FACTORS INFLUENCING THE DECISION TO BUY GREEN PRODUCTS AMONG YOUNG CONSUMERS IN AN EMERGING COUNTRY

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Abstract

Environmental concerns have led to increased environmentally conscious practices and the production of green products. However, in an emerging country like Tanzania, young Tanzanian consumers have shown less responsiveness, necessitating an exploration of the factors influencing their purchase behaviour. This study investigates the factors influencing young Tanzanian consumers' decision to buy green products. A quantitative approach was conducted using structured online questionnaires to collect data from 161 individuals aged 18 to 35. The data is analysed using Partial Least Squares-Structural Equation Modeling. Results reveal that environmental consciousness and price perception positively influence green product awareness, while green advertising does not. Environmental consciousness exhibits a more significant influence over price perception. Subsequently, green product awareness positively influences green-product buying decisions. These findings indicate that young Tanzanian consumers know about green issues and are ready to pay more for green products. Businesses and policymakers can develop more effective strategies to promote sustainable behaviours and facilitate the transition to a greener economy. This study provides valuable insights into the critical factors driving the purchasing behaviour of green products among young consumers, emphasising the need for targeted efforts to encourage sustainable consumption in emerging economies.

Keywords: environmental consciousness; price perception; green advertising; green-product awareness; green-product buying decision

JEL Classification: M30, M31, M37

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INTRODUCTION

The world has recently experienced a growing interest in green products due to environmental concerns. Widespread unsustainable consumption has led to significant environmental issues such as global warming, water, air, land pollution, and waste generation. This has prompted a shift in society's conventional consumption patterns and purchase behavior towards environmental sustainability (Jaiswal & Kant, 2018). Consumers are increasingly aware of the ecological damage caused by the materials used in daily products (A. Kumar et al., 2021). They are becoming more concerned about the impact of their consumption habits on the environment.

Firms can take advantage of this by offering green products, as sustainability perception positively affects customer altruism, leading to an increased intention to buy green products (Raza Ch et al., 2021).

However, there still needs to be a gap between consumers' intentions to buy green products and their actual purchasing behaviour (e.g., Ogiemwonyi et al., 2023; Pahlevi & Suhartanto, 2020; Tan et al., 2019). To bridge this gap, research has focused on understanding the situational contexts of consumers' purchasing decisions (Dhir et al., 2021), but there remains a gap in the literature regarding region-specific designs and their impact on purchase decisions and intents for green products (Akhtar et al., 2021; Chao & Uhagile, 2022; Ogiemwonyi et al., 2020; Sharma et al., 2023). Particularly in Tanzania, this also happened. Tanzania, an emerging country, is seeing a rise in interest in eco-friendly products, especially among younger customers. Still, only a tiny percentage of such an increase result in actual green product purchases. Even though they are eager to, people who care about the environment only occasionally purchase eco-friendly goods (Chao & Uhagile, 2022).

Agriculture is a significant part of the Gross Domestic Product (GDP) in many African countries, including Tanzania. The green farming movements in Tanzania have had a notable impact on the region. For instance, in 2012, Tanzania was the second-ranked country in Africa regarding the number of green producers. Tanzania's unique context, characterised by small-holder farmers and a distinctive market structure, makes it an interesting subject for studies on green food production. The presence of small farmers creates a unique context, as consumers generally assume they are practising green production. Due to the significant impact of green production and the type of producers, Tanzania is a unique destination for this study (Chao & Uhagile, 2022).

According to Chao and Uhagile (2022), consumer knowledge of green products is relatively low, indicating a need for more significant research on purchasing eco-friendly products in Tanzania. The research problem observed is that there has been an experienced growth in demand for green products, particularly among young consumers. Still, current research on factors influencing youth in Tanzania and the neighbor countries to purchase green products is limited (e.g., Ansu-Mensah, 2021; Chao & Uhagile, 2022; Ogiemwonyi et al., 2020). Here, Ansu-Mensah (2021) only uncovered the factors influencing green purchase intention in Ghana, while Ogiemwonyi et al. (2020) did research in Nigeria and focuses on the behavioral factors influencing green culture and green behavior. Likewise, Chao and Uhagile (2022) investigate factors influencing buying behavior of green products in Tanzania, yet only conducted within green-farming products and focused on the healthiness issue of such products.

