

Examining the Intention of University Lecturers to Purchase Green Products.

Eugene Okyere-Kwakye (PhD)

*Management Studies Department
Faculty of Business and Management Studies
Koforidua Technical University (KTU)*
ORCID: <https://orcid.org/0000-0003-0143-3222>
Email: eugene.okyerekwakye@ktu.du.gh

Bertha Dansoa Nannor

*Department of Procurement and Supply Science
Faculty of Business and Management Studies
Koforidua Technical University*

*Correspondence: Eugene Okyere-Kwakye (PhD), email: eugene.okyerekwakye@ktu.du.gh

Abstract

The unsustainable use of certain products has worsened environmental degradation. Natural calamities such as pollution, resource depletion, growing greenhouse gas emissions and global warming are a result of these menaces. The main purpose of this study was to assess the effect of university lecturers' intention to purchase green products. The study specifically investigates the relationships among attitude, green experiences, eco-labelling, social influence, and environmental concern and intention among lecturers to purchase green products. Regression analysis was used to collect data from two hundred (200) Lecturers from one University in Ghana.

The results of the study concluded that eco-labelling and green product experience influence Lecturers' intention to purchase green products. However, environmental concern, social influence, and attitudes towards green products are not critical factors influencing the green purchase intentions of university lecturers in Ghana. Practical implications of these results are discussed.

Keywords: Environmental Concern, Eco – Labelling, Green Product Experience, Social Influence, Norm Activation Theory

Citation: Okyere-Kwakye, E., & Nannor, B. D. (2026), "Assessment of Naphthalene Deposition in Crude Oil Pipelines and Its Impact on Flow Assurance", *Dama Academic Scholarly Journal of Researchers*, 2026, 11(2): pp.124-136. DOI: <https://doi.org/10.4314/dasjr.v11i2.7>

Submitted: 20 February, 2026 | Accepted: 10 May, 2026 | Published: 23 May, 2026

1.0 INTRODUCTION

The current level of consumer environmental awareness has considerably increased the purchase of eco-friendly products, as such people are mindful of the effect of their behaviour on the environment. Rapid economic development and technological advancement have enabled humans to live more comfortably, yet they have negatively affected ecosystem health (Shirsavar & Fashkhamy, 2013; Yu et al., 2018). For instance, environmental issues such as land degradation, air pollution, global warming, and climate change, among other activities, have certainly become global concerns. These problems seem to have a direct impact on the sustainability of economic development, the environment, and society as a whole. In light of the Sustainable Development Goals (SDGs), every nation must work to reduce the rapid depletion of the ozone layer, which contributes to climate change (United Nations, 2015). Thus, all countries seek to participate in efforts to promote healthy living among their people through sustainable consumption ([Zinkernagel et al., 2018](#); [Briceño & Santos, 2019](#)). As aforementioned, people are

becoming conscious of the effect of their behaviour on the environment, which directly influences their way of life. This necessitates the current consumption of green products (Kong et al., 2014).

According to Amoako et al. (2021), green products are designed to improve the environment by managing toxic waste, reducing pollution, and mitigating the emission of other toxic substances. Generally, green products are reusable, recyclable, and degradable, with minimal environmental impact (Patwary, Rasoolimanesh, Rabiul, Aziz and Hanafiah, 2022). Understanding that consumers are becoming increasingly aware of the environment suggests that they would purchase green products to protect it and improve their health. Notwithstanding, prior literature posits that consumers purchasing green products are not common in the emerging market, such as Ghana. They emphasised that customers tend not to be aware of the difference between the green product and the traditional product (Bingenheimer et al., 2015).

Accordingly, Narula and Desore (2016) opined that in Ghana, green products are not marketed based on their environmental benefits but on their cost-efficiency. A green product is considered an affluent product. This suggests that the Ghanaian market is not well acquainted with green products (Shittu, 2020). This means that Ghana's efforts to control and manage the ozone layer are minimal. Noting this phenomenon, it is critical to ascertain the factors that may influence these customers' intention to purchase green products after a thorough review of the literature.

The review concluded that most studies assessed the purchase intentions of students, nurses, general consumers, bankers, and engineers. The study found that extensive research has been conducted to ascertain students' intention to purchase green products (Nimri, Patiar and Jin, 2020; Van Loo et al., 2013). Another study also examined the purchasing behaviour of nurses in hospitals (Schenk, 2015; Jisha et al., 2019; Fachryrazi, 2021; Leppanen et al., 2021). Other studies have also examined consumers' generalised purchasing behaviour of green products (Gil & Jacob, 2018; Hashim et al., 2020; Sun & Wang, 2019; Sreen et al., 2018), yet few studies have examined the intention of University Lecturers to purchase green products. University lecturers who are more educated may have an edge in protecting the environment by purchasing green products. In addition, university lecturers have the purchasing power to afford green products, which may be more expensive than traditional products.

