



“Hellenic Open University”

“MBA Dissertation”

Postgraduate Dissertation

“Eco-Friendly Consumer Behavior in Greece: Motivations and
Obstacles.”

“Alexandros Markou”

Supervisor: “Dimitris Folinas”

Thessaloniki, Greece, “June” “2026”

© Hellenic Open University, 2017

The content of this thesis/dissertation along with its results is owned by the Hellenic Open University and his/her author, where each of them has the sole and exclusive right to use, reproduce, and publish it (totally or partially) for educational or research purposes, with the obligation to make reference to the thesis's title, the author's name and to the Hellenic Open University where the thesis / dissertation was written.



“Eco-Friendly Consumer Behavior in Greece: Motivations and Obstacles.”

“Alexandros Markou”

Supervising Committee

Supervisor:

“Nikolaos Panagiotou”

“Hellenic Open University”

Co-Supervisor:

“Dimitrios Folinas”

“Hellenic Open University”

Thessaloniki, Greece, “June” “2026”

Abstract

The aim of this dissertation was to investigate eco-friendly purchasing behavior of Greek consumers and examine the key motivations and obstacles influencing environmentally responsible consumption. For that purpose, questionnaires were handed out via Internet in 154 consumers in Greece. Convenience sampling approach was used. Primary data were analyzed with SPSS v.25. The results indicated that eco-friendly consumer behavior in Greece is shaped by a combination of motivations and obstacles. Environmental values and health awareness are strong at the attitudinal level, but actual purchasing behavior is mainly driven by social influence, brand trust, and health-related perceptions. Compared with the literature, the study confirms the importance of trust, credibility, social influence, and the attitude–behavior gap, while it differs from studies that emphasize demographics as dominant predictors. These findings suggest that businesses should not rely only on environmental messages. Instead, they should build trustworthy green brands, communicate health and quality benefits clearly, use social media effectively, and reduce practical barriers related to price, availability, and consumer confusion

Keywords

Eco-Friendly Consumer Behavior, Greece, Sustainable consumption.

Περίληψη

Σκοπός της παρούσας διατριβής είναι η διερεύνηση της οικολογικής αγοραστικής συμπεριφοράς των Ελλήνων καταναλωτών και η εξέταση των βασικών κινήτρων και εμποδίων που επηρεάζουν την περιβαλλοντικά υπεύθυνη κατανάλωση. Για τον σκοπό αυτό, διανεμήθηκαν ερωτηματολόγια μέσω Διαδικτύου σε 154 καταναλωτές στην Ελλάδα. Χρησιμοποιήθηκε η προσέγγιση της δειγματοληψίας ευκολίας. Τα πρωτογενή δεδομένα αναλύθηκαν με το SPSS v.25. Τα αποτελέσματα έδειξαν ότι η οικολογική καταναλωτική συμπεριφορά στην Ελλάδα διαμορφώνεται από έναν συνδυασμό κινήτρων και εμποδίων. Οι περιβαλλοντικές αξίες και η ευαισθητοποίηση για την υγεία είναι ισχυρές σε επίπεδο στάσης, αλλά η πραγματική αγοραστική συμπεριφορά καθοδηγείται κυρίως από την κοινωνική επιρροή, την εμπιστοσύνη στο εμπορικό σήμα και τις αντιλήψεις που σχετίζονται με την υγεία. Σε σύγκριση με τη βιβλιογραφία, η μελέτη επιβεβαιώνει τη σημασία της εμπιστοσύνης, της αξιοπιστίας, της κοινωνικής επιρροής και του χάσματος στάσης-συμπεριφοράς, ενώ διαφέρει από μελέτες που δίνουν έμφαση στα δημογραφικά στοιχεία ως κυρίαρχους προγνωστικούς παράγοντες. Αυτά τα ευρήματα υποδηλώνουν ότι οι επιχειρήσεις δεν πρέπει να βασίζονται μόνο σε περιβαλλοντικά μηνύματα. Αντίθετα, θα πρέπει να δημιουργούν αξιόπιστες πράσινες μάρκες, να επικοινωνούν με σαφήνεια τα οφέλη για την υγεία και την ποιότητα, να χρησιμοποιούν αποτελεσματικά τα μέσα κοινωνικής δικτύωσης και να μειώνουν τα πρακτικά εμπόδια που σχετίζονται με την τιμή, τη διαθεσιμότητα και τη σύγκρουση των καταναλωτών.

Λέξεις – Κλειδιά

Οικολογική Καταναλωτική Συμπεριφορά, Ελλάδα, Βιώσιμη Κατανάλωση.

Table of Contents

Abstract	2
Περίληψη.....	3
Table of Contents	4
List of Figures	5
List of Tables.....	8
1. Chapter 1: Introduction	30
1.1 Background Information, Aim and Research Questions.....	30
1.2 Contribution of the Study	31
1.3 Chapter Outline	32
2. Chapter 2: Literature Review	32
2.1 Concept and Evolution of Eco-Friendly Consumption	32
2.2 Motivations for Eco-Friendly Purchasing	34
2.3 Eco-Friendly Consumer Behavior in Greece	37
2.4 Eco-Friendly Consumer Behavior: Previous Research.....	39
3. Chapter 3: Research Methodology	48
3.1 Research Paradigm.....	48
3.2 Research Method.....	50
3.3 The research instrument	51
3.4 Methods of Analysis	52
3.5 Ethical Issues and the Role of the Researcher	52
4. Chapter 4: Analysis of findings.....	54
4.1 Sample demographics	54
4.2 Descriptive statistics.....	56
4.2.1 Eco-Friendly Purchasing Behavior	56
4.2.2 Environmental Values and Personal Motivation.....	58
4.2.3 Social Influence and Norms	59
4.2.4 Health Awareness.....	61
4.2.5 Brand Trust and Information.....	62
4.2.6 Perceived Barriers and Obstacles.....	63
4.3 Correlations	65
4.4 Regression	68
4.5 Parametric Tests	70
5. Chapter 5: Conclusions	79
5.1 Discussion & Conclusions	79
5.2 Managerial Implications.....	81
5.3 Research Limitations and Suggestions for Further Research	84
Bibliography.....	85
Appendix A: “Questionnaire”	90

List of Figures

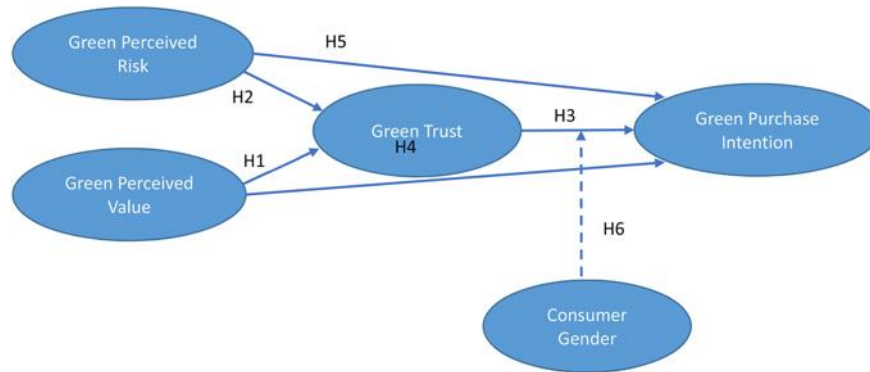


Figure 2.1: Conceptual framework of Cam's (2023) study

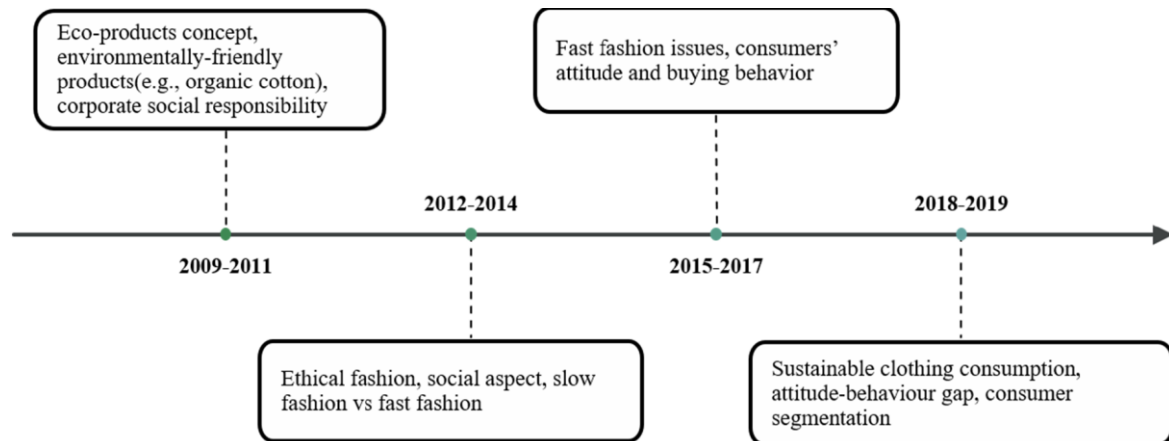


Figure 2.2: The evolution of sustainable fashion consumer behavior research, *Source:* Busalim et al. (2022)

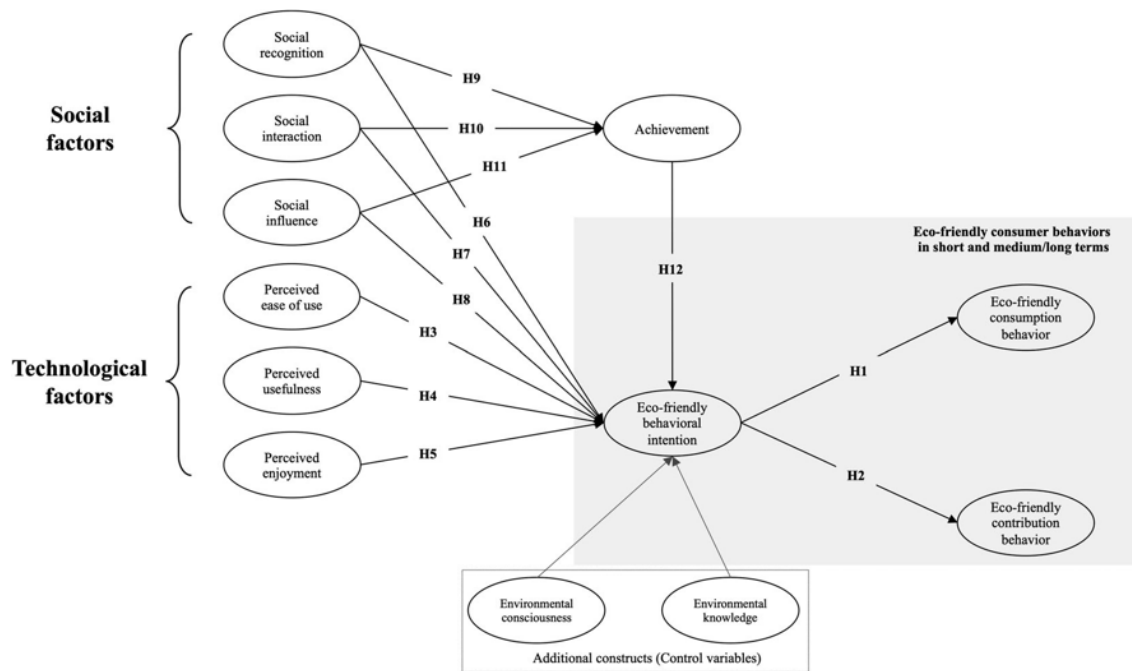


Figure 2.3: Research model of Gao et al. (2022)

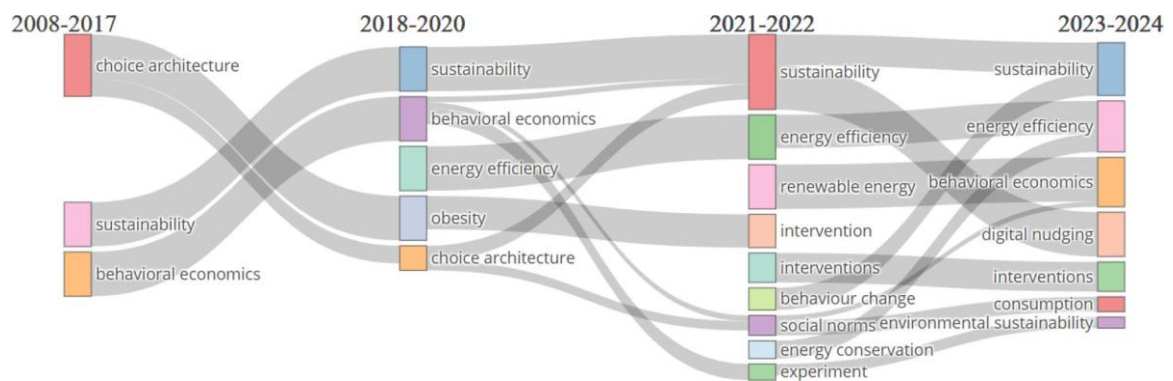


Figure 2.4: 2008-2014 evolution map and thematic areas concerning eco friendly choices,
Source: Amiri et al. (2024)

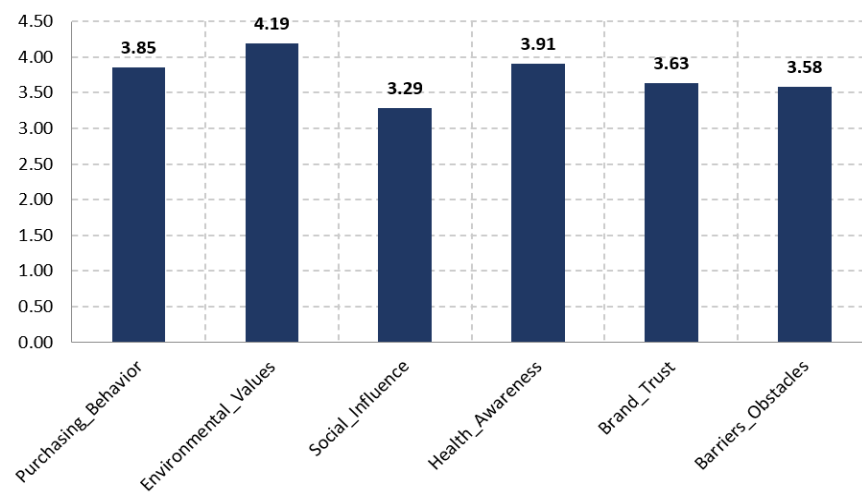


Figure 4.1: Mean Scores by construct

List of Tables

Table 2.1: Motivations for Eco-Friendly Purchasing

Motivation Category	Description	Representative Examples	Key Supporting Literature
Environmental Concern	The degree to which individuals are aware of environmental issues and feel responsible for environmental protection.	Concern about climate change, pollution reduction, Biospheric concerns	Stern (2000); Schultz (2001)
Personal Values & Ethics	Internalized moral beliefs and values that guide environmentally responsible behavior.	Altruism, ethical responsibility, sustainability-oriented lifestyle	Schwartz (1992) Stern (2000); Schultz (2001)
Health Consciousness	Perception that eco-friendly products are safer and healthier for personal use.	Preference for organic food, avoidance of chemicals, natural ingredients	Michaelidou & Hassan (2008)
Social Influence (Subjective Norms)	Influence of family, friends, and social groups on individual purchasing behavior.	Peer pressure, social approval, trends in sustainable consumption	Harjadi & Gunardi (2022)
Brand Trust & Corporate Reputation, Green financing	Trust in companies that demonstrate environmental responsibility and transparency.	Preference for brands with eco-labels, CSR initiatives, sustainability reports	Sarath Chandran (2025)

Perceived Consumer Effectiveness	The belief that individual actions can contribute to solving environmental problems.	Feeling that “my purchase makes a difference”	Kumar et al. (2022); Kim & Lee (2023)
Product Quality & Performance	Perception that eco-friendly products offer superior or comparable quality.	Durable materials, higher nutritional value in organic products	Kim & Lee (2023); Ma et al. (2017)
Emotional Satisfaction	Positive emotional reward from engaging in environmentally responsible behavior.	Feeling good, pride, moral satisfaction	Barbarossa & De Pelsmacker (2016)

Elaborated by the author, Sources: Stern (2000); Schultz (2001); Schwartz (1992) Stern (2000); Michaelidou & Hassan (2008); Harjadi & Gunardi (2022); Sarath Chandran (2025); Kumar et al. (2022); Kim & Lee (2023); Ma et al. (2017); Barbarossa & De Pelsmacker (2016)

Table 2.3: Summary of the review - Eco-Friendly Consumer Behavior

Authors and Date of Publication	Research Methodology	Key Findings (Aspects of Eco-Friendly Behavior)
Pranta et al. (2024)	Mixed-methods design including qualitative interviews/focus groups and a quantitative survey of 60 participants, analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).	-Demographic factors heavily influence sustainable consumption. -Women prioritize the environmental impact and comfort of recycled clothing, while men focus more on quality. -Individuals aged 25–45 from higher social strata and with higher educational backgrounds

		demonstrated the greatest awareness and preference for recycled apparel.
Larranaga and Valor (2022)	Integrative literature review analyzing 26 journal articles (comprising 29 studies) focused on packaging cues.	-Consumers rely heavily on five iconic cues to assess product greenness: packaging color, imagery, material, origin, and vendor characteristics. -However, these cues often have little to no bearing on the product's actual environmental footprint and are instead driven by consumers' unconscious "lay theories" and heuristic shortcuts.
Nguyen Tran Cam (2023)	Nonprobability snowball sampling via a quantitative survey of 214 Vietnamese consumers, tested with Structural Equation Modeling (PLS-SEM).	-Green perceived value positively affects both green trust and green purchase intentions, with green trust acting as a crucial bridge for enhancing purchase intentions. -Gender significantly moderates this relationship; females have a stronger negative influence on the connection between green perceived value and purchase intention compared to males, as women tend to be more health- and environment-conscious.
Busalim et al. (2022)	Systematic literature review of 88 empirical articles (2009–2019), mapping findings through the Stimulus-Organism-Response (S-O-R) framework.	-The sustainable fashion market is characterized by a pervasive "attitude-behavior gap," where consumers express pro-sustainability attitudes that frequently fail to translate into actual purchasing behaviors.