Therefore, this current study aims to provide empirical information on the factors influencing young consumers' decision to buy green products in Tanzania. This research seeks to answer the question, “To what extent do young Tanzanians engage in green product purchasing behaviour?” The study will identify the factors that may potentially influence the buying decisions of young Tanzanian consumers and empirically analyse the significance of the identified factors in influencing these young consumers' buying decisions regarding green products.

The benefits of the study are twofold: theoretical and practical benefits. Theoretical benefits whereby it expects to gain new insights into green consumption practices in developing countries. On the practical benefits ground, governments, businesses, and marketers could use the study's findings to build effective strategies

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to encourage sustainable consumption patterns among Tanzania's young consumers.

LITERATURE REVIEW

Theoretical Underpinnings

The study examined the attitudes and intentions of young consumers towards purchasing green products using the theory of planned behavior (TPB). TPB emanates that a desired behaviour is determined by an intention towards a particular behaviour (Ajzen, 1991). In the past, attitudes, subjective norms, and perceived behavioural control were used to assess sustainable behaviour, such as the intention to purchase a green product, using the original Theory of Planned Behavior (TPB) paradigm (Emekci, 2019; Tu et al., 2021). Following the recognition of its limits in forecasting behaviours that are not solely within an individual's control (Ajzen, 1991), expanding the initial TPB framework by integrating additional significant elements became imperative. According to earlier research, theories like TPB might be expanded even further by incorporating a small number of essential variables (Kumar, 2017). A number of scholars (Al-Swidi & Saleh, 2021; Moorthy et al., 2021; Varah et al., 2021) have based their work on the extended TPB model.

In a similar vein, through important determinants investigated in the literature, the current study has looked at the two core TPB constructs: attitude and purchase intention (Rausch & Kopplin, 2021; Saini et al., 2023; Sun et al., 2021). The current study methodology attempts to investigate the relationship between consumers' perceptions and their decision to buy environment-friendly products. Each predictor's supporting literature has been explained in the subsection that follows.

Green-Product Buying Decision

Consumer awareness about environmental issues is increasing, with many people motivated by green movements and a desire to take responsibility for the environment (Albayrak et al., 2011). Green consumers believe that every product they use has some impact on the environment and recognise their role in minimising that impact through conscious consumption and shopping behaviour.

Nonetheless, despite their environmental consciousness, green purchasing remains limited. Many consumers know about green products but still need to purchase them (Barbarossa & Pastore, 2015). Although consumers may have a positive attitude toward purchasing green products, many barriers typically inhibit them (Ohtomo & Hirose, 2007). Understanding the factors that drive consumer behaviour is critical for encouraging green product purchases.

Consumers' decisions to buy environmentally friendly or green products are impacted by their intent to purchase them while avoiding those that may hurt the environment (Ramayah et al., 2010). This intention translates into a readiness to buy green products, which is motivated by intricate ethical decision-making that requires consumers to be socially responsible while making purchasing decisions. Green products can address consumer wants while safeguarding the environment (Joshi & Rahman, 2015).

However, consistency in green product information and differing individual attitudes and environmental worries might make it difficult for customers to make educated judgments about green products (Biswas & Roy, 2015; Ohtomo & Hirose, 2007). While consumer perceptions and attitudes toward green products are essential, other factors such as product price, availability, social concerns, promotional activities, and level of awareness can all impact their purchasing decisions (Biswas & Roy, 2015; Laroche et al., 2001).

Despite rising awareness of the influence of consumer behaviour on environmental degradation, consumer preferences

for green products have remained generally stable (Tseng & Hung, 2013) and even low (Pahlevi & Suhartanto, 2020). This emphasises the importance of contextualising the gap between values and actions from a pro-environmental standpoint (Gadenne et al., 2011). Consumers' decision to buy green products is influenced by intrinsic factors such as consumers' environmental responsibilities, desire to understand environmental issues, and willingness to act in ways that conserve resources and minimise environmental degradation, as well as extrinsic factors such as social identity and product characteristics such as quality, price, performance, advertising, and health effects (P. Kumar & Ghodeswar, 2015). Consumption patterns, product knowledge, and situational features such as advertising campaigns, according to (Vermeir & Verbeke, 2006), are significant predictors of purchase decisions. As such, grounded in the theory of planned behaviour, this current research proposes environmental consciousness, green advertising, price perception, and green-product awareness as factors that may influence green-product buying decisions.

