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Generation Z's green purchase behavior: Do green consumer knowledge, consumer social responsibility, green advertising, and green consumer trust matter for sustainable development?

Prasad Siba Borah[1] | Courage Simon Kofi Dogbe[2] | Nyankomo Marwa[3]

[1]School of Management, Jiangsu University, Zhenjiang, China

[2]Department of Management Studies Education, Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development, Kumasi, Ghana

[3]Johannesburg Business School, University of Johannesburg, Johannesburg, South Africa

Correspondence
Courage Simon Kofi Dogbe, Department of Management Studies Education, Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development, Kumasi, Ghana.
Email: courageskd@gmail.com

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Abstract

Generation Z (Gen-Z), representing a demographic cohort of persons born from 1995 to 2010, has demonstrated their concerns for environmental protection. On September 20, 2019, for example, millions of Gen-Zs from over 150 different countries across the globe embarked on a protest to pressure decision-makers and governments to help save the planet. Such campaigns have caused firms to rethink how they operate by adopting green operations in their production and distribution of products. The footwear industry is not left out. The problem this research sought to address is the assessment of the effect of green consumer knowledge on green purchase behavior among Gen-Z consumers towards footwear while assessing the roles of consumer social responsibility, green advertising, and green consumer trust. The study was quantitative in nature and used an online questionnaire to survey 559 Chinese Gen-Z consumers. Findings revealed that although green consumer knowledge had a direct effect on green purchase behavior, this effect was partially mediated by consumer social responsibility. The effect of consumer social responsibility on green purchase behavior was positively moderated by green advertising, and the moderating effect of green advertising was further strengthened by green consumer trust. Finally, the mediating effect of consumer social responsibility was conditional on the moderating effects of green advertising and green consumer trust. It was concluded that green consumer knowledge is an essential ingredient in enhancing Gen-Z consumers' green purchase behavior towards footwear, as such, advocacy and pressure groups must increasingly conscientize consumers.

KEYWORDS

consumer social responsibility, Generation Z, green advertising, green consumer knowledge, green consumer trust, green purchase behavior, sustainable development

1 | INTRODUCTION

Compared with advanced economies, it took quite some time for China to come to terms with environmental degradation issues. In the year 2020 alone, China emitted 5 Gt of carbon dioxide (CO_2),

Abbreviations: CnSR, consumer social responsibility; CO2, carbon dioxide; COP26, 26th Conference of the Parties; GA, green advertising; GCK, green consumer knowledge; GCT, green consumer trust; Gen-Z, Generation Z; GPB, green purchase behavior; UN, United Nations.

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producing more than a quarter of the world's annual greenhouse gas emissions (Maizland, 2021). In recent times, however, significant efforts have been made to address environmental concerns in China. During the United Nations Climate Change Conference (26th Conference of the Parties [COP26]) in 2021, China submitted its updated 2030 climate pledge and a new long-term climate strategy to the UN. This implies that China has formally committed itself to address climate change under the terms of the Paris Agreement, which seeks to realize the peak of CO_2 emissions before 2030 and achieve net-zero emissions before 2060 (Liu & You, 2021). A report by Xinhua (2017) also indicated that the Chinese government set aside 49.7 billion yuan for supporting environmental protection in that year alone. A number of environmental laws and the development of criminal codes for environmental degradation were also instituted by the Chinese government. However, for the fight against environmental degradation to be effective, consumers have a key role to play (Borah, Dogbe, Dzandu, & Pomegbe, 2023). If consumers demonstrate a high level of environmental consciousness, by inclining towards green purchases of eco-friendly products, firms will be compelled to adopt green practices in their operations (De Silva et al., 2021). This will significantly contribute to the green revolution in a country as a whole.

Liu et al. (2020) however, pointed out that Chinese consumers were lagging behind the government's efforts on environmental protection, as only a few consumers were willing to pay extra for eco-friendly products. It is however not clear if this characteristic is associated with all consumer groups, including Generation Z (Gen-Z). To better appreciate the environmental revolution in a country, it is crucial to study consumers' disposition towards environmental issues. A study by Ali Research (2016) showed that in 2015, there were in excess of 65 million green consumers on the Ali Retail Platform in China, accounting for about 16% of the active users on the platform. This was about 14 times the figure in 2011. Since Gen-Z consumers are considered more technologically savvy, there was a high tendency that the Ali Research was dominated by Gen-Z consumers, but this was unclear from the report.

While the age group of Gen-Z has been defined in various ways, Gomes et al. (2023) consider Gen-Z as the post-millennial generation, those born between 1997 and 2012. This study considers Gen-Z as a demographic cohort of persons born from 1995 to 2010 (as considered by Loveland, 2017; Chaney et al., 2017; and Priporas et al., 2017). Consumers in Gen-Z are willing to pay an average of 10% premium for sustainable brands and prefer to purchase them (First Insight, 2020). This group is called the "digital native," as they were born into the digital age of mobile and internet technologies (Debb et al., 2020). They are considered the most technologically savvy generation, and smartphone represents the most commonly used technological device among this group (Ayuni, 2019). Gen-Z, being considered more ethical in their consumption (Francis & Hoefel, 2018), are thus more likely to incline towards the consumption of green products (Lopes et al., 2023). In a study by Noor et al. (2017), it was concluded that Gen-Z's attitude towards green activities, subjective norms, perceived green knowledge, and social visibility significantly affected their green purchase decision. Kaur et al. (2018) found that environmental attitudes positively influenced green purchase decisions among Gen-Z consumers. While Song et al. (2020) also found that environmental awareness (environmental attitude, ecological affection, environmental concern) influenced green purchases among Gen-Z consumers.

Practically, Gen-Z consumers have demonstrated their concerns for environmental protection. On September 20, 2019, for example, millions of children (Gen-Z) from over 150 different countries across the globe embarked on a protest to pressure decision-makers and governments to help save the planet (BBC News, 2019). This was ahead of the United Nations Climate Change Summit to be held on September 23, 2019. Such campaigns have caused firms to rethink how they operate by adopting green operations in their production and distribution of products. The footwear industry is not left out. Some of the leading players in the industry have been very intentional about inculcating green concepts into their operations. For example, in 2009, Timberland began incorporating recycled rubber into the outsoles of its Mountain Athletics and Earthkeepers lines of footwear (Dahlstrom, 2011). Similarly, Adidas engaged in the manufacturing of shoes from recycled ocean plastics, while Nike focused on the production of shoes from recycled factory waste (Borah, Dogbe, Pomegbe, et al., 2023; Crasto et al., 2020). In 2020, the ex-professional footballer and co-CEO of Allbirds, Tim Brown, partnered with Adidas to develop low-carbon footprint shoes (Marco, 2020).

The year 2021, however, had some of the significant developments in the global footwear sector, with respect to sustainability. Within that year, Nike launched its "Move to Zero" initiative, which aims to reduce waste and carbon emissions. Adidas introduced the "Futurecraft.Footprint" running shoe, with the aim of reducing carbon footprint, Under Armour launched the "Flow Velociti Wind" running shoe, made from responsive cushioning, and New Balance introduced "Fresh Foam More Trail v1", with emphases on using more recycled materials, while Puma collaborated with Nintendo to launch a new collection of athletic footwears (Research and Markets, 2023). Clearly, some firms in the sportswear industry are making an effort to go green, however, the extent to which Gen-Z consumers in emerging economies such as China, are inclined towards the purchase of such footwear is unclear. The present study, therefore, sought to assess how factors such as green consumer knowledge (GCK), consumer social responsibility (CnSR), green advertising (GA), and green consumer trust (GCT), could influence green purchase behavior (GPB) of Chinese Gen-Z consumers within the footwear sector.

