

# **Impact Of Societal Influence, Green Product Price Sensitivity And Green Trust On Online Purchasing Behavior Of Green Products By Generation Y Customers In Oman**

**Mohammed Wamique Hisam<sup>1</sup> , Shouvik Sanyal<sup>2</sup> and Sandeep Singh<sup>3</sup>**

<sup>1</sup>Assistant Professor, Department of Management , College of Commerce and Business Administration, Dhofar University, Salalah, Sultanate of Oman.

<sup>2</sup>Assistant Professor, Department of Marketing and Entrepreneurship, College of Commerce and Business Administration, Dhofar University, Salalah, Sultanate of Oman.

<sup>3</sup>Professor, Department of Management, School of Management Sciences, Varanasi, India.

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## **Abstract**

The traditional buyer-seller relationship is being challenged by Generation Y (Gen Y) consumers. In order to capture the attention, business, and loyalty of Gen Y shoppers, sellers must change their marketing strategies. An increasing number of researchers have undertaken in-depth research on green marketing and green purchases in order to create sustainable development that protects the environment and society but a lot of gaps remain in the existing literature, particularly pertaining to emerging markets. As a result, the goal of this research was to look into the factors influencing Gen Y's green purchasing habits in relation to online items in the Sultanate of Oman. A qualitative and quantitative method was used in the research. Items from previous research were adapted and incorporated into a questionnaire to investigate the key factors influencing online green purchase decisions of the Gen Y customers. A total of 126 Gen Y consumers responded to the survey. PLS-SEM software was used to evaluate the data collected. The findings of this study reveal that societal influence, willingness to pay higher costs for green items, and green trust all have a positive and significant impact on Gen Y green shopping decisions made online. This study contributes to global efforts to create a green society by providing strong evidence of the factors that influence the Gen Y cohort's decision to purchase green products in Oman, and thus serves as a valuable insight for producers and government officials working to create a greener society.

**Keywords:** Generation Y, Online Purchasing Decision, Societal Influences, Government Initiatives, Green Products

**JEL Classification Code:** D71, F64, M30, M31

## 1. Introduction

As environmental challenges have grown, a growing number of individuals have begun to pay attention to sustainable development as a means of protecting the environment and society. The increase in consumer purchasing around the world is intrinsically tied to the global economy's rapid growth (Mei, Ling, & Piew, 2012). However, increased consumption is accompanied by an increase in environmental issues (Sinnappan & Rahman, 2011; Liobikiene, Mandravickaite, & Bernatoniene, 2016; Tan, Ooi, & Goh, 2017). The techniques used to purchase these products, as well as the goods themselves, produce pollution in the environment (Zahari et al., 2020; Sinnappan & Rahman, 2011). As a result, environmental protection is critical in order to safeguard and build a long-term environment (Rajadurai et al., 2021; Lee & Lim 2020). The terms "green buying" and "green marketing" have gradually gained traction. Green purchase refers to consumer purchases of green products in order to conserve resources and protect the environment (Sheng, Ge & Tang, 2018). The marketing operations (including price, plan, method, manufacturing, promotion, and personnel) created by businesses for all consumers are referred to as green marketing (Groening, Sarkis & Zhu, 2018). The goal of these actions is to reduce the company's product and service's environmental effect. Many businesses have altered their manufacturing processes in response to environmental issues and shifts in consumer attitudes toward the environment. They switched away from things that are relatively polluting to the environment or dangerous to human health in favor of products that safeguard the environment. Despite the fact that manufacturers have created environmentally friendly items, many consumers are uninterested in them due to their consumption values, opposition to new technology, or resistance to the premium costs charged for these new products, resulting in sales barriers (Jung, Choi & Oh, 2020). As a result, understanding the elements that influence consumers' green product purchasing behavior is critical for green marketing.

