The Motivational Factors of green Marketing Affecting Green Consumption Behavior: The Mediating role of Green Purchase Intention. Considering the Consumers' Ageing Groups

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Wegdan Mahmoud Haggag
Business Management Lecturer

Amany Atef Elbeheri
Business Management Lecturer

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ABSTRACT

The research focused on the motivational factors of marketing green products that can encourage green purchase intension and therefore green Consumption behavior.

The research tests the mediating role of green purchase intension in the relationship between the green motivational factors and green consumption behavior. Additionally, the moderating role of age was considered. The Study was applied on RNKL (an Egyptian green products made from recycled cardboard). Based on an online questionnaire, which was developed and uploaded on RNKL Instagram link; 308 green users answered this survey. Data was collected and analyzed using Partial Least Squares (PLS), which is one of the structural equation modeling methods. Smart PLS $V._3$ was used to test the model and hypotheses. The research confirmed the significant impact of adapting the green motivational factors on green consumption behavior and purchase intension. Additionally, the green purchase intension was confirmed to having a mediating role between green motivational factors of green marketing and green consumption behavior. Moreover, when young

green users' intent to having green products, they take the action of consumption before others. So, age was considered as moderate variable between green consumption behavior and purchase intension. The study focused on the green product quality and green value to motivate the consumers toward green consumption behavior, and talked into account young age, who care about green products.

Keywords: Motivational factors, Green marketing, Green consumption behavior, Green purchase intension, Consumers' ageing groups.

Introduction:

Companies and consumers are increasingly focusing on green marketing and green products due to fewer materials, environmentally harmful consumption, and problems with climate, atmosphere, and carbon dioxide emissions. Consumers are now showing more intension to buy green products for environmental considerations. This increasing demand motivated companies to develop marketing strategies that consider green issue to demonstrate their positive image toward environment and social responsibility (Botetzagias et al., 2024). Therefore, enhancing green purchase intension and consumption behavior. Companies strive to attract customers by offering environmentally friendly products to go similar with the environmental trend protection. However, the green production can only be done by matching customers' purchase intentions with environmental protection consideration (Silva et al., 2021). Green products are characterized by their recyclability, minimal levels of pollution due to the conservation of resources (Sun et al., 2018). These characteristics contribute to the concept of green product purchase intention, which can predict actual purchasing behavior. The concept of green consumption has expanded, which involves the use of environmentally products that do not result in any harming. Consumers actively engage in green behavior as their daily consumption and use (Minbashrazgash et al., 2017).

By reviewing the revolution of green marketing, researchers found that the idea of green marketing started to take into consideration by the 1980s, as a result of environmental decay. Consumers started to show higher demand for eco-friendly products which resulted to the evolution of green marketing (Govender & Govender, 2016). Surya & Banu (2014) stated that green marketing development had three phases. The first phase was called "Ecological Green Marketing", which means that green marketing activities were mainly focusing on the environmental problems, and how to provide green product quality with green value as a solution for such problems. The second phase was "Environmental Green Marketing", by which the focus shifted toward providing green value innovative products with the aim of enhancing green purchase intension, in addition to reducing environmental pollution and wasteful activities. The third phase was named as "Sustainable Green Marketing", which came by the late 1990s and early 2000s, to incorporate the importance of "sustainable environmental development" term, which is defined as "the needs of the present without compromising the ability of future generations to meet their own needs". (Surya & Banu, 2014).

Green marketing has an important base to influence green purchase intension and consumption behavior. However, studies have only used the green 4p's as the main indicators that influence green purchase intension and consumption behavior. Rahbar & Wahid (2011), Zandhessami et al. (2016) and Sarkar (2012) used to measure the impact of green marketing on green consumption behavior using variables such as green product, green price, green place and green advertising. Additionally, Herring & Sorrel (2009) concluded that green packaging, green price and green advertising have direct influence on consumers' green purchase intension. Chan (2004), Tariq (2014) and Habib et al. (2010) agreed that green advertising have a positive impact on shifting consumer behavior toward green consumption behavior in different industries. By reviewing literature, there is

still a need to understand the factors that motivate consumers toward green purchase intension and consumption behavior.

Theory of planned behavior was one of the most applied theories used by researchers (Chaudhary & Bisai, 2018; Arli et al., 2018; Emekci, 2019; Bong & Jin, 2017) to measure consumers' behavior and intension. Purchase intension was defined by Ramayah et al. (2010) as the main drivers of consumption behavior. They concluded that companies should put effort to enhance purchase intension toward green consumption behavior. This can be done by mainly focusing on consumers' motivating forces that improve purchase intension toward environmentally safe products and therefore green consumption behavior. These motivational factors should be adapted by companies and marketers to improve the consumers' green consumption behavior. Osuagwu (2023) suggested that forcing on producing environmentally safe product and enhancing green product quality is one of the motivational factors that should be used by marketers to improve green purchase intension and consumption behavior. Additionally, Giantari & Sukaatmadja (2021) highlighted that adding green value to the organizational product and activities is one of the green marketing practices to motivate green consumers' behavior. Moreover, Annamalai et al. (2018) and Dangelico & Vocalelli (2017) added environmental sustainability as one of the most important factors that should be considered by companies green marketing practices to enhance green purchase intension and consumption behavior.

Therefore, green environmental product quality, value and environmental sustainability had been adapted by this research as the main motivational factors to enhance green purchase intension and green consumption behavior. Marketers should focus on these factors to develop effective green marketing practices to enhance green purchase intension and consumption behavior.

Recycling is mainly concerned about processing materials instead of wasting and throwing it away to turn into new products. Recycling provides many benefits to our community through improving the environment and economy through providing healthier environment. Companies should consider recycling products if they are unable to be reused. Recycling also helps to reducing the need of extracting more resources for new products. Recently, the Environmental Protection Agency (EPA) claimed that recycling saved of approximate 193 million tons of carbon dioxide during 2018. Egypt had 10 per cent of the mismanaged world's waste during 2010, and it is planned to have the same global share by 2025 (Samih, 2019).

Sustainable resources and materials are important for handcraft production due to waste minimizing and reducing the environmental negative effect of production on our planet. Handcrafts are mainly characterized by using of traditional basic techniques, which have less impact on environment when compared to industrial ways of production. Sustainable craft methods help in minimizing the negative impact on environment, which contributes in supporting and improving our local economies and encouraging social responsibility. Overall, engaging sustainable resources and materials in handcraft production aligned with the idea of environmental and social responsibility, which make an important issue of handmade industry (Abdou, 2020).

The Egyptian Ministry of Environment take an initiative steps to use recycled agricultural waste to make furniture. The Egyptian Ministry provide a campaign to focus on using trash through recycling process to make furniture. The study also focused on the handcrafted furniture that had made out of waste.

Some suggested research questions that could be investigated in this topic include:

1. What is the impact of motivational factors of green marketing (green environmental product quality, value and environmental sustainability) on green purchase intension?
2. What is the impact of green purchase intension on green consumption behavior?
3. How motivational factors of green marketing can have impact on green consumption behavior?
4. To what extent green purchase intension mediates the relationship between the motivational factors of green marketing and green consumption behavior.
5. How age moderate between green purchase intension and green consumption behavior?
6. What are the recommendations that benefit marketers in switching to green consumption behavior?

