Indian Journal of Information Sources and Services
ISSN: 2231-6094 (P) Vol.14, No.4, 2024, pp.79-85

DOI: https://doi.org/10.51983/ijiss-2024.14.4.13

Green Products and Electronic Word of Mouth: A Study Special Reference with Significance of Environmental Concern, Knowledge and Consciousness

A.R. Rajalakshmi[1], Dr.S. Jayakani[2], Dr. Harihara Shanmugam[3] and Dr.P.R. Ramakrishnan[4]

[1]Ph.D Research Scholar, Department of Commerce, Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai, Tamil Nadu, India

[2]Associate Professor, Department of Commerce, School of Management Studies and Commerce, Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai, Tamil Nadu, India

[3]Assistant Professor, School of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai, Tamil Nadu, India

[4]Dean and Professor, School of Management Studies and Commerce, Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai, Tamil Nadu, India

E-mail: [1]lakshmirajendran27@gmail.com, [2]jkani.sms@velsuniv.ac.in, [3]rnrhari@gmail.com, [4]dean.sms@velsuniv.ac.in,
ORCID: [1]https://orcid.org/0000-0002-6685-8785, [2]https://orcid.org/0000-0001-5873-9295,
[3]https://orcid.org/0000-0001-6619-0335, [4]https://orcid.org/0000-0003-1030-2523

(Received 17 July 2024; Revised 20 August 2024, Accepted 28 September 2024; Available online 15 November 2024)

Abstract - **The report as decorated in the literature, In the contemporary setting, green products that are produced in an ecologically responsible manner are getting greater attention. The cause of the concentration of people around these items because of environmental interests such as conserving water; protecting natural resources and health consciousness. The present study aims to investigate the electronic word of mouth (e-wom) and green products purchasing connection, the study also looks into the relationship that is not direct through the attitude towards environmental concern, environmental knowledge, and environmental consciousness. The think comprises of 235 customers as respondents. The female respondents are a larger part of this inquiry. The ages of those overviewed were underneath 25 a long time to over 55 a long time. Headed To gauge e-wom influence, five indicators and to assess attitude towards environmental concern, environmental knowledge, and environmental consciousness eight indicators have been used. Respondents were asked to consider and provide details about the green items they had purchased in the previous months to gauge the regularity of their purchases. Additionally, the possibility of buying green items is indicated by the assessment of purchasing willingness for green products. According to the study, e-wom has a direct impact on Green product Purchasing, and also indirectly through environmental concern, environmental knowledge, and environmental consciousness.**

Keywords: **Purchasing Regularity, Purchasing Willingness, E-Word of Mouth, Green Products, Environmental Concern, Environmental Knowledge and Environmental Consciousness**

I. INTRODUCTION

In the current situation, various examinations have managed the rising consumer prominence for green products. The board because of environmental interests is one of the causes why these products are looked at. A green product has the qualities that will protect the environment. The number of people using green products worldwide is rising. By preferring green products to safeguard from pollution, and to protect the diversity of plant and animal life. In this regard, there is a shared responsibility to find and implement new eco-friendly technologies or goods to avoid environmental problems such as global warming, air, water, land, space, and sound pollution, as well as the effects on health and other natural disasters. Green products are those that do not affect the environment in their manufacture, usage, or disposal. When used, some of these green items help conserve energy, minimize carbon footprint or greenhouse gas emissions, and do not cause significant toxicity or damage to the environment. Green items may be readily biodegraded, recycled, refilled, or composted (Rajalakshmi et al., 2024). Hence, they do not damage the environment. Concerning the purchase of green products concepts be pointed out inside the written works purchasing reasons for green products: on the one hand, environmental concern, environmental knowledge, and environmental consciousness, (identified with products); and, on the other hand, e-word of mouth (related to consumer preference). The public's capacity, willingness, and involvement in environmental concerns is referred to as their first environmental concern (Abduljaleel et al., 2024). A green buyer is someone who avoids products that have the potential to harm the environment. Individual environmental care increases both intention and purchase behavior, hence individual environmental worry is a fantastic incentive to buy. Similarly, environmental concern had a significant influence on the design of green packaged commodities, and rising individual environmental awareness prompted customers to purchase environmentally friendly goods, apps, and cars. Previous research has shown that people who are