Consequently, this study examined the effects of environmental concern, eco-labelling, social influence, green product experience, and attitude on lecturers' intention to purchase green products at a Ghanaian university in the eastern region of Ghana. Aside from other considerable issues, the findings of this study would provide hints on the green practices adopted by university lecturers to promote sustainability. In addition, the findings of this study provide insight into the key factors influencing Lecturers' purchase of green products. This could help marketers develop a strategic approach to promoting green products.

Moreover, the awareness of these factors would promote environmental sustainability among university lecturers. This paper is organised as follows: the next section presents a literature review on the intention to purchase green products, reviews related work on norm activation theory, and examines the relationship between training and economic sustainability. The literature review aims to highlight some of the significant influences of green. The study further discusses the underpinning theory and applies the principles of self-activation theory. The methodology section follows this: the results of the study. The study concludes with a discussion, an empirical contribution, and suggestions for future research.

2.0 INTENTION TO PURCHASE GREEN PRODUCT

As highlighted earlier, the government of Ghana is making mammoth efforts to maintain and sustain the environment. Accordingly, the current government has scheduled a green day where about Twenty Thousand (20000) trees have been planted to provide Air and protect the ozone layer. Thus, the Government of Ghana aims to achieve the SDGs in Ghana. Green Purchase Intention (GPI), according to Rashid (2009), is "the probability and one's inclination to prefer green products over traditional products in his purchase considerations". Green purchase intention is the intention to buy an environmentally friendly product or service. Conversely, the intention to purchase a green product is a personal drive, desire, and willingness to patronise an environmentally friendly product or service. The desire to buy green products is not particularly common in the developing world. Accordingly, the government, as aforementioned,

is willing to reduce the effects of the ozone layer and other climate change impacts, yet individuals' intention to purchase green products remains undersubscribed.

A study conducted by Tsetse et al. (2022) found a new trend in Ghana: people are increasingly determined to purchase and use environmentally friendlier products. In addition, Awuni et al. (2016) concluded that governments, companies, and individuals in Africa have now joined the green wave. Interestingly, Ahlstrom et al. (2020) posit that people believe that green products are reserved for the rich and affluent.

2.1 Theoretical Framework

Theory of Reasoned Action and Norm Activation Theory

Every research study has an underpinning theory that supports its veracity. Quite often, most previous studies use theories to provide support and a framework for discussions and propositions

(Arif, Afshan, & Sharif, 2016; Muk, 2007 ; Yang & Zhou, 2011; Gao, Moe, & Krogstie, 2010 ; Roach, 2009; Hsu, Lu, and Hsu, 2007). The theory of reasoned action argues that an individual's intention predicts his or her behaviour (Davies, 2000). Thus, individuals' behaviour is based on their predisposition to act. This means that humans pre-plan behaviour (Ajzen and Fishbein). Accordingly, TRA uses attitude and subjective norm as predictors of human behaviour (Ajzen & Fishbein, 1997). Acknowledging TRA's capability to explain human intention towards behaviour, the study adopted TRA to account for attitude and social influences.

In another, the study adopted Norm activation Theory to argue the green knowledge element of the study. Norm Activation Theory is used to describe individuals' altruistic intentions and behaviour towards the environment (Cordano et al., 2011; Schwartz, 1977). This theory explains an individual's pro-social behaviour. The Norm Activation Theory posits that prevailing effects, responsibility, and personal norms account for individuals' social behaviours (Schwartz, 1977). Awareness of the effects or consequences of an act means acknowledgement of the harm that his or her action may cause to the environment (Tagkaloglou & Kasser, 2018). Responsibility depicts an individual's duty to engage in activities to protect the environment. (Stern et al., 1999). In addition, personal norm refers to an individual's moral obligation to act in an environmentally responsible manner (Song, Zhang, and Zhou, 2019). The premise of this theory is most often used to explain individuals' behaviour or intentions to protect the environment (Susanty et al., 2021; Han, 2015). Thus, this theory supports eco-friendly activities.

2.2 Research Framework

The norm Activation theory model focuses on individuals' intention to prevent environmental destruction (Teng et al., 2018). The study aims to investigate the variables that may influence lecturers' intention to purchase green products in Ghana. Thus, the model proposes that environmental concern, eco-labelling, social influence, green product experience, and attitude have a positive, significant influence on the intention to purchase a green product. In this study, these factors are postulated as predictors of lecturers' intention to purchase green products. Figure 1 depicts the study's conceptual research model.