Literature Review

Theory of Planned Behavior (TPB):

The theory of planned behavior (TPB) was established by Ajzen in 1985. According to this theory, there are three variables (conduct, subjective norms and perceived behavioral control). These variables usually form the behavioral intention, which therefore affects human behavior. One's attitude toward a behavior denotes the level to which he/she perceives that particular behavior as good or bad (Ajzen, 1991).

The TPB has been used as the main theory for studying intention and behavior through the literature (Chen & Tung, 2014; Han et al., 2010). Most of the studies finding seem to conclude that the TPB is useful for explaining green consumption behavior (Yadav & Pathak, 2017; Yousaf, 2021; Iqbal et al., 2023).

TPB has been applied in research on green consumption behavior and is supported by the research of Wu & Chen (2014). Further examination of the constructs of TPB showed that green consumption behavior and green purchase intention are influenced by green marketing. Iqbal et al. (2023) evaluated factors influencing green purchase intention and consumption behavior depending on planned behavior theory. They concluded that the TPB improves the purchase intention predictability.

Green Marketing (GM):

The GM can be defined as "a marketing activity that emphasizes the fulfillment of human needs, by paying attention to the possible environmental effects" (Polonsky, 2011). In other words, companies that implement the green marketing concept do not only react to consumers' needs for environmentally friendly products, but also should consider maintaining the company's long-term environmental sustainability.

The term GM is also referred as "sustainable marketing", or "environmental protection marketing" (Govender & Govender, 2016).

Macharia, et al. (2017) and Kinoti, (2011) stated that "green marketing consists of marketing activities which involve the production, pricing, distribution, and promotion of nature friendly products that help businesses reach its goals, while at the same time meeting customers' needs and desires with minimal harm to the natural environment". In addition, Dangelico & Vocalleli (2017) defined GM as "the process of planning, implementing, and controlling the development, pricing, promotion, and distribution of products in a manner that satisfies the following three criteria: customers' needs are met, organizational goals are attained, and the process is compatible with eco-system."

GM mix has four main elements, which are called 4P's similar to that of the original marketing mix, which includes green product, green price, green promotion,

and green place (Govender & Govender, 2016). The elements in GM mix are used to offer target consumers with quality products at convenient price at the right time and place (Solihin, et al., 2019). The challenge for marketers is to use 4P's as well as considering the environmental welfare (Surya & Banu, 2014).

Nowadays, more consumers are considering environmental issue that affected their product choice; this is shown through their consumption buying behavior for a healthier lifestyle (Thongplew et al., 2013).

Green Product Quality (GPQ):

The GM concept can be applied in every element of the marketing mix (product, price, place and promotion). However, in GM mix, green product was considered as one of the most important factors. Marketers should focus on product elements that consider environmental value to enhance consumer's green value perception; furthermore, using advertising strategies to highlight the green features of their products, with the aim of influencing consumer purchase intentions. (Chairunnisa et al., 2019).

Green (or environmental) quality can be defined as a sum of those quality attributes, which mitigate the environmental impact (Creignon & Nuangjamnong, 2022). According to Tarabieh (2018), a green product refers to a product that is produced in a manner that does no harm the environment or health; which means that it is has minimal or little negative effects on the environment. This also means considering products made from recycled materials and made from organic natural ingredients not polluting the environment. Recycling, reusing of the product or its parts, considering healthy product components for consumers wellbeing are most common production strategies used for green products (Kumar, 2019).

GPQ is related to aspects such as product features, packaging and design. Additionally, emphasizing on features such as energy efficiency, waste and pollution recycling and environmentally friendly (Cherian & Jacob, 2012). The importance of

GPQ has been increasing recently and becoming an important issue considered by consumers who are seeking environmentally friendly products. Nowadays, companies should label their products as "green" to meet consumer quality expectations regarding environmental green product impact (Doorn & Verhoef, 2011).

As a result, Marketing green efforts products have significantly increased recently to offer environmental protection and considering consumers health. Nowadays, consumers are considering organic products with high quality to protect themselves and their family's health, which mainly affects their buying decision and intension.

Green Value (GV):

GV emphasize on accepting personal responsibility for our individual environmental impacts. Kuscu & Yozgat (2019) defined that the total value that customers obtain by utilizing green goods and services is known as "green value." GV refers to the customer preferences of products (Mayank & Amit, 2013). The whole of a green product, functional, social and emotional benefits is known as its "green value".

Functional value includes attributes such as price, quality that mainly influences consumer preferences and their green purchase intension (Hartmann et al., 2005). Sheth et al. (1991) define functional value as "the perceived utility resulting from an alternative's capacity to meet a given product's utilitarian, physical, or functional needs".

The concept of emotional value refers to the emotional engagement to a product, which is an important factor that significantly motivate consumer toward environmental behaviors and green product intension (Hudayah et al., 2023). The consumers' emotional value usually contributes to their preference for green products (Wang et al., 2018).

Social value can be defined as "the perceived utility of a product/service derived from association with social groups" (Lin & Huang, 2012).

Additionally, White et al. (2019) highlighted that the social effect is the main indicator for green behavior. They indicated that social value can be divided into three dimensions: social norms, social identities, and social desirability. Social norms are the main factor promoting sustainable consumption. Social identity relates to consumers sensation as a part of a group. If consumers considered as part of a group, they probably engage environmental behavior (Marques, 2021). Social desirability is defined as the green engaging actions to gain social status (White et al., 2019). This usually resulted in consumer sustainable consumption (Ritter et al., 2015).

Environmental Sustainability (ES):

ES is one of the methods that helps preserve the raw materials that humans need (Wanget al., 2020). Jaiswal & Kant (2018) defined ES as "the ability to maintain the qualities that are valued in the physical environment" (Sutton, 2004).

An important definition of ES concept was made by the Organizational for Economic Co-operation and Development (OECD) by the early Decade of the 21st (OECD, 2001). ES was defined to include four specific criteria which are; regeneration (renewable resources shall be used efficiently and their use shall not be permitted to exceed their long-term rates of natural regeneration), substitutability (non-renewable resources shall be used efficiently and their use limited to levels which can be offset by substitution with renewable resources or other forms of capital), assimilation (releases polluting substances into the environment shall not exceed their assimilative capacity) and avoiding irreversibility.

According to Goodland & Daly (1996), ES "seeks to improve human welfare by protecting the sources of raw materials used for human needs and ensuring that the sinks for human wastes are not exceeded, in order to prevent harm to humans".

Leonidou & Leonidou (2011) reviewed the concept of ES and showed that consumers who understand the concept of environmentally friendly products, will take into account the GV of the product before making a purchase decision. In addition, environmental knowledge can influence environmentally friendly attitudes. Consumers with a high level of environmental knowledge have a tendency toward environmental protection and a strong willingness to purchase green products.

