

**DETERMINING THE EFFECTS OF ENVIRONMENTAL-ORIENTED
ATTITUDES, ECO-LABEL, PRICE SENSITIVITY AND SOCIAL
INFLUENCE ON GREEN PURCHASE INTENTION: AN EMPIRICAL
STUDY ON AIR-CONDITIONING MARKET**



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YEDİTEPE UNIVERSITY

SEPTEMBER, 2021

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BY

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**DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION IN
DEPARTMENT OF BUSINESS ADMINISTRATION**

YEDİTEPE UNIVERSITY

SEPTEMBER 2021

PLAGIARISM PAGE

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results are original to this work.

Date: 20.09.2021

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ABSTRACT

In these days, our World is trying to survive from effects of global warming. Planting trees, saving existing rain forests & saving eco-systems are several things to protect Earth. Green purchase intention is one of the most important things to conflict with effects of global warming. Green purchase intention means that individuals prefer to use products which cause at least harm to environment. Heating ventilation air-conditioning (HVAC) systems have an important role to decrease effect of global warming in this challenge. Air-conditioners has a significant role in individuals' lives because this device is intended to use at both household & industrial sectors for heating & cooling purposes.

The main objective of the research is to understand the influential factors affecting green purchase intention of consumers buying household air-conditioners. For this aim, a descriptive quantitative study is designed including 368 participants living in Turkey. Main findings of this study demonstrate effect of environmental concern, environmental responsibility, awareness to global warming, social influence & price sensitivity on green purchase intention of customers buying household air-conditioners. As a result of study, environmental concern & awareness to global warming are not directly related with green purchase intention of customers but the other effects have great influence on green purchase intention of customers buying air-conditioners.

Key Words: *Green Purchase, Eco-Friendly, Global Warming, Air-Conditioner, Consumer Behavior, Green Marketing*

ÖZET

Günümüzde, Dünya, küresel ısınmanın etkilerinden kurtulmak ile mücadele etmektedir. Ağaçların ekilmesi, var olan yağmur ormanlarının ve eko-sistemlerin korunması küresel ısınma ile mücadele etmek için belirli yöntemlerden biridir. Çevreci tüketim de bu yöntemler arasında bulunan en önemli mücadele yöntemlerinden biridir. Çevreci tüketimin anlamı insanların kullanmayı tercih ettikleri ürünlerde çevreye ve Dünyaya en az zararı verecek ürünü tercih etmeleridir. Isıtma, havalandırma ve iklimlendirme sektörü şu anda Dünya'ya verilen zararın önüne geçmek adına önemli çalışmalarda bulunarak rol almaktadır. İnsanlar tarafından hem evlerde hem de iş yerlerinde ısıtma ve soğutma amaçlı en çok kullanılan ürün ve dünyaya verilen zararı önlemeye çalışan ürün tipi, ev tipi klima ürünleridir.

Araştırmanın temel amacı, ev tipi klima satın alan tüketicilerin yeşil satın alma niyetini etkileyen etkili faktörleri anlamaktır. Bu amaçla, Türkiye'de yaşayan 368 katılımcıyı içeren betimsel nicel bir çalışma tasarlanmıştır. Bu çalışmanın ana bulguları, ev tipi klima satın alan müşterilerin yeşil satın alma niyeti üzerinde çevresel kaygı, çevresel sorumluluk, küresel ısınmaya karşı farkındalık, sosyal etki ve fiyat duyarlılığının etkisini göstermektedir. Çalışma sonucunda, çevresel kaygı ve küresel ısınmaya karşı farkındalık, müşterilerin yeşil satın alma niyeti ile doğrudan ilişkili olmadığı, ancak diğer etkilerin klima satın alan müşterilerin yeşil satın alma niyeti üzerinde büyük etkisi bulunmaktadır.

Anahtar Kelimeler: Çevreci Tüketim, Çevre Dostu, Küresel Isınma, Ev Tipi Klimalar, Tüketici Davranışı, Çevreci Pazarlama

ACKNOWLEDGMENTS

In this study, green purchase intention of consumers buying residential air-conditioners in Turkey was observed. According to results of this study, positive/negative results can be seen clearly about green purchase intention of consumers buying residential air conditioners.

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1. INTRODUCTION

1.1. Significance of the Study

The significance of study depends on several conditions. In these days, awareness to global warming of consumers & eco-label knowledge of consumers are so important. Nowadays, Earth is struggling with harmful effects of global warming. As a conclusion of this struggle, consumers are more sensitive on the effects of global warming.

An Earth-wide temperature boost has introduced another issue called environmental change. Here and there these expressions are utilized reciprocally, in any case, they are extraordinary. Environmental change alludes to changes in climate examples and developing seasons the world over. It additionally alludes to the ocean level ascent brought about by the development of hotter oceans and liquefying ice sheets and icy masses. A worldwide temperature alteration causes environmental change, which represents a genuine danger to life on earth in the types of far reaching flooding and extraordinary climate. Researchers keep on contemplating an Earth-wide temperature boost and its effect on Earth (National Geographic, 2020).

An overall temperature change, the consistent warming of Earth's surface, oceans, and air, is achieved by human activity, essentially the devouring of oil subsidiaries that siphon carbon dioxide (CO₂), methane and other ozone hurting substances into the environment.

Due to human activity, regular issues had turned into a worldwide issue for a very long time back. Various bits of the world are endeavoring to diminish practices that can fuel natural damage. The points of view and instances of human life began to change close by the extending concern and experience with the environment.

Generally, today, required a certifiable response for lessen environmental harm. On the contrary side, the ascent of interest for associations, especially producers to think about the environmental conditions, convey the business development approach with an in-environment safeguarding based. In solicitation to remain genuine in the market contention, associations are expected to offer a response in dealing with the emerging environmental issues through the improvement of green things. To show that the thing has ensured environment very much arranged quality, it would require a confirmation of innocuous to the biological system, known as the eco-mark. An eco-name perceives earth best things reliant upon a biological impact assessment of the thing diverged from various things in a comparative arrangement.

Ecolabel items are checked items that separate with different items since it contains data with respect to Environment problem. Ecolabel is an image of the green item or name demonstrating that the item has experienced the creation interaction and gotten from harmless to the ecosystem substances. Ecolabel can give data to buyers that some ecological well-disposed norms have been actualized in the creation interaction of products or administrations that convey a particular mark. Hence, green items turned out to be effortlessly recognized from conventional items available. Ecolabel or natural mark is an indication of an item that illuminates the customers

about the issues and natural contamination. Ecolabel or environmental name is an indication of an item that illuminates the customers about the issues and natural contamination. When consumers are aware on effects of global warming & prefer eco-labelled products, there are several reasons which are environmental concern, environmental responsibility, social influences & attitude to towards to behave in that way. According to this perspective, these main reasons were researched on literature section in detail for air-conditioner products which are one of the most preferred products on the Earth by people. (European Commission, 2021)

In the beginning of 2000's, air-conditioner & heat pump units were sold over 6 million on the World and this mentions that air-conditioners are one of the most preferable products on the World.

As individuals can see that, number of sales of air-conditioners are increasing day by day. On the other hand, when sales number of air-conditioners increases, there are several important effects on sales of these products. These several effects are environmental concern of customers, environmental responsibility of customers, social influence, awareness to global warming, eco-label knowledge, price sensitivity & result of all of these effects called as green purchase intention of customers.

The significance of this academic research is observing the effects of above 6 items on green purchase intention of customers when they are purchasing air-conditioner product. All independent variables were reviewed according to literature survey & survey was done on 368 participants to see similarities & differences between literature survey and hypothesis of this study.

1.2. Research Objectives

In this study, the main objective of the research is to understand the influential factors affecting green purchase intention of consumers buying household air-conditioners. In this research, to examine the impact of green purchase intention on air-conditioners, several considerations had been made and hypothesis were released as six different considerations over these purchase intentions. These six conditions are environmental concern, environmental responsibility, eco-label knowledge, social influence, awareness to global warming & price sensitivity. In this research, the possible effects of these six conditions on green purchase intention of air-conditioner customers & sharing proposals to increase of green purchase intention on air-conditioners to save our planet from annihilation.

1.3. Scope of the Study

The thesis starts with introduction part, covering objectives and significance of the topic. The second part is composed of literature review, focusing on environmental concern, environmental responsibility, attitude towards environment, social influence, price sensitivity and impact of all issues on green purchasing intention. Third part presents details of research design and presenting research model with hypotheses. The last parts provide findings, discussion of these findings and implications.

2. LITERATURE REVIEW

In this research, the main conditions of decision making for customers to purchase air-conditioner is the research question. On this basis, awareness to global warming of consumers & eco-label knowledge of consumers are covered by some specific literature data and surveys. The literature support is made by different several aspects as environmental concerns, effects of environmental concerns on customers, some psychological aspects and beliefs of consumers as egoism, altruistic, and biospheric, global warming problem with different perspectives including plants, animals, and whole nature.

2.1. Environmental Concern and Its Effects on Individuals

Humanity is surrounded by widely engaged environment that has a direct relationship with society physiologically, and even psychologically. The importance of environment and effect on humans covers all sustainable resources including production and manufacturing that produced an accelerating purchase. These are main reasons needed to be concerned and require optimization. Society's environmental concerns have increased rapidly from the 1960s to the present, affecting their lifestyles and has pushed every product that will enter their home to be examined in detail in this case, due to environmental concerns reuse of waste, green packaging, redesign of products and renewability has gained importance.

Today, one of the most important factors affecting the purchasing decisions of consumers is nature's protection. These consumers did not care about their own health

but care the environmental health and were named as “green consumers”. Green consumers perceive this as a personal task, and do not use any dangerous articles. These consumers, who have a high level of ecological awareness and personal awareness, it has created a new era for today’s companies. After all, companies; that is the environment considering the purchasing policies of consumers who care about the necessity of developing a green market. In some literatures, green marketing is a sustainable marketing or called environmental marketing.

The modern consumers who are aware of the damage that humanity, businesses, and factories cause to nature. Especially harmful gases emitted from factories create a greenhouse effect in the atmosphere and cause climate changes and factory wastes are also mixed with water, causing the death and even extinction of many living creatures. Such problems have increased the awareness of the consumer and changed the structure of the consumer.

Ecology, that is environmental science does not research only nature and the environment, but the given harm to nature by human and human resources. Humans are integrated with nature and the environment and they are in a state relationship. As a result, individuals with high ecological anxiety emerged and they realized that human-being must live in more prudent approach through our consumptions. Description of ecological or environmental concerns has been made by many researchers.

Maloney et al. (1975) defined environmental concerns as the level of knowledge and preparedness that will change human behavior. Lee (2008) defined environmental concerns as the degree of emotional commitment to the environment. Dunlap and Van

Liere (1978) defined environmental anxiety as a global attitude that affects behavior in terms of behavioral intention. Crosby et al. (1981) stated that environmental concern is a strong attitude towards environmental protection. Milfont and Duckitt (2004) stated environmental concern as a one-dimensional structure that ranges from a high level of environmental concern to a carelessness about the environment, measured by the new environmental paradigm. Bohlen et al. (1993) observed environmental concern as a general approach that shows the consumer anxiety level about the threats of nature adaptation and the lack of environmental protection for future generations. Mohai et al. (2009) consider environmental concerns as a developing phenomenon and a part of human moral concerns. Said et al. (2003) define environmental concerns as the degree of belief, stance, and environmental concern in the consumer mind, and treat waste, wildlife, biosphere, tasks, education, health, energy, and environmental technology as awareness. In that perspective, environmental concern can be defined as the consumer's ability to be emotionally attached to environmental problems and expresses that consumers show an emotional tendency towards the destruction of nature.

