Are We As Green As We Suppose To Be? Importance-Performance Analysis of Turkish Young Consumers' Green Consumption Behaviour

Semra DOĞAN[1]
Esra YILDIRIM SÖYLEMEZ[2]
Aydın KAYABAŞI[3]

Abstract

Environmental events, such as the changing ecological balance against the environment, earthquakes, floods, global warming and even epidemics that threaten human life, force individuals to be more sensitive to the environment. Young individuals, who are more open to developments and updates, are the subject of environmental studies with both these aspects and their increasing population. In this study, the importance and behavioural practices of 242 undergraduate students towards green consumption behaviour were analyzed using the Im-

[1] **Corresponding Author:** Assistant Professor, Kütahya Dumlupınar University Faculty of Economics and Administrative Sciences, Department of Business Administration, semradogan@dpu.edu.tr https://orcid.org/0000-0002-6466-8734

[2] Assistant Professor, Kütahya Dumlupınar University Faculty of Economics and Administrative Sciences, Department of Business Administration, esra.yildirim@dpu.edu.tr https://orcid.org/0000-0003-4690-9298

[3] Prof. Dr., Kütahya Dumlupınar University Faculty of Economics and Administrative Sciences, Department of Business Administration, aydin.kayabasi@dpu.edu.tr https://orcid.org/0000-0001-6955-7948

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portance-Performance Analysis. As a result of this analysis, it was observed that there is a significant difference between the importance the students give to basic green consumption behaviour and their practice in their daily lives. In order to interpret the low performance (practice) observed in the behaviour, the performance levels were divided into two as low-high level according to the mean value and assigned as a dependent variable. Then, the effect of the variables of person's effect in terms of affective responses and conditional value at the level of exhibiting green consumption behaviour was examined by binary regression. The findings revealed that the conditional value variable is indicative at the level of exhibiting green consumption behaviour, while the effect of the person's effect variable is not.

Keywords: green consumption, conditional value, person's effect, importance performance analysis, binary logistic

Sandığımız Kadar Yeşil miyiz? Türk Genç Tüketicilerin Yeşil Tüketim Davranışının Önem-Performans Analizi

Öz

Değişen ekolojik denge, deprem, sel, küresel ısınma ve hatta pandemi gibi çevresel olaylar insan hayatını tehdit ederken bireyleri doğaya karşı daha hassas olmaya itmektedir. Hem (teknolojik vb.) gelişme ve güncel bilgiye daha açık olmaları hem de artan nüfusları itibariyle genç bireyler sıklıkla çevreye yönelik araştırmaların konusu olmaktadır. Bu çalışmada 242 lisans öğrencisi üzerinde, yeşil tüketim davranışı üzerine Önem-Performans Analizi gerçekleştirilmiş ve bireysel etki ve durumsal koşulların performans üzerindeki etkisi lojistik regresyon analizi ile incelenmiştir. Önem-Performans Analizi yeşil tüketime verilen önemle bunu davranışa döndürme noktasında anlamlı farklılıklar ortaya koyarken performans üzerinde ise bireyin kendi etkisine ilişkin algısından ziyade durumsal koşulların etkisi olduğu görülmüştür.

Anahtar Sözcükler: yeşil tüketim, önem-performans analizi, durumsal koşullar, kişi etkisi, lojistik regresyon

Introduction

Global warming, increasing floods, even earthquakes, and the coronovirus on agenda… changing ecological balance not only affected the flow of our lives negatively, but also pushed us to question our contribution to these changes individually. Turkey entered the year 2020 with a series of earthquakes and while trying to heal the wounds of it, as individuals, we have long thought about what we can do. Even though the earthquake is a geological happening, people might be feeling so convinced that they treat nature very badly, they have questioned their contribution to this geological event occurring regardless of themselves and their influence.

Although it started to be seen as a significant trend in the 70's, it was in the 1990s that environmentally friendly consumption behaviour became a reason for preference for individuals. This has become one of the developments that pushed researchers to work on the subject. In these studies, environmentally sensitive consumption behaviour can be expressed with different concepts being used interchangeably. The most frequently used of these is sustainable consumption behaviour (Hans & Böhm, 2010; Antonetti & Maklan, 2014; Wang et al, 2014; Biswas & Roy, 2015) and green consumption behaviour (Chan & Lau, 2000; Chan, 2001; Kim & Choi, 2005; Peattie, 2010; Zhao et al, 2014; Ritter et al, 2015; Jaiswal & Kant, 2018). Others are ecologically conscious consumption (Kinnear, James, and Sadrudin, 1974; Webster, 1975; Ellen et al, 1991; Roberts, 1996), environmentally responsible behaviour (Berger & Corbin, 1992), pro-environmental behaviour (Rice, 2006; Lee, Kim, Kim & Choi, 2014). In this study, the concept of green consumption behaviour was adopted.

