

PERCEIVED ENVIRONMENTAL RESPONSIBILITY AND GREEN PRODUCT PURCHASING BEHAVIOR EXAMINATION OF THE RELATIONSHIP IN THE CONTEXT OF DEMOGRAPHICS

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ABSTRACT

In today's world where environmental problems are gradually increasing, more and more man-made natural disasters such as global warming and melting glaciers have been forcing mankind to be more prudent in dealing with environmental issues. In this sense, this study aims to measure the perception of environmental responsibility and purchasing behavior of eco-friendly products among the participants. In addition, this study aims to determine whether the perception of environmental responsibility and the purchasing behavior of environmentally friendly products differ according to variables such as "gender, education, and occupational group." A quantitative research method was used for the study. The data was collected online using convenience sampling and a questionnaire form was prepared for this purpose. The data was collected from 400 respondents who agreed to participate in the study. The participants were found to have a high level of perceived environmental responsibility and green product purchases. When analyzed in terms of demographic characteristics, we found that there is a moderate relationship between perceived environmental responsibility and green product purchasing. It has been determined that the perception of environmental responsibility differs according to the level of education. It is advised that future research apply in many cultures. It is also advised that employers and supervisors use the scale that was used in the study.

Keywords: Perceived environmental responsibility, green product purchasing, social responsibility, environmental sustainability

ALGILANAN ÇEVRESEL SORUMLULUK VE YEŞİL ÜRÜN SATIN ALMA DAVRANIŞLARI İLİŞKİSİNİN DEMOGRAFİK BAĞLAMDA İNCELENMESİ

ÖZ

Çevre sorunlarının her geçen gün arttığı günümüz dünyasında, küresel ısınma ve buzulların erimesi gibi insan kaynaklı doğal afetlerin giderek artması, insanlığı çevre sorunlarıyla mücadelede daha ihtiyatlı olmaya zorlamaktadır. Bu çalışma, katılımcıların çevresel sorumluluk algısını ve çevre dostu ürünleri satın alma davranışını ölçmeyi amaçlamaktadır. Ayrıca bu çalışma, çevreye duyarlı ürünlerin çevresel sorumluluk algısı ve satın alma davranışlarının "cinsiyet, eğitim ve meslek grubu" gibi değişkenlere göre farklılaşıp farklılaşmadığını belirlemeyi amaçlamaktadır. Araştırma için nicel araştırma yöntemi kullanılmıştır. Veriler, bu amaçla hazırlanan anket formu ile kolayda örnekleme yöntemiyle çevrimiçi olarak toplanmıştır. Veriler, araştırmaya katılmayı kabul eden 400 kişiden toplanmıştır. Katılımcıların algılanan çevresel sorumluluk ve yeşil ürün satın alma algısının yüksek olduğu bulunmuştur. Demografik özellikler açısından incelendiğinde algılanan çevresel sorumluluk ile yeşil ürün satın alma arasında orta düzeyde bir ilişki olduğu tespit edilmiştir. Çevresel sorumluluk algısının eğitim düzeyine göre farklılık gösterdiği ortaya çıkmıştır. Gelecekteki çalışmaların farklı kültürlerde uygulanması önerilmektedir. Ayrıca çalışmada kullanılan ölçeğin yöneticilere ve işverenlere yönelik uygulanması tavsiye edilmektedir.

Anahtar Kelimeler: Algılanan çevresel sorumluluk, yeşil ürün satın alma, sosyal sorumluluk, çevresel sürdürülebilirlik

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INTRODUCTION

Under present conditions, natural problems such as pollution, global warming, concretization, drought, floods, and earthquakes have reached levels that threaten human existence. Scientists predict that wars will occur shortly due to freshwater shortages. One of the major events that threaten human existence in the early 2020s is the Covid-19 pandemic. In addition, chemical warfare has increased and nature is under a serious threat. Furthermore, man-made production and the consumer culture associated with mass production have made our planet uninhabitable. The consumption frenzy of individuals, the unhealthy production of corporations for profit, and the imperialistic policies of states have caused nature to show a series of punishing reactions to humanity. For all these reasons, it has become essential for the people who make up today's society to develop an awareness of the environment.

This study examined the perceived environmental responsibility and the extent of environmentally conscious purchasing of the individuals that make up the society. In this regard, the study examined whether people's perceptions of environmental responsibility differed according to gender, education, and occupational group. In addition, in this study, the green product purchasing behaviors of the participants; It was investigated whether it differs according to gender, education and occupational group.