Green Purchase Intension (GPI):

Green purchase intention (GPI) is an important concept in studying green consumption behavior and related to the consumers purchase decision-making process. Mutiara & Satoshi (2017) define GPI as an individual's "preparedness" to engage in environmentally friendly purchasing behavior, particularly focusing on reducing pollution.

Additionally, Belch & Belch (2015) defined Purchase intention as "the inclination to buy a particular brand or product, indicating the likelihood of purchasing a product". Rashid (2009) defined GPI as a person's preference of green products that shows safe green environmental attributes when compared to others products in consumers purchase list. Therefore, consumers are willing to pay more for green products to protect their health and environment (Porter & Linde, 1995).

Purchase intention is considered an important indicator of consumer behavior, frequently serving as a substitute for actual behavior (Bradmore, 2004). By reviewing the GPI through the literature, it can be easily noticed that there is a more concern about using green products that are safe to the environment. Moreover, consumers are willing to pay more for green products, which have less damaging effect on their health and the environment. This willingness is called green purchase intention (Rizwan, et al., 2014).

Green Consumption Behavior (GCB):

Consumption behavior refers to a "consumer's search for products, services or ideas to satisfy a particular need" (Lin & Niu, 2018). Green consumption behavior is the product consumption of environmentally friendly goods, or goods that take into consideration environmental problems (Lee, 2010).

Additionally, GCB has also been defined as the "affirmative selection and acquisition of products and services that most effectively minimize negative environmental impacts over their life cycle of manufacturing, transportation, use and recycling or disposal" (Vazifehdoust et al., 2013). They suggested that GCB should resulted in the consumption of environmentally friendly good that do not pollute or harm the health or environment resources. Another definition was offered by Chan (2001) who defined GCB as the consumers' main concern for the environment and behavioral intentions issues.

Therefore, nowadays the market is trending towards improving the consumers' GCB by focusing on the consumers' concern for their health and through the choices of products that are least harming the environment (Muldoon, 2006). However, the market shows less demand for green products. Fahim & Mahadi (2022) concluded that one of the main reasons for less green product consumption is lack of clear and deep understanding of green consumption behavioral motivational factors. They called for more research to reveal those factors to enhance green consumption behavior.

Conceptual framework and Hypotheses development:

Motivational Factors of Green Marketing and Green Purchase Intention

Ansar (2013) focused on motivational factors that determine consumers' purchase intention to enhance GCB. The research concluded that GPQ is one of the motivational factors that affect GPI. Additionally, the study focused on GV, which has been found to have a positive relationship toward consumer's green purchase

intention. Wu and Chen (2014) showed that green marketing effort should be done by focusing on some of the motivational factors to encourage green purchase intension. The study concluded that when consumers perceive green products as providing more quality with greater green value, consumer would be more satisfied with their green purchase. Consumers are more likely to be motivated using factors such as GPQ and value, through making their green purchase that contributes the reduction of environmental pollution and resource waste. Therefore, making their purchase worthwhile.

Additionally, Bhatia & Jain (2013) highlighted that consumers' perceptions and preferences differ toward GPI. The study found that consumers show a high-level GPI by focusing on some factors such as green products, and values. The study also added ES as factor influencing green purchase intension. ES as a factor influencing GPI was also confirmed by Joshi et al. (2021), who argued that companies should focus on ES as an important motivational factor to change consumers habits and purchase intension towards green products through focusing on reduce environmental harmful impact (Rahman et al., 2020). Therefore, companies should focus on their marketing communication campaigns on promoting green products, green value and environmental sustainability, which contributes to changing their purchase intention patterns toward green products. Hence, we propose the following hypothesis:

H_1: There is a positive impact of motivational factors of green marketing on green purchase intention.

Green Product Quality and Green Purchase Intention

GPQ referred to product features, designs, and packages that consider the environment aiming to save energy, prevent pollution, and recycle wastes (Mensah, 2021). Consumers usually put their trust in retailers or wholesalers that offer green products with high quality, aiming to client satisfaction, devotion, and repurchase

intention. Any product with high quality usually gains attract and acceptance from consumers accompanied with retailers' satisfaction (Schellhase et al., 2000). Product quality can be referred to consumers' expected execution and product life span, which is attached to consumers' contentment and loyalty, which result in consumers' higher purchase intention (Eskildsen et al., 2004). Moreover, several studies show that there is a strong relationship between green, environmental purchase intension and GPQ (Vania & Ruslim, 2023; Dorsamy & Govender, 2023). This research confirmed that conservation of the green product quality should be linked mainly to customer satisfaction and increased loyalty, which therefore should enhance consumers' green purchase intention (Kotler et al., 2005).

Furthermore, companies focus should be extended beyond improving the green attributes in their products design, but also producing a differentiated product by offering more competitive product features to meet their customers' expectations (Chang & Fong, 2010). Hence, we propose the following hypothesis:

H_{1a}: There is a positive impact of green product quality on green purchase intention.

Green value and Green Purchase Intention

Nowadays, we are facing more environmental degradation caused by fast and unsustainable infrastructural expansion and natural resource extraction (Sreen et al., 2018). The pattern of consumers' consumption considered one of the critical factors for the environment deteriorating situation (Park and Lin, 2020; Sreen et al., 2018). Green purchasing means buying green products and ignoring goods that resulted in harming the environment (Lee, 2008). Over the last few years, various companies have started to produce green products, and consumers globally becomes more aware of the importance of their green purchasing. Consumers' decision about buying green product is depending on product value, that is the most

important attributes influencing consumers' purchase intention (Hanaysha, 2018 ; Li & Cai, 2012).

The accretion to purchase and use the green product is mainly based on the product value offered to the consumers (Al-Gasawneh & Al-Adamat, 2020). It has been shown that the product green value of a represents the main element that effects GPI (Ahmed & Zhang, 2020; Liao et al., 2020; Suki & Suki, 2019)

Additionally, several studies have called to consider the impact of enhancing perceived economic value (Joshi & Rahman, 2015; Sardana et al., 2016) and emotional value (Hwang & Choi, 2018) on consumers' green purchasing. Focusing on increasing consumers' perceived green economical and emotional value should encourage consumers to embrace green products which resulted in the reduction of negative environmental effect (Joshi et al., 2021; Tseng & Hung, 2013; Yadav & Pathak, 2017; Geng et al., 2017; Park & Lin, 2020). Hence, we propose the following hypothesis:

H_{1b}: There is a positive impact of green value on green purchase intension.

Environmental Sustainability and Green Purchase Intention

ES is defined as a "condition of equilibrium, interconnection and resilience that allows society to attain the satisfaction of its needs without harming the environment "(Morelli, 2011). It aims to enhance the quality of consumer's life by focusing on sustainable use of raw materials through green consumption behavior (Goodland & Daly, 1996). When focusing on the level of sustainable green marketing is high, green purchase intention of sustainable or green products is evident (Guiao & Lacap, 2022).