Hypotheses Development

Environmental consciousness refers to individuals' awareness of environmental issues and their positive attitude towards environmentally friendly behaviours (Sharma & Bansal, 2013). It plays a significant role in shaping young consumers' purchasing decisions for green products (Franzen & Meyer, 2010; A. Kumar et al., 2021).

Studies have shown that environmental consciousness positively influences young consumers' buying intention for green products (Diamantopoulos et al., 2003; Pahlevi & Suhartanto, 2020). For instance, Tan et al. (2019) found a strong positive impact of environmental consciousness on green buying intentions among young Malaysian consumers. Similarly, Vermeir and Verbeke (2006) discovered a positive association between ecological sentiments and the inclination to purchase green food products among Belgian consumers. These indicate there are mediating variables in the relationship between environmental consciousness and purchase decision, and it may be in the form of awareness or attitude toward green products (e.g., Ansu-Mensah, 2021; Dhir et al., 2021; Ogiemwonyi et al., 2020, 2023). Against the backdrop, the first hypothesis is proposed as:

H1. Environmental consciousness positively influences green-product awareness.

Besides environmental consciousness, green advertising may significantly influence young consumers' buying decisions for green products (Raza Ch et al., 2021; Tan et al., 2019). Positive impressions of green advertising are associated with a higher likelihood of young consumers choosing eco-friendly products. Therefore, marketers must use credible and trustworthy information in their green advertising to foster consumer trust and positive brand attitudes (Mathur & Mathur, 2000). Scholars generally found that promotional and advertising activities increase product awareness before generating purchase decisions (e.g., Buil et al., 2013; Dabbous & Barakat, 2020; Martins et al., 2019). This leads to the following hypothesis:

H2. Green advertising positively influences green product awareness.

Price perception is another important factor that impacts young consumers' buying decisions for green products (Gadenne et al., 2011; Raza Ch et al., 2021; Tan et al., 2019). While the higher cost of green products may deter price-sensitive consumers, some consumers are willing to pay a premium for environmentally friendly products (Essoussi & Linton, 2010). Studies have shown that young consumers with price sensitivity are more likely to have a favourable intention and awareness to purchase products, including green products (Ansu-Mensah,

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2021; Khare et al., 2014; Tan et al., 2019). As such, the following hypothesis is proposed:

H3. Price perception positively influences green-product awareness.

Green product awareness enables consumers to make environmentally responsible purchases (Ansu-Mensah, 2021; Ewe & Tjiptono, 2023). Akhtar et al. (2021), Chen and Tung (2014), Jaiswal and Kant (2018), Ogiemwonyi et al. (2020), and Ogiemwonyi et al. (2023) found that green-product awareness positively influenced purchase intentions. Since product awareness, attitude, and intention are the mediating variables influencing purchase decisions. In line with the impact of green advertising on purchase decisions, the last hypothesis can be proposed as:

H4. Green product awareness positively influences green-product buying decisions.

Figure 1 depicts the study's research model, and the hypothetical linkages are addressed further.

RESEARCH METHODS

This research deploys a quantitative design with a deductive approach. This study focuses on young Tanzanian consumers who purchased green products and employs a purposive, non-probability sampling technique due to the unknown population size. The criterions are those who bought green products at least once, aged 18 to 35, and from five regions in Tanzania: Dar es Salaam, Mwanza, Dodoma, Morogoro, and Arusha. A minimum sample size of 100 respondents is employed as the study uses Maximum Likelihood estimation, a common estimation for Structural Equation Modeling (J. F. Hair, Black, et al., 2014). Structured online-google-form questionnaires are utilised as the data collection method, distributed to the e-mail address of the targeted respondents. Such e-mail addresses were gained through the Whatsapp account of the respondents and the accounts were generated from a snowball approach among the networks of mobile phone users across the aforementioned five regions.