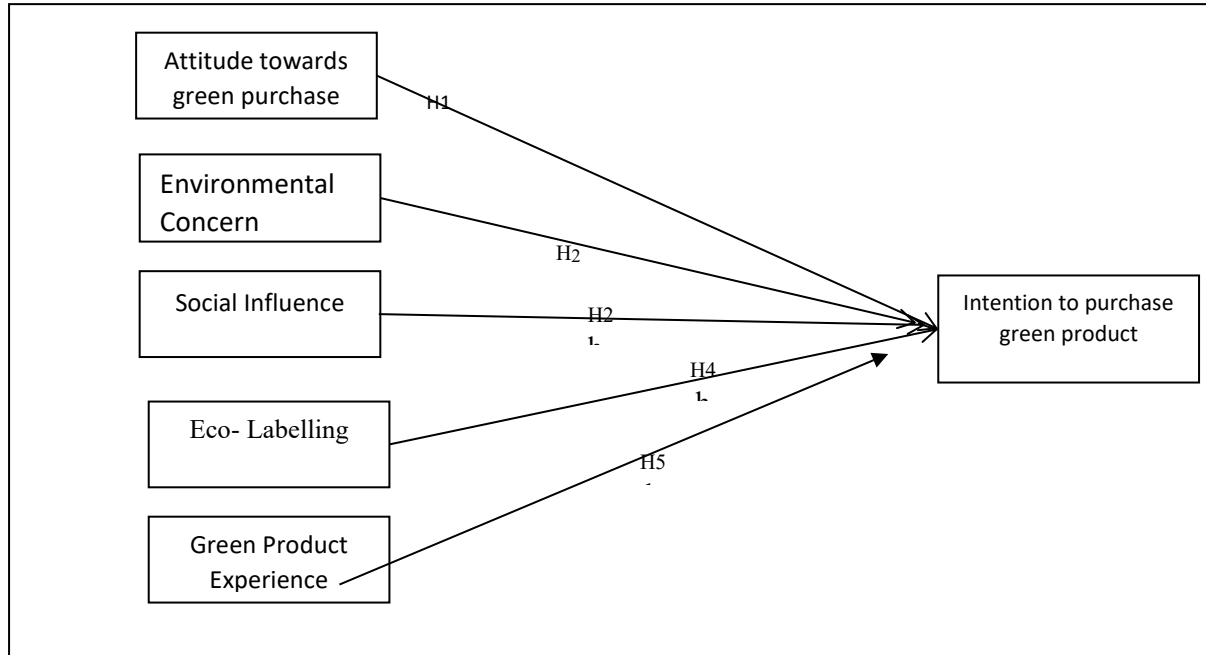


Figure 1: Research model

2.3 Hypothesis Development

Environmental Concern

According to Franzen and Meyer (2010), environmental concern is the act of becoming conscious of the need to protect the environment from destruction (Auliandri, Thoyib, Rohman, Rofiq, 2018). Thus, environmental concern can be inferred as people’s pro-environmental concern towards their purchasing behaviour. Ideally, individuals would want to purchase a product or service to protect the environment. They may purchase a product with the view of solving environmental problems. Studies by Islam et al. (2021) and Kamarudin et al. (2021) found that environmental concerns significantly influence individuals' purchase intention. Suhartanto, Suki, Najib, Suhaeni, and Kania_(2023) found a direct influence of environmental concern on green purchase behaviour. Thus, the first hypothesis is stated as:

H₁: Environmental Concern has a significant and positive influence on intention to purchase green products.

Eco- Labelling

According to Panopoulos, Poulis, Theodoridis and Gallastegui (2022), eco-labels are a tool used to signal consumers of the environmental effect of a product. Borin (2011) argued that portraying a product as environmentally friendly conveys the consumer’s contribution to environmental safety. Thogersen (2002) rightly defines eco-labels as tools that will impact consumer decision-making and influence their product considerations. This suggests that Eco-labels provide some level of discipline and transparency, which promotes trust when consumers make purchasing decisions (Panopoulos et al., 2022). As such, providing eco-libelling on a product provides credible information on environmental features to buyers (Nguyen-Viet, Hang Vo and Pham, 2023)

A study conducted by Elham & Nabsiah (2011) concluded that environmental advertising, eco-labels, and eco-brands increased consumers' purchase intentions by enhancing their knowledge of environmentally friendly products. Previous studies examining purchase intentions have found a significant and positive effect of eco-labelling on consumers' attitudes towards purchasing (Wahid et al., 2011). Therefore, it is vital to provide more explicit information and awareness of green product labelling to help customers understand the benefits of green products and build their intention to purchase them. Joshi & Rahman (2016) also found a

positive relationship between eco-labelling and consumers' intention to purchase green products. Thus, the next hypothesis is stated:

H₂: *Eco-labels have a significant positive influence on lecturers' intention to purchase green products*

Attitude

Attitude is defined as a person's positive or negative feelings towards a behaviour or action (Ajzen, 1991; Ajzen & Fishbein, 2005). Individuals' attitudes towards the intention to purchase a green product can be positive or negative, depending on their perspective. Attitude is an individual's preferred response towards a behaviour based on their beliefs (Majeed et al., 2022). In the context of green marketing, Ngozi et al. (2014) described Attitude as an important antecedent of green product consumption (Nguyen et al., 2019).