Today, changing purchase habits and careless use of natural resources increasing anxiety and making it a global problem. Therefore, environmental concern has a strong impact on consumers and encourages them to prefer more ecological products. (Al-Salman, 2016)

Consumers with high environmental concerns prefer to purchase green products. Sensitivity of people to the environment increases day by day, green consumerism has become more common. Laroche et al (2001) environmental concerns

of consumers are increasing and the sensitivity of the market on this issue has been more stated that it is obvious. Researchers found that most consumers' purchasing behavior is ecological. They stated that it has a direct effect on purchasing their products, customers respond to ecological threats.

Laroche et al. (2001), consumers behavior on products, such as checking their packaging are recyclable or not, is a sign of a high level of ecological awareness as stated. There is a positive relationship between environmental concern and consumers' purchasing green products. Generally, people who are sensitive to the environment prefer green products. Laroche and others (2001) stated that people became worried about the environment and this positively affected their purchasing environmental products. According to the survey of 387 residents of the Atlanta municipality and the answers to the ecological opinion questionnaire distributed among Canadian consumers, it directly affected the desire of people with high environmental awareness to purchase green products (Darnall, 2003). Kim and Choi (2005) claim that consumers who are environmentally conscious are more likely to buy green products than those who are less concerned about the environment. Arguing that environmental concerns have an impact on consumers' green purchasing decisions, Mainieri et al. (1997) argued that consumers with strong environmental concerns are more likely to purchase green products than those who are less concerned about environmental problems. Kim and Choi (2005) provide evidence that environmental concerns directly influence green purchasing behavior. As a result of many studies, individuals' environmental anxiety levels arouse interest and depends

on the desire to purchase these products, more inclined to assess the environmental impact of the products they have purchased show that they are.

The sensitivity of people to the environment, and especially the environmental concern factor, is the basis of various researchers constitute. Environmental concern is the precursor to green purchasing behavior of consumers in many studies. Seguin et al. (1998) reported that environmental concerns are motivating and important factor that can influence customers. According to the researchers, this factor determines the degree of environmental improvement motivation of individuals and claims to have a significant impact on the individual in general. Grunert (1993) found that environmental concern is an important determinant of organic and green food purchases. Lee (2008) demonstrated in his study that there is a significant relationship between environmental anxiety and green purchasing behavior of adolescent consumers in Hong Kong and found environmental concerns as the second predictor of green purchasing has listed. (Al-Salman, 2016)

2.2. Consumer's Awareness of Global Warming

An unnatural climate change is the somewhat long warming of the planet's overall temperature. Despite the fact that this warming example has been proceeding for a long time, its development has inside and out extended over the latest hundred years in view of the utilization of oil-based commodities. As the human people has extended, so has the volume of petrol subordinates devoured. Non-sustainable power sources fuse coal, oil, and vaporous petroleum, and devouring them causes what is known as the "nursery sway" in Earth's air.

The nursery sway is where the Sun's bars enter the environment, yet when that glow is reflected off the surface can't escape by and by into space. Gases made by the utilization of non-environmentally friendly power sources hold the glow back from leaving the air. These nursery gasses are carbon dioxide, chlorofluorocarbons, water smoke, methane, and nitrous oxide. The excess of warmth in the climate has caused the ordinary overall temperature to climb after some time, likewise, called an unnatural climate change. (National Geographic, 2020)

2.2.1. Effects of Global Warming on Earth

In this section, several aspects of global warming were examined and discussed over the realistic impact on green purchase intention of consumers through air-conditioner usage. To start with, different perspectives of global warming were exemplified and classified into distinct segments. The first consideration was increment in average temperatures and temperature extremes, extreme weather events, ice melting, sea levels and ocean acidification, and certain impact of global warming on plants and animals. Continuously, global warming and these distinct parts were cooperated and combined in terms of global warming effects on different parts. After stated importance of global warming and its crucial impact, global warming relation was made to air-conditioner usage due to green purchase intension linkage. The intension was centered into the hypothesis and all these parameters linked with the green purchase intention of consumers in air-conditioners in terms of awareness of global warming.

2.2.1.1. Increase in average temperatures and temperature extremes

Perhaps the most brief and apparent effects of a risky barometrical deviation is the extension in temperatures all throughout the planet. The typical overall temperature has extended by about 1.4 degrees Fahrenheit (0.8 degrees Celsius) lately, according to the National Oceanic and Atmospheric Administration (NOAA).

Since record-keeping began in 1895, the most blazing year on record in general was 2016, as shown by NOAA and NASA data. That year Earth's surface temperature was 1.78 degrees F (0.99 degrees C) more sweltering than ordinary over the entire 20th century. Preceding 2016, 2015 was the most smoking year on record, all around. Besides, before 2015 that is correct, 2014. Believe it or not, 16 of the 17 most smoking a very long time on record have happened since 2001, according to NASA.

2.2.1.2. Extreme weather events

Outrageous climate is another impact of a worldwide temperature alteration. While encountering probably the most smoking summers on record, a large part of the United States has likewise been encountering colder-than-typical winters.

Changes in environment can cause the polar fly stream the limit between the virus North Pole air and the warm central air to relocate south, carrying with it chilly, Arctic air. Hence, a few states can have an abrupt cool spell or colder-than-typical

winter, in any event, during the drawn-out pattern of a dangerous atmospheric deviation, Werne clarified.

Easing up is another climate include that is being influenced by a worldwide temperature alteration. As indicated by a recent report, a 50 percent expansion in the quantity of lightning strikes inside the United States is normal by 2100 if worldwide temperatures keep on rising. The specialists of the investigation tracked down a 12 percent expansion in lightning action for each 1.8-degree F (1 degree C) of warming in the climate.

2.2.1.3. Ice melt

One of the fundamental appearances of natural change so far is mellowed. North America, Europe, and Asia have all noticed an example toward less snow spread some place in the scope of 1960 and 2015, according to the 2016 investigation dispersed in the journal Current Climate Change Reports. As demonstrated by the National Snow and Ice Data Center, there is at present 10% less permafrost, or always hardened ground, in the Northern Hemisphere than there was during the 1900s. The thawing out of permafrost can cause torrential slides and other sudden land breakdowns. It can moreover convey since a long time back covered organic entities, as in a 2016 circumstance when a store of covered reindeer corpses thawed out and caused an erupt of *Bacillus anthracis*.

Perhaps the most exciting effects of an Earth-wide temperature support is the lessening in Arctic sea ice. Sea ice hit record-low degrees in both the fall and winter of 2015 and 2016, inferring that when the ice ought to be at its zenith, it was loosen. The condense infers there is less thick sea ice that suffers for seemingly forever. That suggests less warmth is reflected again into the air by the gleaming surface of the ice and more is devoured by the somewhat darker ocean, making an analysis circle that causes altogether more disintegration, as shown by NASA's Operation Ice Bridge.

2.2.1.4. Sea levels and ocean acidification

At the point when everything is said in done, as ice condenses, sea levels rise. In 2014, the World Meteorological Organization itemized that sea level climb animated 0.12 inches (3 millimeters) consistently on typical all throughout the planet. This is around twofold the typical yearly climb of 0.07 in. (1.6 mm) in the 20th century.

Condensing polar ice in the Arctic and Antarctic regions, joined with dissolving ice sheets and frosty masses across Greenland, North America, South America, Europe, and Asia, are needed to raise sea levels essentially. Moreover, individuals are by and large at an issue: In the IPCC report followed through on Sept. 27, 2013, climate analysts said they are at any rate 95% sure that individuals are to be blamed for warming oceans, rapidly condensing ice and rising sea levels, changes that have been seen since the 1950s.

2.2.1.5. *Plants and animals*

The effects of a risky environmental deviation on the Earth's organic frameworks are depended upon to be critical and broad. Various sorts of plants and animals are currently pushing their compass northward or to higher statures in light of warming temperatures, as shown by a report from the National Academy of Sciences.

Besides, passing winged creatures and bugs are as of now appearing in their mid-year dealing with and settling grounds a couple of days or weeks sooner than they did in the 20th century, as shown by the EPA. More sweltering temperatures will similarly expand the extent of various affliction causing microorganisms that were once confined to tropical and subtropical locales, executing off plant and animal species that once in the past were protected from the disease. (Bradford & Pappas, Effects of Global Warming, 2017)

2.2.2 Effects of global warming on green purchase intention of air-conditioners

As worldwide temperatures rise and interest for cooling and refrigeration takes off, all nations must embrace good judgment activities to make cooling more proficient, less emanations concentrated, and more reasonable for shoppers. The incongruities of environmental change are regularly remorseless. In our warming world, for instance, the interest in cooling (AC) and refrigeration is detonating, particularly in agricultural nations. (Zaelke & Molina, 2020)

However, more AC units lead to even more warming, both from the refrigerant synthetic substances they contain and the power they use. All around the world, cooling can represent up to half of pinnacle power interest during the hot season, which is getting longer and more.

Another report by the International Energy Agency (IEA) and the United Nations Environment Program (UNEP), considering information assembled by a group we co-led, shows that the progress to energy-productive, atmosphere cordial cooling – utilizing refrigerants that represent a lower an unnatural weather change danger – is in fact and monetarily practical (Zaelke & Molina, 2020). Dispensing with the “super poison” refrigerants known as hydrofluorocarbons (HFCs) is basic, as is expanding the energy productivity of cooling hardware. Something else, discharges from this area alone could go through the rest of the “carbon financial plan” for covering a dangerous atmospheric devotion at the “sheltered” limit of 1.5°C comparative with pre-mechanical occasions.

Simultaneously, the Montreal Protocol has accomplished more to decrease the atmosphere danger than some other understanding – abstaining from warming by a sum identical to that brought about by all the Co₂ produced in the 20th century, which is the greater part of all warming. These F-gases are likewise ground-breaking ozone depleting substances – or atmosphere super toxins – with a huge number of times more warming force per atom than carbon dioxide. By dispensing with them, the Montreal Protocol not just put the ozone layer on the way to recuperation, yet

additionally altogether eased back the improvement of the atmosphere emergency.

(Zaelke & Molina, 2020)

The gigantic development in cooling request implies we should act rapidly. Today, an expected 3.6 billion forced air systems, fridges, and related apparatuses are utilized around the world; to meet the world's cooling needs, that number will dramatically multiply, to 14 billion cooling units, by 2050.

Admittance to cooling is as of now turning into a main atmosphere and social equity issue far and wide – particularly in the numerous Asian, African, and South American nations that are dependent upon progressively unacceptable temperatures and as of now experience the ill effects of neediness, water deficiencies, and other related issues. For instance, just around 7-9 percent of Indian family's approach air-conditioners today, contrasted with 60% in China and 90% in the United States. In India alone, interest for air-conditioners will develop by more than a billion units over the coming many years. During this time, causing cooling less contaminating will to be basic. Diminishing the expense, as India has done through its imaginative mass acquirement program, will likewise be useful. (Zaelke & Molina, 2020)

The humanity should take all fearlessness from the Montreal Protocol's achievement in fixing the ozone layer and alleviating more warming from ozone depleting substances than some other measure. All nations should now receive presence of mind activities to make cooling more proficient, less emanations escalated, and more reasonable for customers. (Zaelke & Molina, 2020)

2.3. Eco-label Concern in Air conditioner Industry as a Responsible Action

At the point when the humanity is hurrying gather the passageways of the general store or picking together something from the shop, with so many green names and claims covering the racks, it tends to be difficult to advise which ones to trust. The EU Ecolabel logo makes it easy to realize that an item or some help is both naturally benevolent and great quality. It is anything but difficult to perceive and dependable. The logo can be found on the bundling of each EU Ecolabel item.



