

What Drives Green Purchasing: Evidence From Mongolia

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Abstract

This study investigates the influence of environmental concern, green product knowledge, information credibility, subjective norms, and consumer attitudes on green purchase intentions among Mongolian consumers. Using a survey-based methodology, data were collected from 383 respondents through an online questionnaire. The data were analyzed using descriptive statistics, correlation analysis, and path analysis via SPSS 25.0 and AMOS 22.0.

The results revealed that environmental concern, green product knowledge, and information credibility positively influenced consumer attitudes, which in turn significantly impacted green purchase intentions. Moreover, consumer attitude emerged as the strongest predictor of green purchase intention. However, subjective norms did not demonstrate a significant effect on consumer attitudes. These findings offer insights into the psychological and informational factors that shape green consumption behavior and provide practical implications for promoting sustainable consumption in emerging economies such as Mongolia.

Keywords: environmental concern, green product knowledge, information credibility, subjective norms, consumer attitude, green purchase intention, Mongolia

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1. Introduction

The escalating environmental challenges, including climate change, resource depletion, and pollution, have intensified the global emphasis on sustainable consumption. These issues have prompted governments, businesses, and consumers to reconsider their consumption patterns and adopt more environmentally friendly behaviors (Joshi & Rahman, 2015). Green purchasing behavior, defined as the preference for products that are environmentally benign throughout individuals' lifecycle, has emerged as a critical component of sustainable consumption (Peattie & Crane, 2005).

Understanding the factors that influence consumers' intentions to purchase green products is crucial for developing effective marketing strategies and promoting sustainable development. A wide range of psychological, social, and environmental factors significantly influence consumers' decisions to purchase green products. Environmental concern, defined as the awareness of and apprehension about environmental issues, has been identified as a significant predictor of green purchase intentions (Joshi & Rahman, 2015). Additionally, green product knowledge—consumers' understanding of the environmental benefits and attributes of green products—plays a pivotal role in shaping positive attitudes toward these products (Kumar & Ghodeswar, 2015). Information credibility, referring to the trustworthiness of information sources about products, also significantly impacts consumers' attitudes and intentions (Rahmi et al., 2017; Zhuang et al., 2021). Moreover, subjective norms—defined as individuals' perceptions of social pressure to perform or refrain from certain behaviors—have been shown to significantly influence both green purchasing behavior and purchase intention (Liu, 2023).

Despite the growing body of research on green purchasing behavior, there remains a gap in understanding how these factors interact within specific cultural and regional contexts. Mongolia, with its unique environmental challenges and evolving consumer market, presents an opportunity to explore these dynamics. This study aims to investigate the relationships between environmental concern, green product knowledge, information credibility, subjective norms, attitudes towards green products, and green purchase intentions among Mongolian consumers. By employing path analysis, this research seeks to provide insights into the determinants of green purchasing behavior in Mongolia, thereby contributing to the broader discourse on sustainable consumption.

2. Literature review

2.1 Environmental concern

Environmental concern has consistently been identified as a key driver of consumer behavior towards green products. Studies have shown that individuals with higher levels of environmental concern are more likely to

engage in pro-environmental behaviors, including the purchase of green products. For instance, research indicates that environmental concern positively influences attitudes toward green products, which in turn mediate the relationship between concern and purchase intentions (Alam et al., 2024; Zheng et al., 2020). Additionally, environmental concern has been found to directly influence purchase intentions, particularly when consumers perceive a strong moral obligation to protect the environment (Rukhsar et al., 2025).

2.2 *Green Product Knowledge*

Green product knowledge plays a crucial role in shaping consumer attitudes and purchase intentions. Research suggests that consumers with higher levels of knowledge about green products are more likely to have positive attitudes toward these products, which in turn increases their likelihood of purchasing them (Alam et al., 2024; Chen & Deng, 2016). Furthermore, green product knowledge has been shown to moderate the relationship between subjective norms and purchase intentions, suggesting that consumers with higher knowledge levels are more influenced by social norms when making purchasing decisions (Chen & Deng, 2016).

