THE MEDIATING ROLE OF GREEN TRUST IN THE EFFECT OF THE PREFERENCE FOR GREEN PRODUCTS ON THE PURCHASE INTENT OF HEALTH STUDENTS

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ABSTRACT

Purpose- Today, sustainability is a very important concept so that future generations can live comfortable life. In this, it is very important to produce products that are compatible with nature, to trust the product or service, and to purchase them. This study was conducted to determine the mediating role of green trust in health education students' green product purchasing preferences.

Methodology- The sample of the study consists of 330 students studying in health departments. In the analysis of the data, descriptive, explanatory factor, confirmatory factor, correlation and regression analyzes were performed.

Findings- There is a significant relationship between green product preference and all sub-dimensions of green product preference (attitude, environmental concern, environmental knowledge, subjective rules) and green product purchase intention. There is a significant relationship between green product preference and green product trust in all sub-dimensions of green product preference (attitude, environmental concern, environmental knowledge, subjective rules). There is a significant relationship between trust in green products and purchasing green products. In the sub-dimensions of students' green product preferences and green product preferences (attitude, environmental concern, environmental knowledge), the effect on green product purchasing also has a mediating effect on the level of trust in green products. However, subjective rules do not have a mediating effect on green product purchasing, nor does the level of trust in green products.

Conclusion- This study aims to increase the awareness of green products and green trust, which is important in sustainability, on purchasing behavior, especially among young people, and to make this a behavior. Thus, a comfortable life can be provided for future generations.

Keywords: Sustainability, green product, green trust, purchasing behavior, health students
JEL Codes: M30, M31, Q01

1. INTRODUCTION

Globalization, the existence of fierce competition conditions, technology, and industrialization have caused the reduction of renewable energy sources and pollution of the environment. Various effects occurring in the World, such as the perforation of the bard layer, the dropping of the atomic bomb, the Chornobyl disaster, radiation leaks, chemical and biological weapons, wastes of uncontrolled enterprises, urbanization, increase in population, increase in motor vehicles, etc. have caused the deterioration of nature and pollution of the environment. In the face of these problems, individuals have taken various measures in order not to harm nature and to protect nature. Nature is not necessary for humans alone, it is necessary for all living and non-living beings and future generations. For a sustainable World, there is a need for environmentally friendly green products, green marketing, green distribution, green logistics, and green trust.

The problem of global warming, the increase in environmental quality, human activities, and especially the increase of carbon dioxide (CO_2) emission in the air are important environmental problems (Altınöz and Altuntaş, 2020). One of the common goals of the countries of the World is to prevent environmental problems, which have an important place in their economies. In the current century, national and international businesses and all people living on earth have realized the importance of protecting nature and the environment and have put this awareness into their lives. With the awareness of consumers and

increasing environmental awareness, businesses have had to change their products, processes, and systems, and they have started to produce products and services that are compatible with nature and offer them to consumers. The purchasing preferences of today's consumers have also changed and they have started to prefer green products to protect themselves and nature (Akyol and Kılınç, 2014).

Some multinational enterprises that want to increase their profit margins have shifted their investments towards countries with lower environmental standards to reduce their production costs and earn high profits with the effect of globalization. Since a problem that occurs anywhere in the world can affect the whole world in a short time, such businesses should be sensitive to the environment. Some multinational enterprises, on the other hand, prevent environmental pollution because they have more modern and environmentally friendly technologies compared to national companies (Abasov and Üçler, 2022). Global warming, the reduction of scarce resources, and global environmental problems have increased the need for renewable energy types (Karabağ et al., 2021). Especially the energy obtained from fossil sources used in industry is quite high and these sources are not infinite. The widespread use of these scarce resources causes physical and human damage to nature (Polat and Kızıltan, 2022). Therefore, for a sustainable world, the term "Green" has come to the fore (Eşmen et al., 2015). As a result of sustainability studies on social, environmental, and economic issues, approaches such as the green economy, green product, green management, green logistics, green marketing, green trust, greenhouses, etc. have been adopted (Kutlu and Yalçıner Ercoşkun, 2021).

Green products are products that do not harm the environment, do not reduce limited natural resources, are recyclable and do not lose their value (Shamdasani et al., 1993). Different types of behavior can be preferred to protect the environment, and buying green products is one of them. Consumers prefer green products and services to protect their health and the environment, and this sensitivity turns into green product purchasing behavior. In this context, businesses can change their processes with green processes in line with the changing demands of consumers and turn them into a competitive advantage (Alkaya et al., 2016). In addition, businesses highlight environmental details in their product advertising campaigns to emphasize environmental awareness of their products (Pajouh et al., 2013). The most important detail to be considered in advertisements is the over-exaggeration of the product and this causes distrust in the consumer. In previous studies, there is a significant distrust towards green advertising and consumers do not find these environmental claims convincing (Shrum et al., 1995). As individuals' level of knowledge about environmental problems increases, green product purchasing behavior increases. In other words, there is a direct relationship between consumers' green product, purchasing behavior and environmental awareness (Arseculeratne and Yazdanifard, 2014). Even though the prices of green products are more expensive than other products, conscious consumers can prefer green products.

Green Trust is expressed as the belief in the adequacy of the environmental performance of a product or service and the willingness for that product or service (Chen, 2010). Since today's consumers can easily transfer these intentions to the environmentally friendly products of enterprises when purchasing products, manufacturers who want to maintain customer loyalty need to change their product qualities and existing production processes. This study was carried out to reveal the mediating role of green trust in the effect of green product preferences, especially among young people, on the purchase intention, so that all living things on earth can lead a comfortable life and ensure sustainability.