Although green consumption has been studied frequently in previous studies, it has also been handled in the context of youth in general and millenials in particular (Furlow & Knott, 2009; Lee, 2008, 2010; Lu et al, 2013; Kabadayı et al, 2015; Bernardes et al, 2019). One of the reasons that make this generation the focus of the relevant studies is that their environmental consciousness is relatively higher than the older generations (California Green Solutions, 2007). Social media usage

frequencies and habits of young people also enable them to follow the agenda on this issue more closely and manage their information acquisition processes more effectively (Bedart & Tolmie, 2019). Although the environmentally friendly consumption habits of the young generation are interpreted to be more clearly than the older generations, they may not always convert their positive attitude to behaviour with the effect of a number of factors, especially the price. At this point, this study was carried out as a response to Kabadayı et al.'s (2015) call for a research on pro-environmental engagement of young consumers. An important contribution of this study is also the method followed: It has been revealed in relevant studies on environmentally friendly consumption that the importance attributed to the environment does not result in behaviour. Moreover, the correlation between theory and behavioural response in practice is not always positive, and there is a gap between ecological knowledge and environmentally conscious performance (Chan & Lau, 2000; Kollmuss & Agyeman, 2002). Moreover, there are Nielsen (2018) findings that support these findings: Overall, 83 percent of global online consumers say that it is important that companies implement programs to improve the environment, but only 22 percent say they will pay more for an eco-friendly product.

Therefore, as Roberts (1996) also stated, attitude may not always be converted into behaviour. Considering this fact, the importance young individuals attribute to each green consumption behaviour and their practicing level in their daily lives were asked simultaneously and the importance and practice levels were examined one by one with Importance-Performance Analysis. As a result of this analysis, green consumption behaviour, which remained relatively low at the practicing level were evaluated in terms of the effects of person's effect and conditional value variables. So, this paper attempts to address the following questions:

(1) What is the level of the importance that young consumers attribute to the green consumption intent on a daily basis?

(2) To what extent, the young consumers translate their perceived importance of green consumption intent to their behaviour on a

daily basis? Is there a gap between the importance they assign to the green consumption intent and the performance they act?

(3) Can we explain this gap, if any, by young consumers' perceived effect on the environment's current position and the conditional values that might change their green consumption intent?

It is expected that this research will extend the existing literature on green consumption behaviour of young consumers by simultaneously evaluating the importance they attribute to green consumption behaviour and the extent to which they apply it in their daily lives with an alternative analysis method. Moreover, the gap will be evaluated with regards to their perceived effect on environment and conditional values they attain as a reason for not being able to reflect on their green consumption on a daily basis.

Literature Review and Hypotheses Development

We have already mentioned that environmentally conscious consumption behaviour can be expressed in different ways one of which is green consumption behaviour. Green consumption behaviour, which is the concept adopted in this study, refers to the consumption of recyclable or environmentally beneficial, environmentally conscious or sustainable products, and to avoid consumption of products that harm the environment and society (Chan, 2001; Mostafa, 2007). In other words, sustainable consumption is meeting our basic needs without harming our world and risking the life of the next generation. Among the products of this kind of consumption are environmentally friendly bags (sachets), recycled papers, herbal products, energy saving bulbs, energy saving devices, tools and household items, etc. (Lee, 2008; Joshi & Rahman, 2015).

In the studies conducted in the context of green consumption behaviour, the characteristics of green consumers (Kinnear, James, and Sadrudin, 1974; Webster, 1975; Samdahl & Robertson, 1989; Roberts, 1996; Laroche, Bergeron & Barbao-Forleo, 2001; Diamantopoulos, Schelegelmilch, Sinkovics & Sinkovics Bohlen, 2003; Lu, Chang & Chang., 2015), antecedents of green consumption such as environmental awareness, environmental attitude, perceived consumer effectiveness,

psychological benefit, a number of concepts such as desire for knowledge, novelty seeking are considered (Roberts, 1996; Roberts & Bacon, 1997; Lee, 2008; Lin & Huang, 2012; Wang et al, 2014; Zhao et al., 2014; Jaiswal & Kant , 2018). In these studies, it has been investigated whether or not cognitive factors such as sensitivity, information, and perceived effectiveness are effecting individual's intention to consume green. Along with these factors, external influential factors such as price and eco-labels have been the subject of a number of studies (Smith & Brower, 2012; Bramiah, 2015; Ritter et al, 2015; Chekima et al, 2016; Chamomoro & Bañegil, 2006; Atkinson & Rosenthal, 2014; Schmuck et al, 2018). In another approach, green consumption behaviour has been interpreted in individualistic and collectivist cultural context and it has been revealed that individuals who are sensitive to the environment are more prone to consumption of green products rather than products that will strengthen their status or reputation. (Liobikiene et al, 2016); Bedart & Tolmie, 2018). Mothers who are representing a specific consumption group may lead them to consume more environmentally because of their care sense to their children rather than simply being environmentally conscious.

As a new trend, second-hand product consumption is also interpreted as a reflection of environmentalist understanding. Although individuals mainly buy second-hand products for economic reasons such as reaching products at more reasonable prices, they might also buy and sell second hand products with sustainability motivations to reduce the production of new products by purchasing second-hand products as well as other motivations such as originality, nostalgia seeking, recreational values conceptualized as treasure hunting and displaying a rebellion against consumption (Dobscha, 1998; Botsman & Rogers, 2010; Guiot & Roux, 2010; Prothero et al., 2011; Lamberton & Rose, 2012; Cervellon et al., 2012; Albinsson & Perera, 2012; Xu et al., 2014). In this study, green product consumption behaviour, which is taken into consideration in Importance-Performance Analysis, has been measured by considering all these factors.

Recent empirical studies, on the other hand, show that individuals' knowledge and the importance they attribute to the environment are not at the same level of their environmentally conscious behaviour; in other words, there is a gap between environmental consciousness and environmentally conscious behaviour (Chan & Lau, 2000; Kollmuss & Agyeman, 2002). However, published reports on environmental issues increase people's awareness that consumption behaviour has a global impact (Prothero, McDonagh, & Dobscha, 2010): people know that their behaviour in the market has an impact on future generations, and therefore they develop awareness about how businesses affect the environment during their production activities (Smith & Brower, 2012; Kanchanapibul et al., 2014).

