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A Study on the Effect of University Students' Environmental Awareness to Environmentally Friendly Products Buying Behavior

Perihan Şıker[1], Elif Şeşen[2]
[1](*Department of Public Relations and Advertising, Faculty of Communication / NiğdeÖmerHalisdemir University, Turkey)*
[2](*Department of Public Relations and Advertising, Faculty of Communication/ NiğdeÖmerHalisdemir University, Turkey)*

Abstract: Nowadays, increasing environmental awareness has motivated brands to be more sensitive to the environment. One of the areas that this situation affects is marketing. Green marketing, which reflects the perspective of the marketing window of attempts aimed at environmental protection and sustainability, especially air, water and soil during production, is a concept and strategy that stands out in this process. Green marketing, as an activity to stimulate the environment consciousness of the consumers and to increase the tendency to use environmentally friendly products by telling consumers about environmentally sensitive products, is a strategy that seems to be costly at the beginning for the brands, but turns into profit in terms of both consumer and producer in the long run. The aim of this study is to understand the level of knowledge and interest towards environmental awareness factors of university students who are expected to be more sensitive and conscious with the high educational levels, and also whether this interest reflects or not to purchase environmentally friendly products. It was also examined whether there is a relationship between the demographic characteristics of the students and the intentions of purchasing green products. In the study non-random purposive sampling is used and a questionnaire which there were 27 expressions for evaluating according to a Likert scale, was conducted to NiğdeÖmerHalisdemir University students. 400 questionnaire forms were found suitable for evaluation. According to the results of the study, students' ecological awareness and environmental concerns, and also green advertising affect their environmentally friendly product purchasing intentions On the other hand, it was concluded that there is a significant difference between students' environmentally friendly product purchasing intentions and gender, family income and mother education level.

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I. INTRODUCTION

The philosophy of modern marketing changes towards an understanding where enterprises' understanding of "profit at any cost" is gradually becoming weaker, instead it is aimed at providing profit by meeting the demands and needs of consumers. Consumers can now buy any product they want from any place at any price. When choosing between thousands of products, elements such as price and quality may be of secondary importance. Social topics such as whether the company respects the rights of employees, produces products that are harmful to human health and the environment are added to the items that are effective in consumer preference. In other words, marketing is experiencing a transition from individual satisfaction to social satisfaction.

Green marketing reflecting the perspective of the enterprises aimed at the conservation and continuity of nature, especially air, water and soil during the production is a prominent concept in this process. While the aim of traditional marketing is to achieve profit, the primary aim of green marketing is to benefit the consumer in a way that will cause the least damage to the environment. For a long time, the environment has been seen as a concept which consists of elements such as shareholders, employees, consumers, competitors, government and suppliers and does not contain the natural environment (Shrivastava, 1993). The environment that has existed since the beginning of the management practices in modern sense and maintains its importance as an important factor determining the effectiveness of the enterprise (Nemli, 2000) is defined in its broadest sense as "the whole of human and other living beings together with the nature and man-made elements in the nature" (Özbirecikli, 2002: 3). Increased environmental awareness has led brands to be more sensitive to the environment. Since the 1970s, the environmentalist movement has gained strength in social, moral and political terms and has significantly affected the economy and enterprises. Consumers' demand for less polluting technologies and

environmentally friendly products is increasing. Increasing social concerns and state regulations for the environment have led to an increasing number of companies seeing green issues as an important source of strategic change.

Green marketing is a new marketing management concept whose origins are based on the 1970s but became popular in the 1990s. Stanton and Futrell (1987) describe green or environmental marketing as "actions aimed at meeting the current needs and wishes with the least damage to the environment". The main reasons for the development of green marketing for companies can be listed as adaptation to environmental pressures, achieving competitive advantage, developing corporate images, searching for new markets or opportunities and increasing product value (Chen, 2009).