The research made some key contributions to knowledge. First, although studies such as De Silva et al. (2021) have looked at green purchase intentions in China, less attention has been paid specifically to Gen-Z consumers. This demographic cohort, however, possesses some unique characteristics, such as digital natives, social connection values, and ethical consumption. (Ayuni, 2019; Debb et al., 2020; Francis & Hoefel, 2018; Loveland, 2017; Pillay, 2021). Focusing the study on this demographic cohort is thus important, in determining how this group reacts to green purchases. Second, although studies like Kim et al. (2016) have assessed how GCK influences green consumption, less attention has been paid to potential intermediary

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variables in this relationship. Specifically, the present study focuses on how CnSR could potentially mediate the relationship between GCK and GPB. That is, green knowledge could influence consumers' social responsiveness towards green products, which will subsequently influence GPB. Finally, although green advertisement has been identified to contribute positively to green purchase decisions (Atkinson & Kim, 2015), other studies found otherwise (Wei et al., 2017). And this has been largely attributed to green skepticism by consumers (Albayrak et al., 2011), due to greenwashing behaviors by firms (Pittman & Sheehan, 2021). GCT is therefore seen as an antidote to help overcome this consumer skepticism challenge, so firms could realize the full potential of GA (Chen & Chang, 2013). The interaction between GA and GCT is thus very essential for the success of a firm's green agenda, however, less of this is known from existing literature. We extend literature by focusing on how the mediating role of CnSR, is conditional on the interactions between GA and GCT.

The following research questions were looked at in this study. Can GCK predict the GPB of Gen-Z consumers in China? Does CnSR mediate the relationship between GCK and GPB of Gen-Z consumers in China? Can GA positively moderate the relationship between CnSR and GPB of Gen-Z consumers in China? Does GCT further enhance the positive moderating effect of GA in the relationship between CnSR and GPB of Gen-Z consumers in China? Is the mediating role of CnSR in the relationship between GCK and GPB of Gen-Z consumers in China, conditional on the moderating effects of GA and GCT?

The remaining sections of the study were dedicated to the literature review and hypotheses development, followed by the methods, results, theoretical implications and discussion, conclusion, and then the limitations and future research suggestions. Figure 1 presents the conceptual framework of the study.

2 | LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The footwear industry is one of China's key manufacturing sectors (Nurkomariyah & Sutjiatmo, 2023). Asia is the world's largest manufacturer of footwear, as 87.4% of the footwear sold worldwide is produced in Asian countries (APICCAPS, 2022). In 2019, it produced 21.2 billion pairs in total. China is the biggest manufacturer, with Vietnam and India coming in second and third, respectively (Nurkomariyah & Sutjiatmo, 2023). Asia is the world's largest exporter as well, as 83.9% of the world's export market is in Asia (APICCAPS, 2022). China and Vietnam hold the top two spots, with respective shares of 63.6% and 9.5% (Nurkomariyah & Sutjiatmo, 2023). A market research report by Bonafide (2023) projected the global footwear market to increase from US$ 134.16 billion in 2022 to US$ 179.19 billion by 2028.

2.1 | Effect of green consumer knowledge (GCK) on green purchase behavior (GPB)

Green products are defined as products that are less harmful to the ecological environment, including land, water, and air (Chaihanchanchai & Anantachart, 2023; Mazar & Zhong, 2010). Green products contribute to environmental protection by eliminating or reducing waste, pollution, or toxins (Moser, 2016; Sharma et al., 2023). These products may be organic, herbal, or made from recycled products (such as some groups of Adidas and Nike shoes). Green consumption is defined as a person's behavioral consideration or concern for the ecological environment during the purchase, usage, and disposal of products after usage (Moisander, 2007; Riva et al., 2022). GPB is also defined as a socially conscious behavior, leading to pro-environmental purchasing, which is associated with future orientation and overall societal benefits (Lin & Hsu, 2015; Liu et al., 2017; Shao et al., 2021). GPB is characterized by the purchase of environmentally-friendly products, emanating from the desire to protect the ecological environment for future generations (Dangelico et al., 2021; Han, 2020). This behavioral tendency could be significantly influenced by a consumer's knowledge of green and environmental protection.

GCK is regarded as a consumer's general knowledge of concepts and facts about ecosystems and environmental protection (Kaufmann et al., 2012; Vicente-Molina et al., 2013). This includes consumer's knowledge of the ecological environment, ecosystems (the interconnectedness and interdependence of organisms), sustainable development, and the collective responsibilities for environmental protection (Kaufmann et al., 2012; Lin & Niu, 2018). Studies have indicated that GCK significantly influences pro-environmental attitudes, intentions, and behavior (Jaiswal & Kant, 2018; Kumar & Polonsky, 2017; Lin &

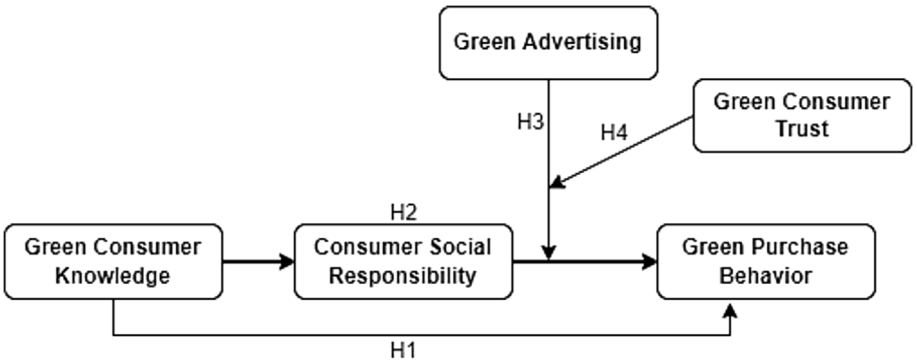


FIGURE 1 Conceptual framework.

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Niu, 2018). While studies such as Kumar and Polonsky (2017) found GCK to significantly predict pro-environmental attitudes, Lin and Niu (2018) also found that GCK significantly predicted green purchase intention. In a similar manner, GPB by Gen-Z consumers in the footwear sector could be significantly influenced by the level of GCK, especially in an emerging economy like China which seems to have suffered from environmental degradation issues in the past. We, therefore, hypothesize that

H1. GCK has a significant positive effect on the GPB of Gen-Z consumers in China.

2.2 | Mediating effect of consumer social responsibility (CnSR)

Although there is evidence supporting the direct effect of GCK on GPB (Lin & Niu, 2018), there have been some inconsistencies in past studies. Although Kumar and Polonsky (2017) identified GCK to positively influence pro-environmental attitudes, the effect on purchase intention was found to be statistically insignificant. Hassan and Mustapha (2010) on the other hand, found green environmental knowledge has a rather negative effect on pro-environmental attitudes. Studies (e.g., Vazifehdoust et al., 2013; Yin et al., 2010) found no significant effect of GCK on pro-environmental behavior. These inconsistencies are an indication that the relationship between GCK and GPB may not just be direct, but influenced by some intervening variables (Vicente-Molina et al., 2013). Adequate environmental knowledge could make consumers more environmentally responsible, which in turn could predict their behavioral intentions (Chaihanchanchai & Anantachart, 2023). The present study, therefore, assessed the role of CnSR in the relationship between GCK and GPB.

