that emphasize environmental concerns and corporate sustainability may establish a consumer preference for sustainable products. This is consistent with research that shows that consumers are more inclined to adopt green habits when they believe that others, such as family, friends, or the larger community, support such acts (Liu, 2015; Bamberg and Möser, 2007).

Finally, perceived behavioral control, or an individual's view of their ability to undertake an activity, is a critical factor in predicting green purchasing intention. In this study, consumers' intentions are influenced by the perceived availability and affordability of green products, as promoted by green marketing tactics. Consumers are more likely to engage in sustainable consumption behavior if they perceive eco-friendly products are easily accessible, affordable, and available (Jaiswal & Kant, 2018). For example, companies in the plastic industry that provide clear information about their goods' environmental benefits and make it easy for consumers to obtain them can minimize perceived obstacles and raise green purchasing intention.

## **2.2. Recycled Product and Green Purchase Intention**

The material used and processed before is used to make recycled products, as a result of which pure resources are not consumed (Batoool and his colleagues (2023; Chunhua and his colleagues 2023; Ikram, 2022). Many recyclable items are made of metal, paper, plastic, glass, and textiles. These materials could be recycled by collecting, sorting, cleaning, and reprocessing to make new products (Ahmad and his colleagues, 2020; Mamun and his colleagues, 2022; Hein, 2022; Canlas and Karpudewan, 2022). Demirbaş (2023) investigated Turkish consumers' involvement in recycled products and their effect on green purchase intention. The moderating effects of gender, age, marital status, education, profession, and family line on their green purchase intention are also studied. The study's outcomes showed that the use of recycled products in Turkey has a positive impact on green purchase intention.

Dobbelstein and Lochner (2023) study the variables that decide a person's desire to buy recycled products using South Africa and Germany as case studies. South Africans demonstrated a stronger intention. Attitude/environmental concern was the most important when Germany was compared to other variables; value and accessibility came in second and third, respectively. Buying mobile phones was something that people were generally less likely to do than buying T-shirts or toilet paper. On the other hand, South Africans tend to choose recycled t-shirts with ecologically advantageous features much more often than Germans.

According to Jaheer Mukhtar and his colleagues (2024), the research examined the desire to make environmentally friendly purchases based on various variables, including product attributes, personal preferences, promotional efforts, social influences, and environmental concerns. The study included a sample size of 420 individuals, surveyed using both online and offline approaches. The SEM study demonstrated that all five criteria influenced green purchase intention. Promotional elements significantly influenced the willingness to make green purchases, although product-related variables did not. The results shed light on the fashion industry's negative influence on the environment while investigating the possibilities of green purchase intention as a more ecologically responsible option.

According to Queiroz and his colleagues (2021), the circular economy is changing conventional company operations and customer attitudes toward green purchase intentions in Brazil. Despite increased PET packaging recycling, the demand for recycled PET packaging exceeded its supply. According to a survey with 422 participants, poor quality and sustainability concepts harm green purchasers' intentions to make environmentally responsible purchases. Recycled products positively affected green purchase intentions. Research showed that customers' attitudes toward recycled products favorably impact their intentions to make ecologically responsible purchases.

Dwikesumasari and his colleagues (2021) demonstrated that the growing number of individuals concerned about the environment has resulted in a greater focus on trash management, notably among upcycling and recycling communities. Adopting sustainable techniques is an efficient way to optimize clothing usage. It is critical to understand the actions and goals of customers in these areas. However, the "attitude-behavior" divide

might impede progress in recycling and upcycling. The study used motivation theory and partial least squares structural equation modelling to assess the green consumer market, filling a research gap. The research revealed characteristics influencing attitudes and intentions to make environmentally responsible purchases, allowing for the adoption of targeted measures.

According to Ding and his colleagues (2022), the research aimed to determine how much Chinese buyers value construction and demolition waste recycled products (CDWRPs) in their green purchase intentions. A study of project owners, designers, builders, recyclers, and government officials found a strong correlation between a product's perceived worth and its environmental, social, and economic ramifications. The results helped authorities design ways to encourage stakeholders to adopt CDWRPs, resulting in higher recycling rates in China. The effect of factors on consumers' intention to purchase green beauty product brands was analyzed by Bevan Dye and his colleagues (2025).

However, no exploration has been done on garnering consumer green beauty product purchases. Then, 450 South African consumers were studied through a structural equation modelling study to discover which factors influenced consumers' intention to purchase green beauty products. The result showed that perceived environmental knowledge, recycled products, ethical beliefs, attitudes, socio-altruistic values, and subjective norms explained about 76% of the variance in consumers' purchase intentions of green beauty brands. The study provided marketers entering the green product market with an important insight into the study and served as a research tool for further study.

Singh and Kunja (2023) studied the impact of recycled products on GPI and particularly focused on non-luxury firms. SPSS Process Macro was used to conduct mediation research on 333 Indian customers. Based on the outcomes, brand trust and commitment are identified as sequential mediators between recycled products and green purchase intention. The research, which adds to the current literature on recycled products, is based on reasoned action, trust obligation theory, and marketing. The study provided valuable information for marketers looking to acquire the confidence and loyalty of customers in today's extremely competitive business. Firdaus and Ramli (2025) examined

the influence of brand image, recycled products, and environmental consciousness on green purchase intention for Adidas shoes among 155 Indonesian youth aged 18 to 30.

Data was collected through the survey, and an algorithm that examined the survey data in unison was used: Partial Least Squares SEM. The outcomes also found that brand image positively impacted green purchase intention, and recycled products and environmental awareness are also positively related to green purchase intention. The investigation exposed some factors persuading customers' consumption decisions of Adidas shoes. Additionally, Sriayudha and his colleagues (2022) examined the influence of environmental education and recycled products on green purchase intention. Quantitative research with a sample size of 200 was conducted in Jambi Province. Results indicated that customer knowledge affected satisfaction and some specific and general green purchase intentions. Similarly, the effect of recycled products on the items of green purchase intention was also significant. The outcomes provided to academics, consumers, society, MSME players, and the government aided them in acting as strategic policymakers. The study's findings were significant for scholars, the government, MSME players, the citizenry, and consumers. Ji and his colleagues (2025) focused on the role of recycled products in green intention to purchase regarding health, ethical self-identity, and environmental ideology. Data from Chinese tourists were collected from an online survey and tested with a mediating effect through Smart PLS SEM analysis. The result showed how an indirect effect of recycled products has a green purchase intention through the effect on ethical self-identity and environmental consciousness. This research was the first study that identified the connection between recycled products and tourists' green purchasing behavior and an important framework for how recycled products influence tourists' green purchasing behavior. The outcomes can be used as a excuse to speak for the whole expansion by the tourism backers.

### **2.3. Eco-friendly Energy Practices and Green Purchase Intention**

Eco-friendly energy practices refer to various methods and actions aimed at lessening energy use and employing renewable sources of energy to ensure zero environmental impact (Moghaddam and his colleagues, 2020; Liu and Wu, 2020; Bhutto

and Soomro, 2022). They involve embracing energy conservation methods like solar energy, wind, hydropower, and energy conservation technology (Ainul, 2023). Such applies include dropping waste, saving money, and advancing towards a sustainable energy future (Alhamad, 2023). Zidehsaraei and his colleagues (2024) analyzed factors affecting Iranian customers' green purchase intention to pursue environmentally friendly purchases. Iranian households' perceived importance (P.I) towards green purchase intention was studied from the perspective of the norm activation model and the theory of planned behavior. The study examined the aspects of attitude, social norms, perceived behavioral control, awareness of consequences, personal norms, and eco-friendly energy practices. The research findings reveal that A.O.C (Attitude towards the Cause), S.N (Subjective Norms), and EFEP (Environmentally Friendly Ethical Practices) will have significant effects on personal norms. In addition, the Iranian intention to make green purchases is significantly affected by A.T.T, S.N, A.O.C, and E.F.E.P. Furthermore, the study shed light on fresh pro-environmental factors driving green purchase intention.

Elangovan and his colleagues (2024) investigated the issues disturbing the buying intention of energy in real terms by applying the Technology Acceptance Model (T.A.M) to the Indian context. It then investigated the effects of perceived ease of use, eco-friendly energy practices, functionality, cost, and environmental values on green purchase intentions. This study showed that the intention to buy energy-efficient appliances is correlated with perceived ease of use, eco-friendly energy practices, functional value, cost, and environmental concern. Consequently, implications of this eco-friendly buying behavior include reducing carbon emissions, conserving natural resources, and, in general, environmental sustainability. Clark and Doll (2024) stated that renewable energy sources and smart devices are alternatives to fossil fuels. The perception of customers toward remote control of energy use (RCEU) programs requires better understanding. The data from 692 participants demonstrated that purchase intentions alongside RCEU depend on environmental viewpoints and self-identity, personal practices regarding eco-friendliness, social beliefs, and perceived self-control. The study generates implications that affect providers of energy services as well as practitioners and consumers, along with their interest in environmental matters. Investigations into customer attitudes about RCEU help complete research in green energy psychology.