The GPI of consumers is influenced mainly by focusing on ES. By enhancing the idea of green ecological sustainability, consumers usually choose green products and services over conventional items (Alamsyah et al., 2020). The consumers green

marketing knowledge of environmental problems and issues is closely related to the purchase intention of consumers (Tjärnemo & Södahl, 2015). When the ES is concerned, the intention to buy eco-friendly items is enhanced (Jaiswal & Kant, 2018). Moreover, when consumers are moving towards green thinking, it may lead to a GPI (Ali et al., 2024). Hence, we propose the following hypothesis:

H_{1c}: There is a positive impact of environmental sustainability on green purchase intension.

Green purchase intention and green consumption behavior

According to Ajzen (2011), behavioral intentions are the main indication of a person's readiness to perform a certain behavior. The readiness (i.e., intention) to perform a behavior can be identified by asking whether consumers may or may not engage in a specific behavior. Theory of Planned Behavior (TPB) is best suited to predict intentions in the context of green consumption (Conner & Armitage, 2006).

Emekci (2019), Jaiswal & Kant (2018) and Trivedi et al. (2018) found that purchase intentions could be a reliable predictor of actual consumer behavior. Further, Schwenk & Möser (2009) focused on the use of the TPB to predict consumer environmental behavior. They found that there is a positive correlation between sustainable purchase intentions and sustainable consumer behavior. Therefore, it can be concluded that consumer purchase intention toward green products is used to anticipate the green consumption behavior. Hence, we suggest the following hypothesis:

H_2: There is positive significant impact of green purchase intention on green consumption behavior.

Motivational Factors of Green Marketing and Green Consumption Behavior

Recently marketing is focusing mainly on effective factors and becoming greener to improve and develop green consumption behavior. Green consumption behavior was found to be enhanced through some factors such as improving green

product quality and focusing on ES by creating eco-friendly products that meet environmental standards and certifications. Green marketing strategies can use stress on these environmentally friendly factors to attract enhance green consumption behavior (Pittayachawan et al., 2014). The research concluded that marketing activities should focus on how the product contributes to ES. By emphasizing on the positive impact of the consumers choices on the environment, companies can motivate consumers to make greener consumption behavior.

This was also confirmed by Iqbal et al. (2023) who suggested that green marketing activities should focus on green value and enhancing ES. The research concluded that marketers should improve environmental efforts to gain green consumption behavior. Li (2020) concluded that consumers are increasingly considering environmental factors when making their consumption decisions, and companies that effectively communicate through ES factors and green product attributes usually tend to attract green consumption behavior.

Additionally, Simanjuntak et al. (2023) revealed that focusing on green product quality and their green value to educate consumers about the impact of consuming green on environment would have a positive effect on green consumption behavior. Green marketing campaigns using green product quality features usually improve awareness among consumers about the importance of environmental sustainability and the benefits of using eco-friendly products. By highlighting the positive impact of green products on the environment, consumers are more likely to develop an interest in green consumption behavior (Simanjuntak et al., 2023).

Adhitiya & Astuti (2019) also underscore the need to educate consumers about environmentally sustainable issues and green product value to encourage more environmentally friendly consumption behavior. Moreover, the study suggests that organizations should stress on offering high- green quality products and

promoting ES to enhance consumer engagement with green consumption behavior. The study findings indicate that green quality products and GV factors highly redound to both green purchase intention and consumption behavior. Amin & Tarun (2021) suggested that those motivational factors such as green product quality and GV along with environmental sustainability concern play a crucial role in shaping consumers' behavior towards green products. Hence, we propose the following hypothesis:

H_3: There is a positive impact of motivational factors on green consumption behavior.

Green Product Quality and Green Consumption Behavior

Product quality is mainly contributing to customer's satisfaction and loyalty, which enhance effective green consumption behavior. Iqbal et al., (2023) defined that the relationship between green marketing and green products is highlighted by the positive impact of green product quality on consumer satisfaction and loyalty. Key aspects of green product quality include eco-friendly material selection, energy efficiency, durability, recyclability, performance, and minimal environmental impact. High-quality green products- such as those promoted by companies like KFC in Indonesia- enhance green brand image and consumer satisfaction, leading to greater green customer loyalty.

Ercis & Cat (2016) focus on the relationship between the firm, society, and consumers to maximize benefits for all. Green marketing, driven by increased environmental awareness, emphasizes reducing packaging, recycling, and eco-friendly products. However, many companies in Turkey do not genuinely practice green marketing, often lacking standards and authenticity in their green advertising. In contrast, the US has institutions like The Green Cross and The Green Seal that certify environmentally friendly products.

Lin et al., (2017a) concludes that green product quality is a key component of sustainability efforts, significantly influencing consumer satisfaction and loyalty. Companies prioritizing green product quality in their marketing strategies are likely to achieve a competitive edge and promote sustainable consumption. The research emphasizes the importance of integrating green product features and benefits into marketing.

However, challenges such as consumer skepticism about how additional green costs can affect the adoption and success of green marketing have to be considered. Woo & Kim (2019) highlight the critical role of GPQ in fostering sustainable consumption. They emphasize that as consumer awareness and prioritization of sustainability increase, understanding the factors that define and enhance green product quality becomes crucial.

The Challenge of consumers skepticism about green products' performance, mainly may lead to green product removal from market Shoukat et al., (2021). They additionally show that cultural differences and varying economic development levels influence the prioritization of environmental concerns, with basic needs taking precedence in less developed countries. Additionally, Al Mamun et al., (2018) concluded that legal regulations and the extra costs of green production complicate businesses' adoption of green practices. For sustainable marketing and business practices, individuals and businesses must become more environmentally conscious and sensitive, addressing the entire process to avoid obstacles that hinder environmental goals. Regarding the relationship between green marketing and green products, indicate that while green messages are prevalent in advertisements, there are no standards or controls for products marketed as green in some countries. Consumer skepticism about the performance and authenticity of green products has led to many such products being withdrawn from the market. Despite efforts to promote environmentally friendly products, misinformation, insufficient legal

support, and the additional costs associated with green production have deterred some businesses. Furthermore, cultural differences and varying levels of economic development affect individual priorities, with environmental sensitivity being more prominent in developed countries (Nguyen et al., 2017). Hence, we propose the following hypothesis:

H_{3a}: There is a positive impact of green product quality on green consumption behavior.

Green value and Green Consumption Behavior

Amin & Tarun (2021) defined that GV, which contains social value, price value, digital platform, eco-friendly packaging, and emotional factors have a positive effect on green customers' behavior of green products. This indicates that customers are more likely to buy green products when they perceive them as fulfilling functional needs, evoking positive emotions and aligning with their social values. The findings of Hassan et al., (2022) for green marketing practices highlight the importance of incorporating functional, emotional, and social values in product offerings to attract environmentally conscious consumers. Additionally, the study discussed how businesses could leverage these insights to design effective campaigns that promote green products and encourage sustainable consumption behavior.

Social Value: highlight the social impact of choosing green products, such as supporting eco-friendly practices, contributing to community well-being, and fostering a sense of belonging to a sustainable lifestyle (Khan & Mohsin, 2017).

Price Value: Communicate the cost-effectiveness of green products in the long run, emphasizing savings on energy bills, maintenance costs, and potential health benefits (Phowal & Kalita, 2016).