aware of environmental issues typically adopt ecologically favorable practices (Kothari, 2004). The amount of information about a product influences consumers' choice of product, and a large number of consumers demonstrate their increased knowledge of various environmental problems, preference for green products, and willingness to pay a premium for them. This indicates that people with high environmental knowledge have positive attitudes toward purchasing environmentally friendly products (Pokric et al., 2015). Additionally, people who use digital media more frequently are more concerned with environmental issues and possess sufficient knowledge of eco-friendly products. Many literatures have highlighted that environmental consciousness refers to an individual's views and attitudes about their consumption habits. People who are environmentally concerned have similar ideals. People who care about the environment and employ renewable resources. Humans who can act in the interests of nature and prioritize others above themselves. Growing environmental consciousness displays one's concerns about environmental issues, which has a significant impact on purchasing decisions. Lastly, interactions between digital media influence purchasing decisions both directly (by encouraging buyers to respond to peers) and implicitly (by the amount of time spent contemplating and studying a product). Electronic word-of-mouth (e-WOM) generally refers to any positive or negative statement made by potential, actual, or former customers about a product or company that is made available to a large number of people and institutions via the Internet. Furthermore, digital media experiences are linked positively to raising the growing environmental issues and product attitudes. In this study, the examiner for attitude towards environmental concern, knowledge, and consciousness by the buyers when they buy green products, is posed. Because these items are meant to have the qualities that the "seekers" of green products desire, this reality causes them to have a stronger propensity towards eco-friendly products (Radmanović et al., 2018). To the best of our insight, this relationship has not been investigated yet in the literature (Llopiz-Guerra et al., 2024).

Objectives

1) To examine the relationship between the e-wom and the purchase of green products.
2) To examine the attitude of consumers towards environmental concern, environmental knowledge, and environmental consciousness in the purchase of green products.
3) To examine the relationship between these variables (environmental concern, knowledge, and consciousness).
4) The mediating effect of environmental concern, knowledge, and consciousness in the relationship between e-wom and the purchase of green products.

II. Reviews of Literature

Buttle (1998) customer decisions are influenced more by word-of-mouth than by other information sources within the control of marketers. Consumer awareness, expectations, perceptions, attitudes, behavioral intentions, and conduct are all influenced by word-of-mouth.

Hennig-Thurau et al., (2004) "Positive or negative views expressed by potential, actual, or former customers about a product or company, which is accessible to people and institutions via the Internet" is the definition of electronic word-of-mouth (WOM). It may be disseminated in several ways, including through emails from customers, posts on social media, and blog or business review websites.

Godes & Mayzlin, (2004) examined the use of online chats to research word-of-mouth communication by examining discussions on Usenet, a collection of many newsgroups covering a wide range of topics. It was discovered that online talks can provide a practical way to gauge word-of-mouth.

Litvin et al., (2008) studied eWOM in the hospitality and tourism industry and think that eWOM or user-generated content is the new form of dissemination of messages on the internet that can serve informational needs by offering experiential information that is detailed and without any commercial interests.

Minazzi & Minazzi, (2015) the two types of word-of-mouth (WOM) have been contrasted by the author of "Social Media Marketing in Tourism and Hospitality." The message's nature was taken into consideration initially. Because most consumers post their thoughts on the web 23 without targeting a single known individual, eWOM is indirect and often a written message that is visual, whereas the old idea of WOM is understood to be spoken and targeted to a certain person (Malhotra, 2010).

Porter & Van Der Linde, (1995) environmental standards can be appropriately developed via innovation, lowering the overall cost of a product or increasing the value of a company, making it more competitive. Reducing environmental effects comes at the cost of enabling businesses to make better use of their labor, energy, and raw resources.