It is scientifically very important to measure people's perceptions and behaviors to cause less harm to nature. The analysis of the data obtained through applied research is used to guide the action mechanisms of the governments. In this direction, it is expected that the results of this study will provide important suggestions for the literature and the decisions to be made by practitioners.

It is claimed that thirty to forty percent of the environmental problems that occur in today's industrialized countries are caused by individual consumerism. Consumers must adopt environmentally-friendly lifestyles as individual consumption triggers both consumption and production and indirectly causes serious negative developments such as depletion of natural resources, waste generation, and pollution (Hirschl et al., 2003: 873; Tuğer et al., 2018: 2980; Act. Saba, 2019: 54). While environmental issues highlight the dimensions applied in the institutional context, especially the philanthropic dimension defined by Carroll (1979), they should be considered as a dimension developed from a particular individual perspective. A person's behavior towards the environment: solidarity, philanthropy, ethics, legality, and economics. Indeed, the literature on responsible consumption has shown that green factors associated with an individual's daily life play an important role (Lee, 2008). Environmental responsibility includes personal awareness of environmental issues, personal efforts to reduce pollution, and consideration of environmental issues in product selection and purchasing behavior. Individuals' purchasing behavior is also in this direction. It includes the behavior of not buying products that are harmful to the environment and not buying products that are believed to hurt the environment in the future (Davis et al., 2020: 773). Şen and Akguen (2020) mentioned in their study that companies should conduct their production activities without harming the environment during production. They pointed out that companies should be more sensitive to environmental issues in a competitive environment. Moreover, the related study mentioned that unrestricted increases in human needs and disregard for nature have paved the way for the destruction of the future. Society needs to be made more aware of environmental issues. Sensitivity to environmental issues in the products or services produced by companies makes them advantageous in a competitive environment. The fact that companies are sensitive to the environment also has a positive effect on their employees (Şen and Aygün, 2020: 4).

Covid-19 pandemic worldwide; It has become a major public health issue that affects environmental sustainability and social responsibility, as well as people's quality of life. In this context, during a period of quarantine, social isolation, and health crisis caused by the pandemic; there have been significant changes in the perspective of environmental awareness, sustainable consumption, and social action (Severo et al., 2021: 1). The impact of the Covid 19 pandemic on sustainability is yet to be seen, but profound and far-reaching social changes are likely to occur in the coming months and years (Sarkis et al., 2020).

The importance of generational environmental awareness and sustainable consumption is highlighted, as these generations are responsible for current and future actions in organizations and society, as well as for protecting the environment (Severo et al., 2018). Unconscious and purposeless consumption by individuals causes environmental damage. In today's consumption trend, consumers have an important responsibility (Çelebi and Bayrakdaroğlu, 2018: 112).

People who consciously work for the protection of the environment. This includes people who protect nature, support environmental projects, and buy environmentally friendly products. The behavior of consumers who prioritize the environment in their purchasing decisions is explained as buying green products (Yılmaz & Arslan, 2011; 2). The literature review identified three factors that influence green purchasing behavior. These include demographic variables, environmental and social values and finally psychographic factors (Jansson et al., 2010; Gild et al., 2005; cited in Mosavichechaklou & Bozbay, 2018: 27). This study highlights demographic factors (gender, occupation, and education) that affect individuals' purchase of green products. Some of the purchasing behaviors were realized with environmental consciousness; options such as purchasing products that are produced with fewer resources and purchasing packaged products that allow recycling should be preferred. Another explanation lies in product preferences. It is explained that products that have less harmful effects, can be reused and recycled are preferred (Almıçık, 2010).

Gümüş and Karaca (2020) mention in their study that individuals should act more sensitively because of the damage caused to the natural environment by global warming. Individual behaviors that prioritize nature and the environment are explained as socially responsible consumer behaviors (Gümüş and Karaca, 2020: 80). A socially responsible consumer is a person who buys products and services that are known to have a positive (or less negative) impact on the environment, or who directs other consumers and companies to produce and buy such products and services, thus trying to achieve positive social change. " (Roberts, 1993; cited in Gümüş and Karaca, 2020: 80).

In another study, socially responsible buying behavior was explained as the perceived impact of an individual's consumption preferences in contexts such as social, environmental, and safety, or protecting and improving the individual's standard of living as a consumer. The term "socially responsible purchasing behavior," also known as "green" or "ecological consumer behavior," refers to the practice of making purchases that are not only environmentally friendly but also avoid using resources that could endanger public health or threaten the lives of animals or other species. It can be defined as the abandonment of a product (Leingh et al., 1988: 5; Davis, 1975: 24; Elkington and Hailes, 1989: 93; cited in Uğurhan et al., 2018: 176).