Accordingly, [Han et al. \(2010\)](#) believed that people's positive attitude influences their intention to consume certain products. [Nguyen et al. \(2019\)](#) concluded that consumers' attitudes are significantly related to their intention to purchase green products. People believed that the consumption of green products provides a certain level of health benefit ([Dhir et al., 2021](#)). In a recent study, Harun (2020) and Dabija et al. (2018) found that a person's attitude significantly influences their intention to consume green products. Hence, this study argues that lecturers' favourable attitude towards green products will have a significant positive effect on their intention to purchase them. Therefore, the third hypothesis is stated as:

H₃: *Attitude has a significantly positive influence on the lecturers' intention to purchase green products.*

Social Influence

Individuals, groups, and society are greatly influenced by the dictates of culture, customs, norms, and expectations of superiors, colleagues, families, commercial media, and others. This phenomenon is termed Social Influence. Social influence refers to the degree to which an individual exhibits a behaviour to meet the expectations of other people. In this study, social influence can be defined as the degree to which green product consumption is behaviorally intended. Accordingly, social influence can be described as pressure from others, submission, promotion, and other forms of influence. Contextually, an individual would purchase a green product when people he/she considers important are also consuming it. Hence, their intention to consume a green product was influenced by others. According to [Wang \(2014\)](#), social influence is critical in predicting individuals' attitudes toward purchasing green products (An et al., 2021; [Mancini, 2021](#)). Other studies have also found a positive relationship between social influence and individuals' behaviour ([Chen et al., 2021](#); [Yilmaz & Anasori, 2021](#)).

According to [Nugraha and Widyaningsih \(2021\)](#), individuals' actions are influenced primarily by their expectations of others. A recent study has found a similar result, acknowledging that consumers' purchasing behaviour is influenced by their social group's perceptions of the products ([Koo & Chung, 2014](#); [Bratu, 2019](#)). Therefore, social influence would influence individuals' green product consumption.

H₄: *Social Influence has a significantly positive influence on Lecturers' intention to purchase green products.*

Green product experience

Consumers' experience with green products is another construct that influences green product purchase decisions. It is related to individuals' inquisitiveness to gain insight into the environmental aspects of green products (Danso et al., 2019). It can be defined as the degree to which an individual's green product experience influences his or her attitude to purchase a green product. For instance, an individual who has consumed a green product would develop a favourable or unfavourable attitude towards purchasing it. Acknowledging the product's cause would influence them to consume it.

Conversely, using CFC-free refrigerators would influence an individual's intention to purchase green products. This is because the CFC green refrigerator is considered to consume less energy than the others. [Amin et al. \(2020\)](#) identified a significant relationship between green product orientation and environmental behaviour. [Yu and Huo \(2019\)](#) found a positive relationship between green product orientation and green management attitude. [Danso et al. \(2019\)](#) and [Wickramasinghe \(2019\)](#) found that green product orientation significantly influences consumers' attitudes toward purchasing green products. Thus, green experience from using a green product would influence individuals' attitudes toward purchasing green products. The last hypothesis is stated:

H₅: *Green Product Experience has a significant and positive influence on Lecturers' intention to purchase green products.*

3.0 METHODOLOGY

3.1 Instrumentation

A questionnaire was used to collect the data from the respondents. The questionnaire comprises two sections: Part A and Part B. Part A describes the respondents' bio-data, including gender, age, tenure, education level, and rank. Part B consists of 27 Likert-scale items that measure the independent variables, including environmental concern, eco-labelling, green product experience, social influence, attitude, and intentions to purchase a green product. All the items were measured on a five-point Likert-type scale (ranging from 1 = strongly disagree to 5 = strongly agree). This study employed demographic variables, including age, gender, educational level, and tenure, as control variables. It was envisaged that these variables could influence intention to purchase green products.

Measures

As highlighted, the intention to purchase green products is defined as the degree to which one inclines to prefer green products over traditional products in their purchase considerations. The items used to measure the dependent variable, intention to purchase, were adapted from [Chang et al. \(2019\)](#), with a sample item as: *The green product contributes significant benefits to the consumer*. We further defined environmental concern as the degree to which an individual is aware that purchasing a product would protect the environment ([Mohr et al., 1998](#)), with a sample such as: 'I plan to purchase green products to protect the environment', and Cronbach's alpha for this scale was noted as 0.76.