In green marketing, addressing a consumer group sensitive to nature and environment, various studies have been carried out on the effect of factors such as gender, age, education and income that direct green purchasing; although the results obtained are contradictory, they guide enterprises to develop green marketing strategies. With this study, aiming to understand the factors affecting the green purchasing behavior of university students who have high levels of education and who are expected to be more sensitive and conscious towards social problems, it is expected to contribute to the existing knowledge. In our country, the studies on this subject are inadequate and considering the impact of social and cultural structure in purchasing, it is important to reveal the thoughts of university youth, who will raise the consumers of the future, about green marketing.

Green Marketing

Green marketing is an understanding blended both with environmental awareness and social responsibility, and has been described by various authors in different ways. The common point of the definitions is to act with environmental awareness. Green marketing, according to Kotler and Armstrong (2008), is the organized movement of citizens and government concerned to protect and develop people's living environment. According to Polonsky (1994), green or environmental marketing "involves all kinds of activities aimed at meeting consumer demands and needs", and care is taken to ensure the least harm to the natural environment while meeting these demands and needs. According to Ottman (1993), the two main objectives of green marketing are "to produce products that can attract consumers and to make their products compatible with the environment so that the business can capture a good image".

Green marketing has emerged from social marketing which is "a marketing approach that aims not only to satisfy customers but also to take into consideration the interests of the society" (Emgin and Türk, 2004). Grewal and Levy (2008) see green marketing as a strategic endeavor to supply environmentally friendly products, as the sum of enterprises' efforts to produce, promote, price and distribute products that are not harmful to the environment. In this respect, green marketing is a long-term process and understanding that begins before production and continues after the sale, which cannot be limited to only eco-friendly product ads.

Causes of Green Marketing

The importance of green marketing is in fact based on the basic definition of the economy. The economy examines how people use limited resources to try to satisfy their unlimited demands (McTaggart et al., 1996: 24). Thus, he underlines the fact that mankind has limited resources to meet their unlimited demands in the world. The protection of the environment, which is a scarce resource with the globalizing world, has become one of the main goals and targets in terms of enterprises. In this process, there were three stages according to Peattie (2001). In the first stage where only legal solutions were sought for environmental problems, the environment and its protection has been seen as a cost-increasing reason for the enterprises. In the second stage, which started in the 1980s when environmental movements expanded and globalized, the concept of sustainable development, which aims to meet the today's needs with the consideration of future generations, has developed. In the third phase that continues up until today, it is understood that the problem cannot be solved by looking only at the consumption dimension and the activities towards making the production compatible and sustainable with the ecosystem has been considered important.

The main reasons why brands increase their green marketing activities are as follows (Polonsky, 1994):

- Brands perceive environmental marketing as an opportunity to achieve their goals.
- Brands have begun to believe that taking more social responsibility is a moral obligation.
- State bodies put pressure on firms to act more responsibly.
- Increasing environmental activities of competitors force brands into environmental marketing activities.
- Among the main reasons behind the emergence of green marketing are increased environmental pollution and decreasing natural resources and businesses' need to create a sensitive business image acting with social responsibility in the eyes of consumers who are becoming more conscious.

As the environmental problems from waste to pollution, from climate change to animal rights have become increasingly threatening the entire world, the whole world has turned its attention to the environment and environmental problems. In parallel with the importance of environmental problems over time, the content of the concept of environment has expanded and the issue has begun to be addressed not only with a pollution-limited perspective, but also as a whole of the processes of interaction between environment and economy, development and other parameters (Ökmen, 2004: 329). Increasing environmental concerns in the 1960s led to the development of environmental awareness in almost all areas in the 1980s when environmental problems exceeded international boundaries. "Our Common Future" Report published by the United Nations Commission on Environment and Development in 1987 among the work carried out at the international level for environmental awareness and environmental protection was a turning point. The concept of "sustainable development" was used for the first time in the report prepared under the leadership of Norwegian Prime Minister Gro Harlem Brundtland, and also known by his name. The phenomenon of sustainable development, which has become a major issue in the world with environmental pollution, researches, and our Common Future Report, has increased the sensitivity of the society, businesses and consumers to the environment. In order to minimize the effects of environmental pollution, both businesses and consumers are now trying to be more sensitive and behave more responsibly about the environment. From this point of view, it is safe to say that green marketing aims to act by considering the needs of the society and future generations while meeting the needs of the customers.

