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| Title | An Empirical Analysis of the Structural Influences on Consumers' Green Purchase Intentions |
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| Abstract | This study is grounded in the Theory of Planned Behavior (TPB) and incorporates concepts related to consumers' environmental concern values to explore their green purchase intentions. The research was conducted primarily through a questionnaire survey and employed structural equation modeling (SEM) to test seven hypotheses. The empirical findings reveal that personal attitude, environmental concern, and social media marketing have significant positive effects on consumers' green purchase intentions. In addition, informational trust has a moderating effect. These insights can help businesses gain a better understanding of consumer behavior patterns related to green purchasing, enabling the development of more effective green marketing strategies and promoting sustainable consumption practices. |
| Keyword | Theory of Planned Behavior, structural equation modeling, social media marketing, environmental concern, green purchase intentions |