2. LITERATURE REVIEW

2.1. Green Product

Green products are products that minimize the consumption of natural resources, eliminate environmental pollution, enable recycling, ensure the continuity of natural resources, and do not harm the environment and living things (Shamdasani et al., 1993) The concept of green product can be explained as the English 4S Formula. These are Satisfaction, Sustainability, Social Acceptability, and Safety (Duru and Şua, 2013). Green products are products that do not harm human or animal health, are not dangerous, do not harm the environment while being produced or destroyed, do not consume much energy in production or other processes, do not provide excessive waste, are not used unnecessarily, and do not contain harmful substances (Çabuk et al., 2008). The tendency of today's consumers toward environmentally friendly products has increased research on this subject (Mosavichechaklou and Bozbay, 2018).

2.2. Intent to Purchase Green Product

It has also been observed that the environmental awareness factor positively and significantly affects the intention to purchase green products (Yemez, 2022). Green product purchase intention defines how willing and ready consumers are to buy green products or to what extent they are ready to adopt green alternatives (Paul et al., 2016). Tanrıkulu (2015) stated in his study that those who are concerned about the environment are more inclined to buy green products and show green product buying behavior. Environmental knowledge, social impact, environmental attitude, environmental concern, consumer activity, the importance of environmental problems, environmental responsibility, environmental image concern, and the desire for a healthy life form the green product purchasing behavior. It is not enough for consumers to be sensitive

to the environment. Businesses should be sensitive to the environment, design their products accordingly, and make them feel environmentally friendly in all processes. Price affects consumers' choice of purchasing green products. Because the cost of producing green and delivering them to the consumer is quite high. Therefore, such businesses should follow strategies that will highlight the benefits of green products to the environment and human health compared to traditional products in their products and services. If consumer truly trusts green product, they will want to pay more for green products.

2.3. Green Trust

Green Trust; is expressed as the desire to depend on a product or service based on belief and expectations about the ability to benevolence, reliability, and environmental performance (Chen and Chang, 2013). Green trust is important in building trust against customers' green demands for the excellence of their products or services, without providing customers with reliable information. The environmental reputation, performance, environmental claims, meeting expectations, and keeping their word to the businesses and brands affect the green trust of the customers towards the brand (Yıldız and Kırmızıbiber, 2019). We can say that there is a negative relationship between risk and trust (Mahmood et al., 2014).

2.4. Hypothesis Development

Global warming, climate changes, pollution of air and water, and health and environmental problems have affected the purchasing behavior of consumers and pushed them to act "green" in their purchasing decisions (Okada and Mais, 2010). These behaviors have also increased the demand for green products (Dangelico and Pontrandolfo, 2010). Today, many consumers prefer green products to protect nature (Juvan and Dolnicar, 2017). While consumers were interested in purchasing and consumption in the past, today's consumption and purchasing tendencies have changed and environmentally sensitive consumers, who are described as "conscious green consumers", have emerged. Young people are more sensitive and sensitive to the environment than other individuals. This is very important for sustainability. Therefore, most of the research on purchasing green products has been conducted for young people (Bernardes et al., 2018; Lu et al., 2013; Erbaş and Şirin, 2022; Yemez, 2022; Ünüvar et al., 2018; Çakıroğlu et al., 2019; Başol et al., 2019; Korkmaz et al., 2017). Even if consumers have high environmental sensitivity and sensitivity, it may not always turn into a behavior. In this context, environmental awareness should be increased with various pieces of training and information and should be transformed into behavior. Environmental attitudes perceived behavioral rules, environmental anxiety, and environmental information purchase intention positively and significantly affect (Ünivar et al., 2018). The research conducted by Yadav and Pathak (2016), on the other hand, showed that consumers' intention to buy green products is predictable by attitude, subjective norm (social pressure), behavioral control perception, environmental concerns, as well as environmental knowledge. In line with the literature, the following hypotheses have been developed.

H1: There is a significant relationship between green product preference and green product purchase intention.

In the studies on green products and green product purchasing, an important element is an intention to purchase the green product (Shah and Pillai, 2012). Studies have shown that attitude affects intention and intention shapes behavior (Kollmuss and Agyeman, 2002; Han et al., 2010; Çıvgın and Kızanaklı, 2022). stated that there is a positive and linear significant relationship between both green purchasing behavior and general green consumption behavior. According to the results of the study carried out by Ünivar et al., (2018), it was determined that the attitudes and behaviors of tourism students towards environmentally friendly products were at a positive level. Alkaya et al., (2016), in their research, determined that the three factors that constitute environmental sensitivity, namely ecological sensitivity, personal sensitivity, and behavioral sensitivity, are associated with green product purchasing behavior. Based on these, the following hypothesis was developed.

H1.1: There is a significant relationship between attitude, which is the sub-dimension of green product preference, and the intention to purchase green products.

Environmental awareness shows that people are respectful of themselves and the environment in which they live. People with this awareness protect nature, do not harm the environment, and prefer environmentally friendly products in the products they will consume. Some people are more aware of the environment. Awareness; It is the perception that a product, brand, or service creates in the mind of the consumer. Even with the smallest purchase made during the day, the consumer has a perception of that product. It is possible with brands to turn this perception formed in the mind of the consumer in their favor (Çakır, 2017). Hamarat et al. (2014) found in their study that individuals' perception of environmental threats affects their environmental awareness level and environmental behavior and that their environmental awareness also affects their environmental attitudes and environmental behaviors. Huang et al., (2014), on the other hand, found that environmental protection awareness positively affects green consumer behavior. Uyar (2019), revealed that environmental concern positively affects the attitude towards green products, but does not affect the purchase intention positively. There is a significant relationship between environmental concern, which is the sub-dimension of green product preference, and the intention to purchase green products. In line with the literature, the following hypotheses have been developed.