Kumari (2024) studied how green marketing affects Indian consumers' intentions to buy green products based on cultural and ethical factors as well as gender and educational backgrounds, regional differences, and sustainable energy practices. The research discovered that price plays an essential role in consumer decisions and that young people exhibit more environmentally conscious behavior when buying green products. The research demonstrated that green marketing strategies align perfectly with eco-friendly energy approaches. Although the success of green marketing methods depends on the target market's demographics, the research revealed that Indian consumers react well to them. According to the study, customer behavior in green marketing necessitates a more thorough examination, which offers crucial advertising advice to companies selling eco-friendly goods in India.

Karulkar and his colleagues (2024) considered environmental liability a key requirement in the current world, where trades and customers play a vital role in controlling nature's resources to minimize their environmental impact and reduce financial costs. They looked at eco-friendly energy practices and their effect on green purchasing intent, and they discussed practices indicating green decisions and green living. The study used an appropriate purposive, convenient sampling technique to select the influential eco-friendly energy practices that affect green purchase intention. It helped enlighten consumer behavior and the factors influencing the purchase decision. Prakash and his colleagues (2024) investigated green consumers' purchase intentions for eco-friendly cosmetic products and zero-waste buying behavior. The study focused on people using cosmetic products and following zero-waste beauty influencers on social media. The results indicate that eco-friendly packaging, pro-environmental beliefs, and prosocial interaction positively influence consumers' altruistic incentive and purchase intention. These factors combined led to the purchase of zero-waste cosmetic products. The results helped policy-makers and brand executives appreciate why these goods are bought so that ecological impact can be reduced in some cases. The theory of planned behavior was also contributed to in the study.

The impact of environmentally friendly actions on the intention to make green purchases was investigated by Chanda and his associates in 2023. Purposive sampling and a quantitative study design were employed to gather information from 386 individuals.

Nonetheless, it was discovered that the desire to make a green purchase is favorably influenced by attitude, subjective standards, performance expectancy, environmental knowledge, and environmental sensitivity. However, willingness to pay and perceived behavioral control had little effect. In highly crowded, filthy developing nations like Bangladesh, the study has provided politicians and environmentally conscientious individuals with both academic knowledge and useful advice. De Silva and his associates (2022) investigated how green marketing tactics affected consumers' intentions to make green purchases. Survey of 956 consumers in the UK and China found that recycled products and eco-friendly practices have positively influenced green purchase intention. At the same time, individualistic value orientation, emphasizing self-interest, has a negative relationship. The findings contributed to understanding consumer behavior towards green purchase intention and contributed to green consumption research and practice.

George and Silva (2022) claim that pollution and deforestation have led to the rise in popularity of eco-products in Sri Lanka. In order to determine the characteristics that facilitate an employee's awareness and green buying intention of eco-friendly products, 380 survey respondents in total were chosen for the study. The sample was statistically described and created, and statistical analysis clarified the sample's makeup. Using multivariate analysis, it was discovered that eco-friendly energy methods, environmental concern, and general awareness all influence purchasing intention. Young consumers were shown to be the most influential element for environmental concern, suggesting that this aspect should be taken into consideration while promoting eco-friendly products. According to the study, purchasing intention would be influenced by eco-labels on these eco-products with appropriate price ranges, which could contribute to environmental improvement.

Besides, Farradia and his colleagues (2021) studied the effect of a green marketing mix on the green purchase intentions of people who use environmentally friendly products (e.g., stainless steel straws). Therefore, 112 SME employees in Surakarta City were used as a case study. Data analysis was based on questionnaires, traditional assumption testing, model accuracy tests, multiple regression tests, and t-tests. The results indicated that green practices, products, prices, and ads greatly influence 'green purchase intention.'

## **2.4. Green Packaging and Green Purchase Intention**

Green packaging, also known as sustainable or eco-friendly packaging, refers to packaging designs that utilize materials and manufacturing processes to reduce energy consumption and minimize environmental impact (Kaur and his colleagues, 2022; Larranaga and Valor, 2022; Ghali-zinoubi, 2022; Saut and Saing, 2021). It focuses on using renewable resources, reducing waste, and ensuring the packaging is biodegradable or recyclable (Susanty and his colleagues (2021). Magfiroh and Vania (2024) investigated the relationship between green trust on the customer side of Generation Z in Malang City and how green packaging and marketing act on the customer side of the generation to make purchases in a green way. The findings showed a favorable relationship between green trust and purchase intention and green marketing and packaging. The findings highlight the importance of green trust in encouraging eco-friendly practices and the mediating role it plays in green marketing and green purchasing intention. Tuwanku and his colleagues (2018) investigated the impact of age on young consumers' purchase intention or green packaging using the Theory of Planned Behavior (TPB). The study's findings, which involved 276 undergraduate students, showed a substantial relationship between green buy intention and attitude, personal norm, perceived behavioral control (PBC), and willingness to pay. Furthermore, the degree of environmental concern in the buying purpose also influenced the attitude. This demonstrated how crucial it is for companies operating in Indonesia, a developing market for eco-friendly goods, to take green packaging into account as a competitive strategy.

Duarte and his colleagues (2024) stated that environmental concerns drive corporate and consumer focus on sustainable packaging: perceived value, willingness to pay, environmental concern, attitude, and other factors related to consumer intent. Willingness to pay was the most dominant determinant factor of the survey data of indication. These findings should inspire green packaging strategies that stakeholders should integrate for green purchase intention and improvement in positive environmental impact. According to Kingston and Paulraj (2023), consumers' increasing awareness of environmental issues has led to a shift towards sustainable development, which has led to green packaging, a substitute for polymeric packaging. Analyzing consumers' perceived values, health

consciousness, and environmental concerns significantly impacted their purchase intentions for green products. For that purpose, 468 respondents were surveyed, and the data were analyzed through structural equation modelling to test the proposed model.

Wang (2022) investigated how green packaging affected consumers' intentions to make green purchases in O2O commerce. To get the data, 295 Chinese O2O consumers participated in an online poll. The findings showed that perceived value, perceived risk, and green satisfaction all have an indirect impact on customers' intentions to make green purchases, and that this effect is mediated by green packaging. These impacts were mitigated by green loyalty. Since previous research has focused primarily on the material, design, function, and applications of packaging, the aim of this study was to close the knowledge gap regarding the influence of product packaging on consumers' purchase intentions in the context of O2O commerce. Ariestya (2022) examined how Danone Aqua's innovative marketing and public relations initiative, including the green packaging of its Aqua LIFE products, was impacted by green packaging. A total of 347 people participated in the nonprobability survey. The findings showed that green packaging had a major impact on Aqua LIFE customers' pro-3R mindset and their inclination to buy environmentally friendly items. In Jakarta City, however, the impact of green packaging on purchase intention will be more effectively mediated by a pro-3R mindset.

The study by Mahmoud and his colleagues (2022) examined the effects of green packaging, environmental awareness, and the willingness to pay for green products on green purchase intention in the Ghanaian context. A survey of 218 respondents was conducted in a cross-sectional manner, revealing a positive relationship between environmental awareness and green purchase intentions. Nevertheless, green packaging had little impact on green purchase intentions. Positive green purchase intentions can also predict willingness to pay for green products. It came with the suggested recommendations for theoretical and managerial considerations. Similarly, Majeed and his colleagues (2022) investigated the role of green marketing on customers' intentions to purchase environmentally friendly products. It therefore looked at eco-labeling, packaging, branding, and pricing factors. The research found that green marketing methods are highly significant in influencing customers' intention toward making environmentally friendly purchases based on 450 survey responses. Furthermore, the

study also discovered that the green brand image and customer environmental attitudes moderated this relationship. The study findings confirmed the positive role of green marketing and stressed green brand image and customer attitudes toward the environment. Research suggests that a company should develop eco-friendly packaging and rely more on environmental features for branding. The findings gave businesses and governments valuable information that could improve consumers' intention to purchase green products.