Currently, online shopping has expanded the distribution channels' options and variations, allowing consumers to access digital content and make purchases from suppliers all over the world with greater flexibility and ease. Online purchasing has bridged the gap between buyer and vendor, bringing them closer than ever before. Many traditional retail enterprises have been impacted by the Internet's rapid acceptance as a distribution medium. Many online merchants have sprung up as a result of the new online purchasing method, and they are currently the market leaders in online sales (Chatterjee & Kumar, 2017). Because of their lower operational costs, most researchers are aware that internet outlets provide lower prices than traditional stores (Brown & Dant, 2014). Because of the surge in digital access, more people are turning to the Internet for information on a variety of topics and news stories (Karimi & Walter, 2015). The information available and shared on the internet is not only cheap, but also abundant to the point of being practically endless. People

may now use their digital gadgets more frequently and for longer periods of time since they are easier to use. This behavior, by coincidence, gives green consumers with more opportunity to exercise their lifestyle choices and, as a result, protect the environment by making green purchase decisions.

According to various studies (Zahari et al., 2020; Rajadurai et al., 2021; Lee & Lim 2020), consumers with a high level of environmental knowledge are more likely to make ecologically beneficial purchases. According to Moser,( 2015) , Din et al., (2016) and Zahari et al.,( 2020), if an individual can encourage himself or herself to contribute to sustainable development and environmental protection by shifting their typical non-green shopping behavior to green purchasing behavior, it is an excellent beginning point. Liobikiene et al. (2016) support this viewpoint, stating that encouraging the purchase of green items could be one way for protecting the environment through reducing environmental effect and attaining sustainable consumption. Indeed, with the rapid growth of online platforms and rising consumer acceptance of green products, many green product manufacturers are creating online stores to market their wares. Online platforms may be used by environmental leaders to quickly disseminate information, engage directly with the public, combat disinformation campaigns, and report erroneous or unclear statements (Thaler, Zelnio, & Goldstein, 2007). Many of today's consumers are more concerned and aware that their purchasing behavior can impact the environment (Zahari et al., 2020; Lee & Lim, 2020; Rahbar, Wahid, & Wahid, 2011; Akehurst, Alfonso, & Martins Goncalves, 2012), however only a small percentage of people are currently purchasing green products. According to studies, consumers nowadays are more inclined to buy green products (Dagher, Itani, & Kassar, 2015), although this attitude is influenced by a number of factors. Many authors feel that the desire to buy a green product exists, but that desire is not necessarily manifested in the form of a purchase (Carrigan & Attalla, 2001; Grimmer, Kilburn, & Miles, 2016). Consumer behavior is difficult to examine in today's world since people behave in a variety of ways when it comes to purchasing decisions. Consumer purchasing intentions have been studied in the past. However, many studies have recently moved their focus to purchasing decisions.

Gen Y, commonly referred to as millennials, are those individuals born between 1981 and 1996. They are currently between 24 to 40 years old and they are technologically savvy and heavy users of the internet and other social media platforms. They are also mostly well-educated and aware and hence share concerns about environmental and climate change. Several studies have found that consumers in Gen Y were found to have the most influence on green purchase decisions (Bathmanathan & Rajadurai, 2019; Jerome et al., 2014; Obal & Kunz, 2013; Williams & Page, 2011) as compared to Baby Boomers or even Gen Z customers. The new generation of Gen Y shoppers grew up in a digital world, which has had a significant impact on how they purchase (Kahn, Inman, & Verhoef, 2017). Retailers must provide benefits to the new generation of customers, as well as solve key socioeconomic and environmental challenges. Many academics have studied Gen Y (Sang & Bekhet, 2015; Yahya et al., 2015; Yeo & Marquardt, 2015), and this group is thought to have distinct generational traits (Cui et al., 2003; Duh & Struwig, 2015) since

they are exposed to a variety of cultures (Codrington, 2008; Jerome et al., 2014). When it comes to shopping habits, Gen Y customers are demanding. They are supposed to 'want for everything' and 'wish for it now' (Ordun, 2015).