		-The vast majority of studies (71%) rely heavily on quantitative surveys.
Gao et al. (2022)	Online questionnaire survey collecting data from 468 social commerce app users in China, analyzed using PLS-SEM.	-Both technological and social factors are essential predictors of eco-friendly behavior, but their impacts vary over time. -Perceived ease of use and social influence drive behavior in the short term, whereas social interaction becomes a significant driver only in the medium-to-long term -A sense of "consumer achievement" serves as a critical mediator translating social factors into sustainable behaviors.
Kim and Lee (2023)	Quantitative paper-based survey administered to 220 South Korean consumers, utilizing Confirmatory Factor Analysis and SEM.	-Environmental knowledge and perceived consumer effectiveness significantly increase the intention to purchase eco-friendly products, whereas mere environmental concern does not. -Situational context variables—specifically "ease of purchase" and "eco label credibility"—positively moderate the relationship between purchase intention and actual behavior.
Amiri et al. (2024)	Mixed-methods review (combining bibliometrics, factorial analysis, and thematic evolution) of 630 articles published between 2008 and 2024.	-Subtle "nudging" mechanisms (decision information, decision structure, decision assistance, and social decision appeal) effectively guide individuals toward eco-friendly choices without limiting their freedom. -There is a significant modern shift toward "digital nudging". The study highlights a pressing

need for cross-cultural studies and longitudinal research to assess whether nudges produce lasting behavioral changes.

Table 3.1: Quantitative vs. Qualitative Research Methodology

Feature	Quantitative Research	Qualitative Research
<i>Core Philosophy</i>	Positivism: Assumes a single, objective reality that can be measured and independent of the researcher.	Interpretivism: Assumes multiple, socially constructed realities shaped by personal experiences and contexts.
<i>Primary Goal</i>	To test hypotheses, identify cause-and-effect relationships, find patterns, and generalize findings to a larger population.	To understand underlying reasons, opinions, meanings, motivations, and the depth of a specific phenomenon.
<i>Approach</i>	Deductive: Starts with an existing theory, forms hypotheses, and collects data to test them.	Inductive: Starts with observations and data collection to build concepts, frameworks, or theories.
<i>Data Type</i>	Numerical data (percentages, statistics, financial metrics, survey scores).	Textual or visual data (interview transcripts, open-ended responses, field notes, video).
<i>Data Collection Tools</i>	Structured instruments: Closed-ended surveys, experiments, financial databases, or structured observations.	Semi-structured or unstructured instruments: In-depth interviews, focus groups, ethnography, or case studies.
<i>Data Analysis</i>	Statistical analysis (descriptive statistics, regression analysis, ANOVA, structural equation modeling) using software like SPSS, R, or Stata.	Thematic analysis, content analysis, or discourse analysis using software like NVivo or ATLAS.ti to identify recurring patterns/themes.

<i>Researcher Role</i>	Objective, detached, and independent. The researcher seeks to minimize personal bias through standardization.	Reflexive and highly involved. The researcher acts as the primary data collection instrument and acknowledges subjective influence.
------------------------	---	---

Elaborated by the author, Sources: Saunders et al. (2019); Malhotra & Bricks (2006)

Table 4.1: Sample Demographics

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	57	37,0	37,0	37,0
Female	91	59,1	59,1	96,1
Prefer not to say	6	3,9	3,9	100,0
Total	154	100,0	100,0	
Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
18-24	20	13,0	13,0	13,0
25-34	36	23,4	23,4	36,4
35-44	34	22,1	22,1	58,4
45-54	31	20,1	20,1	78,6
55-64	24	15,6	15,6	94,2
65+	9	5,8	5,8	100,0
Total	154	100,0	100,0	
Educational Level				
	Frequency	Percent	Valid Percent	Cumulative Percent
High school	25	16,2	16,2	16,2
Vocational training	13	8,4	8,4	24,7
Bachelor	68	44,2	44,2	68,8
Master	43	27,9	27,9	96,8
PhD	5	3,2	3,2	100,0
Total	154	100,0	100,0	
Monthly income				
	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 8.00 €	25	16,2	16,2	16,2

801-1.200 €	41	26,6	26,6	42,9
1.201-1.800 €	43	27,9	27,9	70,8
€1.801-€2.500	26	16,9	16,9	87,7
Over €2,500	19	12,3	12,3	100,0
Total	154	100,0	100,0	

Table 4.2: Eco-Friendly Purchasing Behavior (Actual Behavior)

	N	Minimum	Maximum	Mean	Std. Deviation
I regularly purchase products with eco-friendly or environmentally friendly labels.	154	2,00	5,00	3,8896	,79674
I consciously choose products with biodegradable or recyclable packaging.	154	1,00	5,00	3,9416	,81037
I often buy organic food products instead of conventional alternatives.	154	1,00	5,00	3,8247	,83340
I consider energy efficiency when purchasing electrical appliances.	154	2,00	5,00	4,0065	,76266
I have purchased sustainable or ethically produced clothing in the past year.	154	1,00	5,00	3,5649	,89971
Cronbach A					0,722

Table 4.3: Environmental Values and Personal Motivation

	N	Minimum	Maximum	Mean	Std. Deviation
Protecting the environment is an important personal value for me.	154	2,00	5,00	4,2273	,74556
I feel personally responsible for reducing my environmental impact through my purchases.	154	3,00	5,00	4,2208	,69777
Buying eco-friendly products makes me feel that I contribute to environmental protection.	154	2,00	5,00	4,2662	,75010
I am willing to change my consumption habits to support sustainability.	154	2,00	5,00	4,1883	,75641
Environmental concerns influence my daily purchasing decisions.	154	1,00	5,00	4,0584	,76898
Cronbach A 0,785					

Table 4.4: Social Influence & Norms

	N	Minimum	Maximum	Mean	Std. Deviation
People important to me encourage environmentally responsible consumption.	154	1,00	5,00	3,2792	,90385
I am influenced by friends or family who buy eco-friendly products.	154	1,00	5,00	3,1688	,86171

Social media increases my awareness of environmentally friendly products.	154	2,00	5,00	3,6039	,85878
I care about how my consumption choices are perceived by others.	154	1,00	5,00	3,0584	,93750
Eco-friendly consumption is becoming a social norm in Greek society.	154	1,00	5,00	3,3312	,82490
Cronbach A				0,769	

Table 4.5: Health Awareness

	N	Minimum	Maximum	Mean	Std. Deviation
I believe eco-friendly products are healthier than conventional products.	154	2,00	5,00	3,8506	,84623
Health considerations motivate me to buy organic or natural products.	154	2,00	5,00	4,1429	,79565
I associate eco-friendly products with higher product safety.	154	2,00	5,00	3,8701	,75582
I trust eco-friendly food products to be free from harmful substances.	154	1,00	5,00	3,7727	,83645
Cronbach A				0,727	

Table 4.6: Brand Trust & Information

	N	Minimum	Maximum	Mean	Std. Deviation
I trust brands that communicate clearly about their environmental practices.	154	2,00	5,00	3,7792	,84981
I believe that eco-labels provide reliable information about product sustainability.	154	1,00	5,00	3,5584	,89287
I am more likely to buy eco-friendly products from well-known brands.	154	2,00	5,00	3,5584	,88552
Cronbach A				0,669	

Table 4.7: Perceived Barriers & Obstacles

	N	Minimum	Maximum	Mean	Std. Deviation
Eco-friendly products are too expensive compared to conventional alternatives.	154	1,00	5,00	3,7922	,84541
Eco-friendly products are not easily available in the stores I shop at.	154	1,00	5,00	3,4286	,86211
I find it difficult to identify which products are truly eco-friendly.	154	2,00	5,00	3,5065	,82642
Cronbach A				0,700	

Table 4.8: Summary of descriptive statistics & Reliability index

Construct / Section	Items	No. of Items	Cronbach's Alpha	Mean Score
Purchasing_Behavior	Q1, Q2, Q3, Q4, Q5	5	0,722	3,850
Environmental_Values	Q6, Q7, Q8, Q9, Q10	5	0,785	4,190
Social_Influence	Q11, Q12, Q13, Q14, Q15	5	0,769	3,290
Health_Awareness	Q16, Q17, Q18, Q19	4	0,727	3,910
Brand_Trust	Q20, Q21, Q22	3	0,669	3,630
Barriers_Obstacles	Q23, Q24, Q25	3	0,700	3,580

Table 4.9: Correlations among dimensions

		Purchasing_Behavior	Environmental_Values	Social_Influence	Health_Awareness	Brand_Trust	Barriers_Obstacles
Purchasing_Behavior	Pearson Correlation	1	,308**	,398**	,345**	,397**	,232**
	Sig. (2-tailed)		,000	,000	,000	,000	,004
	N	154	154	154	154	154	154
Environmental_Values	Pearson Correlation	,308**	1	,206*	,274**	,391**	,138
	Sig. (2-tailed)	,000		,010	,001	,000	,088
	N	154	154	154	154	154	154

Social_Influence	Pearson Correlation	,398**	,206*	1	,336**	,351**	,317**
	Sig. (2-tailed)	,000	,010		,000	,000	,000
	N	154	154	154	154	154	154
Health_Awareness	Pearson Correlation	,345**	,274**	,336**	1	,314**	,216**
	Sig. (2-tailed)	,000	,001	,000		,000	,007
	N	154	154	154	154	154	154
Brand_Trust	Pearson Correlation	,397**	,391**	,351**	,314**	1	,276**
	Sig. (2-tailed)	,000	,000	,000	,000		,001
	N	154	154	154	154	154	154
Barriers_Obstacles	Pearson Correlation	,232**	,138	,317**	,216**	,276**	1
	Sig. (2-tailed)	,004	,088	,000	,007	,001	
	N	154	154	154	154	154	154

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

* . Correlation is significant at the 0.05 level (2-tailed).

Table 4.10: Linear regression model, Dependent Variable: Eco-Friendly Purchasing Behavior

Model Summary

	R	R Square	Adjusted R Square	Std. Error of the Estimate	
	,531	,282	,247	,49056	

	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	Sig.
Regression	13,787	7	1,970	8,184	,000
Residual	35,135	146	,241		
Total	48,922	153			

	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,180	,429		2,752	,007
Environmental_Values	,130	,081	,125	1,606	,110
Social_Influence	,216	,072	,242	2,983	,003
Health_Awareness	,152	,073	,161	2,069	,040
Brand_Trust	,172	,069	,207	2,499	,014
Barriers_Obstacles	,033	,066	,039	,503	,616
Gender	,002	,075	,002	,033	,974
Age	,022	,029	,056	,763	,447

Table 4.11: One-way ANOVA analysis based on age

		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum	Sig.
Purchasing_Behavior	18-24	20	3,7500	,53852	,12042	2,80	4,80	,957
	25-34	36	3,8944	,51600	,08600	2,60	4,80	
	35-44	34	3,8824	,61124	,10483	2,60	5,00	

	44-54	31	3,8387	,60315	,10833	2,80	5,00	
	55-64	24	3,8083	,60857	,12422	2,00	4,80	
	65+	9	3,8444	,49777	,16592	3,20	4,40	
	Total	154	3,8455	,56546	,04557	2,00	5,00	
Environmental_Values	18-24	20	4,0300	,63669	,14237	2,40	5,00	,293
	25-34	36	4,2667	,60285	,10048	2,80	5,00	
	35-44	34	4,1647	,47347	,08120	3,20	5,00	
	44-54	31	4,2839	,51839	,09311	3,20	5,00	
	55-64	24	4,0583	,49862	,10178	3,20	5,00	
	65+	9	4,4000	,50990	,16997	3,60	5,00	
	Total	154	4,1922	,54539	,04395	2,40	5,00	
Social_Influence	18-24	20	3,5000	,69434	,15526	2,20	4,80	,456
	25-34	36	3,3500	,59594	,09932	2,00	4,80	
	35-44	34	3,2294	,63271	,10851	2,00	4,60	
	44-54	31	3,3032	,68288	,12265	1,80	4,60	
	55-64	24	3,1417	,65270	,13323	2,00	4,20	
	65+	9	3,1333	,33166	,11055	2,60	3,60	
	Total	154	3,2883	,63328	,05103	1,80	4,80	
Health_Awareness	18-24	20	3,9750	,48599	,10867	3,00	4,75	,886
	25-34	36	3,9722	,72155	,12026	2,25	5,00	
	35-44	34	3,8971	,59390	,10185	3,00	5,00	
	44-54	31	3,9113	,62098	,11153	2,25	5,00	
	55-64	24	3,7813	,54330	,11090	2,25	4,75	

	65+	9	3,8889	,46956	,15652	3,25	4,50	
	Total	154	3,9091	,60012	,04836	2,25	5,00	
Brand_Trust	18-24	20	3,7333	,77686	,17371	1,67	5,00	,741
	25-34	36	3,6574	,58817	,09803	2,33	4,67	
	35-44	34	3,6078	,71760	,12307	2,33	4,67	
	44-54	31	3,7097	,72389	,13001	2,33	5,00	
	55-64	24	3,4444	,70654	,14422	2,00	4,67	
	65+	9	3,6296	,45474	,15158	2,67	4,33	
	Total	154	3,6320	,67979	,05478	1,67	5,00	
Barriers_Obstacles	18-24	20	3,6167	,57507	,12859	2,67	4,67	,190
	25-34	36	3,4537	,72222	,12037	1,67	5,00	
	35-44	34	3,4804	,64714	,11098	1,67	5,00	
	44-54	31	3,5806	,72504	,13022	2,33	5,00	
	55-64	24	3,6667	,64456	,13157	2,33	4,67	
	65+	9	4,0741	,40062	,13354	3,67	4,67	
	Total	154	3,5758	,66805	,05383	1,67	5,00	

Table 4.12: One-way ANOVA analysis based on educational level

		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum	Sig.
Purchasing_Behavior	High school	25	3,8480	,61720	,12344	2,60	5,00	,907
	Vocational training	13	3,9231	,56296	,15614	2,80	5,00	
	Bachelor	68	3,8176	,58000	,07034	2,60	4,80	

	Master	43	3,8837	,47255	,07206	2,80	5,00	
	PhD	5	3,6800	,96540	,43174	2,00	4,40	
	Total	154	3,8455	,56546	,04557	2,00	5,00	
Environmental_V alues	High school	25	4,2640	,58229	,11646	2,80	5,00	,325
	Vocational training	13	4,2000	,60000	,16641	3,20	5,00	
	Bachelor	68	4,2618	,47285	,05734	3,20	5,00	
	Master	43	4,0605	,60872	,09283	2,40	5,00	
	PhD	5	4,0000	,52915	,23664	3,20	4,60	
	Total	154	4,1922	,54539	,04395	2,40	5,00	
Social_Influence	High school	25	3,3680	,71340	,14268	1,80	4,80	,768
	Vocational training	13	3,2462	,48411	,13427	2,40	4,00	
	Bachelor	68	3,2794	,60755	,07368	2,00	4,60	
	Master	43	3,3070	,61621	,09397	2,20	4,80	
	PhD	5	2,9600	1,10815	,49558	2,00	4,60	
	Total	154	3,2883	,63328	,05103	1,80	4,80	
Health_Awarenes s	High school	25	3,8000	,59512	,11902	2,25	4,75	,333
	Vocational training	13	3,9423	,71556	,19846	2,25	5,00	
	Bachelor	68	3,8419	,58095	,07045	2,25	5,00	
	Master	43	4,0640	,59785	,09117	2,50	5,00	
	PhD	5	3,9500	,54199	,24238	3,25	4,50	
	Total	154	3,9091	,60012	,04836	2,25	5,00	

Brand_Trust	High school	25	3,5867	,81240	,16248	2,00	5,00	,595
	Vocational training	13	3,5897	,73477	,20379	2,33	4,67	
	Bachelor	68	3,5980	,61101	,07410	2,33	5,00	
	Master	43	3,7597	,67191	,10246	1,67	5,00	
	PhD	5	3,3333	,88192	,39441	2,33	4,67	
	Total	154	3,6320	,67979	,05478	1,67	5,00	
Barriers_Obstacles	High school	25	3,5733	,63479	,12696	2,33	4,67	,990
	Vocational training	13	3,6667	,81650	,22646	2,67	5,00	
	Bachelor	68	3,5588	,66528	,08068	1,67	5,00	
	Master	43	3,5814	,69804	,10645	1,67	5,00	
	PhD	5	3,5333	,29814	,13333	3,33	4,00	
	Total	154	3,5758	,66805	,05383	1,67	5,00	

Table 4.13: One-way ANOVA analysis based on Monthly Income

		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum	Sig.
Purchasing_Behavior	Less than 8.000 €	25	3,7760	,54259	,10852	2,80	5,00	,113
	801-1.200 €	41	3,9171	,52531	,08204	2,80	5,00	
	1.201-1.800 €	43	3,7907	,58056	,08854	2,80	5,00	
	€1.801-€2.500	26	4,0462	,54643	,10716	2,60	4,80	
	Over €2,500	19	3,6316	,61559	,14123	2,00	4,80	
	Total	154	3,8455	,56546	,04557	2,00	5,00	

Environmental _Values	Less than 8.000 €	25	4,2160	,57131	,11426	2,40	5,00	,531
	801-1.200 €	41	4,2488	,53625	,08375	2,80	5,00	
	1.201-1.800 €	43	4,0837	,56439	,08607	2,80	5,00	
	€1.801-€2.500	26	4,2923	,56351	,11051	3,20	5,00	
	Over €2,500	19	4,1474	,46591	,10689	3,60	5,00	
	Total	154	4,1922	,54539	,04395	2,40	5,00	
Social_Influen ce	Less than 8.000 €	25	3,3200	,52281	,10456	2,20	4,60	,026
	801-1.200 €	41	3,4585	,54634	,08532	2,40	4,60	
	1.201-1.800 €	43	3,1628	,65937	,10055	1,80	4,60	
	€1.801-€2.500	26	3,4308	,76251	,14954	2,00	4,80	
	Over €2,500	19	2,9684	,56278	,12911	2,00	4,00	
	Total	154	3,2883	,63328	,05103	1,80	4,80	
Health_Aware ness	Less than 8.000 €	25	3,8200	,45369	,09074	2,75	4,50	,582
	801-1.200 €	41	3,9573	,59135	,09235	3,00	5,00	
	1.201-1.800 €	43	3,9651	,62341	,09507	2,25	4,75	
	€1.801-€2.500	26	3,9519	,71421	,14007	2,25	5,00	
	Over €2,500	19	3,7368	,58019	,13311	2,25	4,50	
	Total	154	3,9091	,60012	,04836	2,25	5,00	
Brand_Trust	Less than 8.000 €	25	3,6267	,82395	,16479	1,67	5,00	,415
	801-1.200 €	41	3,7236	,69882	,10914	2,00	4,67	
	1.201-1.800 €	43	3,5504	,54377	,08292	2,67	4,67	
	€1.801-€2.500	26	3,7692	,62375	,12233	2,67	5,00	
	Over €2,500	19	3,4386	,77820	,17853	2,33	5,00	