Kusumawati and Tiarawati (2022) investigated the impact of perceived green risk and green packaging on purchase intentions for Avoskin skincare products. The study employed a multiple linear regression model to see if a poor impression of green risk affected the desire to buy Avoskin skincare products. However, green packaging had a favorable correlation with intention. These findings have led Indonesian businesses to incorporate green aspects into marketing tactics targeted at raising buy intentions among new customers. Furthermore, the research findings contributed to a better understanding of environmental impact and green practices. Bol and colleagues (2021) investigated the association between self-image alignment, customer green knowledge, attitude, and purchase intention for green packaging items. These interactions were assessed using a structural equation modeling approach. Among the respondents were 403 people: 392 had valid responses, 199 had Western cultural backgrounds, and 193 had Asian cultural backgrounds. The findings talked about the need for the preservation of the environment in today's social arrangement and the effect of bundling on item acquisition choices.

Rahadian and his colleagues (2020) analyzed green packaging regarding green purchase intention. It showed that the purchase intention and the growth of other sectors that demand packaging are strongly impacted by customer advocacy, using 109 samples with Slovin's method. As suggested by the study, green packaging was found to support environmentally friendly behaviors in food and beverage and logistics activities. Green packaging appears to be a good business from the development and growth of the logistics business. Suki (2016) examined the effects of green brand positioning, consumer attitudes toward green brands, and green packaging on green product purchase intention—a questionnaire collected data from 300 holders of the green lifestyle and green product purchasing experience. The dataset was analyzed using the PLS approach. The findings revealed that green packaging is the most important factor influencing green product

purchase intention and driving customers' green knowledge and interest in environmental protection. However, green packaging had no influence on the relationship between the brand's green positioning and green product purchase intention. Because the subject makes it impossible to research bodies, the study shed light on the subject.

Zakersalehi (2016) explored consumers' attitudes and purchasing intentions towards green-packaged foods in Malaysia, a new concept. The purpose of the research was to explore how it can be improved for green products, what sort of packaging is necessary, and how to entice consumers. A survey of 134 questionnaires posed in the Klang Valley found that green food providers can shape their marketing strategy based on the consumers' positive attitudes and demographics. It was the first in Malaysia to explain consumers' attitudes towards it to understand. Fadhillah (2022) investigated the impact of eco-friendly packaging and eco-labels on consumers' intentions to purchase green items, with an emphasis on products from The Body Shop. The study comprised 103 respondents over the age of 18 who had made one or more purchases from The Body Shop. More specifically, results demonstrated that green packaging and eco-labels significantly affect purchases, ranging from the intention to buy green. Based on the t-test statistics, the proposed hypothesis was supported.

## **2.5. Utilizing Sustainable Resource and Green Purchase Intention**

Sustainable resources refer to utilizing natural resources so that they can be replenished at the same rate or even faster than they are consumed. This approach aims to preserve the environment from pollutants, minimize pollution, and ensure the health of ecosystems and human populations in present and future generations (Klabi and Binzafrah, 2022). The study focuses on practices that maintain a harmony between economic growth and ecological health, which does not sacrifice the well-being of future generations when they use resources (Dana, 2023). According to M. Ali and his colleagues (2023), the study explored comprehending the influence of social media in designing these behaviors and eco-labeling, eco-branding, social norms, or green purchase intentions. A cross-sectional questionnaire was used to investigate social sciences, engineering, and

biosciences students. The outcomes indicated that social media significantly impacts youth behavior toward greener consumption by enhancing their intention of a sustainable environment and reducing carbon emissions. The trend was towards global environmental protection and sustainability. However, some findings of the TPB were not conclusive or controversial enough. The study explored the relationship between value components, beliefs, norms, utilizing sustainable resources, and green purchase intention to visit green hotels. Data were collected through an online survey, and 373 were found to be valid. It was found that explicit environmental attitudes are positively affected by biospheric and collectivistic and intrinsic ecological attitudes by altruistic value. Positive effects on personal norms and green purchase intentions are shown by social norms and sustainable resources and by implicit environmental attitudes on personal norms and intentions. The study offered a different view of green hotel selection for consumers, revealing that it benefits green hotel managers and other stakeholders in the hospitality industry.

According to Simanjuntak and his colleagues (2023), environmental knowledge, word of mouth (WOM), and sustainable resources were selected to examine the effect on environmental care attitudes and intent to green products. Results indicated that environmental knowledge has a remarkably significant effect on attitudes towards green products. In contrast, the positive effects of green marketing, sustainable resources, and environmental concerns on the intention to buy green products were also depicted. Nevertheless, WOM did not influence attitude or intention. Consequently, Sharma and his colleagues (2023) looked at the factors influencing consumers' green purchase intention and behavior while reviewing 151 empirical studies published from 2000 to 2021. The research focused on the factors that influence environmental damage to deliver a strategic insight for marketing regarding the better marketing of green products. The study showed the role of green products in a growing positive reaction to purchase and their need for sustainable practices.

The study by Gong and his colleagues (2023) explored the effects of sustainable marketing and resources on customer engagement and sustainable purchase intention in the Chinese electric vehicle market. The study used a self-administered questionnaire distributed to 393 electric vehicle purchasers and potential purchasers. Sustainable marketing has been proven to improve brand image and, as a result, customer engagement.

In turn, customer engagement was a valuable tool for long-term purchase intention and further increased the appeal of sustainable purchasing intentions. Corporate image and customer engagement Relationships moderated by corporate social responsibility (CSR) can help sustainably protect consumers' intentions to make sustainable purchases. In addition, CSR enhances the relationship between brand image and sustainable purchasing intention. High levels of sustainable resources have a tremendous positive impact on sustainable intentions to purchase. It stated that the electric vehicle sector in China needed sustainable marketing initiatives as an essential antecedent for organizational outcomes.

Kumar and his colleagues (2023) studied consumer behavior regarding environmentally friendly products by applying Ajzen's Theory of Planned Behavior. It explored the concept of ethical obligation, sustainable resources, and green self-identity as important and determining factors of environmentally conscious purchase behavior. For this, 386 responses were derived from consumers in northern India. Findings indicated that attitudes toward environmentally friendly products, perceived behavioral control, sustainable resources, and green self-identity significantly determined green purchase intentions. The effect of ethical obligation on green purchase intentions was mediated by attitude and moderated by green identity. The study has added something to the existing literature, showing how green self-identity and moral responsibility lead to green purchase intentions.

The research by Kim and Lee (2023) examined the relationship between environmental awareness and sustainable resource utilization in determining eco-friendly product purchasing intentions. This research examined both the accessibility of purchasing these items and the reliability factor behind eco-labels to identify why consumers might delay buying such products. Research based on 220 Korean eco-friendly consumers demonstrated that environmental interest failed to create measurable effects on purchasing intentions. The three factors of environmental knowledge, sustainable resource use, and consumer effectiveness perceptions are significant determinants of green purchase intention. Eco-friendly purchasing intentions held a key position in determining purchasing actions. According to the research, purchase intention evolved toward better purchasing behavior because of easy purchase methods and credible eco-labels. The study identified key elements affecting consumer environmental purchasing

activities while providing actionable recommendations to boost green consumer action. According to Zaheer (2023), green branding functions as a marketing tool that highlights the environmental benefits of brands to boost earnings and improve reputation, mainly within developing nations. Many enterprises are discovering how green branding shapes customer buying decisions, while Toyota has served as a notable example. The research studied how Pakistani consumers view Green Brand Positioning (GBP) along with Attitude towards Green Brands (ATGB), Environmental Concern (EC), and Green Purchase Intention (GPI) through the influencing factors of Green Brand Knowledge (GBK) and sustainable resource utilization. The research findings demonstrated that brand awareness about green products enhances GBP and USR, and EC effects on GPI and GBK facilitate the GBP-GPI relationship. Business managers and proprietors relied on this research to understand how green branding develops brand images during an environmentally conscious period.

In addition, Tao and Lin (2022) researched how corporate social responsibility (CSR) affects green purchase intention (GPI) within the green building industries of Taiwan. The CSR's influence on GPI was measured using Carroll's CSR model, the Theory of Planned Behavior (TPB), and cognitive consistency theory (CCT). Furthermore, it investigated the link between CSR, GWOM, GA, GC, SR, and GT. A total of 600 customers of green building businesses in Taiwan were sampled. It was demonstrated that CSR positively influences GPI, GWOM, GA, GC, SR, and GT. GC and GT have significant relationships with GPI, while GWOM significantly impacts GPI. GT, GWOM, and GC mediate all of them, while GA does not significantly mediate the relationship between CSR and GPI.