As a result, this study used Gen Y green consumers as respondents to analyze the actual behavior of online green consumers. Hence, the objectives of this study were:

- a) To identify to what extent social influence, influences Gen Y online green purchasing decisions.
- b) To identify to what extent price sensitivity towards green products influences Gen Y online green purchasing decisions.
- c) To identify to what extent green product trust influences Gen Y online green purchasing decisions.
- d)

## **2. Literature Review**

### **Gen Y Online Green Purchasing Decision**

Consumers making informed decisions when purchasing green items, the drivers of green purchasing habits, and the determinants of green purchases have all been studied in depth (Kumar & Ghodeswar, 2015; Ramayah et al., 2010; Young et al., 2010). Consumers in Generation Y are thought to be environmentally conscious (Cui et al., 2003) and cognizant of their purchase habits (Obal & Kunz, 2013). Many studies have highlighted Gen Ys as ethical and sustainable consumers who desire to alter the world by adopting a virtual lifestyle (Codrington, 2008; Williams & Page, 2011; Jerome et al., 2014). Gardiner, Grace, and King, (2013); Chaney, et al., (2017) and Nizam, Rajiani, Yahaya, and Siti (2014) define Gen Ys as the Internet or dot.com generation, and the largest group of people who use the Internet.

People can use the Internet to conduct activities freely, engage with others, exchange shopping experiences, and collaborate on assignments as part of the interaction process. Shopping is also viewed as a new form of entertainment and socialization by Gen Y (Duh & Struwig, 2015; Ordun, 2015). This is a type of social interaction. Gen Y is a powerful consumer generation that makes judgments after conducting extensive research and accumulating information, such as reading internet reviews (Rahulan et al., 2015). In addition to their own attempts to obtain information, they consider government initiatives before making judgments based on their findings. According to the literature, this group is always looking for attention and is more likely to be involved in processes that arouse their wants. According to the Deloitte Global Millennial Survey (2019), 29% of generation Y is concerned about environmental degradation and is working to prevent it. The behavior distinguishes and distinguishes them from previous generations. Generation Y customers are change agents and the future of green marketing; they account for roughly 60% of Oman's population of nearly 5 million people (Roser, 2018). Consumers in Generation Y are early adopters of new green technologies and frequently use environmentally friendly products (Ogiemwonyi &

Harun, 2018). Generation Y has a big hand in shaping a lifestyle that is good for both them and the environment. The seven circles of R are the customers of Generation Y. They reuse, reduce, recycle, mend, reconsider, refuse, and recover as much as possible (Ogiemwonyi et al., 2020c). Furthermore, literature studies state that consumers who are aware of the environment perform green behaviour and purchase green products (Liobikienė and Poškus, 2019; Aman et al., 2012; Gurbuz et al., 2020). According to the literature, this group is always looking for attention and is more likely to be involved in processes that arouse their wants. They don't make purchases based just on the product and price, but rather on the future investment. Gen Y appears to be the generation that pushes organizational change and supports government measures that promote sustainable consumption (Bathmanathan & Rajadurai, 2019; Lim & Lee, 2020).

Consumers now have access to the Internet and digital knowledge, allowing them to experience a new level of accessibility to the product they want to buy, which was unthinkable a decade or two ago (Xu et al., 2017). For some, the Internet has become one of the most important locations to begin involvement, connection, and enjoyment; a space where attitudes and ideas can evolve without regard to social or physical borders (Bargh et al., 2002).

Green environmental awareness influence the outcome of generation Y's behaviour towards green products (Ogiemwonyi & Harun, 2020a). In terms of ethnic and racial origin, Generation Y is more diversified and segmented. Their sense of elegance and proclivity for green items exemplify a sustainable way of living. Generation Y is concerned about environmental issues, and their efforts contribute to lessen the environmental footprint (Yahya, 2019). Furthermore, generation Y expects businesses to deliver products and services that adhere to ethical and environmental business practices. Generation Y is socially conscious and prefers to help organizations match their policies with environmental standards and long-term viability. These criteria are necessary in order to preserve a healthier lifestyle in society. Understanding generation Y's green behavior can help politicians make better decisions. Understanding what inspires and shapes the behavior and attitudes of this set of customers is critical to the commercial success of companies.