Zhang & Xie, (2022) The impact of customer environmental concerns on manufacturing companies' profit margins Consumers who care about the environment could have a high demand for green products and be willing to pay more for them. The findings indicate that while customer worries about the environment have a positive effect on low-energy businesses' profit margins, they hurt high-energy businesses' profit margins.

Göçer & Sevil Oflaç, (2017) In Turkey, younger customers purchased eco-labeled things. The findings indicated that there had been agreements on environmental issues. Younger customers participated in green marketing and were familiar with environmentally friendly items. Furthermore, there were

no improvements in the degree of knowledge of environmentally friendly products and Green marketing strategies in terms of demographics.

Hojnik et al., (2019) the purpose of this study was to examine the relationship between environmental concerns and consumer purchasing intentions by examining how customers' familiarity with and awareness of eco-products, along with their perceived sense of environmental responsibility, mediate the relationship between the two. To evaluate the suggested conceptual model, the authors used structural equation modeling on a sample of 705 Slovenian consumers.

Gambro & Switzky, (1996) argued that gender plays a role in acquiring environmental knowledge in this survey, 29.2% of female high school students had a good understanding of energy and pollution issues, compared to nearly 44% of male students.

Kang et al., (2013) assessed a customer's knowledge about ecologically friendly products even though customers could acquire all the information on eco-products, it was revealed that many businesses did not adopt or update their green marketing strategy plan. When gender, age, and wealth were all taken into account, the study found no influence on awareness.

Dunlap & Jones, (2002) although they can be characterized and organized similarly to other forms of attitudes, environmental attitudes are not essentially distinct from them. Put another way, although opinions on different environmental topics may vary in certain ways, they all eventually contribute to a common, broad environmental mindset known as environmental concern.

Zehra et al., (2012) environmental challenges related to the Knowledge Industry, from conceptualization through transmission of knowledge to end users from accessible sources. Although the scale of the business and its impact on the environment is relatively significant, precise and reliable statistics about environmental concerns linked with the Knowledge Industry are accessible.

Eagly (1993) "A psychological inclination manifested by appraising a certain entity with some degree of favor or dislike" is how attitude is defined (p. 1). We consider an attitude to be a mental state that encompasses an individual's level of acceptance or rejection of the object of attitude. Put differently, an individual's attitude signifies their inclination to behave either positively or negatively towards the object of their attitude.

Dash (2000) found a favorable and substantial association between environmental attitude and environmental awareness among rural and urban women at the 1% level. It was also noticed that the relationship was significantly favorable for aspects such as nature balance, pollution, and environmental sanitation for urban women, and conservation and nature balance for rural women.

Lee (2011) research looks at the links between environmental consciousness, willingness to pay extra for environmentally friendly fashion goods, and college students' purchasing behavior. It also investigates the consequences of participation, which is regarded as one of the most essential qualities in clothing purchase behavior. Customers who care about the environment and are ready to pay more for green products cherish them.

The Present Study

It is suggested in this literature-based research that e-wom is related to the purchasing of green products, both directly and indirectly through a greater concern for the development of these products in the minimizing of environmental impacts, through reducing waste and maximizing resource efficiency, being recycled, reused and is biodegradable. We therefore propose that environmental concern, knowledge, and consciousness mediate the relationship between e-wom and the frequency and willingness to purchase green products (Fig. 1).