Wijekoon and Sabri (2021) maintained that consumers' utilization patterns that are not feasible cause environmental deterioration that hinders sustainable development. Reviewing green purchase behavioral research, 108 studies from 2015 to 2021 were identified to reduce this impact and boost economic growth. The variables related to green purchase intention (GPI) were 212, and 135 determinants related to GPB were identified. This led to the development of strategies for eco-friendly purchasing and encouraging customers from policymakers and marketers, which helped the literature as they were able to create an effective marketing strategy.

Additionally, Sreen and his colleagues (2018) investigated how individual behavior and the use of sustainable resources influence green purchase intention using the Theory of Planned Behavior (TPB). Furthermore, green purchase intention was linked to the research understanding derived from cultural values and value orientation models. The study also examined the role of gender in this process. In TPB, the study found that collectivism was significantly related to attitudes, subjective norms, and the internal perceived behavioral control (PBC) of green purchase intention, but long-term orientation (LTO) was negligible. Green purchase intention was also significantly associated with utilizing sustainable resources. The research provided insights for practitioners and policymakers on increasing green product intention. However, the study concluded that awareness levels among individuals in India still need to improve, highlighting the need for further efforts to raise awareness.

### **3. METHODOLOGY**

This research analyzes the impact of green marketing strategies, including recycled products, eco-friendly energy practices, green packaging, and the utilization of sustainable resources, on green purchase intention in Turkey. The research design, sample population, sampling techniques, data collection procedure, and data analysis methods used in the study are described in the following sections.

#### **3.1. Research Design**

A quantitative method used in the research design for this study to examine how green marketing strategies affect Turkish consumers' intentions to make green purchases. Data on Turkish consumers' opinions of green marketing tactics and their propensity to buy eco-friendly goods gathered through a survey approach. Green marketing techniques (e.g., product packaging, eco-labeling, green advertising) and green buying intention (e.g., readiness to buy, attitude towards sustainability) covered in the survey's structured questionnaires, which are based on existing scales. To investigate the connection between green marketing tactics and customers' intentions to make green purchases, data evaluated using regression analysis and descriptive statistics (Maignan & Ferrell, 2004).

#### **3.2. Main Population**

The study's primary population is made up of workers in Turkey's plastics sector. These workers perform a variety of tasks in the management, operations, sales, and production divisions of plastic manufacturing businesses. To ensure a comprehensive understanding of how employees at various levels view and interact with eco-friendly activities, the study was focused on both blue-collar and white-collar workers. Workers in the plastics industry are a crucial group to study the connection between green marketing and sustainable consumer behavior because of the industry's high environmental impact and growing pressure to adopt sustainable practices (Hartmann & Apaolaza-Ibáñez, 2012).

### **3.3. Target Population**

The study's target demographic consists of workers in Istanbul, Turkey's plastics sector. These people, who range from white-collar employees in management, sales, and marketing positions to blue-collar laborers on the production floor, are directly involved in or impacted by the company's green marketing initiatives. Because Istanbul is a major business and industrial center in Turkey, the chosen staff members are representative of the industry's workforce and offer important insights into how green marketing strategies are viewed and applied in the sector. By concentrating on this group, the study intends to investigate how, in the context of the plastics sector, employees' exposure to sustainability programs and their use of eco-friendly products may affect their intentions and actions regarding green purchases (Özdemir & Aksoy, 2017).

### **3.4. Sample Size and Sampling Technique**

The study's sample size is 357 workers, selected from an estimated population of 5,000 individuals working in Istanbul, Turkey's plastics industry. With a tolerable degree of precision, the Yamane formula is used to determine the sample size, guaranteeing that it is statistically sufficient for the goals of the study. The study utilized a convenience sample strategy to collect data. This non-probability sampling approach is feasible considering the time and resource limitations since it enables the selection of participants depending on their accessibility and availability. Musa, Etikan, and Alkassim (2016). Furthermore, for our investigation, we anticipate a population of about 5,000 people. According to Krejcie and Morgan's (1970) sample size determination chart, a sample size of 357 is suitable for a population of this size. With a 95% confidence level and a 5% margin of error guaranteed by this selection, the sample is statistically representative of the entire population. The selection of 357 respondents is therefore warranted and consistent with Morgan's suggestions for solid and trustworthy quantitative research, Yamae, T. (1967).

$$n = \frac{N}{1 + N (e)^2}$$

**n = sample size**

**N = population size (5000)**

**e = margin of error (commonly 0.05 for 95% confidence level)**

### **3.5. Data Collection Tool**

The questionnaire was selected as the primary data collection instrument and was selected for its simplicity and effectiveness. It consisted of items measured on a five-point Likert scale, with values ranging from 1 (strongly disagree) to 5 (strongly agree). The reliability and validity of the questionnaire were guaranteed by its design, which was based on validated scales from prior research. Based on their prior work, (Munamba & Nuangjamnong, 2022) chose a five-item test to assess green purchase intention. The present study used the (Hen,2022) scale to determine recycled products. The current study used questions from (Chen & Chang, 2012; Ogunde and his colleagues 2018) to assess eco-friendly energy practices. The current study employed the items from (Pauer and his colleagues, 2019) to measure the green packaging Furthermore, the study used questions from (Ali and his colleagues, 2023; Sugandini and his colleagues, 2020) to assess utilization of sustainable resources.

**Table 1**  
**Measurement**

S/N	Variable	No of Items	Reference
1	Recycled Products	6 items	(Hein, 2022)
2	Eco-friendly Energy practices	5 items	Chen & Chang, 2012; Ogunde and his colleagues (2018)
3	Green Packaging	6 items	Pauer and his colleagues (2019)
4	Utilizing Sustainable Resources	5 items	Ali and his colleagues (2023)
5	Green Purchase Intention	7 Scales	Green Purchase Intention

### **3.6. Data Analysis**

The Statistical Package for the Social Sciences (SPSS) software was used to analyze the data that was gathered because of its dependability and efficiency in managing quantitative data. After coding and entering the data into SPSS, a comprehensive data cleaning procedure was carried out to ensure accuracy and consistency. Frequencies, means, and standard deviations are examples of descriptive statistics that were used to characterize the study's primary variables and demographic features. To evaluate the research hypotheses and investigate the correlations between variables, inferential statistical methods such as regression analysis, correlation analysis, and reliability testing (e.g., Cronbach's alpha) were used. Effective result interpretation and presentation were made possible via SPSS, which enhanced the study's overall validity.

## 4. DATA ANALYSIS

In this part of the study, the researcher presents the data analysis, statistical results, and interpretation. The Statistical Package for the Social Sciences (SPSS) was used for data analysis in this study in order to ensure a methodical assessment of the responses that were gathered. The objective was to investigate how green marketing tactics affected the intention of employees in Istanbul, Turkey's plastics industry, to make green purchases. Reliability testing (Cronbach's alpha) was used to examine the internal consistency of the survey instruments, normality testing was used to check data distribution, and descriptive statistics were used to summarize the demographic features of the respondents. Additionally, to investigate variations and connections among variables, inferential statistical methods like correlation analyses and independent samples t-tests were employed. The results could be meaningfully interpreted in accordance with the study's goals and theoretical framework thanks to this methodical analytical methodology.

### 4.1. Demographic Analysis

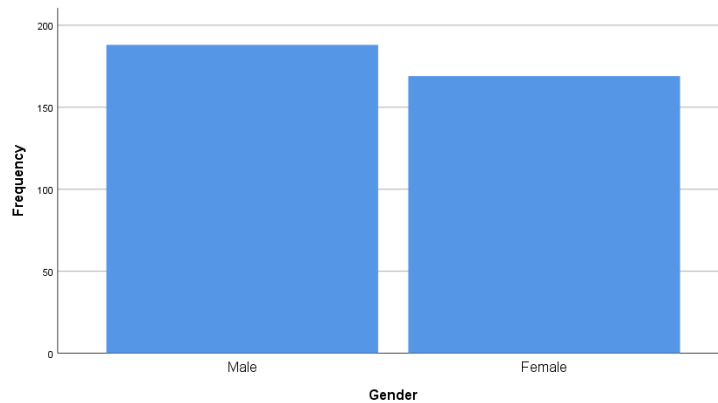
The following are the statistical results and interpretation of the demographics of the respondents in this study:

**Table 2**  
**Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	188	52.7	52.7	52.7
	Female	169	47.3	47.3	100.0
	Total	357	100.0	100.0	