Previous research findings on young consumers, which is also representing the sample of this study, revealed that environmental awareness of businesses is a key factor in attracting this generation, and this generation includes not only environmental factors, but also social responsibility and ethical attitudes towards animals, and they put environmentally sensitive businesses first in their preferences (Henrichs, 2008; Gunelius, 2008). However, all these findings are based on researches which are designed on intention. While this generation represents a much more sensitive consumer segment to the economic indicators, when it comes to exhibiting environmentally sensitive consumption behaviour, they may be caught up in financial and other barriers[4]. The financial barrier, on the other hand, refers not only to the relatively low income of young consumers, but also to the fact that green products (perceived) to be more expensive than their counterparts (Lu et al., 2013; Bernardes et al., 2019). In this study, such obstacles were taken into consideration and the difference between the importance that Turkish young consumers attribute to green consumption behaviour and the level of reflecting this to their daily practices is evaluated in terms of the situational variables that can affect the consumer's green product adoption (Bamberg, 2003;

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[4]   https://www.cleancult.com/blog/five-reasons-why-millennials-are-actually-done-with-green-brands

Saxena & Khandelwal, 2010; Niemeyer, 2010; Gadenne et al., 2011). Accordingly following hypothesis is developed:

H_1: Young consumers' perceived conditional value will result in greater green product consumption behaviour.

In the context of behavioural output in green product consumption, Perceived Consumer Effectiveness (PCE) is often addressed and its effect is revealed (Berger & Corbin, 1992; Roberts, 1996; Straughan & Roberts, 1999; Kim, 2005; Zhao et al., 2014; Sharma & Jha, 2017). As an alternative measure, the environmental consciousnesses of Turkish young consumers are dealt with on their affective responses: how does their assessment of the negative effects on the environment influence the green product consumption behaviour of young individuals? As demonstrated previously, affective assessments on environmental impact can be quite predictive on intent and behaviour (Kanchanapibul et al., 2014).

H_2: Young consumers' perceived personal effect on environmental issues will result in greater green product consumption behaviour.

The Research Method

Research framework and Measures

In this study, the Importance-Performance Analysis was adapted and the difference between the degree of importance that young individuals attach to green product consumption and their green product consumption behaviour was investigated simultaneously.

The survey instrument used for collecting data was composed of three sections: 4 questions on demographic characteristics, as well as 13 items on the importance and performance of green product consumption practice, five items on Person's (Perceived) Effect on Environment and four items on Conditional Values. With regard to demographic characteristics, gender, age, level of education and monthly income were identified. Importance-Performance items were based upon green consumption behaviour on a daily basis, adapted from Hai and Mai (2013). A 5-point Likert type scale was used to measure the importance and performance of each green behaviour. Each item was scored on a 5-point

Likert scale, with the measurement of importance ranging from 1 (not important to me) to 5 (very important to me), and the measurement of performance-practice ranging from 1 (not applicable to me) to 5 (always intend). In addition, difference between the importance that individuals attribute to green consumption and the their application levels are examined in terms of their perceptions about their individual effect on the protection of the environment and the situational conditions that might be affecting environmentally friendly product consumption. The scales measuring Person's Effect and Conditional Value ranged from 1 (stands for strong disagreement) to 5 (strong agreement,). The Person's Effect construct measures participants' affective responses. The five items measuring person's effect on green consumption were adapted from Kanchanapibul et al. (2014) and four items to measure conditional value on Green consumption were adapted from Biswas and Roy (2015). The scale items for Importance-Performance Analysis are presented in the Table 3. All items were translated from their original English version into Turkish by three academics in the field. Relevant amendments were made according to their recommendations.

Sampling and Data collection

Young consumers are aware of ecological and environmental issues, especially through social media, as they spend a significant part of their time online, which greatly affects their consciousness (Lu, Bock, & Joseph, 2013). In the research conducted by Eco-Pulse, 90% of millenials will make their choice for brands they trust in their social and environmental activities, and 95% of the same consumers share this brand with their friends on social media platforms and mobile devices[56]. Following these concerns, this study attempts to explore Turkish young consumers' green consumption consciousness at the importance and the performance level. The questionnaires were administered via drop and collect survey

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[5]   https://www.forbes.com/sites/margueritacheng/2019/06/17/10-ways-millennials-are-saving-resources-and-how-innovators-can-take-advantage/#3d6467de73f4

[6]   https://www.lofficielusa.com/wellness/millennials-more-likely-to-shop-eco-friendly-new-study-finds

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to undergraduate students enrolled in Kütahya Dumlupınar University, faculty of Economics and Administrative Sciences under department of Business Administration in 2020. 250 respondents returned the questionnaires. However, eight of them had not completely answered. Finally, a total of 242 useful questionnaires were selected for analysis. Demographic characteristics of the respondents are shown in the following Table 1.