Figure 1: Example of EU Eco-label [11]

To fit the bill for the EU Ecolabel, items need to conform to an intense arrangement of rules. These natural measures, set by a board of specialists from various partners, including shopper associations and industry, consider the entire item life cycle – from the extraction of the crude materials to creation, bundling and transport, directly through to your utilization and afterward your reusing container. (European Commission, 2020)



Figure 2: Energy Label of Air-Conditioner used in India [17]

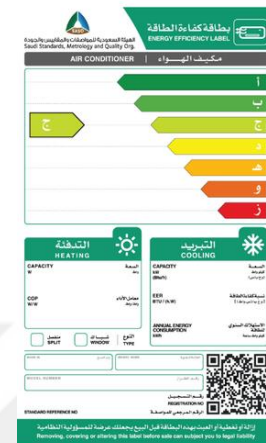


Figure 3: Energy Label of Air-Conditioner used in Saudi Arabia [31]



Figure 4: Energy Label of Air-Conditioner used in UAE [9]



Figure 5: Energy Label for Air-Conditioner used in Qatar [29]



Figure 6: Energy Label for Air-Conditioner used in Kuwait [28]

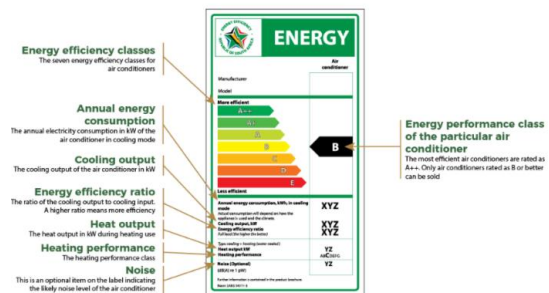


Figure 7: Energy Label for Air-Conditioner used in South Africa [36]

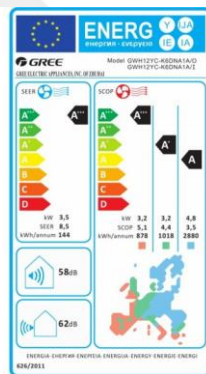


Figure 8: Energy Label for Air-Conditioner used in EU Region [10]



Figure 9: Blue Angel which is used as eco-label in Germany [12]

As indicated by Testa et al. (2015), customers have set up an inspirational mentality for the utilization of ecologically cordial items since they have created relationship with the brands. Atkinson and Rosenthal (2014) have contended that eco-marks are less successful in impacting customers' buy conduct. Nonetheless, it is discovered viable to build up a mentality towards green items through eco-marks. Subsequently, organizations should chip away at buyers' character characteristics and different elements that could prompt the arrangement of a disposition for naturally

inviting items utilization. Since earth cognizant shoppers are more mindful which is portrayed in their buy choices (Grimmer and Bingham, 2013). Chen and Chang (2012) noticed that number of elements influence shopper dynamic in acquisition of green items, for example, green apparent danger, green apparent worth and green trust. Organizations need to chip away at green apparent danger since shoppers abstain from buying items which they accept as unsafe. Limiting green apparent danger and amplifying green trust about organizations' item upgrades shoppers trust for the green items and they would begin considering green items buy.

As per Rettie et al. (2012), purchasers have elevated level of wariness for green items due to greenwashing. Buyers have firm conviction that green items are less powerful as far as their practical advantages and are costly which are regarded to be devoured by little fragment of purchasers. Promotions help firms creating good customer reaction (Haq and Ghouri, 2017). Atkinson and Rosenthal (2014) contended about tricky ad guarantees by organizations with respect to green items and saw that customers have less proclivity for items which they feel ailing in believability.

Buyer's apparent validity about the organizations and their contribution colossally affect their buy choice (Aslam, Batool, and Haq, 2016). It is, consequently, basic for the organizations to be reliable according to shoppers to dominate in green fragment. Believability of the association claims and assembling fewer harming items have enormous impact on customers' mentality for the green items which at last prompts green utilization. Thus, shoppers' trust on green case goes about as a main thrust to carry on naturally benevolent. (Hameed & Waris, 2018)

According to investigation made in China, an expressed decision examination was applied to look at the impact of China Energy Efficiency Label on customers' inclinations. The idle class approach permitted us to control heterogeneity among people that could not be seen through a basic multinomial logit model. We remembered four options for our decision try unfamiliar pristine item, homegrown new item, unfamiliar brand utilized item and homegrown brand utilized item. This control empowered us to explore purchasers' inclinations of utilized items also and thusly their traits.

From the experimental examination, it created the impression that energy proficiency positions introduced on the energy mark do significantly affect the decision of climate control systems and coolers, conceivably because of the quickly rising ecological mindfulness among people in Shanghai. In addition, the class likelihood weighted readiness to pay esteems showed that customers want to pay more for energy effectiveness in items utilized more oftentimes, which inferred that the impact of the energy mark on purchasers' decision may vary contingent upon the recurrence of item utilization. Moreover, presence of another mark showing investment funds in the power bill contrasted and a standard model likewise seemed to significantly affect shoppers' inclinations much of the time. This proof proposes that data gave expressly through a name is favored by purchasers and can be considered as a substantial option in tackling topsy-turvy data issue caused from market disappointment. (Shen & Saijo, 2009)

2.4 Environmental Responsibility and Its' Reflections in the Market

In the wake of thinking about a couple of meanings of corporate social duty, Huckle (1995:11) adjusted Davis and Blomstrom's (1975) definition to give the accompanying meaning of corporate natural obligation: "The commitment of leaders to take activities which secure and improve the climate all in all, alongside their own advantages." (University of Pretoria, 2020)

Erasmus (1998: 1) focused on the climate and representatives as features of social duty and picked the accompanying definition after considering the above definition: "The social obligation of ventures incorporates the mentality of undertakings to work together as per the moral and good guidelines satisfactory to society". (University of Pretoria, 2020)

The ecological effect of assembling cycles and items, natural guideline, and activities attempted in ecological administration and innovation must be viewed as while deciding the corporate methodology towards the climate. As one integrative component of corporate technique, natural administration influences ecological execution. (Klassen 1995: 1201.) (University of Pretoria, 2020)

Corporate duty in the natural space has a huge constructive outcome on the cycle of green items entering the assembling/creation area and afterward into the serious market (Mohr and Webb, 2005; Cruz, 2008; Hsueh and Chang, 2008; Ni et al., 2010). Thus, intentional ways to deal with address environmental change are progressively considered as applicable as strategy instruments to advance naturally

solid creation rehearses (Anton et al., 2004; Delmas and Keller, 2005; Glachant, 2007; Dawson and Segerson, 2008). The capacity to create transient monetary increases must be available to advance quiet submission (Khanna, 2001), and the interest impacts from item separation when purchasers display eco-accommodating inclinations (Ibanez and Grolleau, 2008; Conrad, 2005; Amacher et al., 2004). Green items are costlier to deliver than those made customarily, making this merchandise more costly (Conrad, 2005).

The central point of interest is whether purchasers would pay an exceptional huge enough to take care of the extra costs; in any case, governments would need to sponsor those makers embracing creation measure upgrades (Moon et al., 2002). A review directed for Star-Kist fish anticipated that, even in an item classification where value rivalry is savage and brand dependability is feeble, customers would pay a premium of \$0.21 per can for dolphin-safe fish (Reinhardt, 1998). Moreover, the costs of half and half vehicles are more than 1.5 occasions those of their fuel-controlled partners, while Toyota (2007) reports that these vehicles have added to decrease carbon dioxide by roughly 3.5 million tons as of April 2007 (Yakita, 2009).

The higher the customers' natural mindfulness, the more the purchasers are happy to follow through on greater expenses for eco-accommodating items (Chitra, 2007). Such mindfulness and ability may change essentially across ventures, could change after some time, and vary among purchaser bunches recognized by socioeconomics, information, qualities, perspectives, and conduct (Laroche et al., 2001; Carlson, 2005). Moon et al. (2002) gathered buyer study information in previous West and East Berlin after the unification of Germany to address the issue of

readiness to pay for nourishments created with procedures steady with natural stewardship. The outcomes distinguished interesting buyer bunches by geographic area and age concerning inclinations for natural credits of rural items, with old shoppers being less ready to pay the premium. All in all, Moon et al. (2002) expressed that a more grounded eagerness to pay for green items would bring about a prompt impact that the higher premium will actuate more makers to change over to ecologically neighborly procedures. (Liu, Anderson, & Cruz, 2012)

The purchaser must understand some advantage to be happy to trouble the extra costs which incorporate those not restricted to wellbeing and diminished ecological debasement. Through the US State Energy Productive Appliance Rebate Program, as per the US Department of Energy, buyers can spare forthright and over the life of the apparatus with, for instance, cost reserve funds up to \$135 per year by supplanting a garments washer made before 2000 (USDOE, 2009). As the immediate wellbeing or money saving advantage turns out to be less clear, it comes down to the customers' readiness to pay more to abstain from supporting certain creation rehearses. Such rural practices contain the anti-toxin use in creatures, which could advance safe bacterial strains, or the utilization of development hormones, which could rashly wear out the creature (Cropper, 2004). (Liu, Anderson, & Cruz, 2012)

Maybe the most persuading proof supporting the development of biologically ideal customer conduct is the expanding number of people who are eager to pay more for naturally inviting items (Laroche et al., 2001). The BBMG Conscious Consumer Report shows that 67% of Americans concur it is critical to purchase items with natural advantages and 51% state they are ready to pay more for items with natural

advantages (Bemporad and Baranowski, 2007). In the US, notwithstanding slower purchaser spending all through the economy, the commercial center for normal items became 25% somewhere in the range of 2006 and 2008 (Mintel, 2009) and Consumer Reports expresses that almost 66% of American shoppers buy probably some natural items (Cropper, 2004; Barksdale, 2009). In 2008, 75% of Europeans were accounted for as prepared to purchase costlier green items, contrasted with 31% in 2005 (European Commission, 2008, 2009). Thus, the Japanese government (Service of International Trade and Industry (MITI)) expects that almost 40% of world monetary creation by the center of the twenty-first century will originate from energy and climate related items and advances (Shrivastav, 1995). (Liu, Anderson, & Cruz, 2012)

As indicated by Tellis (1988:331), value affectability is characterized as how customers will change their buys relying upon the adjustment in the cost of an item. Quickly, value affectability is about how customers see value contrasts or varieties in items/administrations and, simultaneously how they will respond to it.

2.5. Attitude Towards Environment and Its' Reflections in the Market

It is significant for buyers to advance way of life and standards of conduct to determine natural issues; in this manner, an expanded purchaser eco-awareness brings about a more certain towards eco-cognizant exercises (Lee, 2003). Eco-awareness implies that a buyer is more conscious about natural issues and follows an even more ecologically neighborly way of life that outcomes unmitigated ecological issues in the buy, use, or removal of products (Ahn and Park, 1998). This decrease in squander

additionally involves diminished energy utilization to help protect the common habitat. These personal conduct standards produce positive outcomes in the conservation of nature through a way of life that is orchestrated with nature and are viewed as conduct that improves the personal satisfaction in purchasers. (Park, Oh, & Na, 2013)

Eco-cognizant conduct is an ecologically amicable utilization theory that perceives the significance of the connection among society and the climate just as considers singular cravings and the prosperity of society all in all. These standards of conduct emerge all through the acquisition of, utilization and removal of products (Park and Rhee, 1995). Reusing is discovered to be firmly identified with supportive of social conduct, for example, benevolence and social commitment (Hopper and Nielsen, 1991). An investigation by Park and Oh (2005) recommends eco-cognizant conduct is arranged as asset protection, public mindfulness, natural safeguarding, and reusing awareness with critical consequences for clothing reusing mentality and conduct. Park and Rhee (1995) contended that eco-cognizant conduct was emphatically influenced by the impact of reference gatherings, ecological intrigue, purchaser productivity, public mindfulness, pay level, buyer mindfulness, and introduction to natural training. (Park, Oh, & Na, 2013)

Kim (1995) concentrates on eco-cognizant buyer conduct and apparel buying type demonstrated that there were buy conduct contrasts between high eco-awareness and low eco-awareness gatherings and that the high eco-awareness bunch was more dynamic in reusing garments. An examination by Shim (1995) on reusing propensities on account of garments removal found that females reused more garments than guys.

