

4. FINDINGS

Four demographic variables related to participants are shown below in Table 2. Approximately 56,3% of the participants were women; 62,8% are in the age range of 18-28 years; 53% of them are high school graduates and 53,3% of them have the monthly family income below 1000.

Table 2: Profile of Participants

Variables	%
Gender	
Male	43,7
Female	56,3
Age	
18-28 Age	62,8
Age between 29 and 39	25,8
Age between 40 and 50	10,7
51≥ age	0,7
Education	
Graduate of literacy	1,2
Primary School Graduate	1,9
Secondary School Graduate	1,2
High School Graduate	53
University Graduate	22,3
Postgraduate Education Graduate	20,5
Occupation	
Not working	2,5
Retired	0,5
Self-employed	1,2
Private Sector Employee	10
Public Officer	34,9
Student	50,5
Other	0,5
Monthly Family Income	
<1000 □	53,3
1001-2000 □	11,2
2001-3000 □	14,7
3001-4000 □	14,5
4001≥ □	6,3

The KMO and Barlett Test were used to determine if the data set is suitable for factor analysis. It is desirable that the value of KMO is above 60% (Nakip, 2006). The data set is suitable for factor analysis because the KMO value is 0,903 > 0,50 at the 95% confidence interval. The Cronbach's Alpha reliability coefficient of the questionnaire was calculated as 0,881.

The research consists of 2 stages. Explanatory factor analysis was first performed with the help of SPSS 13.0. When factor analysis was applied to the data set, values were collected under four factor dimensions. Questions with factor loadings less than 0,50 as a result of factor analysis were excluded from the analysis (Comrey and Lee, 1992). Cronbach's Alpha reliability coefficients of the sub-factors were found as 0,885 for the first factor, 0,896 for the second factor, 0,879 for the third factor and 0,759 for the fourth factor. As a result of the analysis with 25 items, the four factors were explained as "attitude towards green advertisements" (58,025%), "attitudes towards companies that make green advertising and towards their products" (62,328%), "environmental purchasing behavior (55,713%), "Environmental approach" (58,497%).

When we look at the values given in Table 4, the tendencies according to the demographic characteristics of the participants are meaningful and different from each other according to the level of $p < 0,05$.

Table 3: Explicit Factor Analysis of Environmentalist Approach, Environmental Purchasing Behavior, Attitudes Towards Green Advertisements and Attitudes Towards Companies That Make Green Advertising and Towards Their Products