Table 1: Demographic Characteristics of Participants*

	Category	**N**	**%**
Gender	Male	126	53
	Female	113	47
Age	<20	48	20
	20-22	102	42
	>22	65	27
Class	Class 1	35	15
	Class 2	26	11
	Class 3	75	31
	Class 4	104	43
Monthly Income	Less than 350 $	50	21
	350-500 $	55	23
	501-670 $	41	17
	671-850 $	30	12
	851-1000 $	19	8
	1000 $ and more	37	15

*missing values are excluded on demographics

Data analysis

In this study, two-step analysis was carried out. First of all, the difference between the importance young consumers give to the environmentally friendly consumption and the extent to which they practice them in their daily lives was evaluated using the Importance-Performance Analysis and following these a matrix was developed depending on importance and performance scores.

A great difference was found between the importance young consumers attribute to green consumption and the level of practicing them in their daily lives (Meanimportance> Meanperformance, $p<0.05$). So, to what extent the personal affective responses and conditional values are predicting this difference? In the second stage analysis, binary regression analysis was performed to reveal this.

Results

Descriptive statistics and validity, reliability analyzes were performed for the constructs used in the research before two stages of data analysis. Results show that reliability criteria are met with the scores 0.74 and 0.82. Exploratory Factor Analysis findings also indicate that unidimensionality of each construct is met. In the table below, descriptive statistics, factor loadings of the items and reliability test analysis findings are presented.

Table 2: Factor Loadings, Reliability Values and Descriptive Statistics of the Variables

	Items	Factor Loading
Person's Effect	It frightens me to imagine that many of the product I have are disrupting the environment	0.71
	When I think of the way humans are destroying the environment, I get angry and frustrated	0.69
Mean=4.39 SD=0.53 Cronbach's alpha=0.74	Humans are really abusing the environment	0.69
	The balance of nature is easily disrupted, especially by human activity	0.72
	We (human beings) should take responsibility for environmental issues	0.73
Conditional Value	I would purchase eco-friendly products over conventional substitutes if offered at a discount or with other promotional incentives	0.81
Mean=3.96 SD=0.67	I would purchase eco-friendly products over conventional substitutes if offered at subsidized rate	0.84
Cronbach's alpha=0.82	I would buy eco-friendly products when they are easily acquirable at proximity	0.76
	I would purchase eco-friendly products over conventional substitutes under unsustainable environmental conditions.	0.81

*Items were measured on a 5-point scale.

Importance-Performance Analysis of intention to do green purchasing behaviour on a daily basis

First suggested by Martilla and James (1977), IPA is a tool which combines measures of importance and performance of each attribute into a two-dimensional grid in which the means of importance and per-

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formance scores were used as crossing points, and four quadrants were developed. In this study, Importance-Performance Analysis, which examines the importance that consumers attribute to green consumption behaviour and their practicing levels in their daily lives is adapted from the Park et al.'s (2017) study carried out in the context of nutirition. The results of the Importance-Performance Analysis (based on t-test) indicated that the importance ratings of all green behaviour were significantly higher than the performance ratings except the items 5 and 12 ($p < 0.05$). 'Selecting and buying products that would last for a long time' showed the highest importance score, followed by 'Buying foods that use less agrochemicals' and 'Buying only enough and only necessary items'. On the other hand, 'Selecting and buying products that would last for a long time' showed the highest performance score.

Table 3: Comparative analysis of importance and performance of Intention to do green purchasing behaviour on a daily basis

Daily activities/behaviour	Importance[1]	Performance[2]	p value
1. Buy products with eco-labels	4.13 ± 1.14	3.30 ± 1.10	<0.001
2. Buy electric home appliances that consume less electricity	4.19 ± 1.15	3.65 ± 1.13	<0.001
3. Buy products in refillable containers	3.79 ± 1.19	3.15 ± 1.22	<0.001
4. Buy recycled products and products using recycled materials	3.91 ± 1.19	3.21 ± 1.00	<0.001
5. Buy used products	2,63 ± 1.25	2,46 ± 1.35	.065
6. Select and buy products that would last for a long time	4,65 ± 0.82	4,41 ± 0.85	
7. Buy toilet paper containing recycled paper	3,52 ± 1.40	2,99 ± 1.28	<0.001
8. Do not buy products with excessive packaging	3,21 ± 1.43	2,98 ± 1.26	
9. Carry a shopping bag with me and do not get plastic bags at supermarkets or convenience stores	3,96 ± 1.36	3,56 ± 1.42	.003
10. Buy foods that use less agrochemicals	4,24 ± 1.16	3,67 ± 1.16	<0.001
11. Do not use disposable products (disposable nappies, etc.)	3,65 ± 1.18	3,23 ± 1.09	<0.001
12. Use public transport instead of driving cars	3,65 ± 1.36	3,75 ± 1.24	.249
13. Buy only enough and only necessary items	4,24 ± 1.10	3,88 ± 1.15	<0.001
Average	3,83 ± 0.72	3,40 ± 0.55	<0.001

[1]5-point Likert scales 1: very unimportant 5: very important; [2]5-point Likert scales 1: not applicable to me 5: always intend.

