The Journal of Mind and Behavior
Spring 2025, Volume 46, Number 2
Pages 28–43
ISSN 0271–0137

The Effects of Peer Effect and Green Buying Intention on Chinese Consumer Green Buying Behaviour

Lu Shucheng[1], Kanokporn Chaiprasit[2*]

Rajamangala University of Technology, Thanyaburi, Pathum Thani, Thailand

Increasing concerns over environmental sustainability have prompted many individuals to embrace green consumption. While peer effect and buying intentions towards green merchandise are important drivers of green purchasing behaviour, their combined influence remains underexplored, especially in non-Western developing countries like China. This study aims to examine the influence of peer effect and green purchasing intention on green purchasing behaviour among Chinese consumers, thereby addressing gaps in understanding the behavioural factors driving sustainable consumption. Data were gathered from 550 Chinese consumers in Fuyang through a structured questionnaire based on a quantitative research approach. All hypothesised relationships were tested and confirmed using Structural Equation Modelling (SEM). The data analysis reveals a positive and statistically significant relationship between peer effect and green purchasing behaviour ($B = 0.221$, $p = 0.011$). Similarly, buying behaviour towards green merchandise shows a strong positive correlation with green purchasing intention ($B = 0.283$, $p = 0.000$). The fit indices confirm the model's suitability, supporting the validity and reliability of the study's conclusions. In conclusion, social and motivational factors play a crucial role in promoting green purchasing behaviour, as demonstrated by this study. It is recommended that policymakers and marketers prioritise network engagement and intention-building strategies to foster sustainable consumption tailored to specific cultural contexts.

Keywords: Green Buying Behaviour, Peer Effect, Green Buying Intention

Correspondence concerning this article should be addressed Lu Shucheng PhD Candidate, Faculty of Business Administration, Rajamangala University of Technology, Thanyaburi, Pathum Thani, Thailand, 12110, E-mail: lu_sh@mail.rmutt.ac.th, Kanokporn Chaiprasit Professor, Faculty of Business Administration, Rajamangala University of Technology, Thanyaburi, Pathum Thani, Thailand, 12110, E-mail: kanokporn_c@rmutt.ac.th

Introduction

The increasing exploitation of natural resources to support global advancement has introduced substantial environmental sustainability challenges. In numerous nations, natural resources constitute a primary source of livelihood and economic stability. Effectively addressing environmental concerns on a global scale necessitates a shared sense of responsibility among all stakeholders. The concept of green and sustainable development is grounded in the maintenance of ecological balance. In alignment with the directives of the 20th National Congress of the Communist Party of China, it is imperative for all sectors of society to collaborate in pursuit of sustainable growth (Zhang & Xi, 2024). Green consumption, recognised as a sustainable and environmentally conscious consumer practice, is progressively gaining acceptance and is actively promoted by various governments, establishing itself as an emerging mode of consumption.

The influence of peers is a pivotal factor in shaping perceptions and cultivating behaviours related to the purchase of green products. Social circles—comprising family, friends, and societal norms—exert considerable influence on individual decision-making (Taufique & Islam, 2021). Despite the presence of positive environmental attitudes, these do not consistently translate into tangible purchasing actions. Accordingly, several researchers have refined the "attitude-behaviour" framework in an attempt to better understand the ambiguous transition from environmentally conscious attitudes to green purchasing behaviour. Although these studies provide noteworthy insights, they fall short of fully articulating the mechanism behind green consumption behaviour and have not succeeded in positioning it as a dominant market norm. This paper posits that this disconnect can be attributed primarily to a lack of consumer awareness regarding peer influence, as well as the absence of structured approaches in cultivating green purchase intentions. The study is structured around the following key research objectives:

1. RO1: To investigate the influence of peer effect on consumers' green purchasing behaviour.
2. RO2: To examine the influence of green purchase intention on consumers' green purchasing behaviour.

This investigation aims to bridge existing theoretical gaps by examining the interplay between social (peer) and self-regulatory (intention) factors influencing environmentally responsible consumption within the Chinese context. Additionally, it contributes to the international body of knowledge on

green marketing and offers culturally specific insights for policymakers and marketers seeking to foster eco-conscious consumerism. By leveraging social networks and individual motivational strategies, the study proposes mechanisms for closing the gap between environmental awareness and sustainable consumption. These themes resonate with findings from prior research, such as Trivedi et al. (2018), who identified both personal and contextual influences as critical in shaping green consumer behaviour. Such knowledge is essential for advancing the global sustainability agenda.