In the current global competitive environment, it is not enough to meet the financial demands and needs of the consumers for businesses, and the society imposes responsibilities on businesses about environment as well as on all sectors. The businesses of the 21st century are held responsible for making greenness a philosophy, even a way of life, and leaving a livable world to future generations (Düren, 2000: 159), and businesses that are socially and environmentally conscious have a positive image in the eyes of consumers. In order to make a difference in their products and services, many businesses are trying to inform the consumer about their social, ethical and environmentally sensitive practices and activities, and to be perceived as an environmentally-conscious company with social responsibility (Prothero and McDonagh, 1992). A growing number of consumers nowadays are aware that their purchasing decisions and preferences have different consequences in terms of social, ethical and environmental aspects (Crane, 1997). Consumers now demand less pollution, more recycling, less waste, more renewable resources. Increased environmental sensitivity has increased the interest of consumers in green products while a consumer profile willing to pay more for green products has been born (Peattie and Crane, 2005).

Green Marketing Combination

To date, green marketing has been understood to promote the environmental characteristics of the product. However, marketing is not only limited to products, but also requires a green marketing combination, which means that all marketing components such as environmentally friendly design, production, distribution and promotion are green. The main elements of the green marketing combination are green product, green price, green label, green promotion and green consumer.

Green Product: The green product, the first element of the green marketing combination, is the product that does not pollute the world or consume natural resources and can be recycled or stored (Shamdasani et al., 1993). Environmentally friendly production also covers the planning, development and implementation of production processes and technologies that minimize or eliminate hazardous wastes (Sarkis and Rasheed, 1995).

Green Price: The second element of the green marketing combination is the green price. New production technologies, such as the implementation of green marketing strategies, the reduction of energy use during the production of green products and the efficient use of resources during production, require an additional cost and this additional part is reflected in the price of the product by the businesses. Therefore, if consumers are told that they can contribute to the cost of living in a healthy environment and the development of more environmentally friendly technologies by buying green products, consumers may be willing to pay more. However, Uydacı (2002) underlines that for successful green pricing, the product should be quality, convincing and simple to use.

Green Label: Green or eco-label, which aims to inform consumers about which products in the market are less harmful to the environment, is a tool to facilitate consumers' decision to choose eco-friendly products (Rex and Baumann, 2007). The aim of the "Green Label" application started in 1993 in the European Union is to raise the awareness of the consumer about the environmental impacts of the product they use (Nemli, 2000).

Green Promotion: The purpose of the promotion policy is to create an image of "environmentally friendly business" in the eyes of the consumer and to give environmental messages about the product to consumers. Green advertising is one of the methods used in promotion strategies. Zinkhan and Carlson (1995) describe green advertising as "promotional messages that can address the needs and wishes of environmentally-conscious consumers". The study of Carlson et al. (1993) showed that consumers who have environmental

concerns generally have a positive attitude towards environmental issues and green advertising. Green or green advertising helps to create consumer values and transform these values into the purchase of green products. Consumers believe that environmental advertising helps improve their knowledge of green products and make informed decisions (Akehurst et al., 2012). Research shows that consumers pay attention to labeling, packaging and recycling properties of products (Biel and Grankvist 2010; Phau and Ong 2007). However, researches regarding how green advertising messages affect consumer behavior are limited. D'Souza and Taghian (2005) state that little is known about what is important in green or green advertising.