There were statistically significant differences between importance and significance in almost all of items. Therefore, we conducted Importance–Performance Analysis (IPA) to clearly see individuals' environmental consciousness by evaluating their perception of environmentally conscious behaviour's (green behaviour's) significance and their priorities in green consumption behaviour by item. They were divided into four quadrants with the base of 3.83 importance points and 3.40 performance points on average. These are illustrated in the following matrix.
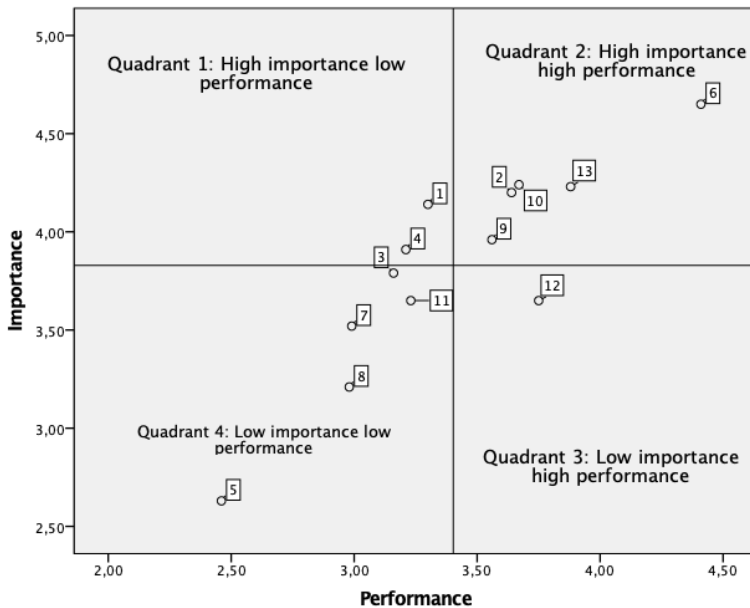

Figure 1. Importance-Performance Matrix of Green Purchasing Behaviour

Quadrant 1 involves items scored with high importance but comparatively low performance. This quadrant includes (1) Buy products with eco-labels; (4) Buy recycled products and products using recycled materials.

Quadrant 2 includes items scored as high importance and performance which are practiced in accordance to the perception of importance

by the consumer. Items in this quadrant are: (2) Buy electric home appliances that consume less electricity; (6) Select and buy products that would last for a long time; (9) Carry a shopping bag with me and do not get plastic bags at supermarkets or convenience stores; (10) Buy foods that use less agrochemicals; (13) Buy only enough and only necessary items.

Quadrant 3 has a high level of performance despite a low level of importance. This quadrant includes the item (12) Use public transport instead of driving cars (ns). However, as previously mentioned importance-performance gap found to be nonsignificant for this item.

Quadrant 4 is the zone of low priority where importance and performance scores of the items are low. This quadrant includes: (3) Buy products in refillable containers; (5) Buy used products (ns); (7) Buy toilet paper containing recycled paper; (8); Do not buy products with excessive packaging; (11) Do not use disposable products (disposable nappies, etc.).

Effect of personal affective responses and conditional values on intention to do green consumption behaviour

During Importance-Performance Analysis, it was shown that there is a gap between the importance and the performance consumers intend to green consumption behaviour. Whether Person's Effect and Conditional Values have an effect on practicing levels of green consumption behaviour, which is evaluated as performance, was tested with binary regression analysis. To do this, firstly, performance level was divided into two as high and low according to the mean value, which was 3.40. Afterwards, the predictivity of the individual's level of green product consumption behaviour with the two independent variables was tested. Analysis findings are presented below:

The first step of the analysis including the iteration history for the beginning model indicates a perfect fit (-2LL =334.425>0). In the Table 4 below, the first classification table is presented. When the table is ex-

amined, it is seen that if all of the participants are classified as poor performers in line with the first classification results, it is grouped correctly with a success of approximately 51%.

Table 4: First Classification Table

Observed Case	Predicted Case		Percentage Correct
	0	1	
Low Performance (0)	0	113	0.00
High Performance (1)	0	129	100.00
Overall Percentage			53.3

The table below presents the variables in the baseline model with the constant term, standard error related to constant term, Wald statistic testing the significance of the variable, the degree of freedom and significance level of Wald statistics and Exponentiated logistic coefficients.

Table 5: Variables in the Equation (Baseline Model)

Step 0	β	S.E.	Wald	df	Sig.	Exp (β)
Constant	.132	.129	1.056	1	.304	1.142

The variables presented in the table below, which are not included in the equation, are the predictive variables of the research. The values related to the chi-square statistics in the last line in the table should be examined. The relevant value appears to be significant (χ^2 β_0=12.160, p<.05) the significance of this value indicates that adding one or more of the predictive variables not included in the baseline model will increase the predictive power of the model.

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Table 6: Variables not in the Equation (Baseline Model)

	Variables	Score	df	Sig.
Step 0	Person's Effect	5.964	1	.015
	Conditional Value	10.932	1	.001
Overall statistics		12.160	2	.002

In the table below, it is seen that the -2LL value, which was 334.425 at the beginning, decreased to 321.873 with the addition of the predictive variables to the initial model, where only the constant term was included.

Table 7: Iteration History for the Variables in the (Objected) Model

Iteration	Coefficients			
Step	-2LL	Constant	Person's Effect	Conditional Value
1	321.928	-3.312	.304	.532
2	321.873	-3.583	.336	.565
3	321.873	-3.587	.337	.565
4	321.873	-3.587	.337	.565

The significance of the p value for the model chi-square variable in the table below means that there is no difference between the initial model with the constant term and the intended model formed by the predictor variable (s) and supporting the relationship between the predictive variable / s and the predicted variable.

Table 8: Omnibus Tests of Model Coefficients

Step		Chi-Square	df	Sig.
	Step	12.551	2	.002
	Block	12.551	2	.002
1	Model	12.551	2	.002

R^2 values presented in the table below show how much of the variance in the predictor of performance is explained when the predictor variable/s are analyzed. According to the Nagelkerke value, Person's effect and conditional value explains about 7% of the variance of the performance level.