CnSR is associated with ethical, fair, and green consumption (Pawaskar et al., 2018; Peattie, 2010). CnSR is defined as consumer attitude towards the purchase, consumption, and disposal of products, which are considered as having less impact (negatively) on the ecological environment (Roberts, 1995). It could also be defined as the use of one's purchasing power to express social concerns for environmental protection. Socially responsible consumers are end-users who ensure that their purchase, usage, and disposal of products have a less adverse effect on other people and the ecological environment (Fazal, 2011). Having this disposition is however dependent on one's knowledge of environmental issues, as Kumar and Polonsky (2017) demonstrate that GCK influenced green consumer attitudes towards green products. CnSR has a rippling effect on other consumers, retailers, distributors, and producers (Quazi et al., 2016), as their actions support responsible and socially viable business entities. Socially responsible consumers are willing to pay premium prices for environmentally friendly products (Verma & Chandra, 2018). A socially responsible attitude of consumers will thus translate into the actual purchase behavior of green products. Within the footwear sector, CnSR could, therefore, mediate the relationship between GCK and GPB among Gen-Z consumers in China. We, therefore, hypothesize that

H2. CnSR will mediate the relationship between GCK and GPB of Gen-Z consumers in China.

2.3 | Moderating effect of green advertising (GA)

GA is a promotional strategy aimed at implicitly or explicitly addressing the relationship between a firm and the ecological environment, promoting a green lifestyle among consumers, and projecting a firm's image as environmentally responsible (Banerjee et al., 1995; Sun et al., 2021). As the world's attention is moving towards environmental sustainability, firms are also adopting strategies to inculcate environmental issues into their operations (Borah, Dogbe, Pomegbe, et al., 2023). Firms' response to environmental concerns is attributable to the increasing consumer preference for environmentally friendly products (Ki et al., 2021; Pawaskar et al., 2018). The growing interest of the media in sustainability has a direct influence on consumer consciousness of sustainability. GA is thus to appeal to green consumers (Dai & Sheng, 2022; Ghoshal, 2011), whose market is enlarging by the day. GA targets the environmental needs and interests of consumers (Sun et al., 2021). As suggested by Dangelico and Vocalelli (2017), GA emphasizes both product characteristics and environmental benefits, as such, enhancing consumer purchase decisions. GA promotes sustainability and thus enhances the influence of CnSR on GPB. Durmaz and Çavuş (2022) found that GA had a positive effect on consumer purchasing behavior, while Suki et al. (2016) discovered that green marketing awareness generated through GA has a positive impact on consumer purchase intention. Similarly, Sabir et al. (2014) also found a positive effect of GA on purchase intentions of green products. Flores (2012) concluded that the higher the brand's opinion within a social advertisement, the higher the purchase intention levels. Green word-of-mouth and environmental advertising have been found to strengthen the relationship between green customer value and attitude and green purchase intention (Dai & Sheng, 2022; Liao et al., 2020). Based on these discussions, it is expected that the effect of CnSR on GPB among Gen-Z consumers in China will be enhanced by the GA of green footwear. We, therefore, hypothesize that

H3. GA will positively moderate the relationship between CnSR and GPB of Gen-Z consumers in China.

2.4 | Moderating effect of green consumer trust (GCT)

Green advertisements may have a positive impact on consumer purchase decision-making (Atkinson & Kim, 2015); however, customers are sometimes skeptical about green claims in adverts (Ha et al., 2022; Wei et al., 2017). Green advertisement promotes product benefits to the individual consumer and the general public, in terms of its contribution to environmental protection (Pittman et al., 2021). Due to the increasing green consumerism, some firms engage in what is termed "greenwashing." Greenwashing refers to the unsubstantiated claims

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or exaggerated benefits of a product, with respect to environmental sustainability (Schmuck et al., 2018). Firms engage in greenwashing to tap into the market acceptability of green and environmentally-friendly products. Due to greenwashing, consumers are becoming skeptical about GA, doubting the authenticity of the green claims in adverts (Pittman & Sheehan, 2021). GA may in effect enhance the relationship between CnSR and GPB in the footwear sector, however, perceived greenwash may cause this benefit not to be realized. GCT therefore, becomes an important variable in helping achieve the anticipated benefits of GA.

Consumer trust is defined as a consumer's willingness to rely on a product's potential to achieve its intended purpose (Chen & Chang, 2013; Sung et al., 2021). Trust aids consumers in embracing susceptibility based on favorable motives (Foroudi et al., 2020). GCT is thus defined as the willingness of consumers to depend on a product's potential to contribute to environmental sustainability (Chen, 2010; Chen, 2013). GCT is a significant factor in the success of green products (Dutta & Bhat, 2016; Jørgensen et al., 2022). Consumers get to accept the green claims in advertisements, only when they have high trust in the product and its manufacturer (Chard et al., 2013). GCT legitimizes environmental claims in GA, thereby significantly enhancing the purchase decision. In the footwear sector, for example, the moderating effect of GA in the relationship between CnSR and green consumer behavior among Gen-Z consumers will be enhanced by GCT. We, therefore, hypothesize that

H4. GCT will positively moderate the moderating effect of GA in the relationship between CnSR and GPB of Gen-Z consumers in China.

2.5 | Conditional mediating effect of consumer social responsibility (CnSR): moderated-moderated-mediation

As earlier discussed, CnSR could significantly mediate the relationship between GCK and green consumer behavior in the footwear sector. However, this mediating effect could be conditional on the moderating effects of green advertisement and green trust. It is expected that high consumer knowledge of environmental sustainability issues will significantly predict CnSR, in terms of their attitude towards green products (Chu et al., 2019). High CnSR is also expected to positively influence green consumer behavior (Dabija & Bejan, 2018). However, when consumers have adequate knowledge of environmental issues and are willing to act favorably (social responsibility) towards green products, they will also need to be introduced to specific products for effective purchase decisions to be made. GA, therefore, introduces green products to socially responsible consumers, which aids them in their green purchases. GCT further comes in to legitimize green claims in GA, which significantly enhances GPB. The mediating role of CnSR is therefore contingent on the moderating roles of GA and GCT. We, therefore, hypothesize that

H5. The mediating role of CnSR in the relationship between GCK and GPB of Gen-Z consumers in China, is conditional on the moderating effects of GA and GCT.

3 | METHODS

3.1 | Sample and data collection

The study focused on Gen-Z consumers in China, who represented a demographic cohort of persons born from 1995 to 2010. The data for the study was gathered in November 2021, a period in which the oldest Gen-Z consumer was expected to be 26 years of age, while the youngest was 11 years of age. To target this population group, the study focused on undergraduate university students, who were mostly aged 18–25. The study, therefore, sampled students from a public university in the Jiangsu Province of China.