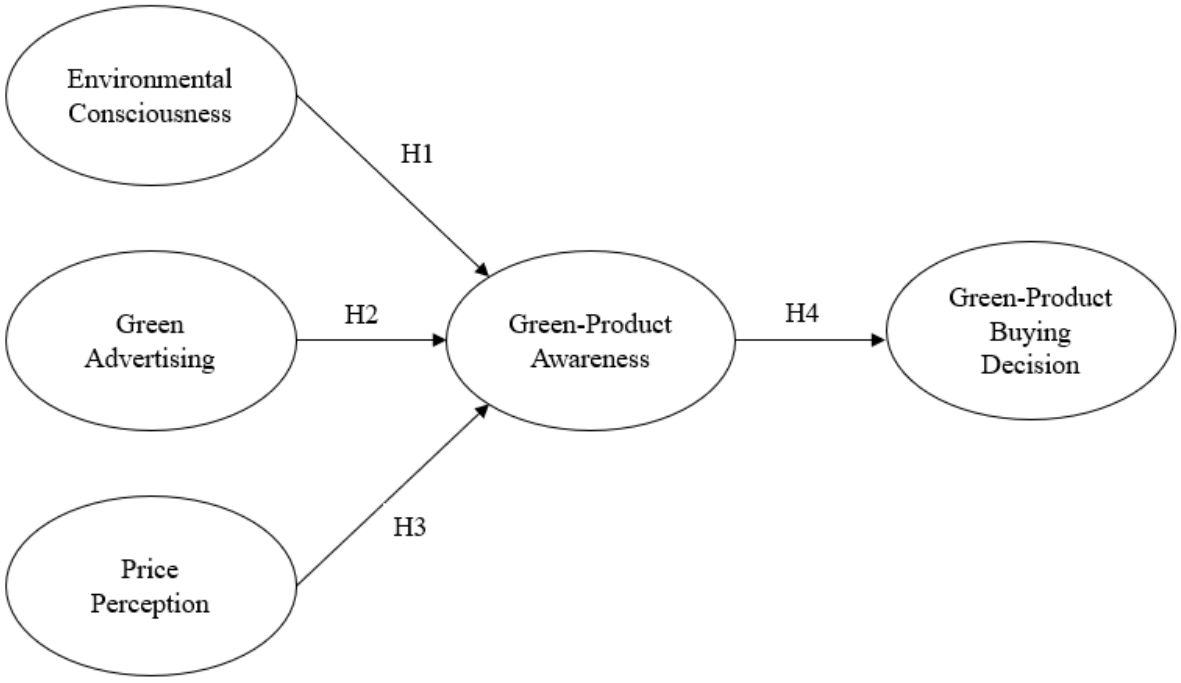

Figure 1. Conceptual Framework

The measure deploys a 5-point Likert scale which facilitates respondents' ease in expressing agreement or disagreement with statements. The environmental consciousness measure is adapted from Lin and Niu (2018) and Tan et al. (2019). The green advertising measure is taken from Tan et al. (2019). The price perception measure is adapted from Khare et al. (2014) and Tan et al. (2019). The green-product awareness measure was adapted from Ansu-Mensah (2021). Finally, the measure of Tan et al. (2019) was adapted for the green-product buying decision's construct.

Prior to data collection, face validity tests are conducted with an expert and three target respondents to ensure that the questions deemed understood. Afterward, a statistical pilot-test is deployed with 30 respondents to test the measurement's criterion-related validity and reliability. Pearson's correlation is conducted to test the validity and Cronbach's Alpha for the reliability. Table 1 shows the validity results and Table 2 for the reliability.

Table 1 shows each indicator is a significant measure to its respective variable. The large values of correlations indicate the indicators are a highly contributor to their respective variables.

In addition, Table 2 shows all the pilot-test's constructs are reliable as the Cronbach's Alpha values exceed 0.6, indicating a plausible internal reliability. As such, the measures are eligible for full data collection.

The data analysis method employed Partial Least Square-Structural Equation Modeling (PLS-SEM) using SmartPLS 3 software, a statistical technique used to determine the relationship between independent variables (environmental consciousness, price perception, and green advertising), a mediating variable (green-product awareness), and a dependent variable (green-product buying decision). This approach is deemed suitable for explaining complex interlinked relationships, aiming to develop theory, and dealing with a limited sample size that may result in a non-normal probability distribution of residuals (J. F. Hair et al., 2019). The process starts with tests on the validity and reliability of the measurement model, followed by tests of the structural model (J. F. Hair, Hult, et al., 2014).