2.3 *Trust in Information Credibility*

Trust in the credibility of information about green products is another important factor influencing consumer behavior. Research has found that trust in green claims mediates the relationship between environmental knowledge and purchase intentions. Specifically, consumers who trust the information provided about green products are more likely to have positive attitudes toward these products and, consequently, higher purchase intentions (De Sio et al., 2022). However, skepticism toward green advertising can hinder purchase intentions, highlighting the importance of credible information in fostering trust (De Sio et al., 2022).

2.4 *Subjective Norms*

Subjective norms, which refer to the perceived social pressure to engage in a behavior, have been consistently shown to influence consumer attitudes and purchase intentions toward green products. Research indicates that subjective norms directly influence purchase intentions, particularly when consumers perceive that important others approve of their purchasing behavior (Alam et al., 2024; Baldangombo et al., 2024; Mishra & Kaur, 2023). Additionally, subjective norms have been found to mediate the relationship between environmental concern and purchase intentions, suggesting that social influences play a critical role in translating concern into action (Alam et al., 2024).

2.5 *Consumer Attitudes*

Consumer attitudes toward green products are a key determinant of purchase intentions. Research has shown that positive attitudes toward green products mediate the relationship between environmental concern and purchase intentions (Zheng et al., 2020). Additionally, attitudes have been found to mediate the relationship between green product knowledge and purchase intentions, suggesting that knowledge influences attitudes, which in turn shape intentions (Chen & Deng, 2016). Furthermore, attitudes have been shown to mediate the relationship between subjective norms and purchase intentions, highlighting the importance of positive attitudes in driving behavior (Alam et al., 2024).

2.6 *Purchase Intentions*

Purchase intentions are the ultimate outcome of the interplay between environmental concern, green product knowledge, trust in information credibility, subjective norms, and consumer attitudes. Research has shown that purchase intentions are strongly influenced by these factors, with attitudes, subjective norms, and perceived behavioral control being significant predictors of intentions (Alam et al., 2024; Mishra & Kaur, 2023). Additionally, purchase intentions have been found to be influenced by the perceived value of green products, with consumers being more likely to purchase products that offer both environmental and economic benefits (Sinha & Annamdevula, 2025).

2.7 *Interactions and Mediating Effects*

The relationships between these factors are complex and involve multiple mediating effects. For instance, attitudes have been shown to mediate the relationship between environmental concern and purchase intentions, as well as between green product knowledge and purchase intentions (Chen & Deng, 2016; Debora Indriani et al., 2019; Zheng et al., 2020). Furthermore, trust in information credibility has been found to mediate the relationship between environmental knowledge and purchase intentions, highlighting the importance of credible information in shaping attitudes and intentions (De Sio et al., 2022).

In addition, subjective norms have been shown to mediate the relationship between environmental concern and

purchase intentions, suggesting that social influences play a critical role in translating concern into action (Alam et al., 2024). Similarly, the study conducted by Putri, N et al. revealed that both environmental knowledge and environmental attitude had a positive and significant effect on consumers' purchase intention. Notably, environmental attitude was found to partially mediate the relationship between environmental knowledge and the intention to purchase green cosmetics. Therefore, it can be inferred that consumers who possess greater environmental awareness are more likely to support and purchase from green cosmetics manufacturers (Putri et al., 2021).

Moreover, Zarifah Dhabitah Mahat and Hafiz Hanafiah (2020) identified a partial mediating effect of trust in the relationship between travelers' information adoption and their behavioral intentions. Likewise, trust was found to mediate the relationship between review credibility and purchase intention in the study conducted by Shukla and Mishra (2021) (Shafieizadeh et al., 2023).

However, the study by Yesser et al. emphasizes that consumer attitudes and environmental awareness play a significant role in shaping the intention to purchase eco-friendly products. Nevertheless, it does not specifically examine the influence of environmental concern, green product knowledge, trust in information credibility, or subjective norms. While these factors may be relevant in the broader context of green consumption, the findings indicate that they did not exert a substantial impact on purchase intentions within the scope of this study, thus highlighting the predominant role of attitudes and awareness in driving eco-conscious consumer behavior (Shehawy & Ali Khan, 2024).