To ensure that only Gen-Z students were sampled for the study, the respondents' age was grouped into four; less than 18 years, 18–22 years, 23–26 years, and above 26 years. The inclusion criterion was students aged from 18 to 26 years, and the exclusion criterion was students aged outside this age bracket. After the data collection, all students aged above 26 years were excluded from the study. Students aged less than 18 were also excluded from the study, as they were minors. The questionnaire was hosted online, and the link was shared among students on WeChat. The data collection spanned a period of 3 weeks, during which 603 students completed the survey. After data cleaning, 559 questionnaires were deemed fit to be used for the data analysis. The 44 rejected questionnaires were because the respondents did not meet the inclusion criteria, as they were either below or above the age range of 18–26 years. Respondents aged 18–22 years were 324 (61.18%), while those aged 23–26 years were 217 (38.82%). Male respondents were 313 (55.99%), while female respondents were 246 (44.01%).

3.2 | Survey design

Dillman (2007) provided some guidelines for using online questionnaires, which include the use of appropriate wording, arranging questions in the right order, and using an appropriate layout for the design. These were followed in the design of this questionnaire. The questionnaire was pilot-tested on 30 postgraduate students of public university, some of whom were Gen-Z consumers. Their feedback helped us to finetune the questionnaire for the data collection exercise.

The questionnaire was originally developed in English but translated into Chinese for the main data collection exercise. The study adopted parallel translation as suggested by Malhotra and Birks (2007). The parallel translation was done by three professors from the School of Management of a public university in China. These professors had their higher learning education in the United States and England and were therefore very fluent in both English and Chinese. The questionnaire was given to two professors to independently

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translate into Chinese. The two translated versions were sent to a third professor to synchronize the two translated documents. The professors were selected from the school of management because the variables studied (GCK, CnSR, GA, green trust, and GPB) were from management.

The variables studied were all first order, and measured reflectively. GCK had five measurement items, and items were adapted from Kim et al. (2016). CnSR had five measurement items, and items were adapted from Kim and Choi (2005). GA had five measurement items, and items were adapted from Kim and Cha (2021). Green Trust had five measurement items, and items were adapted from Chen and Chang (2013). Finally, GPB also had seven measurements, with its items being adapted from Kim and Choi (2005). The measurement items under all the constructs were responded to on a Likert scale of *1-Strongly disagree*, *2-Disagree*, *3-Indifferent*, *4-Agree*, and *5-Strongly agree*.

The study controlled for two variables, which were gender (coded as 0 = Female; 1 = Male) and age. Since the study focused on green and sustainability, socially desirable responding (SDR) items were also included in the questionnaire. The SDR scale was also adopted by Borah, Dogbe, Pomegbe, et al. (2023). Figure 2 presents the research design process for the study.

3.3 | Common method bias (CMB) and socially desirable responding (SDR)

There are a number of statistical and procedural methods for assessing and addressing the issue of CMB (Podsakoff et al., 2012). As a procedural method, this research pilot tested the questionnaire. This enabled double-barreled and ambiguous statements to be reworded, to enhance the clarity of expression. Also, instead of just labeling the endpoints of the Likert scale, every point on the scale was labeled. For example, *1 = strongly disagree*, *2 = disagree*, *3 = indifferent*, *4 = agree*, and *5 = strongly agree*.

The statistical method used in assessing CMB was the correlation-based marker variable approach. With the increasing environmental consciousness and green consumerism, there is a tendency for respondents to rate the green dimensions positively. This is to achieve social acceptance or to be seen by society as being environmentally friendly, although this may not be the real case. This research introduced the SDR scale on the questionnaire, and this was used as the marker variable for the research. Podsakoff et al. (2012) suggested that marker variables are expected to be theoretically unrelated to the constructs, and the SDR scale met this condition. Partially correlation was run, by controlling for the SDR scale as the marker variable. CMB is a challenge when the zero-order and the partial correlation scores are significantly different from each other. This research had the coefficients for both the restricted and unrestricted correlations, not being significantly different from the other, and concluded that there was no problem with CMB (Borah, Dogbe, Pomegbe, et al., 2023). SDR is also said not to be a challenge in this research, as the correlation between the SDR scale and the main constructs was low and statistically insignificant. The highest correlation was between SDR and GPB ($r = .16$), which was not statistically significant.

The SDR scale was originally developed by Strahan and Gerbasi (1972), and later updated by Borah, Dogbe, Pomegbe, et al. (2023). It has seven measurement items, including, "At times you have really insisted on having things your own way", "There have been occasions when you took advantage of someone", "You are always willing to admit it when you make a mistake", "You have never been annoyed when people expressed ideas very different from your own", "You have never deliberately said something that hurt someone's feelings", "You like to gossip at times", and "You sometimes try to get even rather than forgive and forget."

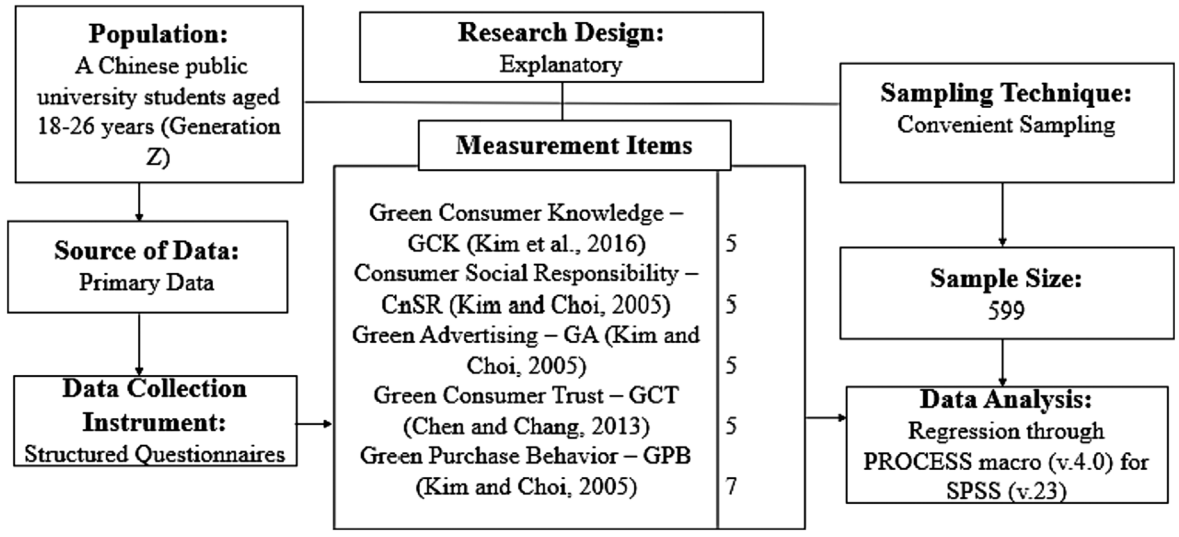


FIGURE 2 Design process.

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3.4 | Reliability and validity

The internal consistencies of the measurement items were assessed by running Cronbach's alpha (CA) in Statistical Package for the Social Sciences (SPSS) (v.23). The minimum expected value for CA is .7, to conclude there was internal reliability (Dogbe et al., 2020). Table 1 showed that GCK had the lowest alpha score of .851, which was greater than .7.