### **Social Influence (SI)**

The importance of social influence in driving consumer purchasing decisions has been recognized (Maram & Kongsompong, 2007). Consumer purchase decisions can be influenced by family, friends, sales people, associates, and even strangers (Chen, 2007; H'Mida, 2009; Nizam, et al., 2014). SI has a favorable impact on customer behavior when it comes to online shopping, according to Xu et al. (2017). For an individual, family and friends become essential entities that might encourage them to engage in specific behaviors (Hee, 2000). These influential personalities have the power to influence consumers' opinions regarding green products and inspire the desire to acquire them. SI is the strongest predictor of an individual's decision to buy a green product, according to studies (Lee, 2008; Eze & Ndubisi, 2013; Rehman & Dost, 2013). Research shows demographic profile, environmental culture, social status, financial resources, values, knowledge, and skills influence green behaviour. The importance of social influence in driving consumer

purchasing decisions has been recognized (Maram & Kongsompong, 2007). Consumer purchase decisions can be influenced by family, friends, sales people, associates, and even strangers (Chen, 2007; H'Mida, 2009; Nizam, et al., 2014). SI has a favorable impact on customer behavior when it comes to online shopping, according to Xu et al. (2017). For an individual, family and friends become essential entities that might encourage them to engage in specific behaviors (Hee, 2000). These influential personalities have the power to influence consumers' opinions regarding green products and inspire the desire to acquire them. SI is the strongest predictor of an individual's decision to buy a green product, according to studies (Lee, 2008; Eze & Ndubisi, 2013; Rehman & Dost, 2013).

SI is explored within the boundaries of subjective norm, as described by Ajzen (1991) in his Theory of Planned Behavior (TPB). The TPB strives to comprehend the complexities of generation Y's green product behavior. TPB has four factors that explain green behavior toward green products: (a) attitude, which reflects favorable or unfavorable valuation of green behavior; (b) social aspect (or subjective norms), which represent individual views and social reference groups about the behavior to be performed; (c) perceived behavioural control, which depicts the likelihood of ease or difficulty in performing an action; and (d) purchase intention, which depicts consumer strength to perform or make a decision. The consumer's sense of societal pressure on whether or not to acquire a product is represented in SI (Ajzen, 1991; Belleau, Hintz, & Mendonca, 2007). Because they are part of a technologically sophisticated generation, Gen Y customers were not found to be influenced by their peers, according to a study by Belleau (2007) in America. This trait of Gen Y encourages people to seek knowledge on their own rather than relying on their close personal network. However, the results do not represent the basic features of Generation Y as outlined by Codrington (2008) and Williams and Page (2011). As a result, the purpose of this paper is to investigate the relationship between social influence and online green purchasing decision (GPD) among Omani Gen Y consumers, based on the hypothesis that:

**H1:** Social influence has a significant and positive impact on Gen Y online GPD in Oman.

### **Green Product Price Sensitivity**

One of the barriers to adopting green products is price sensitivity (Bondos, 2016). The price elasticity of demand is a common economic metric for determining price. It asserts that if a lower-priced alternative and choice are offered, some buyers will pay less for a product. The willingness to pay a higher price for a green product might be linked to the customer's intention to purchase green items because they believe they are contributing to the decrease of environmental problems and are ready to become a green consumer (Mamun, Fazal, & Mohamad, 2018). The degree to which demand changes as the cost of a sustainable product or service changes is known as green price sensitivity. It has a positive impact on the environment. Some customers prioritize product quality over price, making them less price sensitive. Consumer price sensitivity effects their purchasing decisions and behavior, as well as their readiness to pay more for a product. Price sensitivity varies from one person to another and from one consumer to the next. One of the things

that should inspire an organization or a green product provider to produce and advertise the ecofriendly aspects of their products or services is the readiness to pay more for a green product (Lanzini, Testa, & Iraldo, 2016). According to a previous study, 67 percent of American consumers are willing to pay a 5–10 percent premium for sustainable green items. Individuals who are environmentally conscious are willing to spend a 15–20 percent premium for green products, according to the study. No such comparable study has been done in any Arab country.