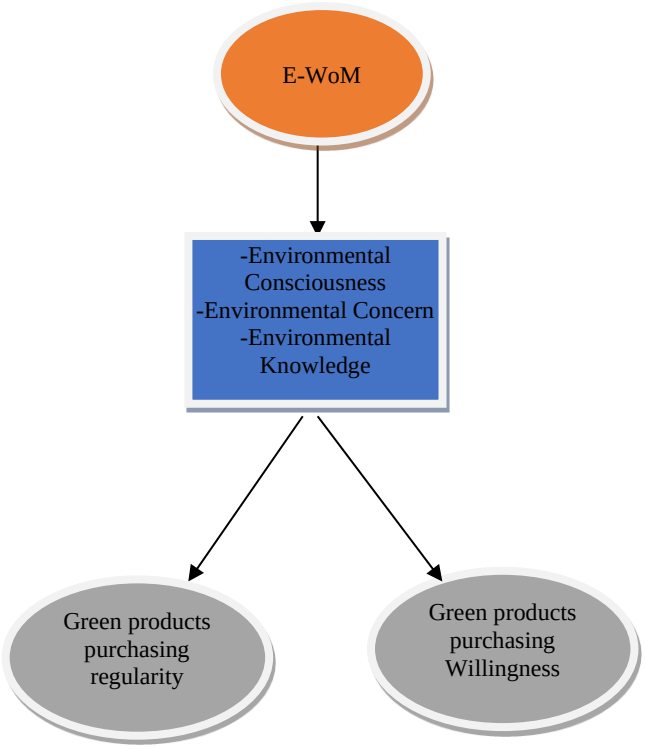

Fig. 1 Conceptual Framework

III. METHODOLOGY

Non-probability sampling was utilized in the investigation. The sample is chosen using the convenience sampling approach. In the Tamil Nadu district of Chengalpattu, 300 responders received an electronic questionnaire. Nevertheless, only 235 filled responses were received. Thus,

235 customers make up the sample for this study. The participants in this study ranged in age from under 25 to over 55. Women made up the bulk of those who responded (Etikan et al., 2016).

Measurement

The scale used for e-wom, which contains five indicators, is used to measure e-word of mouth with a five-point Likert scale, with 5 (strongly agree) to 1 (strongly disagree). Eight variables were chosen, and they were rated on a five-point Likert scale from (strongly disagree) to (strongly agree) to gauge environmental concern, knowledge, and consciousness (Table I).

The question, "How often had you purchased them in the prior months?" asks respondents to consider and rate their regularity of purchasing green goods on a scale from 1 (rarely) to 5 (very often). Additionally, respondents were asked to rate their likelihood of purchasing green items on a scale from 1 (extremely low) to 5 (very high), to quantify their purchasing willingness for green products. The correlation analysis shown in Table II of this research, the analysis shows a positive and significant relationship among the indicators (Schober et al., 2018). Descriptive Statistics for e-WoM and Green Product Purchasing Behavior, Showing Median, Mode, Mean, and Standard Deviation for each Variable shown in Fig. 2. Testing paths table shown in Table III, IV.

Result Analysis

TABLE I DESCRIPTIVE STATISTICS FOR EACH VARIABLE

Descriptive Statistics for Electronic Word of Mouth				
Variables	Median	Mode	Mean	S. D
I frequently peruse internet product reviews from other customers to find out which goods people find appealing.	4.00	4	4.03	.627
I constantly check internet product reviews left by other customers to make sure I'm purchasing the correct item.	4.00	4	4.21	.556
Before making a purchase, I usually research products online and read reviews from previous customers.	3.00	3	3.46	.947
I worry about my choice when I purchase a product or brand if I don't check customer evaluations online.	4.00	4	3.61	.803
I'll talk favorably about the items in digital media.	4.00	4	4.28	.653
Descriptive Statistics for Factors related to environmental concern, environmental knowledge, and environmental consciousness				
Concerning the condition of the global environment and its implications for coming generations, I am very concerned.	4.00	4	3.59	.854
The environment is being gravely abused by humans.	4.00	4	3.65	.968
To survive, humans need to coexist peacefully with the natural world.	4.00	4	3.36	1.159
I believe the environmental situation is deteriorating.	4.00	4	3.96	.931
I believe we must preserve the environment.	4.00	4	3.96	.777
I contribute to environmental conservation by purchasing eco-friendly items.	4.00	4	3.77	.993
Significant societal transformations are required to safeguard the ecosystem.	4.00	4	3.69	.950
My family and I have requested to recycle some of our used items.	4.00	4	3.93	.769
Descriptive Statistics for Purchase of Green Products				
Regularity of purchasing green products	2.00	2	2.81	1.143
Willingness to purchase green products	4.00	5	3.74	1.177