Green Consumer: The highlight of the green marketing combination is the green consumer. Peattie (2001) describes the green consumer as the consumer, who makes businesses more green and acts with environmental awareness. The study by Zinkhan and Carlson (1995) shows that green consumers are the ones who are searching for information about the products and are skeptical and careful shoppers. The target audience of green marketing is green consumers who want to use products that are appropriate to their lifestyles and environmentally responsible, and the basic strategy is to announce the green features of products for these consumers.

Green Purchasing Intention and Behavior

Chen and Chang (2012) describe green purchasing intention as "the possibility of purchasing a specific product resulting from the consumer's own environmental requirements". The level of environmental knowledge and awareness is directly related to the person's intention to buy (Manrai et al., 1997). Marneiri et al. (1997) also suggest that income, education, age and gender factors are positively related to the environmental consciousness of the consumer. Pickett-Baker and Ozaki (2008) found that consumers who are more concerned about the environment are generally more aware of green product marketing; Manaktola and Jauhari (2007) found that consumers with environmental concerns buy environmentally friendly products.

The study results of Rahbar and Wahid (2011) investigating the effects of green marketing tools (eco-label, green price, green advertising, etc.) on consumer's buying behavior, show that eco-labeling and trust in the brand's green image are important, however green advertising is not very important. In general, consumers are willing to pay up to 10% more for products that do not harm the environment (Düren, 2000). Ansar's (2013) research results suggesting that environmentally sensitive individuals can pay higher prices for environmentally friendly products are consistent with research findings by Coddington (1990), Suchard and Polonsky (1991), Myburgh-Louw and O -Shaughnessy (1994). However, Laroche et al. (2001) concluded that environmental literacy has no significant impact on consumers' willingness to spend more on green products. Market research has also revealed that there has been a very small increase in the proportion of green consumers since the 1990s, and that the environmental concerns expressed by the consumer in theory are not influential on buying behavior in practice and that there are significant differences between attitudes and behavior (Wong et al., 1996).

General belief is that young people and women are more sensitive to environmental issues. The main argument for its reason is that young people have become more sensitive to the subject because they have grown up in a period of increasing environmental concerns (Roberts and Bacon, 1997; Zimmer et al., 1994). There are research results in the literature showing that young consumers exhibit more environmentalist attitudes and behaviors (Chan, 1996; Do Paco et al., 2009). According to the results of the study conducted by Diamantopoulos et al. (2003) in England, there is a negative correlation between age and environmental attitude. The studies of Lee (2011), Moon et al. (2002) show that university students who are more interested in the environment are willing to pay more for eco-friendly products. These results are consistent with other studies (Chan, 1999; Ishaswini and Datta, 2011; Laroche et al., 2001; McCarty and Shrum, 1994). Straughan and Roberts' (1999) study on university students concluded that demographic features have a very important place in defining the green consumer. The research shows that young people are more sensitive in environmental issues and education level is positively related to environmental attitudes and behaviors. In the studies conducted on university students in Turkey, it was found that women gave more support to the environment and showed more positive attitudes and behaviors (Cavas et al., 2009; Müderrisoğlu and Altanlar, 2011; Tuncer et al., 2005).

The main premise of the general belief that women are more sensitive to environmental issues comes from Eagly (1987), who argues that women will consider the consequences of their actions and their effects on others more carefully as a result of their differences in social development and gender roles. While Roberts's (1996) research findings support this assertion, Samdahl and Robertson (1989) found no significant relationship in their studies. Similarly, according to Suplico's (2009) study, there is no significant difference between men and women in green marketing awareness; however, the older dated study of Coddington (1993) found otherwise.

II. METHOD

In spite of the apparent increase in green consumers around the world, it is observed that researches on understanding the attitudes and behaviors of these consumers in Turkey are insufficient. The aim of the study is to determine the students' level of perception of green marketing activities and to measure their consumption behavior of green products. Analyzing the purchasing behaviors of university students as consumers of today and the future in terms of consumption and environmental awareness will provide important clues to contribute to creating a sustainable life in the future. It is thought that the new environmental practices will increase with the environmental awareness that will be created both by raising the level of education of society and by putting more media attention on the subject. Since university students create a dynamic market segment, it is important to learn their approaches to green marketing activities.