Using the maximum likelihood procedure, confirmatory factor analysis (CFA) was run in Amos (v.23). The essence of running the CFA was to assess how well the dataset fits the structural model. In making a decision regarding CFA, factor loadings (standardized) are expected to be at least 0.5, CMIN/DF is supposed to be less than 3, GFI is supposed to be greater than 0.8, NFI, TLI, and CFI are all expected to be greater than 0.9, and RMSEA and SRMR are also expected to be less than 0.08 (Brown, 2014; Hair et al., 2010). Assessing the results from Table 1, it could be realized that these criteria were achieved in this research, signaling a good fit of the dataset to the structural model.

Also, average variance extracted (AVE) and composite reliability (CR) were calculated using the CFA factor loadings. Fornell and

TABLE 1 Confirmatory factor analysis.

Model fit indices **CMIN = 661.07; DF = 353; CMIN/DF = 1.873; GFI = 0.841; NFI = 0.923; TLI = 0.944; CFI = 0.957; RMSEA = 0.043; SRMR = 0.051**	**Factor loadings**
Green consumer knowledge (GCK): CA = 0.851; CR = 0.868; AVE = 0.569	
I understand the environmental phrases and symbols on product packages	0.805
I am familiar with the products and activities that harm the environment	0.786
I am knowledgeable about environmental issues	0.676
I am familiar with the environmental laws and regulations in China	0.749
I know about different ways of minimizing pollution for better health to living beings	0.749
Consumer social responsibility (CnSR): CA = 0.882; CR = 0.873; AVE = 0.581	
I am worried about the environment and believe that I have a responsibility to improve the situation	0.793
I believe individuals should act responsibly when they enjoy benefits from nature	0.694
I believe if customers deliver their responsibility to environment, firms will act responsibly	0.688
My responsible actions for environmental protection will help in preserving natural resources	0.812
I believe humans must live in harmony with nature in order to survive	0.814
Green advertising (GA): CA = 0.863; CR = 0.870; AVE = 0.573	
I think green advertising is interesting	0.817
I think green advertising is novel	0.799
I think green advertising is attractive	0.685
I like green advertisements	0.744
Green advertisements catch my attention	0.731
Green consumer trust (GCT): CA = 0.879; CR = 0.888; AVE = 0.615	
I trust companies whose environmental reputation is generally reliable	0.777
I trust companies whose environmental performance is generally dependable	0.749
I trust companies whose environmental claims are generally trustworthy	0.758
I trust companies whose environmental concern meets my expectations	0.887
I trust companies with sound commitments for environmental protection	0.741
Green purchase behavior (GPB): CA = 0.887; CR = 0.928; AVE = 0.649	
I make a special effort to buy footwears that are made from recycled materials	0.757
I have switched footwears for ecological reasons	0.741
When I have a choice between two equal footwears, I purchase the one less harmful to other people and the environment	0.841
I am willing to spend extra for environmentally safe footwears	0.876
I make effort to understand nature of damages footwears can cause to environment	0.845
I make a special effort to buy footwears that are environmentally friendly	0.791
I have avoided buying a footwear because it had potentially harmful environmental effects	0.781

Abbreviations: AVE, average variance extracted; CA, Cronbach's alpha; CFI, comparative fit index; CMIN/DF, chi-square/degree of freedom; CR, composite reliability; GFI, goodness-of-fit index; NFI, normed fit index; RMR, root mean square residual; SEM, structural equation modeling; SPSS, Statistical Package for the Social Sciences; TLI, Tukey--Lewis index.

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TABLE 2 Discriminant validity and descriptive analysis.

Variables	Mean	Std. dev.	Age	Gender	GCK	CnSR	GA	GCT	GPB
Age	-	-	-						
Gender	-	-	−0.055	-					
GCK	4.25	0.976	0.130*	−0.058	***0.754***				
CnSR	3.53	0.968	0.146*	−0.097	0.690**	***0.742***			
GA	3.44	0.912	0.165*	−0.134*	0.515**	0.456**	***0.757***		
GCT	3.42	1.058	0.149*	−0.013	0.580**	0.579**	0.451**	***0.782***	
GPB	4.14	1.091	0.159*	0.009	0.467**	0.615**	−0.350**	0.696**	***0.806***

Note: √AVE are bold and italized.
Abbreviations: AVE, average variance extracted; CnSR, consumer social responsibility; GA, green advertising; GCK, green consumer knowledge; GCT, green consumer trust; GPB, green purchase behavior.
*Correlation is significant at the .05 level (2-tailed).
**Correlation is significant at the .01 level (2-tailed).

TABLE 3 Coefficients of direct and moderating effects (PROCESS macro: model 18).

Variables	Model 1 (dependent variable = CnSR)	Model 2 (dependent variable = GPB)
Constant	1.737 (6.264**)	0.798 (0.370)
Age	0.096 (1.690)	0.058 (1.864)
Gender	−0.121 (−1.062)	0.105 (1.935)
GCK	0.497 (9.334**)	0.163 (2.304*)
CnSR		0.350 (5.159**)
GA		−0.028 (−0.744)
GCT		0.405 (6.639**)
CnSRxGA		0.224 (2.352*)
CnSRxGCT		0.235 (2.182*)
GAxGCT		0.240 (3.215**)
CnSRx GAxGCT		0.137 (2.837**)
R^2	0.289	0.484
F	31.152**	23.638**
$R^2\Delta$		0.075
FΔ		13.912**

Note: T-values are in parentheses.
Abbreviations: CnSR, consumer social responsibility; GA, green advertising; GCK, green consumer knowledge; GCT, green consumer trust; GPB, green purchase behavior.
*p-value significant at 5% (.05).
**p-value significant at 1% (.01).

Larcker (1981) suggested that AVE larger than 0.5 indicates convergent validity (uni-dimensionality), while CR is also achieved when CR is at least 0.7. Once again, Table 1 shows that these thresholds were achieved for all the five constructs studied.

Table 2 presents the descriptive statistics and discriminant validity. Since the Likert scale was measured on a 1–5, the highest possible mean score was 5. Results showed that GCK had the highest mean score of 4.25, and GCT had the lowest score of 3.42. This indicates that Gen-Z consumers had high green knowledge, however, their trust in green proclamations by firms was less. That notwithstanding, all mean scores were above 3, indicating an agreement with the constructs studied.

Fornell and Larcker criterion was used in assessing the discriminant validity, where the squared root of the AVEs (√AVEs) was expected to be greater than the inter-correlation scores (Li et al., 2019). As presented in Table 2, the highest correlation was between GCT and GPB ($r = .696$), while the least √AVE was 0.742. Discriminant validity is therefore achieved. Also, the highest correlation coefficient of .696 was less than .7, indicating there were no problems of multicollinearity which could possibly cause a confounding effect in the model estimation (Tabachnick et al., 2007).

4 | RESULTS

The path coefficients for this research were estimated using PROCESS macro (v.4.0) for SPSS (v.23). The conceptual framework (Figure 1) falls under model 18 Hayes Model Templates (Hayes, 2017). The estimation was therefore done by choosing model 18 of the PROCESS macro. Results from the analysis were presented in Tables 3 and 4. The study controlled for the age and gender of Gen-Z consumers. From the results presented, age had a positive but statistically insignificant effect ($p > .05$) on CnSR and GPB. Gender on the other hand had a negative effect on CnSR and a positive effect on GPB. These effects were however not statistically significant ($p > .05$).