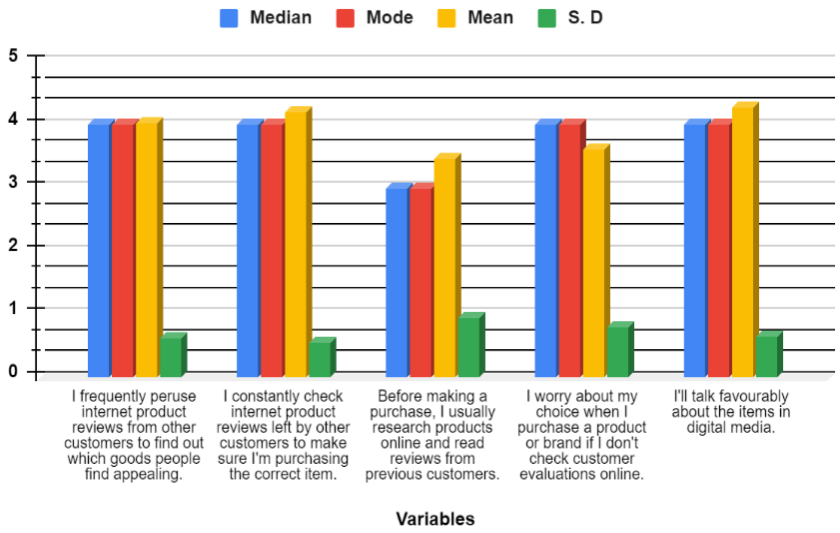

Fig. 2 Descriptive Statistics for e-WoM and Green Product Purchasing Behavior, Showing Median, Mode, Mean, and Standard Deviation for each Variable

TABLE II CORRELATION ANALYSIS FOR E-WORD OF MOUTH, ENVIRONMENTAL CONCERN, ENVIRONMENTAL KNOWLEDGE, ENVIRONMENTAL CONSCIOUSNESS, AND PURCHASE OF GREEN PRODUCTS

Correlation Matrix												
		e-wom	v1	v2	v3	v4	v5	v6	v7	v8	RoP	WtP
Correlation	e-wom	1.000	.505**	.485**	.578**	.478**	.493**	.356**	.299**	.399**	.377**	513**
	v1	.505**	1.000	.741**	.661**	.411**	.386**	.293**	.489**	.294**	.426**	.385**
	v2	.485**	.741**	1.000	.744**	.377**	.478**	.399**	.529**	.388**	.450**	.469**
	V3	.578**	.661**	.744**	1.000**	.416**	.487**	.441**	.607**	.425**	.403**	.617**
	V4	.478**	.411**	.377**	.416**	1.000	.388**	.405**	.214*	.377**	.221**	.442**
	V5	.493**	.386**	.478**	.487**	.388**	1.000	.276**	.229**	.637**	.366**	452**
	V6	.356**	.293**	.399**	.441**	.405**	.279**	1.000	.330**	.217*	.183*	.372**
	V7	.299**	.489**	.529**	.607**	.214*	.229**	.330**	1.000	.219**	.289**	370**
	V8	.399**	.294**	.388**	.425**	.377**	.637**	.217*	.219**	1.000	.307**	.314**
	RoP	.377**	.426**	.450**	.403**	.221**	.366**	.183*	.289**	.307**	1.000	.361**
	WtP	.513**	.385**	.469**	.617**	.442**	.452**	.372**	.370**	314**	.361**	1.000

*p<0.05, **p<0.01

TABLE III COEFFICIENTS FOR THE MEDIATING EFFECT OF E-WOM ON THE REGULARITY OF PURCHASE OF GREEN PRODUCTS

Y_1 - e-wom environmental concern, environmental knowledge, and environmental consciousness Regularity of purchasing green products