Finally, numerous studies have been conducted to examine consumers' intentions to purchase green products, particularly focusing on the key constructs of the Theory of Planned Behavior—perceived behavioral control, subjective norms, and attitude—as influencing factors (Almohammadi & Abdulghaffar, 2022; Nam et al., 2017).

Based on the reviewed literature, the following hypotheses have been developed, reflecting the overarching expectation that:

- H1:** Environmental concern positively influences consumer attitude.
- H2:** Green product knowledge positively influences consumer attitude towards green products.
- H3:** Information credibility has a positive effect on consumer attitude.
- H4:** Subjective norms positively influence consumer attitude towards green products.
- H5:** Environmental concern has a positive effect on green purchase intention.
- H6:** Green product knowledge directly and positively influences green purchase intention.
- H7:** Information credibility has a direct positive effect on green purchase intention.
- H8:** Subjective norms have a direct positive effect on green purchase intention.
- H9:** Consumer attitude has a strong positive effect on green purchase intention.

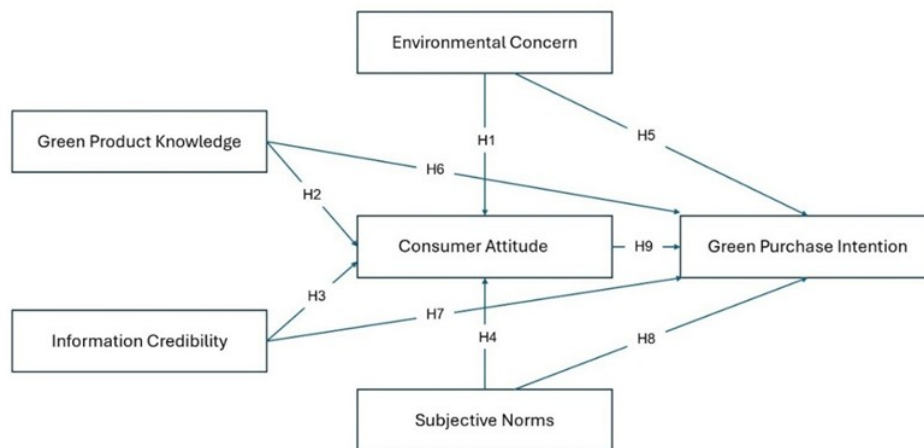


Figure 1. Theoretical model

3. Methodology

3.1 Sampling and Data Analysis

The empirical data for this study were collected through an online-based survey in Ulaanbaatar from March until April 2025. A self-administered questionnaire was used for data collection by Google Forms. Respondents were assured that their participation would remain voluntary, confidential, and anonymous. Moreover, we obtained 283 responses through convenience sampling. Table 1 presents the respondents' demographic details. There are six constructs with 28 items consist of scales and demographics information. All items were measured on a five-point Likert scale with 1 representing "strongly disagree" and 5 representing "strongly agree".

The research applied the SMART-PLS to examine the nexus among variables and test the hypotheses. It is an effective statistical tool that provides the best estimation even though researchers have used complex models (Moslehpour et al., 2023). In addition, the researchers have used the two predictive variables such as information credibility (IC), and subjective norms (SN). Moreover, this study has taken the consumer attitude (CA) as the mediating variable and green purchase intention (GPI) as the dependent variable in the study.

The concluding section gathers demographic data, including gender, age, educational level, occupation and income levels. Regarding gender distribution, the study observed a higher representation of female participants. There were 63% females and males 37% respondents. The age demographics and occupation were evenly distributed. As for educational attainment, a significant majority of the respondents, constituting 58.9%, possessed a higher education degree. 33.5% of the respondents reported household's monthly income about 2 million MNT¹ (Mongolian currency). Table 1 shows the respondent's demographics.