Results on the hypothesized paths indicate that GCK had a positive and significant effect on GPB among Chinese Gen-Z consumers in the footwear industry ($\beta = .163; p < .05$). A unit increase in GCK, therefore, has a corresponding increase in consumer purchase behavior by 0.163. H1 was thus supported by this research.

Further, it was identified that GCK positively and significantly affected CnSR among Chinese Gen-Z consumers in the footwear industry ($\beta = .497; p < .01$). A unit increase in GCK, therefore, has a corresponding increase in CnSR by 0.497. CnSR also had a significant positive effect on GPB among Chinese Gen-Z consumers in the footwear industry ($\beta = .350; p < .01$). A unit increase in CnSR, therefore,

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TABLE 4 Coefficients of conditional indirect effect of GCK on GPB (PROCESS macro: model 18).

Direct effect of GCK on GPB					
Effect	**SE**	***t***	***p*-value**	**LLCI**	**ULCI**
0.163	0.071	2.304	.022	0.024	0.303
Conditional indirect effects of GCK on GPB					
GA	GCT	Effect	BootSE	BootLLCI	BootULCI
−1.496	−0.581	−0.139	0.109	−0.372	0.059
−1.496	0.419	−0.049	0.095	−0.237	0.138
−1.496	1.419	0.046	0.108	−0.167	0.259
0.504	−0.581	−0.145	0.132	−0.406	0.116
0.504	0.419	0.326	0.108	0.113	0.539
0.504	1.419	0.519	0.220	0.085	0.953
0.504	−0.581	−0.145	0.132	−0.406	0.116
0.504	0.419	0.326	0.108	0.113	0.539
0.504	1.419	0.519	0.220	0.085	0.953
Index of moderated mediation				Sobel test	
Index	BootSE	BootLLCI	BootULCI	Indirect effect	*t*
0.048	0.025	0.005	0.104	0.174	4.515**

Note: $N = 559$; 5000 bootstrap samples for bias-corrected bootstrap with 95% confidence intervals.
Abbreviations: GA, green advertising; GCK, green consumer knowledge; GCT, green consumer trust; GPB, green purchase behavior.
**p-value significant at 1% (.01).

has a corresponding increase in GPB by 0.350. The unconditional mediating effect of CnSR in the relationship between GCK and GPB among Chinese Gen-Z consumers in the footwear industry was tested using Sobel's approach (Table 4). Sobel's test indicated that the indirect effect of 0.174 was statistically significant ($p < .01$). Since the direct effect was also significant, it is concluded that CnSR had only a partial mediating effect. H2 was thus supported by this research.

Results showed that GA had a negative but statistically insignificant effect on consumer purchase behavior among Chinese Gen-Z consumers in the footwear industry ($\beta = -.028; p > .05$). This notwithstanding, the interaction between CnSR and GA (CnSRxGA) had a significant positive effect on GPB ($\beta = .224; p < .05$). Results, therefore, suggest that, although GA may have a negative relationship with green consumer behavior (probably due to green skepticism), GA seems to strengthen the effect of CnSR on GPB among Chinese Gen-Z consumers in the footwear industry. H3 was thus supported by this study. The mean centering approach was adopted in calculating all the interaction terms in this research.

As presented in Table 3, GCT had a significant positive effect on GPB among Chinese Gen-Z consumers in the footwear industry ($\beta = .405; p < .01$). Results further pointed out that the interaction between CnSR and GCT (CnSRxGCT), had a significant positive effect on GPB ($\beta = .235; p < .05$). This indicates that the relationship between CnSR and GPB was strengthened by GCT. The interaction between GA and GCT (GAxGCT) also had a significant positive effect on GPB ($\beta = .240; p < .01$). This indicates that the negative effect of GA on GPB was turned positive and significant in the presence of high GCT. GCT, therefore, dealt with the green skepticism associated with GA. Finally, the interaction among CnSR, GA, and GCT (CnSRx GAxGCT), had a significant positive effect on GPB ($\beta = .137; p < .01$). This indicates that the moderating effect of GA in the relationship between CnSR and GPB was further strengthened by GCT. H4 was therefore supported by the present research.

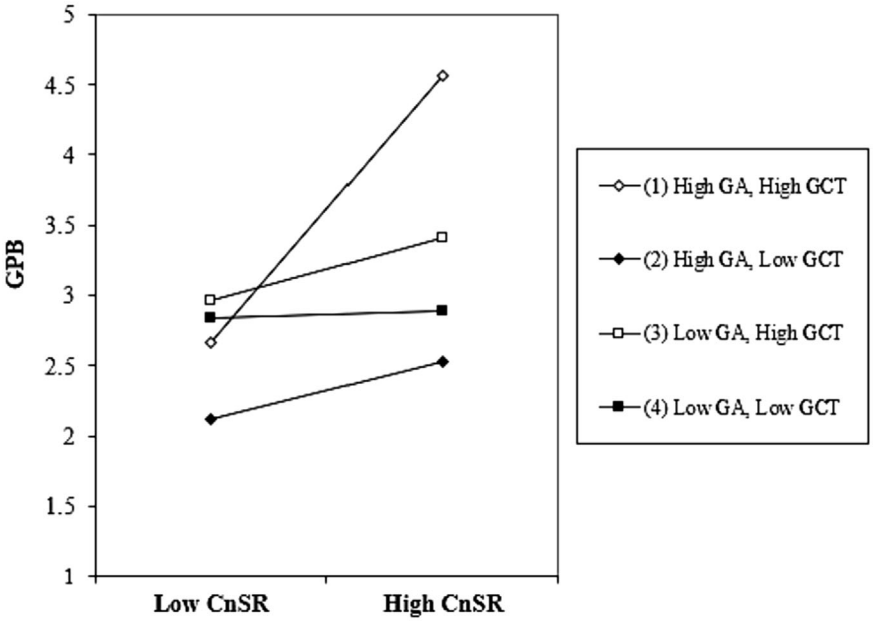
Table 4 presented the conditional mediating effect of CnSR, in the relationship between GCK and GPB, through the moderating effects of GA and GCT. That is, at higher levels of GA and GCT, the mediating effect of CnSR becomes relatively stronger. The research used 5000 bootstrap samples for bias-corrected bootstrap, with 95% confidence intervals. The index of moderated-moderated-mediation was 0.048, which was statistically significant (both BootLLCI and BootULCI were all positive, and zero cannot be found in between the scores). From Table 4, it was realized that the conditional effect was significant when both GA and GCT were positive. For instance, when GA = −1.496 and GCT = −0.581, conditional indirect effect = −0.139, BootLLCI = −0.372 and BootULCI = 0.059 (statistically insignificant); but when GA = 0.504 and GCT = 1.419, conditional indirect effect = 0.519, BootLLCI = 0.085 and BootULCI = 0.953 (statistically significant). This illustration is further depicted by Figure 3, where it can be seen that GPB among Chinese Gen-Z consumers in the footwear industry, was highest when CnSR, GA, and GCT, were all at their highest. H5 was thus supported by this research.