Constant examination and study on eco-cognizant conduct assists with understanding purchaser conduct and accentuates it as the most significant counterfeit calfskin style thing buying conduct variable; along these lines, past investigations looked for eco-cognizant conduct, asset preservation, and reusing awareness. (Park, Oh, & Na, 2013)

Public concern for biological issues has constantly anyway reliably extended during later seemingly forever since the beginning of Earth Day (Kim and Choi, 2005) addressing save nature and biodiversity. Associating with client direct, over 70% of Americans, for example, declared that they were in favor of normal security, and 49 percent said that they would keep away from purchasing things that are perhaps dangerous to the environment (Hueber, 1991). Thus, sponsors have reacted to purchasers' creating biological mindfulness by developing 'earth cheerful' things (Kohl, 1990). Strikingly, in any case, there seems to exist a scholarly disharmony a few 'green' things have been powerful as of not long ago (Reitman, 1992) paying little heed to by a wide margin most of the clients enumerating that their purchases were influenced by regular concerns (Chase and Smith, 1992). Insignificant observational verification exists as to translating those great for biological viewpoints and feelings into normally conscious direct (Crane, 2000, for instance, green buying and reusing (Hume, 1991). Considering the issue, the principle need, this paper dares to propose a refined fused construction as for client green purchasing conduct record. This framework/list is depended upon to give a reasonable course to the trained professionals and specialists about some for the most part vital/critical issues of green client direct. Future researchers in the field might ponder this framework in their

further test assessments to test its significance in their investigation setting.

(Kaufmann, Panni, & Orphanidou, 2012)

It is noticeable that good for biological practices shift from general purchase related buyer rehearses. General purchase direct is driven by an examination of its benefits and costs that are of speedy congruity only to the individual customer playing out the lead. On the other hand, biologically mindful lead is presumably not going to pass on second individual increment or fulfillment, yet rather a future-organized outcome (for instance cleaner environment) that consistently helps society generally (McCarty and Shrum, 2001; Kim and Choi, 2005). Regardless, during the continuous time spans, it will in general be seen that the current regular terrible conditions are ceaselessly compromising customer prosperity and thriving around the world. Accordingly, customers are getting more sensitive in their biological viewpoints, tendencies, and purchases (Sarigollu, 2009). (Kaufmann, Panni, & Orphanidou, 2012)

As of late, environmental issues a lot have been generally seen and discussed. Innumerable respondents wherever on the planet express that they are concerned or incredibly stressed over regular issues (Dunlap and Mertig, 1995; Diekmann and Franzen, 1999). Customers are consistently aware of the genuineness of the regular corruption, achieving more organically mindfulness and need to purchase eco-obliging things and organizations, favoring associations that grade toward biological practice. (Kaufmann, Panni, & Orphanidou, 2012)

2.6. Social influence and Its' Effect on Green Consumption Intention

Social impact alludes to how people change their conduct to satisfy the needs of a social climate. It takes numerous structures and can be found in similarity, socialization, peer pressure, dutifulness, authority, influence, deals, and promoting. Ordinarily, social impact results from a particular activity, order, or solicitation, however individuals likewise change their perspectives and practices considering what they see others may do or think. In 1958, Harvard therapist Herbert Kelman recognized three expansive assortments of social impact. (Kelman, Deutsch, & Gerard, 2020)

- Consistence is when people appear to agree with others anyway keep their negating evaluations covered up.
- Identification is when people are influenced by an adored and respected, person, for instance, a notable VIP.
- Internalization is when people recognize a conviction or direct and agree both straightforwardly and covertly.

Morton Deutsch and Harold Gerard portrayed two mental necessities that lead individuals to acclimate to the longings for others. These join our ought to be right (illuminating social effect) and our ought to be liked (normalizing social impact). Enlightening effect (or social confirmation) is an effect on recognize information from another as verification about this present reality. Informative effect turns into a basic factor when people are sketchy, either because updates are typically ambiguous or since there is social inconsistency. Regularizing sway is an effect on change in

accordance with the moving longings for others. As to Kelman's typology, normalizing sway prompts public consistence, while instructive effect prompts private affirmation. (Kelman, Deutsch, & Gerard, 2020)

Purchaser green utilization is influenced by people's inner inspirations and outer social conditions. In China, utilization and natural contamination levels are diverse in every area. In the conversation of the cooperation and social estimation of the social psychological hypothesis framework, the direction of others and the outside circumstance direction are reasonable for summing up the worth inclination of customers' green utilization conduct in China. Consolidating auxiliary hypothesis, natural humanism, and utilization social science, this investigation accepts that there are at any rate four social-level factors specifically utilization level, utilization climate, ecological contamination level, and ecological patterns that will influence shoppers' green utilization. (Sun, Liu, & Zhao, 2019)

The significance of natural security and the cost of green items have stayed stable. In light of assembled research data, 76% of buyers in Hong Kong bought green items dependent on the mark, and 83% of American buyers went to green exercises and bought green items. Although this demonstrates a pattern toward buying green items, there are various boundaries, for example, significant expense and absence of item information, with respect to these items. In the current market, these obstructions keep shoppers from seeing how green items influence the climate. Over 80% of Taiwanese individuals pay extra cash to purchase items related with natural security, and over 60% of these buyers pay an extra 10% to buy green items. (Chen, Chen, & Tung, 2018)

Also, Taiwanese government authorities have urged individuals to moderate energy and diminish their carbon dioxide creation, advancing policy centered issues with respect to normalized energy costs. These policy centered issues have produced NT\$97 billion inside the green business. Although value stays a factor when choosing to buy green items, shoppers are eager to buy items for economical utilization if the value stays inside an ordinary, sensible reach. (Chen, Chen, & Tung, 2018)

This examination explored buyer buy goal toward green items, in view of the decision conduct model. Decision conduct is a constant dynamic cycle that includes beginning buy aim, acknowledged data, inspiration, trademark, plan assessment, determination, and buy before purchasing. Sheppard et al. demonstrated that conduct influences the way toward framing expectation. In brain research, social goals are influenced through intellectual and full of feeling pathways. (Chen, Chen, & Tung, 2018)

2.7 Effects of price sensitivity on green consumption intention of air-conditioners

Value implies the aggregate an individual must pay to get a thing (Burrow, 2008). It is seen as a fundamental part of the green displaying mix. Bukhari (2011) anticipates that cost should be the basic clarification purchasers choose not to buy green things as they regard them to be exorbitant. In any case, Anvar and Venter (2014) fight that buyers, particularly the more energetic age, are mentioning green things, have more critical spending power and are anxious to address the expense. Boztepe (2012), in his assessment, found a conspicuous move in the association among cost and client purchasing conduct, as young customers showed capacity to

deal with eco-obliging things, interestingly, with past examinations. Abzari, Faranak, Sharbiyani and Morad (2013) incorporate that purchasers will address a more noteworthy cost, contingent upon the essential that the benefits of consuming the green thing surpasses the expense. (Govender & Govender, 2016)

Another critical thought in purchasing decisions is esteem affectability, which can be described as the "response of an individual to the proportion of money drew closer or paid for a good or organization," (Clausen, 2005: 2). Customers commonly fall into two groupings, the moderate use customers who are less fragile to cost, and the raised use customers who are touchier to esteem. For esteem delicate customers, changes in the expense will incite changes in their buying conduct (Clausen, 2005) and Monroe (1990) claims that purchasers with extreme expense affectability are not prepared to pay a "esteem premium" for things and organizations. Worth premium implies the excess expenses a long way past the "sensible" esteem, which reflects the "substantial" assessment of the thing. Typically, most customers need amazing things basically possible worth (Holden and Nagle, 1998) and (Mandese, 1991) claims that green clients have exorbitant expense affectability when they make purchase decisions on earth welcoming things. (Nisel, 2001) shows that the essential determinant for purchasers' purchase decision is minimal expense. While (Yuhanis, 2004) claims that not many clients are glad to address premium expense for green things, an imperative number of studies have found that the level of status to pay more for normally very much arranged things is regularly high, with (Kapelianis and Strachan 1996) seeing that more than 82% of their assessment respondents were

enthusiastic about paying for green items at a greater expense than anticipated. Various experts have made a step further to investigate the total purchasers are anxious to pay for green things. Among a part of these subject matter experts, Saphores et al. (2007) tracked down a typical excitement to pay a premium of 1% for green equipment.

Past examinations show that purchasers are regularly prepared to finish an extraordinary expense for green things, yet the total that they are glad to pay will change according to thing class and various elements, for instance, potential hold subsidizes coming about in light of the purchase, seen advantages and saw helpfulness of the things. An assessment by the Boston Consulting Group researched that different orders of things request unmistakable costs on the lookout. Jay (1990) deduced that green publicists zeroing in on green clients should have the choice to change between the setting of green things costs with purchasers' expense affectability and their status to pay for natural prosperity. Even though the expense is perhaps the main fragments in the business visionary market structure yet there are relatively few assessments that look at the level of significant worth that buyers are glad to pay more for the green things especially in Malaysia. Likewise, this assessment will try to restrict this opening and moreover to obtain the worth differentiations between the costs that customers are glad to address with the authentic expenses of the green things in the market in Malaysia. (Ong, Goh, Goh, Too, & Goh, 2015)

2.8. Green Consumption Intention of household air-conditioners

Since the most recent couple of many years, the world has entered a time of exceptional advanced disturbance as mechanical developments and significant advancements in the manners of individuals include embraced advances inside the two organizations and families. This is because of the various advantages that selection of innovation has gotten terms of improved profitability, amusement, and correspondence, among others. In both created and agricultural nations, impressive endeavors are being made to advance selection of new advances to accomplish public objectives, for example, financial development and improvement, global business, improved general wellbeing and way of life. Accordingly, even though TVs, clothes washers, PCs, and cell phones are a couple among the rundown of electronic gadgets as of now present inside families and business associations, selection of these gadgets are required to develop. Be that as it may, these electronic gadgets have just been impressively adding to an expansion in energy utilization and their normal development is extended to assist antagonistically affect the climate. This is essentially on the grounds that these gadgets are power-subordinate, and the age of power is known as a key supporter of environmental change because of the utilization of non-sustainable sources (for example coal or oil) that discharge carbon dioxide, poisons, and Sulfur into the air. Besides, increment in the utilization of electronic gadgets likewise adds to the developing e-squander issues, particularly after the use lifetime of these gadgets and e-squander is known to contain unsafe constituents which can hurt both the climate and human wellbeing if not oversaw appropriately.

Taking insight of these issues, it has gotten basic for individuals to take early activities to decrease the dangers, harms, and related effects on the climate.

One perceived answer for alleviate the above issues is to devour electronic gadgets in an ecologically maintainable or green way. All in all, these gadgets ought to be used in such a manner to abstain from making harm the normal biological system while assisting with keeping up ecological supportability. For this, end clients should know about the procedures and best practices accessible to have the option to utilize their hardware in an earth maintainable manner. (Bekaroo, Sungkur, Ramsamy, Okolo, & Moedeen, 2018)

3. METHODOLOGY

3.1 Research Model

Research of this study was established as six different research questions as the basis of main hypotheses. These six different hypotheses were presented in the followed section in detail and evaluated in terms of several statistical manners. First, environmental responsibility, eco-label knowledge, awareness of global warming and social influence were the main parameters to combine with these beliefs of consumers based on survey results and hypothesis got rejected or accepted decision at the end quantitatively. Then, obtained data were accomplished with price sensitivity as possible indicator in the purchase intention where consumers' purchase intention relationship with price sensitivity over the green purchase tendency. In Fig.10, the flowchart of the research methodology was presented and stated evaluated parameters

were determined as variables. Regression analysis, reliability of obtained results, and normality tests were accomplished to reach the actual conclusion of the study and discussed in the following sections.