Analyzing the purchasing behaviors of university students, who are expected to be more sensitive and conscious by the education they receive, will give important clues that will contribute to the formation of sustainable life in the future. In this study, it is aimed to determine the students 'understanding of green product consumption in NiğdeÖmerHalisdemir University and to find out whether there is a significant difference between the students' intentions of demographic characteristics and green product consumption. The following hypotheses have been developed in accordance with these purposes.

H1: There is a significant relationship between green advertising and the intention to buy green products.

H2: There is a significant relationship between ecological sensitivity and intention to buy green products.

H3: There is a significant relationship between the tendency to use recycled products and the intention to buy green products.

H4: There is a significant relationship between environmental concern and the intention to buy green products.

H5: There is a significant difference between students' gender and their intention to buy green products.

H6: There is a significant difference between science fields of students and their intention to buy green products.

H7: There is a significant difference between students' family income status and their intention to buy green products.

H8: There is a significant difference between education status of students' fathers and students' intention to buy green products.

H9: There is a significant difference between education status of students' mothers and students' intention to buy green products.

In this study aiming to measure the tendency of the students to consume green products, the survey method was applied. The survey form consists of two parts. The first part includes demographic questions and questions showing the opinions of students about environmentally friendly products. The second part of the survey form contains 27 statements prepared by also making use of the previous studies (Roberts and Straughan (1999), Roberts and Bacon (1997), Kim and Choi (2005)) on the intention to consume green products. For each statement, the participants were asked to choose one of the "absolutely agree", "agree", "undecided", "disagree", "absolutely disagree" options. The main population of the research is composed of students studying at NiğdeÖmerHalisdemir University in Turkey. The biggest limitation of the study was that it only included NiğdeÖmerHalisdemir University students. The primary data obtained by the survey method were used in the research. In the 2016-2017 academic year, the number of students studying at NiğdeÖmerHalisdemir University is 28.050. As the sampling method of research, easy sampling method was used. The sample size of the study was determined as 384 according to the formula $n= \pi (1- \pi)/(e/Z)2$ with 95% confidence interval and 5% error rate (Kurtuluş, 1998). It was applied to 407 students between 27.02.2017 and 30.03.2017, and 400 survey forms were found suitable for evaluation.

III. RESULTS AND DISCUSSION

Demographic characteristics of young people participating in the survey are shown in Table 1.

Table no 1: Demographic Profile

	Frequency	%		Frequency	%
Gender			**Family Income**		
Female	210	52,5	1500 TL and below	76	19
Male	190	47,5	1501-2500	168	42
Father's Educational Status			2501-3500	102	25,4
Primary Education	254	63,5	3.501-5.000	31	7,8
High School	93	23,2	5.001 TL and above	23	5,8
University	53	13,3			
Mother's Educational Status			**Science Area**		
Primary Education	295	73,8	Social Science	212	53
High School	76	19	Physical Science	188	47
University	29	7,2			

Reliability Analysis Results

The alpha coefficient was used to analyze the reliability of the scale developed in the study. The alpha coefficient is expected to be higher than 0.60 to say that the scale is reliable. As a result of the reliability analysis, the Cronbach alpha value of the 27 statements in the study was calculated as 926.

In order to determine if the survey form used in the research is appropriate for factor analysis, KMO (Kaiser-Meyer-Olkin) sampling adequacy was measured. The KMO ratio is expected to be above 0.60 (Nakip 2006.469), and the higher this ratio is, the better it is to make the data set factor analysis. KMO ratio was found as 897 and Signification (significance level)was 000. The results show that the sample size is sufficient. Varimax rotation was used for factor analysis applied to survey questions. As a result of this rotation, all expressions were grouped under five factors and five expressions with factor loads less than 0.50 were excluded to increase the reliability of the study. The factors obtained explain 59.2% of the total variance.