	Total	154	3,6320	,67979	,05478	1,67	5,00	
Barriers_Obstacles	Less than 8.000 €	25	3,6933	,67987	,13597	2,33	5,00	,101
	801-1.200 €	41	3,6667	,60553	,09457	2,67	5,00	
	1.201-1.800 €	43	3,4186	,75275	,11479	1,67	5,00	
	€1.801-€2.500	26	3,7436	,64158	,12582	2,00	4,67	
	Over €2,500	19	3,3509	,52674	,12084	2,33	4,33	
	Total	154	3,5758	,66805	,05383	1,67	5,00	

Table 4.14: Independent T-tests based on gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean	Sig.
Purchasing_Behavior	Male	57	3,8667	,51870	,06870	,683
	Female	91	3,8286	,60042	,06294	
Environmental_Values	Male	57	4,2351	,45689	,06052	,434
	Female	91	4,1626	,59547	,06242	
Social_Influence	Male	57	3,2737	,60431	,08004	,975
	Female	91	3,2703	,63762	,06684	
Health_Awareness	Male	57	3,8860	,50900	,06742	,775
	Female	91	3,9148	,64681	,06780	
Brand_Trust	Male	57	3,7485	,72725	,09633	,101
	Female	91	3,5531	,65399	,06856	

Barriers_Obstacles	Male	57	3,6959	,67047	,08881	,103
	Female	91	3,5092	,67648	,07091	

Table 5.1: Managerial Implications of the Study Findings

Key Finding	Managerial Implication	Recommended Actions for Businesses
Consumers demonstrate strong environmental values and health awareness.	Sustainability marketing should combine environmental and personal benefits.	-Promote eco-friendly products by emphasizing health, safety, natural ingredients, and quality-of-life improvements alongside environmental protection.
Brand trust significantly influences eco-friendly purchasing behavior.	Companies must strengthen credibility and transparency regarding sustainability claims.	-Use certified eco-labels, transparent sustainability reporting, traceable sourcing information, and clear environmental communication.
Social influence is one of the strongest predictors of purchasing behavior.	Digital communication and social engagement strategies are essential.	-Invest in social media marketing, influencer collaborations, online communities, and campaigns encouraging sustainable lifestyles and peer engagement.
Consumers face difficulties identifying truly eco-friendly products.	Businesses should simplify sustainability communication and product information.	-Use clearer packaging, simple environmental labels, QR codes with sustainability details, and consumer education initiatives.

Price is perceived as the main obstacle to eco-friendly consumption.	Firms should improve the perceived value and affordability of sustainable products.	-Introduce eco-friendly product lines across different price categories, offer discounts/promotions, and communicate long-term economic benefits.
Product availability remains a relevant barrier.	Accessibility of eco-friendly products must be improved.	-Expand distribution channels, improve in-store visibility, and increase product availability in mainstream retail stores and e-commerce platforms.
Demographic factors showed limited impact on purchasing behavior.	Eco-friendly products should target broad consumer segments rather than narrow demographic groups.	-Develop inclusive sustainability campaigns appealing to different age, gender, education, and income categories.
Consumers are influenced by social norms and digital awareness.	“Green nudging” and behavioral marketing techniques can encourage sustainable consumption.	-Use reminders, sustainable default options, personalized recommendations, loyalty programs, and behavioral design strategies to promote eco-friendly choices.

1. Chapter 1: Introduction

1.1 Background Information, Aim and Research Questions

In recent decades, environmental sustainability has become one of the most important global challenges affecting governments, businesses, and consumers. Issues such as climate change, pollution, excessive waste production, and the depletion of natural resources have increased public awareness regarding the environmental consequences of modern consumption patterns (Glavič, 2021; Singh & Singh, 2016). As a result, eco-friendly consumption has emerged as a growing trend within contemporary markets (Nguyen Tran Cam, 2023; Busalim et al., 2022; Gao et al., 2022), encouraging consumers to adopt more sustainable purchasing behaviors and support environmentally responsible products and companies (Glavič, 2021).

Eco-friendly products—such as organic food, biodegradable packaging, energy-efficient appliances, and sustainable fashion—have become increasingly visible in both international and domestic markets. Businesses are investing more heavily in sustainability initiatives, green marketing strategies, and environmentally friendly production processes in response to rising consumer expectations and regulatory pressures (Park et al., 2022). At the same time, consumers are becoming more conscious of the environmental and social impact of their purchasing decisions (Lin & Niu, 2018) although the extent to which these attitudes are translated into actual behavior remains an important research issue.

Within the Greek context, the study of eco-friendly consumer behavior is particularly relevant. Greece has experienced important economic and social changes during the last decade, influencing consumers' purchasing priorities, price sensitivity, and attitudes toward sustainable products (HELSTAT, 2025). Considering the above, the main aim of the present dissertation is to investigate the eco-friendly purchasing behavior of Greek consumers and examine the key motivations and obstacles influencing environmentally responsible consumption. More specifically, the study explores the role of environmental values, social influence, health awareness, brand trust, and perceived barriers in shaping eco-friendly purchasing behavior. Additionally, the research examines whether demographic characteristics such as gender, age, educational level, and monthly income influence consumer attitudes and behaviors toward eco-friendly products. Based on the above objectives, the study addresses the following research questions:

- *What is the overall level of eco-friendly purchasing behavior among Greek consumers?*
- *To what extent do environmental values influence eco-friendly purchasing behavior?*
- *How does social influence affect consumers’ willingness to purchase eco-friendly products?*
- *What is the role of health awareness in motivating eco-friendly consumption?*
- *What barriers and obstacles discourage consumers from purchasing eco-friendly products?*
- *Are there statistically significant differences in eco-friendly consumer behavior based on demographic characteristics such as gender, age, educational level, and income?*
- *Which factors are the strongest predictors of eco-friendly purchasing behavior among Greek consumers?*

1.2 Contribution of the Study

The present study contributes to the growing body of literature on eco-friendly consumer behavior by providing empirical evidence from the Greek market, a context that remains relatively underexplored compared to larger international markets. While sustainable consumption has attracted increasing academic and managerial interest in recent years, limited research has examined the combined influence of environmental values, social influence, health awareness, brand trust, and perceived barriers on the actual purchasing behavior of Greek consumers. Therefore, the study contributes to a better understanding of the factors that encourage or discourage eco-friendly consumption within the specific economic, social, and cultural conditions of Greece.

A further contribution of the study lies in its integrated analytical approach. Rather than focusing on a single determinant of eco-friendly behavior, the research simultaneously examines multiple motivational and obstacle-related dimensions. This provides a more comprehensive understanding of sustainable consumer behavior and allows the

identification of the factors that most strongly influence actual purchasing decisions. Additionally, the inclusion of demographic variables such as gender, age, educational level, and income contributes to the broader discussion regarding whether eco-friendly consumption differs across consumer groups.

Finally, the findings of the study have important practical implications for businesses, marketers, and policymakers. The results may assist companies in designing more effective green marketing strategies, improving sustainability communication, strengthening consumer trust, and reducing barriers associated with eco-friendly products. At the same time, policymakers and public institutions may use the findings to develop awareness campaigns and sustainability initiatives aimed at encouraging environmentally responsible consumption in Greece.

1.3 Chapter Outline

The present dissertation is structured into five main chapters. Chapter 1 introduces the background of the study, presents the research aim and research questions, and discusses the contribution and significance of the research. Chapter 2 provides the literature review, examining the concept and evolution of eco-friendly consumption, the main motivations and barriers associated with eco-friendly purchasing behavior, and relevant empirical studies from the international literature. Chapter 3 presents the research methodology, including the research paradigm, research method, sampling process, questionnaire design, and methods of data analysis. Chapter 4 includes the empirical analysis and presentation of findings, covering descriptive statistics, reliability analysis, correlation analysis, regression analysis, and parametric tests based on demographic variables. Finally, Chapter 5 discusses the conclusions of the study, compares the findings with the existing literature, presents managerial implications, and outlines the limitations of the research along with suggestions for future studies.

2. Chapter 2: Literature Review

2.1 Concept and Evolution of Eco-Friendly Consumption

Eco-friendly consumption, often referred to in the literature as green consumption or sustainable consumption, constitutes a central concept within the broader field of

environmental and consumer behavior research. As it is stated by Chi (2022) and Osburg et al. (2020), the term describes a pattern of purchasing, using, and disposing of products in ways that minimize negative environmental impacts while supporting long-term ecological balance. The conceptual roots of eco-friendly consumption are closely linked to the principles of sustainable development, as formally articulated in the World Commission on Environment and Development report “Our Common Future” (1987), which defined sustainability as meeting present needs without compromising the ability of future generations to meet their own. Within this framework, consumers are no longer viewed as passive recipients of products but as active agents whose choices can significantly influence environmental outcomes and market dynamics. For that reason, Chi (2022) notes that ethical consumption derives and is associated with environmental, political and social concerns, revealing its sustainable character.

According to Lorek (2015), the evolution of eco-friendly consumption can be traced back to the environmental movements of the 1960s and 1970s, when growing public awareness of pollution, resource depletion, and ecological degradation began to shape consumer attitudes. However, despite increased awareness, a consistent gap between pro-environmental attitudes and actual purchasing behavior—often referred to as the “attitude–behavior gap”—was identified and remains a key issue in contemporary research. During the 1990s and early 2000s, eco-friendly consumption began to be examined through more structured theoretical frameworks derived from consumer behavior and social psychology. Models such as the Theory of Planned Behavior provided explanations for how attitudes, social norms, and perceived behavioral control influence environmentally responsible behavior (Hameed et al., 2019; Han & Stoel, 2017). In more recent decades, the concept of eco-friendly consumption has expanded beyond individual products to encompass entire consumption systems and lifestyles. As it is stated by Jansson (2020) and Zorpas et al. (2025), the rise of ethical consumption, circular economy principles, and sustainable lifestyles reflects a broader transformation in how consumption is understood. Consumers are increasingly encouraged to consider not only product attributes but also production processes, supply chain transparency, and corporate social responsibility practices. This shift is reinforced by global initiatives such as the United Nations Sustainable Development Goals (SDGs), particularly Goal 12, which promotes responsible consumption and production patterns (Raman et al., 2024).

What is more, technological advancements and digitalization have also played a crucial role in shaping the evolution of eco-friendly consumption. Indicatively, authors such as Delcea et al. (2019) and Chen et al. (2024) mention that the widespread use of social media platforms and e-commerce has increased access to information about environmental issues and sustainable products, thereby enhancing consumer awareness and enabling more informed decision-making. At the same time, digital environments have amplified the influence of social norms and peer behavior, contributing to the normalization of eco-friendly consumption practices, especially among younger generations.

Despite these advancements, significant challenges remain. Issues such as greenwashing, limited product availability, higher prices, and consumer skepticism continue to hinder the widespread adoption of eco-friendly consumption. In the context of Greece, these challenges are particularly relevant, given the country's economic fluctuations and varying levels of environmental awareness among consumers.

2.2 Motivations for Eco-Friendly Purchasing

The motivations for eco-friendly purchasing are multidimensional, encompassing both intrinsic drivers (such as personal values, environmental concern, and emotional satisfaction) and extrinsic influences (such as social norms, brand trust, and economic benefits). The literature suggests (table 2.1) that while environmental concern and ethical values form the foundational drivers of green consumption, factors such as health consciousness and perceived product quality play a crucial role in translating positive attitudes into actual purchasing behavior. Additionally, the role of perceived consumer effectiveness is particularly important, as consumers are more likely to engage in eco-friendly purchasing when they believe their individual actions can make a meaningful difference.

Table 2.1: Motivations for Eco-Friendly Purchasing

Motivation Category	Description	Representative Examples	Key Supporting Literature
Environmental Concern	The degree to which individuals are aware of environmental issues and feel responsible for environmental protection.	Concern about climate change, pollution reduction, Biospheric concerns	Stern (2000); Schultz (2001)
Personal Values & Ethics	Internalized moral beliefs and values that guide environmentally responsible behavior.	Altruism, ethical responsibility, sustainability-oriented lifestyle	Schwartz (1992) Stern (2000); Schultz (2001)
Health Consciousness	Perception that eco-friendly products are safer and healthier for personal use.	Preference for organic food, avoidance of chemicals, natural ingredients	Michaelidou & Hassan (2008)
Social Influence (Subjective Norms)	Influence of family, friends, and social groups on individual purchasing behavior.	Peer pressure, social approval, trends in sustainable consumption	Harjadi & Gunardi (2022)
Brand Trust & Corporate Reputation, Green financing	Trust in companies that demonstrate environmental responsibility and transparency.	Preference for brands with eco-labels, CSR initiatives, sustainability reports	Sarath Chandran (2025)
Perceived Consumer Effectiveness	The belief that individual actions can contribute to solving	Feeling that “my purchase makes a difference”	Kumar et al. (2022); Kim & Lee (2023)

	environmental problems.	
Product Quality & Performance	Perception that eco-friendly products offer superior or comparable quality.	Durable materials, Kim & Lee (2023); Ma et al. (2017) products
Emotional Satisfaction	Positive emotional reward from engaging in environmentally responsible behavior.	Feeling good, pride, Barbarossa & De Pelsmacker (2016) moral satisfaction

Elaborated by the author, Sources: Stern (2000); Schultz (2001); Schwartz (1992) Stern (2000); Michaelidou & Hassan (2008); Harjadi & Gunardi (2022); Sarath Chandran (2025); Kumar et al. (2022); Kim & Lee (2023); Ma et al. (2017); Barbarossa & De Pelsmacker (2016)

As shown above, eco-friendly purchasing behavior cannot be explained by a single motivation, but rather by the interaction of multiple drivers that shape consumers' attitudes and decisions. These motivations vary across individuals and demographic groups, while their relative importance may also differ depending on cultural and economic conditions. One of the most important motivations identified in the literature is environmental concern. Consumers who are more aware of environmental problems, such as climate change and pollution, are generally more willing to support sustainable products and practices. Environmental concern is often associated with a sense of personal responsibility and a desire to reduce one's ecological footprint. Closely related to this factor are personal values and ethical beliefs, which encourage consumers to align their purchasing behavior with broader principles of sustainability and social responsibility. Health consciousness also represents a major driver of eco-friendly consumption, particularly in product categories such as organic food and natural personal care products. Many consumers associate eco-friendly products with higher quality, improved safety, and the absence of harmful chemicals.

In addition to internal motivations, external social influences significantly affect eco-friendly purchasing behavior. Family members, friends, social groups, and social media platforms can shape attitudes toward sustainable consumption and encourage environmentally responsible choices. Another important factor highlighted in the literature is brand trust and corporate reputation. Consumers are more likely to purchase eco-friendly products when they trust the environmental claims made by companies and perceive brands as transparent and credible. The literature also emphasizes the importance of perceived consumer effectiveness, which refers to consumers' belief that their individual actions can contribute to solving environmental problems. When individuals believe that their purchasing choices can make a meaningful difference, they are more likely to engage in eco-friendly consumption. This perception strengthens the relationship between positive environmental attitudes and actual purchasing behavior. Similarly, perceptions of superior product quality, durability, or performance can further encourage eco-friendly purchasing. Finally, emotional motivations, such as feelings of pride, satisfaction, or moral fulfillment, also contribute to sustainable consumption behavior by creating positive emotional rewards associated with environmentally responsible choices.

In summary, the motivations for eco-friendly purchasing are complex and multifaceted, reflecting the interplay between internal values, personal benefits, social influences, and market-related factors. While environmental concern and ethical values provide the foundational basis for sustainable consumption, other drivers—such as health consciousness, social norms, brand trust, perceived effectiveness, economic incentives, and emotional satisfaction—play a crucial role in shaping actual consumer behavior. Understanding these motivations is essential for both researchers and practitioners, as it enables the development of more effective strategies to promote eco-friendly consumption, particularly in contexts such as Greece, where economic conditions and cultural factors may influence the relative importance of different motivational drivers.

2.3 Eco-Friendly Consumer Behavior in Greece

According to Statista (2025), eco-friendly consumer behavior in Greece is shaped by a combination of environmental awareness and practical economic constraints. Recent

Consumer Insights data from 2025 highlights both motivations encouraging sustainable choices and barriers that limit adoption. Several attitudes indicate that Greek consumers value sustainability in everyday decisions, namely:

- A notable share of consumers consider environmental impact in household decisions. About 37.23% of respondents who reported trying to reduce spending also said that making their home environmentally friendly is important to them. This suggests that sustainability is viewed as a desirable lifestyle goal even during periods of financial caution.
- Sustainability also influences food purchasing decisions. Around 20.56% of cost-conscious consumers consider environmentally friendly packaging an important criterion when selecting food products.

(Statista, 2025)

These findings imply that environmental awareness in Greece often manifests in practical daily choices such as home improvements, packaging preferences, and sustainable consumption patterns. Despite these motivations, several barriers limit wider adoption. Firstly, economic pressure plays a major role. Many consumers report actively trying to reduce spending, which can discourage purchasing eco-friendly products that are often perceived as more expensive (Statista, 2025). Secondly, affordability concerns directly affect sustainable food choices. According to Statista (2025), 15.42% of the Greek consumers who are trying to cut costs say they cannot afford to eat healthily, highlighting the financial trade-off between sustainability and price. Lastly, infrastructure gaps also matter in certain sectors. For example, 11.53% of Greek buyers report insufficient electric-vehicle infrastructure as a reason preventing them from adopting an electric car (Statista, 2025).