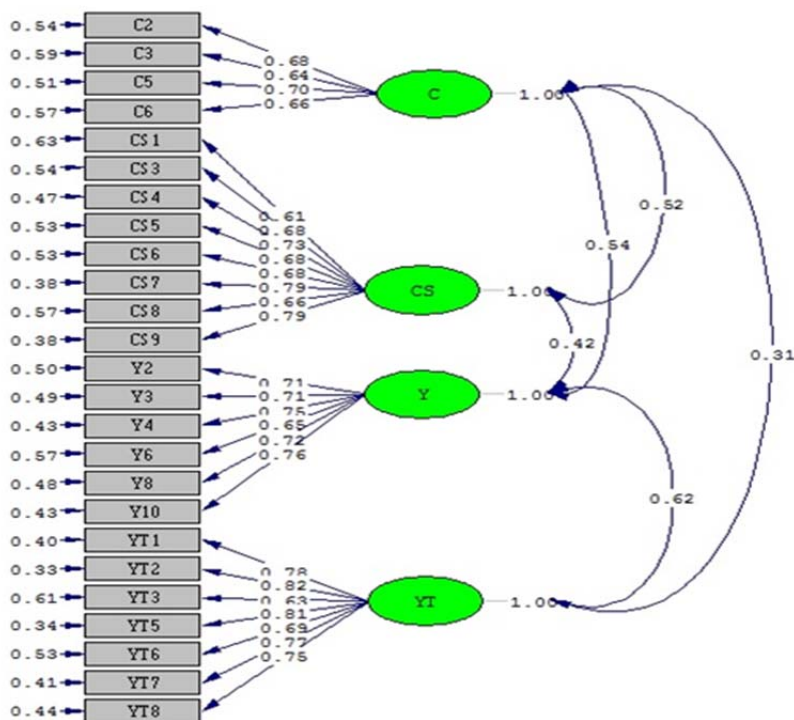
Factors	Expressions	Codes	Factor Loads	Explained Variance
Environmental approach KMO= 0,772 df=6 p<0,000 Cronbach's alpha= 0,759	Protecting the natural environment is a moral imperative for us	X1	,796	58,497
	Environmental problems are important to us	X2	,673	
	The protection of the natural environment is one of my main priorities	X3	,654	
	To protect the natural environment, people need to take personal steps	X4	,698	
Environmental Purchasing Behavior KMO= 0,918 df= 28 p<0,000 Cronbach's alpha= 0,885	Wherever possible, I purchase reusable packaged products	X5	,697	55,713
	I prefer to buy products from companies that are interested in environmental issues	X6	,693	
	Before I buy the product, I check the label to see if it's environmentally friendly	X7	,770	
	I do not choose to buy products that cause environmental pollution	X8	,734	
	I tend to buy a product made from recycled or reusable material	X9	,695	
	I make a conscious effort to purchase products that cause less environmental pollution.	X10	,796	
	I feel good when I buy products that are less harmful to the environment	X11	,582	
Attitudes Towards Green Advertisements KMO= 0,908 df= 21 p<0,000 Cronbach's alpha= 0,879	It is important for me that the products I buy are environmentally friendly	X12	,768	58,025
	Green ads make people to be more aware of social responsibility	X13	,735	
	Green ads show that the company attaches importance to environmental concerns of the consumers'	X14	,730	
	Green advertising strengthens the image of the company	X15	,758	
	Green ads handle environmental issues well	X16	,612	
	I pay more attention to green ads	X17	,689	
Attitudes Towards Companies That Make Green Advertising and Towards Their Products KMO= 0,908 df= 21 p<0,000 Cronbach's alpha= 0,896	Green ads have a positive outlook on me	X18	,689	62,328
	A company that makes green advertising is trusted.	X19	,791	
	Green advertised products and services are safe to use	X20	,811	
	I am willing to pay more for products and services that are green advertised	X21	,674	
	Green ads offer better products	X22	,810	
	Products and services advertised as green are cheaper to pack in the long run.	X23	,667	
	Products advertised as green give me more confidence than products that are not advertised as green	X24	,693	
Green companies are well- intentioned.	X25	,806		

Confirmatory factor analysis was performed with the LISREL 8.80 program to test the resulting model of exploratory factor analysis. In evaluating the confirmatory factor analysis, the path diagram was evaluated first. The 'standardized values' are checked in the diagram. Standardized values must be at most 1 because standardized values tell us how well each item represents its implicit variable (Kline, 2005, Şimşek, 2007, Berberoğlu and Uygun, 2012). The effect size values of the standardized road coefficients are shown in Figure 2.

Table 4: According to Demographic Characteristics of Attitudes Tendencies of Participants Towards Environmentalist Approach, Environmental Purchasing Behavior, Attitudes Towards Green Advertisements, Attitudes Towards Companies That Make Green Advertising and Towards Their Products

Factor	Gender	Mean	t	Sig. (2-tailed)	Age	Mean	Educational Status	Mean	Occupation	Mean	Income	Mean
Environmental Approach	Female	1,41	2,11	,035	18-28 29-39 40-50 51≥	1,48 1,44 1,45 1,58	Literate Primary Elementary School High School University Postgraduate	1,50 1,63 1,25 1,49 1,42 1,46	Not working Self-employed State Officer Worker Private Sector Employee Housewife Retired Student Other	1,30 1,25 1,45 1,42 1,47 1,25 1,38 1,50 1,13	<1000 □ 1.001-2.000 □ 2.001-3.000 □ 3.001-4.000 □ 4.001≥ □	1,49 1,40 1,44 1,49 1,39
	Male	1,51	2,19	,029								
Environmental Purchasing Behaviour	Female	2,14	2,13	,034	18-28 29-39 40-50 51≥	2,29 2,08 2,15 2,50	Literate Primary Elementary School High School University Postgraduate	2,13 1,88 2,13 2,28 2,11 2,25	Not working Self-employed State Officer Worker Private Sector Employee Housewife Retired Student Other	2,08 1,68 2,22 1,79 2,02 2,50 1,94 2,32 1,88	Less than 1000 □ 1.001-2.000 □ 2.001-3.000 □ 3.001-4.000 □ 4.001≥ □	2,27 2,19 2,18 2,15 2,26
	Male	2,29	2,14	,033								
Attitudes Towards Green Ads	Female	1,78	4,19	,000	18-28 29-39 40-50 51≥	1,78 1,82 1,61 1,78	Literate Primary Elementary School High School University Postgraduate	1,97 1,89 2,66 1,88 2,03 1,93	Not working Self-employed State Officer Worker Private Sector Employee Housewife Retired Student Other	1,61 1,23 1,98 2,09 1,94 2,14 2,21 1,92 1,57	Less than 1000 □ 1.001-2.000 □ 2.001-3.000 □ 3.001-4.000 □ 4.001≥ □	1,91 2,00 1,99 1,93 1,91
	Male	2,05	4,33	,000								
Attitudes Towards Companies That Make Green Advertising and Towards Their Products	Female	2,46	2,21	,028	18-28 29-39 40-50 51≥	2,50 2,67 2,47 3,19	Literate Primary Elementary School High School University Postgraduate	2,43 2,61 2,74 2,53 2,57 2,56	Not working Self-employed State Officer Worker Private Sector Employee Housewife Retired Student Other	2,37 2,11 2,62 2,71 2,53 2,00 3,14 2,50 2,43	Less than 1000 □ 1.001-2.000 □ 2.001-3.000 □ 3.001-4.000 □ 4.001≥ □	2,52 2,58 2,66 2,55 2,41
	Male	2,62	2,26	,024								
p<0,05												