Table no 2: Reliability Analysis of Statements

Statements		Factor Loads	Cronbach's Alpha Coefficient
Green Advertising	**.864**		
Mentioning the eco-friendliness of the product in the advertisement positively affects the attitude towards the brand.		.825	
Eco-friendly advertising messages draws my attention.		.753	
Environmental issues/problems in the media affect my buying behavior		.745	
Eco-friendly brands are valuable to me		.735	
Advertising of eco-friendly products has an impact on my purchasing behavior		.695	
Ecological Sensitivity	**.842**		
I share issues related to environmental problems on social media		.734	
In order to protect the natural environment, I order my invoices to be sent via electronic mail.		.696	
I prefer household appliances that are energy efficient.		.590	
I actively take part in an environmental organization.		.561	
I do not buy spray, deodorant-type products containing gases damaging the ozone layer.		.542	
I try not to buy too many packaged products.		.522	
I warn my family members or friends not to buy products that harm the environment.		.511	
Tendency To Use Recycled Products	**.814**		
I make an effort to buy recycled paper products.		.775	
I prefer products made of recycled materials		.688	
I dispose of domestic waste by separating them (wastes that are harmful for our planet such as plastic, glass, paper and battery/electronic device, etc.)		.663	
I avoid using unnecessary paper		.581	

Environmental Concern	**.610**	
Thinking of our food being threatened by environmental wastes scares me.		.664
I get worried about the effects of the environment on me and my family.		.660
I am concerned about wasting the Earth's resources.		.610
Intention to Buy Green Products	**.709**	
I buy environmentally friendly products as much as possible.		.717
When choosing between two products, I prefer the environmentally friendly one.		.696
I am willing to pay more for environmentally friendly products than I pay for other products.		.671

After factor analysis, multiple regression analysis was performed to measure the effect of independent variables (green advertising, ecological sensitivity, use of recycled products and environmental concern) on dependent variable (intention to buy green products). The results of the regression analysis are summarized in Table 3. In the study, R2 coefficient was found as 0.411. This result indicates that the effect of the five independent variables on the intention to buy green products is 0.411. Regression analysis results show that green advertisement (β=0.3307, $p<0.01$), ecological sensitivity (β=0.326, $p<0.01$) and environmental concern (β=0.154, $p<0.05$) have a statistically significant effect on green product purchasing intention. In this case, H1, H2 and H4 hypotheses are accepted. According to the results of the analysis, it was concluded that the variable of using recycled products (β = 0.097, $p> 0.05$) had no significant effect on green product purchasing intent. This result does not support H3 hypothesis.

Table no 3: Multiple Regression Analysis

Variable	B	Standard Error B	β	t	P
Constant	2,054	0,136		7,369	0,000
Green Advertising	0,307	0,049	0,291	6,214	0,000
Ecological Sensitivity	0,326	0,059	0,294	5,545	0,000
Tendency To Use Recycled Products	0,097	0,070	0,090	1,376	0,170
Environmental Concern	0,154	0,075	0,114	2,067	0,039

R^2=0,411; F=67,385; F Significance =0,000

In this part of the study, hypotheses developed to analyze whether there is a significant difference between the demographic characteristics of the students and the intention to buy green products has been tested. For this purpose, Kolmogorov-Smirnov test was performed and it was determined that the data were not distributed normally. For this reason, Mann Whitney U and Kruskal-Wallis tests, which are non-parametric tests, were used to test the hypotheses.

According to the results of the analysis in Table 4, a significant difference was found between the gender of the students and their intention to buy green products ($p <0.05$). The findings show that women are more willing to buy green products than men. No significant difference was found between the science fields of students and their intention to purchase green products ($p> 0.05$). There is a significant difference between students' family income status and their intention to buy green products. When the averages of the family income status of the students are examined, it is determined that the increase of the family income also increases the intention to buy green products. It can be said that students in low income groups are less willing to buy green products. While there was no significant difference between the students' father education level and the tendency to buy green products, there was a significant difference between mother education level and green product buying tendencies. Looking at the averages about education levels of mothers, the intention to buy green products increases with the mothers' education level. According to these results, while H5, H7 and H9 hypotheses were accepted, H6 and H8 hypotheses were rejected.