In short, the Greek market shows a clear sustainability interest among consumers, but economic realities and structural limitations constrain behavioral change. Environmental values exist alongside strong price sensitivity, meaning that affordability, incentives, and infrastructure improvements are likely key factors for expanding eco-friendly consumption in Greece.

2.4 Eco-Friendly Consumer Behavior: Previous Research

Several researchers have studied the key aspects of eco-friendly consumer behavior. In terms of research methodology, most researchers used quantitative research techniques, distributing questionnaires to consumers. The studies differ in terms of the country in which they were conducted. To begin with, Pranta et al. (2024) examined how consumer behavior and purchasing patterns are affected by recycled cotton-polyester blended clothing, with a specific focus on sustainable apparel merchandising. To explore customer behavior, perceptions, and purchasing decisions, the researchers employed a mixed-methods design incorporating both qualitative and quantitative approaches. The qualitative phase utilized one-on-one interviews and focus group discussions across different demographics, while the quantitative phase involved a survey of 60 participants from a university in Bangladesh, which was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The key findings indicate that demographic factors heavily influence sustainable consumption. Specifically, individuals aged 25–45 from higher social strata and with higher educational backgrounds demonstrated the greatest awareness and preference for recycled apparel, with over 60% showing a marked inclination toward these products. Additionally, the study highlighted that women prioritize environmental impact and comfort more than men, while older generations tend to prioritize clothing durability and classic aesthetics over modern trends.

Moreover, Larranaga and Valor's (2022) research aims to provide an integrative theoretical framework to explain the specific cues consumers use to categorize products as eco-friendly and the psychological mechanisms guiding these interpretations. The authors conducted an integrative literature review of 26 journal articles (comprising 29 studies) that focused on iconic packaging cues and green assessments in consumer goods. This methodological approach was chosen to synthesize scattered literature, critique prevailing theories (like cue utilization theory), and propose a structured research agenda. The key findings reveal that consumers rely heavily on five iconic cues to assess product greenness: packaging color (earth colors), packaging imagery (nature-inspired), packaging material (e.g., paper or glass), origin (local), and vendor characteristics (small or niche brands). However, the study importantly notes that these cues often have little to no bearing on the product's actual environmental footprint, leading to inaccurate categorizations that

contradict Life Cycle Assessments. The authors conclude that these categorizations are largely driven by consumers' unconscious "lay theories" and heuristic shortcuts rather than objective sustainability metrics.

Likewise, Cam (2023) identified the interdependence between green perceived value, green perceived risk, green trust, and green purchase intentions. A significant secondary objective was to measure the moderating effect of gender on the relationship between green trust, perceived value, and green purchase intention. The research utilized a nonprobability snowball sampling methodology, surveying 214 Vietnamese consumers who demonstrated an interest in eco-friendly products. The causal relationships within the proposed theoretical model were then tested using Structural Equation Modeling (PLS-SEM) (see figure 2.1). Cam (2023) found that green trust acts as a crucial bridge for enhancing green purchase intentions. Specifically, green perceived value positively affects both green trust and green purchase intentions, whereas green perceived risk negatively impacts trust but does not directly decrease purchase intentions. Furthermore, the study found a significant moderating effect of gender, revealing that females have a much stronger negative influence on the connection between green perceived value and green purchasing intention compared to males, largely because women in this demographic context are more health- and environment-conscious.

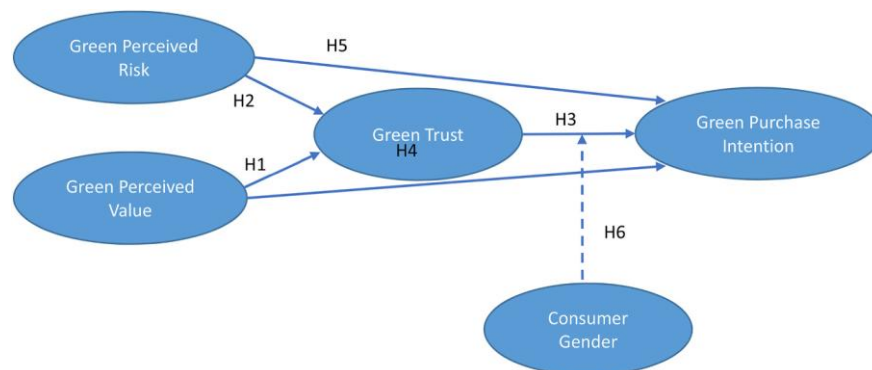


Figure 2.1: Conceptual framework of Cam’s (2023) study

Furthermore, Busalim et al. (2022) aim to systematically review and critically assess empirical studies on consumer behavior in sustainable fashion to identify existing research gaps and propose a future research agenda. The researchers employed a systematic literature review methodology, analyzing 88 empirical journal articles published between 2009 and

2019, which were sourced from five major academic databases using the PRISMA protocol. They structured their synthetic analysis using the Stimulus-Organism-Response (S-O-R) framework to categorize the antecedents and consequences of sustainable fashion consumption. The results indicated that a pervasive "attitude-behavior gap", meaning that while consumers express pro-sustainability attitudes, these beliefs frequently fail to translate into actual purchasing behaviors. The review also identified significant methodological and thematic gaps, noting that the vast majority of studies rely heavily on quantitative surveys (71%) and lack cross-cultural, experimental, or Big Data approaches. Finally, the authors mapped specific stimuli (e.g., brand image, environmental concern), organisms (e.g., value perceptions), and responses (e.g., purchase intention, willingness to pay) that drive the sustainable fashion market (see figure 2.2).

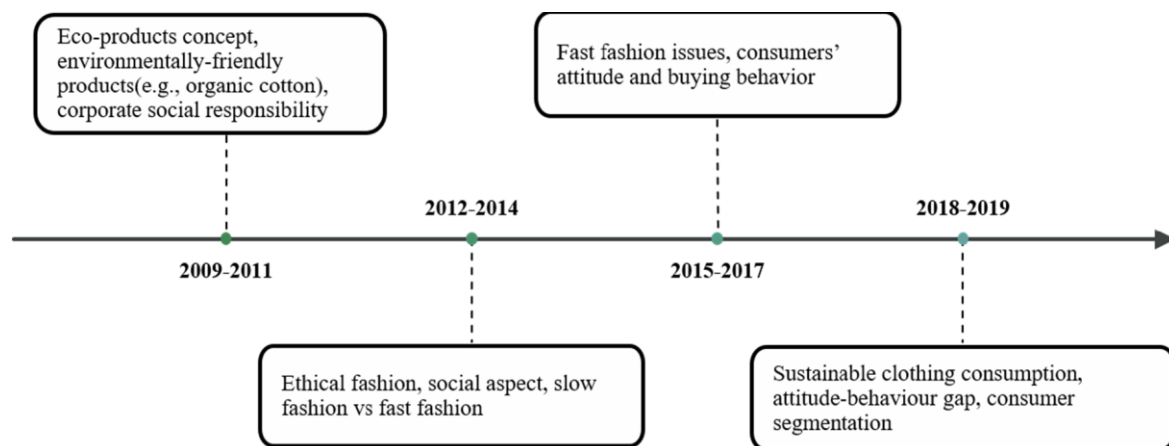


Figure 2.2: The evolution of sustainable fashion consumer behavior research, *Source:* Busalim et al. (2022)

In addition, the study by Gao et al. (2022) aims to investigate how technological and social factors influence consumers' eco-friendly behaviors within a social commerce context, specifically examining the mediating role of consumer achievement. The research focused on the "Green Box Area" program featured on two Alibaba Group mobile apps in

China. The methodology involved an online questionnaire survey collecting data from 468 app users, which was subsequently analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to compare short-term versus medium-/long-term behavioral models (see figure 2.3). Overall, Gao et al. (2022) found that both technological and social factors are essential predictors of eco-friendly behavior, but their impacts vary over time. In the short term, perceived ease of use and social influence significantly drive eco-friendly actions, but these factors lose their significance in the medium-to-long term. Conversely, social interaction only becomes a significant driver of eco-friendly behavior in the medium-to-long term. Additionally, the study confirmed that a sense of "consumer achievement" serves as a critical mediating mechanism through which social factors successfully translate into sustainable behaviors.

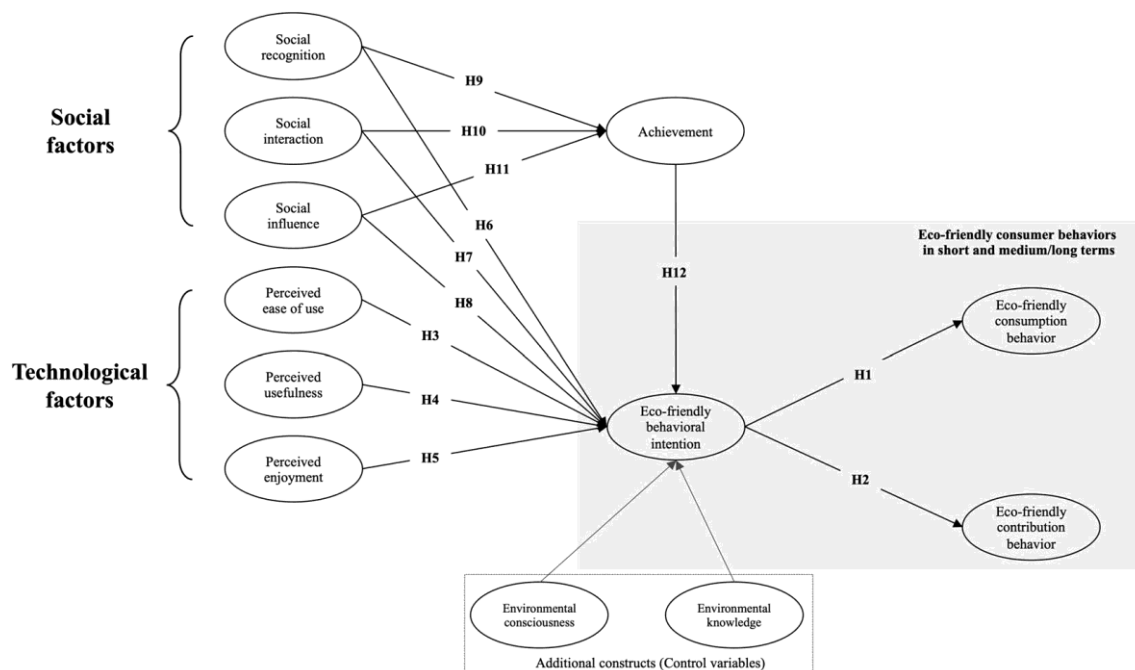


Figure 2.3: Research model of Gao et al. (2022)

Kim and Lee (2023) examine how different dimensions of environmental consciousness influence the purchase of eco-friendly products and investigate how situational factors might cause a discrepancy between purchase intention and actual behavior. The methodology utilized a quantitative, paper-based survey administered to 220 South Korean

consumers who had previous experience purchasing eco-friendly products. The data was analyzed using Confirmatory Factor Analysis and Structural Equation Modeling (SEM) to test the relationships between environmental knowledge, concern, perceived effectiveness, and situational moderators. The key findings indicate that environmental knowledge and perceived consumer effectiveness significantly increase eco-friendly purchase intentions, whereas mere environmental concern does not have a significant direct impact. While purchase intention strongly predicts purchase behavior, the study found that situational context variables—specifically "ease of purchase" and "eco label credibility"—positively moderate this relationship. This means that making eco-friendly products easier to find and ensuring the trustworthiness of green labels serve as vital catalysts to bridge the gap between consumers wanting to buy green and actually doing so.

Finally, the study by Amiri et al. (2024) aims to provide a comprehensive review of "nudging" mechanisms—subtle behavioral interventions—used to guide individuals toward eco-friendly choices across various domains like energy, transportation, and food. The researchers employed a mixed-methods design combining bibliometrics, factorial analysis, and thematic evolution analysis. They analyzed an extensive dataset of 630 peer-reviewed articles, case studies, and policy reports published between 2008 and 2024, sourced primarily from the Web of Science and Scopus databases. Amiri et al. (2024) found a significant evolution in sustainability nudging, shifting from traditional "choice architecture" to modern "digital nudging" as technology becomes more integrated into behavioral interventions (see figure 2.4). The study categorized effective nudging strategies into four mechanisms: decision information, decision structure, decision assistance, and social decision appeal. Additionally, the authors identified critical research gaps, highlighting a pressing need for cross-cultural studies to understand how diverse contexts affect nudging success, as well as longitudinal research to assess whether nudges produce lasting behavioral changes.

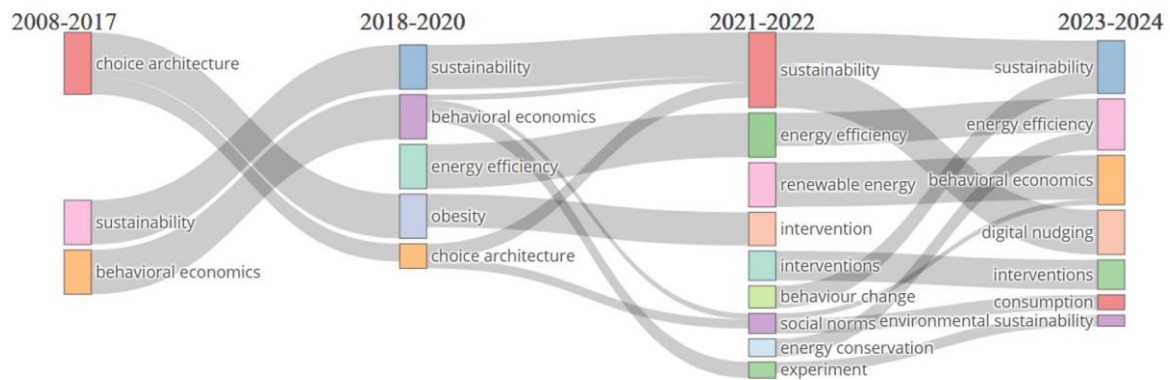


Figure 2.4: 2008-2014 evolution map and thematic areas concerning eco friendly choices,
Source: Amiri et al. (2024)

Before closing this section, table 2.3 summarizes the key findings of the studies analyzed before, classified by authors.

Table 2.3: Summary of the review - Eco-Friendly Consumer Behavior

Authors and Date of Publication	Research Methodology	Key Findings (Aspects of Eco-Friendly Behavior)
Pranta et al. (2024)	Mixed-methods design including qualitative interviews/focus groups and a quantitative survey of 60 participants, analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).	-Demographic factors heavily influence sustainable consumption. -Women prioritize the environmental impact and comfort of recycled clothing, while men focus more on quality. -Individuals aged 25–45 from higher social strata and with higher educational backgrounds

		demonstrated the greatest awareness and preference for recycled apparel.
Larranaga and Valor (2022)	Integrative literature review analyzing 26 journal articles (comprising 29 studies) focused on packaging cues.	-Consumers rely heavily on five iconic cues to assess product greenness: packaging color, imagery, material, origin, and vendor characteristics. -However, these cues often have little to no bearing on the product's actual environmental footprint and are instead driven by consumers' unconscious "lay theories" and heuristic shortcuts.
Nguyen Tran Cam (2023)	Nonprobability snowball sampling via a quantitative survey of 214 Vietnamese consumers, tested with Structural Equation Modeling (PLS-SEM).	-Green perceived value positively affects both green trust and green purchase intentions, with green trust acting as a crucial bridge for enhancing purchase intentions. -Gender significantly moderates this relationship; females have a stronger negative influence on the connection between green perceived value and purchase intention compared to males, as women tend to be more health- and environment-conscious.
Busalim et al. (2022)	Systematic literature review of 88 empirical articles (2009–2019), mapping findings through the Stimulus-Organism-Response (S-O-R) framework.	-The sustainable fashion market is characterized by a pervasive "attitude-behavior gap," where consumers express pro-sustainability attitudes that frequently fail to translate into actual purchasing behaviors.

		-The vast majority of studies (71%) rely heavily on quantitative surveys.
Gao et al. (2022)	Online questionnaire survey collecting data from 468 social commerce app users in China, analyzed using PLS-SEM.	-Both technological and social factors are essential predictors of eco-friendly behavior, but their impacts vary over time. -Perceived ease of use and social influence drive behavior in the short term, whereas social interaction becomes a significant driver only in the medium-to-long term -A sense of "consumer achievement" serves as a critical mediator translating social factors into sustainable behaviors.
Kim and Lee (2023)	Quantitative paper-based survey administered to 220 South Korean consumers, utilizing Confirmatory Factor Analysis and SEM.	-Environmental knowledge and perceived consumer effectiveness significantly increase the intention to purchase eco-friendly products, whereas mere environmental concern does not. -Situational context variables—specifically "ease of purchase" and "eco label credibility"—positively moderate the relationship between purchase intention and actual behavior.
Amiri et al. (2024)	Mixed-methods review (combining bibliometrics, factorial analysis, and thematic evolution) of 630 articles published between 2008 and 2024.	-Subtle "nudging" mechanisms (decision information, decision structure, decision assistance, and social decision appeal) effectively guide individuals toward eco-friendly choices without limiting their freedom. -There is a significant modern shift toward "digital nudging". The study highlights a pressing

need for cross-cultural studies and longitudinal research to assess whether nudges produce lasting behavioral changes.

Overall, methodologically, the literature relies heavily on quantitative, cross-sectional surveys that measure stated intentions rather than actual behaviors, which often leads to social desirability bias. Researchers emphasize a pressing need for longitudinal studies to track sustained behavioral changes over time, as well as experimental designs to compare real behaviors against stated intentions. Additionally, despite the rise of digital platforms, the use of Big Data analytics to understand online consumption patterns remains completely unexplored in this context. Theoretically, many studies suffer from an "atheoretical" approach or inconsistent application of frameworks, which fails to deeply explain the psychological mechanisms guiding consumer choices. For instance, more research is required to understand the unconscious "lay theories" and intuitive beliefs that lead consumers to categorize products as green based on irrelevant cues. There is a distinct call to better integrate behavioral economics and environmental psychology to fully grasp these underlying consumer motivations.