Table 9: Model Summary for the Objected Model

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
Constant	321.873	.051	.067

The fact that the Hosmer and Lemeshow test given in the table below is not significant (p>.05) means that the model-data fit is sufficient.

Table 10: Hosmer and Lemeshow Test

Step	Chi-Square	df	p
1	4.838	8	.775

In the table below, the classification table obtained as a result of the regression model is presented. When the classification result obtained as a result of the logistic regression model is examined, it is seen that 49 out of 113 people who exhibit low green consumption behaviour are classified correctly and 64 of them are classified incorrectly (percentage of correct classification =43%). 95 out of 129 people who exhibit high green consumption behaviour are classified correctly and 34 of them are classified incorrectly (percentage of correct classification =74%).

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Table 11: Classification Table after Binary Regression

	Observed Case	Predicted Case		Percentage Correct
		0	1	
	Low Performance (0)	49	64	43.4
Step 1	High Performance (1)	34	95	73.6
	Overall Percentage			59.5

When the following Table 12 is analyzed, it is seen that one (1) unit of increase in the conditional value variable increases the odds of being a high performing green person %76 ([(1-1.760)*100] supporting hypothesis 1 (H1). Person's effect, on the other hand, appears to have no significant predictive effect on the level of green consumption behaviour (p>.05) (Hypothesis 2 was not supported).

Table 12: Variables in the Equation (Coefficient Predictions of the Objected Model)

Step		β	S.E.	Wald	df	Sig.	Exp (β)
	Person's effect	.337	.292	1.328	1	.249	1.400
	Conditional value	.565	.227	6.206	1	.013	1.760
	Constant	-3.587	1.264	8.053	1	.005	.028

Discussion

The first step Importance-Performance Analysis showed for young individuals that there is no statistically significant difference between the importance given to green consumer behaviour in the form of second-hand product consumption and public transportation usage. Although the motivations of second-hand product consumption of students are the subject of a separate study, it can be interpreted that there is no significant difference between the importance attributed to second-hand product consumption and putting it into action, and that such consump-

tion behaviour is not associated with green consumption. Indeed, this behaviour has a value below the general average of the specified green consumption behaviour in this study (Mean$_{importance}$=2.63; Mean$_{performance}$=2.46, p>.05). On the other hand, the fact that there is not a significant difference between the importance of public transport use and performance can be interpreted as a result of the financial constraints of the students along with their tendency to exhibit green consumption behaviour (Mean$_{importance}$=3.65; Mean$_{performance}$=3.75, p>.05). In addition, young people do not show the same consciousness in certain behaviour; moreover, it is seen that the level of importance they attribute is below the general average of the stated green consumption behaviour: Buy products in refillable containers (Mean$_{importance}$=3.79; Mean$_{performance}$=3.15, p<.05); Buy toilet paper containing recycled paper (Mean$_{importance}$=3.52; Mean$_{performance}$=2.99, p<.05); Do not buy products with excessive packaging (Mean$_{importance}$=3.21; Mean$_{performance}$=2.98, p<.05); Do not use disposable products (disposable nappies, etc.) (Mean$_{importance}$=3.65; Mean$_{performance}$=3.23, p<.05). When all these indicators are evaluated, it is seen that the consciousness of young individuals about green consumption behaviour has improved, but they are insufficient in terms of producing behavioural output in terms of certain indicator behaviour. As a result of these indicative behaviour, although the young individuals have extended the scope of green consumption behaviour to the protection of animals, it is seen that they do not show the same sensitivity in terms of not using disposable bottles, boxes, etc., preferring products with recycled content and similar basic indicators. In terms of importance and practice level, it might be considered as an example of cognitive dissonance (Festinger, 1957). Significance-performance analysis findings have shown for almost all of the green consumption behaviour that the importance attributed to these behaviour and the reflection of this importance on the behaviour are not parallel, as an indicator of cognitive dissonance. So why does the young person show such a trend? In the related literature, a number of factors such as economic insufficiencies, consumption habits, product accessibility, signs that the product is environmentally friendly, and the individual's perceived impact on the environment have been identified

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as the determining factors in the green consumption behaviour of young individuals (Venneir & Verbeke, 2006; Gunelius, 2008, Smith, 2010; Bray & Kilburn, 2010; Smith & Brower, 2012). While young consumers care about products that use clean designs, packaging, and advertising, recycling symbol, economical and using recycled materials as the carrier elements of green product image, Turkish young consumers diverge from their previous study findings especially regarding the importance they attribute to these indicators and displaying appropriate behaviour. On the other hand, when the role of the conditional value variable in the reference of indicators such as economic suitability and accessibility to exhibit more green consumption behaviour, it is seen that this variable is determinative of individuals exhibiting green consumption behaviour. On the other hand, although past studies have revealed that the individuals' perceived effectiveness affects green consumption behaviour (Ellen et al., 1991; Berger & Corbin, 1992; Kim & Choi, 2005; Verneir and Verbeke, 2006; Wesley et al., 2012) the perceived individual effect put forward with emotionally reinforced expressions was found to be not affecting this behaviour. The findings of this study showed that Turkish young individuals' perceptions of their effects on the environment are not decisive in their green consumption behaviour levels. Kanchanapibul et al. (2014) demonstrated that personal effects addressed in this aspect were effective in the intention to behave green, but this study does not appear to be revealing at the level of exhibiting green consumption behaviour. Therefore, the effect of the individual on the environment did not show the same effect, especially when fed with reinforced emotional elements.