Digital Platforms: Utilize social media, websites, and email marketing to reach a wider audience and engage with consumers interested in sustainability (Miguel & Miranda, 2023).

Eco-Friendly Packaging: Reflect green values in packaging design by using recyclable materials, reducing waste, and communicating eco-friendly practices (Esvandiari, 2023).

Emotional Value: is related to the emotional satisfaction consumers get from purchasing green products. Consumers can derive enjoyment, feel relaxed, and experience a sense of well-being from buying these products (Khan & Mohsin, 2017).

Hence, Consumers exposed to comprehensive green marketing campaigns show higher levels of perceived green value in products. Companies can enhance consumer perceptions of green value by implementing targeted green marketing strategies that emphasize emotional connections, functional benefits, social responsibility, and competitive pricing (Lastriany et al., 2021). Hence, we propose the following hypothesis:

H_{3b}: There is a positive impact of green value on green consumption behavior.

Environmental Sustainability and Green Consumption Behavior

Botetzagias et al., (2024) confirmed that environmental sustainability usually improves and maintain the natural environmental systems. Therefore, the green marketing plays an essential role in understanding environmental sustainability.

ES is explained as an attitude that improve the planet wellbeing through the sustaining use raw materials. Simanjuntak et al., (2023) examined the impact of environmental knowledge and green marketing on environmental care attitudes and green product purchase intentions. The study concluded that green marketing

significantly influences people's attitudes toward environmental protection. Green marketing is the process of marketing products in an environmentally friendly way, reducing the use of raw materials that damage the environment. Previous researchers such as Kumar et al., (2017) and Khan et al., (2020) found that green marketing has been extensively researched in western countries, while little research has been conducted on green purchasing behavior in developing countries. They revealed a positive and significant influence between green marketing variables on purchase intention variables and also shows that green marketing strategies on products can generate interest in potential consumers in these products. Hence, we propose the following hypothesis:

H_{3c}: There is positive impact of environmental sustainability on green consumption behavior.

The mediating role of green purchase intention

By reviewing previous researches there are some motivational Factors influencing green purchase intention and therefore green consumption behavior. Dorsamy & Govender (2023) developed and tested a model of predicting factors that influence green purchase intention, which usually turned into green consumption behavior. They concluded that, GV and GPQ of green fast consumers' goods positively influences consumers green purchase intention, which further mediates the relationship with green consumption behavior. The study revealed the importance of improving emotional, functional and social green value to motivate green purchase intention, and hence green consumption behavior. Although Ansar (2013) revealed that ES is positively related to the green purchase intention, and therefore relates positively to green consumption behavior. Additionally, the study revealed a positive relationship exists between GV and GPQ and GPI, which contributes to changing the consumption behavior into green consumption behavior.

In addition, Iqbal et al., (2023) investigate the mediating role of GPI in consumer behavior. The study highlighted how encourage sustainable green consumption behavior. The study investigates the impact of enhancing green product quality and value on changing and influencing consumption behavior through the mediating effect on green consumers purchase intension. The study suggested that green value and green product quality become an essential factor that can be used by marketers to change and influence consumer purchase intention and therefore consumption behavior especially for youth consumers. Hence, we propose the following hypothesis:

H_4: Green purchase intention significantly mediates the relationship between green marketing and green consumption behavior.

Age as a moderating variable between green purchase intention and green consumption behavior

Sharma (2021) shows that actual consumers' green purchase does not always reflect the environmental concern. Amoako et al. (2020) added other important factors that influence the consumers' green consumption behavior which are green knowledge and green attitudes.

Most studies focused on the consumers perception of green in general or only with a specific consumer aging groups Z (born between 1996 and 2010) and Y (born between 1981 and 1995), as considered to be the most attractive aging groups for green concern of as a result of their interest in environmental issues (Munir & Mohan, 2022). According to Abrar et al. (2021), the main factors affecting the green consumption behavior of Y and Z generations are "subjective norms, green self-concept and perceived behavioral control". Moisescu & Gica (2020) analyzed in their research a sample of X (born between 1965 and 1980) and Y generations and concluded a noticeable difference in their green consumption behavior, the research

showed that customers from Generation Y are more concerned about environmental problems and green purchase from Generation X.

Generation Z was found to be the most attractive aging group for green marketing practices that should enhance their GPI and behavior (Dzurikova & Zvarikova, 2023).

This is due their awareness of global and environmental phenomena and how this may affect their future health; therefore, they tend to have more consideration toward environmental preservation activities when compared to their parents and grandparents' consumption behavior (Dabija et al., 2020). Papadopoulou et al. (2022) added that different variables should be considered for each ageing groups.

On the other hand, Kasliwal & Agarwal (2017) research's result showed no difference among the green consumption perception of different aging groups. It implies that age of consumers does not have any impact on green consumption behavior, green consumer perception and consumer green acceptance behavior in hotel industry. Rezai et al., (2013) concluded that, consumers above 31 years old show more positive perception towards green activities.

Others such as Sahu (2012) concluded that the age has no direct impact on consumers green attitudes and behavior. Sahu (2012) revealed that the consumption behavior of consumer changes along with different aging groups; i.e. the younger generation tend to have more concern about saving the environment than older groups. This can be shown clearly through the usage of social media nowadays; the people are definitely more aware and concerned about the environmental issue. It was also concluded from the study by Almossawi (2014) that the environmental behavior of younger groups can be enhanced and improved through different green marketing practices including some of the motivational

factors such as emphasizing on green product quality and value. Hence, we propose the following hypothesis:

H_5: Age moderates the relationship between green purchase intention and green consumption behavior.

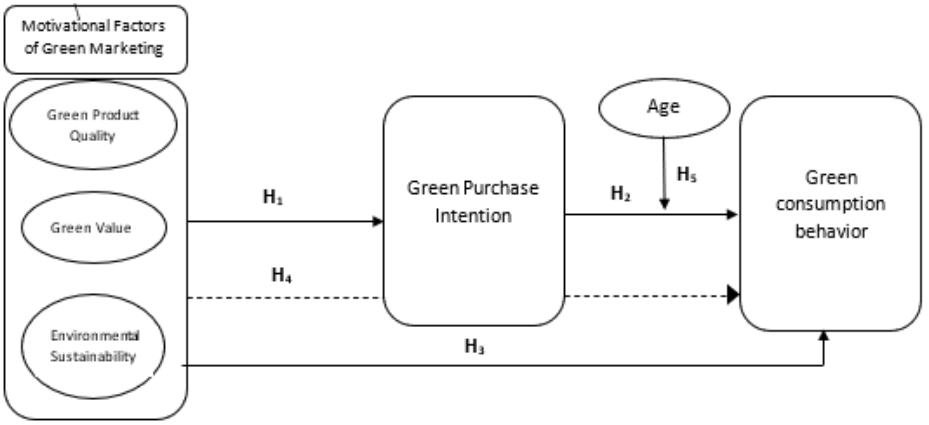

Figure 1: Proposed research model

Research Methodology

Data Collection

Data was collected through primary resources by using adapted questionnaire and gathered by using online platform through Google form, which its link had been posted on "rnkl store" (Egyptian brand on Instagram to develop hand-crafted environmental products) page. The participants were using the recycled products. Recycling usually used for safe environment through efficient use of limited natural resources. Recycling limit extracting needs of unique resources which save energy and reduce climate damage. Moreover, recycled materials usually viewed as unique and valuable products.