Table 2. Reliability of the Measures

Construct	Cronbach's Alpha
EC	0.753
PA	0.822
PP	0.619
GA	0.866
BD	0.737

N =30

Table 1. Criterion-Related Validity of The Measures

	EC	PA	PP	GA	BD
EC1	0.869**				
EC2	0.916**				
EC3	0.660**				
PA1		0.927**			
PA2		0.805**			
PA3		0.840**			
PP1			0.629**		
PP2			0.910**		
PP3			0.707**		
GA1				0.885**	
GA2				0.847**	
GA3				0.931**	
BD1					0.822**
BD2					0.752**
BD3					0.809**
BD4					0.719**

** Correlation is significant at the 0.01 level (2-tailed).

N = 30

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RESULT AND DISCUSSION

Demographics

The study involved 161 young respondents aged 18 to 35 from five regions in Tanzania: Dar es Salaam, Mwanza, Dodoma, Morogoro, and Arusha. Most respondents were female (52.8%), while 47.2% were male. The age distribution showed that 4.3% were aged 18-20, 23.0% were aged 21-25, 49.7% were aged 26-30, and 23.0% were aged 31-35. Most respondents were single (76.4%) compared to married respondents (23.6%).

Regarding education, 61.5% had a Bachelor's degree, 18.0% had a Master's degree, 10.6% had a Diploma, and 9.9% had completed high school. The majority of respondents were employed (49.1%), followed by self-employed (22.4%), students (18.6%), and unemployed (9.9%). Regarding monthly income, 36.0% earned below 500,000 Tanzanian Shillings (Tsh), 32.9% made between 500,000-999,999 Tsh, 24.8% achieved between 1,000,000-2,999,999 Tsh, and 6.2% earned above 3,000,000 Tsh.

The findings revealed that many respondents engaged in environmental practices such as using paper bags instead of plastic bags (24%) and bringing their bags to supermarkets (22.2%). Most respondents (90.1%) had purchased green products before, indicating a positive inclination towards environmentally friendly options. The purchase frequency of green products varied, with a notable proportion of respondents being slightly frequent buyers (33.5%) or persistent buyers (18.6%).

When it came to specific green products, organic fruits and vegetables were the most commonly purchased (19.6%), followed by organic tea/coffee (12.9%), organic hair products (11.6%), and natural skin care products (10%). Supermarkets emerged as the preferred place to buy green products (30.4%), followed by grocery shops (15.6%), organic food retail shops (15%), local stores (26.4%), and online stores (12.6%). Regarding expenditure, most respondents (48.4%) spent below 50,000 Tsh per month on buying green products, but a significant number (78) spent more than 51,000 Tsh monthly.

Overall, the study highlighted the positive attitudes and behaviours of young consumers in Tanzania towards green products. It demonstrated a willingness to adopt environmentally friendly practices and a substantial engagement in purchasing green products, mainly organic produce. The findings also indicated a preference for traditional retail channels, such as supermarkets and local stores, although online stores also showed some traction.

Common Method Bias

Common method variance, defined interchangeably with common method bias, occurs when responses systematically vary because of the use of a common scaling approach on measures derived from a single data source (Fuller et al., 2016). Common method bias, in the context of PLS-SEM, is a phenomenon that is caused by the measurement method used in an SEM study, and not by the network of causes and effects in the model being studied (Kock, 2015).

Hair et al. (2017) asserts that Harman’s single-factor test is a plausible test of common method bias in PLS-SEM. This study reveals less than 50% of variance (49.849%) explains the proposed single factor, indicating no threat of common method bias. Notwithstanding, Fuller et al. (2016) notes the Harman’s test has certain limitations. As such, this study adds Kock and Lynn (2012)s’ method on a full collinearity test for the identification of common method bias. Variance inflation factors (VIFs) are generated for all latent variables in a model and a VIF equal to or greater than the threshold values of 10, 5, and 3.3 indicate collinearity among the variables. This study reveals the VIF values of environmental consciousness,

green advertising, price perception, green-product awareness, and green-product buying decision are 2.926, 1.990, 3.162, 5.850, and 4.416, respectively. Such values are below than the threshold of 10, again indicating the absence of common method bias.

Test on Measurement Model

The tests on the measurement model consist of fit quality, path coefficient, reliability, convergent validity and discriminant validity, as shown in Table 3 and Table 4. Table 3 shows that all indicators are valid with a loading factor above 0.7 (J. F. Hair, Hult, et al., 2014), except for PP3 loads of 0.65. Nevertheless, this is deemed acceptable since the value remains close to the threshold, and the indicator is vital to the price perception variable. Likewise, the Average Variance-Extracted (AVE) values are more significant than 0.5. These show each indicator exhibits convergent validity. Other values on Cronbach's alpha, Rho-A, and composite reliability exceed 0.7, and as such these indicates the measures are reliable.