Literature Review

The Effect of Peer Effect on Consumer Buying Behaviour towards Green Merchandise

Peer effect is generally defined as the influence exerted by an individual's behaviour on the decision-making processes of others (Sala-Ríos, 2024). As noted by Looi et al. (2022), peer influence is a highly significant determinant of consumer purchasing decisions and holds particular importance in guiding choices related to environmentally sustainable products. Peer effect primarily alters attitudes through three psychological pathways—compliance, identification, and internalisation (Kelman, 2017)—subsequently influencing behavioural outcomes. When environmental responsibility is perceived as a widely accepted social norm, interactions between individuals and their social groups tend to exert substantial influence on the formation of green consumption attitudes. Sharma and Paço (2021) observed that environmentally conscious consumers often place strong trust in their peer groups and anticipate that fellow members will also engage in green purchasing practices. This indicates that peer effect serves as a key driver of pro-environmental attitudes and behaviours within communities (Persaud & Schillo, 2017). In their study, Persaud and Schillo (2017) demonstrated that peer influence positively impacts residents' purchasing behaviour regarding organic goods. Drawing upon these findings, this study proposes the following hypothesis:

H1. The peer effect has a significantly effect on consumers' buying behaviour towards green merchandise.

The Effect of Buying Intentions towards Green Merchandise on Consumer Buying Behaviour towards Green Merchandise

Intention is typically understood as an individual's willingness or commitment to perform a particular action, serving as the motivational force that drives behaviour. Chan and Saad (2019) identified a positive correlation between purchase intention and actual buying behaviour, aligning with findings in related research. Several studies focused on organic food consumption have also revealed a strong association between consumer intentions and corresponding actions, as evidenced by (Thøgersen, 2016). Moreover, scholars such as Jaiswal and Kant (2018), as well as Yadav and Pathak (2017), have confirmed this connection while examining the key determinants influencing Indian consumers' propensity to select environmentally friendly products. Similarly, Lian and Yoong (2019) observed a significant relationship between the purchase intentions and actual behaviours of young Malaysian consumers. In the Vietnamese context, Nguyen et al. (2019) reported a notably strong alignment between consumer intention and green purchasing behaviour. In light of these insights, this study puts forward the following hypothesis:

H2. The buying intentions towards green merchandise has a significant effect on consumers' buying behaviour towards green merchandise.

Figure 1 presents the conceptual framework underpinning this study.

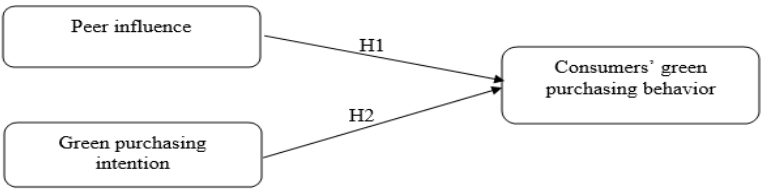

Figure 1: Conceptual Framework

Methodology

Population and Sampling

This study focuses on Chinese consumers residing in Fuyang, aged between 20 and 50 years, who represent potential purchasers of environmentally friendly products. In 2024, the metropolitan population of Fuyang is estimated at 2,128,538. Green products are defined by their minimal environmental impact across their entire lifecycle, encompassing production, usage, and disposal. These products align with key sustainability principles, including resource conservation, pollution reduction, ecosystem protection, and the enhancement of public health. A quantitative research design was employed, utilising a probability-based sampling method. The primary target group

comprises Chinese consumers with the capacity to purchase goods bearing green credentials. Due to minor variations in characteristics across the population, probability sampling was deemed the most suitable approach to ensure adequate representation. This technique is relatively straightforward and yields results that are generalisable to the broader population.

As with most quantitative estimation methods, SEM necessitates a sufficiently large sample size to produce reliable and valid results. The sample size (N) plays a critical role in determining parameter estimation accuracy and the robustness of model fit indices, as outlined by Stone (2021). Several procedural heuristics, often referred to as rules of thumb (Udin et al., 2022), offer guidance on the recommended ratio between the number of participants (N) and the number of variables (p). For instance, Watkins (2021) suggested estimating the sample size by applying a ratio of 5–10 participants per variable, with a general recommendation that sample sizes should approximate 300. For samples exceeding 300, the ratio may be reduced further. In more conventional multivariate approaches, a participant-to-variable ratio of 20:1 is frequently cited. Ratios as low as 1:1 are also sometimes employed, particularly in alignment with regression analysis guidelines (Ghaleb & Yaslioglu, 2024; Hahs-Vaughn & Lomax, 2020). Nevertheless, SEM studies typically require comparatively larger sample sizes than other quantitative methods, with appropriate sample sizes ranging from 100 to 500 or more, contingent upon the study's objectives and complexity (Ghaleb & Yaslioglu, 2024). The research framework employed in this study includes three main variables and a total of 55 measurement items, assessed using established scales. Based on accepted standards, the appropriate and effective sample size for this investigation is N = 550 participants.