In Şüküroğlu's (2018) study, it is mentioned that individuals do not only focus on economic benefits when making decisions in their daily lives, but they should also act with the awareness of environmental, ethical, and social responsibilities. The concepts of environmental sustainability and buying environmentally friendly products are two important concepts when it comes to ensuring environmental sustainability. The concept of sustainability has become a concept that is treated in a crucial dimension by evolving from an economic content such as development, development, and competition to environmental content after understanding that environmental and social life has reached an unsustainable form. In this context, sustainability is defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs (Altunduğ, 2008: 30; Schrader, 2007: 25; cited in Şüküroğlu, 2018: 451-452). In the following parts of the study, the literature review, methodology, conclusion, and discussion sections are mentioned respectively.

LITERATURE REVIEW AND DEVELOPMENT OF HYPOTHESES

Studies on environmental sustainability are usually conducted on the axis of companies and workers. Unlike previous studies, this study involves both individuals and workers. In this direction, environmental issues in the literature are mainly evaluated in the context of manufacturing companies. In this study, the focus was on the behavior of individuals and workers to environmental responsibility and the purchase of environmentally friendly products. In other words, the study was developed on the

axis of attitude and behavior. Today, it is argued that the starting point for creating and solving environmental problems is the phenomenon of consumption, as opposed to the phenomenon of production. It was found that the environmentally-conscious consumption attitude of employees positively influences the purchasing behavior for green products (Saba, 2019: 156-158). It is assumed that people's perception of environmental responsibility will positively influence the purchase of green products. In addition, it is assumed that people's perception of environmental responsibility and green consumption will vary according to demographic characteristics such as gender, occupation, and education.

In one study, young people were found to be more sensitive to environmental issues compared to older people (Roberts, 1996: 83). In many studies that examined the attitudes and behaviors of individuals, it was found that the gender factor influences the individual's purchasing behavior of environmentally friendly products. In addition, many studies found that women are more environmentally conscious than men and prefer more environmentally friendly products (Straughan and Roberts, 1999: 560; cited in Saba, 2019: 99). Karaca (2013), when talking about the impact of demographic factors, concluded that income has no impact on environmental purchasing behavior (cited in Yaşar and Saydan, 2019: 128). Yılmaz and Aytekin (2020) concluded in their study that a "positive attitude towards environmental problems has a positive effect on consumers' green purchasing behavior, positive attitude towards economic and social benefits has a positive effect on consumers green purchasing behavior, green product." They found that consumer information has a positive effect on consumers' green purchasing behavior, and finally, green product quality has a positive effect on consumers' green purchasing behavior" (Yılmaz and Aytekin, 2020: 453).

Severo et al. (2021) found in their study that "pandemic Covid-19 positively affects environmental awareness and pandemic Covid-19 (COV) positively affects sustainable consumption (SC)" (Severo et al., 2021: 4). Straughan and Roberts (1999) in their study of 235 college students in the US found that one of the important variables influencing green purchasing behavior is demographic characteristics (Mosavichechaklou and Bozbay, 2018: 27). A similar result was obtained in the study conducted by Kim and Choi (2005) and it was concluded that concern for the environment has a direct and significant influence on green purchasing (Act. Guemueş and Karaca, 2020: 86). The results of a practical empirical study are presented as follows: There is a significant difference between employees' attitudes towards green consumption practices depending on their educational status. This significant difference is because the attitudes of college graduates towards green consumption practices to their environmental awareness are lower than the attitudes of employees with *Bachelor's degree, *Master's degree, and *Ph.D. (Saba, 2019: 167). In light of all this information, the following hypotheses were developed:

H₁: Perceived environmental responsibility differs by gender.

H₂: Perceived environmental responsibility differs by occupation.

H₃: Perceived environmental responsibility differs by education.

H₄: Buying green products differ by gender.

H₅: Buying green products differ by occupation.

H₆: Buying green products differ by education.

H₇: Perceived environmental responsibility has a positive and significant effect on the purchase of green products.