Attitude towards green purchase is defined as Individuals' positive or negative feelings towards the purchase of a green product. The items used to measure Attitude were also adopted and modified from [Armitage et al. \(1999\)](#), with a sample item as "Purchasing green product is beneficial" with a Cronbach's alpha of 0.77. Eco labelling was operationalised as the extent to which it influences someone to purchase a product. The items used to measure eco-labelling were adopted and modified from [Panopoulos et al. \(2023\)](#), with a sample item being 'Ecolabelling influences me to purchase a product'.

The Cronbach Alpha for this scale is 0.72. Social influence was operationalised as the extent to which those around an individual influence their purchase of a green product. The items used to measure social influence, such as eco labelling, were adopted and modified from [Panopoulos et al. \(2023\)](#), with a sample item as "People around me influence me to purchase green products. The Cronbach Alpha for this scale is 0.67. Green Experience was operationalised as the degree to which a green product experience influences him/her to purchase a green product. The items used to measure green experience were adapted from [Yurdakul & Kazan \(2020\)](#), with a sample item such as 'Green product influences me to buy'. The Cronbach Alpha for this scale is 0.70.

3.2 Data Collection

The pre-test of the measures was conducted by administering the items to six senior Lecturers from the university. The items were then modified as suggested. To further validate the instrument, a random sample was selected for a pilot study. The Cronbach Alpha of the variables used in the study was adequate (i.e., greater than 0.8), as suggested by [Hair et al. \(2010\)](#). Based

on a simple random sampling technique, two hundred (200) questionnaires were distributed, and the same were collected from the lecturers from one University in Ghana.

4.0 DATA ANALYSIS

Two hundred questionnaires were collected, which amounts to an 80% return rate. Simple random sampling was used to sample the entire lecturer population. Respondents’ demographic profile (refer to Table 1) indicates that about 50 per cent were male. The majority of the respondents were aged between 20 years. The majority of the respondents were from the Faculty of Business, with 78.1 per cent; 3.8 per cent from the Faculty of Engineering; 15.2 per cent from the Faculty of Arts, Science and Technology; and the remaining 2.9 per cent from the other auxiliary directorate, such as the Institute of Open and Distance Learning (IODL). Finally, 56.5 per cent of the respondents indicated that they have used the university’s e-library portal before.

Table 1: Demographic profiles (N = 200)

Category	Freq.	%
<i>GENDER</i>		
<i>Male</i>	100	50.0
<i>Female</i>	100	50.0
<i>AGE</i>		
<i>30-40</i>	59	58.2
<i>41-50</i>	28	26.7
<i>50-60</i>	10	9.6
<i>Faculty</i>		
<i>Business</i>	82	78.
<i>Engineering</i>	04	3.8
<i>FAST</i>	16	15.2
<i>Others</i>	03	2.9
<i>Green product purchase</i>		
<i>Yes</i>	115	56.5
<i>No</i>	85	42.5

4.1 Factor Analysis

Factor analysis was conducted using principal component analysis (PCA) to identify patterns and reduce the dimensionality of the items in the research instrument. The use of the varimax method ensured that the dimensions were uncorrelated, improving the interpretation of the results. To test the significance of the factor loadings, Hair *et al.* (1998) and Field (2000) have suggested that, in the interpretation of the factor matrix, factor loadings greater than + or -0.40 are significant predictors. Norusis (1993) also indicates that factor loadings greater than or equal to 0.50 are very significant predictors. This met the criteria for factor loadings, all factors having loadings above or below 0.60 (see Table 2). A correlation matrix from the factor analysis was used to check for the pattern of relationships.

Variables were examined using significance values equal to or greater than 0.05. For this study, most correlation values were greater than 0.5. These loadings indicate that the underlying constructs are well correlated with one another. The factor analysis resulted in the extraction of four factors; the Kaiser-Meyer-Olkin value is higher than the recommended minimum of 0.6 (Kaiser, 1974). Bartlett’s test of sphericity was significant, indicating good factorability of the correlation matrix. Table 2 indicates that all items loaded well on their respective factors, with Cronbach's Alpha values above 0.80 (see Table 2).

Table 2: Factor loadings

Construct	Items	Loading
Intention to purchase a green product	IPG1	0.751
	IPG2	0.642
	IPG3	0.729
	IPG4	0.649
Attitude	ATT1	0.823
	ATT2	0.830
	ATT3	0.712
	ATT4	0.887
Social influence	SNI1	0.769
	SNI2	0.825
	SNI3	0.895
	SNI4	0.735
Environmental Concern	ECO1	0.892
	ECO2	0.866
	ECO3	0.766
Eco- Labelling	ECL1	0.794
	ELO2	0.864
	ECL3	0.668
	ECL4	0.679
Green Product Experience	GPE1	0.769
	GPE2	0.817
	GPE3	0.793
	GPE4	0.867
	GPE5	0.764