Instrumentation

The present study utilises the peer effect scale developed by Garg (2024), which is structured into two distinct dimensions reflecting normative and informational influences. The constructs measuring buying intentions towards green merchandise and actual buying behaviour are derived from the model proposed by Trivedi et al. (2018). All scale items are assessed using a 5-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree," with three gradations representing varying levels of agreement positioned between the two endpoints.

Data Analysis Techniques

The analysis commenced with an evaluation of the internal consistency reliability and construct validity of the questionnaire data. AMOS software was employed to perform structural equation modelling to test the study hypotheses.

Results and Discussion

Preparation of Data

Table 1 presents the abbreviations for the primary variables examined in the study of green merchandise purchasing behaviour. Peer effect (PI), stemming from social group influences, impacts individuals' decision-making processes. Buying intentions towards green merchandise (GPI) refer to consumers' willingness to purchase environmentally friendly products, whereas buying behaviour towards green merchandise (GPB) concerns the actual purchasing actions. Normative effect (NORI) relates to social pressures that motivate eco-friendly purchase decisions, while informational effect (INFI) pertains to the logical information that shapes choices regarding green products. These factors collectively interact to promote sustainable consumption practices.

Table 1

Variables

Variable Name	Abbreviation
Peer Effect	PI
Buying Intentions towards Green Merchandise	GPI
Buying Behaviour towards Green Merchandise	GPB
Normative Effect	NORI
Informational Effect	INFI

Demographic Characteristics

Table 2 presents the demographic data, confirming the diverse characteristics of the participants. Among them, 56.5% are female and 43.5% are male. The largest age group falls between 26 and 30 years, accounting for 42.5%. The median income bracket of respondents is RMB 5,001–8,000, representing 32.5% of the sample. Educational backgrounds vary, with high school and junior college graduates being the most prevalent at 38%. Regarding marital status, 48.7% of female participants are married. A variety of occupations are represented, with housewives constituting 38%, and retired women accounting for 31.6%. This demographic distribution demonstrates that the sample includes individuals of differing ages, income levels, and

occupational statuses, thereby rendering the findings appropriately representative of the targeted population.

Table 2

Demographics Data

Demographic Characteristics		Frequency	Percentage (%)
Gender	Male	239	43.5
	Female	311	56.5
Age	18-25 Years Old	168	30.6
	26-30 Years Old	234	42.5
	31-40 Years Old	87	15.8
	Over 41 Years Old	61	11.1
Monthly Income	Below RMB 3,000	139	25.3
	RMB 3000-5000	107	19.5
	RMB 5001-8000	179	32.5
	RMB 8,001-15,000	104	18.9
	RMB 15,000 and Above	21	3.8
Educational Background	High School Students and Below	54	9.8
	High School or Junior College Degree	209	38.0
	Bachelor's Degree	149	27.1
	Postgraduate Degree and Above	138	25.1
Marital Status	Unmarried	144	26.2
	Married	268	48.7
	Others	138	25.1
Occupation	Student	53	9.6
	Corporate Staff	23	4.2
	Civil Servant or Public Institution Employee	66	12.0
	Housewife	209	38.0
	Retirees	174	31.6
	Others	25	4.5

Validity and Reliability Tests

Test of Reliability

Table 3 presents the reliability analysis, showing strong internal consistency for all variables. Cronbach's alpha values exceed the 0.7 threshold (Nunnally, 1978), with PI at 0.887, GPI at 0.857, and GPB at 0.812, indicating high reliability across constructs.

Table 3

Reliability and Validity Test

Variables	No. of Items	Cronbach's Alpha	Remarks
PI	8	0.887	Good

GPI	4	0.857	Good
GPB	4	0.812	Good

Confirmatory Factor Analysis

Table 4 shows excellent model fit, with a χ^2/DF of 2.617 within the acceptable 1–5 range. Fit indices (NFI = 0.931, IFI = 0.956, TLI = 0.945, CFI = 0.956, GFI = 0.938) all exceed the 0.9 benchmark. RMSEA is 0.054, below the 0.08 cut-off, indicating strong model precision and minimal error.