H1.2: There is a significant relationship between environmental concern, which is the sub-dimension of green product preference, and the intention to purchase green products.

The demand for green consumption does not only affect production, it also affects marketing, entrepreneurship, technological activities, and culture. In this context, today the industry, consumer products sector, construction sector, hotel sector, and service sector have changed their processes and switched to green strategies (Mohamad, et al., 2014). Environmentally sensitive consumers have changed their consumption habits and started to buy sustainable environmentally friendly products (Shao et al., 2017). Büyükahraz (2012) found in his study that environmental concern, concern, and sensitivity positively affect the behavior of purchasing environmentally friendly products. Uyar (2019) revealed that perceived environmental information positively affects the attitude toward green products and the intention to purchase green products. In line with the literature, the following hypotheses have been developed.

H1.3: There is a significant relationship between environmental knowledge, which is the sub-dimension of green product preference, and the intention to purchase green products.

Green consumers exhibit various consumption behaviors to protect the natural environment with different methods such as purchasing green products, recycling, and energy saving (Paço et al., 2013). In their study, Dagher and Itani (2014) revealed that there is a positive relationship between the importance of environmental problems, social responsibility, protecting nature and awareness of environmental problems, the perceived effectiveness of environmentally friendly behavior and self-criticism towards environmental protection behavior. In line with the literature, the following hypotheses have been developed.

H1.4: There is a significant relationship between the subjective rules, which is the sub-dimension of green product preference, and the intention to purchase green products.

The green product purchasing preferences of the consumers and the product price are related to each other. Since green products may be priced relative to other products, businesses should indicate the benefits of these products to consumers. In this, advertising, promotion, and promotion should be done (Erciş et al., 2018). Even though the prices of these products are higher than the others, the consumer who trusts the product tries to buy these products by paying more (Kumar et al., 2018). Confidence and risk are opposite, and when risk decreases, confidence increases. Trust is directly related to customer satisfaction and loyalty and affects the level of loyalty (Dolatabadi et al., 2016). Avcılar and Demirgüneş (2017) determined that there is a positive relationship between green trust and green brand value; Chen and Chang (2013) determined in their study that green laundering, green consumer confusion, and green perceived risk have negative effects on green trust. In line with the literature, the following hypotheses have been developed.

H2: There is a significant relationship between green product preference and trust in green products.

Today, the production of environmentally sustainable products is of great importance for social benefit. When purchasing products, consumers want to know how and how the products are less harmful to nature before they are produced, during production, during consumption, and after consumption. While marketing green products in businesses, should address the concerns of consumers and make them believe that their products are produced in a way that does not harm nature (Baran et al., 2017). Consumers may worry that the product they are considering buying will not meet their demands and they may think that the green risk they take is harmful to the environment (Chen and Chang, 2012). When the customer believes that the green product he perceives is of low quality and harmful to the environment, he may stop buying (Rizwan et al., 2013). Consumers' attitude is less risk than more benefit (Chen and Chang, 2012).

H2.1: There is a significant relationship between attitude, which is the sub-dimension of green product preference, and trust in green products.

Trust is important to both sellers and buyers and is seen as the cornerstone of relationships. It is a powerful builder for businesses and consumers to establish long-term relationships. Many studies confirm the effect of trust on product purchase intention. It also increases market share and profitability (Chaudhuri and Holbrook, 2001). Görgülü et al., (2019) study, states that consumer activity and perception are effective in the intention to purchase green products and that environmental concern has a significant effect on the green. Environmentally sensitive consumers, when they trust green products, can prefer these products by paying more even if other products are cheap. The environmental friendliness of a product not only positively affects green confidence, but also indirectly positively affects green satisfaction and perceived green quality (Chen, 2010).

H2.2: There is a significant relationship between environmental concern, which is the sub-dimension of green product preference, and trust in green products.

Consumers can collect information about the product they want to buy in various ways. These can be sales points, written and visual media, or certificates (Tayfun and Ölçü, 2016). While informing consumers about the products, emphasis should

be placed on reflecting the truth, perceptions, and trust of the customers should be evaluated to give an environmentalist image, and exaggerations should be avoided. In the study of Delmas and Burbano (2011), it is known that green dyeing negatively affects trust in green products or services and increases suspicion. In their study, Koçer and Delice (2017) revealed that there is a negative relationship between dyeing products green and green trust, and a positive relationship between dyeing green and consumer skepticism and perceived green risk. Akdeniz and Koçer (2022) on green brand image and green advertisements, green trust, and green purchasing intention; stated that green trust has a statistically significant and positive effect on green purchase intention.

H2.3: There is a significant relationship between environmental knowledge, which is the sub-dimension of green product preference, and trust in green products.

The green product image of a business depends on the fact that its products or services are not only economical but also affect consumers (Bekk et al., 2016). A successful green brand image of businesses about green products depends on creating a successful green brand value in the eyes of consumers, which can be achieved by triggering environmentally positive emotions (Chen and Chang, 2013). Businesses should embrace green marketing as an effective way to increase green brand image for consumers with ecological concerns (Wu and Lin, 2016). The degree of meeting the environmental expectations of the customers and the degree of satisfaction with the product or service affects the trust in the green product and at the same time, it gains the trust of the relevant customers. In their study, Uygun and Sarıkaya (2022) found that there were positive, medium, and high-level significant relationships between green quality perception, perceived green value, green brand trust, and green brand image, respectively, according to the explanatory level of brand value, and that all of these variables predicted green brand value significantly have expressed.

H2.4: There is a significant relationship between subjective rules, which is the sub-dimension of green product preference, and trust in green products.