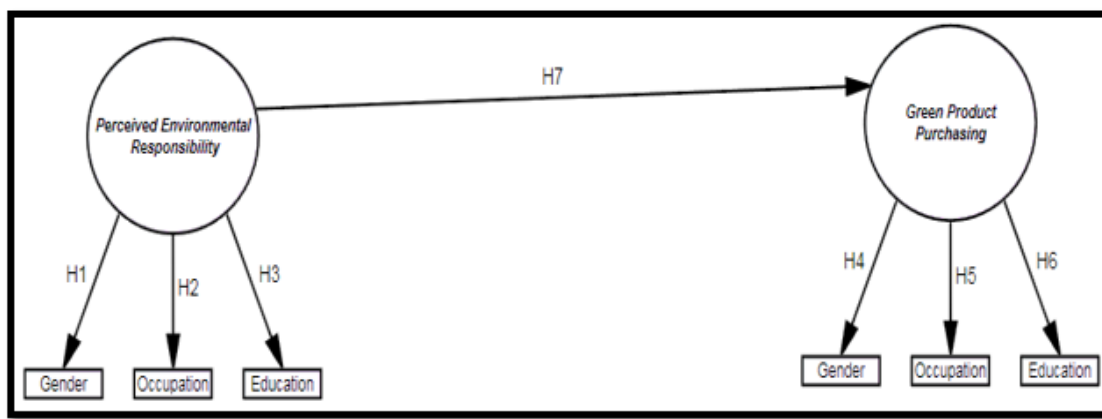
METHODOLOGY

As a result of the literature review, a research model was developed. In conjunction with the theoretical framework, seven hypotheses were formulated. In the context of the study, it was decided to use the quantitative methods. Then, a pre-designed scale was used within the study. The questionnaire method was used as the method of data collection. The form of the questionnaire consists of two parts. The first part consists of four items to measure the participants' perceived environmental responsibility and five items to measure their purchasing behavior regarding environmentally friendly products. The second part consists of three questions to measure

demographic characteristics. The questionnaire consists of 12 questions in total. In answering the questions of the participants, a 5-point Likert scale was used to measure the expressions (1= strongly disagree, 5= strongly agree). Before collecting data on the scale used, necessary permissions were obtained from the Ethics Committee of Hasan Kalyoncu University.

Statements on measuring the perception of environmental responsibility were taken from the study of Davis et al (2020). Statements on purchasing behaviour for environmentally friendly products were taken from the study of Tuğer et al. (2018). The questionnaire was created using the online Google Form due to the Covid-19 pandemic during the 3-month period between August and October 2021 when the data was collected. During the data collection period, data was collected through social media (Facebook and WhatsApp). A questionnaire was sent to 450 people in the virtual environment. A complete and error-free response was received from 400 participants. The research model is shown in Figure 1.

Figure 1. Research Model

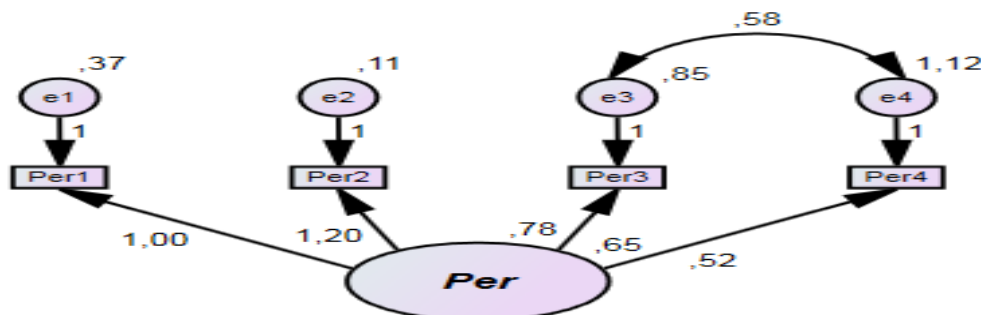


In the next part of the study, exploratory and confirmatory factor analyses are conducted to test the validity and reliability of the scale. Correlation analyses and reliability analyses will then be conducted.

Confirmatory Factor Analysis

The study used confirmatory factor analysis to examine whether the structure of the scale consisting of two factors and 6 items is confirmed using data from 400 participants. In this direction, path diagrams related to Perceived Environmental Responsibility factor in Figure 2. Goodness-of-fit values for the scale used in the study are shown in Table 1.

Figure 2. Perceived Environmental Responsibility Path Diagram



In the path diagram of perceived environmental responsibility, the value of the modification indices between the error terms "e3 and e4" was 136.007. Therefore, a covariance was drawn between the expressions Per3 and Per4 (Figure 2). Then, the analysis was performed for the second time and the path diagram took its final form.