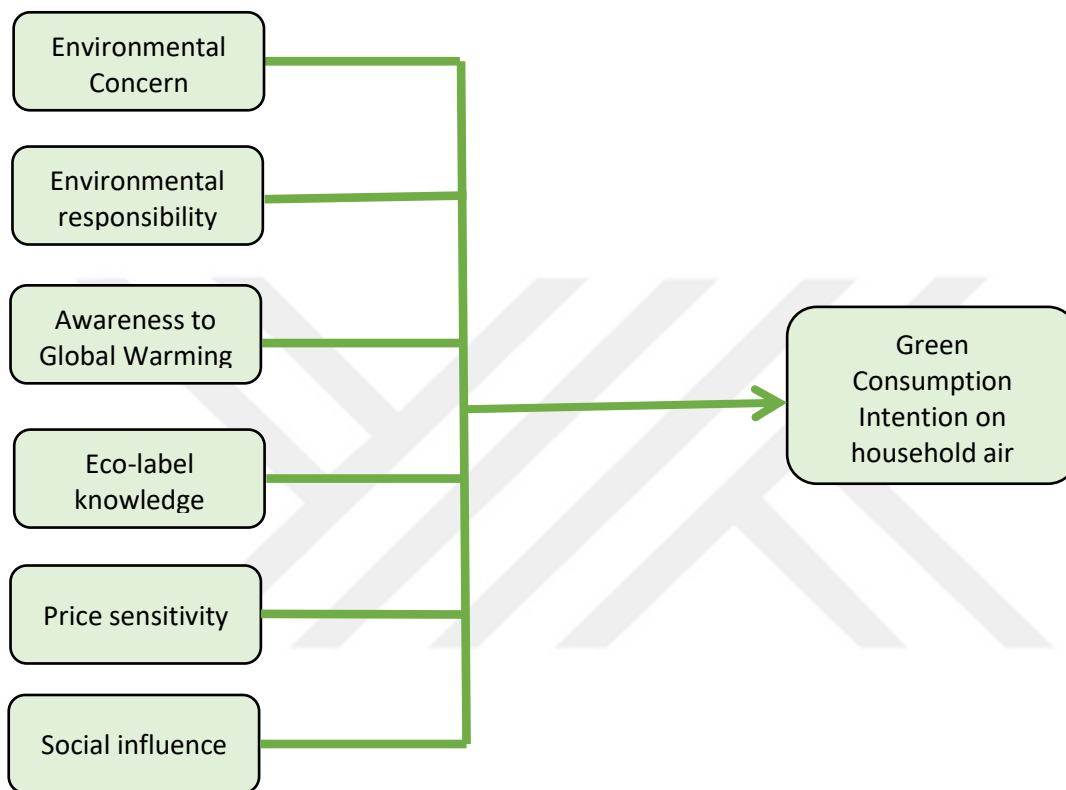


Figure 10: Research Model

Table 1: Scales Used In Research Variables of the Study

No	Variable List	Number of Items	References
1	Awareness to Global Warming	3	Taufique et al.,2016
2	Eco-label Knowledge	3	Taufique et al.,2016
3	Environmental Concern	6	Yu et al., 2020

4	Price Sensitivity	6	Yu et al., 2020
5	Green Purchase Intention	4	Yu et al., 2020
6	Environmental Responsibility	4	Chen et al., 2018
7	Social Influence	4	Chen et al., 2018

3.2. Data Collection Method and Questionnaire Design

Data were collected through an online survey between June 2020 and December 2020. The questionnaire involves 10 parts in total. In the first part environmental concern questions were asked to 368 individuals. Air-conditioned preference questions were asked in terms of frequency of purchase, environmental concerns, social influence, global warming awareness, green consumption, and price sensitivity. In the last part, demographic questions were asked based on gender, age, income level, education level, specific marketing questions and job of individuals.

3.3. Research Type and Sampling Design

As a research method, descriptive research type was used in this research. Survey is selected as it is one of the widely used research method as a quantitative method. Due to time and budget constraint, convenience sampling is used as non-probabilistic sampling technique. Sample size reached to 368 participants.

3.4. Research Hypotheses

Six different hypotheses were presented in the followed section in detail and evaluated in terms of several statistical manners. Environmental responsibility, environmental concern, eco-label knowledge, awareness of global warming, social

influence & price sensitivity were the main parameters to combine with these beliefs of consumers based on survey results and hypothesis got rejected or accepted decision at the end quantitatively. Then, obtained data were accomplished with price sensitivity as indicator in the purchase intention where consumers' purchase intention relationship with price sensitivity over the green purchase tendency. In Fig.10, the flowchart of the research methodology was presented and stated evaluated parameters were determined as variables.

According to research model, following hypotheses are formed;

H1: Consumers who have more environmental concern, have more green consumption intention on household air-conditioners.

H2: Consumers who have more environmental responsibility, have more green consumption intention on household air-conditioners.

H3: Consumers who are aware of effects of global warming on earth, have more green consumption intention on household air-conditioners.

H4: Consumers who are aware of eco-labels, have more green consumption intention on household air-conditioners.

H5: Consumers who feel more social influence towards environmental products, have more green consumption intention on household air-conditioners.

H6: Consumers who have price sensitivity, will have less green consumption intention on household air-conditioners.

4. RESULTS & DISCUSSION

In this chapter of the research hypothesis testing conducted throughout the descriptive and statistical analyses. First, the descriptive analyses of the demographic and control variables are examined as well as the analysis of the research scales then, hypotheses which are formed regarding the research's aims were tested with the exact

statistical test methods. The main aim of the research is the exploring the factors which have considered influences the buying intentions of the eco-friendly air conditioners.

4.1. Descriptive Findings

In this part of the chapter the descriptive findings of the research's demographic variables, specific and research scales were examined regarded the frequencies, percentages, means and standard deviations. In the Table 2 presented below the descriptive findings of the demographic variables of the study, which are gender, age, employment, income level and education level were presented. According to the results for the gender variable the 146 participant which correspond to the %40 of the sample is male, and 222 participants are female, which correspond to the %60 of the sample. For the age variable there no participant between ages of 0-18 and 55 participant corresponding to the %15 of the sample is between in the ages of 19-25, 166 participants corresponding to the %45 of the sample is in between the ages of 26-40, 76 participants which corresponding to the %21 of the sample is in between the ages of 41-50, 68 participants which corresponding to the %18 of the sample is in between the ages of 51-64 and finally the 3 participants which corresponding to the %1 of the sample are in the age group of 65 and above.

The distribution of the employment variables is was obtained as follows; the 62 participants which are corresponding to the %17 of the sample are self-employed, 13 participants which are corresponding to the %4 of the sample are student, 174 participants which are corresponding to the %47 of the sample are private sector

employee, 72 participants which are corresponding to the %19 of the sample are public sector employee and finally the 47 participants which are corresponding to the %13 of the sample are not working.

Education level distribution findings determined as; 49 participants which are corresponding to the %13 of the sample is high school graduate, 233 participants which are corresponding to the %63 of the sample are bachelor's graduate, 68 of the participants which are corresponding to the %19 of the sample are master's graduate and lastly, 18 participants which are corresponding to the %5 of the sample have other graduate forms.

Table 2: *Distribution of the Demographic Variables*

		Frequency	Percentage
Gender	Male	146	40
	Female	222	60
Age	0-18	0	0
	19-25	55	15
	26-40	166	45
	41-50	76	21
	51-64	68	18
	65 and above 65	3	1
Employment	Self employed	62	17
	Student	13	4
	Private sector employee	174	47
	Public sector employee	72	19
	Not working	47	13
Income Level	0-2500 TL	53	14
	2501-5000 TL	146	40
	5001-10000 TL	120	33
	10001 TL and above	49	13
Education Level	High School	49	13
	Bachelor's Degree	233	63
	Master's Degree	68	19
	Other	18	5
Total		368	100

Table 3 presented below shows the distribution of the control variables of the study which are usage location of the ac, ac buying frequency and ac buying location. For the AC usage location 140 participants which are corresponding to the %38 of the sample use AC at home, 39 participants who are corresponding to the %11 of the sample use AC at workplace and finally 189 of the participants which are corresponding to the %51 of the sample are using AC at both home and workplace.

Second specific variable is the air conditioner (AC) buying frequency and according to the results obtained most of the sample which are 214 participants corresponding to the %58 of the sample prefers to buy an AC when the current AC becomes unusable. Secondly 120 of the participants which are corresponding to the %31 of the sample did not ever buy an AC and according to the other results the participants which prefers the buy an AC in four, five and six years are 30 participants who are corresponding to the %9 of the sample.

Third ac specific variable is the preferred buying location of the AC, according to the results obtained most of the sample which are 256 participants corresponding to the %70 of the study prefers the direct brand stores, 44 participants who are corresponding to the %12 of the sample are prefer the retail stores and lastly, 68 participants which are corresponding to the %18 of the sample are prefer the E-Commerce websites.

Table 3: *Distribution of the Control Variables of the Study*

		Frequency	Percentage
Ac Location	Home	140	38
	Workplace	39	11
	Both	189	51
AC Buying Frequency	Once in two years	2	1
	Once in three years	3	1
	Once in for years	6	2
	Once in five years	17	5
	Once in six years	6	2
	I did not buy AC	120	31
	When Current AC becomes unusable	214	58
AC Buying Location	Brand Stores	256	70
	Retail Stores	44	12
	E-Commerce Sites	68	18
Total		368	100

Table 4 presents the purchase factors that effects the buying an AC. When the obtained results were examined, the most effective factor on purchase intention is the energy efficiency of the AC ($4,57 \pm 0,6$), secondly Service Quality ($4,53 \pm 0,7$) and thirdly the Eco-Friendliness of the AC ($4,45 \pm 0,7$). On the other hand, the least important purchase factors for the AC buying intention are the Design ($3,86 \pm 0,8$) and Brand Name ($3,98 \pm 0,8$).

Descriptive Statistics of the Variables

Table 4: *Purchase Factors*

	Mean	Std deviation
Brand Name	3,98	0,8
Unit Price	4,02	0,7
Warranty Period	4,28	0,6
Eco-Friendly Product	4,45	0,7
Energy Efficient Product	4,57	0,6
Service Quality	4,53	0,7
Design	3,86	0,8
Advanced Technology	4,23	0,8

In addition, in the Table 5 presented below, the means and standard deviations of each research questions were presented.