Table 4

CFA Measurement Model and Model Fit Indicators

Model Fit Indicators	Threshold	Estimate
χ^2/ DF	[1,5]	2.617
NFI	>0.9	0.931
IFI	>0.9	0.956
TLI	>0.9	0.945
CFI	>0.9	0.956
GFI	>0.9	0.938
RMSEA	<0.08	0.054

Convergent Validity Analysis

Convergent validity was assessed using Average Variance Extracted (AVE), with values above 0.5 deemed acceptable (Baharum et al., 2023). Composite Reliability (CR), which measures internal consistency, was also evaluated, with values over 0.6 indicating adequacy (Kalkbrenner, 2023; Nunnally & Bernstein, 1994). As shown in Table 5, the standardised factor loadings, CR values, and AVEs for all constructs exceed these criteria, confirming the convergent validity of the three variable scales employed in this study. Moreover, Table 5 presents the standardised factor loadings and reliability measures of the latent variables. The Peer Effect variables NORI (0.774) and INFI (0.702) demonstrate moderate reliability, with a composite reliability of 0.7058 and an AVE of 0.5459. All items measuring GPI display strong factor loadings ranging from 0.719 to 0.807, accompanied by a composite reliability of 0.8590 and an AVE of 0.6042. For GPB, factor loadings lie between 0.686 and 0.749, exceeding the 0.7 threshold, resulting in a composite reliability of 0.8137 and an AVE of 0.5223.

Table 5

Validity Analysis based on Convergence

Latent Variable	Observation Variable	Standardized Factor Loading	S.E.	C.R.	P	CR	AVE
PI	NORI	0.774				0.7058	0.5459
	INFI	0.702	0.064	13.27	0.000		
GPI	GPI1	0.807				0.8590	0.6042
	GPI2	0.719	0.053	17.28	0.000		
	GPI3	0.802	0.059	19.577	0.000		
	GPI4	0.778	0.057	18.939	0.000		
GPB	GPB1	0.745				0.8137	0.5223
	GPB2	0.686	0.055	14.767	0.000		
	GPB3	0.749	0.055	16.01	0.000		
	GPB4	0.709	0.053	15.23	0.000		

Discriminant Validity Analysis

Ünal (2021) recommended assessing discriminant validity by comparing one construct against others. The diagonal elements in Table 6 present the square roots of the AVE for each construct, while the correlation coefficients between constructs are displayed below the diagonal. As indicated in Table 6, the discriminant validity for this study meets the required standards. Table 6 summarises the correlation results and validity criteria. The diagonal values denote the square root of the AVE, demonstrating discriminant validity as all inter-variable correlations are lower than the respective scale averages (PI: 0.7389, GPI: 0.7773, GPB: 0.7227). The correlation coefficients reveal moderate positive relationships: between PI and GPI (r = 0.409), PI and GPB (r = 0.477), and GPI and GPB (r = 0.492). These findings confirm both the distinctiveness and the interrelation of Peer Effect, Buying Intentions towards Green Merchandise, and Buying Behaviour towards Green Merchandise.

Table 6
Discriminant Validity

	PI	GPI	GPB
PI	**0.7389**		
GPI	0.409	**0.7773**	
GPB	0.477	0.492	**0.7227**

Descriptive Analysis

Table 7 presents the descriptive statistics for the primary variables. PI, GPI, and GPB each span a range from 1 to 5, with mean values of 3.5740, 3.6091, and 3.6645, respectively, reflecting generally favourable responses. The standard deviations (PI: 0.75773, GPI: 0.86991, GPB: 0.74534) indicate a moderate degree of variability among the responses.

Table 7

Descriptive Analysis

Variables	Minimum	Maximum	Mean	Standard Deviation
PI	1	5	3.5740	0.75773
GPI	1	5	3.6091	0.86991
GPB	1	5	3.6645	0.74534

Structural Equation Model (SEM)

SEM and Model Fit Indicators

This research utilises SEM to assess and validate the conceptual framework depicted in Figure 2. Prior to analysis, fit indices were examined to ensure the model conformed to established SEM criteria. The results indicate that the model satisfies the essential requirements for SEM application. Table 8 provides the goodness-of-fit test results, in accordance with recommendations from existing literature. The measurement model exhibits a robust goodness of fit. The χ^2/DF ratio of 2.617 lies within the acceptable interval of [1, 5]. All incremental fit indices (NFI = 0.931, IFI = 0.956, TLI = 0.945, CFI = 0.956, GFI = 0.938) surpass the benchmark of 0.9, reflecting excellent congruence between the model and data. The RMSEA value of 0.054 is below the 0.08 threshold, indicating low error and high model precision. Collectively, these indicators confirm that the model fits the dataset exceptionally well, as shown in Table 8.