Table 1. Demographic profile (N=383)

Demographics	Item	Frequency	Percentages (%)
Gender	Male	127	37.0
	Female	216	63.0
Age	<18	71	20.7
	19-25	63	18.4
	26-35	81	23.6
	36-45	80	23.3
	46-54	40	11.7
	>55	8	2.3
Educational level	Junior high school or below	23	6.7
	Senior high school	118	34.4
	Graduate school or above	202	58.9
Occupation	Student or pupil	71	20.7
	Self-employed	46	13.4
	Private company employer	60	17.5
	Government organization	83	24.2
	NGO	24	7.0
	Others	59	17.2
Household's monthly income (MNT)	<2,000,000	115	33.5
	2,000,000 – 3,000,000	92	26.8
	3,000,000 – 4,000,000	71	20.7
	4,000,000 – 5,000,000	33	9.6
	>5,000,000	32	9.3

Source: Primary data, 2025.04

3.2 Research findings

The calculation of the coefficient correlation is conducted by using software SPSS 25.0, using Cronbach's alpha technique. The model included 28 items describing six latent constructs. The measurement model applied quantitative measures toward the validity and reliability of the variables. Table 2 shows the results of provides

¹ The currency in Mongolia is referred to as the Mongolian Tugrik (MNT).

the details of reliability. This study represents adequate reliability, as the scores of Cronbach's α ranged from 0.737 to 0.936 and lied between the acceptable limit of 0.7 and higher (*Multivariate Data Analysis*, 1998).

Table 2. Reliability analysis

Constructs		Number of items	Cronbach's alpha	KMO
Environmental Concern	EC	5	.737	.704
Green Product Knowledge	GPK	5	.890	.855
Information Credibility	IC	5	.812	.819
Subjective Norms	SN	4	.771	.717
Consumer Attitude	CA	4	.777	.737
Green Purchase Intention	GPI	5	.900	.864
Total		28	.936	.927

Source: Author's Calculations

Note: If KMO value > 0.7, then statistically valid, if Cronbach's alpha > 0.7, then statistically valid.

Table 3 shows the results of analyzing the correlation coefficient of the constructs. We calculated correlation coefficients with each factor. The results of the Pearson correlation show a positive result, that is between .350 and .674.

Table 3. Correlation coefficient of the constructs

	Constructs	(1)	(2)	(3)	(4)	(5)	(6)
(1)	Environmental Concern	1	.350**	.370**	.432**	.569**	.513**
(2)	Green Purchase Knowledge	.350**	1	.419**	.496**	.579**	.456**
(3)	Information Credibility	.370**	.419**	1	.665**	.530**	.674**
(4)	Subjective Norms	.432**	.496**	.665**	1	.541**	.600**
(5)	Consumer Attitude	.569**	.579**	.530**	.541**	1	.646**
(6)	Green Purchase Intention	.513**	.456**	.674**	.600**	.646**	1

Notes: p value is significant at the 1% level.

3.3 Results and Discussion

For the hypothetic SEM model, we used SPSS 25.0 and AMOS 22.0 to test whether the empirical data conformed to the proposed model. The study findings revealed that consumer attitudes (0.646) have positive relation to green purchase intention. These results are also supported by Moslehpour, M et al. (2022) exposed that attitude and green purchase intention are positively correlated.

The results in Table 4 and Figure 2 indicate that the path coefficient between consumer attitude and green purchase intentions has the most significant path connection. It is acknowledged that when the t-Value is less than 1.96 and the p-value is greater than 0.05, then that particular hypothesis is not statistically significant. The analytical outcomes indicate that among the nine postulated hypotheses, only one construct was not supported. Specifically, it is hereby concluded that H4 is not statistically significant and, therefore, H4 is not supported. The finding exposed that consumer attitude and green purchase intention are positively correlated. Results of statistical analysis of independent-samples t-test also reveal that the p-value is between 0.000 and 0.008.