Table 5: *Means of the Each Questions of Research Scales*

Sub-Scale	Questions	Mean	Sd
Awareness to Global Warming	I know very well what the term “global warming” means.	3,71	1,2
	I know very well what the term “climate change” means.	4,01	1,2
	I know very well what the term “greenhouse gas” means.	3,96	1,2
Eco-label knowledge	I know the meaning of the term “recycled.”	4,21	1,2
	I know the meaning of the term “eco-friendly.”	4,13	1,3
	I know the meaning of the term “energy-efficient.”	4,25	1,1
Environmental Concern	We are approaching the limit of the number of people the Earth can support	2,99	1,1
	Humans have the right to modify the natural environment to suit their needs	2,75	1
	When humans interfere with nature it often produces disastrous consequences	1,95	1

	Plants and animals have as much right as humans to exist	3,1	1,2
	The so-called “ecological crisis” facing humankind has been greatly exaggerated	2,94	1,2
	If things continue their present course, we will soon experience a major ecological catastrophe.	3,95	1,1
Price sensitivity	When I choose a product, the price is the most important factor	3,72	1
	I rely on the price to judge the worth of something I buy	3,34	1
	When I buy a product, I will select the cheapest	3,89	1,1
	Before making a purchasing decision, I will enter more than one store to compare prices to find a lower price	3,41	1,1
	I think it is worthwhile to spend energy on many stores and find low-priced products	3,9	1
	Before making a purchasing decision, I need to collect a lot of information on the price of the product	4,36	1
Green Purchase Intention	I intend to collect and learn more about energy saving air conditioners	4,42	1
	I intend to recommend an energy saving air conditioner to my relatives and friends	4,42	1
	I intend to introduce and recommend an energy saving air conditioner to my family	4,22	1,1
	I will buy an energy saving air conditioner if I need it	4,43	1,1
Environmental Responsibility	I think there should be more retail stores selling green products.	4,46	1,1
	I think I have a responsibility to protect the environment.	4,47	1,1
	I think environmental problems will affect human life.	2,94	1,2

	I think the environment is getting worse.	2,09	1,2
	I learn from my friends, family, and classmates about green products.	3,85	1,3
Social influence	If my friends purchase green products, I will buy them.	4,22	1,1
	I will share information to buy green products with my friends and family.	2,51	1,2
	Most of my friends and family buy green products.	4,27	1,1

Table 6: Mean Values of the Research Scale

	Mean	Std
Awareness to Global Warming	3,89	1,1
Eco-label knowledge	4,19	1,0
Environmental Concern	2,95	0,8
Price sensitivity	3,77	0,9
Green Purchase Intention	4,37	1,0
Environmental Responsibility	3,49	0,8
Social influence	3,71	0,9

At the above Table 6 the mean values for the research scales were presented. According to the results the Awareness to Global Warming has the mean value of $3,89 \pm 1,1$ and this value is corresponding to an awareness above the average for the participants. For the Eco-label knowledge of the participants the scale value obtained as the $4,19 \pm 1$ which coincides as the above the average. As for the Environmental Concern the mean value is $2,95 \pm 0,8$ and this value corresponding to the below average score of the scale which is 3 so it could be said that the environmental concern is not an important concern for the research sample. Price sensitivity has the

mean score of $3,77 \pm 0,9$ this value has been evaluated as the above the average. Green Consumption Intention has the mean value of $4,37 \pm 1,0$ out of 5, this score is the highest score among the research scales so it could be said that the research sample has a high intention for the green consumption. However, research sample's mean value for the environment responsibility is the $3,49 \pm 0,8$ out of 5 so the research sample has an average score for the environmental responsibility. Finally, the research sample's mean value for the social influence is the $3,71 \pm 0,9$ out of 5 so the research sample has an average score for the social influence.

4.2. Normality Tests

In this part of the chapter the normality tests were conducted due to determining the current test methods for the hypothesis testing. To achieve this the skewness and kurtosis values are evaluated for the research's scales. According to the literature the values between the -2 and +2 are corresponding for the normal distribution which is requires the parametric tests for the hypothesis testing, on the other hand the values are outside these lines are requires the non-parametric tests for the hypothesis tests.

Also, Table 7 presented below shows the skewness and kurtosis values for each scale questions. Except, one question from Green Purchase Intention all questions are in below the -2 and +2 values for the Skewness and Kurtosis evaluation.

Table 7: Skewness and Kurtosis Values of Research Questions

Sub-Scale	Questions	Skewness	Kurtosis
Awareness to Global Warming	I know very well what the expression "an Earth-wide temperature boost" signifies.	-0,825	-0,353
	I know very well what the expression "climate change" signifies.	-1,352	0,945
	I know very well what the expression "greenhouse gas" signifies.	-1,262	0,705
Eco-label knowledge	I know the definition of the term "recycled."	-0,703	0,712
	I know the definition of the term "eco-friendly."	0,561	0,768
	I know the definition of the term "energy-efficient."	-0,787	0,952
Environmental Concern	We are approaching the limit of the number of people the Earth can support	0,045	-0,781
	Humans have the right to modify the natural environment to suit their needs	0,181	-0,646
	When humans interfere with nature it often produces disastrous consequences	1,209	1,012
	Plants and animals have as much right as humans to exist	-0,021	-0,991
	The so-called "ecological crisis" facing humankind has been greatly exaggerated	0,044	-1,028
	If things continue their present course, we will soon experience a major ecological catastrophe.	-1,226	0,675
Price sensitivity	When I choose a product, the price is the most important factor	-0,909	0,383
	I rely on the price to judge the worth of something I buy	-0,389	-0,428
	When I buy a product, I will select the cheapest	-1,185	0,828
	Before making a purchasing decision, I will enter more than one store to compare prices to find a lower price	-0,422	-0,362

	I think it is worthwhile to spend energy on many stores and find low-priced products	-1,146	0,949
	Before making a purchasing decision, I need to collect a lot of information on the price of the product	-0,035	-0,159
Green Purchase Intention	I intend to collect and learn more about energy saving air conditioners	-1,214	2,243
	I intend to recommend an energy saving air conditioner to my relatives and friends	1,163	1,611
	I intend to introduce and recommend an energy saving air conditioner to my family	-1,115	1,328
	I will buy an energy saving air conditioner if I need it	1,089	1,441
Environmental Responsibility	I think there should be more retail stores selling environmental products.	1,208	1,112
	I think I have a responsibility to protect the environment.	1,263	1,077
	I think environmental problems will affect human life.	-1,004	1,097
	I think the environment is getting worse.	0,986	-0,066
Social influence	I learn from my friends, family, and classmates about environmental products.	-1,029	-0,067
	If my friends purchase environmental products, I will buy them.	-1,678	1,908
	I will share information to buy environmental products with my friends and family.	0,406	0,902
	Most of my friends and family buy environmental products.	-1,144	1,023

4.3. Factor and Reliability Analyses

Table 8 presented below shows the Correlation Analysis results between the research's independent variables. According to the results there is a mid-level

correlation between the independent variables and due to the correlation relationships between the variables who has a correlation scores more than the 0,700 requires the multicollinearity testing in the regression analyses.

Table 8: *Correlation Analysis Between the Independent Variables*

		Awareness to Global Warming	Eco-label knowledge	Environmental Concern	Price Sensitivity	Environmental Responsibility	Social influence
Awareness to Global Warming	Pearson Correlation	1					
Eco-label knowledge	Pearson Correlation	,765**	1				
Environmental Concern	Pearson Correlation	,415**	,439**	1			
Price Sensitivity	Pearson Correlation	,773**	,780**	,448**	1		
Environmental Responsibility	Pearson Correlation	,645**	,673**	,476**	,714**	1	
Social influence	Pearson Correlation	,646**	,692**	,470**	,757**	,747**	1

Table 9 presented below shows the Factor Analysis results of the research variables to explore the factor loadings for each question and explained variance for the research's independent variables. According to the results all the obtained variables signal the enough integrity for the research scales.

Table 9: Factor Analysis Results of the Research Variables

Variables	Components	Factor Loadings	Total Variance Explained
Awareness to Global Warming	1	0,885	86,22
	2	0,949	
	3	0,957	
Eco-label knowledge	1	0,881	83,15
	2	0,925	
	3	0,935	
Environmental Concern	1	0,755	67,62
	2	0,625	
	3	0,556	
	4	0,833	
	5	0,784	
	6	0,651	
Price sensitivity	1	0,881	69,65
	2	0,791	
	3	0,889	
	4	0,813	
	5	0,779	
	6	0,829	
Green Purchase Intention	1	0,951	89,41
	2	0,947	
	3	0,927	
	4	0,958	
Environmental Responsibility	1	0,948	82,72
	2	0,947	
	3	0,597	
	4	0,862	
Social influence	1	0,852	62,41
	2	0,918	
	3	0,524	
	4	0,904	

Before heading to the hypothesis testing reliability score of the research's scales are examined in the perspective of research's Likert scaled questions. The reliability analysis is conducted with the usage of the Cronbach's Alpha test method and according to this test method the score between the 0 and 1 is reflects the scale's statistical

reliability and the scored that over the 0,7 counts as the reliable and when the score closes the 1 it means that the higher reliability.

In the Table 10 presented below the Cronbach's Alpha score of the research's likert scale questions were presented. According to the Cronbach's Alpha test scores of research scales are showing a high level of statistical reliability with the Cronbach's Alpha scores over 0,900 and 0,700 0,965 and with this situation shows no obstacle for using in the hypothesis testing.

Table 10: Cronbach's Alpha Score of the Research Questions

	Cronbach's Alpha	N of Items
Awareness to Global Warming	0,921	3
Eco-label knowledge	0,898	3
Environmental Concern	0,798	6
Price Sensitivity	0,912	6
Green Purchase Intention	0,961	4
Environmental Responsibility	0,766	4
Social influence	0,756	4

4.4. Hypothesis Testing

4.4.1. Regression Analyses for Green Purchase Intention

In this part of the chapter the hypothesis testing was conducted to achieve the research goals. To doing this a multiple linear regression model established to explore the statistically significant relationships between the research's dependent and independent variables. In this research's model the dependent variables are the Green Purchase Intention which reflects the participants intention of buying or preferring the energy saving & eco-friendly AC on the other hand the independent variables are

Awareness to Global Warming, Eco-label knowledge, Environmental Concern, Environmental Responsibility and Social Influence.

Table 11 presented below shows the results of the regression analysis conducted for the exploring the statistical relationships between the research variables. The Adjusted R^2 value of the test is %82.6, meaning that the independent variables (Awareness to Global Warming, Eco-label knowledge, Environmental Concern, Environmental Responsibility, Price Sensitivity, Social Influence) could explain %82.6 of the variance in green purchase intention. According to Table 12 ANOVA Analysis, the significance level is 0,000, so it could be said that the model seemed appropriate.

According to Table 13, which factors are significant/not significant can be seen in coefficients table. The significance value is defined from sig column directly. If sig value is lower than 0,05, then hypothesis can be accepted. However, t value shows that direction of the relation between dependent & independent variables.

According to Table 13, Awareness to Global Warming is not a statistically significant variable to explain Green Consumption Intention ($t=1,144$, $\text{sig}>0,253$). For this reason, this variable has no effect on dependent variable.

Between the Green Purchase Intention and Eco-Label Knowledge there is a statistically significant directly proportional relationship has been found ($t= 7,606$, $\text{sig}<0,00$). According to this relationship if the sample's Eco-Label Knowledge increases the Green Purchase Intention also increases and vice versa.

Environmental Concern also shows a statistically significant relationship between the Green Purchase Intention ($t = -2,830$, $\text{sig} < 0,05$). However, when this relationship is examined it is obtained that sample's Environmental Concern and Green Consumption Intention are inversely proportional so if the sample's Environmental Concern increases the Green Purchase Intention decreases. This situation could be occurred due that if the Environmental Concern increases the sample may be cut the consumption not regarding the eco-friendly or non-eco-friendly.

Environmental Responsibility also shows a statistically significant relationship with the Green Purchase Intention ($t = 8,299$; $\text{sig} < 0,00$). According to the results Environmental Responsibility and Green Purchase are moving as directly proportional if the sample's Environmental Responsibility increases so the Green Purchase Intention increases.

The final statistically significant relationship explored between the Social Influence and the Green Purchase Intention ($t = 2,780$; $\text{sig} < 0,06$). When the results were evaluated, it could be seen that the Social Influence and Green Consumption Intention are directly proportional and according to this result if the sample's Social Influence increases, so the Green Consumption Intention increases.