Table 1. The Perceived Environmental Responsibility Indexes the Goodness of Fit Statistics

Index	Result	Acceptance Criterion
χ^2 / df	3,742	$\chi^2 / df < 5$
NFI	0,995	>0,80
CFI	0,996	> 0,90
RMSEA	0,073	< 0,07
TLI	0,997	>0,80

The goodness-of-fit index values related to perceived environmental responsibility are within acceptable limits (Table 1). The goodness-of-fit thresholds were adopted from Değirmenci (2021:90).

In the context of the study, the path diagram and the fit index values related to the factor purchase of environmentally friendly products were not presented because the number of items was not sufficient for analysis.

Descriptive Statistics

In this part of the study, the average values, standard deviations, correlation values, and results of the reliability analysis of the factors "perceived environmental responsibility, green purchasing" are reported.

Table 2. Averages, Standard Deviations, Correlation Values and Reliability Analysis

Factors	Mean	Std. Deviation	1	2	Cronbach's Alpha
Factor 1: Perceived Environmental Responsibility	3,97	0,86	1		0,807
Factor 2: Buying Green Products	3,79	0,82	0,498**	1	0,576

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

A positive and significant relationship was found between perceived environmental responsibility and green purchasing factors ($r= 0.498$, $p= 0.000$). The magnitude of the relationship between these two factors is moderate (Table 2). It has been found that individuals with a perception of environmental responsibility also buy green products. The mean score for the perception of environmental responsibility was 3.97 and the mean score for purchase of green products was 3.79. It was found that the participants' perception of environmental responsibility is higher than the purchase level of green products on average. The results of reliability analysis of the factors used in the study were found to be environmental responsibility perception ($\alpha= 0.807$) and green product purchase factor ($\alpha= 0.576$). Based on these results, it was determined that the scale consisting of two sub-dimensions was valid and reliable in the context of the study. After this stage, it was decided to proceed with hypothesis testing.

FINDINGS

In this part of the study, the demographic characteristics and hypothesis testing results are discussed. Looking at participants by gender, we find that most participants were 54.3% ($n=217$) men. When looking at participants by occupation, the highest participation rate was among civil servants at 32.3% ($n=129$). When examining educational status, it was found that the highest participation rate was among college graduates at 42.8% ($n=171$).

To test the hypotheses related to the study, the "t-test" was used to test the H1 and H4 hypotheses, the "Anova test" was used to test the H2, H3, H5, H6 hypotheses, and finally the Process Macro program developed by Hayes (2013) was used to test the H7 hypothesis.

Table 3. Independent Sample T-Test Results

<i>Hypothesis</i>	<i>Gender</i>	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>df</i>	<i>t</i>	<i>p</i>
H₁	<i>Female</i>	183	3,8921	0,87213	398	-1,580	0,115
	<i>Male</i>	217	4,0276	0,83979			
H₄	<i>Female</i>	183	3,8169	0,84716	398	0,491	0,624
	<i>Male</i>	217	3,7765	0,79904			

The results show that there was no significant difference when both hypotheses were tested. Values of ($p=0.115$) for H₁ hypothesis and ($p=0.624$) for H₄ hypothesis were obtained (Table 3). Accordingly, the H1 and H4 hypotheses were not supported.

Table 4. Results of the one-factor ANOVA test on participants' perceived environmental responsibility and purchasing behaviour of environmentally friendly products by occupation.

Factors	Occupation	N	\bar{X}	F	p	Post Hoc (Hochberg's GT2)
Perceived Environmental Occupation	Civil Servant	129	4,0833	2,195	0,43	
	Employee	92	3,8315			
	Supervisor	25	3,9600			
	Housewife	9	4,0833			
	Student	62	3,7339			
	Craft	31	3,9355			
	Other	52	4,1875			
Green Product Purchasing	Civil Servant	129	3,7984	0,818	0,556	
	Employee	92	3,7717			
	Supervisor	25	3,9000			
	Housewife	9	3,7778			
	Student	62	3,6371			
	Craft	31	4,0000			
	Other	52	3,8462			

Perceived environmental responsibility was found not to differ significantly by occupational group ($p=0.43$). There was also no significant difference between occupational groups in purchasing behavior for environmentally friendly products ($p=0.556$, Table 4) In this case, hypotheses H₂ and H₃ were not supported.

The results of the one-tailed ANOVA test, which was designed to determine whether participants' perceived environmental responsibility and green product purchasing behavior differed according to their educational status, are presented in Table 5.