The gender distribution of study participants is shown in Table 2. 188 (52.7%) and 169 (47.3%) of the 357 responders were men and women, respectively. With a slight majority of men participating, this suggests a well-balanced gender representation. The cumulative

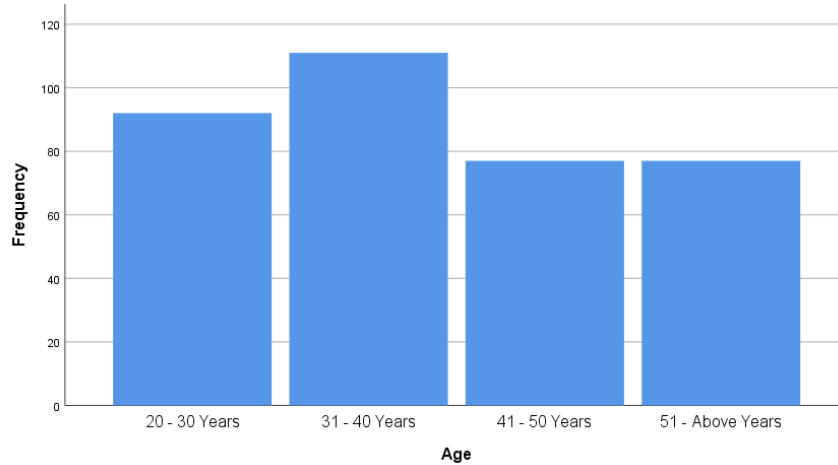
percent verifies that all of the replies in the entire sample are valid. Additionally, the corresponding gender distribution graph is provided below.



**Table 3**  
**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 30 Years	92	25.8	25.8	25.8
	31 - 40 Years	111	31.1	31.1	56.9
	41 - 50 Years	77	21.6	21.6	78.4
	51 - Above Years	77	21.6	21.6	100.0
	Total	357	100.0	100.0	

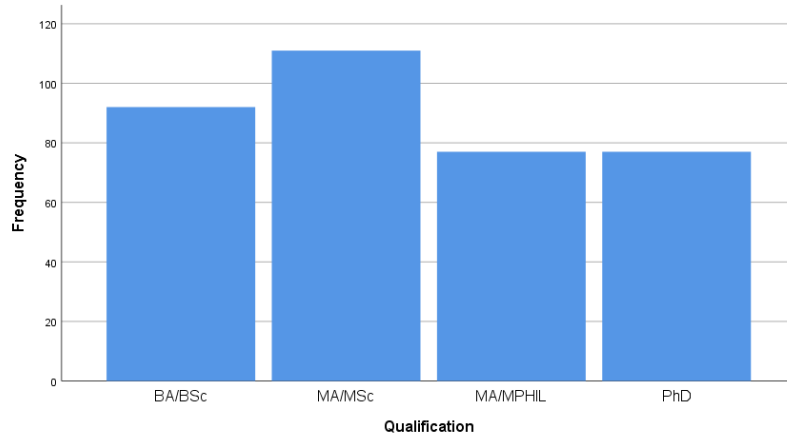
The respondents' age distribution is displayed in Table 3. With 31.1% of the sample, the largest age group was 31–40 years old, followed by 20–30 years old with 25.8%. The age categories of 41–50 years and 51+ years were equally represented, at 21.6% each. This suggests that while there is a small concentration in the younger and middle-aged age groups, the sample encompasses a wide variety of age groups. Furthermore, following graph is representing the age level of the respondents:



**Table 4**  
**Education Level**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BA/BSc	92	25.8	25.8	25.8
	MA/MSc	111	31.1	31.1	56.9
	MA/MPHIL	77	21.6	21.6	78.4
	PhD	77	21.6	21.6	100.0
	Total	357	100.0	100.0	

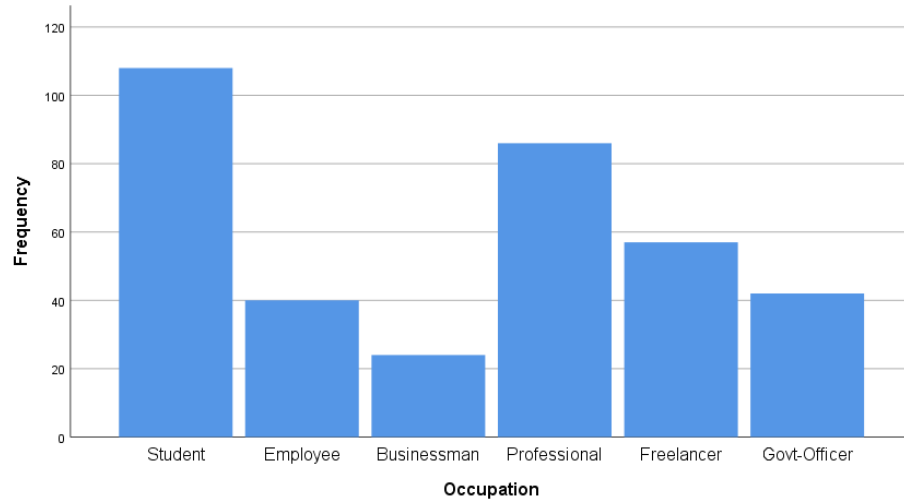
The respondents' educational backgrounds are shown in Table 4. With 31.1% of the sample having a Master's degree (MA/MSc), the majority are followed by those with a Bachelor's degree (25.8%). PhD holders make up 21.6% of the total, as do MA/MPhil holders. Given that a sizable percentage of the respondents hold postgraduate and doctoral degrees, this distribution indicates that the respondents are generally highly educated. The corresponding graph illustrating the respondents' educational qualifications is presented below.



**Table 5  
Occupation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	108	30.3	30.3	30.3
	Employee	40	11.2	11.2	41.5
	Businessman	24	6.7	6.7	48.2
	Professional	86	24.1	24.1	72.3
	Freelancer	57	16.0	16.0	88.2
	Govt-Officer	42	11.8	11.8	100.0
	Total	357	100.0	100.0	

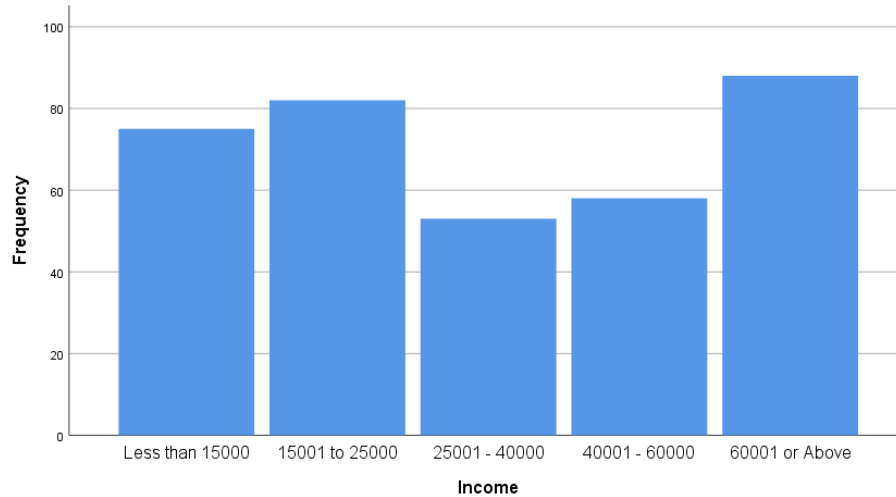
The respondents' occupational distribution is shown in Table 5. Students make up the largest category (30.3%), followed by professionals (24.1%) and independent contractors (16.0%). The smallest category is made up of businessmen (6.7%), followed by government officials (11.8%) and employees (11.2%). This suggests that the sample has a wide range of professional backgrounds, with a significant representation from the professional and academic domains. Additionally, the following graph illustrates the occupational distribution of the respondents:



**Table 6**  
**Income Level**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 15000	75	21.0	21.1	21.1
	15001 to 25000	83	23.0	23.0	44.1
	25001 - 40000	53	14.8	14.9	59.0
	40001 - 60000	58	16.2	16.3	75.3
	60001 or Above	88	24.6	24.7	100.0
Total		356	99.7	100.0	
Total		357	100.0		

The respondents' monthly income distribution is displayed in Table 6. Twenty-seven percent earn 60,001 or more, while 23.0% earn between 15,001 and 25,000. The remaining respondents are in the mid-income range of 25,001–40,000 (14.9%) and 40,001–60,000 (16.3%), with about 21.1% earning less than 15,000. Although there is a wide variety of salaries represented in this distribution, a sizable share earns higher salaries. Furthermore, the graph illustrating the respondents' income levels is presented below.