When these results are evaluated in a wide window, it could be stated that the most effective factor on the Green Purchase Intention is the Price Sensitivity due to $\beta = 0,303$; while the Environmental Concern is the least effective because of $\beta = -0,73$.

If importance level of dependent variables compared, price sensitivity is the most significant variable in this research. Then, eco-label knowledge & environmental responsibility follows price sensitivity. Besides, social influence is third significant variable in this research. After social influence, awareness to global warming comes as number 4th at significance level. Last but not least, awareness to global warming is number 4th at significance level and environmental concern is the most insignificant variable in this academic research.

Table 11: Regression Tests Results for The Research Hypothesis

Model Summary^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin - Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,909 ^a	,826	,823	,43575	,826	284,677	6	361	,000	2,043

a. Predictors: (Constant), Social_Influence, Environmental_Concern, Awareness_Global_Warming, Environmental_Responsibility, Ecolabel_Knowledge, Price_Sensitivity

b. Dependent Variable: Green_Consumption_Intention

Table 12: Anova Analysis

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	324,321	6	54,054	284,677	,000 ^b
	Residual	68,546	361	,190		
	Total	392,867	367			

a. Dependent Variable: Green_Consumption_Intention

b. Predictors: (Constant), Social_Influence, Environmental_Concern, Awareness_Global_Warming, Environmental_Responsibility, Ecolabel_Knowledge, Price_Sensitivity

Table 13: Coefficient Table for Independent Variables

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,210	,112		1,884	,060		
Awareness	,040	,035	,044	1,144	,253	,330	3,026
Global Warming							
Ecolabel Knowledge	,295	,039	,302	7,606	,000	,306	3,268
Environmental Concern	- ,091	,032	-,073	- 2,830	,005	,731	1,368
Environmental Responsibility	,023	,003	,302	8,299	,000	,365	2,739
Price Sensitivity	,347	,050	,303	6,933	,000	,253	3,958
Social Influence	,118	,042	,107	2,780	,006	,328	3,052

a. Dependent Variable: Green Consumption Intention

In the Table 14 the final status of the research's hypotheses was presented.

Table 14: *Status of the Hypotheses*

Hypotheses	Results
Consumers who have more environmental concern, have more green consumption intention on household air-conditioners.	REJECTED
Consumers who have more environmental responsibility, have more green consumption intention on household air-conditioners.	NOT REJECTED
Consumers who are aware of effects of global warming on earth, have more green consumption intention on household air-conditioners.	REJECTED
Consumers who are aware of eco-labels, have more green consumption intention on household air-conditioners.	NOT REJECTED
Consumers who feel more social influence towards environmental products, have more green consumption intention on household air-conditioners.	NOT REJECTED
Consumers who have price sensitivity, will have less green consumption intention on household air-conditioners.	NOT REJECTED

5. DISCUSSION AND CONCLUSION

In this study, green consumption intention of customers who are intended to buy household air conditioners was observed. During the study, quantitative research method (survey) was done to 368 participants living in Turkey. At the end of this academic study, readers can obtain significant results. Green consumption intention of customers is handled by different aspects to achieve to the point of household air conditioners. The research objective was condition examinations' effects on green consumption intention of consumers who purchase household air-conditioners. Before

this research, literature survey was done for most powerful and effective conditions on customers. The significance of study summarized with different perspectives. Awareness to global warming of consumers' consumption and eco-label knowledge of individuals are significant. Earth problems including global warming with eco-label definitions were described in detail to demonstrate the wide aspect of a whole picture.

These hypotheses or questioning items were applied to a quantitative research method to be more demonstrative. The research model for sampling was survey-based which was consisting of 30 different questions in total and including 368 participants lived in Turkey. Air-conditioned preference questions were asked in terms of frequency of purchase, environmental concerns, social influence, global warming awareness, green consumption, and price sensitivity. In the last part, demographic questions were asked based on gender, age, income level, education level, specific marketing questions and job of individuals. All these parameters were evaluated quantitatively based on the frequencies, percentages, means and standard deviations. However, demographic questions which are related with air-conditioners show that eco-friendly & energy efficient products has very powerful effect on customers buying air-conditioners.

According to Al-Salman, (2016); customers' environmental concern is directly proportional with green purchase intention. Also, according to questionnaire made in Atlanta in article of Al-Salman, (2016) people are more intended to purchase green products. According to Yue et Al, 2020; who is searching effect of environmental

concern on green purchase intention in China; environmental concern is positively associated with green purchase intention. As a summary of literature review about environmental concern, readers can see that environmental concern has a great influence on green purchase intention of customers.

The possible reason why hypothesis is rejected, environmental concern level of customers are not so high in Turkey. When websites of global air-conditioner companies such as Bosch, Mitsubishi & Daikin are reviewed; most of them mention environmental points on their official websites.

One of the most possible reasons is price sensitivity of customers. Price sensitivity has a significant effect on green purchase intention of air-conditioners. When air-conditioner product becomes more environmental; the price of unit increases due to expensive developments. Therefore, if price of air-conditioner increases, customers can ignore green products and prefer less expensive, less environmental sensitive air-conditioners.

In Turkey, these global air-conditioner companies can perform social activities such as forums about what are they doing about environmental concern, sharing commercials on social media & web portals. Hence, consumers' environmental concern living in Turkey can be increased to level of developed countries.

According to article of Klasen (1995), customers' environmental responsibility is directly proportional with green purchase intention. However, price sensitivity has a huge role to moderate environmental responsibility of customers. Furthermore, Liu,

Anderson & Cruz (2012); says that if consumers want to struggle with environmental problems & take responsibility; then they should buy green products to have better environmental conditions. According to Yue et Al, (2020) who is searching effect of environmental responsibility on green purchase intention in China; environmental responsibility is positively associated with green purchase intention. As a summary of literature review about environmental responsibility, readers can see that environmental responsibility has a great influence on green purchase intention of customers.

On the other hand, findings of this research is matched with Yue. et Al (2020), Liu, Anderson & Cruz (2012), and Klasen (1995) findings. According to results of analysis, there is a significant relationship between environmental responsibility & green purchase intention of air-conditioners in Turkey.

Manufacturer of air-conditioners in Turkey or other countries should know that, people who are living in Turkey has a great environmental responsibility. If Marketing & Sales Department of air-conditioner manufacturers can get more attention of customers on environmental responsibility (global warming, effects of fluorinated gases, decreasing on several eco-systems) then manufacturers of air-conditioners can see significant increment on green purchase intention of customers.

According to Zaelke & Molina's,(2020) valuable research, there more than billions of air-conditioners sold on the world per years. Due to changing climate conditions, number of warm seasons increase day by day. Customers all around the

world, shall be aware of decreasing effects of global warming & they should be fearless to take required actions (purchasing environmentally friendly A/C).

As a summary of literature review there is a huge effect of global warming on the Earth; people are started to take required actions such as Montreal Protocol, purchasing green products.

If literature review is checked, Zaelke & Molina (2020) says that there is significant relationship between awareness to global warming & green purchase intention but their approach is not matched with hypothesis.

This study was performed in Turkey and Turkey is still developing country. In developing countries, awareness to global warming is less than developed countries have. For this reason, the result of this study can demonstrate that awareness to global warming is not directly associated with green purchase intention on residential air conditioners. As a major countermeasure, manufacturers of air-conditioner should make advertisements showing effects of global warming on our Earth and encourage customers to purchase eco-friendly air-conditioners. Last but not least, Turkish Republic government can issue global warming topic on primary schools, high schools & universities & make co-operation with global manufacturers on advertisements to increase awareness to global warming.

According to Hameed & Waris,(2018) surveys; eco-labels shall put on the products because they will cause to take attention of customers during the purchasing of product. Furthermore, Shen & Sajio (2009) mentions that customers who is living

in Shanghai, China (largest country on the world); customers are aware of eco-labelled products and these products are more preferred than the others based on experimental examination. Taufique et al., (2016) claims that eco-label knowledge is positively related to green purchase intention. As a result of his research, eco-label knowledge has a good impact on green purchase intention & customers should be educated about eco-label knowledge to encourage green purchase intention. As a summary of literature review, eco-labels on units & eco-label knowledge of customers has a major effect on purchasing air-conditioners.

Besides, Tafique et al. (2020) mentions that there is positive relation between eco-label knowledge & green purchase intention. If findings of Tafique et al (2020) is compared with our main research, there is no difference between each hypothesis.

If manufacturers of air-conditioner in Turkey pay attention to increase eco-label knowledge of customers via ErP (Energy Related Products) Regulation. On the other hand, manufacturers can make compliant their product with EU/variant eco-label programs & regulations. Then, this compliance point can be represented as great marketing strategy to get green purchase intention of customers.

According to Kelman, Deustch & Gerard's surveys (2020); social influence on people has a major effect on green purchasing intention of customers. Furthermore; Sun, Liu & Zhao's,(2019) research, social influence & other inspiration has significant effect on customers living in China. China is the biggest country on the World and research results show close to reality. According to Chen et Al, (2020) who is searching effect of social influence on green purchase intention in B&RI

countries (Vietnam, Filipins, China, Pakistan) ; social influence is positively associated with green purchase intention. As a summary of literature review, social influence between customers has a major effect on green purchasing of air-conditioners.. Besides; Chen et Al (2020), Sun, Liu & Zhao (2019) and Kelman, Deustch & Gerard (2020) mention that social influence has a significant role on green purchase intention of customers. In hence, findings of this academic research are similar with literature survey.

According to Yue et al, (2020), much of the research regards price sensitivity as a direct or indirect antecedent of the purchasing intention of an environmentally friendly product, but fewer studies explore its moderating role between consumers' environmental responsibility or environmental concern and green consumption intentions. In fact, although consumers claim they are concerned about the environment; they may not adopt pro-environmental behavior in actual purchases because the price of green products is generally higher than that of traditional products. Also, Bukhari (2011), claims that cost to be the fundamental explanation buyers decide not to purchase green items as they respect them to be costly. As a summary of literature review about price sensitivity, readers can see that price sensitivity has a negative impact on green purchase intention of customers.

In Turkey, price sensitivity of customers on green purchase intention of air-conditioners can be observed dramatically. Manufacturer of air-conditioners can make improvements on price these products to encourage the customers to buy green air-conditioners.

Besides, manufacturers of air-conditioners can run a campaign as bring back your old air-conditioner, or other electronic household appliances & get new green air-conditioner with less price. Then, price sensitivity level of customers can be decreased significantly.

6. LIMITATIONS AND IMPLICATIONS ON FUTURE RESEARCH

In this research, there were several limitations effecting the results. Firstly, time was limited in this research from my side. The research could be done in more detail by using different research methods. Therefore, convenience sampling method was used to eliminate effects of limited research time.

Besides, some variables which were attitude to towards & environmental effects, were removed from research model. The reason why these points were removed from model is, these topics have some identical points in the research model such as environmental concern & awareness to global warming.

On the other hand, this research will cause new implications & new research in future. The effect of this research to new implications will be positive. To improve this study, developers should co-operate with Marketing and R&D centers of air-conditioner companies. The reason why these two points are suggested developers is, the topic is related with marketing strategy & product development of air-conditioner products. Besides, accurate data can be provided by air-conditioner company obtained from customers directly & results of research can be more dramatic than this research.

The development research should be done on working people whose age is between 25 & 55 & buying air-conditioners at least one time. These people can give more reliable & valuable answers for this research.

Finally, air-conditioners product will be developed by companies to decrease effects of global warming & customers will be more sensitive in near future. In future research, customers can be more sensitive & analyzers can research which product is preferred by customers, air-conditioners sensitive on environment or non-sensitive products.