Table 5. One-Way ANOVA Test Findings on Perceived Environmental Responsibility and Green Product Purchasing Behaviors by Educational Levels of Participants

Factors	Educational Level	N	\bar{X}	F	p	Post Hoc (Hochberg's GT2)
Perceived Environmental Occupation	Primary school	17	3,4265	4,704	0,000*	4>1, 5>1, 4>2, 5>2
	Secondary school	60	3,6542			
	High school	90	3,8583			
	College	171	4,4643			
	Master	28	4,0877			
	Doctor's degree	27	4,2857			
Green Product Purchasing	Primary school	17	3,7647	,580	0,747	
	Secondary school	60	3,6250			
	High school	90	3,7944			
	College	171	3,7857			
	Master	28	3,8333			
	Doctor's degree	27	3,8929			

*p<,05, Categories: Primary School=1; Secondary School=2; High School=3; College=4; Master=5; Doctor's Degree; 6.

Perceived environmental responsibility differs significantly by educational level (p= 0.000). The reason for this difference is that master's graduates have a higher perception of environmental responsibility than graduates of primary and secondary schools and college graduates compared to graduates of primary and secondary schools (Table 5). In this case, hypothesis H5 was supported. Another proposition developed as part of the study was the assertion that environmentally friendly shopping behavior differs by level of education. As a result of the analysis, this hypothesis (p= 0.747) was not supported (Table 8). In this case, hypothesis H₆ was not accepted.

The 7th hypothesis proposed in the study was the suggestion that perceived environmental responsibility positively and significantly influences purchasing behavior for environmentally friendly products. To test this proposition, the process macro program developed by Hayes (2013) was used. In this direction, model number 4 was used.

Table 6. Findings Related to Simple Impact Analysis

Hypothesis Number	Relationships	b	R ²	%95 bias-Corrected Bootstrap CI	P-Value	t Value
H7	Per → Gpp	.4774***	0,25	[.3955, .5593]	0,000	11,4622

Abbreviations: Per= Perceived Environmental Responsibility, Gpp= Green product purchasing.

***p<0,001

Perceived environmental responsibility was found to influence green purchasing behavior (b= .4774, 95% CI [.3995, .5593], t= 11.4622, p <.001). The change in perceived environmental responsibility and green product purchasing behavior influences approximately 25% (Table 6). In this case, hypothesis H₇ was supported.

DISCUSSION / CONCLUSION and SUGGESTIONS

It is expressed as a social responsibility movement that people shape their consumption with consideration for the environment. Individuals who act within the framework of social responsibility are referred to as consumers who consider the consequences of their private consumption behavior on society and try to use their purchasing power to bring about social change (Gümüş and Karaca: 2020: 77-79). Recently, this study was developed to ensure environmental sustainability, leave a more livable planet for future generations, and prevent man-made disasters in nature. The study examined participants' perceived environmental responsibility and green product purchasing behaviors in terms of demographic characteristics (gender, occupation, and education level). In addition, the study investigated whether perceived environmental responsibility influences the purchase of green products. Another problem was to find out whether there is a relationship between perceived environmental responsibility and the purchase of green products.

Examination of the findings obtained in this study revealed that there is a moderate relationship between perceived environmental responsibility and the purchase of green products. It was found that individuals with perceived environmental responsibility also have a positive attitude towards buying green products. When examining similar studies in the literature, it was found that consumer buying behavior for green products has a positive impact on environmental problems (Mostafa, 2007: 445). In another study, Yücel et al. (2008: 222) found that environmental values are high in parallel with the high level of education in the study they conducted for staff and students of Çukurova College (Act. Saba, 2019: 20).

Perceived environmental responsibility, which is one of the sub-dimensions of responsible consumerism, is an important precondition for meeting individuals' daily needs and measuring consumerism (Davis, 2021: 767). One of the findings obtained from the study was that participants' perceptions of environmental responsibility (mean: 3.97) and green product purchasing behavior (mean: 3.79) were at a high level.

The study found that perceived environmental responsibility and perception of buying green products did not differ by gender. In a similar study, Samdahl and Robertson (1989) found that there was no relationship between environmental responsibility and gender. One of the findings of this study was that perceptions of environmental responsibility and green product purchasing behavior did not differ by occupational group. Another finding was that perceptions of environmental responsibility differ by level of education. It was found that the perception of environmental responsibility was higher among college graduates and master's degree holders than elementary and middle school graduates. Examining similar studies in the literature, Schlegelmilch et al. (1996: 36) found in a study they conducted with marketing students at a college in England that there was a directly proportional relationship between environmental awareness and students' purchasing behavior for environmentally friendly products. Straughan and Roberts (1999) in their study of 235 college students found that young people are more sensitive to environmental issues, that males are less interested in environmental issues than females, and that they are more environmentally conscious as their level of education increases (cited in Saba, 2019: 24).