Testing paths	B	SE(B)	95%	β	Sr^2
(Path - c) DV is Regularity of purchasing green products					
R^2 =.14; F= 16.27 p <.01					
e-wom	.097	0.24	.049,.145	0.377	14%
(Path - a) DV is an environmental concern, environmental knowledge, and environmental consciousness					
R^2 =.41; F= 66.58 p <.01					
e-wom	.405	0.92	.569,.934	.636	40%
(Path - b and c) DV is (Y_2) e-wom environmental concern, environmental knowledge and environmental consciousness Regularity of purchasing green products					
R^2 =.23; F= 14.34 p <.01					
e-wom	.035	.030	.024,.14	.136	1.2%
M	.083	.025	.033,.132	.380	9.3%
Total a*b				.251	

TABLE IV COEFFICIENTS FOR THE MEDIATING EFFECT OF E-WOM ON THE REGULARITY OF WILLINGNESS TO PURCHASE GREEN PRODUCTS

Y_2- e-wom environmental concern, environmental knowledge and environmental consciousness Willingness to purchase green products

Testing paths	B	SE(B)	95%	β	Sr^2
(Path – c) DV is willing to purchase green products					
R^2 =.26; F= 34.97 p <.01					
e-wom	.136	0.23	.090,.181	0.513	26%
(Path - a) DV is an environmental concern, environmental knowledge, and environmental consciousness					
R^2 =.41; F= 66.58 p <.01					
e-wom	.405	0.92	.569,.934	.636	40%
(Path - b and c) DV is (Y_2) e-wom environmental concern, environmental knowledge, and environmental consciousness Willingness to purchase green products					
R^2 =.40; F= 32.49 p <.01					
e-wom	.055	.027	.001,.108	.206	3.2%
M	.108	.023	.063,.153	.482	16%
Total a*b				.306	

DV= Dependent Variable.
e-wom = Electronic Word of Mouth
M environmental concern, environmental knowledge, and environmental consciousness

IV. Results and Discussion

They take a look at examining the effect of Electronic Word of Mouth (e-WoM) on patron attitudes and behaviors in the direction of inexperienced merchandise. Table I presents the common ratings for key variables. The highest-rated e-WoM assertion, "I'll communicate favorably about objects in virtual media" (M = four.28, SD = 0.653), shows a strong willingness to share high-quality product evaluations. However, the simplest moderate engagement becomes visible with online studies before purchasing (M = 3.46, SD = 0.947), suggesting room for growth in client attention via e-WoM.

Participants validated widespread environmental issues, with statements like "I accept as true that the environmental situation is deteriorating" (M = 3.96, SD = 0.931) and "We must keep the surroundings" (M = 3.96, SD = zero.777) receiving excessive ratings. However, the regularity of purchasing inexperienced merchandise (M = 2.81, SD = 1.143) changed to relatively low, indicating a gap between recognition and movement. Nevertheless, participants showed a greater willingness to purchase green merchandise (M =3.74, SD = 1.177), highlighting the potential for destiny marketplace increase.

Mediation analysis discovered that e-WoM positively stimulated customer attitudes toward environmental awareness (a = 0.64, $p < 0.01$), which, in flip, turned into connected to each the regularity of purchasing green merchandise (b1 = 0.25, $p < 0.01$) and the willingness to purchase green products (b2 = 0.31, $p < 0.01$). Additionally, e-WoM had an instantaneous effect on the regularity of inexperienced product purchases (c1 = 0.377, $p < 0.01$) and willingness to buy (c2 = 0.513, $p < 0.01$). These findings emphasize the significance of leveraging e-WoM in selling green merchandise, as it significantly impacts each patron's attitudes and purchasing behavior (Memon et al., 2018). Descriptive Statistics for e-WoM and Green Product Purchasing Behavior, Showing Mean and Standard Deviation for Each Variable shown in Fig. 3. Descriptive statistics for e-wom and green product purchasing behaviour shown in Table V.