Appendix

Survey Questions

Table 15: Survey Questions for Research

Awareness to Global Warming	I know very well what the term “global warming” means.
	I know very well what the expression “climate change” signifies.
	I know very well what the expression “greenhouse gas” signifies.
Eco-label knowledge	I know the explanation of the term “recycled.”
	I know the explanation of the term “eco-friendly.”
	I know the explanation of the term “energy-efficient.”
Environmental Concern	We are approaching the limit of the number of people the Earth can support
	Humans have the right to modify the natural environment to suit their needs
	When humans interfere with nature it often produces disastrous consequences
	Plants and animals have as much right as humans to exist
	The so-called “ecological crisis” facing humankind has been greatly exaggerated

	If things continue their present course, we will soon experience a major ecological catastrophe.
Price sensitivity	When I choose a product, the price is the most important factor
	I rely on the price to judge the worth of something I buy
	When I buy a product, I will select the cheapest
	Before making a purchasing decision, I will enter more than one store to compare prices in order to find a lower price
	I think it's worthwhile to spend energy on many stores and find low-priced products
	Before making a purchasing decision, I need to collect a lot of information on the price of the product
Green Purchase Intention	I intend to collect and learn more about energy saving air conditioners
	I intend to recommend an energy saving air conditioner to my relatives and friends
	I intend to introduce and recommend an energy saving air conditioner to my family
	I will buy an energy saving air conditioner if I need it
Environmental Responsibility	I think there should be more retail stores selling environmental products.
	I think I have a responsibility to protect the environment.
	I think environmental problems will affect human life.
	I think the environment is getting worse.
Social influence	I learn from my friends, family and classmates about environmental products.
	If my friends purchase green products, I will buy them.
	I will share information to buy environmental products with my friends and family.
	Most of my friends and family buy environmental products.

Table 16: Survey Questions for Research in Turkish

Küresel Isınma Farkındalığı	Küresel ısınmanın anlamını oldukça iyi biliyorum.
	İklim değişikliğinin anlamını oldukça iyi biliyorum.
	Sera gazının anlamını oldukça iyi biliyorum.
Eko-Etiket Bilgisi	Geri dönüşümün anlamını oldukça iyi biliyorum.
	Çevre dostu ifadesinin anlamını biliyorum.

	Enerji tasarruflu ifadesinin anlamını biliyorum.
Çevresel Endişe	Dünyanın destekleyebileceği kişi sayısına ulaştığımızı düşünüyorum. İnsanlar doğal çevreyi ihtiyaçlarına göre değiştirme hakkına sahiptir. İnsanlar doğaya müdahale ettiklerinde genellikle feci sonuçlar doğurur. Hayvanlar ve bitkiler de, insanların sahip olduğu kadar hakka sahiptir. İnsan türü ekolojik problemlerin üstesinden iyi bir şekilde gelebilmektedir. Eğer çevresel olaylar şu an olduğu gibi devam ederse, yakın zamanda ciddi bir ekolojik felaket ile yüzleşeceğiz.
Fiyat Hassasiyeti	Eğer bir ürün seçersem, fiyat benim için en önemli faktördür. Satın aldığım bir ürünü değerlendirmek için fiyatına güveniyorum Eğer bir ürün satın alırsam, en ucuz olanını satın alırım. Bir ürünü satın almaya karar vermeden önce, birçok mağazayı en düşük fiyatlı ürünü bulmak için ziyaret ederim. Düşük fiyatlı ürün bulmak için, birçok mağazayı gezmek ve enerji harcamanın, bu zahmete değdiğini düşünüyorum.
Çevreci Satın-alma Niyeti	Bir ürünü satın almaya karar vermeden önce, ürünün fiyatı hakkında birkaç bilgi toplamaya ihtiyaç duyarım. Enerji tasarruflu klimalar hakkında daha çok bilgi öğrenme ve toplama niyetindeyimdir. Enerji tasarruflu klima ürününü yakınlarıma ve arkadaşlarıma kullanmaları için öneririm. Enerji tasarruflu klima ürününü aileme kullanmaları için öneririm ve tanıtırım. Eğer ihtiyaç duyarsam, enerji tasarruflu bir klima satın alırım.
Çevresel Sorumluluk	Daha çok çevreci ürün satan perakende satış noktaları olabileceğini düşünüyorum. Çevreyi korumak için sorumluluklarımın olduğunu düşünüyorum. Çevresel sorunların insan hayatını etkileyeceğini düşünüyorum. Doğanın daha kötüye gittiğini düşünüyorum.
Sosyal Etkileşim	Arkadaşılarımdan ve ailemden çevreci ürünler hakkında bilgileri öğrenirim.

Eğer arkadaşlarım çevreci ürünler satın alırsa, ben de satın alırım.
Arkadaşlarım ve ailem ile çevreci ürün almaları için bilgi paylaşıyorum.
Ailem ve arkadaşlarımdan çoğu çevreci ürünleri satın alır.

Figure 11: Content of Survey Shared with Individuals

Aşağıdaki kavramları size uygun olan derecelerden sadece birini seçerek işaretleyiniz. *

	1 (kesinlikle katılmıyorum)	2 (katılmıyorum)	3 (ne katılıyorum ne katılmıyorum)	4 (katılıyorum)	5 (kesinlikle katılıyorum)
Enerji tasarruflu klimalar hakkında daha çok bilgi öğrenme ve toplama niyetindeyimdir.	☐	☐	☐	☐	☐
Enerji tasarruflu klima ürününü yakınlarıma ve arkadaşlarıma kullanmaları için öneririm.	☐	☐	☐	☐	☐
Enerji tasarruflu klima ürününü aileme kullanmaları için öneririm ve tanıtırım.	☐	☐	☐	☐	☐
Eğer ihtiyaç duyarsam, enerji tasarruflu bir klima satın alırım.	☐	☐	☐	☐	☐

Aşağıdaki kavramları size uygun olan derecelerden sadece birini seçerek işaretleyiniz. *

	1 (kesinlikle katılmıyorum)	2 (katılmıyorum)	3 (ne katılıyorum ne katılmıyorum)	4 (katılıyorum)	5 (kesinlikle katılıyorum)
Arkadaşımdan ve ailemden çevreci ürünler hakkında bilgiler öğrenirim.	☐	☐	☐	☐	☐
Eğer arkadaşlarım çevreci ürünler satın alırsa, ben de satın alırım.	☐	☐	☐	☐	☐
Arkadaşımdan ve ailem ile çevreci ürün almaları için bilgi paylaşıyorum.	☐	☐	☐	☐	☐
Ailem ve arkadaşlarımdan çoğu çevreci ürünleri satın alır.	☐	☐	☐	☐	☐

	1 (kesinlikle atılmıyorum)	2 (katılmıyorum)	3 (ne katılıyorum ne katılmıyorum)	4 (katılıyorum)	5 (kesinlikle katılıyorum)
Daha çok çevreci ürün satan perakende satış noktaları olabileceğini düşünüyorum.	☐	☐	☐	☐	☐
Çevreyi korumak için sorumluluklarım olduğunu düşünüyorum.	☐	☐	☐	☐	☐
Çevresel sorunların insan hayatını etkileyeceğini düşünüyorum.	☐	☐	☐	☐	☐
Doğanın daha kötüye gittiğini düşünüyorum.	☐	☐	☐	☐	☐

	1 (kesinlikle katılmıyorum)	2 (katılmıyorum)	3 (ne katılıyorum ne katılmıyorum)	4 (katılıyorum)	5 (kesinlikle katılıyorum)
Bugün, benim çevresel aktivitelere katılımım, gelecek nesiller için çevreyi korumaya yardımcı olmaktadır.	☐	☐	☐	☐	☐
Çevreci yaşamı Türkiye’de geliştirmek gereklidir.	☐	☐	☐	☐	☐
Türkiye’de çevreyi korumak adına daha çok çalışmanın yapılması gerektiğini şiddetle destekliyorum.	☐	☐	☐	☐	☐
Türk halkının çevreye karşı ilgisini ve duyarlılığını arttırmak çok önemlidir.	☐	☐	☐	☐	☐

	1 (kesinlikle katılmıyorum)	2 (katılmıyorum)	3 (ne katılıyorum ne katılmıyorum)	4 (katılıyorum)	5 (kesinlikle katılıyorum)
Dünyanın destekleyebileceği kişi sayısına ulaştığımızı düşünüyorum.	☐	☐	☐	☐	☐
İnsanlar doğal çevreyi ihtiyaçlarına göre değiştirme hakkına sahiptir.	☐	☐	☐	☐	☐
İnsanlar doğaya müdahale ettiklerinde genellikle feci sonuçlar doğurur.	☐	☐	☐	☐	☐
Hayvanlar ve bitkiler de, insanların sahip olduğu kadar hakka sahiptir.	☐	☐	☐	☐	☐
İnsan türü ekolojik problemlerin üstesinden iyi bir şekilde gelebilmektedir.	☐	☐	☐	☐	☐
Eğer çevresel olaylar şu an olduğu gibi devam ederse, yakın zamanda ciddi bir ekolojik felaket ile karşılaşacağız.	☐	☐	☐	☐	☐

Cinsiyetiniz *

- ☐ Erkek
- ☐ Kadın

Yaşınız *

- ☐ 0-18 yaş
- ☐ 19-25 yaş
- ☐ 26-40 yaş
- ☐ 41-50 yaş
- ☐ 51- 64 yaş
- ☐ 65 yaş ve üzeri

Mesleğiniz *

- ☐ Serbest Meslek
- ☐ Öğrenci
- ☐ Özel Sektör Çalışanı
- ☐ Kamu Sektörü Çalışanı
- ☐ Çalışmıyorum

Gelir Düzeyiniz *

- ☐ 0-2500 TL
- ☐ 2501-5000 TL
- ☐ 5001-10.000 TL
- ☐ 10.001 TL ve üzeri

Eğitim Seviyeniz *

- ☐ Lise Mezunu
- ☐ Üniversite Mezunu
- ☐ Yüksek Lisans Mezunu
- ☐ Diğer

Evde ya da işte kullanmak için mi klima satın alırsınız ? *

- ☐ Evde
- ☐ İşte
- ☐ Hem evde hem işte

Ne sıklıkla klima satın alırsınız ? *

- ☐ Yılda bir
- ☐ İki yılda bir
- ☐ Üç yılda bir
- ☐ Dört yılda bir
- ☐ Beş yılda bir
- ☐ Altı yılda bir
- ☐ Klima satın almadım
- ☐ Mevcut klimam kullanılamaz hale geldiğinde

Klimanızı nereden satın alırsınız ?Eğer birden fazla yerden aldıysanız, ilk nereye yöneldiniz? *

- ☐ Markaların kendi mağazaları
- ☐ Perakende satış mağazaları
- ☐ E-ticaret siteleri (Trendyol veya [hepsiburada.com](https://www.hepsiburada.com) gibi)

Aşağıda bulunan maddeleri 1'den 5'e kadar belirlediğiniz önem sırasına göre puanlandırınız. (1: en önemsiz,.....5: en önemli). Her bir satır için sadece bir puanlandırma derecesini işaretleyiniz. *

	1 (en önemsiz)	2 (önemsiz)	3 (ne önemli ne önemsiz)	4 (önemli)	5 (en önemli)
Marka ismi	☐	☐	☐	☐	☐
Fiyat	☐	☐	☐	☐	☐
Garanti Süresi	☐	☐	☐	☐	☐
Çevre Dostu Ürün	☐	☐	☐	☐	☐
Enerji Tasarruflu ürün	☐	☐	☐	☐	☐
Servis Kalitesi	☐	☐	☐	☐	☐
Tasarım	☐	☐	☐	☐	☐
İleri Teknolojik Özellikler	☐	☐	☐	☐	☐

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