The questionnaire is available in English and Arabic. The English questionnaire was translated into Arabic and then translated back into English. All the items were developed and adapted from the literature review. The items were

revised by experts through a pilot test, to assess the face and content validity of the measurement items. The questionnaire consists of two main sections; the first section investigated personal data and background information of users of green products, the second section, divided into five subsections, measured the items of the constructs for testing the hypotheses. The study targeted green products users, over the period of two months from July to September of year 2024. The link of the survey was sent to the selected users who posted on the Instagram page of RNKL (Egyptian brand that turned recycled paper into green products like tables, chairs and benches).

384 questionnaires were distributed to the study sample. The members of the sample were selected through a non-probability convenience sample. The response rate within the sample reached (80.2%), with (308) Consumers.

Table 1: Descriptive analysis of the study sample characteristic

Age Groups	**Sub Variable**	**Frequency**	**Percent**
Age	29 or younger	161	52.3%
	30 – 49.	90	29.2%
	50 or older	57	15.5%
Gender	**Sub Variable**	**Frequency**	**Percent**
	Male	170	55.2%
	Female	138	44.8%
Occupation Group	**Sub Variable**	**Frequency**	**Percent**
	Students	46	14.9%
	Unemployed	28	9%
	Private Sector	117	37.9%
	Public Sector	38	12.3%
	Self- employed	79	25.9%

Source: Statistical analysis results

According to table 1, 308 usable responses were collected using questionnaire. Based on the descriptive analysis, most of the respondents were youth, aged 29 or younger at a rate of 52.3%. The male respondents represented 55.2% while 44.8% were female, The majority of the respondents are work in private sector with a rate of 37.9%, 25.9% self-employed, then who work in public sector, with a percentage of 12.3%, then the students, with a rate of 14.9%, finally, unemployed, with a rate of 9%. All the variables were measured using 5-point Likert scale with the same anchors ranged from (1) very strongly disagree to (5) very strongly agree. Green product quality as one of the motivational factors of green marketing was measured using a set of five items developed by Creignou & Nuangjamnong (2022), green value scale based on Jain & Kabia (2022) that consists of nineteen items (eight for functional value, eight for social value and three for emotional value), the third item of motivational factors of green marketing was environmental sustainability that depends on Dogiliute & Liobikiene (2015) measure, which has ten items. Green purchase intention scale consists of four items, and green consumption behavior were measured using five items. GPI and GCP scales developed by Dorsamy & Covender (2023).

Data Analysis

To assess the data's reliability, the study employed the measurement model through confirmatory factor analysis (CFA), which provides a more precise evaluation of the validity of the proposed hypotheses. Additionally, Structural Equation Modeling was used for its ability to test direct and indirect relationships between multiple study variables simultaneously. Partial Least Squares based PLS-SEM, which is one of the structural equation modeling methods, was used for its ability to better test relationships within composite models that include many variables, as well as to help the researcher avoid multicollinearity problems (Hair et

al., 2017), using Smart PLS V.$_3$ software to test the model and hypotheses of the current study.

Measurement Model Assessment

Before starting to test the study hypotheses, the validity of the study scales was confirmed to examine the researched phenomena by assessment of the measurement model. To assess the measurement model, the validity and reliability of the scales used in the current study were examined by adopting the Partial Least Squares –Structural Equation Modeling (PLS-SEM). Hair et al. (2019) stated that it is possible to measure the reliability of the study scales through Cronbach's alpha (α)>0.70 and Composite Reliability (CR) >0.70. As for the validity, it can be measured through the convergent validity using the Average Variance Extracted (AVE) >0.50 values and discriminant validity using Fornell-Larcker coefficient, which is calculated through the square root of the average value of the Average Variance Extracted (AVE), where the value of the Fornell-Larcker coefficient must be greater than the correlation coefficients between the same variable and other variables (Hair et al., 2017).

Table 2 shows that all the measurement model loadings (Cronbach's alpha and composite reliability) were greater than 0.70 and the Average Variance Extracted (AVE) was greater than the 0.50 value. As shown in Table 2, the Factor Loadings were all greater than the 0.60 this means that all the measurement scales are considered valid and reliable.

Table.2: Means, standard deviations, reliability and convergent validity

Variables	Items	Factor Loading	CR	AVE	Cronbach's alpha	Mean	SD
(GPQ)	GPQ1: I prefer to have a product with high environmental quality.	0.796	**0.921**	**0.702**	**0.814**	**4.311**	**0.465**

Variables	Items	Factor Loading	CR	AVE	Cronbach's alpha	Mean	SD
	GPQ2: The products of this company consume the least amount of resources and energy.	0.838					
	GPQ3: The products of this company meet or exceed the requirements of environmentally regulations.	0.836					
	GPQ4: The products of this company result in minimum environment damage.	0.881					
	GPQ5: The products of this company are easy to recycle, disassemble, decompose and reuse.	0.838					
FV	FV1: The green product has consistent quality.	0.815	**0.950**	**0.704**	**0.793**	**4.301**	**0.619**
	FV2: The green product is designed well.	0.839					
	FV3: The green product has acceptable standard of quality.	0.827					
	FV4: The green products performance is consistent.	0.873					
	FV5: Price of the green product is reasonable.	0.795					
	FV6: The green product offers good value for money.	0.893					
	FV7: The green product is a good product for the price.	0.813					
	FV8: The green product is beneficial.	0.857					
SV	SV1: Buying the green product would help me to feel acceptable.	0.837	**0.951**	**0.711**	**0.911**	**4.172**	**0.612**

Variables	Items	Factor Loading	CR	AVE	Cronbach's alpha	Mean	SD
	SV2: Purchase of green product may improve the way that I am perceived.	0.845					
	SV3: Purchase of green products would make a positive impression on other people.	0.786					
	SV4: Buying the green product would make a good impression on other people.	0.828					
	SV5: Purchasing the green products will be perceived as a contribution to the society.	0.871					
	SV6: Buying the green product will help me to gain social approval.	0.901					
	SV7: Consumption of green products will improve the social status.	0.883					
	SV8: Purchase of green products will help me to be environmentally concerned	0.792					
EV	EV1: Buying the green product instead of conventional products would feel like making a good person something better.	0.843	**0.890**	**0.731**	**0.932**	**3.944**	**0.499**
	EV2: Buying the green product instead of conventional products would feel like the morally right thing.	0.923					
	EV3: Buying the green product instead of conventional products would make me a better human.	0.794					
GV			**0.946**	**0.711**	**0.904**	**4.139**	**0.748**