TABLE V DESCRIPTIVE STATISTICS FOR E-WOM AND GREEN PRODUCT PURCHASING BEHAVIOUR

Variable	Mean	Standard Deviation
I'll talk favorably about items in digital media	4.28	0.65
Before purchasing, I research products online	3.46	0.94
The environmental situation is deteriorating	3.96	0.93
We have to preserve the environment	3.96	0.78
Regularity of purchasing green products	2.81	1.14
Willingness to purchase green products	3.74	1.18

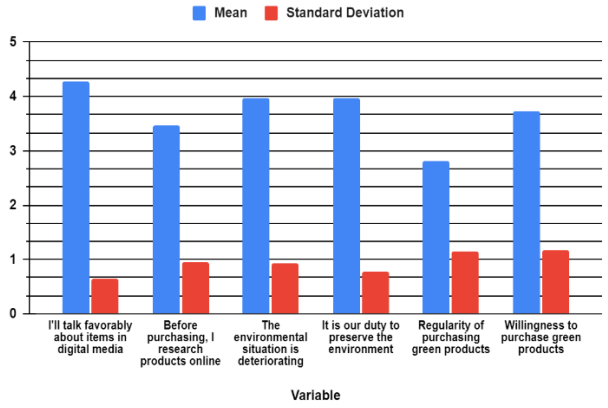

Fig. 3 Descriptive Statistics for e-WoM and Green Product Purchasing Behavior, Showing Mean and Standard Deviation for Each Variable

V. Conclusions

The result shows positive values and the p-value indicates the significant relationship among the variables, Therefore the result shows the independent variable e-wom is directly affected by the variable which is the dependent Regularity of purchasing eco-friendly goods and Purchasing Willingness of green products. Additionally, the outcome indicated that there would be an indirect impact on the dependent variable from the independent variable e-wom, and the mediating variables environmental concern, environmental knowledge, and environmental awareness. Purchase frequency of eco-friendly goods and willingness to buy eco-friendly goods. At the point when a consumer shows the influence of e-wom, they likewise show a higher interest in aspects identified with environmental concern, knowledge, and consciousness of the product. Simultaneously, this is identified with regularity and Purchasing Willingness of green products. The outcome demonstrates that e-wom directly affects the purchase behavior of green products yet in addition an indirect one through a positive attitude towards the environmental concern, knowledge, and consciousness. In this research we used mediating variables of environmental concern, knowledge, and consciousness, future research might dissect other mediating variables such as environmental behavior and environmental attitude in the liaison involving e-wom after that other ecological auxiliary products in different places or regions.

References

[1] Abduljaleel, A., Laith, A. A., Hassan, M. G., & Zahraa, E. F. (2024). IoT Structure based Supervisor and Enquired the Greenhouse Parameters. *Journal of Internet Services and Information Security*, *14*(1), 138-152.

[2] Buttle, F. A. (1998). Word of mouth: understanding and managing referral marketing. *Journal of Strategic Marketing*, *6*(3), 241-254. https://doi.org/10.1080/096525498346658

[3] Dash, D. (2000). *A study of the awareness, attitude, and practices of women of Orissa for environment and health issues*. Unpublished doctoral dissertation, Utkal University, Bhubaneswar.

[4] Dunlap, R. E., & Jones, R. E. (2002). Environmental concern: Conceptual and measurement issues. *Handbook of Environmental Sociology*, *3*(6), 482-524.

[5] Eagly, A. H. (1993). The psychology of attitudes. *Thomson Wadsworth*.

[6] Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, *5*(1), 1-4. https://doi.org/10.11648/j.ajtas.20160501.11

[7] Gambro, J. S., & Switzky, H. N. (1996). A national survey of high school students' environmental knowledge. *The Journal of Environmental Education*, *27*(3), 28-33.

[8] Göçer, A., & Sevil Oflaç, B. (2017). Understanding young consumers' tendencies regarding eco-labelled products. *Asia Pacific Journal of Marketing and Logistics*, *29*(1), 80-97.