Table 8

Goodness of Fit Index of the SEM

Goodness of Fit Index	Estimate Required	Measurement Model
χ^2/ DF	[1,5]	2.617
NFI	>0.9	0.931
IFI	>0.9	0.956
TLI	>0.9	0.945
CFI	>0.9	0.956
GFI	>0.9	0.938
RMSEA	<0.08	0.054

SEM Diagram

The measurement model demonstrates good fit: χ^2/DF (2.617) is within the acceptable range, and all indices (NFI=0.931, IFI=0.956, TLI=0.945, CFI=0.956, GFI=0.938) exceed 0.9, indicating strong model fit. RMSEA (0.054) is below 0.08, confirming a well-fitting model (Figure 2).

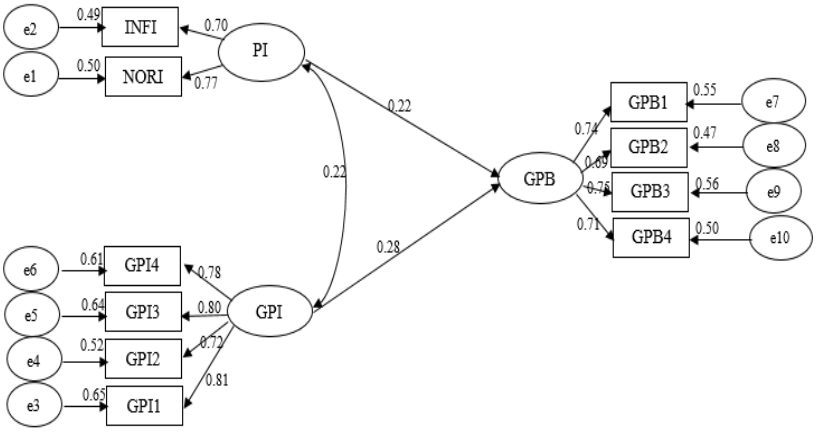

Figure 2: SEM Diagram

Direct Effect Analysis

The direct effects reveal significant associations. PI exerts a positive influence on GPB (B = 0.221, P = 0.011), thereby supporting Hypothesis 1. GPI demonstrate an even stronger effect on GPB (B = 0.283, P = 0.000), confirming Hypothesis 2. Both hypotheses are thus substantiated, highlighting the primary factors driving environmentally friendly behaviour, as illustrated in Table 9 and Figure 2.

Table 9

Analysis of Direct Effect

Direct Effects	Standardized Estimate (B)	S.E.	C.R.	*P*	Hypothesis
PI → GPB	0.221	0.097	2.536	0.011	H1
GPI → GPB	0.283	0.053	5.242	0.000	H2

Hypothesis Table

Both hypotheses were accepted, indicating that peer effects and buying intentions significantly influence consumers' buying behavior towards green merchandise. This suggests that consumers are more likely to purchase eco-friendly products when influenced by peers and when they have a strong intention to buy such merchandise (Table 10).

Table10

Hypothesis Accepted\Rejected

Hypothesis	Null Hypothesis (H_0)	Alternative Hypothesis (H_1)	Outcome

H1: The impact of peer effect on consumers' buying behaviour towards green merchandise.	Peer effect does not have a significant effect on consumers' buying behaviour towards green merchandise.	Peer effect has a significant effect on consumers' buying behaviour towards green merchandise.	Accepted
H2: The effect of buying intentions towards green merchandise on consumers' buying behaviour towards green merchandise.	Buying intentions towards green merchandise does not significantly affect consumers' buying behaviour towards green merchandise.	Buying intentions towards green merchandise has a significant effect on consumers' buying behaviour towards green merchandise.	Accepted

Discussion

Interpretation of the Findings

The findings of this study seek to examine the interaction between PI and GPI on GPB, as proposed in the research framework. Firstly, the results demonstrate that the peer effect exerts a positive and significant influence on consumers' purchasing behaviour related to environmentally friendly products. This highlights the reliance of individuals' pro-environmental behavioural changes on social relationships, including those with family, friends, and colleagues. The influence exerted by peers fosters green consumption as a collective aspiration and encourages communities to frame purchasing decisions within environmentally responsible contexts. This underlines the importance of utilising social networks and peer systems to promote pro-environmental behaviour (Table 10).

Secondly, the study reaffirms the significant role of buying intentions towards green merchandise as an internal moderator, as demonstrated by the data. Buying intentions reflect consumers' readiness and willingness to purchase eco-friendly products. The evidence supports the hypothesis that actual purchasing behaviour towards green merchandise is driven by positive and significant intentions, as indicated by the GPI instrument. This finding corroborates earlier research asserting that intention is pivotal in bridging the gap between conceptualisation and execution of green purchasing behaviour. Consequently, well-formed intentions tend to translate into action aligned with personal convictions. This underscores the necessity for awareness campaigns and educational interventions aimed at enhancing intrinsic motivation to encourage sustainable consumption (Table 10).