In accordance to discriminant validity, Fornell and Larcker' metric using AVE is not suitable recently (J. F. Hair et al., 2019). In this sense, Henseler et al. (2015) propose the heterotrait-monotrait (HTMT) ratio of the correlations and discriminant validity problems are present when HTMT values are high. They suggest a threshold value of below 0.90 for structural models with constructs that are conceptually very similar. Table 4 shows that all constructs exhibit discriminant validity, as the constructs' HTMT are below 0.90. These indicate that the measurement model is deemed satisfactory and can proceed to structural analysis.

Table 3. Construct Measures

Construct and Indicator		Outer Loading	Cronbach's Alpha	Rho-A	Composite Reliability	Average Variance Extracted
Environmental Consciousness			0.831	0.849	0.899	0.750
EC1	Response to environmental issues	0.887				
EC2	Response to environmental responsibility	0.928				
EC3	Response to government and NGOs' actions	0.775				
Green Advertising			0.903	0.906	0.940	0.838
GA1	The green ad is driving social responsibility	0.894				
GA2	The green ad is a good source of information	0.932				
GA3	The green ad presents a true picture	0.920				
Price Perception			0.700	0.728	0.834	0.630
PP1	Value for health	0.840				
PP2	Value for quality	0.873				
PP3	Value for accessibility	0.650				
Green-Product Awareness			0.876	0.881	0.924	0.803
PA1	Detailed knowledge of the green product	0.933				
PA2	Preference for green products	0.897				
PA3	Awareness of green products' availability	0.857				
Green-Product Buying Decision			0.845	0.854	0.897	0.688
BD1	By health problems	0.900				
BD2	The environmental impacts	0.903				
BD3	By waste disposal reduction	0.800				
BD4	Concerning the locations of green products	0.699				

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Table 4. Mean, Standard Deviations, and HTMT Result

Construct	Mean	Std Dev	EnvCons	GreenAdv	GreenProd BuyDc	Price Perception	Prod Awareness
EnvCons	0.836	0.031					
GreenAdv	0.905	0.022	0.667				
GreenProdBuyDc	0.842	0.033	0.793	0.731			
PricePerception	0.711	0.053	0.704	0.564	0.787		
ProdAwareness	0.876	0.027	0.897	0.701	0.883	0.847	

Hypotheses Testing

Figure 2 provides valuable information for assessing the overall impact of the independent variables on the dependent variable. The R-square value of green-product awareness is 0.708, suggesting that approximately 70.8% of the variation in the green-product awareness variable can be explained by the model's environmental consciousness, green advertising, and price perception variables. This is remarkable as only a 20.2% variance can be explained by other variables. Likewise, the R-square value of the green-product buying decision is 0.582, suggesting that the green-product awareness variable explains 58.2% of the variation in such a variable.

Table 5 shows that the Standardized Root Mean Square Residual (SRMR) value is below 0.10 (0.085), which is considered fit. However, the NFI value is less than the 0.90 threshold, indicating a less appropriate measure. Nevertheless, the value is deemed acceptable, provided the sample size is relatively small (J. F. Hair, Hult, et al., 2014).

Table 5 and Figure 2 reveal the results of hypotheses testing. Hypothesis 1 (H1) proposes that young consumers' environmental consciousness positively influences their awareness of green products. The test shows that environmental consciousness is a significant predictor (B=0.477, p=0.000 < 0.05). Therefore, H1 is supported.

Hypothesis 2 (H2) suggests that their perception of green advertising positively influences young consumers' decision to buy green products. The analysis reveals an insignificant effect of green advertising (B=0.213, p=0.109 > 0.05) in a positive direction, rejecting H2.

Hypothesis 3 (H3) posits that young consumers' price perception positively influences their awareness of green products. The test shows a significant influence of price perception (B=0.311, p=0.005 < 0.05) in the positive direction, supporting H3.

Hypothesis 4 (H4) suggests that green-product awareness positively influences young consumers' buying decisions for green products. The analysis reveals a significant solid effect of green-product awareness (B=0.763, p=0.000 < 0.05) with a positive direction, supporting H4.

Furthermore, based on the comparison of loading values among independent variables in the accepted hypotheses (Table 6), environment consciousness delivers a more significant indirect influence over price perception on green-product buying decisions (0.364), as shown in Table 6. This indicates young Tanzanian consumers' environmental awareness is gaining better attention than price perception of a product when considering a decision to buy green products (i.e., the consumers likely ought to pay more for green products).