Tableno 4: Mann-Whitney U andKruskal Wallis Test

		N	Average	U	P
Gender	Female	210	204,95	8548,000	**0,001**
	Male	190	157,61		
ScienceArea	SocialScience	212	201,97	10403,500	0,052
	PhysicialScience	188	174,11		
		N	**Average**	**ChiSquare**	**P**
FamilyIncome	1500 TL andbelow	76	151,62	20,390	**0,001**
	1501-2500	168	184,93		
	2501-3500	102	192,92		
	3.501-5.000	31	193,85		
	5.001 TL andabove	23	199,03		
Father'sEducationalStudies	PrimaryEducation	254	192,63	1,042	0,594
	High School	93	206,61		
	University	53	197,89		
Mother'sEducationalStudies	PrimaryEducation	295	170,02	7,221	**0,027**
	High School	76	198,36		
	University	29	265,91		

IV. CONCLUSION

The aim of this study is to determine the interest of university students towards environmental sensitivity factors and to determine whether this interest is reflected in green product purchasing behavior. As a result of the factor analysis conducted for this general purpose, the factors affecting the green product purchasing intentions (green advertising, ecological sensitivity, recycled product use, environmental concern) were determined. The fact that the factor loads related to green advertising are high indicates that the brands giving eco-friendly messages in their advertisements have a positive effect on young people's perspective on the brand. This result contradicts with the study by Rahbar and Wahid (2011) suggesting that green advertising is not important in consumer purchasing decision. Nowadays, young people have become more conscious about the protection of the environment and thus they expect brands to work on this issue. The fact that the factor loads related to the ecological sensitivity dimension are high also show that young people exhibit a conscious attitude in order to minimize environmental problems. After factor analysis, multiple regression analyzes were performed to analyze the effects of these factors on green product purchasing intent. The findings suggest that the ecological sensitivities of young people, environmental concerns and green advertising have a significant effect on the intention of green product consumption. Although students generally tend to use recycled products, no significant relationship was found between their tendency to use recyclable products and green product buying intentions.

Another aim of the study is to determine whether there is a difference on demographic characteristics and green product buying intentions of university students. Considering whether students' intentions to buy green products differ according to their demographic characteristics, it is found that while gender, family income status and mother education level has made a difference in green product purchasing behaviors, the science field and father education level of the students has not made a significant difference. In terms of gender, it is noted that women tend to buy more green products. Similar results have been achieved in previous studies

as well (Cavas et al., 2009; Müderrisoglu and Altanlar, 2011; Tuncer et al., 2005, Roberts 1996). The increase in the family income situation of the students also increases their desire to buy green products. Another point of note is that while the education level of students' fathers does not affect their intention to buy green products, the increase in mother education level increases the tendency to buy green products.

According to the findings, it is necessary for businesses to create a marketing combination to support the environment and to create awareness by positively affecting young people's attitudes towards green products in promotional activities. In the social media especially used by the young people intensively, the campaigns that prioritize the environmental elements will both positively affect the brand image and enable young people to become more sensitive to environmental issues. Determining the characteristics of green consumers with increasing numbers, taking into account their needs and evaluating their behaviors will help enterprises to plan their environmental sensitivities and contribute significantly to integrate this effort into their product structures, production systems and marketing management.

The fact that the sample of the study is not randomly selected prevents the results to be generalized to all university students. In the future studies on the subject, first of all, it is thought that various applications should be performed in larger sample populations. In these studies, in addition to the existence of the relationships between different variables, it will be appropriate to use the research models and analyzes that will provide the results about the direction of these relations.

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