Green brands are brands that support all kinds of activities to protect the natural balance and natural resources in line with environmentalist understanding (Özsaçmacı, 2018). The green price is the amount of money green consumers pay for green products (Sevgi, 2020). The green product purchasing preferences of the consumers and the product price are related to each other. Since green products may be priced relative to other products, businesses should indicate the benefits of these products to consumers. In this regard, advertising, promotion and promotional activities should be carried out (Erciş et al., 2018). In their study, Lai and Cheng (2016) stated that to persuade consumers to consume green products, it is necessary to emphasize the positive effects that individuals can contribute to certain environmental issues by using strategies such as packaging and advertising. Wang et al. (2016), on the other hand, concluded that individuals' being human-nature oriented or culture-specific elements of solidarity are effective in environmentally friendly purchasing behavior.

H3: There is a significant relationship between trust in green products and purchasing green products.

The effect of green product preferences on purchasing green products and the level of trust in green products are affected by various factors. This environmental awareness, collective consciousness, reference groups, exposure to environmental impact, the image of environmentally friendly products, perceived environmental risk, product-related experiences, other experiences, and environmental intention are the determinants in choosing environmentally friendly products. In addition, government policy, training, non-governmental organizations, and positive and negative experiences are effective, and the collective consciousness of the society affects awareness. (Karadirek and Genç, 2017). Richards (2013) determined that consumers are generally hesitant about green advertisements and they encounter clear motivators and barriers when purchasing green products. Accordingly, trust in green products also increases the demand for them. Başgöze and Tektaş (2012) revealed that the factors that affect people when purchasing environmentally friendly products are price, time, confusion, inaccessibility, and trust. Consumers may have doubts about the content of the product or its genuine environmental friendliness. It is also a negative situation that such products are sold at high prices. Therefore, enterprises should not exaggerate their green products and should not undermine consumer confidence.

H4: The effect of students' green product preferences on green product purchasing also has a mediating effect on the level of trust in green products.

Green purchase intention is part of the prevailing paradigm that establishes a causal chain in which attitudes lead to intentions and intentions to behaviors. Green consumer behavior is a focus on green purchase intention that reflects the environmental commitment of individuals (Chen and Chang, 2013). Wang et al. (2016) stated that personal attitudes and reference groups such as environmental perception and environmental impact are effective in purchasing green products (Yadav and Pathak, 2017; Sreen et al. 2018; Ahmad and Zhang, 2020; Wang et al., 2020; Çıvgın and Kızanıklı, 2022). Uzundal (2019) revealed a partial mediation role in the effect of green trust.

H4.1: Attitude, which is the sub-dimension of students' green product preference, has a mediating effect on the effect of green product trust on the purchase.

Consumers' concerns and awareness about nature are the determinants of green product purchasing behavior. Lee (2017) determined that individuals' solidarity attitudes have a mediating effect between green product purchasing behavior due to common environmental concerns. Uzundal (2019) revealed positive and significant relationships between green product awareness, green product promotion, environmental concern and impact groups and purchase intention. In addition, moderate positive and significant relationships were found between green trust and purchase intention.

H4.2: Environmental anxiety, which is the sub-dimension of students' green product preference, has a mediating effect on the effect of green product trust on purchasing.

To create a sustainable world and to successfully implement a pro-environmental change policy, it is important to know what motivates individuals to buy green products. Businesses should analyze this well, and arrange their strategies accordingly, product marketers should know green products well, know all their features and create a sense of trust in customers towards green products. Consumers' lack of information about green products affects their purchasing decisions (Turan, 2014). Aman et al., (2012) concluded in their study that there is a significant relationship between environmental knowledge and environmental concern and green purchase intention and that these variables significantly affect purchase intention (Aman et al., 2012). Indriani et al., (2019) show that environmental information does not have a significant direct effect on consumers' green purchase intention. More importantly, Attitude has been found to have a full mediating effect on the relationship between Environmental Knowledge and green Purchasing Intent.

H4.3: Environmental knowledge, which is the sub-dimension of students' green product preference, has a mediating effect on the effect of green product trust on purchasing.

Mishal et al., (2017) found that environmental awareness has an impact on green purchasing attitude and perceived customer effectiveness, green purchase intention has an impact on perceived customer effectiveness and green behavior, and green behavior has an impact on green purchasing behavior. Sancaktar (2019) revealed in his study that these factors are important determinants in all consumers. Baran et al., (2017) show that Environmental Information does not have a significant direct effect on consumers' Green Purchasing Intention. More importantly, it was found that Attitude has a full mediating effect on the relationship between Environmental Knowledge and green Purchasing Intent. Uygun and Sarıkaya (2022) Findings; revealed that there are positive, medium, and high-level significant relationships between green brand value and green quality perception, perceived green value, green brand trust, and green brand image, respectively, and that all of these variables predict green brand value significantly. In addition to these direct relationships, "green brand trust" in the relationship between green brand image and green brand value; Findings pointing to the existence of indirect relationships mediated by the "*green quality perception*" were also found in the relationships between green brand image, green brand trust, perceived green value and green brand value.

H4.4: Subjective rules, which is the sub-dimension of students' green product preference, have a mediating effect on the level of trust in green products on the purchase.