In evaluating the findings obtained in this study, some hypotheses were supported while others were not. The findings obtained in this study should be supported by similar studies planned in the future to increase the reliability and validity of the findings obtained in the study. On the other hand, investigating the moderating role of ethical responsibility and moral beliefs in future studies will contribute positively to the literature. In this study, workers from different occupational groups were examined as a sample group. It is recommended that further studies should be conducted on supervisors and employers.

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Uzun Öz

Mevcut koşullar altında kirlilik, küresel ısınma, kuraklık, sel ve deprem gibi doğal sorunlar insan varlığını tehdit edecek seviyelere ulaşmıştır. Bilim insanları, tatlı su kıtlığı nedeniyle savaşların kısa sürede gerçekleşeceğini tahmin ediyorlar. 2020'lerin başında insan varlığını tehdit eden en önemli olaylardan biri Covid-19 pandemisi. Buna ek olarak, kimyasal savaş arttı ve doğa ciddi tehdit altında. Ayrıca insan yapımı üretim ve seri üretime bağlı tüketim kültürü gezegenimizi yaşanmaz hâle getirmiştir. Bireylerin tüketim çılgınlığı, şirketlerin kâr amacı gütmeyen sağlıksız üretimi ve devletlerin emperyalist politikaları, doğanın insanlığa karşı bir dizi cezalandırıcı tepki göstermesine neden olmuştur. Tüm bu nedenlerden dolayı günümüz toplumunu oluşturan insanların çevre bilincini geliştirmeleri elzem hâle gelmiştir. Bu çalışma, algılanan çevresel sorumluluğu ve toplumu oluşturan bireylerin çevreye duyarlı satın alma kapsamını incelemiştir. Bu bağlamda çalışma, insanların çevresel sorumluluk algılarının cinsiyet, eğitim ve meslek grubuna göre farklılık gösterip göstermediğini incelemiştir. Ayrıca bu çalışmada cinsiyet, eğitim ve meslek grubu arasında farklılık olup olmadığı araştırılmıştır. Doğaya daha az zarar vermek için insanların algılarını ve davranışlarını ölçmek bilimsel olarak çok önemlidir. Uygulamalı araştırmalarla elde edilen verilerin analizi, hükümetlerin eylem mekanizmalarına rehberlik etmek için kullanılır. Bu doğrultuda, bu çalışmanın sonuçlarının literatür ve uygulayıcıların alacağı kararlar için önemli önerilerde bulunması beklenmektedir. Çevresel sürdürülebilirlik çalışmaları genellikle şirketler ve işçiler ekseninde yürütülmektedir. Önceki çalışmalardan farklı olarak bu çalışma hem bireyleri hem de çalışanları içermektedir. Bu doğrultuda literatürdeki çevre sorunları daha çok imalatçı firmalar bağlamında değerlendirilmektedir. Bu çalışmada, bireylerin ve işçilerin çevre sorumluluğuna yönelik davranışları ve çevre dostu ürünlerin satın alınması üzerinde durulmuştur. Başka bir deyişle, çalışma tutum ve davranış ekseninde geliştirilmiştir. Günümüzde, çevre sorunlarının yaratılması ve çözümüne yönelik başlangıç noktasının, üretim olgusunun aksine tüketim olgusu olduğu ileri sürülmektedir. Çalışanların çevreye duyarlı tüketim tutumlarının yeşil ürünlere yönelik satın alma davranışlarını olumlu yönde etkilediği tespit edilmiştir. İnsanların çevresel sorumluluk algısının yeşil ürünlerin satın alınmasını olumlu yönde etkileyeceği varsayılmaktadır. Ayrıca, insanların çevresel sorumluluk ve yeşil tüketim algısının cinsiyet, meslek ve eğitim gibi demografik özelliklere göre değişeceği varsayılmaktadır. Literatür taraması sonucunda bir araştırma modeli geliştirilmiştir. Teorik çerçeve ile birlikte 7 hipotez formüle edilmiştir. Çalışma kapsamında kantitatif yöntemin kullanılmasına karar verilmiştir. Daha sonra çalışma kapsamında önceden tasarlanmış bir ölçek kullanılmıştır. Anket yöntemi veri toplama yöntemi olarak kullanılmıştır. Anket formu iki bölümden oluşmaktadır. Birinci bölüm, katılımcıların algılanan çevresel sorumluluklarını ölçmek için 4, çevre dostu ürünlerle ilgili satın alma davranışlarını ölçmek için 5 maddeden oluşmaktadır. İkinci bölüm demografik özellikleri ölçmek için 3 sorudan oluşmaktadır. Anket toplam 12 sorudan oluşmaktadır. Katılımcıların sorularını yanıtlarken ifadeleri ölçmek için 5 puan Likert ölçeği kullanılmıştır (1= kesinlikle katılmıyorum, 5= kesinlikle katılıyorum). Kullanılan ölçekte veri toplanmadan önce Hasan Kalyoncu Üniversitesi Etik Kurulundan gerekli izinler alınmıştır. Anket, verilerin toplandığı Ağustos-Ekim 2021 arasındaki 3 aylık dönemde Covid-19 pandemisi nedeniyle çevrimiçi Google Formu kullanılarak oluşturulmuştur. Veri toplama döneminde veriler sosyal medya (Facebook ve WhatsApp) üzerinden toplanmıştır. Sanal ortamda 450 kişiye anket gönderildi. 400 katılımcıdan eksiksiz ve hatasız yanıt alındı. İnsanların tüketimlerini çevre göz önünde bulundurularak şekillendirmeleri sosyal sorumluluk hareketi olarak ifade edilmektedir. Sosyal sorumluluk çerçevesinde hareket eden bireylere, özel tüketim davranışlarının toplu