A pervasive theme across the literature is the "attitude-behavior gap"—the phenomenon where positive environmental intentions fail to translate into actual purchases. A major gap exists in understanding the specific situational, socioeconomic, and socio-psychological moderators that act as obstacles or catalysts in bridging this divide. For example, while consumers are known to use superficial cues (like packaging color or imagery) to assess greenness, the evidence regarding which specific nature-related images convey eco-friendliness is conflicting, and it remains unclear how multiple visual cues combine with objective eco-labels to drive a final assessment. Furthermore, literature on how subtle behavioral interventions, or "nudges," can effectively bridge the attitude-behavior gap is still in its infancy. Specifically, there is a lack of comparative analyses identifying which nudging strategies work best, as well as a lack of research into the ethical implications and integration of emerging "digital nudges" on social media platforms. Further research is also

needed to identify the exact, actionable steps that companies can take to reduce perceived risks and boost green trust among hesitant consumers.

Finally, the existing literature highlights a significant geographical and demographic vacuum. The vast majority of studies are confined to single-country contexts, often in developed nations, which heavily limits the generalizability of the findings. Consequently, there is a strong need for cross-cultural research to examine how varying cultural norms, economic development levels, and values influence consumer motivations and the ultimate success of interventions like sustainability nudging. Demographically, studies frequently rely on overly broad samples; future research must look beyond simple demographics to segment consumers based on emotional mindsets and shopping characteristics, explicitly comparing the behaviors of highly environmentally aware consumers against non-green consumers. Addressing these gaps will be crucial for comprehensively mapping the specific motivations and obstacles shaping eco-friendly consumer behavior in localized contexts, such as Greece.

3. Chapter 3: Research Methodology

3.1 Research Paradigm

As noted by Saunders et al. (2019) and Malhotra & Bricks (2006), in managerial studies there are two main research paradigms, which formulate the research process. These paradigms are positivism that is linked with quantitative research and interpretivism that is associated with qualitative research (see table 3.1).

Table 3.1: Quantitative vs. Qualitative Research Methodology

Feature	Quantitative Research	Qualitative Research
<i>Core Philosophy</i>	Positivism: Assumes a single, objective reality that can be measured and independent of the researcher.	Interpretivism: Assumes multiple, socially constructed realities shaped by personal experiences and contexts.

<i>Primary Goal</i>	To test hypotheses, identify cause-and-effect relationships, find patterns, and generalize findings to a larger population.	To understand underlying reasons, opinions, meanings, motivations, and the depth of a specific phenomenon.
<i>Approach</i>	Deductive: Starts with an existing theory, forms hypotheses, and collects data to test them.	Inductive: Starts with observations and data collection to build concepts, frameworks, or theories.
<i>Data Type</i>	Numerical data (percentages, statistics, financial metrics, survey scores).	Textual or visual data (interview transcripts, open-ended responses, field notes, video).
<i>Data Collection Tools</i>	Structured instruments: Closed-ended surveys, experiments, financial databases, or structured observations.	Semi-structured or unstructured instruments: In-depth interviews, focus groups, ethnography, or case studies.
<i>Data Analysis</i>	Statistical analysis (descriptive statistics, regression analysis, ANOVA, structural equation modeling) using software like SPSS, R, or Stata.	Thematic analysis, content analysis, or discourse analysis using software like NVivo or ATLAS.ti to identify recurring patterns/themes.
<i>Researcher Role</i>	Objective, detached, and independent. The researcher seeks to minimize personal bias through standardization.	Reflexive and highly involved. The researcher acts as the primary data collection instrument and acknowledges subjective influence.

Elaborated by the author, Sources: Saunders et al. (2019); Malhotra & Bricks (2006)

Considering the features of each paradigm, the present study adopts a positivist research paradigm, which is considered particularly appropriate for quantitative research examining relationships among measurable variables. Positivism is based on the assumption that social phenomena can be observed objectively, measured systematically, and analyzed using statistical methods in order to identify patterns, relationships, and causal tendencies

(Robson, 2007). Within this perspective, reality is viewed as external and independent from the researcher, while knowledge is generated through empirical observation and quantitative analysis (Wrenn et al., 2007).

The selection of the positivist paradigm is closely connected to the aims and objectives of the present dissertation. The primary aim of the study is to investigate the eco-friendly purchasing behavior of Greek consumers and to identify the motivations and obstacles influencing environmentally responsible consumption. More specifically, the research examines measurable constructs such as environmental values, social influence, health awareness, brand trust, and perceived barriers, while also exploring the influence of demographic characteristics such as gender, age, educational level, and income. Since these objectives require the collection of standardized data from a relatively large number of participants and the statistical examination of relationships among variables, a positivist approach is considered the most suitable methodological framework (Saunders et al., 2019).

Furthermore, the study seeks to test whether specific factors significantly influence eco-friendly purchasing behavior and whether demographic groups differ in their attitudes and behaviors. Such objectives are consistent with the positivist emphasis on hypothesis testing, objectivity, and statistical generalization. The use of structured questionnaires, Likert-scale measurements, correlation analysis, regression analysis, t-tests, and ANOVA further reflects the positivist orientation of the research design. Through these methods, the study attempts to identify statistically significant relationships and produce findings that can contribute to a broader understanding of eco-friendly consumer behavior in the Greek context. Another reason for selecting the positivist paradigm is the need for reliability, consistency, and comparability of findings. By using standardized measurement instruments and quantitative statistical techniques, the research aims to minimize subjectivity and enhance the credibility of the results (Wilson, 2003). The positivist approach also allows for the replication of the study in different contexts or populations, facilitating future comparative research on sustainable consumer behavior across countries or demographic groups (Saunders et al., 2016; Wilson, 2003).

3.2 Research Method

Since the quantitative paradigm was adopted, researcher employed a survey-based approach for gathering primary data. As it is stated by Malhotra & Bricks (2006), quantitative surveys

are widely used in consumer behavior research because they allow researchers to collect standardized data from a relatively large number of participants and statistically examine relationships among variables. In the context of the present dissertation, the survey method was considered particularly appropriate, as the research aims to investigate the motivations, attitudes, and obstacles associated with eco-friendly purchasing behavior among Greek consumers.

The questionnaire was distributed online through Google Forms, which enabled efficient and cost-effective data collection. Online distribution was selected because it allowed easy access to participants from different demographic groups and geographical areas within Greece (Saunders et al., 2019). Furthermore, the use of digital questionnaires facilitated anonymity and convenience for respondents, increasing the likelihood of honest responses and higher participation rates. The online format also simplified the process of coding and transferring data into statistical software for further analysis.

The study used a convenience sampling approach, meaning that participants were selected based on accessibility and willingness to participate in the survey. Convenience sampling is frequently used in business and consumer behavior research, particularly when time and resource limitations exist. Although this sampling method does not allow full statistical generalization to the entire population, it is considered suitable for exploratory and explanatory quantitative studies examining consumer attitudes and behavioral trends (Saunders et al., 2019; Wilson, 2003). In total, 154 valid responses were collected and included in the final analysis.

3.3 The research instrument

Data were collected through a structured questionnaire consisting primarily of closed-ended questions measured on a five-point Likert scale, ranging from “strongly disagree” to “strongly agree.” The questionnaire included items related to eco-friendly purchasing behavior, environmental values, social influence, health awareness, brand trust, and perceived barriers to sustainable consumption. In addition, demographic questions were included in order to examine whether factors such as gender, age, educational level, and

monthly income influence eco-friendly consumer behavior. The questionnaire was designed after the exploration of the relevant academic literature. Key sources were the studies of Pranta et al. (2024), Larranaga and Valor (2022), Nguyen Tran Cam (2023), Busalim et al. (2022), Gao et al. (2022), Kim and Lee (2023), and Amiri et al. (2024). The research instrument is illustrated in appendixes A.

3.4 Methods of Analysis

The collected data were analyzed using IBM SPSS Statistics. Initially, descriptive statistics were employed. Measures such as frequencies, percentages, means, minimum and maximum values, and standard deviations were calculated for all variables and questionnaire items. As it is noted by Malhotra & Bricks (2006), descriptive analysis allowed the identification of general consumption patterns, levels of environmental awareness, and perceptions regarding barriers to eco-friendly purchasing behavior. In addition, reliability analysis was conducted using Cronbach's alpha coefficients in order to assess the internal consistency of the measurement scales included in the questionnaire. Correlation analysis using Pearson's correlation coefficient was also performed to investigate the relationships among the main study variables and determine the strength and direction of associations between eco-friendly purchasing behavior and the independent dimensions examined in the study. Finally, inferential statistical techniques were applied in order to examine predictive relationships and demographic differences. More specifically, multiple linear regression analysis was used to identify the extent to which factors such as environmental values, social influence, health awareness, brand trust, and perceived barriers influence eco-friendly purchasing behavior. Furthermore, independent samples t-tests and one-way ANOVA tests were conducted to explore whether statistically significant differences exist across demographic groups based on gender, age, educational level, and monthly income.

3.5 Ethical Issues and the Role of the Researcher

Ethical considerations constitute an essential component of quantitative research, ensuring that the rights, privacy, and well-being of participants are protected throughout the research process. In the present study, which investigates the eco-friendly purchasing behavior of

Greek consumers, all stages of the research were conducted in accordance with the fundamental principles of research ethics, including voluntary participation, informed consent, anonymity, confidentiality, and responsible data management. Since the study involved human participants, particular attention was given to ensuring that respondents could participate freely without any form of coercion or undue influence.

Participation in the survey was entirely voluntary. Before completing the online questionnaire, respondents were informed about the purpose of the study, the academic nature of the research, and the estimated time required to complete the questionnaire. Participants were also informed that they could discontinue their participation at any stage without providing a reason and without any negative consequences. Completion and submission of the questionnaire were considered to constitute informed consent. No incentives or rewards were offered for participation, thereby minimizing the possibility of response bias resulting from external motivation.

The questionnaire was distributed through Google Forms, and no personally identifiable information, such as names, addresses, telephone numbers, or email addresses, was collected. All responses were anonymous and treated as strictly confidential. The collected data were used exclusively for academic purposes and analyzed only in aggregated form, ensuring that individual respondents could not be identified. Furthermore, the dataset was securely stored and accessed only by the researcher for the purposes of statistical analysis and dissertation preparation. Another important ethical consideration concerns the integrity and transparency of the research process. The researcher ensured that the questionnaire items were clearly formulated, unbiased, and directly related to the research objectives. During data analysis, the findings were reported objectively and accurately without manipulation, selective reporting, or omission of statistically non-significant results. Both significant and non-significant findings were presented and interpreted consistently, allowing readers to evaluate the evidence in a transparent manner. This approach contributes to the credibility, reliability, and scientific integrity of the research.

The role of the researcher throughout the study was that of an independent and objective investigator. Consistent with the positivist research paradigm adopted in this dissertation, the researcher sought to minimize personal bias during data collection, statistical analysis, and interpretation of the findings. Decisions regarding the selection of statistical techniques, including descriptive statistics, reliability analysis, correlation analysis, multiple regression, independent samples t-tests, and one-way ANOVA, were based on methodological

appropriateness rather than on expectations regarding the results. By maintaining neutrality and adhering to established ethical principles, the researcher aimed to ensure that the conclusions accurately reflected the empirical evidence collected from the respondents.

In short, careful attention to ethical principles and the objective role of the researcher enhances the quality, credibility, and trustworthiness of the present study. Respecting participants' rights, protecting confidential information, and maintaining transparency throughout the research process ensure that the findings provide a reliable contribution to the understanding of eco-friendly consumer behavior in Greece while meeting the ethical standards expected of postgraduate academic research.

4. Chapter 4: Analysis of findings

4.1 Sample demographics

Table 4.1 presents the demographic characteristics of the sample used in the present study. Regarding gender, the majority of participants were female, representing 59.1% of the sample (N=91), while males accounted for 37.0% (N=57). A small percentage of respondents (3.9%, N=6) selected the option “prefer not to say.” The stronger representation of female participants is particularly important, as previous studies have frequently suggested that women tend to demonstrate higher levels of environmental concern and greater engagement in sustainable consumption practices compared to men. With respect to age, the sample was relatively balanced across different age groups, although younger and middle-aged consumers were more strongly represented. The largest age category was 25–34 years old, accounting for 23.4% of the sample (N=36), followed closely by respondents aged 35–44 years (22.1%, N=34) and 44–54 years (20.1%, N=31). Participants aged 55–64 years represented 15.6% of the sample (N=24), while younger consumers aged 18–24 years accounted for 13.0% (N=20). The smallest group consisted of respondents aged over 65 years, representing 5.8% of the sample (N=9).

In terms of educational level, the sample was characterized by relatively high educational attainment. Almost half of the respondents held a Bachelor's degree (44.2%, N=68), while 27.9% (N=43) possessed a Master's degree. Participants with a high school education represented 16.2% of the sample (N=25), whereas 8.4% (N=13) had completed vocational training. Only a small proportion of respondents held a PhD degree (3.2%, N=5). Overall,

the high educational profile of the sample may indicate increased awareness and familiarity with environmental and sustainability-related issues, as education has often been associated with stronger pro-environmental attitudes in the literature. Finally, regarding monthly income, the largest percentage of respondents reported earnings between €1,201 and €1,800 per month (27.9%, N=43), followed closely by individuals earning between €801 and €1,200 (26.6%, N=41). Respondents with a monthly income below €800 accounted for 16.2% of the sample (N=25), while 16.9% (N=26) reported earnings between €1,801 and €2,500. The highest income category, above €2,500 per month, represented 12.3% of participants (N=19).

Table 4.1: Sample Demographics

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	57	37,0	37,0	37,0
Female	91	59,1	59,1	96,1
Prefer not to say	6	3,9	3,9	100,0
Total	154	100,0	100,0	
Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
18-24	20	13,0	13,0	13,0
25-34	36	23,4	23,4	36,4
35-44	34	22,1	22,1	58,4
45-54	31	20,1	20,1	78,6
55-64	24	15,6	15,6	94,2
65+	9	5,8	5,8	100,0
Total	154	100,0	100,0	
Educational Level				
	Frequency	Percent	Valid Percent	Cumulative Percent
High school	25	16,2	16,2	16,2
Vocational training	13	8,4	8,4	24,7
Bachelor	68	44,2	44,2	68,8
Master	43	27,9	27,9	96,8
PhD	5	3,2	3,2	100,0
Total	154	100,0	100,0	

	Monthly income			
	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 8.00 €	25	16,2	16,2	16,2
801-1.200 €	41	26,6	26,6	42,9
1.201-1.800 €	43	27,9	27,9	70,8
€1.801-€2.500	26	16,9	16,9	87,7
Over €2,500	19	12,3	12,3	100,0
Total	154	100,0	100,0	

4.2 Descriptive statistics

4.2.1 Eco-Friendly Purchasing Behavior

Table 4.2 presents the descriptive statistics for the items measuring actual eco-friendly purchasing behavior. Overall, the findings indicate a generally positive tendency among respondents toward eco-friendly consumption, as all mean values are above the midpoint of the five-point Likert scale. The highest mean score was recorded for the item “I consider energy efficiency when purchasing electrical appliances” ($M=4.01$, $SD=0.76$), indicating that energy efficiency is a particularly important criterion in consumer decision-making. This suggests that Greek consumers may be especially responsive to eco-friendly choices when these are connected to practical and economic benefits, such as reduced energy consumption and lower electricity costs. The second highest mean was observed for the item concerning biodegradable or recyclable packaging ($M=3.94$, $SD=0.81$), followed by the regular purchase of products with eco-friendly labels ($M=3.89$, $SD=0.80$). Organic food purchasing also received a positive mean score ($M=3.82$, $SD=0.83$), suggesting a favorable orientation toward food products perceived as healthier or more environmentally responsible. The lowest mean score was found for the item “I have purchased sustainable or ethically produced clothing in the past year” ($M=3.56$, $SD=0.90$). Although still above the midpoint, this result indicates that sustainable fashion may be less established compared to other categories of eco-friendly consumption. This may be explained by factors such as higher prices, limited availability, lower consumer awareness, or uncertainty regarding ethical production claims.

The Cronbach’s alpha value for this section was 0.722, indicating an acceptable level of internal consistency. Therefore, the items can be considered sufficiently reliable for measuring the broader construct of actual eco-friendly purchasing behavior.

Table 4.2: Eco-Friendly Purchasing Behavior (Actual Behavior)

	N	Minimum	Maximum	Mean	Std. Deviation
I regularly purchase products with eco-friendly or environmentally friendly labels.	154	2,00	5,00	3,8896	,79674
I consciously choose products with biodegradable or recyclable packaging.	154	1,00	5,00	3,9416	,81037
I often buy organic food products instead of conventional alternatives.	154	1,00	5,00	3,8247	,83340
I consider energy efficiency when purchasing electrical appliances.	154	2,00	5,00	4,0065	,76266
I have purchased sustainable or ethically produced clothing in the past year.	154	1,00	5,00	3,5649	,89971
Cronbach A				0,722	

4.2.2 Environmental Values and Personal Motivation

Similarly, table 4.3 presents the descriptive statistics for the items measuring environmental values and personal motivation. The results indicate a very positive orientation toward environmental responsibility, as all mean values are clearly above the midpoint of the five-point Likert scale. In particular, the highest mean score was recorded for the statement “Buying eco-friendly products makes me feel that I contribute to environmental protection” ($M=4.27$, $SD=0.75$). This finding suggests that respondents perceive eco-friendly purchasing as a meaningful individual action that contributes to broader environmental protection. Similarly, protecting the environment appears to be an important personal value for participants ($M=4.23$, $SD=0.75$), while respondents also expressed a strong sense of personal responsibility for reducing their environmental impact through their purchases ($M=4.22$, $SD=0.70$). Moreover, the item “I am willing to change my consumption habits to support sustainability” also received a high mean score ($M=4.19$, $SD=0.76$), indicating that participants are not only environmentally aware but also relatively willing to adapt their everyday consumption patterns. The lowest mean score was observed for the statement “Environmental concerns influence my daily purchasing decisions” ($M=4.06$, $SD=0.77$). Although this remains a high score, it suggests that the translation of environmental values into daily purchasing decisions may be slightly weaker compared to general environmental concern and personal responsibility. Lastly, the Cronbach’s alpha value for this section was 0.785, indicating good internal consistency. Therefore, the items form a reliable scale for measuring environmental values and personal motivation.