Conclusion

According to this study, Turkish young individuals do not attach the same importance to the indicators regarding green consumption behaviour and do not convert their importance attachment to the behaviour in the same way. Public policy makers should first strengthen young people's perceptions of what green consumption behaviour is: which behaviour represent ecologically conscious consumption behaviour? As a

matter of fact, it is seen that Turkish young individuals do not consider, for example, second-hand product consumption as an environmentally friendly consumption behaviour. Public transport usage behaviour is not based on the importance they give to the environment. In other words, the importance given to the public transportation usage is relatively low and this result may be attributed to not seeing this behaviour within the scope of green consumption. In addition, green consumer behaviour like recyclable products, disposable products, not-exaggerated packaging attributed to be important. However, recyclable paper, for example, is found to be not reflected in behaviour. The reasons for not displaying these behaviours, which are considered as basic green consumption indicators, are also worth examining. Therefore, consumer awareness regarding the scope of green consumer behaviour should be increased. Green consumer behaviour should be clearly defined. Attention should be given to the incentives to turn them into behaviour, noticeable eco labels, affordable disposable packaging, and practices that motivate individuals to simplify consumption. Considering the role of the conditional factors in the green consumption level, regulations should be made on the factors such as price incentive, accessibility to products (depending on physical distance), sales promotion practices and supporting the sales of the products, which will increase the green consumption behaviour of individuals.

Even the coronavirus epidemic, which affects all humanity on a global scale, has turned many things from aviation to the economy. During epidemic, we even questioned whether the earth is taking revenge from us. It also has some positive effects on the environment The positive effect of the measures taken to affect the epidemic in question and the rate of its spread to the environment is remarkable. Carbon dioxide emissions have fallen / declined with the closing factories, schools and shops: A 25% reduction in carbon dioxide emissions was observed in China. While traffic density in New York decreased by 35% compared to the previous year, emissions of carbon monoxide from cars decreased by 50%. CO_2 ratio in New York decreased by 5-10%. Contrary to expecta-

tions, air traffic has decreased suddenly with 67 million fewer passengers compared to the previous year. People have started not to prefer public transportation, and have had the opportunity to adopt a new lifestyle by choosing to walk[78].

When we evaluate all of these together, it should be reminded once again that we have a lot of duties in protecting the environment as individuals. First of all, we need to realize these and do our part on an individual level. As a matter of fact, we have seen how the world can breathe even when we take our hands off the earth just for a while during coronavirus epidemic.

In this study, the importance that young consumers give to green consumption is discussed. Future studies may conduct a study of adult individuals and address their level of consciousness. In addition, while considering two factors (conditional value and person's effect) that are thought to have an effect on green consumption behavior, other studies can define very different factors with exploratory studies. In such a design, the difference between the importance given to green consumption and performance may be revealed on a survey and it can be discussed why they do not exhibit green consumption at the level they want in behavior by conducting in-depth interviews with the same consumers. Moreover, a much more comprehensive national study can be carried out with the cooperation with legislators.

Araştırma ve Yayın Etiği Beyanı

Bu araştırmanın bilimsel araştırma ve yayın etiği kurallarına uygunluk onayı Kütahya Dumlupınar Üniversitesi Sosyal ve Beşeri Bilimler Bilimsel Araştırma ve Yayın Etiği Kurulu'ndan alınmış olup bilimsel araştırma ve yayın etiği kurallarına uygun şekilde gerçekleştirilmiştir.

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7   https://www.politico.eu/article/6-ways-coronavirus-is-changing-the-environment/

8   https://www.bbc.com/news/science-environment-51944780

Yazarların Makaleye Katkı Oranları

Yazarlar makaleye katkı oranları düzeyinde sıralanmıştır.

Destek Beyanı

Bu araştırma herhangi bir kurum veya kuruluş tarafından desteklenmemiştir

Çıkar Beyanı

Bu araştırma herhangi çıkar çatışmasına konu değildir.

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Genişletilmiş Özet

Sandığımız Kadar Yeşil miyiz? Türk Genç Tüketicilerin Yeşil Tüketim Davranışının Önem-Performans Analizi

Yeşil tüketim pazarlama alanında sıklıkla çalışılmakla birlikte, çevreye görece daha duyarlı olmaları itibariyle (The Nielsen Company, 2015; Keeble, 2013), genç tüketiciler ve özelde de milenyum kuşağında da ele alınabilmektedir (Furlow & Knott, 2009; Lee, 2008,2010; Lu vd., 2013; Kabadayı vd., 2015; Bernardes vd., 2019). Sosyal medya kullanım pratikleri ve bu platformlarda bilgi akışındaki etkinlikleri genç tüketicileri bu araştırmalarda ilgi odağı haline getirmektedir. Öte yandan, her ne kadar çevreye duyarlı tüketime olan duyarlılıkları daha yüksek olsa da bu tüketicilerin bu duyarlılığı her zaman davranışa dönüştüremediği görülmektedir. Genel tüketici davranışı açısından da küresel ölçekte çevrimiçi tüketicilerin %83'ü çevrenin korunması ve geliştirilmesinin önemli olduğunu söylerken ancak %22'si çevre dostu ürün için daha fazla ödemeye razı olduğunu belirtmektedir. Tutumun davranışa dönüşmesinde bu denli farklılığın görülmesi ve genç tüketicilerin yeşil tüketim davranışı sergilemede önlerinde bulunan yapısal engeller gözetildiğinde, gündelik hayatlarındaki yeşil tüketim davranışlarına verdikleri önem ve bunu ne ölçüde uygulayabildiklerinin eş zamanlı sorulduğu bu çalışmada uygulamada görülen sapmalar durumsal değişkenler ve birey olarak çevre üzerindeki etkilerine ilişkin algılarının açıklayıcılığı düzeyinde ele alınmıştır.