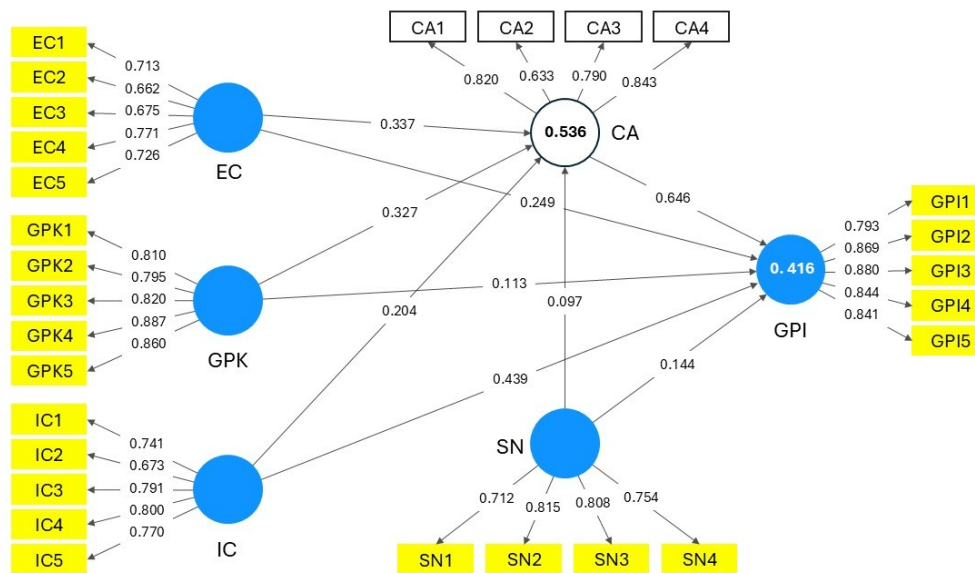


Figure 2. Measurement assessment model

Note: Path coefficient and R-square result

The results in Table 4 indicated that environmental concern, green product knowledge, and information credibility are positively connected with consumer attitude, hence supporting H1, H2, and H3. The results showed that environmental concern ($\beta=.337$) and green product knowledge ($\beta=.327$) significantly influenced consumer attitudes. Furthermore, the results of the path analysis show that subjective norms and consumer attitudes are negative ($t\text{-Value} = 1.830$) and non-significant (>0.05). Also, results exposed that consumer attention significantly and positively mediates among environmental concern, green product knowledge, information credibility, subjective norm, and green purchase intention and accept H5, H6, H7, and H8. The results show that information credibility was significantly influenced by green purchase intention ($\beta=.439$), indicating the support of H7. In addition, the result shows that consumer attitude ($\beta=.646$) has a most significant positive moderating effect on the green purchase intention. In other words, the higher the consumer attitude, the stronger the effect of green purchase intention. In the case of hypothesis H9, which presents the relationship between consumer attitude and green purchase intention.

Table 4. Result and Path Analysis

Hypothesis	Relationships	Beta	t-Value	P values	Result
H1	EC => CA	.337	8.075	.000	Supported
H2	GPK => CA	.327	7.539	.000	Supported
H3	IC => CA	.204	4.069	.000	Supported
H4	SN => CA	.097	1.830	.068	Not Supported
H5	EC => GPI	.249	6.119	.000	Supported
H6	GPK => GPI	.113	2.657	.008	Supported
H7	IC => GPI	.439	8.960	.000	Supported
H8	SN => GPI	.144	2.772	.006	Supported
H9	CA => GPI	.646	15.639	.000	Supported

Source: Authors' Calculations

Conclusion

The findings of this study indicate that consumers who exhibit higher levels of environmental concern, possess greater knowledge about green products, and perceive information sources as credible tend to hold more positive attitudes and stronger intentions toward purchasing green products. Specifically, the results confirm that

environmental concern, green product knowledge, and information credibility are positively associated with favorable consumer attitudes. Furthermore, the study demonstrates that these factors, along with subjective norms, significantly influence green purchase intention among consumers.

Path analysis revealed that consumer attitudes had a strong and statistically significant positive effect on green purchase intention among Mongolian consumers. However, an unexpected outcome was observed regarding subjective norms: the analysis indicated a negative relationship between subjective norms and consumer attitudes, and this relationship was not statistically significant. This suggests that, in this context, perceived social pressure may not play a meaningful role in shaping consumer attitudes toward green products.

Overall, the study contributes to the growing body of literature on green consumer behavior by providing new empirical evidence from an emerging market context. These insights are particularly relevant for environmental marketing and policy design in Mongolia. Future research, particularly a large-scale nationwide survey, is recommended to further explore the complex interactions between environmental values, consumer attitudes, and green purchasing behavior.

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