Variables	Items	Factor Loading	CR	AVE	Cronbach's alpha	Mean	SD
ES	ES1: Humans have the right to modify the natural environment to suit their needs.	0.793	**0.959**	**0.706**	**0.814**	**3.936**	**0.551**
	ES2: When humans interfere with nature, it often produces disastrous consequences.	0.928					
	ES3: Plants and animals have as much right as humans to exist.	0.885					
	ES4: Despite our special abilities, humans are still subject to the laws of nature.	0.771					
	ES5: Humans were meant to rule over the rest of nature.	0.793					
	ES6: The balance of nature is very delicate and easily upset.	0.812					
	ES7: If things continue on their present course, we will soon experience a major ecological catastrophe.	0.884					
	ES8: The earth has plenty of nature resources if we just learn how to develop them.	0.907					
	ES9: The balance of nature is strong enough to cope with the impacts of modern industrial nations.	0.769					
	ES10: Humans will eventually learn enough about how nature works to be able to control it.	0.843					
GPI	GPI1: I plan to buy green products (organic food- saving products) in the next month.	0.855	**0.920**	**0.742**	**0.795**	**4.317**	**0.771**

Variables	Items	Factor Loading	CR	AVE	Cronbach's alpha	Mean	SD
	GPI2: I am willing to consider switching to other brands for ecological reasons.	0.793					
	GPI3: I am willing to pay more for a product which is healthy or helps protect the environment.	0.882					
	GPI4: I will consider buying green products because they are less polluting.	0.911					
GCB	GCB1: I prefer purchasing safe hand -crafted products.	0.818	**0.930**	**0.729**	**0.870**	**4.496**	**0.611**
	GCB2: I prefer purchasing green label products.	0.872					
	GCB3: I rarely use plastic bag to carry products.	0.898					
	GCB4: Electric appliances in my family are energy saving.	0.812					
	GCB5: I introduce the green products I use to my friends and relatives.	0.867					

Source: Statistical analysis results

As for the discriminant validity, the results of the Fornell-Larcker, showed, as shown in table 2 and 3, that the value of the Fornell-Larcker coefficient is greater than the correlation coefficients between the variable and other variables in the rows and columns, and this indicates that the study tool is characterized by Discriminant Validity, as it confirms that there is no overlap or common correlation between the study variables.

Table 3: Discriminate validity test results

Variables	GPQ	FV	SV	EV	GV	ES	GPI	GCB
GPQ	**0.838**							
FV	0.645**	**0.839**						
SV	0.597**	0.795**	**0.855**					
EV	0.474**	0.776**	0.851**	**0.804**				
GV	0.539**	0.821**	0.799**	0.837**	**0.843**			
ES	0.477**	0.398**	0.495**	0.571**	0.603**	**0.840**		
GPI	0.756**	0.534**	0.388**	0.327**	0.542**	0.479**	**0.861**	
GCB	0.643**	0.518**	0.359**	0.304**	0.492**	0.407**	0.743**	**0.854**

Source: Statistical analysis results

Descriptive Statistics and correlations

Descriptive statistics and correlations for the study variables can be found in table 2 and 3. To determine the level of study variables, the mean and standard deviation were calculated for all the items of the questionnaire. The results in table 2 showed a high level of GPQ, GV and its three dimensions, As well as, there is a high level of ES, GPI and GCB among the respondents.

The correlation matrix shows there is a positive relationship between all study variables, GPQ, GV and ES were positively related to GPI (*0.756, 0.542, 0.479; $p < 0.001$*). Also GPQ, GV, ES and GPI were positively related to GCB (*0.643, 0.492, 0.407, 0.743; $p < 0.001$*).

Structural Model Assessment

The assessment of the structural model is considered the second step in the PLS-SEM analysis. The objective of the structural model assessment lies in assessing the path coefficients-β for confirming the study hypotheses (Hair et al., 2019). The first step of the structural model assessment included examining the direct effect of motivational factors of green marketing on green purchase intention, and green consumption behavior, then, examines the direct effect of green purchase intention on green consumption behavior. The second step of the structural model assessment

included examining the mediating effect of motivational factors of green marketing on green consumption behavior through green purchase intention. Finally, test the moderating effect of age on the relationship between green purchase intention and green consumption behavior.

The results in table 4 showed that all motivational factors of green marketing positively affect green purchase intentions, the most motivational factor on green purchase intentions was GPQ (β = 0.511, p < 0.001), followed by GV (β = 0.328, p < 0.001), then ES (β = 0.243, p < 0.001), Which supports the first hypothesis of the study. In addition, green purchase intention positively affects green consumption behavior (β =0.631, ρ = 0.000), which supports the second hypothesis.

Results in table 4 also show that all motivational factors of green marketing positively affect green consumption behavior, the most motivational factor on green consumption behavior was GPQ (β = 0.432, p < 0.001), followed by GV (β = 0.350, p < 0.001), then ES (β = 0.287, p < 0.001), Which supports the third hypothesis.

Table 4: Direct, Mediating and Moderating effect test results

H	Paths	β	T-value	P-value
	Direct Effect			
H_{1a}	GPQ ⟶ GPI	0.511	7.263	0.000
H_{1b}	GV ⟶ GPI	0.328	4.534	0.000
H_{1b1}	FV ⟶ GPI	0.407	4.118	0.000
H_{1b1}	SV ⟶ GPI	0.314	3.743	0.003
H_{1b1}	EV ⟶ GPI	0.293	3.112	0.014
H_{1c}	ES ⟶ GPI	0.243	3.447	0.001
H_2	GPI ⟶ GCB	0.631	8.387	0.000
H_{3a}	GPQ ⟶ GCB	0.432	5.176	0.000
H_{3b}	GV ⟶ GCB	0.350	4.663	0.000
H_{3b1}	FV ⟶ GCB	0.373	4.007	0.000
H_{3b1}	SV ⟶ GCB	0.241	3.287	0.000

H	Paths		β	T-value	P-value
H_{3b1}	EV ⟶ GCB		0.219	3.106	0.021
H_{3c}	ES ⟶ GCB		0.287	3.470	0.000
	Mediating Effect				
H_{4a}	GPQ ⟶ GPI ⟶ GCB		0.117	3.916	0.000
H_{4b}	GV ⟶ GPI ⟶ GCB		0.078	3.371	0.009
H_{4c}	ES ⟶ GPI ⟶ GCB		0.064	3.016	0.034
	Moderating Effect				
H_5	GPI * Age ⟶ GCB	A_1	0.289	4.513	0.000
		A_2	0.260	3.420	0.000
		A_3	0.242	2.985	0.006

Source: Statistical analysis results

The results of indirect effects -analyzed in table 4- show that there is an indirect effect of all motivational factors of green marketing on green consumption behavior through green purchase intention ("β_{GPQ}= 0.117", "β_{GV}= 0.078" and β_{ES}= 0.064"), Which supports the fourth hypothesis.

As for the moderating effect of age on the relationship between green purchase intention and green consumption behavior, results in table 4 show that age moderates the relationship between green purchase intention and green consumption behavior at $p < 0.01$, as shown in figure 1, which means that the relationship between green purchase intention and green consumption behavior changes according to customer's age. It has been shown that this positive relationship is greater among young people (29 or younger) than among elder ones, which supports the fifth hypothesis.