Table 3: Regression Results

$R = 0.830$
 $R \text{ square} = 0.856$
 $\text{Adjusted } R \text{ square} = \mathbf{0.848}$
 $\text{Standard error} = 0.810$

Variable	Beta	T	Sig.
Green Product Intention		12.828	0.000
Social Influence	0.006	0.267	0.790
Eco Labelling	0.061	2.828	0.005
Attitude	0.027	1.037	0.301
Green Product Experience	0.933	39.083	0.000
Environmental Concern	0.019	0.827	0.410

Table 4: Summary of the results

<i>Hypotheses</i>	<i>Path</i>	<i>Results</i>
H1	Attitude -> Intention to purchase	Not Supported
H2	Eco Labelling -> Green Purchase Intention	Supported
H3	Social Influence -> Green Intention	Not Supported
H4	Environmental Concern -> Green Intentions	Not Supported
H5	Green Experience -> Green Intention	Supported

5.0 DISCUSSION AND IMPLICATIONS

The green concept, specifically purchasing green products, is now steadily gathering momentum as sustainability is being patronised among Ghanaian consumers. Currently, consumer awareness of green and environmental sustainability has increased, particularly among elites in Ghanaian society. Therefore, the results of this study indicate that eco-labelling significantly influences lecturers' intention to purchase green products. In addition, the study found that green purchase experience, i.e., experience gained from using green products, also has a significant positive influence on lecturers' intention to purchase green products. These results appear similar to those of prior researchers, although some investigated different technologies (see Jain, Singhal, Jain, and Bhaskar, 2020; Iwan & Poon, 2018). Contrastingly, the results show that Attitude, Social Influence, and Environment Concern do not influence lecturers' intention to purchase green products.

The direct association between eco-labelling and lecturers' intention to purchase green products suggests that providing a green label inscription on a product significantly influences a lecturer's decision to purchase. In a real sense, the green label gives the lecturer a sense of their contribution to environmental preservation. Therefore, this study suggests that the government should enforce the use of eco-labels for advertising. Specifically, producers of green products should conspicuously use eco-labelling. Consequently, this would increase the sales of eco-products. The study also found that green product experience exerts some influence on lecturers' intention to purchase green products. This implies that the lecturer would continue to purchase green products if they have a good experience with them. This relationship further suggests that producers of green products should enhance product quality to influence continued purchase.

Contrastingly, as aforementioned, the study found that attitude does not influence Lecturers' intention to purchase green products. This result is surprising and conflicts with prior studies, such as Ansu-Mensah (2021), which found a significant effect of attitude on green purchase intention. Discussing the insignificant results may be because Lecturers are recognised as educated and highly knowledgeable on issues like green. Since they possess knowledge and understanding of green products, their intention to purchase may not be influenced by attitude, as they already know the product's importance. Secondly,

Green marketing is not popular in Ghana; hence, purchasing green products may not necessarily be driven by attitudes or knowledge of their environmental importance. In addition, the results show that social influence also does not affect Lecturers' intention to purchase green products. This result differs from that of Opoku et al. (2020), who found a very weak relationship between social influence or social norms and the intention to purchase a green product. Contrasting the results with those of Opoku et al. (2020), also conducted in Ghana, shows that the relationship between these variables is minimal, even though Ghana is a collective culture.

This could be because the prices of green products are considerably high, so purchasing them may depend on an individual's purchasing power. Moreover, the study found that environmental concern is unrelated to green purchase intention. This means that having the edge in environmental protection does not influence people to purchase green products or services. Although this result is surprising, it is consistent with that of Qomariah and Prabawan (2020), who also found the relationship between environmental concern and green purchase intention to be insignificant. Explaining this insignificant Behaviour could be attributed to the

fact that the issue of green is not popular in Ghana. In support of this, a study conducted by Ansu Mensah (2021) concluded that green consumerism is not prominent in Ghana; perhaps there is a need for a vigorous campaign. A study conducted elsewhere by Bamberg (2003) established that environmental concern explained only about 8% of the variance in a person's decision to purchase or utilise a green product.

6.0 CONCLUSION

The study has achieved its main target of confirming the relationship between eco-labelling and Lecturers' intention to purchase green products. Specifically, the study found that green product experience positively influences lecturers' intention to purchase green products.

The results of the study imply that eco-labelling and green product experience are important enablers that promote Lecturers' purchase of green products. Hence, aside from producing quality green products, managers should consider making the eco-label more legible and attractive to influence customers' purchase intentions.

6.1 Limitations and Future Research

The study is not free from limitations, as with other studies. The study used only one university as its sample frame; thus, relying on its views to represent Ghanaian Lecturers does not accurately reflect the situation. Other researchers may consider collecting data from lecturers at other universities to expand the sample frame and achieve a larger sample size. This may provide a deeper understanding of the study.