According to previous research, online buyers' purchasing intent has increased, as has their willingness to spend a higher price for a green product (Anderson & Swaminathan, 2011; Srinivasan, Anderson, & Ponnaolu, 2002). Consumers that have a positive attitude toward the environment are more inclined to acquire and pay a higher price for a green product (Han, Hsu, & Sheu, 2010). Consumers who are aware of environmental issues are more likely to have a tendency and intention to pay more for a green product, according to the authors. According to Mohd Noor et al. (2016), customers are more likely to pay more for green items if they understand the influence of their shopping behavior on the environment. This, in turn, can help to preserve the environment. This study proposes that green price sensitivity influences green behavior due to the uniqueness of price sensitivity on green behavior. Therefore, the study proposes that :

**H2:** Green product price sensitivity has a significant and positive influence on Gen Y online GPD in Oman.

### **Green Product Trust**

Companies must demonstrate consistency, competence, honesty, and accountability, all of which are linked to brand trust, in order to develop long-term relationships with stakeholders. Green trust is a metric that quantifies consumer confidence in a product, service, or brand's environmental performance. Several studies have found a link between corporate ethics and consumer trust, suggesting that corporate ethics can play an important role in building long-term relationships (Chen, 2009). Past researches on green marketing indicate green product trust positively influences consumer buying behaviour (Schlosser et al., 2006).

However, there has been found to be a low level of trust in green products across countries due to the dodgy practices adopted by some green product manufacturers. Due to a growing mistrust of such initiatives, there is a widespread inclination to distrust green products, green marketing, and advertising in general. This mistrust arises from customers' perceptions that firms are exaggerating their green benefits or misleading them with very ambiguous and confusing promises (greenwashing) in order to profit from people's environmental concerns (Leonidou et al., 2012). This doubt about the environment is called green skepticism. Greenwashing may have serious consequences in terms of shareholders' trust, as socially conscious investors steer clear of green investment in such cases. Therefore, greenwashing is risky when stakeholders start questioning firm's environmental claims and being reluctant to reward companies for environmental-friendly performance. Besides, perception or suspicion of greenwashing can damage consumers' attitudes

towards the company (Delmas & Burbano, 2012; Du, 2015). When a green consumer has a high level of trust in green products, anxiety and uncertainty are reduced. It enhances the product's and service provider's credibility. According to prior study, the underpinnings of green product trust are evaluated using four dimensions: effect-based, cognition-based, experience-based, and personality-oriented (Kim et al., 2008). Green product trust, according to Karatu and Mat (2015), is a willingness to rely on a product based on the assumption that it is credible in terms of environmental performance. On the TPB model, trust is a disposition of an individual denoted through behavior. It is a direct antecedent of environmentally conscious behavior. Several studies have found that trust in green products has a favorable impact on green behavior (Alshura and Zabadi, 2016; Karatu and Mat, 2015; Chen et al., 2015). Thus, given the important role of green product trust on online GPD, this study proposes that :

**H3:** Green product trust has a significant and positive influence on Gen Y online GPD in Oman.

### **Theory of Planned Behavior**

The Theory of Planned Behavior (TPB) by Ajzen (1991) is used in this study to find the impact of the chosen variables on Gen Y online GPD. This study can predict customer green purchase behavior using the TPB approach. Three variables, namely attitude, subjective norms, and perceived behavioral control, are commonly used to determine the TPB (Ajzen, 1991; Prothero, 1996; Chen, 2007; Chen & Li, 2010). The first two factors, attitude and subjective norms, are associated to the expected capacity to accomplish a behavior, according to Chen (2007), while the third variable, perceived behavioral control, is related to the expected ability to perform an action.

The first, second and third factors in TPB are related to green product trust, social influence and green product price sensitivity in this study. Trust is directly related to the attitude that the customer has towards green products. As a subjective norm, social influence underscores the relevance of people like peers who influence Gen Y customers to behave in a certain way (Chen & Tung, 2014; Gao, Wang, Li & Li, 2017). Price sensitivity to green products is a factor that influences one's perception of behavioral control (Moser, 2015). This aspect can aid or hinder an individual's ability to accomplish a specific behavior.