Discussion

Overall, the empirical results confirmed the positive influence of the motivational factors of green marketing on GCB. Yadav & Pathak (2017), Yousaf (2021) and Iqbal et al. (2023) findings seem to conclude that the TPB is useful for explaining green consumption behavior. This research used TPB to justify using motivational factors to influence

consumers' GCB. Furthermore, TPB has been applied to investigate consumers' green consumption behavior which is supported by the research of Wu & Chen (2014). The research confirmed that implementation of green marketing motivational factors will change the consumer intention positively to purchase green products and therefore will have a positive effect on GCB. The research result indicated that there is a positive impact of GPQ, GV and ES on GPI. This was confirmed by Iqbal et al. (2023), who focused on the importance of using the motivational factors of green marketing that influencing green consumption behavior. They concluded that factors such as green product value, quality and environmental sustainability could effectively promote sustainable green purchase intension. Amoako et al. (2020) findings also focused on the need to educate consumers about environmental issues and the benefits of green products to encourage more environmentally friendly purchasing decisions.

Additionally, the research result concluded a positive impact of GPI on GCB. This was also confirmed by Goh & Balaji (2016) who defined green purchase intention as the consumer acquisition of green products. Almajali & Tarabieh (2020) and Tarabieh (2018) linked the green purchase intension to consumers' preference to the consumption behavior of green products.

The positive effect of the motivational factors on green consumption behavior was also approved. It has been found that the most motivational factor affecting green consumption behavior is GPQ. This was confirmed by Iqbal et al. (2023) and Woo & Kim (2019) research, who identified the critical role of green product quality as one of the most important motivational factors to improve green consumption behavior. They concluded that green product quality includes aspects such as eco-friendly material selection, energy efficiency, durability, recyclability, performance, and overall environmental impact. Simanjuntak et al. (2023) study also concluded a positive impact of green value on green consumption behavior. Additionally, Simanjuntak et al. (2023) have proven that one of the elements that affects green consumption behavior is environmental sustainability;

they confirmed that environmental knowledge results in changing people's behavior toward green consumption behavior.

The study concluded that green product quality is a key component of sustainability efforts, green product quality was found to have the higher significant impact on consumer purchase decision and intension. This may be due to the fact that green product quality is usually related to higher product performance that is safe to environment and usually resulted in customer loyalty and satisfaction. Chen et al. (2006) suggested that companies should improve green product quality that satisfy customer environmental needs to gain competitive advantage. Usually, consumers recognize product as green when related mainly to green product quality, which resulted in green consumption behavior (Chumpitaz & Paparoidamis, 2004). Therefore, Companies should prioritize green product quality in their marketing applied strategies to achieve a competitive edge and promote green purchase intension and consumption behavior. The research emphasizes the importance of integrating green product quality, value and environmental sustainability into marketing applied techniques to enhance customer's green purchase intension and consumption behavior.

The research has also proved the mediating role of GPI in the relationship between the motivational factors of green marketing and GCB. This was confirmed by Iqbal et al. (2023), the study investigated the factors influencing green purchase intention and consumption behavior depending on planned behavior theory. The study revealed the mediating role of green purchase intension in the relationship between green marketing factors such as green quality of product, green value and environmental sustainability and green consumption behavior. This was also approved by Wu & Chen (2014) who used theory of planned behavior to investigate the effect of green marketing factors on green consumption behavior and revealed the mediating effect of GPI.

Moreover, the research results showed that younger age consumers usually show more intension toward the consumption of green products. They show more

awareness toward environmental issues and the need toward using green product for healthier life style. The research concluded that consumers' age has a moderating effect between green purchase intension and green consumption behavior. This result was confirmed by (Lee, 2008), who concluded that young consumers usually a promising segment for green products. This finding is also agreed by (Mourad & Ahmed, 2012). Additionally, Mourad & Ahmed (2012) revealed that green purchase intension was highly significant between groups with younger age but not important in the case of older consumer. Mourad & Ahmed (2012) have stressed that younger age consumers show more awareness and trust in green products; therefore, they are more willing to be engaged in green consumption behavior. Paul et al. (2016) study revealed consumer with younger age are more engaged in green purchase decisions and green consumption behavior.

Recommendations:

1. This research helps marketers and brand owners that market recycled products to understand how to motivate consumer toward green consumption behavior.
2. Guiding marketers to depend on green motivational factors (green product quality, green value and environmental sustainability) to create a green campaign to motivate green purchase intension.
3. Using the green motivational factors to create green marketing strategies.
4. The research provides valuable insights into consumer behavior regarding green products through identifying the motivational factors that influence green purchase intention and consumption behavior. Therefore, marketers can tailor their marketing to better meet green consumer preferences.
5. By using motivational factors of green marketing, companies can gain a competitive advantage in the market

6. Societal Impact: By promoting green consumption behavior, companies can contribute to broader societal goals related to environmental sustainability.
7. The Egyptian official authorities must facilitate all the exportation regulations concerning the traditional crafts.
8. The official promotional plan must be designed and implemented to consider the motivational factors for marketing the Egyptian handcrafted.
9. Marketers is advised to tailor their green marketing campaign strategies targeting consumers with younger age, additionally they may use the suggested motivational factors in the research to try encouraging consumers with older ages toward green purchase intention and consumption behavior.

Limitations

First, the research primarily relies on a non-probability convenience sample, which may limit the generalizability of the findings to a broader population.

Second, the study does not account for all the potential factors that may have a significant effect on green purchase intension and consumption behavior.

Third, age only was considered to have a moderating effect between GPI and GCB. Other demographic factors such as gender and income are not investigated.

Finally, the scope of the questionnaire was limited to RNKL consumers, which may not reflect the green purchase intension and consumption behaviors of consumers across other sectors.

Future research recommendations

First, other factors such as green price, green promotion and green distribution should be investigated by future research to show their effect on enhancing green purchase intension and consumption behavior

Second, other demographic variables such as gender, income and educational level should be considered through further research to show if they have a significant moderating effect on green purchase intension and consumption behavior.

Finally, Future research should consider expanding the sample to include a more representable consumers and users to enable the applicability of findings.

Conclusion

This study provides important practical and theoretical contributions by testing the motivational factors of green marketing that affect green consumption behavior and purchase intention. The study also considered the moderating effect of consumers aging groups. The findings showed that all motivational factors of green marketing positively affect green purchase intentions, the most important motivational factor on green purchase intentions was green purchase quality followed by green value then environmental sustainability, which supports the first research hypothesis. In addition, green purchase intention positively affects green consumption behavior, which supports the second hypothesis. Results also show that all motivational factors of green marketing positively affect green consumption behavior, the most motivational factor on green consumption behavior was green purchase quality, followed by green value, then environmental sustainability, which supports the third hypothesis.

Additionally, the study concluded that there is an indirect effect of all motivational factors of green marketing on green consumption behavior through green purchase intention, which supports the fourth hypothesis. As for the moderating effect of age on the relationship between green purchase intention and green consumption behavior, the result show that age moderates the relationship between green purchase intention and green consumption behavior, which means that the relationship between green purchase intention and green consumption behavior changes according to customer's age.

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