Collectively, these insights contribute to addressing a persistent issue within sustainability literature: the discrepancy between intention and actual behaviour in green consumption. The study places considerable emphasis on

both external factors (peer influence) and internal determinants (buying intentions) in fostering sustainable consumer behaviour within the Chinese context. These findings substantiate the research objectives and provide practical implications for policymakers and marketers. It is recommended that positive messaging be combined with strategies reflecting prevailing social norms to encourage green product consumption and augment perceived self-efficacy and regulatory motivation. By integrating these dual influences, the study offers a comprehensive understanding of the foundations of purchasing behaviour towards green merchandise, thereby advancing solutions to sustainability challenges.

Comparison with the Previous Studies

The Effect of Peer Effect on Consumer Buying Behaviour towards Green Merchandise

Based on the results presented in this study, there is a strong positive correlation between peer effect and consumers' buying behaviour towards green merchandise, thereby confirming hypothesis H1. These findings align with those reported by Hosta and Zabkar (2021) and Gustafsson et al. (2021). Peer pressure refers to the influence exerted by friends, relatives, or other significant individuals encouraging others to engage in specific behaviours (Thomas, 2024). Within organisational contexts promoting environmentally friendly initiatives, peer pressure motivates individuals to make decisions grounded in shared values, consequently altering purchasing patterns (Dasgupta & Levin, 2023). Furthermore, prior studies have demonstrated a notable association between peer influence and consumers' intentions to purchase green products (Persaud & Schillo, 2017; Waris & Hameed, 2021), as well as actual green purchasing behaviour (Rehman & Siddique, 2023).

The Effect of Buying Intentions towards Green Merchandise on Consumer Buying Behaviour towards Green Merchandise

This study uncovers a statistically significant and positive association between green purchase intention and consumers' actual buying behaviour towards green merchandise, thereby validating hypothesis H2. This aligns with the prior conclusions of Sheng et al. (2019) and Jaiswal and Kant (2018), who emphasised the pivotal role of purchase intention in translating environmental concern into tangible consumer action. Green purchase intention reflects the extent of an individual's readiness and determination to engage in

environmentally responsible purchasing. Functioning as a key internal driver, it effectively bridges the gap between the inclination to act sustainably and the execution of such behaviour in real-world purchasing scenarios (Zhuang et al., 2021).

Implications of the Study

Previous empirical research on buying behaviour towards green merchandise has predominantly concentrated on Western consumers, with limited attention given to non-Western regions and cultures. Cross-cultural comparison is crucial for comprehending how cultural factors influence attitudes towards human-environment interactions. Such studies serve two main purposes: first, to enable meaningful comparisons between Western and non-Western cultures, and second, to investigate the role of culture in shaping intentions to engage in green purchasing. Accordingly, this study adopts an exploratory design incorporating both individual and contextual components. The findings further emphasise the importance of contextual influences, such as peer pressure, in shaping purchasing decisions and advancing sustainable consumer behaviour. These results suggest that future research should explore how micro-level (individual) and macro-level (contextual) systems interact to deepen the understanding of factors driving green consumption.

Conclusion and Future Work

Conclusion

This study finds that peer effect and buying intentions significantly influence green purchasing behaviour among Chinese consumers. Peer pressure encourages eco-friendly actions, while buying intentions link awareness to behaviour. These results highlight the importance of social and personal factors in promoting sustainable consumption. The findings offer useful insights for policymakers and marketers but are limited by the sample's geographic scope and lack of factors like price sensitivity. Future research should use broader and longer-term approaches.

Limitations of the Study

This study has several limitations. First, participants' self-reported responses may be biased regarding environmentally friendly buying behaviour. Second, the sample is limited to Fuyang, China, restricting the generalisability to other regions with different environmental attitudes. Third, the cross-sectional design and use of structural equation modelling limit causal inferences, which longitudinal studies could better address. Finally, important

factors such as price sensitivity, product availability, and government policies were not considered. Addressing these limitations in future research could enhance understanding of sustainable consumer behaviour and provide more useful insights for stakeholders.