Table 5. Results of Hypotheses Testing

Hypothesis	Path	t-statistic	p-value	Decision
H1	EnvCons => ProdAwareness	3.998	0.000	Accepted
H2	GreenAdv => ProdAwareness	1.606	0.109	Rejected
H3	PricePerception => ProdAwareness	2.829	0.005	Accepted
H4	ProdAwareness => GreenProdBuyDc	18.258	0.000	Accepted
SRMR=0.085, Chi-Square=400.244, NFI=0.793				

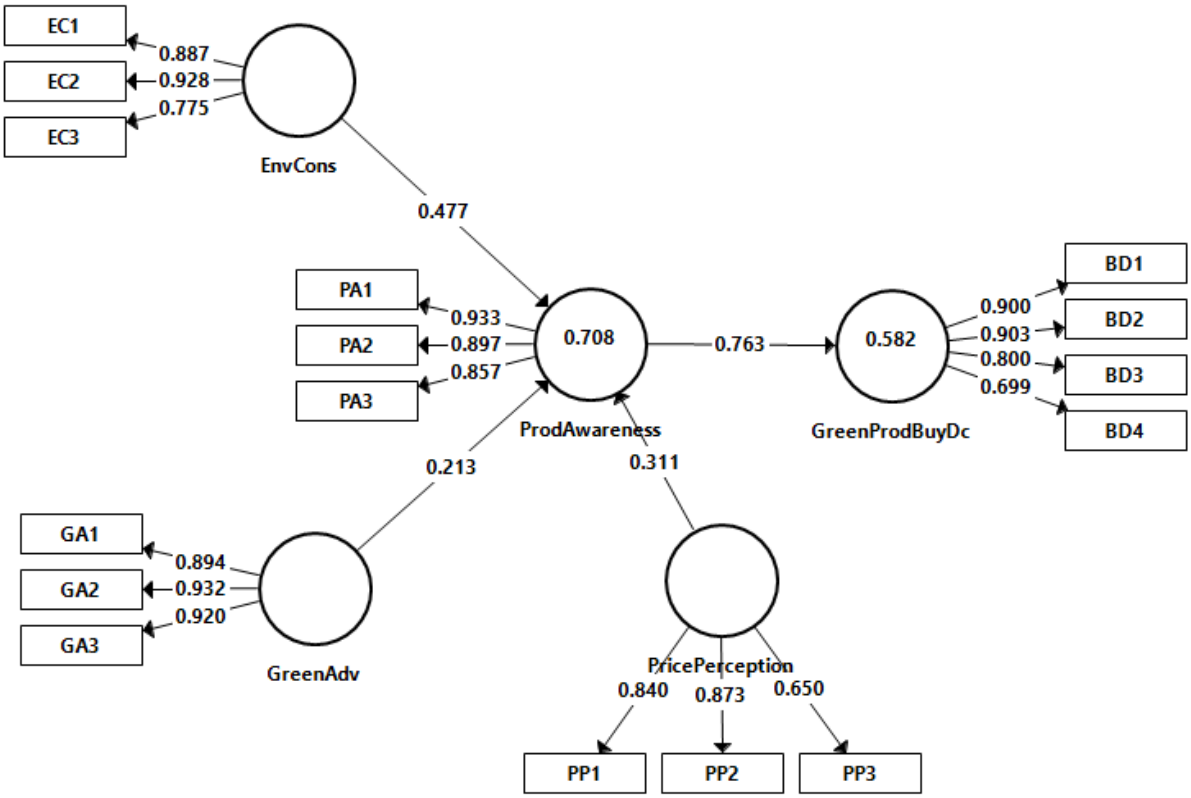

Figure 2. PLS-SEM Result

Table 6. Indirect Effects

Path	Estimate	T-Value	P-Value
EnvCons -> ProdAwareness -> GreenProdBuyDc	0.364	3.629	0.000
GreenAdv -> ProdAwareness -> GreenProdBuyDc	0.126	1.518	0.129
PricePerception -> ProdAwareness -> GreenProdBuyDc	0.237	2.852	0.004

Discussion

The present study investigates the factors influencing young consumers' buying green products in Tanzania. The findings highlight that environmental consciousness and price perception positively influence green-product awareness. On the contrary, green advertising does not significantly influence green product awareness. Green product awareness positively influences young consumers' purchasing decisions about green products. Price perception played a crucial role, as young consumers believed that the benefits and quality of green products justified their higher costs. In general, these findings are in line with the results of Dhir et al. (2021), Raza Ch et al. (2021), Tan et al. (2019), and Jaiswal and Kant (2018). The study underscores the importance of understanding consumers' motivations and perceptions when developing marketing strategies to tap into the emerging green market in Tanzania.