5 | THEORETICAL IMPLICATIONS AND DISCUSSION

A number of studies in the past have attempted to predict GPB among Gen-Z consumers. For example, Noor et al. (2017) looked at

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FIGURE 3 Three-way interaction.



the determinants of Gen-Z green purchase decisions by studying undergraduate students. They identified that there exist positive significant effects between Gen-Z's attitude towards green activities, subjective norms, perceived green knowledge, and social visibility towards green purchase decisions. In Vietnam, Nguyen et al. (2022) found that perceived environmental responsibility, green knowledge, green attitude, and green product value positively influenced green consumption intention among Gen-Z consumers. In the United States, Ham et al. (2022) compared green purchase intentions among four generations (Gen Z, Y, X, and Baby Boomers). Among the findings, it was realized that personal norms, social norms, personal benefit beliefs, and company benefit beliefs significantly predicted purchase intentions among Gen-Z consumers. Panopoulos et al. (2023) studied Gen-Z students in the United Kingdom and concluded that user-generated content and eco-labels used by firms have a positive impact on green purchase intentions among this consumer group. In India, Kaur et al. (2018) identified that environmental attitude, eco-label, environmental friendliness, and environmental responsibility had significant positive relationships with green product purchase decisions among Gen-Z consumers. The present study extends the discussions on GPB among Gen-Z consumers by focusing on Chinese consumers. Also, the study predicted GPB using GCK, CnSR, GA, and GCT. Previous studies have not dwelt much on how these variables could potentially predict or influence Gen-Z's GPB. Finally, the study focused on the footwear industry, which has received less attention in the green literature, despite the efforts to go green by some of the leading firms in this industry.

In the footwear industry, the present study identified that GCK has a significant positive effect on the GPB of Gen-Z consumers in China. Gen-Z consumers are considered the most technologically savvy generation, and smartphone represents the most commonly used technological device among this group (Ayuni, 2019). In this era of social media, green campaigns are championed a lot through social media (Pillay, 2021). It is therefore not surprising that Gen-Z consumers have high green knowledge, as they are hooked to social media (Alanko, 2018). A study by Sumarwan et al. (2022), which also focused on university students in Asia (Indonesia to be specific), identified that knowledge is a key ingredient for pro-environmental behavior among Gen-Z. They identified that this green knowledge is acquired through the media, life experiences, and government support. This notwithstanding, social media has notoriously been a source of significant misinformation (Allcott et al., 2019), including greenwashing in the fashion industry (Adamkiewicz et al., 2022). Although some past studies (e.g., Ende et al., 2023) seem to show that consumers are not particularly good at detecting whether or not products are truly environmentally friendly, this present study showed that the Gen-Z consumers studied had high green knowledge. The measure of GCK in this present study was, however, self-perceived (subjective), and not objective. Green knowledge includes the understanding of environmental phrases and symbols on product packages, knowing the harm caused by products and their packages, being familiar with the environmental laws of China, and being knowledgeable about the ways of reducing environmental pollution for enhanced living conditions for all persons (Kim et al., 2016). This study shows that participants' GCK was positively associated with consumers' effort in buying footwear made from recycled materials, switching preference for footwear based on ecological reasons, and willingness to pay extra for eco-friendly footwear.

Although the effect of GCK on GPB among Chinese Gen-Z consumers is found to be significantly positive, the effect was identified to be mediated by CnSR. That is, the effect of GCK could be partially explained through the mediating effect of CnSR. CnSR is characterized by the consumer's burden of responsibility to improve the environmental situation, accepting that humans must act responsibly to enjoy nature's benefits, accepting that firms will be compelled to act responsibly when consumers demonstrate a preference for eco-

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friendly products, believing that humans must live in harmony with nature in order to survive and that individual's responsible action will help save the earth (Kim & Choi, 2005). Being socially responsible, however, is a result of one's knowledge of green-related issues (Kumar & Polonsky, 2017), while being socially responsible enhanced consumer's willingness to consume eco-friendly products, even if they have to pay a premium price (Verma & Chandra, 2018). This is not different in the footwear industry, where Chinese Gen-Z consumers, who were socially responsible, were willing to patronize green footwear.

The present study identified that Chinese Gen-Z consumers' favorable assessment of GA positively enhanced the relationship between CnSR and GPB in the footwear sector. Consumers' positive assessment of GA, includes GA catching consumer's attention, preference for green advertisements, and accepting that GA is interesting, novel, and attractive (Kim & Cha, 2021). GA emphasizes both product characteristics and environmental benefits, as such, enhancing consumer purchase decisions (Dangelico & Vocalelli, 2017). Chinese Gen-Z consumers who are socially responsible, were more likely to exhibit higher GPB, when their preference for green advertisement was high, compared to consumers with a low preference for green advertisement. The purchase of green footwear was much higher among socially responsible consumers who had a higher preference for green advertisements, compared to socially responsible consumers who had a poor disposition towards green advertisements. This was in line with the findings of Liao et al. (2020), who found that GA moderated the effect of green consumer attitudes on green purchase intentions.

The moderating role of green advertisement was further strengthened by GCT. GCT is characterized by consumers' trust in firms whose environmental performance is generally dependable, whose environmental claims are generally trustworthy, whose environmental concern meets their expectations, and firms with sound commitments to environmental protection (Chen & Chang, 2013). Past studies such as Dutta and Bhat (2016) have identified green trust as an essential variable in the success of green products. Consumers get to accept the green claims in advertisements, only when they have high trust in the product and its manufacturer (Chard et al., 2013). GCT legitimizes environmental claims in GA, thereby significantly enhancing the purchase decision. Within the footwear industry, Chinese Gen-Z consumers, who are socially responsible are more likely to engage in GPB, when they have high trust in green advertisements offered by firms. The interaction between GA and green trust, therefore, further strengthens the effect of CnSR on GPB.

Finally, it was identified that the mediating effect of CnSR in the relationship between GCK and GPB of Chinese Gen-Z consumers was conditional on the moderating effects of GA and GCT. GCK is found to influence how socially responsible consumers could be (Chu et al., 2019), while social responsibility will translate into GPB (Dabija & Bejan, 2018), especially for Gen-Z consumers who value social acceptance. Consumers may be willing to engage in GPB, but firms will need to engage in green advertisement, so consumers can make specific purchase decisions. Socially responsible consumers may be willing to buy green footwear, as a way of contributing their quota to saving the world, however, if green footwear companies do not engage consumers through advertising, consumers will likely not know about their green initiatives. Firms must also position themselves, devoid of greenwashing, so consumers can trust their green advertisements. The mediating effect of consumer trust is thus dependent on GA and GCT.

As far as the practical implications are concerned, green concepts could be made popular among Chinese Gen-Z consumers, through awareness creation on animal welfare, environmental protection, and healthy lifestyle. High GCK is associated with GPB, as consumers get to appreciate the numerous benefits of a green lifestyle. Increased access to green information will enhance GCK. This could be achieved through trade shows, exhibitions, campaigns, seminars, and conferences. A green lifestyle is not only beneficial to the present generation but also seeks the welfare of future generations.

Secondly, when GA is targeted at Gen-Z consumers, firms must inculcate an element of social acceptance in their advert. Gen-Z consumers value relationships and social acceptance, and if a green advert depicts green concepts and green products specifically as the new acceptable norm, Gen-Z consumers are likely to feel attracted to such products. Firms could include real-life testimonials in green advertisements. Message appeals are very essential for the success of GA.