Future Work

Future research on buying behaviour towards green merchandise can address current limitations and deepen understanding in several ways. Firstly, longitudinal studies are needed to establish causal relationships beyond the current cross-sectional design. Secondly, expanding the sample beyond Fuyang to include other regions or countries would capture diverse cultural and economic contexts. Thirdly, incorporating additional factors such as price sensitivity, product availability, and relevant policies into the model would provide a more complete picture of green consumer decisions. Finally, combining quantitative methods with qualitative approaches, like interviews or focus groups, could reveal deeper insights into consumer attitudes and barriers to adopting green behaviours. These improvements would support the development of effective policies for promoting sustainable consumption globally.

Acknowledgements

I sincerely thank my advisor, professors, and peers for their invaluable guidance and support throughout this research. Special gratitude goes to all participants whose contributions made this study possible. I also appreciate the encouragement from my family and friends. This journey would not have been successful without the collective effort and motivation from everyone involved. Thank you all.

References

Baharum, H., Ismail, A., Awang, Z., McKenna, L., Ibrahim, R., Mohamed, Z., & Hassan, N. H. (2023). The study adapted instruments based on Confirmatory Factor Analysis (CFA) to validate measurement models of latent constructs. *International Journal of Environmental Research and Public Health*, *20*(4), 2860. http://dx.doi.org/10.3390/ijerph20042860

Chan, T. J., & Saad, S. (2019). Predictors of consumers' purchase intention through triple bottom line corporate social responsibility practices: A study of the branded coffee retailing industry. *Journal of Arts & Social Sciences*, *3*(1), 47-59. https://www.researchgate.net/profile/Tak_Jie_Chan/publication/335620100_Predictors_of_Consumers'_Purchase_Intention_through_Triple_Bottom_Line_Corporate_Social_Responsibility_Practices_A_Study_of_the_Branded_Coffee_Retailing_Industry/links/5d70d83992851cacdb21ae79/Predictors-of-Consumers-Purchase-Intention-through-Triple-Bottom-Line-

Corporate-Social-Responsibility-Practices-A-Study-of-the-Branded-Coffee-Retailing-Industry.pdf

Dasgupta, P., & Levin, S. (2023). Economic factors underlying biodiversity loss. *Philosophical Transactions of the Royal Society B*, *378*(1881), 20220197. https://doi.org/10.1098/rstb.2022.0197

Garg, P. (2024). Role of consumer susceptibility in influencing information usefulness. *International Journal of Business Information Systems*, *45*(1), 101–117. https://doi.org/10.1504/IJBIS.2024.135969

Ghaleb, M., & Yaslioglu, M. (2024). Structural Equation Modeling (SEM) for Social and Behavioral Sciences Studies: Steps Sequence and Explanation. *Journal of Organizational Behavior Review*, *6*(1), 69–108. https://www.researchgate.net/publication/377776329

Gustafsson, N.-K., Rydgren, J., Rostila, M., & Miething, A. (2021). Social network characteristics and alcohol use by ethnic origin: An ego-based network study on peer similarity, social relationships, and co-existing drinking habits among young Swedes. *PloS One*, *16*(4), e0249120. https://doi.org/10.1371/journal.pone.0249120

Hahs-Vaughn, D. L., & Lomax, R. (2020). *An introduction to statistical concepts*. Routledge. https://doi.org/10.4324/9781315624358

Hosta, M., & Zabkar, V. (2021). Antecedents of environmentally and socially responsible sustainable consumer behavior. *Journal of Business Ethics*, *171*(2), 273–293. https://doi.org/10.1007/s10551-019-04416-0

Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of retailing and consumer services*, *41*, 60–69. https://doi.org/10.1016/j.jretconser.2017.11.008

Kalkbrenner, M. T. (2023). Alpha, omega, and H internal consistency reliability estimates: Reviewing these options and when to use them. *Counseling Outcome Research and Evaluation*, *14*(1), 77–88. https://doi.org/10.1080/21501378.2021.1940118

Kelman, H. C. (2017). Processes of opinion change. In *Attitude change* (pp. 205–233). Routledge. https://www.taylorfrancis.com/chapters/edit/10.4324/9781351315364-8

Lian, S. B., & Yoong, L. C. (2019). Assessing the young consumers' motives and purchase behavior for organic food: An empirical evidence from a developing nation. *International Journal of Academic Research in Business and Social Sciences*, *9*(1), 69–87. http://dx.doi.org/10.6007/IJARBSS/v9-i1/5364

Looi, K. X., Tan, K. N., & Tee, G. H. (2022). *Examining the role of materialism, perceived stress and gender differences in compulsive buying behavior among young adults in Malaysia* UTAR]. http://eprints.utar.edu.my/id/eprint/4511