Table 4.3: Environmental Values and Personal Motivation

	N	Minimum	Maximum	Mean	Std. Deviation
Protecting the environment is an important personal value for me.	154	2,00	5,00	4,2273	,74556
I feel personally responsible for reducing my environmental impact through my purchases.	154	3,00	5,00	4,2208	,69777

Buying eco-friendly products makes me feel that I contribute to environmental protection.	154	2,00	5,00	4,2662	,75010
I am willing to change my consumption habits to support sustainability.	154	2,00	5,00	4,1883	,75641
Environmental concerns influence my daily purchasing decisions.	154	1,00	5,00	4,0584	,76898
Cronbach A				0,785	

4.2.3 Social Influence and Norms

Table 4.4 presents the descriptive statistics for the items related to social influence and social norms associated with eco-friendly consumption. In this case, the highest mean score in this section was recorded for the statement “Social media increases my awareness of environmentally friendly products” ($M=3.60$, $SD=0.86$). This finding suggests that digital platforms and online communication channels play an important role in informing consumers about eco-friendly products and sustainability-related issues. Social media appears to function as a significant source of environmental information and awareness, particularly in contemporary consumer environments where sustainability trends are increasingly visible online. Respondents also moderately agreed that eco-friendly consumption is becoming a social norm in Greek society ($M=3.33$, $SD=0.82$). This result indicates that participants perceive a gradual increase in the social acceptance and normalization of environmentally responsible consumption practices in Greece. Similarly, the statement “People important to me encourage environmentally responsible consumption” received a moderate mean score ($M=3.28$, $SD=0.90$), suggesting that family members, friends, and close social networks exert some degree of influence on consumers’ environmental behavior. A slightly lower mean score was observed for the statement “I am influenced by friends or family who buy eco-friendly products” ($M=3.17$, $SD=0.86$). This finding implies that while respondents recognize social encouragement toward sustainable

consumption, direct imitation of the purchasing behavior of others may not constitute a particularly strong motivational factor.

The lowest mean score in this section was associated with the statement “I care about how my consumption choices are perceived by others” ($M=3.06$, $SD=0.94$). Although the result remains slightly above the midpoint of the scale, it indicates that social image and external approval are relatively weaker drivers of eco-friendly purchasing behavior among the respondents. This may suggest that environmentally responsible consumption is motivated more by personal values and internal beliefs than by social prestige or impression management. The Cronbach’s alpha coefficient for this section was 0.769, demonstrating satisfactory internal consistency and reliability among the items measuring social influence and norms.

Table 4.4: Social Influence & Norms

	N	Minimum	Maximum	Mean	Std. Deviation
People important to me encourage environmentally responsible consumption.	154	1,00	5,00	3,2792	,90385
I am influenced by friends or family who buy eco-friendly products.	154	1,00	5,00	3,1688	,86171
Social media increases my awareness of environmentally friendly products.	154	2,00	5,00	3,6039	,85878
I care about how my consumption choices are perceived by others.	154	1,00	5,00	3,0584	,93750
Eco-friendly consumption is becoming a social norm in Greek society.	154	1,00	5,00	3,3312	,82490
				Cronbach A	0,769

4.2.4 Health Awareness

Likewise, table 4.5 presents the descriptive statistics for the items measuring health awareness as a motivation for eco-friendly purchasing behavior. Overall, the findings indicate that health-related considerations represent an important factor influencing consumers' preference for eco-friendly products, as all mean values are clearly above the midpoint of the five-point Likert scale. Indicatively, the highest mean score was recorded for the statement “Health considerations motivate me to buy organic or natural products” ($M=4.14$, $SD=0.80$). This result suggests that respondents are strongly motivated by personal health and well-being when choosing organic or natural products. Therefore, eco-friendly consumption appears to be driven not only by environmental concerns, but also by perceived personal benefits. The statements “I associate eco-friendly products with higher product safety” ($M=3.87$, $SD=0.76$) and “I believe eco-friendly products are healthier than conventional products” ($M=3.85$, $SD=0.85$) also received positive mean scores. The lowest mean score was observed for the statement “I trust eco-friendly food products to be free from harmful substances” ($M=3.77$, $SD=0.84$). Although still positive, this result suggests a slightly more cautious attitude toward claims related to the absence of harmful substances, possibly reflecting some degree of consumer skepticism or uncertainty. Finally, the Cronbach's alpha coefficient for this section was 0.727, indicating acceptable internal consistency.

Table 4.5: Health Awareness

	N	Minimum	Maximum	Mean	Std. Deviation
I believe eco-friendly products are healthier than conventional products.	154	2,00	5,00	3,8506	,84623
Health considerations motivate me to buy organic or natural products.	154	2,00	5,00	4,1429	,79565

I associate eco-friendly products with higher product safety.	154	2,00	5,00	3,8701	,75582
I trust eco-friendly food products to be free from harmful substances.	154	1,00	5,00	3,7727	,83645
Cronbach A				0,727	

4.2.5 Brand Trust and Information

Table 4.6 presents the descriptive statistics for the items related to brand trust and sustainability-related information. In this section, the highest mean score was recorded for the statement “I trust brands that communicate clearly about their environmental practices” ($M=3.78$, $SD=0.85$). This finding indicates that transparency and clear communication regarding environmental initiatives positively influence consumer trust. Respondents appear more willing to support brands that openly present their sustainability practices and environmental commitments. The statements “I believe that eco-labels provide reliable information about product sustainability” and “I am more likely to buy eco-friendly products from well-known brands” both received identical mean scores ($M=3.56$), with standard deviations of 0.89 and 0.89 respectively. These results suggest moderate confidence in eco-labels and brand reputation as indicators of product sustainability. At the same time, the relatively moderate scores may indicate some degree of skepticism among consumers regarding the credibility of environmental claims and certifications. The Cronbach’s alpha coefficient for this section was 0.669. Although slightly below the commonly recommended threshold of 0.70, the value remains close to acceptable levels and can still be considered adequate for exploratory research in the context of social sciences and consumer behavior studies (Malhotra & Bricks, 2006).

Table 4.6: Brand Trust & Information

	N	Minimum	Maximum	Mean	Std. Deviation
--	----------	----------------	----------------	-------------	---------------------------

I trust brands that communicate clearly about their environmental practices.	154	2,00	5,00	3,7792	,84981
I believe that eco-labels provide reliable information about product sustainability.	154	1,00	5,00	3,5584	,89287
I am more likely to buy eco-friendly products from well-known brands.	154	2,00	5,00	3,5584	,88552
Cronbach A				0,669	

4.2.6 Perceived Barriers and Obstacles

Finally, table 4.7 presents the descriptive statistics for the items related to perceived barriers and obstacles associated with eco-friendly purchasing behavior. The highest mean score was recorded for the statement “Eco-friendly products are too expensive compared to conventional alternatives” ($M=3.79$, $SD=0.85$). This finding suggests that price is perceived as the most significant barrier to eco-friendly consumption among the respondents. The relatively high mean score reflects the importance of economic considerations in consumer decision-making, particularly in the context of the Greek market, where purchasing power and price sensitivity remain important factors. The statement “I find it difficult to identify which products are truly eco-friendly” also received a moderately high mean score ($M=3.51$, $SD=0.83$). This result indicates that respondents experience uncertainty regarding the authenticity and credibility of eco-friendly products. Difficulties in recognizing genuinely sustainable products may be associated with confusing environmental claims, limited consumer knowledge, or skepticism toward eco-labels and marketing practices. Similarly, respondents moderately agreed that eco-friendly products are not easily available in the stores where they shop ($M=3.43$, $SD=0.86$). This finding suggests that accessibility and product availability remain relevant obstacles that may discourage environmentally responsible purchasing behavior. Limited product variety or insufficient distribution of eco-friendly alternatives may reduce consumers’ opportunities to consistently engage in

sustainable consumption. The Cronbach’s alpha coefficient for this section was 0.700, indicating acceptable internal consistency and reliability, as noted by Saunders et al. (2019).

Table 4.7: Perceived Barriers & Obstacles

	N	Minimum	Maximum	Mean	Std. Deviation
Eco-friendly products are too expensive compared to conventional alternatives.	154	1,00	5,00	3,7922	,84541
Eco-friendly products are not easily available in the stores I shop at.	154	1,00	5,00	3,4286	,86211
I find it difficult to identify which products are truly eco-friendly.	154	2,00	5,00	3,5065	,82642
Cronbach A				0,700	

Table 4.8: Summary of descriptive statistics & Reliability index

Construct / Section	Items	No. of Items	Cronbach's Alpha	Mean Score
Purchasing_Behavior	Q1, Q2, Q3, Q4, Q5	5	0,722	3,850
Environmental_Values	Q6, Q7, Q8, Q9, Q10	5	0,785	4,190
Social_Influence	Q11, Q12, Q13, Q14, Q15	5	0,769	3,290
Health_Awareness	Q16, Q17, Q18, Q19	4	0,727	3,910
Brand_Trust	Q20, Q21, Q22	3	0,669	3,630
Barriers_Obstacles	Q23, Q24, Q25	3	0,700	3,580

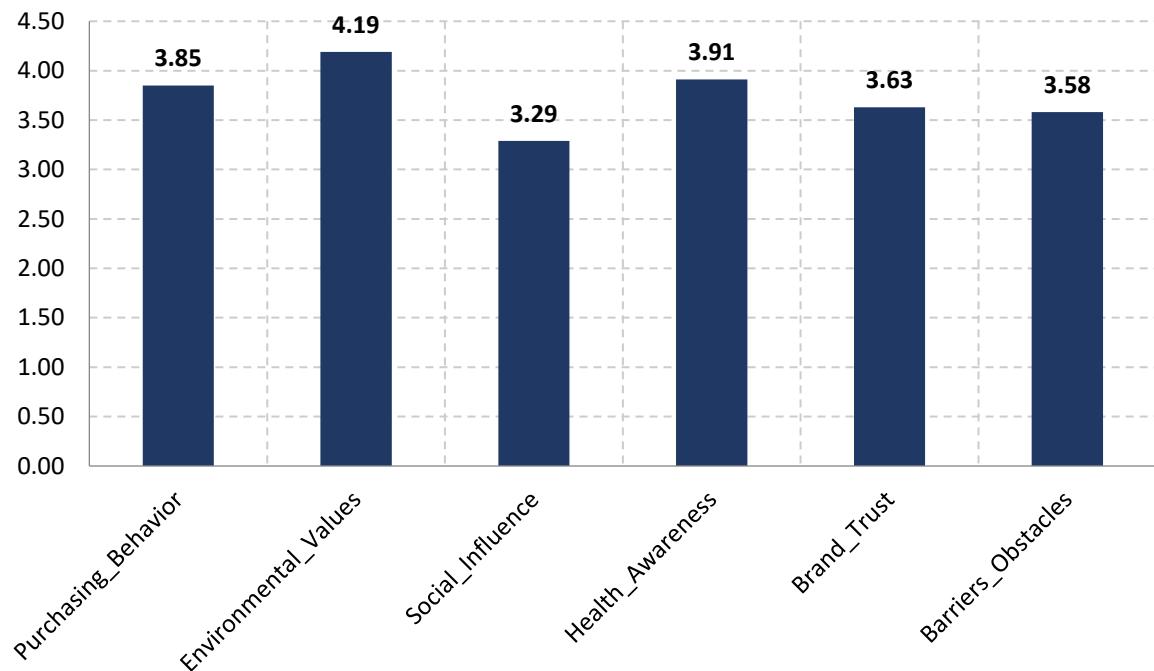


Figure 4.1: Mean Scores by construct

4.3 Correlations

Table 4.9 presents the Pearson correlation analysis among the main dimensions of the study. The purpose of this analysis was to examine how the different motivational and barrier-related factors are associated with actual eco-friendly purchasing behavior. Results indicated several statistically significant positive relationships, revealing that eco-friendly consumption is influenced by a combination of personal, social, health-related, and brand-related factors. To begin with, Eco-friendly purchasing behavior was positively and significantly correlated with all other dimensions. The strongest relationships were found with social influence ($r=0.398$, $p<0.01$) and brand trust ($r=0.397$, $p<0.01$). This suggests that consumers who are more exposed to social encouragement, sustainability norms, and trustworthy brand information are more likely to engage in eco-friendly purchases. In practical terms, this finding indicates that although personal values are important, external signals from society, brands, and communication channels also play a meaningful role in shaping actual purchasing behavior. A significant positive relationship was also found between purchasing behavior and health awareness ($r=0.345$, $p<0.01$). This result shows that consumers who associate eco-friendly products with health, safety, and natural characteristics are more likely to purchase such products. This is particularly relevant for

product categories such as organic food, natural products, and biodegradable packaging, where health and environmental benefits are often connected in the consumer’s mind.

Environmental values were also positively related to purchasing behavior ($r=0.308$, $p<0.01$). This finding confirms that consumers with stronger environmental responsibility and sustainability-oriented values tend to report higher levels of eco-friendly purchasing. However, the correlation is moderate rather than very strong, suggesting that values alone may not always be enough to determine actual behavior. This supports the idea that eco-friendly consumption often depends on whether personal values are supported by practical conditions, such as product availability, affordability, and trust in environmental claims. Interestingly, perceived barriers and obstacles were also positively correlated with purchasing behavior ($r=0.232$, $p<0.01$). Although this relationship is weaker, it may indicate that consumers who are more involved in eco-friendly purchasing are also more aware of the difficulties associated with it, such as higher prices, limited availability, or uncertainty about which products are genuinely sustainable. In other words, barriers do not necessarily prevent all consumers from buying eco-friendly products; rather, they may become more visible to those who actively try to make sustainable choices.

The correlation matrix also reveals important relationships among the independent dimensions. Brand trust was positively associated with environmental values ($r=0.391$, $p<0.01$), social influence ($r=0.351$, $p<0.01$), and health awareness ($r=0.314$, $p<0.01$). These findings suggest that trust in brands and eco-labels is connected with broader environmental awareness, social exposure to sustainability, and health-related motivations. Similarly, social influence was positively correlated with health awareness ($r=0.336$, $p<0.01$) and barriers/obstacles ($r=0.317$, $p<0.01$), indicating that socially engaged consumers may be both more informed and more aware of the practical limitations of eco-friendly consumption. It is also worth noting that the relationship between environmental values and barriers/obstacles was not statistically significant ($r=0.138$, $p=0.088$). This suggests that having strong environmental values does not necessarily mean that consumers perceive more or fewer barriers. Barriers such as price, availability, and difficulty identifying genuine eco-friendly products may therefore operate independently from consumers’ environmental concern.

Table 4.9: Correlations among dimensions

		Purchasing_ Behavior	Environmen tal_Values	Social_Influ ence	Health_A wareness	Brand_T rust	Barriers_O bstacles
Purchasing_ Behavior	Pearson Correlation	1	,308**	,398**	,345**	,397**	,232**
	Sig. (2- tailed)		,000	,000	,000	,000	,004
	N	154	154	154	154	154	154
Environmen tal_Values	Pearson Correlation	,308**	1	,206*	,274**	,391**	,138
	Sig. (2- tailed)	,000		,010	,001	,000	,088
	N	154	154	154	154	154	154
Social_Influ ence	Pearson Correlation	,398**	,206*	1	,336**	,351**	,317**
	Sig. (2- tailed)	,000	,010		,000	,000	,000
	N	154	154	154	154	154	154
Health_Aw areness	Pearson Correlation	,345**	,274**	,336**	1	,314**	,216**
	Sig. (2- tailed)	,000	,001	,000		,000	,007
	N	154	154	154	154	154	154
Brand_Trus t	Pearson Correlation	,397**	,391**	,351**	,314**	1	,276**
	Sig. (2- tailed)	,000	,000	,000	,000		,001

	N	154	154	154	154	154	154
Barriers_Obstacles	Pearson Correlation	,232**	,138	,317**	,216**	,276**	1
	Sig. (2-tailed)	,004	,088	,000	,007	,001	
	N	154	154	154	154	154	154
** . Correlation is significant at the 0.01 level (2-tailed). * . Correlation is significant at the 0.05 level (2-tailed).							

In conclusion, the correlation analysis shows that eco-friendly purchasing behavior in Greece is positively associated with multiple factors, especially social influence, brand trust, health awareness, and environmental values. The findings indicate that sustainable consumption is not driven by one single factor, but by a combination of internal motivations and external market conditions.

4.4 Regression

Table 4.10 presents the results of the linear regression analysis, with Eco-Friendly Purchasing Behavior as the dependent variable. The model examined the predictive role of environmental values, social influence, health awareness, brand trust, perceived barriers, gender, and age, which were used as independent variables. The overall regression model was statistically significant, $F(7,146) = 8.184$, $p < 0.001$, indicating that the predictors jointly explain a significant proportion of the variation in eco-friendly purchasing behavior. The model produced an R^2 value of 0.282, meaning that approximately 28.2% of the variance in eco-friendly purchasing behavior is explained by the independent variables included in the model. The adjusted R^2 was 0.247, suggesting a moderate explanatory power for consumer behavior research.

Regarding individual predictors, social influence was a statistically significant positive predictor of eco-friendly purchasing behavior ($\beta = 0.242$, $p = 0.003$). This indicates that consumers who are more influenced by social norms, family, friends, and social media are

more likely to engage in eco-friendly purchases. Brand trust was also a significant positive predictor ($\beta=0.207$, $p=0.014$). This finding suggests that trust in brands, eco-labels, and sustainability-related information plays an important role in encouraging consumers to purchase eco-friendly products. Similarly, health awareness had a significant positive effect on eco-friendly purchasing behavior ($\beta=0.161$, $p=0.040$). This means that consumers who associate eco-friendly products with health, safety, and natural characteristics are more likely to buy them. In contrast, environmental values did not have a statistically significant effect in the regression model ($\beta=0.125$, $p=0.110$), despite its positive correlation with purchasing behavior. This suggests that although respondents generally express strong environmental values, these values alone may not be enough to predict actual purchasing behavior when other factors are considered. Perceived barriers and obstacles were also not statistically significant ($\beta=0.039$, $p=0.616$). Finally, the demographic variables included in the model, gender ($p=0.974$) and age ($p=0.447$), were not statistically significant predictors. This suggests that eco-friendly purchasing behavior in the present sample is explained more by motivational and perceptual factors than by basic demographic characteristics.