Thirdly, GCT is also an essential element for the success of green products. It was ascertained that consumers trust firms whose environmental performance is generally dependable, whose environmental claims are generally trustworthy, whose environmental concern meets their expectations, and firms with sound commitments to environmental protection. Firms must endeavor to demonstrate these characteristics to consumers, so they can be assured of consumer trust. GCT legitimizes environmental claims in GA, thereby significantly enhancing the purchase decision. Sources and references (links) for green claims could be added to green advertisements, so savvy Gen-Z consumers could go and research to substantiate the firm's green claims.

Finally, in order for firms not to take advantage of consumers' trust in firms' green claims, it is essential that consumers are made aware of how to overcome greenwash claims. Consumers are put at risk if they fail to appropriately identify greenwash claims by firms. In the fashion industry, Ende et al. (2023) identified how product color and product price could help consumers detect the accuracy of faked bio-fashion. They identified that the probability of classifying a product as bio or non-bio was higher when these product cues fitted the expected status of the product. Dutta-Powell et al. (2023) also looked at how literacy or prebunking interventions, could enable customers to identify common greenwashing strategies. Some of these strategies could be popularized among consumers, through advocacy and pressure groups, to minimize consumers falling prey to greenwashing strategies.

6 | CONCLUSION, LIMITATIONS, AND FUTURE RESEARCH SUGGESTIONS

This study assessed the intermediary role of CnSR, GA, and GCT in the relationship between GCK and GPB by Chinese Gen-Z consumers in the footwear industry. Some interesting findings were made after

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the study. It was concluded that although GCK had a direct effect on GPB, this effect was partially mediated by CnSR. The effect of CnSR on GPB has been positively moderated by GA, and the moderating effect of GA was further moderated by GCT. Finally, it was concluded that the mediating effect of CnSR was conditional on the moderating effects of GA and GCT.

Although online surveys are popular and acceptable means of collecting data, it is not without limitations. Participants may not give accurate information, which may be difficult to identify. Future studies should seek to use secondary data where available. For example, there are some online purchase platforms where consumers are expected to authenticate their information by providing their ID cards. Payments on e-commerce platforms such as Taobao and 1688 (Chinese e-commerce platforms) are made by AliPay. AliPay accounts are also authenticated. This means consumers use their real identity on those online platforms, and therefore, data generated by such consumers are more reliable.

Although social norms could be useful in determining or predicting GPB, this study did not use social norms variables directly. Future studies could adopt those variables to assess how they could potentially influence GPB. Gen-Z consumers were considered a cohort group that valued social acceptance. Future studies could thus include variables such as peer influence, which may have great outcomes for Gen-Z consumers.

Also, the present study focused on footwear, with a short product life cycle. Generalizing the results of this study to other product groups may not be reliable. Future studies should therefore include other product categories for reliable generalization of results. Finally, this research used GA as a moderating variable, however, GA could potentially influence GCK. Future studies could assess the potential mediating role of GCK in the relationship between green advertisement and GPB.

Furthermore, the measurement items for GCK reflected self-perceived or subjective knowledge (rather than objective knowledge). Although past studies have demonstrated that high levels of self-perceived knowledge could likely lead to GPB (including this present study), it is recommended that future studies consider an objective means of measuring GCK.

Finally, the study focused on undergraduate university students from a single university, which may limit the generalizability of the study. Future studies could consider Gen-Z consumers from other universities in China or outside China to increase the generalizability of the study.

CONFLICT OF INTEREST STATEMENT

There was no conflict of interest in the conduct of this study.

DATA AVAILABILITY STATEMENT

The data for this study shall be made available upon request being made to the corresponding author.

ORCID

Prasad Siba Borah https://orcid.org/0000-0002-4154-3373
Courage Simon Kofi Dogbe https://orcid.org/0000-0003-4658-4067

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APPENDIX A

Green consumer knowledge **绿色消费者知识**
I understand the environmental phrases and symbols on product packages 我理解产品包装上的环境短语和符号
I am familiar with the products and activities that harm the environment 我熟悉危害环境的产品和活动
I am knowledgeable about environmental issues 我很了解环境问题
I am familiar with the environmental laws and regulations in China 我熟悉中国的环境法律法规
I know about different ways of minimizing pollution for better health to living beings 我知道减少污染的不同方法, 以改善生物的健康
Consumer social responsibility **客户社会责任**
I am worried about the environment and believe that I have a responsibility to improve the situation 我担心环境, 并相信我有责任改善这种情况
I believe individuals should act responsibly when they enjoy benefits from nature 我认为, 当个人享受大自然的好处时, 他们应该负责任地行事
I believe if customers deliver their responsibility to environment, firms will act responsibly 我相信, 如果客户将责任交付给环境, 公司将采取负责任的行动
My responsible actions for environmental protection will help in preserving natural resources 我对环境保护的负责任行动将有助于保护自然资源
I believe humans must live in harmony with nature in order to survive 我相信人类必须与自然和谐相处才能生存
Green advertising **绿色广告**
I think green advertising is interesting 我认为绿色广告很有趣
I think green advertising is novel 我认为绿色广告是新颖的
I think green advertising is attractive 我认为绿色广告很有吸引力
I like green advertisements 我喜欢绿色广告
Green advertisements catch my attention 绿色广告引起我的注意
Green consumer trust **绿色消费者信托**
I trust companies whose environmental reputation is generally reliable 我信任环境声誉通常可靠的公司
I trust companies whose environmental performance is generally dependable 我信任环境绩效通常可靠的公司
I trust companies whose environmental claims are generally trustworthy 我信任那些环境主张通常值得信赖的公司
I trust companies whose environmental concern meets my expectations 我信任那些对环境的关注符合我期望的公司
I trust companies with sound commitments for environmental protection 我相信公司对环境保护的合理承诺

(Continues)

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Green purchase behavior **绿色购买行为**
I make a special effort to buy footwears that are made from recycled materials 我特别努力购买由再生材料制成的鞋类产品
I have switched footwears for ecological reasons 我出于生态原因更换了鞋类产品
When I have a choice between two equal footwears, I purchase the one less harmful to other people and the environment 当我在两个平等的鞋类产品之间做出选择时, 我购买的是对其他人和环境危害较小的产品
I am willing to spend extra for environmentally safe footwears 我愿意为环保鞋类多花一点钱
I make effort to understand nature of damages footwears can cause to environment 我努力了解鞋类可能对环境造成的损害的性质
I make a special effort to buy footwears that are environmentally friendly 我特别努力购买环保的鞋
I have avoided buying a footwear because it had potentially harmful environmental effects 我避免购买鞋子, 因为它对环境有潜在的有害影响
Socially desirable responding **社会期望的**反应
At times you have really insisted on having things your own way 有时你真的坚持以自己的方式做事
There have been occasions when you took advantage of someone 有些时候你利用了某人
You are always willing to admit it when you make a mistake 当你犯错时, 你总是愿意承认的
You have never been annoyed when people expressed ideas very different from your own 当人们表达与你自己的想法截然不同时, 你永远不会感到恼火
You have never deliberately said something that hurt someone's feelings 你从来没有故意说过伤害别人感情的话
You like to gossip at times 你有时喜欢闲聊
You sometimes try to get even rather than forgive and forget 你有时试图得到, 而不是原谅和忘记

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