The study finds that environmental consciousness delivers a more significant influence than price perception by impacting green-product awareness and, eventually, green-product buying decisions. This result is in line with the findings of A. Kumar et al. (2021) and Saini et al. (2023) contradict the results of Ansu-Mensah (2021), Raza Ch et al. (2021), and Tan et al. (2019). This implies that young Tanzanian consumers emphasise environmental concerns over the price issues of their products. Here, the ecological movement exists, and young people seem ready to accept a higher price they may pay for green products.

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An intriguing finding is the insignificant effect of green advertising on green product awareness. This indicates that young Tanzanian consumers are already aware of green product issues and, as such, do not require massive promotions of green products. It amplifies global environmental problems, particularly for youth, even in Tanzania as a developing country. An alternative explanation is that the advertising strategies may need to be more effective for young people. Therefore, a more effective advertisement is required in the content that targets the youth's primary benefits of being green. The finding contradicts the results of Raza Ch et al. (2021) and Tan et al. (2019).

The theoretical implications of this study include contributions to the literature on green consumption behaviour among young consumers. It expands the understanding of green consumption behaviour among young consumers in Tanzania, offering insights that can apply to researchers studying green consumption in other developing countries. From a managerial perspective, the findings contribute to the knowledge of attitudes and behaviours of young consumers, which is valuable for marketers targeting this demographic in developing countries like Tanzania. Marketers should invest in environmental awareness campaigns to educate young consumers about the benefits of green products, consider pricing strategies to make green products more affordable and position the products in a way that aligns with the interests of young consumers.

To effectively introduce green products into the market, companies should prioritise raising awareness through market research and developing compelling green marketing strategies that emphasise the eco-friendly nature of their products. Since the highest loading indicator in the environmental consciousness is the youth Tanzanian response to environmental responsibility, then companies should show their accountability to the environment issues. This could be in the form of supporting plantation activities or supporting school and university activities in accordance to the environment issues. To appeal to young consumers, green products should align with their interests, be easily accessible, and be offered at a fair price that reflects their benefits and encourages purchases. By implementing these strategies, companies and marketers can increase the likelihood of young consumers choosing eco-friendly products, positively impacting the environment and public health.

In addition, the findings indicate opportunities for producing more green products and implementing effective green marketing strategies, such as promotions, fair pricing, and eco-labelling. Since the advertising impacts are insignificant in this research, companies should find better strategies in communicating their attention to the environmental issues. This probably in the form of developing insightful story tells in the companies' social medias as well as hiring influencers, in order to increase the engagement of youth Tanzanians. By capitalising on the growing awareness and engagement of young consumers in green product purchasing behaviour, the green market in Tanzania has the potential for substantial growth.

CONCLUSION AND RECOMMENDATION

This study identifies the determinants of green-product buying decisions among young consumers in Tanzania and tries to answer the research question on the extent of Tanzanian youth engagement in environmentally friendly's product purchasing behavior. The predictor variables examined are environmental consciousness, green advertising, and price perception, while the mediating variable is green-product awareness, and the dependent variable is green-product buying decision. The results reveal that environ-

mental consciousness and price perception are significant predictors of green-product awareness, yet green advertising is not. Further, green-product awareness significantly predicts green-product buying decisions among the sampled respondents. Environmental consciousness emerges as the most significant independent predictor, indicating the importance of young consumers' awareness of environmental issues in influencing their awareness of green products and buying decisions. Hence, the Tanzanian youth engagement in the green products purchasing behavior is quite deep and significant as they do not require significant green advertisements to induce their awareness on the benefits of green products.

However, it is vital to acknowledge the limitations of this study. The study's cross-sectional design does not allow investigation of changes in attitudes and behaviours over time or establishing causal relationships between variables. Moreover, the study focused on a limited set of characteristics, neglecting other factors that could influence green product purchasing decisions.

For future research, it is recommended to conduct longitudinal studies to track changes in attitudes and behaviours over time, compare findings across different countries, further investigate the role of price perception and green advertising in influencing green consumption behaviour, and explore the cultural context of green consumption behaviour. These endeavours would contribute to a more comprehensive understanding of green-product buying decisions among young consumers and enhance the applicability of research findings.

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