## 4.2. Factor Analysis

**Table 7: Reliability (Factor Analysis)**

Table 7 displays the statistical results for all five constructs: According to the factor analysis findings, recycled products, eco-friendly energy practices, green packaging, the use of sustainable resources, and green purchase intention all have acceptable levels of convergent validity and excellent internal consistency. With a few exceptions, one under Utilization of Sustainable Resources (loading = 0.605) and one under Green Purchase Intention (loading = 0.548), the majority of items have high factor loadings (above 0.70), which may reduce the constructs' measurement reliability and should be revised or removed. Adequate convergent validity is confirmed by the fact that each construct's Cronbach's Alpha (CA) and Composite Reliability (CR) values are above the 0.70 cutoff, and all of the Average Variance Extracted (AVE) values are above 0.50. With high-performing indicators and solid evidence for the validity and reliability of the constructs, the measurement model is strong overall.

Constructs	Items	Factor Analysis	CA	CR	(AVE)
<b>Recycled Product</b>	(1) I am positive towards buying recycled product.	0.747	0.842	0.893	0.618
	(2) I have the intention of buying recycled products.	0.780			
	(3) I feel guilty when I do not buy recycled products.	0.825			
	(4) I feel morally obliged to buy recycled products, regardless of what others do.	0.875			
	(5) If I would buy a new product, I would feel morally obliged to buy the recycled version of the product.	0.883			
<b>Eco-friendly Energy practices</b>	(1) I prefer to buy from companies that use renewable energy sources.	0.900	0.828	0.886	0.608

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	(2) I support businesses that implement energy-saving practices.	0.810			
	(3) I am concerned about the energy practices of the companies I purchase from.	0.927			
	(4) I believe that using eco-friendly energy practices makes a company more reliable.	0.771			
	(5) I recommend those companies' products that use renewable energy sources.	0.910			
<b>Green Packaging</b>	(1) Green package adds value to a product.	0.887	0.972	0.979	0.849
	(2) I would definitely intend to buy green packed consumer products.	0.908			
	(3) Green package helps products' quality to look better.	0.925			
	(4) I definitely expect to buy green packed consumer products.	0.949			
	(5) I will recommend my family and friends to buy green packed consumer products.	0.944			
	(6) I would absolutely plan to buy green packed consumer products.	0.953			
<b>Utilization of Sustainable Resources</b>	(1) I prefer to buy products from companies that use sustainable resources.	0.884	0.7143	0.8173	0.5593
	(2) I am willing to pay more for products made from sustainable materials.	0.621			
	(3) I believe products made from sustainable environment are of high quality.	0.743			
	(4) I support brands that are committed to using sustainable resources.	0.815			
	(5) I am more likely to trust companies that use sustainable resources.	0.605			
<b>Green Purchase Intention</b>	(1) I intend to purchase green products in the near future.	0.868	0.902	0.930	0.668
	(2) In the future, I will spend more time looking for ecologically friendly alternatives to what I usually buy.	0.886			
	(3) I am committed to purchasing green products in my daily life.	0.889			
	(4) I will spend time browsing the company website to learn more about eco-friendly options	0.548			
	(5) I am willing to purchase green products for ecological reasons.	0.842			

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### 4.3. Normality Analysis

A normality test determines if the data has a normal distribution, which is a necessary assumption in many parametric statistical analyses. It assists researchers in determining whether to use parametric or nonparametric tests for hypothesis testing. The normal distribution ensures the validity of results in tests such as t-tests, ANOVA, and regression analysis. As a result, checking normality is critical for selecting appropriate analytical methods and ensuring the accuracy of conclusions.

**Table 8**  
**Tests of Normality**

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Recycled Products	.845	357	.783	.981	357	.665
Eco-Friendly Energy-Practice	.839	357	.872	.987	357	.691
Green Packaging	.841	357	.698	.992	357	.676
Utilizing sustainable resources	.837	357	.679	.984	357	.784

a. Lilliefors Significance Correction

Table 8 shows the results of the Kolmogorov-Smirnov and Shapiro-Wilk normality tests for four variables: recycled products, environmentally friendly energy practices, green packaging, and the use of sustainable resources. In both tests, the significance (Sig.) values for all variables are considerably above the 0.05 level, showing that their distributions do not depart significantly from normality. The Shapiro-Wilk p-values range from .665 to .784, and the Kolmogorov-Smirnov p-values exceed .05 for all items. As a result, the assumption of normality is met for all four variables, indicating that parametric statistical tests can be utilized appropriately for further investigation.

#### **4.4. Regression Analysis**

Regression analysis is essential for understanding the relationships between dependent and independent variables, as it enables researchers to anticipate outcomes and discover trends. It aids in quantifying the degree and type of these correlations, making it a valuable resource in subjects such as economics, social sciences, and business research. Regression analysis facilitates decision-making and policy formation by evaluating how changes in predictors affect the outcome (Field, 2013). Furthermore, it is useful for hypothesis testing and validating theoretical models.

**Table 9**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927 <sup>a</sup>	.860	.858	.26034

a. Predictors: (Constant), Utilizing sustainable resources, Recycled product, Green packaging, Eco-friendly Eng-Practices

Table 9 displays the model summary for the regression analysis. The R value of 0.927 suggests a significant positive correlation between the predictors and the dependent variable. The R-square value of 0.860 indicates that the predictors explain roughly 86% of the variance in the dependent variable (using sustainable resources, recycled products, green packaging, and eco-friendly engineering practices). The adjusted R-square of 0.858 takes into consideration the number of predictors and is extremely close to the R-square value, indicating an excellent fit. The standard error of the estimate is 0.26034, which is the average difference between the observed and anticipated values.

**Table 10**  
**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146.326	4	36.581	539.736	.000 <sup>b</sup>
	Residual	23.857	352	.068		
	Total	170.183	356			

a. Dependent Variable: Green purchase intention

b. Predictors: (Constant), Utilizing sustainable resources, Recycled product, Green packaging, Eco-friendly Eng-Practices

Table 10 shows the ANOVA test results for the regression model. The F-statistic of 539.736 with a significance value (Sig.) of 0.000 indicates that the overall regression model is statistically significant, implying that the predictors (using sustainable resources, recycled products, green packaging, and eco-friendly energy practices) have a significant effect on the dependent variable, green purchase intention. The regression total of squares (146.326) is much bigger than the residual sum of squares (23.857), indicating the model's validity. This shows that the model accounts for a significant portion of the variance in green purchase intention.

**Table 11**  
**Regression Coefficient**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	.519	.119		4.342	.000
Recycled Products	.282	.078	.206	3.637	.000
Eco-friendly Eng. Practices	.619	.061	.958	10.099	.000
Green packaging	.051	.071	.036	.719	.000
Utilizing sustainable resource	.059	.069	.077	.854	.000

a. Dependent Variable: Green purchase intention

Table 11 displays the regression coefficients for each predictor in the model. When all predictors are zero, the intercept is constant at 0.519. Among the predictors, eco-friendly energy practices have the highest standardized coefficient (Beta = 0.958), implying that it has the greatest impact on green purchase intention. Recycled Products has a considerable beneficial effect (Beta = 0.206), while Green Packaging (Beta = 0.036) and Using Sustainable Resources (Beta = 0.077) have lesser but statistically significant benefits. All coefficients have a significance level (Sig.) of 0.000, indicating that each predictor makes a meaningful contribution to the model.

#### **4.5. Correlation Analysis**

Correlation analysis is a statistical approach that assesses the degree and direction of the relationship between two or more variables. It assists in determining whether changes in one variable are related to changes in another, and if so, to what extent. The value of correlation analysis stems from its capacity to uncover patterns and forecast outcomes, allowing researchers to measure the degree of association between variables without establishing cause-and-effect correlations. It is frequently utilized in a variety of domains, including social sciences, economics, and health research, to inform decision-making and guide future study.