3. DATA AND METHODOLOGY

3.1. Model of the Research

In the literature review conducted for the variables used in the study, it is seen that there is a significant relationship between green product preference, which is the independent variable of the study, and green product purchasing as the dependent variable, the independent variable, and the mediating variable, trust in the green product, and between the mediator variable and the dependent variable. Based on this information in the literature, the following model has been developed. The research model is shown in Figure 1.
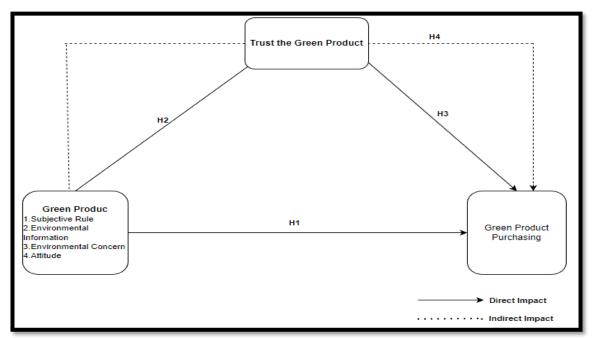
Figure 1: Research Model

3.2. Universe and Sample

From the definition of the population made by Aloba (1980), it is understood that a community consists of units of the same type and within the scope of the collective event. When evaluated in this context, the population of the research consists of students studying at the Vocational School of Health Services in Turkey. By using the convenience sampling method in the research, students studying at Artvin Coruh University Health Services Vocational School in the fall term of 2022-2023 were included in the research by providing the ability to represent the population in terms of the department they study. According to Bryman and Cramer (2001), it was stated that taking 5 or 10 times the scale questions is sufficient to calculate the sample size. In this study, three scales were used and the total number of questions in the scales was 29. Therefore, the minimum sample size to be collected is 29*10=310. A convenience sampling technique was followed in data collection. This technique was preferred because it is easy, low cost, and can be collected in a short time (Gürbüz and Şahin, 2016). 11 questionnaires were not included in the analysis due to reasons such as not answering all the questions in the obtained questionnaires and finding insufficient answers. Therefore, the sample of the study consists of 338 university students who voluntarily participated.

When the demographic characteristics of the students participating in the research are examined, 80.2% of the students are female and 19.8% are male according to gender, and when it is looked at from the department of education, Medical Documentation, Medical Laboratory, Pharmacy Services, Elderly Care, First Emergency and Aid, It has been observed that there are 10 different departments in total, including Child Development, Oral and Dental Health, Opticianry, Physiotherapy, and Occupational Therapy, and the First Emergency Aid department has a relatively higher participation rate of 18.6%. In terms of settlement, 24.9% of the participant students reside in the metropolitan city, 26.9% in the city center, 30.5% in the districts, and 17.8% in villages/hamlets/towns, in terms of class level. 60.4% were in the first class and 39.6% were in the second class, 2.4% had a very bad income level, 13.6% had bad, 67.8% had a medium level, 15% It was stated that 1% were at a good level and 1.2% were at a very good level. Finally, when we look at the residential areas of the families of the participating students, 18.9% of them are in Southeast Anatolia, 27.5% in Eastern Anatolia, 8.3% in the Mediterranean, 34.9% in the Black Sea, 5.9% in Marmara, It was observed that 0.9% of them resided in the Aegean region and 3.6 % in the Central Anatolia region.

3.3. Data Collection Tools

A quantitative method was used in the research and data were obtained through questionnaires. The questionnaire used consists of four parts and 35 statements. In the first part, the demographic features of the gender, department, class, average income level of the family, the region where the family lives, and the place of residence are included. This part was created by researchers. In the second part, the green product scale was used. This scale was developed by Yadav and Pathak (2016). The scale consists of 21 items. In the scale, attitude questions (6 items) (Kim and Han, 2010), Questions about Subjective

Norm (2 items) (Chan and Lau, 2002), Perceived Behavioral Control questions (3 items) (Kim and Han, 2010), Environmental Anxiety Questions (5 items) (Mostafa, 2009), Environmental Information Questions (5 items) (Mostafa, 2009). The sub-dimension reliability coefficient of the scale, which is in the form of a five-point Likert scale, Ünüvar et al. (2018), was found between 0,723 and 0,930.In the third part, the green product purchase intention scale was used. The scale consists of one dimension and 3 statements. The scale is a five-point Likert scale developed by Yadav and Pathak (2016). The reliability coefficient of the scale by Ünüvar et al. (2018), was found to be 0,912.In the fourth part, the green product confidence scale was used. The scale is one-dimensional and consists of five statements. The scale was developed by Chen (2010) and is in the form of a five-point Likert scale.

The reliability coefficient of the scale in the original study was determined as 0,768.In the study, first of all, factor analysis was performed for the scales. Afterward, the reliability coefficients were calculated. The results obtained are given in Table 1. Accordingly, it was decided that the Cronbach Alpa coefficients of the scales and sub-dimensions ranged between 0,779 and 0,943 and had sufficient reliability.

Table 1: Reliability Degree of Scale Variables and Sub-Components

Variables and Subcomponents	Item	Coranbach Alpha
Confidence in Green Product	5	,903
Green Product Purchase Intent	3	,899
Green Product	20	,943
1. Attitude	6	,916
2.Environmental Concern	7	,888
3. Environmental Information	4	,843
4. Subjective Rules	3	,779

4. FINDINGS

After obtaining permission regarding the ethical compatibility of the research management and the scales, the online questionnaire was shared with the Health Services Vocational School students between 0.7.12.2022 and 30.12.2022. For the data obtained, firstly, the missing data was examined and it was seen that there was no missing data. Afterward, descriptive statistics were carried out to reveal the basic characteristics of the participants. Exploratory factor analysis and confirmatory factor analysis were performed for the green product scale, green product purchasing scale, and green product trust scales used in the study. Afterward, the reliability coefficients of the scales were calculated. Correlation and regression analyzes were performed to determine the relationship direction and effect level of the variables used in the study. Multiple regression was performed for mediation analyses. IBM SPSS 25 and AMOS 23 package programs were used to analyze the data.