Table 4.10: Linear regression model, Dependent Variable: Eco-Friendly Purchasing Behavior

Model Summary					
	R	R Square	Adjusted R Square	Std. Error of the Estimate	
	,531	,282	,247	,49056	
ANOVA ^b					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	13,787	7	1,970	8,184	,000
Residual	35,135	146	,241		
Total	48,922	153			
Coefficients ^a					
	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	

	B	Std. Error	Beta		
(Constant)	1,180	,429		2,752	,007
Environmental_Values	,130	,081	,125	1,606	,110
Social_Influence	,216	,072	,242	2,983	,003
Health_Awareness	,152	,073	,161	2,069	,040
Brand_Trust	,172	,069	,207	2,499	,014
Barriers_Obstacles	,033	,066	,039	,503	,616
Gender	,002	,075	,002	,033	,974
Age	,022	,029	,056	,763	,447

Therefore, the regression results indicate that social influence, brand trust, and health awareness are the strongest predictors of eco-friendly purchasing behavior among Greek consumers. These findings suggest that businesses should focus on credible sustainability communication, health-related product benefits, and social media-based promotion in order to encourage eco-friendly purchasing behavior.

4.5 Parametric Tests

Table 4.11 presents the results of the one-way ANOVA analysis examining whether the main study dimensions differ significantly across age groups. The analysis included six constructs, according to the structure of the questionnaire, namely: eco-friendly purchasing behavior, environmental values, social influence, health awareness, brand trust, and perceived barriers/obstacles. The results show that age did not have a statistically significant effect on any of the examined dimensions. More specifically, no significant age-based differences were found for eco-friendly purchasing behavior, $F(5,148)=0.213$, $p=0.957$, environmental values, $F(5,148)=1.241$, $p=0.293$, social influence, $F(5,148)=0.941$, $p=0.456$, health awareness, $F(5,148)=0.343$, $p=0.886$, brand trust, $F(5,148)=0.546$, $p=0.741$, or perceived barriers and obstacles, $F(5,148)=1.509$, $p=0.190$. These findings indicate that respondents from different age groups reported relatively similar attitudes and behaviors toward eco-friendly consumption. In other words, younger and older consumers in the sample do not appear to differ substantially in terms of their purchasing behavior, environmental motivation, health awareness, trust in eco-friendly brands, or perceived obstacles. Therefore, businesses promoting eco-friendly products may benefit from

developing broad communication strategies rather than focusing exclusively on younger consumers.

Table 4.11: One-way ANOVA analysis based on age

		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum	Sig.
Purchasing_Behavior	18-24	20	3,7500	,53852	,12042	2,80	4,80	,957
	25-34	36	3,8944	,51600	,08600	2,60	4,80	
	35-44	34	3,8824	,61124	,10483	2,60	5,00	
	44-54	31	3,8387	,60315	,10833	2,80	5,00	
	55-64	24	3,8083	,60857	,12422	2,00	4,80	
	65+	9	3,8444	,49777	,16592	3,20	4,40	
	Total	154	3,8455	,56546	,04557	2,00	5,00	
Environmental_Values	18-24	20	4,0300	,63669	,14237	2,40	5,00	,293
	25-34	36	4,2667	,60285	,10048	2,80	5,00	
	35-44	34	4,1647	,47347	,08120	3,20	5,00	
	44-54	31	4,2839	,51839	,09311	3,20	5,00	
	55-64	24	4,0583	,49862	,10178	3,20	5,00	
	65+	9	4,4000	,50990	,16997	3,60	5,00	
	Total	154	4,1922	,54539	,04395	2,40	5,00	
Social_Influence	18-24	20	3,5000	,69434	,15526	2,20	4,80	,456
	25-34	36	3,3500	,59594	,09932	2,00	4,80	
	35-44	34	3,2294	,63271	,10851	2,00	4,60	
	44-54	31	3,3032	,68288	,12265	1,80	4,60	
	55-64	24	3,1417	,65270	,13323	2,00	4,20	

	65+	9	3,1333	,33166	,11055	2,60	3,60	
	Total	154	3,2883	,63328	,05103	1,80	4,80	
Health_Awareness	18-24	20	3,9750	,48599	,10867	3,00	4,75	,886
	25-34	36	3,9722	,72155	,12026	2,25	5,00	
	35-44	34	3,8971	,59390	,10185	3,00	5,00	
	44-54	31	3,9113	,62098	,11153	2,25	5,00	
	55-64	24	3,7813	,54330	,11090	2,25	4,75	
	65+	9	3,8889	,46956	,15652	3,25	4,50	
	Total	154	3,9091	,60012	,04836	2,25	5,00	
Brand_Trust	18-24	20	3,7333	,77686	,17371	1,67	5,00	,741
	25-34	36	3,6574	,58817	,09803	2,33	4,67	
	35-44	34	3,6078	,71760	,12307	2,33	4,67	
	44-54	31	3,7097	,72389	,13001	2,33	5,00	
	55-64	24	3,4444	,70654	,14422	2,00	4,67	
	65+	9	3,6296	,45474	,15158	2,67	4,33	
	Total	154	3,6320	,67979	,05478	1,67	5,00	
Barriers_Obstacles	18-24	20	3,6167	,57507	,12859	2,67	4,67	,190
	25-34	36	3,4537	,72222	,12037	1,67	5,00	
	35-44	34	3,4804	,64714	,11098	1,67	5,00	
	44-54	31	3,5806	,72504	,13022	2,33	5,00	
	55-64	24	3,6667	,64456	,13157	2,33	4,67	
	65+	9	4,0741	,40062	,13354	3,67	4,67	
	Total	154	3,5758	,66805	,05383	1,67	5,00	

In the same length, table 4.12 presents the results of the one-way ANOVA analysis examining whether the main study constructs differ according to respondents' educational level. As shown below, the results indicate that educational level did not produce statistically significant differences in any of the examined dimensions. More specifically, no significant differences were found for eco-friendly purchasing behavior ($p=0.907$), environmental values ($p=0.325$), social influence ($p=0.768$), health awareness ($p=0.333$), brand trust ($p=0.595$), or perceived barriers and obstacles ($p=0.990$). Since all significance values are above the threshold of 0.05, the findings suggest that respondents' educational level does not significantly differentiate their attitudes, motivations, or behaviors toward eco-friendly consumption.

Table 4.12: One-way ANOVA analysis based on educational level

		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum	Sig.
Purchasing_Behavior	High school	25	3,8480	,61720	,12344	2,60	5,00	,907
	Vocational training	13	3,9231	,56296	,15614	2,80	5,00	
	Bachelor	68	3,8176	,58000	,07034	2,60	4,80	
	Master	43	3,8837	,47255	,07206	2,80	5,00	
	PhD	5	3,6800	,96540	,43174	2,00	4,40	
	Total	154	3,8455	,56546	,04557	2,00	5,00	
Environmental_values	High school	25	4,2640	,58229	,11646	2,80	5,00	,325
	Vocational training	13	4,2000	,60000	,16641	3,20	5,00	
	Bachelor	68	4,2618	,47285	,05734	3,20	5,00	
	Master	43	4,0605	,60872	,09283	2,40	5,00	

	PhD	5	4,0000	,52915	,23664	3,20	4,60	
	Total	154	4,1922	,54539	,04395	2,40	5,00	
Social_Influence	High school	25	3,3680	,71340	,14268	1,80	4,80	,768
	Vocational training	13	3,2462	,48411	,13427	2,40	4,00	
	Bachelor	68	3,2794	,60755	,07368	2,00	4,60	
	Master	43	3,3070	,61621	,09397	2,20	4,80	
	PhD	5	2,9600	1,10815	,49558	2,00	4,60	
	Total	154	3,2883	,63328	,05103	1,80	4,80	
Health_Awareness	High school	25	3,8000	,59512	,11902	2,25	4,75	,333
	Vocational training	13	3,9423	,71556	,19846	2,25	5,00	
	Bachelor	68	3,8419	,58095	,07045	2,25	5,00	
	Master	43	4,0640	,59785	,09117	2,50	5,00	
	PhD	5	3,9500	,54199	,24238	3,25	4,50	
	Total	154	3,9091	,60012	,04836	2,25	5,00	
Brand_Trust	High school	25	3,5867	,81240	,16248	2,00	5,00	,595
	Vocational training	13	3,5897	,73477	,20379	2,33	4,67	
	Bachelor	68	3,5980	,61101	,07410	2,33	5,00	
	Master	43	3,7597	,67191	,10246	1,67	5,00	
	PhD	5	3,3333	,88192	,39441	2,33	4,67	
	Total	154	3,6320	,67979	,05478	1,67	5,00	
	High school	25	3,5733	,63479	,12696	2,33	4,67	,990

Barriers_Obstacles	Vocational training	13	3,6667	,81650	,22646	2,67	5,00	
	Bachelor	68	3,5588	,66528	,08068	1,67	5,00	
	Master	43	3,5814	,69804	,10645	1,67	5,00	
	PhD	5	3,5333	,29814	,13333	3,33	4,00	
	Total	154	3,5758	,66805	,05383	1,67	5,00	

Likewise, table 4.13 presents the results of the one-way ANOVA analysis examining whether the main dimensions of eco-friendly consumer behavior differ according to respondents' monthly income. The analysis shows that, in most cases, income did not lead to statistically significant differences. However, one significant difference was identified in relation to social influence. More specifically, no statistically significant differences were found for eco-friendly purchasing behavior ($p=0.113$), environmental values ($p=0.531$), health awareness ($p=0.582$), brand trust ($p=0.415$), or perceived barriers and obstacles ($p=0.101$). These findings suggest that consumers across different income categories demonstrate relatively similar levels of actual eco-friendly purchasing behavior, environmental motivation, health-related awareness, trust in sustainable brands, and perceived obstacles.

The only statistically significant difference was found for social influence ($p=0.026$). This indicates that income level is associated with differences in the extent to which respondents are influenced by family, friends, social media, and broader social norms regarding eco-friendly consumption. Descriptively, the highest mean scores for social influence were observed among respondents earning €801–€1,200 ($M=3.46$) and €1,801–€2,500 ($M=3.43$), while the lowest score was found among respondents earning over €2,500 ($M=2.97$). This may suggest that higher-income consumers are less dependent on social approval or external influence when making eco-friendly purchasing decisions. Although purchasing behavior itself did not differ significantly by income, the descriptive results show that respondents earning €1,801–€2,500 reported the highest eco-friendly purchasing behavior ($M=4.05$), while those earning over €2,500 reported the lowest mean score ($M=3.63$). However, since the difference was not statistically significant, it should be interpreted with caution.

Table 4.13: One-way ANOVA analysis based on Monthly Income

		N	Mean	Std. Deviation	Std. Error	Minimu m	Maximu m	Sig.
Purchasing_Be havior	Less than 8.000 €	25	3,7760	,54259	,10852	2,80	5,00	,113
	801-1.200 €	41	3,9171	,52531	,08204	2,80	5,00	
	1.201-1.800 €	43	3,7907	,58056	,08854	2,80	5,00	
	€1.801-€2.500	26	4,0462	,54643	,10716	2,60	4,80	
	Over €2,500	19	3,6316	,61559	,14123	2,00	4,80	
	Total	154	3,8455	,56546	,04557	2,00	5,00	
Environmental _Values	Less than 8.000 €	25	4,2160	,57131	,11426	2,40	5,00	,531
	801-1.200 €	41	4,2488	,53625	,08375	2,80	5,00	
	1.201-1.800 €	43	4,0837	,56439	,08607	2,80	5,00	
	€1.801-€2.500	26	4,2923	,56351	,11051	3,20	5,00	
	Over €2,500	19	4,1474	,46591	,10689	3,60	5,00	
	Total	154	4,1922	,54539	,04395	2,40	5,00	
Social_Influen ce	Less than 8.000 €	25	3,3200	,52281	,10456	2,20	4,60	,026
	801-1.200 €	41	3,4585	,54634	,08532	2,40	4,60	
	1.201-1.800 €	43	3,1628	,65937	,10055	1,80	4,60	
	€1.801-€2.500	26	3,4308	,76251	,14954	2,00	4,80	
	Over €2,500	19	2,9684	,56278	,12911	2,00	4,00	
	Total	154	3,2883	,63328	,05103	1,80	4,80	
	Less than 8.000 €	25	3,8200	,45369	,09074	2,75	4,50	,582

Health_Awareness	801-1.200 €	41	3,9573	,59135	,09235	3,00	5,00	
	1.201-.1.800 €	43	3,9651	,62341	,09507	2,25	4,75	
	€1.801-€2.500	26	3,9519	,71421	,14007	2,25	5,00	
	Over €2,500	19	3,7368	,58019	,13311	2,25	4,50	
	Total	154	3,9091	,60012	,04836	2,25	5,00	
Brand_Trust	Less than 8.000 €	25	3,6267	,82395	,16479	1,67	5,00	,415
	801-1.200 €	41	3,7236	,69882	,10914	2,00	4,67	
	1.201-.1.800 €	43	3,5504	,54377	,08292	2,67	4,67	
	€1.801-€2.500	26	3,7692	,62375	,12233	2,67	5,00	
	Over €2,500	19	3,4386	,77820	,17853	2,33	5,00	
	Total	154	3,6320	,67979	,05478	1,67	5,00	
Barriers_Obstacles	Less than 8.000 €	25	3,6933	,67987	,13597	2,33	5,00	,101
	801-1.200 €	41	3,6667	,60553	,09457	2,67	5,00	
	1.201-.1.800 €	43	3,4186	,75275	,11479	1,67	5,00	
	€1.801-€2.500	26	3,7436	,64158	,12582	2,00	4,67	
	Over €2,500	19	3,3509	,52674	,12084	2,33	4,33	
	Total	154	3,5758	,66805	,05383	1,67	5,00	

In sum, the findings indicate that monthly income does not strongly differentiate eco-friendly purchasing behavior among the respondents. Instead, eco-friendly consumption appears to be shaped more by motivational and perceptual factors than by income alone. This suggests that eco-friendly products should not be targeted exclusively at higher-income consumers. Businesses should develop pricing, communication, and positioning strategies that appeal to a broad range of income groups, while also recognizing that social influence may vary across income segments

Finally, table 4.14 presents the results of the independent samples t-tests based on gender. The results show that no statistically significant gender differences were identified in any of the examined dimensions. More specifically, male and female respondents did not differ significantly in terms of eco-friendly purchasing behavior ($p=0.683$), environmental values ($p=0.434$), social influence ($p=0.975$), health awareness ($p=0.775$), brand trust ($p=0.101$), or perceived barriers and obstacles ($p=0.103$). Since all significance values are above the 0.05 threshold, gender does not appear to be a significant differentiating factor in the present sample (Saunders et al., 2019). It seems that eco-friendly attitudes, motivations, and purchasing behaviors are relatively similar among male and female consumers in the sample. This means that gender-based segmentation may not be the most effective approach for promoting eco-friendly products in the Greek market.

Table 4.14: Independent T-tests based on gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean	Sig.
Purchasing_Behavior	Male	57	3,8667	,51870	,06870	,683
	Female	91	3,8286	,60042	,06294	
Environmental_Values	Male	57	4,2351	,45689	,06052	,434
	Female	91	4,1626	,59547	,06242	
Social_Influence	Male	57	3,2737	,60431	,08004	,975
	Female	91	3,2703	,63762	,06684	
Health_Awareness	Male	57	3,8860	,50900	,06742	,775
	Female	91	3,9148	,64681	,06780	
Brand_Trust	Male	57	3,7485	,72725	,09633	,101
	Female	91	3,5531	,65399	,06856	
Barriers_Obstacles	Male	57	3,6959	,67047	,08881	,103
	Female	91	3,5092	,67648	,07091	

5. Chapter 5: Conclusions

5.1 Discussion & Conclusions

The findings of the present study provide a clear picture of eco-friendly consumer behavior in Greece. Overall, respondents demonstrated positive attitudes toward eco-friendly purchasing, with the highest scores observed for environmental values and health awareness. This suggests that Greek consumers are generally aware of environmental issues and associate eco-friendly products with both environmental protection and personal well-being. However, the results also show that positive attitudes do not always translate automatically into stronger purchasing behavior, confirming the existence of a partial attitude–behavior gap. This finding is consistent with Busalim et al. (2022), who argue that in sustainable fashion and green consumption more broadly, consumers often express favorable sustainability attitudes but do not always convert them into actual purchases.

The regression analysis further showed that social influence, brand trust, and health awareness were the strongest statistically significant predictors of eco-friendly purchasing behavior. This means that consumers are more likely to buy eco-friendly products when they are influenced by their social environment, when they trust brands and eco-labels, and when they believe that these products are healthier or safer. These findings are strongly aligned with Gao et al. (2022), who found that social influence plays an important role in encouraging eco-friendly behavior, especially through digital and social interaction mechanisms. Similarly, the importance of brand trust supports Nguyen Tran Cam (2023), who emphasized that green trust acts as a key mechanism linking perceived green value with purchase intention.

At the same time, the present study found that environmental values, although highly rated descriptively, did not significantly predict purchasing behavior in the regression model. This result is particularly important because it suggests that environmental concern alone may not be enough to explain actual consumer choices. This finding is consistent with Kim and Lee (2023), who showed that environmental knowledge and perceived consumer effectiveness may be more influential than general environmental concern. In other words, consumers may care about the environment, but actual purchasing behavior depends more strongly on practical confidence, trust, product accessibility, and perceived personal benefit.

The findings also confirm the importance of information and credibility in eco-friendly consumption. Brand trust had a significant positive effect on purchasing behavior, while

respondents also reported some difficulty in identifying which products are truly eco-friendly. This aligns with Larranaga and Valor (2022), who found that consumers often rely on visible cues such as packaging color, imagery, materials, origin, and vendor characteristics when judging whether a product is green. However, such cues may not always reflect the product's real environmental impact. Therefore, the present findings suggest that Greek consumers need clearer, more reliable, and more transparent sustainability information in order to make confident purchasing decisions.