Nguyen, H. V., Nguyen, C. H., & Hoang, T. T. B. (2019). Green consumption: Closing the intention-behavior gap. *Sustainable Development*, *27*(1), 118–129. https://doi.org/10.1002/sd.1875

Nunnally, J. C. (1978). *Psychometric Theory*. McGraw-Hill. https://books.google.com.pk/books?id=WE59AAAAMAAJ

Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric Theory*. McGraw-Hill Companies,Incorporated. https://books.google.com.pk/books?id=r0fuAAAAMAAJ

Persaud, A., & Schillo, S. R. (2017). Purchasing organic products: role of social context and consumer innovativeness. *Marketing Intelligence & Planning*, *35*(1), 130–146. https://doi.org/10.1108/MIP-01-2016-0011

Rehman, S. U., & Siddique, S. (2023). Effect of green brand packaging on green brand image: mediating role of green brand association and green brand advertising in the context of green apparel brand. *Journal of Policy Research*, *9*(3), 196–212. https://doi.org/10.61506/02.00106

Sala-Ríos, M. (2024). What are the determinants affecting cooperatives' profitability? Evidence from Spain. *Annals of Public and Cooperative Economics*, *95*(1), 85–111. https://doi.org/10.1111/apce.12423

Sharma, N., & Paço, A. (2021). Moral disengagement: A guilt free mechanism for non-green buying behavior. *Journal of Cleaner Production*, *297*, 126649. https://doi.org/10.1016/j.jclepro.2021.126649

Sheng, G., Xie, F., Gong, S., & Pan, H. (2019). The role of cultural values in green purchasing intention: Empirical evidence from Chinese consumers. *International journal of consumer studies*, *43*(3), 315–326. https://doi.org/10.1111/ijcs.12513

Stone, B. M. (2021). The ethical use of fit indices in structural equation modeling: Recommendations for psychologists. *Frontiers in psychology*, *12*, 783226. https://doi.org/10.3389/fpsyg.2021.783226

Taufique, K. M. R., & Islam, S. (2021). Green marketing in emerging Asia: antecedents of green consumer behavior among younger millennials. *Journal of Asia Business Studies*, *15*(4), 541–558. https://doi.org/10.1108/JABS-03-2020-0094

Thøgersen, J. (2016). Consumer decision-making with regard to organic food products. In *Traditional food production and rural sustainable development* (pp. 173–192). Routledge. https://www.taylorfrancis.com/chapters/edit/10.4324/9781315550374-14

Thomas, I. P. (2024). The Influence of Peer Group Pressure on the Spiritual Intelligence of Emerging Adults. *Indian Journal of Positive Psychology*, *15*(2). https://journals.indexcopernicus.com/api/file/viewByFileId/2004098

Trivedi, R. H., Patel, J. D., & Acharya, N. (2018). Causality analysis of media influence on environmental attitude, intention and behaviors leading to green purchasing. *Journal of Cleaner Production*, *196*, 11–22. https://doi.org/10.1016/j.jclepro.2018.06.024

Udin, U., Dananjoyo, R., & Isalman, I. (2022). The Effect of Transactional Leadership on Innovative Work Behavior: Testing the Role of Knowledge Sharing and Work Engagement as Mediation Variables. *International Journal of Sustainable Development & Planning*, *17*(3). http://dx.doi.org/10.18280/ijsdp.170303

Ünal, U. (2021). Structural equation modeling as a marketing research tool: A guideline for SEM users about critical issues and problematic practices. *İstatistik ve Uygulamalı Bilimler Dergisi*, *2*(2), 65–77. https://doi.org/10.52693/jsas.1015831

Waris, I., & Hameed, I. (2021). An empirical study of consumers intention to purchase energy efficient appliances. *Social Responsibility Journal*, *17*(4), 489–507. https://doi.org/10.1108/SRJ-11-2019-0378

Watkins, M. W. (2021). *A step-by-step guide to exploratory factor analysis with SPSS*. Routledge. https://doi.org/10.4324/9781003149347

Yadav, R., & Pathak, G. S. (2017). Determinants of consumers' green purchase behavior in a developing nation: Applying and extending the theory of planned behavior. *Ecological economics*, *134*, 114–122. https://doi.org/10.1016/j.ecolecon.2016.12.019

Zhang, W., & Xi, B. (2024). The effect of carbon emission trading on enterprises' sustainable development performance: A quasi-natural experiment based on carbon emission trading pilot in China. *Energy Policy*, *185*, 113960. https://doi.org/10.1016/j.enpol.2023.113960

Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the factors influencing green purchase intention: A meta-analysis approach. *Frontiers in psychology*, *12*, 644020. https://doi.org/10.3389/fpsyg.2021.644020