According to the factor analysis findings given in Table 2, the KMO value in three scales was very good (>0.600), therefore the sample was sufficient for factor analysis and the result of Bartlett's test for all three scales was significant (0.000<0.05). It was accepted that the relations were sufficient for factor analysis. Principal components analysis (Principal Components) and the varimax rotation technique were used for factor analysis. The statement "Mankind was created to dominate the rest of nature (16)" in the green product preference scale was removed from the scale because it was distributed under both factors. It was accepted that the remaining expressions were sufficient because their regression coefficients were >0.40, and that the expressions represented the factors. It was decided that the scales were sufficient because the total explained variance rate was 68.445% in the green product scale, 83.378% in green product purchase, 83.378% in green product purchase, and higher than >50% (Gürbüz and Şahin, 2016). Figure 2 shows the output of confirmatory factor analysis for the scales used in the research given.
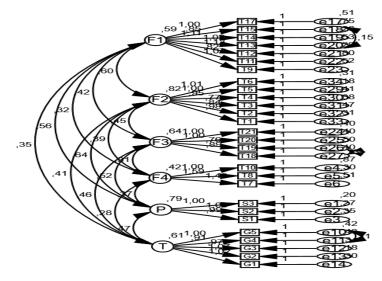
Figure 2: Confirmatory Factor Analysis for the Scales Used in the Study

F1: Attitude, F2: Environmental Anxiety, F3: Environmental Knowledge, F4: Subjective Rules, P: Purchasing, T: Trust

In Figure 2, the output of confirmatory factor analysis for the scales used in the research is given. The goodness of fit index values obtained according to the results of confirmatory factor analysis is given in Apendix 1.

Table 2: The Goodness of Fit Indexes and Acceptance Intervals Obtained in the Study

Compliance Criteria	Acceptable Fit	Perfect Fit	Model Fit Benefits
CMIN	$x^2/df \leq 5$	$x^2/df \leq 3$	2,193
RMR	0<RMR≤0,08	0<RMR≤0,05	0,055
IFI	0,90≤IFI<0,95	0,95≤IFI	0,941
CFI	0,90≤CFI<0,95	0,95≤CFI	0,941
RMSEA	0,05<RMSEA<0,08	0,05≥RMSEA	0,060
GFI	0,85≤GFI<0,90	0,90≤GFI	0,864
AGFI	0,85≤AGFI≤0,90	0,90<AGFI	0,834

According to Table 2, the CMIN value, which is one of the model fit values, was found to be in perfect fit, and the RMR, IFI, CFI, RMSEA, GFI, and AGFI values were within acceptable ranges. Accordingly, the model can express how well the determined model (theoretical) explains the obtained data very well.

Apendix 2.shows the data obtained regarding the variables as a result of the first-level confirmatory factor analysis conducted within the scope of the research. When the values are examined, the standardized regression coefficients of the observed variables (>0,500), standard error rates, t values at 99% confidence level (t>1,96), and p values (p<0,01) Show that they are at acceptable levels. It was found that all t-values were greater than 1.96, that is, the relationships between implicit and observed variables were significant.

Table 3: Correlation Analysis Findings

Variable	Environmental Concern	Attitude	Environmental Information	Subjective Rules	Green Product Purchase Intent	Confidence in Green Product
Environmental Concern	1					
Attitude	,764** ,000	1				
Environmental Information	,596** ,000	,550** ,000	1			
Subjective Rules	,580** ,000	,601** ,000	,538* ,000	1		

Green Product Purchase Intent	,731** ,000	,708** ,001	,629** ,000	,583** ,000	1	
Confidence in Green Product	,544** ,000	,546** ,000	,628** ,000	,528** ,319	,618** ,000	1

According to Table 3, it was seen that all of the relationships between the sub-dimensions were statistical. The correlation coefficients range from 528 to ,764. When the correlation coefficients are evaluated, it can be said that there is no multicollinearity problem since the tolerance values calculated for all variables are not below 0.10 and the VIF values are not above 10 (Pallant, 2005). To prove the role of the mediator variable with regression analysis, four stages need to be provided. First, the effect of the independent variable on the mediating variable, second the effect of the independent variable on the dependent variable, and third, the effect of the mediating variable on the dependent variable. Fourth, when the mediating variable and the independent variable are included in the analysis together, the effect of the independent variable on the dependent variable should decrease or disappear completely. The complete disappearance of the effect of the variable on the dependent variable is expressed as a full mediator, and its decreases as a partial mediator (Baron and Kenny, 1986). Starting from this point, first of all, regression analyzes were performed to test the relationship between the variables. The obtained results are given in Table 4.

Table 4: Regression Analysis

Model	Independent Variable	Dependent Variable	*B*	t	F	R^2	P
1	Environmental Concern	Green Product Purchase Intent	0,854	19,642	385,791*	0,533	0,000
2	Attitude	Green Product Purchase Intent	0,767	18,354	336,871*	0,499	0,000
3	Environmental Information	Green Product Purchase Intent	0,629	14,815	219,486*	0,393	0,000
4	Subjective Rules	Green Product Purchase Intent	0,583	13,163	173,277*	0,338	0,000
5	Environmental Concern	Confidence in Green Product	0,546	11,870	140,887*	0,293	0,000
6	Attitude	Confidence in Green Product	0,509	11,953	142,881*	0,296	0,000
7	Environmental Information	Confidence in Green Product	0,634	14,782	218,500*	0,392	0,000
8	Subjective Rules	Confidence in Green Product	0,447	11,384	129,585*	0,276	0,000
9	Confidence in Green Product	Green Product Purchase Intent	0,719	14,406	207,532*	0,380	0,000
p<0,05,							

According to Table 4, it was seen that all sub-dimensions of the independent variable green product affected the purchasing level of the dependent variable (p>0.05). Again, it was observed that all sub-dimensions of the independent variable green product affected the mediator variable green confidence level (p>0.05). Finally, it was observed that the mediating variable green confidence level affected purchasing behavior (p>0.05). According to the mediation criterion of Baron and Kenny (1986), mediation analyzes were performed because the first three conditions were met.