### **Conceptual Framework**

Based on the review of past literature, this study proposes a conceptual framework, which shows the relationship between the independent variables and dependent variable as shown in Figure 1:



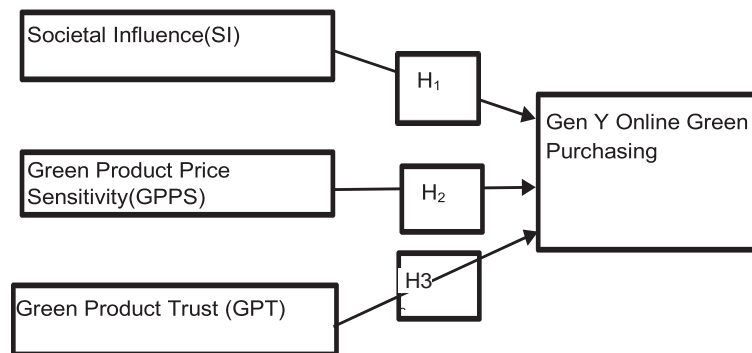


Figure 1: Conceptual Framework of the Study

### 3. Methodology

#### Data Collection Instrument

The current study constructed data collection instruments by using measures from existing literature. Scale to measure SI was adapted from Rajadurai, Bathmanabhan and Azami (2021). Five items of GPS and GPT were adopted from Ogiemwonyi (2021). The study employed five-point Likert scale ranging from “1=strongly disagree” to “5=strongly agree”. The questionnaire contained 19 items in total and was translated into Arabic for the non- English-speaking respondents. The questionnaire was then sent to five experts to get their feedback and suggestions, which were incorporated into the questionnaire. The 5-point Likert scale has many advantages. It allows the participant to choose clearly. Hence, multiple statements measure all key variables to give a degree of freedom when separating data into groups. It allows adjustment of measurement error, thereby increasing reliability and validity (Hair et.al., 2014).

#### Population, Sample and Data Collection

The target population of this study are Gen Y post graduate students studying in various higher education institutions across Oman. Gen Y is a group of people that was born between 1980 and 2000 (Bathmanathan & Rajadurai, 2019; Hasan & Ali, 2015; Marcoulides & Saunders, 2006). Therefore, the respondents of this study are Gen Ys aged between 21 and 41 in 2021, when data for this study was collected. The sample was limited to Gen Y post-graduate students coming from a variety of ethnic and racial backgrounds. The purpose of selecting post- graduate students was to obtain feedback from Gen Y respondents who are knowledgeable. Obtaining feedback from post-graduate respondents would assist the study by revealing a more informative pattern (Jin & Bassett, 2007; Mishra, Akman, & Mishra, 2014). Furthermore, the authors emphasized this by stating that respondents who have a higher education are more concerned about the environment. Hence, this study identified Gen Y post-graduate students as the respondents.

A letter requesting permission to conduct the study was sent to the representative universities (usually to the Student Affairs Department). Next, the targeted Gen Y population was selected

only from institutions of higher education that consented to this study. Finally, the questionnaire was distributed using random sampling which is a type of probability sampling method. In order to answer the questionnaire, all target respondents answered two qualifying questions: 1) Are you a consumer of green products? and 2) Are you aged between 26 and 43? If the answer was in the affirmative, they qualified to be respondents for this study and were then asked if they were willing to continue answering further questions. A total of 250 questionnaires were distributed electronically, out of which 167 full responses were received. This meets the requirements for regression analysis in SPSS.

### **Descriptive Results**

Of the 167 respondents, females were the dominant group (54%), followed by males. 26% of the respondents were born between 1980 and 1984, 35% between 1984 and 1989, and 39% between 1990 and 1994. Senior executives made up the bulk of the respondents, who were followed by managers, executives, and administrators, in that order. The number of respondents in non-executive roles was the smallest. The average annual wage of the respondents was 12,000 Omani Rials. Green goods were used by 30 percent of respondents for more than 6 years, 54 percent for 3 to 6 years, 10 percent for 1 to 3 years, and 6 percent for less than 1 year. This shows that many respondents have already switched to sustainable buying habits in the last 3 to 6 years, indicating a favorable green purchase decision.