Figure 2: Path diagram showing the relationship between the environmental approach, environmental purchasing behaviour, attitudes towards green advertisements, attitudes towards companies that make green advertising and towards their products.



C: Environmental Approach, CS: Purchasing Behavior, Y: Attitudes Towards Green Advertisements, YT: Attitudes Towards Companies That Make Green Advertising and Towards Their Products

According to the model study conducted by Lisrel 8.80, it was determined that there is a positive and meaningful relationship between “Environmental Approach”, “Environmental Purchasing Behavior”, “Attitudes Towards Green Advertisements” and “Attitudes Towards Companies That Make Green Advertising and Towards Their Products”. Table 1 shows the effect sizes of the standardized road coefficients in the model. At the same time, the effect size between the four implicit variables is also shown. Kline (2005) states that the impact value of about 0.30 is ‘middle’; 0,50 and above it means that the effect value is ‘high’ level. Impact Values below 0.30 are removed from the model.

The goodness of fit values of the sample data are evaluated to assess how well the model is suitable. The values of goodness of fit help to determine how consistent the model relations are. These values are the most basis of Chi-square. According to Jöreskog and Sörborm (2001), a high Chi-square value can be interpreted as a bad indicator of fit. However, when new parameters are added to the model, the value of RMSEA (Root Mean Square Error of Approximation) has been evaluated since it can be a random improvement in Chi-square value. Because not only it is easier to interpret the RMSEA value but also it provides independent estimates of sample size. Moreover, RMSEA is not influenced by the complexity of the model. In order to be able to accept the model, it is expected that the RMSEA value will be below 0.08 (Berberoğlu and Uygun, (2012), Kelloway, 1998, Şimşek, 2007). In addition to these values, the values of GFI (Godness of Fit Index), AGFI (Adjusted Godness of Fit Index) and SRMR (Standardized Root Mean Square Residual) were examined. According to this; it is expected that GFI and AGFI values should be 0.90 or higher, but it is stated that values of 0.80-0.89 can be accepted as appropriate values in some sources. The SRMR value should be less than 0.08 (Kline, 2005, Segars and Grover, 1993, Doll et al., 1994, Okur and Yalcin, 2012, Simsek-Özdilek, 2007, Berberoğlu and Uygun, 2012, Uygun et al. , 2010).

Table 5: Values of Model Goodness of fit

Values of Goodness of Fit	Sugessted Values	Model Values
RMSEA	≤ 0,08	0,068
SRMR	≤ 0,08	0,060
GFI	≥ 0,90/ 0,80-0,89	0,87
AGFI	≥ 0,90/ 0,80-0,89	0,84

Confirmatory factor analysis is the interval in which the outcome is considered to be a value of goodness-of-fit in relation to the result in table 5. Therefore, it can be said that there is a meaningful relationship between “Environmental Approach”, “Environmental Purchasing Behavior”, “Attitudes Towards Green Advertisements”

and “Attitudes Towards Companies that Make Green Advertising and Towards Their Products”, and the change in one of these dimensions affects the other.