Regarding perceived barriers, the analysis showed that price, limited availability, and difficulty identifying genuinely eco-friendly products remain relevant obstacles. However, barriers did not significantly predict purchasing behavior in the regression model. This may indicate that consumers who are already interested in eco-friendly products are aware of these barriers but are not necessarily prevented by them. This finding partly supports Kim and Lee (2023), who highlighted that situational factors such as ease of purchase and eco-label credibility influence the link between intention and actual behavior. It also suggests that Greek consumers may be willing to purchase eco-friendly products, provided that the market reduces uncertainty, improves accessibility, and offers better value for money.

The demographic findings showed limited differences based on gender, age, education, and income. This differs partly from Pranta et al. (2024), who found that demographic characteristics strongly influenced sustainable consumption, particularly in relation to gender, age, education, and social status. In the present study, demographic factors were not strong predictors of eco-friendly purchasing behavior, while gender and age were also non-significant in the regression model. This suggests that, in the Greek sample, eco-friendly consumption may be less dependent on demographic segmentation and more strongly shaped by psychological, social, and trust-related factors.

The only notable demographic-related difference was found in relation to income and social influence. Social influence differed significantly across income groups, with higher-income respondents appearing less influenced by social norms. This may indicate that consumers with greater purchasing power make more independent decisions, while lower- and middle-income consumers may be more affected by social trends, family, friends, and social media. This finding connects with Amiri et al. (2024), who emphasize the growing role of nudging and digital influence in guiding eco-friendly choices. In the Greek context, digital nudging, social media campaigns, and peer-based communication may therefore be useful tools for promoting sustainable consumption.

In conclusion, the analysis shows that eco-friendly consumer behavior in Greece is shaped by a combination of motivations and obstacles. Environmental values and health awareness are strong at the attitudinal level, but actual purchasing behavior is mainly driven by social influence, brand trust, and health-related perceptions. Compared with the literature, the study confirms the importance of trust, credibility, social influence, and the attitude–behavior gap, while it differs from studies that emphasize demographics as dominant predictors. These findings suggest that businesses should not rely only on environmental messages. Instead, they should build trustworthy green brands, communicate health and quality benefits clearly, use social media effectively, and reduce practical barriers related to price, availability, and consumer confusion.

5.2 Managerial Implications

The findings of the present study provide several important implications for managers and businesses operating in the eco-friendly products market (see table 5.1).

Table 5.1: Managerial Implications of the Study Findings

Key Finding	Managerial Implication	Recommended Actions for Businesses
Consumers demonstrate strong environmental values and health awareness.	Sustainability marketing should combine environmental and personal benefits.	-Promote eco-friendly products by emphasizing health, safety, natural ingredients, and quality-of-life improvements alongside environmental protection.
Brand trust significantly influences eco-friendly purchasing behavior.	Companies must strengthen credibility and transparency regarding sustainability claims.	-Use certified eco-labels, transparent sustainability reporting, traceable sourcing information, and clear environmental communication.

Social influence is one of the strongest predictors of purchasing behavior.	Digital communication and social engagement strategies are essential.	-Invest in social media marketing, influencer collaborations, online communities, and campaigns encouraging sustainable lifestyles and peer engagement.
Consumers face difficulties identifying truly eco-friendly products.	Businesses should simplify sustainability communication and product information.	-Use clearer packaging, simple environmental labels, QR codes with sustainability details, and consumer education initiatives.
Price is perceived as the main obstacle to eco-friendly consumption.	Firms should improve the perceived value and affordability of sustainable products.	-Introduce eco-friendly product lines across different price categories, offer discounts/promotions, and communicate long-term economic benefits.
Product availability remains a relevant barrier.	Accessibility of eco-friendly products must be improved.	-Expand distribution channels, improve in-store visibility, and increase product availability in mainstream retail stores and e-commerce platforms.
Demographic factors showed limited impact on purchasing behavior.	Eco-friendly products should target broad consumer segments rather than narrow demographic groups.	-Develop inclusive sustainability campaigns appealing to different age, gender, education, and income categories.
Consumers are influenced by social norms and digital awareness.	“Green nudging” and behavioral marketing techniques can encourage sustainable consumption.	-Use reminders, sustainable default options, personalized recommendations, loyalty programs, and behavioral design strategies to promote eco-friendly choices.

As shown above, the results firstly demonstrate that environmental values and health awareness are particularly strong among consumers. Therefore, companies should avoid focusing exclusively on environmental protection messages and instead combine sustainability communication with clear personal benefits for consumers. Marketing campaigns emphasizing healthier lifestyles, product safety, natural ingredients, and long-term well-being may be more effective in influencing purchasing behavior than purely ecological arguments. This is especially relevant for sectors such as organic food, personal care products, sustainable packaging, and energy-efficient household appliances. Second, the analysis showed that brand trust is one of the strongest predictors of eco-friendly purchasing behavior. As a result, managers should prioritize transparency, credibility, and authenticity in their sustainability strategies. Consumers appear sensitive to misleading environmental claims and uncertain about which products are genuinely eco-friendly. Businesses should therefore invest in reliable eco-labels, transparent sustainability reporting, and clear communication regarding sourcing, production processes, and environmental impact. Building trust through consistent and verifiable sustainability practices can strengthen customer loyalty and increase consumers' willingness to purchase eco-friendly products.

Another important implication concerns the role of social influence and digital communication. Since social influence emerged as the strongest predictor of eco-friendly purchasing behavior, businesses should make greater use of social media platforms, influencer marketing, online communities, and digital engagement strategies to promote sustainable consumption. Consumers are increasingly influenced by social interaction, peer recommendations, and online sustainability trends. Therefore, managers should design campaigns that encourage social participation, user-generated content, and environmentally responsible brand communities. The use of digital marketing and “green nudging” techniques may further strengthen consumer engagement with eco-friendly products and normalize sustainable consumption behaviors. Finally, the findings highlight the importance of reducing practical barriers associated with eco-friendly consumption. Consumers continue to perceive eco-friendly products as relatively expensive, less accessible, and sometimes difficult to identify. Managers should therefore focus on improving product availability, simplifying sustainability information, and enhancing affordability. Offering eco-friendly product lines across multiple price ranges, improving in-store visibility, and

using simpler packaging and labeling strategies may help reduce consumer uncertainty and encourage wider adoption. In the long term, businesses that successfully combine sustainability, trust, accessibility, and consumer value are likely to gain competitive advantages in the growing eco-friendly market.

5.3 Research Limitations and Suggestions for Further Research

Despite offering useful insights into eco-friendly consumer behavior in Greece, the present study is subject to several limitations that should be acknowledged. First, the research relied on a convenience sampling approach and data were collected through online questionnaires. Although this method facilitated access to respondents and supported efficient data collection, it may limit the generalizability of the findings to the broader Greek population. Certain demographic groups, particularly individuals with limited internet access or lower familiarity with digital platforms, may have been underrepresented in the sample. Additionally, the study was based on self-reported responses, which may increase the possibility of social desirability bias, especially given the socially sensitive nature of environmental responsibility and sustainable behavior.

A second limitation concerns the cross-sectional design of the study. The research captured consumer attitudes and behaviors at a specific point in time and therefore cannot fully explain how eco-friendly purchasing behavior may evolve over longer periods. Consumer perceptions regarding sustainability are dynamic and may be influenced by economic conditions, technological developments, environmental crises, or changes in public policy. Furthermore, while the study examined several important motivational and barrier-related factors, additional variables such as environmental knowledge, lifestyle orientation, cultural values, perceived product quality, or emotional attachment to brands could also influence eco-friendly consumption behavior and were not included in the present analysis.

Future research could address these limitations by using larger and more representative samples from different regions of Greece, as well as longitudinal research designs that would allow the examination of changes in consumer behavior over time. Comparative studies between countries or cultural contexts could also provide valuable insights into how social, economic, and cultural conditions shape eco-friendly consumption patterns. Moreover, future studies may benefit from combining quantitative and qualitative methods

in order to explore consumers' motivations, perceptions, and barriers in greater depth. Lastly, further research could focus on specific product categories—such as sustainable fashion, organic food, green tourism, or energy-efficient technologies—and investigate the role of emerging factors such as digital marketing, green nudging, artificial intelligence, and social media influence in promoting sustainable consumer behavior.

Bibliography

- Amiri, B., Jafarian, A., & Abdi, Z. (2024). Nudging towards sustainability: a comprehensive review of behavioral approaches to eco-friendly choice. *Discover Sustainability*, 5(1), 444.
- Barbarossa, C., & De Pelsmacker, P. (2016). Positive and negative antecedents of purchasing eco-friendly products: A comparison between green and non-green consumers. *Journal of business ethics*, 134(2), 229-247.
- Busalim, A., Fox, G., & Lynn, T. (2022). Consumer behavior in sustainable fashion: A systematic literature review and future research agenda. *International journal of consumer studies*, 46(5), 1804-1828.
- Cam, L. N. T. (2023). A rising trend in eco-friendly products: A health-conscious approach to green buying. *Heliyon*, 9(9).
- Chen, C., Li, Z., Yang, S., & Cao, D. (2024). Driving eco-friendly product purchases through social media: how does peer influence work?. *Journal of Consumer Behaviour*, 23(6), 3213-3231.
- Chi, N. T. K. (2022). Ethical consumption behavior towards eco-friendly plastic products: Implication for cleaner production. *Cleaner and Responsible Consumption*, 5, 100055.
- Delcea, C., Cotfas, L. A., Trică, C. L., Crăciun, L., & Molanescu, A. G. (2019). Modeling the consumers opinion influence in online social media in the case of eco-friendly products. *Sustainability*, 11(6), 1796.

- Gao, B., Li, Z., & Yan, J. (2022). The influence of social commerce on eco-friendly consumer behavior: Technological and social roles. *Journal of Consumer Behaviour*, 21(4), 653-672.
- Glavič, P. (2021). Evolution and current challenges of sustainable consumption and production. *Sustainability*, 13(16), 9379.
- Hameed, I., Waris, I., & Amin ul Haq, M. (2019). Predicting eco-conscious consumer behavior using theory of planned behavior in Pakistan. *Environmental Science and Pollution Research*, 26(15), 15535-15547.
- Han, T. I., & Stoel, L. (2017). Explaining socially responsible consumer behavior: A meta-analytic review of theory of planned behavior. *Journal of International Consumer Marketing*, 29(2), 91-103.
- Harjadi, D., & Gunardi, A. (2022). Factors affecting eco-friendly purchase intention: subjective norms and ecological consciousness as moderators. *Cogent Business & Management*, 9(1), 2148334.
- Jansson, J. (2020). Circular economy and sustainable consumption: Suggestions for ethical marketing. *The SAGE Handbook of Marketing Ethics*, 215.
- Kim, N., & Lee, K. (2023). Environmental consciousness, purchase intention, and actual purchase behavior of eco-friendly products: The moderating impact of situational context. *International Journal of Environmental Research and Public Health*, 20(7), 5312.
- Kumar, N., Garg, P., & Singh, S. (2022). Pro-environmental purchase intention towards eco-friendly apparel: Augmenting the theory of planned behavior with perceived consumer effectiveness and environmental concern. *Journal of Global Fashion Marketing*, 13(2), 134-150.
- Larranaga, A., & Valor, C. (2022). Consumers' categorization of eco-friendly consumer goods: An integrative review and research agenda. *Sustainable Production and Consumption*, 34, 518-527.

- Lin, S. T., & Niu, H. J. (2018). Green consumption: Environmental knowledge, environmental consciousness, social norms, and purchasing behavior. *Business Strategy and the Environment*, 27(8), 1679-1688.
- Lorek, A. (2015). Current trends in the consumer behaviour towards eco-friendly products. *Economic and Environmental Studies*, 15(2 (34)), 115-129.
- Ma, J. H., Choi, S. B., & Ahn, Y. H. (2017). The impact of eco-friendly management on product quality, financial performance and environmental performance. *Journal of Distribution Science*, 15(5), 17-28.
- Malhotra, N., Birks, D. (2006). *Marketing research: An applied Approach 3rd European edition*. Harlow: Pearson Education
- Michaelidou, N., & Hassan, L. M. (2008). The role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food. *International journal of consumer studies*, 32(2), 163-170.
- Osburg, V. S., Yoganathan, V., Brueckner, S., & Toporowski, W. (2020). How detailed product information strengthens eco-friendly consumption. *Management Decision*, 58(6), 1084-1099.
- Park, J. Y., Perumal, S. V., Sanyal, S., Ah Nguyen, B., Ray, S., Krishnan, R., ... & Thangam, D. (2022). Sustainable marketing strategies as an essential tool of business. *American Journal of Economics and Sociology*, 81(2), 359-379.
- Pranta, A. D., Rahaman, M. T., Repon, M. R., & Shikder, A. A. R. (2024). Environmentally sustainable apparel merchandising of recycled cotton-polyester blended garments: analysis of consumer preferences and purchasing behaviors. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(3), 100357.
- Raman, R., Lathabai, H. H., & Nedungadi, P. (2024). Sustainable development goal 12 and its synergies with other SDGs: identification of key research contributions and policy insights. *Discover Sustainability*, 5(1), 150.

- Robson, C. (2007). *The research of the real world, a tool for social scientists and professional researchers*, Athens: Gutenberg Publications.
- Sarath Chandran, M. C. (2025). Eco-friendly finance: the role of green CSR, processes, and products in enhancing brand trust and image. *Environment, Development and Sustainability*, 27(12), 29019-29046.
- Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research methods for business students*. Harlow: Pearson.
- Saunders, M.N.K., Lewis, P. and Thornhill, A. (2019). *Research Methods for Business Students*. 8th Edition, Pearson, London.
- Schultz, P. W. (2001). The structure of environmental concern: Concern for self, other people, and the biosphere. *Journal of environmental psychology*, 21(4), 327-339.
- Schwartz, S. H. (1992). Universals in the content and structure of values: Theoretical advances and empirical tests in 20 countries. In *Advances in experimental social psychology* (Vol. 25, pp. 1-65). Academic Press.
- Singh, R. L., & Singh, P. K. (2016). Global environmental problems. In *Principles and applications of environmental biotechnology for a sustainable future* (pp. 13-41). Singapore: Springer Singapore.
- Stern, P. C. (2000). New environmental theories: toward a coherent theory of environmentally significant behavior. *Journal of social issues*, 56(3), 407-424.
- Wilson. A. (2003), *Marketing Research, An integrated approach*, Essex Pearson Education Limited
- Wrenn, B., Stevens, R., Loudon, D. (2007), *Marketing research: text and cases*, New York: Haworth publications.
- Zorpas, A. A., Naddeo, V., Voukkali, I., Vraka, E., & Bockreis, A. (2025). Environmental ethics considerations in circular economy and waste management. *Waste Management & Research*, 43(2), 133-136.

Internet sources:

<https://www.statistics.gr/> [accessed 5/5/2026]

<https://www.statista.com> [accessed 7/5/2026]

Appendix A: “Questionnaire”

A. Questionnaire

Questionnaire

I am a postgraduate student at the Hellenic Open University in the department of Masters in Business Administration (MBA).

As part of my diploma thesis, I am conducting a survey regarding Eco-Friendly Consumer Behavior in Greece. For that purpose, I ask you to complete the questionnaire below.

I assure you that the questionnaire data will be used solely for educational purposes and that your personal information will remain completely confidential. I also inform you that the survey is anonymous.

The completion of the questionnaire will take a few minutes of your time.

Thank you in advance for your valuable contribution!

A. Demographics:

Gender:

Male ☐ Female ☐ Prefer not to say ☐

Age:

18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+ ☐

Educational level:

High school ☐ Vocational training ☐

Bachelor ☐ Master ☐ PhD ☐

Family Monthly income

Less than 800 € ☐ 801-1.200 € ☐ 1.201-1.800 € ☐

1.801-2.500 € ☐ More than 2.501 € ☐



B. Please show your level of agreement with each of the following statements by circling or ticking one response per statement only. This is not a test, and there are no right or wrong answers.

	Response				
	1	2	3	4	5
Eco-Friendly Purchasing Behavior (Actual Behavior)					
1. I regularly purchase products with eco-friendly or environmentally friendly labels.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
2. I consciously choose products with biodegradable or recyclable packaging.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
3. I often buy organic food products instead of conventional alternatives.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
4. I consider energy efficiency when purchasing electrical appliances.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree

5. I have purchased sustainable or ethically produced clothing in the past year.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Environmental Values & Personal Motivation					
6. Protecting the environment is an important personal value for me.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
7. I feel personally responsible for reducing my environmental impact through my purchases.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
8. Buying eco-friendly products makes me feel that I contribute to environmental protection.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
9. I am willing to change my consumption habits to support sustainability.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
10. Environmental concerns influence my daily purchasing decisions.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Social Influence & Norms					
11. People important to me encourage environmentally responsible consumption.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
12. I am influenced by friends or family who buy eco-friendly products.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
13. Social media increases my awareness of environmentally friendly products.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
14. I care about how my consumption choices are perceived by others.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
15. Eco-friendly consumption is becoming a social norm in Greek society.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Health Awareness					
16. I believe eco-friendly products are healthier than conventional products.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
17. Health considerations motivate me to buy organic or natural products.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree

18. I associate eco-friendly products with higher product safety.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
19. I trust eco-friendly food products to be free from harmful substances.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Brand Trust & Information					
20. I trust brands that communicate clearly about their environmental practices.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
21. I believe that eco-labels provide reliable information about product sustainability.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
22. I am more likely to buy eco-friendly products from well-known brands.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Perceived Barriers & Obstacles					
23. Eco-friendly products are too expensive compared to conventional alternatives.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
24. Eco-friendly products are not easily available in the stores I shop at.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
25. I find it difficult to identify which products are truly eco-friendly.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree

If you had any problems answering this questionnaire, or have any general comments you want to make, then please write them in the space below.

Thank you for your cooperation!

...

Author’s Statement:

I hereby declare that, in accordance with article 8 of Law 1599/1986 and article 2.4.6 par. 3 of Law 1256/1982, this thesis/dissertation is solely a product of personal work and does not infringe any intellectual property rights of third parties and is not the product of a partial or total plagiarism, and the sources used are strictly limited to the bibliographic references.