**Table 12**  
**Correlations**

Recycled Product	Pearson Correlation	1	.017	.775**	.208**	.235**
	Sig. (2-tailed)		.753	.000	.000	.000
	N	357	357	357	357	357
Eco-friendly Eng- Practices	Pearson Correlation	.017	1	.265**	.925**	.900**
	Sig. (2-tailed)	.753		.000	.000	.000
	N	357	357	357	357	357
Green Packaging	Pearson Correlation	.775**	.265**	1	.255**	.431**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	357	357	357	357	357
Utilizing sustainable resources	Pearson Correlation	.208**	.925**	.255**	1	.862**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	357	357	357	357	357
Green purchase intention	Pearson Correlation	.235**	.900**	.431**	.862**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	357	357	357	357	357

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 12 displays the Pearson correlation coefficients for the studied variables. Recycled Products has a significant positive correlation with Green Packaging ( $r = 0.775$ ), Utilizing Sustainable Resources ( $r = 0.208$ ), and Green Purchase Intention ( $r = 0.235$ ), showing that as one characteristic grows, so do the others. Eco-friendly engineering practices have a substantial positive association with green packaging ( $r = 0.265$ ), utilizing sustainable resources ( $r = 0.925$ ), and green purchase intention ( $r = 0.900$ ), indicating a strong relationship between these variables. Green packaging has a positive correlation with green purchase intention ( $r = 0.431$ ) and utilizing sustainable resources ( $r = 0.255$ ), and it is also substantially connected with green purchase intention ( $r = 0.862$ ). All correlations are significant at the 0.01 level (2-tailed), indicating a strong relationship between the variables.

**Table 13**  
**Hypothesis Results**

<b>Relationship</b>	<b>Path Coefficient</b>	<b>T Value</b>	<b>Sig Value</b>	<b>Remarks</b>
Recycled Product Intention → Green Purchase Intention	.282	3.637	.000	<i>Accepted</i>
Eco-Friendly Energy Pro → Green Purchase Intention	.619	10.099	.000	<i>Accepted</i>
Green Packaging Intention → Green Purchase Intention	.051	.719	.000	<i>Accepted</i>
Utilizing Sustainable Resources → Green Purchase Intention	.059	.854	.000	<i>Accepted</i>

The table shows the path coefficients, T-values, and significance levels for the predictor-green purchase intention connections. The path from recycled products to green purchase intention is positive and significant, with a path coefficient of 0.282, a T-value of 3.637, and a p-value of 0.000, providing strong evidence for the hypothesis. Similarly, Eco-friendly Engineering Practices has the greatest positive impact on Green Purchase Intention, with a path coefficient of 0.619, a T-value of 10.099, and a p-value of 0.000, indicating a substantial contribution. Green Packaging also has a favorable link (path coefficient = 0.051, T-value = 0.719), while Utilizing Sustainable Resources has a moderate positive influence (path coefficient = 0.059, T-value = 0.854).

## 5. DISCUSSION

The recycled product has a positive and significant impact on green purchase intention in Turkey. This study has proven (Ding and his colleagues, 2022; Dobbelstein and Lochner, 2023; Singh and Kunja, 2023), which supports previous research. Therefore, based on the findings, the current study indicates that recycled products influence on the consumers' green purchase intention in Turkey. These are products created out of recycled materials, or in other words, products manufactured from recycled materials, so raw materials are not needed, and waste is cut out. According to environmental sustainability, recycled products are considered environmentally friendly compared to standard products. This relates to consumers' propensity or desire to purchase eco-friendly goods, use socially responsible raw materials, produce minimal carbon emissions, or consume little energy.

Green purchase intention is among the most critical factors describing consumer loyalty to sustainable consumption. This means that the presence or availability of recycled products impacts consumers' intention to purchase green products in Turkey. Thus, consumers are more likely to opt for items that may, in one way or the other, be considered environmentally friendly if the product that they are purchasing has been made out of recycled material. The present study affirms that recycled products influence green purchases. Overall, the Turkish market increases its customers' willingness to purchase environmentally friendly products through the presence of recycled products, and thus, promoting recycled products can be a practical approach to encourage ecologically conscious consumption in Turkey.

Moreover, eco-friendly energy practices have a positive and significant influence on green purchase intention in Turkey. This study has proven (Farradia and his colleagues, 2021); (Kumari, 2024); De Silva and his colleagues, (2022), which supports previous research. The link between eco-friendly energy and green purchase intention toward the environment in Turkey is vital in the quest for sustainability. Eco-friendly energy sources such as solar, wind, hydro, and biomass are more environmentally friendly than traditional fuel sources. Such a transition is consistent with the international focus on reducing carbon emissions and lowering the impact on the environment.

Eco-friendly energy practices are seen as crucial in the fight against global warming and airborne diseases, and the conservation of resources is becoming a deep concern among consumers in Turkey. This awareness optimizes the green purchase intention because consumers will be willing to purchase products that reflect their environmental and social values. Renewable energy is viewed as sustainable, and overall, it adds credibility when products or brands utilize renewable energy. As consumers in Turkey use a lot of energy and the appreciation for the adverse effects of environmental degradation increases, renewable energy products may generate an image of the future. This manner of perception leads to very high levels of green purchase intentions, which imply the consumers' preference for such products over those utilizing non-renewable energy sources.

Turkey has emerged as more friendly to renewable energy generation efforts and has developed policies supporting green energy use. Such policies not only help in the development of renewable energy resources but also welcome green products to the market as well. This means that when consumers are sure that the government practices sustainability in energy, this positively influences the use of sustainable products. One of the CSR activities that companies adopt is environmental consciousness, which now sees organizations incorporating environmentally friendly energy sources (Ali and his colleagues 2023; Tao and Lin 2022; Wijekoon and Sabri 2021). Those firms that are prepared to go green by adapting to the use of renewable energy sources can positively affect consumers. Green branding, which focuses on environmentally friendly energy, is critical to purchasing decisions. When this relationship is viewed in the context of Turkey's rising environmental awareness, governmental backing of sustainable projects, expectations from corporations, and the perception that eco-friendly energy is the solution, it can be clearly stated that the correlation between the two variables is positive and highly significant.

Furthermore, green packaging has a positive and significant influence on the green purchase intention in Turkey. This study has proven (Mahmoud and his colleagues 2022; Wang 2022; Zakersalehi 2016), which supports previous research. Policies on green packaging, which involve using environmentally conscious materials and processes, have emerged as an influential determinant of consumer behavior in Turkey. The growing

world concern for the environment has made green packaging a decisive factor among consumers, especially in markets with awareness of sustainable packaging, as seen in Turkey. There is increasing consumer concern about environmental issues, which results in a push for eco-friendly packaging. Packaging waste also falls under the pollution category; hence, when consumers notice brands with environmentally friendly packaging, they are likely to support that brand. The positive effect of green purchase intention results from the belief that the material used in packaging is environmentally friendly and will cause little harm to the planet.t\*

Consumer perception can be defined as awareness by consumers that they are making environmentally sound decisions when they take products with green packaging into their possession rather than products with other packaging. The Turkish government, as well as foreign policies on the protection of the environment, is putting pressure on businesses to be environmentally conscious and adopt environmentally friendly measures such as the use of eco-friendly packaging. The increasing use of plastics and the subsequent problems related to recycling have led to the implementation of recent regulations, pushing companies to need packaging systems and establish consumer confidence in environmentally friendly packaging as an integral part of sustainable development. It is a fact that consumers who are more conscious about the environment are attracted to those brands that receive green packaging as part of CSR policies (Kingston and Paulraj, 2023; Magfiroh and Vania, 2024; Rahadian and his colleagues, 2020).

Therefore, in Turkey, where companies have started focusing on environmentalism as part of their corporate communications strategy, green packaging is vital to a brand image. Products packed in environmentally friendly ways have an added advantage of targeting the market competitively, most likely because of increased sales of products packaged in ways that are not harmful to the environment. Other factors influencing packaging adoption are economic factors and consumer behavior. An increasing number of Turkish consumers are ready to spend more money on environmentally friendly packaging, stating that this is the best way to solve the problems of the environment. When companies have increased the production of green packaging, its cost may be deflated, paving the way to widening our access to these packs. Therefore, green packaging has a

positive and significant impact on green purchase intentions in Turkey because of the rise in awareness of environmental issues, support from the government and local laws, various corporate initiatives, and social factors. Indeed, they have become aware of the consequences of their multiple purchases on the environment; this makes green packaging very significant.

Finally, there is a statistically positive but insignificant impact of utilizing sustainable resources on green purchase intention in Turkey. This study has proven (Kim and Lee, 2023; Kumar and his colleagues, 2023; Wang and his colleagues, 2023), which supports previous research. The study reveals a statistically positive but insignificant impact of sustainable resources on green purchase intention in Turkey. This suggests that while there is a positive relationship between the use of sustainable resources and consumer willingness to purchase green products, this relationship is not strong enough to be confidently generalized across the entire population. Factors contributing to this insignificance include awareness gaps, price sensitivity, saturation of green messaging, cultural and societal factors, and opportunities for businesses. A positive relationship indicates that consumers generally view the use of sustainable resources favorably, and there is some level of alignment between their desire to make environmentally conscious purchases and their appreciation for products utilizing sustainable resources. However, the fact that this impact is statistically insignificant means that the positive effect is not robust enough to be confidently generalized across the entire population (Sharma, Aswal, and Paul, 2023; Zaheer, 2023).