Table 6: Inter-Factor Relationship Levels

Relationship	t values	p* values	Standardized Regression Coefficients (β)	r**	hypotheses
“Attitudes Towards Green Advertisements” and “Attitudes Towards Companies That Make Green Advertising and Towards Their Products”	11,10	0,000	0,39	0,54	Acceptance
“Attitudes Towards Green Advertisements” and “Environmental Approach”	7,02	0,000	0,29	0,46	Acceptance
“Attitudes Towards Green Advertisements” and “Environmental Purchasing Behavior”	3,42	0,001	0,14	0,38	Acceptance
“Attitudes Towards Companies That Make Green Advertising and Towards Their Products” and “Environmental Purchasing Behavior”	1,56	0,119	0,07	0,26	Rejection
“Attitudes Towards Companies That Make Green Advertising and Towards Their Products” and “Environmental Approach”	5,59	0,000	0,26	0,26	Acceptance
“Environmental Approach” and “Environmental Purchasing Behavior”	10,04	0,000	0,43	0,43	Acceptance
P<0,005 The hypothesis was accepted at the level of significance.					
r** Correlation coefficients					

As it can be seen that, while the highest level of relationship is between “attitudes towards green advertisements” and “attitudes towards companies that make green advertising and towards their products” while the lowest level is between “environmental approach” and “attitudes towards companies that make green advertising and towards their products”. There was no significant relationship between “environmental purchasing behavior” and “attitudes towards companies that make green advertising and towards their products.” In other words, the change in “attitudes towards companies that make green advertising and towards their products” does not affect the “environmental purchasing behavior” of the individual.

CONCLUSION, SUGGESTIONS AND CONSTRAINTS

As a result of the analyzes it has been found that there is a statistically significant and positive relationship between “environmentalist approach” and “environmental purchasing behavior”, “attitudes towards green advertisements” and “attitudes towards companies that make green advertising and towards their products.” In addition, it has been determined that there is a statistically significant and positive relationship between “environmental purchasing behavior” both “attitudes towards green advertisements” and “attitudes towards companies that make green advertising and towards their products.” Finally, it has been seen that there is a statistically significant and positive relationship between “attitudes towards green advertisements” and “attitudes towards companies that make green advertising and towards their products.” The highest Spearman’s correlation coefficient was found between “attitudes towards green advertisements” and “attitudes towards companies that make green advertising and towards their products ($r=0,556$, $p<0,05$). These results show us that consumers who have an environmentalist approach can show more environmentalist purchasing behavior and are more sensitive to green advertisements, and attitudes towards companies that make green advertising and towards their products. In addition, it is understood that consumers who have positive attitudes towards green advertisements have a positive attitudes and point of view towards companies that make green advertising and towards their products. Therefore, as the environmental awareness increases in society, the importance given to green products also increases. Given the responsibilities of companies towards the environment, it is beneficial for them to produce environmentally sensitive products and to advertise them with the green advertisements they prepare.

As a result of the research; “environmental purchasing behavior”, “attitudes toward green advertising” and “attitudes towards companies that make green advertising and towards their products” show a significant difference in terms of gender. When rank order is taken into consideration (Büyüköztürk, 2002), it was understood that male participants had more favorable tendency than women in terms of all three factors. It is interesting to see this result in general when women are thought to be more sensitive and emotional. Generally, it is thought that green advertisements are high level of interest such as white goods, automobiles, and that the application of the purchasing decision in the products given by men can explain this situation at least. Giving green advertising messages in such products may increase the purchasing rate of male consumers. In addition, “environmental purchasing behavior” also shows a significant difference in terms of age. According to the average line, it is possible to say that the consumers aged 51 years and over are exhibiting more environment

buying behaviors. The result of older consumers making more environmental purchases is consistent with the work of Jackson (1983) and Zeidner and Shechter (1988). However, it is also necessary for young people to increase their sensitivity towards the environment, in particular to increase their demand for products with green advertisements. For this, it may be useful to give promotional messages to young people in green advertising. Due to the time and cost constraints of the research, the research is done in Kutahya, it is not possible to make the results of the project to be generalized in terms of Turkey. Conducting similar studies with consumers in other populations with more populations can also help to obtain more detailed and generalized results. In addition, the differences that can arise from the application of the research in the socially and economically diverse societies of Turkey can be evaluated.

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