[9] Godes, D., & Mayzlin, D. (2004). Using online conversations to study word-of-mouth communication. *Marketing Science*, *23*(4), 545-560.

[10] Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?. *Journal of Interactive Marketing*, *18*(1), 38-52. https://doi.org/10.1002/dir.10073

[11] Hojnik, J., Ruzzier, M., & Konečnik Ruzzier, M. (2019). Transition towards sustainability: Adoption of eco-products among consumers. *Sustainability*, *11*(16), 4308. https://doi.org/10.3390/su11164308

[12] Kang, J., Liu, C., & Kim, S. H. (2013). Environmentally sustainable textile and apparel consumption: the role of consumer knowledge, perceived consumer effectiveness and perceived personal relevance. *International Journal of Consumer Studies*, *37*(4), 442-452.

[13] Kothari, C. R. (2004). Research methodology: Methods and techniques. *New Age International*.

[14] Lee, S. (2011). Consumers' value, environmental consciousness, and willingness to pay more toward green-apparel products. *Journal of Global Fashion Marketing*, *2*(3), 161-169. https://doi.org/10.1080/20932685.2011.10593094.

[15] Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, *29*(3), 458-468. https://doi.org/10.1016/j.tourman.2007.05.011.

[16] Llopiz-Guerra, K., Ruiz, D. U., Hernandez, R. M., Mejia, V. L. V., Nunayalle, J. D. R. J., & Sanchez, K. R. (2024). Importance of Environmental Education in the Context of Natural Sustainability. *Natural and Engineering Sciences*, *9*(1), 57-71.

[17] Malhotra, N.K. (2010). *Marketing research: An applied orientation. 6th ed*. Upper Saddle River, NJ: Pearson Education.

[18] Memon, M. A., Jun, H. C., Ting, H., & Francis, C. W. (2018). Mediation analysis issues and recommendations. *Journal of Applied Structural Equation Modeling*, *2*(1), 1-9.

[19] Minazzi, R., & Minazzi, R. (2015). The digitization of word-of-mouth. *Social Media Marketing in Tourism and Hospitality*, 21-45. https://doi.org/10.1007/978-3-319-05182-6_2

[20] Pokric, B., Krco, S., Drajic, D., Pokric, M., Rajs, V., Mihajlovic, Z., & Jovanovic, D. (2015). Augmented Reality Enabled IoT Services for Environmental Monitoring Utilising Serious Gaming Concept. *Journal of Wireless Mobile Networks, Ubiquitous Computing, and Dependable Applications*, *6*(1), 37-55.

[21] Porter, M.E., & Van Der Linde, C. (1995). Toward a New Conception of the Environment Competitiveness Relationship. *Journal of Economic Perspectives*, *9*, 97-118. http://dx.doi.org/10.1257/jep.9.4.97

[22] Radmanović, S., Djordjević, A., & Nikolić, N. (2018). Humus composition of Rendzina soils in different environmental conditions of Serbia. *Archives for Technical Sciences*, *2*(19), 57-64.

[23] Rajalakshmi, A.R., Jayakani, S., Harihara, S., & Ramakrishnan, P.R. (2024). A Study on Green Entrepreneurship and Electronic Word of Mouth: Special Reference with Kanchipuram District. *Indian Journal of Information Sources and Services*, *14*(3), 270–276. https://doi.org/10.51983/ijiss-2024.14.3.35

[24] Schober, P., Boer, C., & Schwarte, L. A. (2018). Correlation coefficients: appropriate use and interpretation. *Anesthesia & analgesia*, *126*(5), 1763-1768.

[25] Zehra Rizvi, S., Shafi, S. M., & Akhtar Khan, N. (2012). Environmental concerns in the knowledge industry: literature review. *Library Review*, *61*(7), 526-537. https://doi.org/10.1108/00242531211288263.

[26] Zhang, D., & Xie, Y. (2022). Customer environmental concerns and profit margin: Evidence from manufacturing firms. *Journal of Economics and Business*, *120*, 106057. https://doi.org/10.1016/j.jeconbus.2022.106057.