Awareness gaps are possible due to the limited level of consumer awareness around what constitutes sustainable resource use. Many consumers may not fully understand or recognize the importance of using sustainable resources in product development, and therefore this aspect might not heavily influence their purchasing decisions. Other influencing factors include price, product availability, branding, and convenience. Even if consumers appreciate sustainable resources, these factors may play a larger role in shaping their purchase decisions, diluting the direct impact of sustainable resource use on their green purchase intentions. Consumer perception of sustainability is another factor that could not be a primary driver in their decision-making process when it comes to green purchases (Majeed and his colleagues, 2022; Suki, 2016). In Turkey, consumers might be

more focused on other aspects of sustainability, such as energy efficiency, eco-friendly packaging, or product lifecycle. If sustainable resource use is not seen as a standout feature or differentiator, its impact on green purchase intention could be minimal, despite being viewed positively. Price sensitivity is another reason for the statistically insignificant impact. Sustainable products, particularly those utilizing renewable or sustainably sourced materials, can often come at a higher cost. In Turkey, where consumers may still be price-sensitive, the potential increase in cost due to the use of sustainable resources might act as a deterrent.

Cultural and societal factors also contribute to the lack of statistical significance. Consumers may place a higher priority on more visible environmental practices, such as recycling or reducing plastic use, leading to a lower prioritization of sustainable resource use in their purchasing decisions. Additionally, societal emphasis on factors like quality, brand reputation, and value for money may overshadow the impact of sustainable resource utilization. In conclusion, the positive but statistically insignificant impact of utilizing sustainable resources on green purchase intention in Turkey reflects a complex interplay of consumer awareness, cultural factors, and competing product attributes. To convert this positive perception into a more significant driver of green purchasing, companies in Turkey may need to enhance consumer education, emphasize the unique benefits of sustainable resources, and integrate these practices more visibly into their brand messaging.

## **5.1. POLICY IMPLICATIONS**

The implication of the policy of advocating green marketing communication of increasing green purchase intention in Turkey positively impacts environmental conservation and the growth of the economy. Self-generated policies on environmental protection should be adopted, including promoting the use of recycled material, sales of renewable energy, eco-packaging, and resource-friendly production. This could be facilitated through tax credits, subsidies, or policies that ensure that organizations that embrace green innovation are rewarded and that the overall cost of implementing

sustainable practices is reduced. Public campaigns explain societal norms that increase consumers' perception of the environmental effects of their purchasing decisions regarding green products. As the government, businesses, and consumers align to create awareness and work towards greener products, policies can concurrently generate demand and supply for green products that will help in the attainment of goals such as carbon emission and waste reductions, as well as fostering the green economy in Turkey.

## **5.2. MANAGERIAL IMPLICATIONS**

Businesses should initiate targeted green marketing efforts, highlighting green products' environmental advantages and monetary benefits to gain consumer trust and active participation. Combining digital marketing approaches with eco-labels helps businesses boost transparency and enhance the credibility of their operations. Implementing tax reductions and subsidies for companies adopting sustainable practices, along with improved regulations for preventing misleading green claims (greenwashing), represents the policy measures that policymakers should establish. Government partnerships with private entities and non-profit organizations will boost consumer knowledge about sustainable practices and buying habits.

## **5.3. LIMITATIONS OF THE STUDY**

Several methodological limitations affect this study due to sampling bias because it concentrates on urban areas and relies on self-reporting bias. The analysis of cross-sectional data fails to determine cause-and-effect relationships, and SPSS struggles to detect advanced system relationships. The research limitations originate from leaving out cultural or economic variables because such elements affect the complete scope of the study.

#### **5.4. FUTURE RESEARCH SUGGESTIONS**

Future research needs to establish a longitudinal study that observes green purchase intention alterations over time because this approach reveals changes in consumer behavior and sustainable marketing tactic durability. This study's findings could benefit from complementary qualitative research, which would add detailed information about customer motives alongside their challenges and viewpoints regarding environmentally conscious buying behavior. Digital marketing in green products requires investigation to understand its influence on consumer engagement and purchasing choices through social media platforms and influencer networks operating in the green market.

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## Appendix I: Demographics of the Respondents

(Examining the Impact of Green Marketing Strategies on Green Purchase Intention in Turkey)

This questionnaire is designed to conduct *research*. Your opinion matters a lot in the completion of the study. Please be honest in completing the questionnaire. Answer all the questions by putting one tick against the option of your choice. The information provided by you will be kept confidential and used for research purposes only.

### Demographic Part

1. Gender  
a) Male  
b) Female
2. Age  
a) 20 – 30 years  
b) 31 to 40 years  
c) 40 to 50 years  
d) 50 years & above
3. Academic Qualification  
a) B A/BSc  
b) M A/MSc  
c) MS/MPhil  
d) PhD
4. Occupation  
a) Student  
b) Employee  
c) Businessman  
d) Professional  
e) Freelancer  
f) Government Officer  
g) Other
5. Income (Per Month)  
a) Less than 15000  
b) 15001-25000  
c) 25001-40000  
d) 40001-60000  
e) More than 60001

Please tick the option by values as given under the need-based priority of the statement.

1=strongly disagree, 2=Disagree, 3=neither agree nor disagree, 4=agree, and 5=strongly agree

## Appendix II: Research survey Items

<b>This section includes statements about the Recycled Products.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>References</b>
	SD	D	Neutral	Agree	SA	
I am positive towards buying recycled product.						(Hein, 2022)
I have the intention of buying recycled products.						
People like me should always buy the recycled version of a product.						
I feel guilty when I do not buy recycled products.						
I feel morally obliged to buy recycled products, regardless of what others do.						
If I would buy a new product, I would feel morally obliged to buy the recycled version of the product.						
<b>This section includes statements about the Eco-friendly Energy practices</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neither agree or disagree</b>	<b>Agree</b>	<b>Strongly agree</b>	(Chen & Chang, 2012; Ogunde and his colleagues, 2018)
(1) I prefer to buy from companies that use renewable energy sources.						
(2) I support businesses that implement energy-saving practices.						
(3) I am concerned about the energy practices of the companies I purchase from.						
(4) I believe that using eco-friendly energy practices makes a company more reliable.						
(5) I recommend those companies' products that use renewable energy sources.						
<b>This section includes statements about the Green Packaging</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neither agree or disagree</b>	<b>Agree</b>	<b>Strongly agree</b>	(Pauer and his
(1) Green package adds value to a product.						

(2) I would definitely intend to buy green packed consumer products.						colleagues 2019)
(3) Green package helps products' quality to look better.						
(4) I definitely expect to buy green packed consumer products.						
(5) I will recommend my family and friends to buy green packed consumer products.						
(6) I would absolutely plan to buy green packed consumer products.						
<b>This section includes statements about the Utilizing Sustainable Resources</b>	<b>St rongly disagree</b>	<b>Di sagree</b>	<b>Neit her agree or disagree</b>	<b>Agree</b>	<b>S trongl y agree</b>	
(1) I prefer to buy products from companies that use sustainable resources.						<i>(Ali and his colleagues, 2023; Green Supply Management and Green Marketing Strategy on Green Purchase Intention : SMEs Cases Green Supply Chain Management and Green Marketing Strategy on Green Purchase Intention : SMEs</i>
(2) I am willing to pay more for products made from sustainable materials.						
(3) I believe products made from sustainable environment are of high quality.						
(4) I support brands that are committed to using sustainable resources.						
(5) I am more likely to trust companies that use sustainable resources.						

						<i>Cases, 2020)</i>
<b>This section includes statements about the Green Purchase Intention</b>	<b>St rongly disagree</b>	<b>Di sagree</b>	<b>Neit her agree or disagree</b>	<b>Agree</b>	<b>S trongl y agree</b>	
(1) I intend to purchase green products in the near future.						(Munamba & Nuangjamnong, 2022)
(3) In the future, I will spend more time looking for ecologically friendly alternatives to what I usually buy.						
(4) I am committed to purchasing green products in my daily life.						
(5) I will spend time browsing the company website to learn more about eco-friendly options						
(6) I am willing to purchase green products for ecological reasons.						
(7) I plan to resume buying ecologically friendly products shortly.						