REFERENCE

- Amin, I., Zailani, S., and Rahman, M. K. (2020). Predicting employees' engagement in environmental behaviours with supply chain firms. *Manage. Res. Rev.* 44, 825–848. doi: 10.1108/mrr-05-2020-0280
- An, D., Ji, S., and Jan, I. U. (2021). Investigating the determinants and barriers of purchase intention of innovative new products. *Sustainability* 13, 1–14
- Ansu-Mensah P, Bein MA (2019) Towards sustainable consumption: Predicting the impact of social-psychological factors on energy conservation intentions in Northern Cyprus. *Nat Res Forum* 43:181–293
- Bratu, S. (2019). Can social media influencers shape corporate brand reputation? Online followers' trust, value creation, and purchase intentions. *Rev. Contemporary Philos.* 18, 157–163
- Chen, C. J., Tsai, P. H., and Tang, J. W. (2021). How informational-based readiness and social influence affect usage intentions of self-service stores through different routes: an elaboration likelihood model perspective. *Asia Pacific Business. Review.* 27, 1–30.
- Cordano, M.; Welcomer, S.; Scherer, R.F.; Pradenas, L.; Parada, V. A. (2011). Cross-Cultural Assessment of Three Theories of Pro-Environmental Behaviour: A Comparison Between Business Students of Chile and the United States. *Environmental Behaviour.* 43, 634–657
- Dabija, D. C., Postelnicu, C., Dinu, V. (2018). Cross-Generational Analysis Of Ethics And Sustainability. Insights From Romanian Retailing. In: Idowu, S. O., Sitnikov, C., Simion, D., Bocean, C. [Eds.] *Current Issues In Corporate Social Responsibility*. Thur, Springer International Publishing, Pp. 141–163.
- Danso, A., Adomako, S., Amankwah-Amoah, J., Owusu-Agyei, S., and Konadu, R. (2019). Environmental sustainability orientation, competitive strategy and financial performance. *Bus. Strategic. Environment.* 28, 885–895.

- Dhir, A, Koshta, N, Goyal, R.K, Sakashita, M, and Almotairi, (2021). Behavioural reasoning theory (BRT) perspectives on E-waste recycling and management J. Clean. Prod., 280 (1), p. 24269
- Gil, MT and Jacobs, J. (2020). The relationship between green perceived quality and green purchase intention: a three-path mediation approach using green satisfaction and green trust. International Journal of Business Innovation and Research 15(3):301
- Graessley S., Horak J., Kovacova M., Valaskova K., Poliak M. (2019). Consumer attitudes and behaviours in the technology-driven sharing economy: Motivations for participating in collaborative consumption. J. Self-Gover. Manage. Econ., 7(1), 25-30.
- Hashim, R.; Bock, A.; Cooper, S. (2020). The relationship between absorptive capacity and green innovation. World Acad. Sci. Eng. Technol. 9, 1040-1047.
- Hwang, B.G., Zhu, L. and Tan, J.S.H. (2017), "Green business park project management: barriers and solutions for sustainable development", Journal of Cleaner Production, Vol. 153
- Islam, T. and Chandrasekaran, U. (2020), "Religiosity and consumer decision making styles of young Indian Muslim consumers", Journal of Global Scholars of Marketing Science, Vol. 30 No. 2, pp. 147-169.
- Jain, S., Singhal, S., Jain, N.K. and Bhaskar, K. (2020), "Construction and demolition waste recycling: investigating the role of theory of planned behaviour, institutional pressures and environmental consciousness", Journal of Cleaner Production, Vol. 263 No. 1, pp. 1-11,
- Jiang, W. and Wu, L. (2019), "Green building incentive approach: the developer perspective", IOP Conference Series: Earth and Environmental Science, Vol. 237 No. 5,
- Kamarudin, A, Chien, C., and Sadiq, F. (2021). Efficiency of microfinance institutions and economic freedom nexus: empirical evidence from four selected ASIAN countries. Transformations in Business & Economics, 20 (2021), pp. 845-868
- Koo, C., and Chung, N. (2014). Examining the eco-technological knowledge of smart green IT adoption behaviour: a self-determination perspective. *Technol. Forecasting Soc. Change* 88, 140-155. doi: 10.1016/j.techfore.2014.06.025
- Majeed, M.U.; Aslam, S.; Murtaza, S.A.; Attila, S.; Molnár, E. Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment. *Sustainability* **2022**, 14, 11703
- Mahmoud, M.A.; Tsetse, E.K.K.; Tulasi, E.E.; Muddey, D.K. (2022) Green Packaging, Environmental Awareness, Willingness to Pay, and Consumers' Purchase Decisions. *Sustainability* 2022, 14, 16091.No. 1, pp. 209-219, doi:
- Mancini, M. A. (2021). *Models of Change and Well-Being from Behavioural Health Disorders. In Integrated Behavioural Health Practice*. Cham: Springer, 59-84
- Nguyen, M.T.T.; Nguyen, L.H.; Nguyen, H.V. Materialistic values and green apparel purchase intention among young Vietnamese consumers. *Young Consumers*. **2019**, 20, 246-263.