In Table 5, the results of the regression analysis for the mediating role of green trust in the effect of green product sub-dimensions on green product purchasing behaviors are shared.

Table 5: Mediation Analysis

Model	Independent Variable	Dependent Variable	B	T	P1	R^2	F	P2
1	Environmental Concern	Green Product Purchase Intent	0,656	13,687	0,000	0,601	254,974*	0,000
	Confidence in Green Product		0,364	7,637	0,000			
2	Attitude		0,384	7,775	0,000	0,574	228,463	0,000

	Confidence in Green Product	Green Product Purchase Intent	0,572	12,432	0,000			
3	Environmental Information	Green Product Purchase Intent	0,429	7,264	0,000	0,474	153,035	0,000
	Confidence in Green Product		0,467	7,829	0,000			
4	Subjective Rules	Green Product Purchase Intent	0,500	9,211	0,000	0,470	150,677	0,000
	Confidence in Green Product		0,351	7,641	0,000			

In Table 5, according to model 1, when the independent variable environmental anxiety and mediating variable green trust were included in the analysis together and the green product purchasing behavior was run as the dependent variable, the model was found to be significant (p<.05). It was observed that the level of environmental anxiety continued to have a significant effect on purchasing, but the level of effect decreased (β:.854/.656; p<.05). Based on this finding, it was accepted that there was a partial mediation effect. In Model 2, it was observed that the significant effect of attitude level on purchasing continued, but the effect level decreased (β: ,767/.384; p<.05). Based on this finding, it was accepted that there was a partial mediation effect. In Model 3, it was observed that the significant effect of environmental knowledge level on purchasing continued, but the effect level decreased (β:.629/.429; p<.05). Based on this finding, it was accepted that there was a partial mediation effect. Finally, in model 4, it was observed that the level of subjective rules continued to have a significant effect on purchasing, and the level of effect increased (β:.500/.447; p<.05). Based on this finding, it was decided that there was no mediation relationship.

In Table 6, the results of the mediation analysis performed by combining the sub-dimensions of the variables in a single factor are given.

Table 6: Mediation Analysis for the Whole Model

Model	Independent Variable	Dependent Variable	B	t	P	R²	F
1	Green Product	Confidence in Green Product	0,731	15,803	0,000	0,425	3249,721*
2	Green Product	Green Product Purchase Intent	1,036	24,069	0,000	0,632	579,339*
3	Confidence in Green Product	Green Product Purchase Intent	0,719	14,406	0,000	0,380	207,532*
4	Green Product	Green Product Purchase Intent	0,890	16,012	0,000		
	Confidence in Green Product		0,200	4,020	0,000	0,648	310,824*

In Table 6, it was seen that the independent variable green product significantly affected the mediating variable green confidence (β:.731; p<.05), and the dependent variable green product purchasing behavior (β:1.036; p<.05). Green trust significantly affects purchasing behavior (β:.719; p<.05). Finally, to determine the intermediary relationship, the green product preference variable, and the green trust variable were included in the analysis together and the model was found to be significant when the purchasing behavior was examined (p<.05). It was determined that the effect of the independent variable green product preference on the dependent variable purchasing behavior continued, but the effect level decreased (β:,890; p<,05). Accordingly, it can be said that green trust has a partial mediating role in the effect of green product preference on purchasing behavior.

Table 7 shows the acceptance and rejection of the hypotheses developed within the scope of the study. Accordingly, 15 of 16 hypotheses were accepted and one was rejected.

Table7: Acceptance and Rejection of Hypotheses

No	RESULT	No	RESULT
H1	Accept	**H2.3**	Accept
H1.1	Accept	**H2.4**	Accept
H1.2	Accept	**H3**	Accept
H1.3	Accept	**H4**	Accept
H1.4	Accept	**H4.1**	Accept
H2	Accept	**H4.2**	Accept

H2.1	Accept	H4.3	Accept
H2.2	Accept	H4.4	Rejection

4. CONCLUSION AND IMPLICATIONS

Sustainability takes place at the global, national, regional, industry and enterprise levels and includes the continuity of activities. In enterprises, this green concept is planned to include the customer, the environment, and society (Praude and Bormane, 2013). Green products are environmentally friendly products and also provide a competitive advantage. There are several problems with consumer purchase of green products (Li et al., 2021; Choi and Johnson, 2019). Therefore, enterprises producing green products should identify the problems with consumers and make improvements for them. Green attitudes and behaviors can differ between cultures. Businesses that detect these differences well can be more successful when they organize their products and processes according to the differences. Today, due to the increasing environmental problems and threatening human health, many national and international studies have been conducted on this subject (Kang et al., 2013; Leary et al., 2014; Yadav and Pathak, 2016; Joshi and Rahman, 2017; Heo and Muralidharan, 2019; Bozpolat, 2021).

This study was conducted to determine the mediating role of green trust in the purchasing tendency of green products so that future generations can lead comfortable life. As the universe of the research, university students were chosen because they are the ones who will rule the countries and the world in the future. It is important to bring environmental awareness to them and to put it into action. In the study, the hypothesis that there is a significant relationship between H1 green product preference and all sub-dimensions of green product preference (attitude, environmental concern, environmental knowledge, subjective rules) and the intention to purchase green products, which are the sub-hypotheses of H1, was accepted. This indicates that young people are sensitive to nature and the environment and tend to buy green products. It is similar to the research hypothesis (Ünivar,2018; Yadav and Pathak, 2016; Bozpolat, 2021; Uygun and Sarıkaya, 2022; Özsaçmacı, 2018).