The proposed conceptual framework was analyzed using SPSS 26 software, which is a widely used analytical tool for statistical analysis. Regression analysis, which is used when there is a need to predict a continuous dependent variable (in this case green purchase decision) from a number of independent variables (Societal influence, green product trust and green price sensitivity). The outcomes were then interpreted, analyzed and compared with past studies. SI, GPT and GPS were analysed to study their relationship and influence and to determine the indicators of a green product purchase decision.

### **Scale Reliability and Validity:**

		N	%
Cases	Valid	167	100%
	Excluded(a)	0	0%
	Total	167	100%

**Table 1. Validity of Data**

The validity test shown in Table 1, shows that all the data collected from the respondents are valid and ready to be analyzed.

	Cronbach's Alpha
Social Influence	.953
Green Product Price Sen.	.944
Green Product Trust	.900
Green Purchase Decision	.937

**Table 2. Cronbach Alpha**

On the basis of individual constructs, the measurement model assesses the model's reliability and validity. The reliability of constructions is determined using Cronbach's Alpha. If these values are more than 0.7, the constructs are considered to be reliable (Hair, Ringle, & Sarstedt, 2011). As shown in Table 2, all the variables had Cronbach Alpha values greater than 0.7, thereby showing that the items have adequate reliability

**Regression Analysis:**

A regression analysis was carried out to find the impact of the predictor or independent variables namely social influence, green product price sensitivity and green product trust on the dependent variable green online purchase decision. The first step in regression is to conduct the KMO test and Bartlett's test of sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.845
Bartlett's Approx. Test of Chi-Sphericity Square df	46.809
	10
Sig.	.000

**Table 3. KMO and Bartlett's Test**

KMO measure of sampling adequacy is a statistic that indicates the proportion of variance in the variables that may be caused by underlying factors (reliability). Any value above 0.6 is considered adequate. The KMO of the variables in the study is 0.845, which shows that the measures are highly appropriate for the study. The Bartlett's test of Sphericity has a p value of 0.000, which is appropriate and acceptable.

**Table 4. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.638 <sup>a</sup>	.414	.396	1.07408	.114	4.115	3	96	.009

a. Predictors: (Constant), Social Influence, Green Product Price Sensitivity, Green Product Trust

The model summary shows that the coefficient of determination ( $R^2$ ) is 0.396 which means that the independent variables namely social influence, green product price sensitivity and green product trust account for 39.6% of the variation in the dependent variable i.e, green purchasing decision. This figure is quite significant and acceptable.

**Table 5. ANOVA Analysis**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	14.241	3	4.747	4.225	.007 <sup>b</sup>
Residual	110.749	96	1.154		
Total	124.990	99			

a. Dependent Variable: Green Purchase Decision

b. Predictors: (Constant), SI, GPPS, GPT

Analysis of variance (ANOVA) can determine whether the means of three or more groups are different. ANOVA uses F-tests to statistically test the equality of means. The ANOVA table shows a F-Value of 4.225 (showing higher dispersion) and a p-value of 0.007 which is less than 0.05 ( statistically significant), thus showing that the predictor variables (social influence, green product price sensitivity and green trust) have a positive and significant effect on and does impact the online green purchasing decision of Gen Y customers in Oman.

**Table 6. Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.700	.420		4.051	.000	.867	2.532
SI	.245	.078	.312	1.967	.034	-.079	.230
GPPS	.120	.100	.221	1.197	.023	-.079	.318
GPT	.250	.105	.446	2.393	.019	.043	.458

- a. Dependent Variable: Green purchasing decision
- b. Predictors: (Constant), SI, GPPS, GPT

Green product trust has the maximum effect on online green purchase decision of Gen y Customers (t-value=2.393,  $\beta = 0.446$ ,  $p = 0.19$ ) followed by Social Influence (t –value=1.967,  $\beta =0.312$ ,  $p = 0.034$ ). Green product price sensitivity has the least impact on online green product purchasing decision (t-value=1.197,  $\beta = 0.221$ , p-value=0.221). All the p values are less than 0.05, hence they are significant.