- Nimri, R., Patiar, A., and Jin, X. (2020). The determinants of consumers' intention of purchasing green hotel accommodation: extending the theory of planned behaviour. *J. Hosp. Tour. Manag.* 45, 535–543.
- Nguyen-Viet, B, Nguyet-Phuong Vo, Hang, and Nguyen-Trang Pham. T. (2023). [Modelling Consumers' Purchase Intention for Environment-Friendly Packaged Products: An Empirical Study in Vietnam](#). *Journal of International Food & Agribusiness Marketing* 0:0, pages 1-24.
- Nugraha, Y. D., and Widyaningsih, Y. A. (2021). The moderating role of gender and religiosity in the EMA model: an Indonesian Muslim pilgrim perspective. *J. Islamic Mark.* [Epub ahead-of-print]. doi: 10.1108/JIMA-03-2020-0076
- Ogiemwonyi O., & Harun A. B. (2020). Green product awareness has the potential to promote green consumer behaviour: Evidence from Kuala Lumpur. *Israel Journal of Ecology and Evolution*, 67(1–2), 39–50
- [Opoku, R.](#), [Famiyeh, S.](#) & [Kwarteng, A.](#) (2020). "Environmental considerations in the purchase decisions of Ghanaian consumers", *Social Responsibility Journal*, Vol. 16 No. 1, pp. 129–143.
- Panopoulos, A.; Poulis, A. Theodoridis, P.; Kalampakas, A. (2023). Influencing Green Purchase Intention through Eco Labels and User-Generated Content. *Sustainability*, 15, 764.
- Patwary, A. K., Rasoolimanesh, S. M., Rabiul, M. K., Aziz, R. C., and Hanafiah, M. H. (2022). Linking environmental knowledge, environmental responsibility, altruism, and intention toward green hotels through ecocentric and anthropocentric attitudes. *Int. Journal of Contemporary Hospitality Management*. 34, 4653–4673.
- Schwartz, S. H. (1977). Normative influences on altruism. In L. Berkowitz (Ed.), *Advances in experimental social psychology* (Vol. 10, pp. 221–279). New York: Academic Press
- Shirsavar and Fashkhamy (2013). Green marketing: A new paradigm to gain competitive advantage in contemporary business. *Trends in Advanced Science and Engineering* , 7(1), 12-18
- Shao S., Tian Z., Fan M. (2018). Do the rich have a stronger willingness to pay for environmental protection? New evidence from a survey in China. *World Dev.* 105 83–94.
- Song Y., Zhang M., Zhou M. (2019). Study on the decoupling relationship between CO2 emissions and economic development based on two- dimensional decoupling theory: a case between China and the United States. *Ecol. Indic.* 102
- Sreen, P., Purbey, C., Sadarangani, G. (2018). Impact of culture, behaviour and gender on green purchase intention. *Journal of Retail. Consumer. Service.* 41 177–189
- Sun and Wang.(2020), "Understanding consumers' intentions to purchase green products in the social media marketing context", *Asia Pacific Journal of Marketing and Logistics*, Vol. 32 No. 4, pp. 860-878.
- [Suhartanto, D.](#), [Mohd Suki, N.](#), [Najib, M.](#), [Suhaeni, T.](#) & [Kania, R.](#) (2023). "Young Muslim consumers' attitude towards green plastic products: the role of environmental concern, knowledge of the environment and religiosity", *Journal of Islamic Marketing*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JIMA-08-2021-0277>

- Tagkaloglou S., Kasser T. (2018). Increasing collaborative, pro-environmental activism: the roles of motivational Interviewing, self-determined motivation, and self-efficacy. *Journal of Environmental. Psychology.* 58 86–92. 10.1016/j.jenvp.2018.06.004
- Yilmaz, Y., and Anasori, E. (2021). Environmental responsibility of residents: impact of mindfulness, enjoyment of nature, and a sustainable attitude. *Journal of Hospital Tourism Insights.* [Epub ahead-of-print]. doi: 10.1108/JHTI-07-2020-0121
- Yu, Landrum, Bonawitz and Shafto (2018). Questioning supports effective transmission of knowledge and increased exploratory learning in pre-kindergarten children. *Development. Science.* doi: 10.1111/desc.12696
- Yu, Y., and Huo, B. (2019). The impact of environmental orientation on supplier green management and financial performance: the moderating role of relational capital. *J. Cleaner Production.* 211, 628–639. doi: 10.1016/j.jclepro.2018.11.198