The hypothesis of research hypothesis that there is a significant relationship between green product preference in H2 and green product preference in all sub-dimensions of green product preference (attitude, environmental concern, environmental knowledge, subjective rules), which are sub-hypotheses of H2, was accepted. When consumers buy green products, they want the products to be environmentally friendly and environmentally friendly, but if they find the product reliable, they tend to buy it. Therefore, businesses should be realistic when promoting products, highlighting their benefits, and providing secure communication between the seller and the buyer. The research findings are in line with previous studies. In the research conducted by Baran et al., (2017), the image, quality and brand value of green products positively affect green trust. Bozbay, et al., (2019), it has been determined that the perceived quality and trust of these products are effective in purchasing environmentally friendly products for consumers.

It was supported that there is a significant relationship between trust in H3 green products and purchasing green products. Bozbay et al., 2019 concluded that perceived quality affects green trust in environmentally friendly products, green trust affects the intention to purchase environmentally friendly products, and purchase intention affects purchasing behavior. Marakanon and Panjakajornsak (2017) stated that trust in environmentally friendly products positively affects individuals' intention to purchase environmentally friendly products. Consumers reveal that the perceived quality of green products has an impact on their intention to purchase environmentally friendly products (Ariffin et al., 2016). Confidence and risk are inverse concepts. As one increases, the other decreases. There is a negative effect between perceived risk and purchase intention (Wu and Lin, 2016; Chen and Chang, 2012). Trust is not an easy thing to come by and it takes time. Once trust is lost, it is difficult to regain. In this context, businesses should know their green products very well and make consumers feel that they are reliable.

The last hypothesis of the research was that the mediating effect of green product preferences on the H4 and green product H4 sub-dimensions (attitude, environmental concern, environmental knowledge) of students' green product preferences on green product purchasing was also examined and the mediation effect was determined. However, the effect of subjective rules on purchasing green products was not found to mediate the level of trust in green products. Baran, et al., (2017) concluded that while green trust has a fully mediating role in the effect of perceived green risk and green brand image on green brand equity, perceived green quality has a partial mediating role. Uzundal (2019), on the other hand, stated that the variables of green product promotion activities and impact groups, which are among the dimensions of green product awareness, play a partial mediation role in increasing trust. While trust affects purchase intention, environmental concern and environmental information variables do not have a mediating role on purchase intention. Yıldırım (2020) found that behavioral beliefs perceived behavioral control and green trust had a positive effect on the willingness to purchase, while personal values did not have a significant effect. Li et al., (2021), in their study, revealed that environmental concern has a partial mediation of environmental values and intention to purchase green products, and green trust has a positive moderator effect on environmental concern and intention to purchase green products.

When the article is evaluated in general, it seems that the students' sensitivity towards green products is positive. For this reason, purchasing green products and green trust is an important concept. As social awareness increases, the importance of their transformation into nature will increase and the green product strategy will gain importance. Considering this situation, it will be decisive for their future for businesses to create green products and attach importance to social responsibility activities. These research results are very important for producers, consumers, R&D, marketers, managers, governments, individuals, and society. It will help develop appropriate new strategies for green products and purchasing. While informing is very important among consumers, there is also a need to raise awareness by labeling environmentally friendly products with green certification and environmental issues that can positively affect their attitudes and intentions towards green products. The limitations of the research are; The research is done with a limited number of university students. In this context, to reach more general results, it can be done with individuals who are active in working life other than university students.

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Apendix 1: Exploratory Factor Analysis

No	Attitude	Environmental Concern	Environmental Information	Subjective Rules	Green Product Purchasing	Confidence in Green Product
GP1	,668					
GP2	,721					
GP3	,754					
GP4	,720					
GP5	,655					
GP6	,613					
GP9		,628				
GP11		,418				
GP12		,735				
GP13		,717				
GP14		,751				
GP15		,724				
GP17		,570				
GP18			,720			
GP19			,796			
GP20			,730			
GP21			,755			
GP7				,811		
GP8				,780		
GP10				,522		
GPP1					,897	
GPP2					,923	
GPP3					,920	
CG1						,847
CG2						,892
CG3						,836
CG4						,820
CG5						,852

Extraction Method: Principal Component Analysis.   **Rotation Method:** Varimax

Green Product:%68,445 KMO:,941,   Barlet test of sphericity: 4426,030 df:190 p:,000

Green Product Purchasing %83,378 KMO:,748,   Barlet test of sphericity: 632,276 df:3   p:,000

Confidence in Green Product: %72,219 KMO: ,875 Barlet test of sphericity: 1028,694 df:10   p:,000

Apendix 2: First Level DFA for Improved Measurement Model

Implicit Variables	Observed Variables	Standardized Regression Coefficients	Standard error	T	P
Environmental Concern (F1)	T9	1,070	,078	13,716	***
	T11	,820	,079	10,372	***
	T12	1,131	,072	15,622	***
	T13	1,021	,077	13,331	***
	T14	1,111	,070	15,769	***
	T15	,850	,078	10,853	***
	T17	1,000			
Attitude (F2)	T1	,976	,044	22,263	***
	T2	,843	,048	17,515	***
	T3	,767	,055	13,955	***
	T4	,849	,047	19,983	***
	T5	1,000			
	T6	1,008	,044	22,836	***
Environmental Information(F3)	T18	,888	,065	13,629	***
	T19	,760	,065	11,624	***
	T20	1,004	,070	14,419	***
	T21	1,000			
Subjective Rules(F4)	T7	1,478	,151	10,296	***
	T8	1,594	,144	10,575	***
	T10	1,000			
Purchase(S)	S1	,995	,049	22,407	***
	S2	1,054	,047	20,431	***
	S3	1,000			
Green Trust (G)	G1	1,021	,064	15,867	***
	G2	1,073	,062	17,335	***
	G3	,967	,064	15,144	***
	G4	,908	,056	16,156	***
	G5	1,000			