#### 4. Discussion and Conclusions

The major objective of this study is to look at the elements that influence generation Y's green purchasing decisions. For a study in a developing country like Oman, the theory of planned behavior model was adopted. The study contributes significantly by developing a unique framework that incorporates green contextual elements, with the constructs of the theory of planned behavior framework Ajzen (1991) serving as a key determinant for generation Y green behavior. The study also sheds light on how generation Y's green behavior is influenced by aspects such as social influence, green product trust, and green pricing sensitivity. The study's theoretical and managerial findings are in line with reports from other studies that support the influence of green contextual elements on the theory of planned behavior framework (Ajzen, 1991) on green behavior.

In this study, green product trust was found to be the most significant predictor of online green purchase decisions. It shows that generation Y green buyers believe green products are generally trustworthy and that the claims are accurate. According to the study's findings, generation Y green consumers are not skeptical of green products and accept them and are ready to purchase them. They believe that these products are more environmentally sustainable and are better for health. This study shows that there has been an increase in the trust of Gen Y in green products, and subsequently they are more inclined than before to purchase such products. These results are in line with the findings of some previous studies (Alshura & Zabadi, 2016; Rizwan et al., 2013). Joshi and Rahman (2015) found that a lack of trust in green products is the major hurdle in

purchase of green products. This may be the result of greenwashing that is practiced by several companies.

Social influence of friends, family members and colleagues was the second most significant predictor on Gen Y online green purchasing behavior. This is in line with previous studies by Chen (2007), H'Mida (2009) and Nizam et al. (2014). Generation Y customers responded they always share information about environmental products online with their friends and that this is how they learnt a lot about them. Generation Y also learned about environmental issues from their peers online, leading them to shop online and buy green items. Green product price sensitivity has been found to have the least impact on green purchasing decisions of Gen Y customers in Oman. This is primarily because customers are willing to pay higher prices for products that they perceive to be healthy and eco-friendly. Additionally, Oman is a country with relatively high purchasing power, so the prices may not be as significant a factor as in some other low income countries. Price sensitivity, on the other hand, becomes a big barrier for some consumers unless promotions or discounts are available. As a result, product quality and performance are acceptable, and value for money is obtained. As a result, if the price is higher than expected, it diminishes generation Y's influence on green behavior and widens the green behavior gap in green product purchases. In addition, the demographic profile results reveal that female consumers are more environmentally conscious and tolerate green behavior than male consumers. As a result, the gender identification of Generation Y is revealed. Several studies (Levin 1990; Brough et al.,2016) back this up. Soundararajan (2020) in his study on buying behavior towards green products in Oman found that customers with higher educational qualifications are more likely to buy green products. This is because educated customers are more aware of issues such as environmental pollution and climate change. He further states that the government should do more to promote green products by providing subsidies and rebates to manufacturers of green products. It is also a fact that awareness of green products is quite low among the people in Oman.

The research study offers a practical guidance for businesses looking to develop and market green products online. Using Gen Y as a profile of a green product customer, this study adds to earlier research by offering a better knowledge of online green consumer preferences. Gen Y is a good target since it has a vast population of people of various ages, all of whom have a lot of money (Martin & Turley, 2004; Ordun, 2015; Parment, 2013; Pawan Langgat, & Marzuki, 2014). Efforts should be made by companies to promote trust in green products by following strategies of ecobranding and ecolabelling. Greenwashing, which involves making tall promises about green products which are not fulfilled, should be avoided as this leads to a fall in trust in green products. As a result of the findings of this study, green product manufacturers will be motivated to offer more online green products to satisfy customer concerns and wants, and the authorities will be motivated to pursue green growth for sustainability and resilience.

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