Bu amaçla çalışmada şu araştırma sorularına cevap aranmış ve izleyen hipotezler test edilmiştir:

(1) Genç bireyler, özelde milenyum kuşağının gündelik hayatlarında yeşil tüketim davranışına verdikleri önem düzeyi nedir?

(2) Bu bireyler, gündelik hayatlarında, yeşil tüketime verdikleri önemi davranışa ne ölçüde dönüştürebilmektedir? Yeşil tüketime verdikleri önem ve davranışa dönüştürme düzeyi arasında fark var mıdır?

(3) Eğer iki değişken arasında fark var ise bunu durumsal koşullar ve birey olarak algıladıkları etki ile açıklayabilir miyiz?

Bu araştırmanın, yeşil tüketim davranışına verdikleri önemi ve bunu günlük yaşamlarında ne ölçüde uyguladıklarını alternatif bir analiz yöntemi ile eş zaman-

lı değerlendirerek, genç tüketicilerin yeşil tüketim davranışları ile ilgili mevcut literatüre katkı sunması beklenmektedir. Ayrıca, gündelik hayatlarında yeşil tüketim davranışı sergileyememe nedenleri lojistik regresyon analizi ile, genç tüketicilerin başta ekonomik gerekçeleri olmak üzere bir dizi ayırtedici özgün koşulları gözetilerek durumsal koşullar (H_1: Durumsal koşullara ilişkin beklentilerinin karşılanması genç tüketicilerin daha fazla yeşil tüketim davranışı sergilemelerine yol açacaktır) ve çevre üzerindeki algılanan bireysel etkileri (H_2: Genç tüketicilerin çevre sorunları üzerindeki algıladığı kişisel etki, daha fazla yeşil ürün tüketim davranışıyla sonuçlanacaktır) açısından değerlendirilecektir.

Araştırma kapsamında veriler, kolayda örnekleme yolu ile, 2019-2020 akademik yılında Dumlupınar Üniversitesi İktisadi ve İdari Bilimler Fakültesi İşletme Bölümüne kayıtlı lisans öğrencilerinden toplanmıştır. Veri toplama tekniği olarak anketin kullanıldığı ve basılı anketlerin bırak-topla yolu ile toplandığı bu araştırmada yer alan Önem-Performans Analizine konu 13 yeşil tüketim davranışına ilişkin ifadeler Hai and Mai (2013); dört ifadeli durumsal koşullar ölçeği Biswas ve Roy (2015) ve beş ifadeli bireysel etki algısına ilişkin ölçek Kanchanapibul vd.'nden (2014) Türkçe'ye uyarlanmıştır.

İlk olarak Martilla ve James (1977) tarafından önerilen Önem-Performans Analizi (Importance Performance Analysis-IPA), her bir özelliğin önem ve performans ölçümlerini, önem ve performans puanlarının kesişme noktaları olarak kullanıldığı ve dört bölmenin (kuadrant) geliştirildiği iki boyutlu bir ızgarada birleştiren bir araçtır. . Bu çalışmada, tüketicilerin yeşil tüketim davranışına verdikleri önemi ve günlük yaşamlarındaki uygulama düzeylerini inceleyen Önem-Performans Analizi, Park vd.'nin (2017) beslenme bağlamında gerçekleştirdiği çalışmadan uyarlanmıştır. Önem-Performans Analizi sonuçları (t-testine dayalı olarak) tüm yeşil davranışların önem derecelendirmelerinin 5. ve 12. maddeler hariç performans derecelendirmelerinden anlamlı derecede yüksek olduğunu göstermiştir ($p < 0.05$). En yüksek önem puanını "Uzun ömürlü ürünler seçmek ve satın almak", ardından "Daha az kimyasal tarım ürünleri içeren gıda ürünleri satın almak" ve "Sadece yeterli ve sadece gerekli ürün satın alım yapmak" almıştır. Öte yandan, "Uzun ömürlü ürünler seçmek ve satın almak" en yüksek performans puanını almıştır.

Yeşil tüketim davranışlarına verilen önem ve bunları uygulama düzeyleri arasındaki farkı açıklamada ise durumsal koşullar ve algılanan bireysel etkinin belirleyiciliği lojistik regresyon analizi ile sınanmıştır. Analiz sonucu durumsal

koşullara ilişkin beklentilerinin karşılanması genç tüketicilerin yeşil tüketim davranışı sergileme düzeyini arttırırken çevre sorunları üzerindeki algıladıkları kişisel etki, daha fazla yeşil ürün tüketim davranışında etkili bulunmamıştır. Bu sonuçlar itibariyle genç tüketicilerde gündelik davranış pratikleri açısından davranış farkındalıklarının oluşturulması, her bir bireyin çevre üzerinde bireysel etkisi olduğuna ilişkin farkındalığın oluşturulması, durumsal koşulların belirleyiciliği gözetildiğinde genç tüketicilerin yeşil tüketime teşvik edilmesi için ürün düzeyinde özellikle fiyat düzeyinde iyileştirmelerin yapılması gerekmektedir.