üzerindeki sonuçlarını düşünen ve satın alma güçlerini toplumsal değişimi sağlamak için kullanmaya çalışan tüketiciler denir. Son zamanlarda bu çalışma çevresel sürdürülebilirliği sağlamak, gelecek nesillere daha yaşanabilir bir gezegen bırakmak ve doğadaki insan kaynaklı felaketleri önlemek amacıyla geliştirilmiştir. Çalışmada katılımcıların algılanan çevresel sorumluluğu ve yeşil ürün satın alma davranışları demografik özellikler (cinsiyet, meslek ve eğitim düzeyi) açısından incelenmiştir. Ek olarak, çalışma algılanan çevresel sorumluluğun yeşil ürünlerin satın alınmasını etkileyip etkilemediğini araştırdı. Diğer bir sorun olarak algılanan çevresel sorumluluk ile yeşil ürünlerin satın alınması arasında bir ilişki olup olmadığı araştırıldı. Bu çalışmada elde edilen bulguların incelenmesi, algılanan çevresel sorumluluk ile yeşil ürünlerin satın alınması arasında pozitif bir ilişki olduğunu ortaya koymuştur. Algılanan çevresel sorumluluğu olan bireylerin de yeşil ürün satın alma konusunda olumlu bir tutuma sahip oldukları tespit edilmiştir. Literatürdeki benzer çalışmalar incelendiğinde yeşil ürünlere yönelik tüketici satın alma davranışının çevre sorunları üzerinde olumlu etkisi olduğu tespit edilmiştir. Sorumlu tüketimciliğin alt boyutlarından biri olan algılanan çevresel sorumluluk, bireylerin günlük ihtiyaçlarını karşılamak ve tüketimciliği ölçmek için önemli bir önkoşuldur. Çalışmadan elde edilen bulgulardan biri, katılımcıların çevresel sorumluluk algılarının (ortalama: 3.97) ve yeşil ürün satın alma davranışlarının (ortalama: 3.79) yüksek düzeyde olduğu yönündeydi. Çalışma, algılanan çevresel sorumluluk ve yeşil ürün satın alma algısının cinsiyete göre farklılık göstermediğini ortaya koymuştur. Bu çalışmanın bulgularından biri, çevresel sorumluluk algılarının ve yeşil ürün satın alma davranışının meslek grubuna göre farklılık göstermemesiydi. Diğer bir bulgu ise çevresel sorumluluk algılarının eğitim düzeyine göre farklılık gösterdiğiydi. Bu çalışmada elde edilen bulguların değerlendirilmesinde bazı hipotezler desteklenirken bazıları desteklenmemiştir. Bu çalışmada elde edilen bulgular, çalışmada elde edilen bulguların güvenilirliğini ve geçerliliğini artırmak amacıyla gelecekte yapılması planlanan benzer çalışmalarla desteklenmelidir. Öte yandan etik sorumluluk ve ahlaki inançların ileriki çalışmalarda ılımlı rolünün araştırılması literatüre olumlu katkı sağlayacaktır. Çalışma kapsamında farklı meslek gruplarından, öğrencilerden ve ev hanımlarından veri toplanmıştır. İleride yapılması planlanan çalışmaların farklı örneklem grupları örneğin yöneticilere ve işletme sahiplerine uygulanması önerilmektedir.

