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Exploring the Determinants of Green Purchase Intention and Behavior Among College Students in Fujian Province, China

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Abstract

Purpose: This study aims to identify the key determinants of green purchase intention and green purchase behavior among college students in Fujian, China. The study extends the Theory of Planned Behavior by incorporating environmental concern and environmental knowledge to provide a broader explanation of green purchasing decisions. **Research design, data and methodology:** A quantitative research approach was applied using structured questionnaires administered to 500 students from the Department of Business Administration at Meizhouwan Vocational Technology College in Fujian, China. All respondents had prior experience purchasing green products. A non-probability sampling approach combining purposive, quota, and convenience sampling was adopted. Data were analyzed using confirmatory factor analysis and structural equation modeling to evaluate the measurement model and test the proposed hypotheses. **Results:** Environmental concern, environmental knowledge, attitude, subjective norms, and perceived behavioral control all had significant positive effects on green purchase intention. Environmental concern showed the strongest effect, followed by perceived behavioral control and environmental knowledge. Attitude and subjective norms also had significant effects. Green purchase intention significantly influenced green purchase behavior. **Conclusions:** The findings support the applicability of the extended TPB framework in explaining green purchasing behavior among college students and suggest that universities can strengthen sustainable consumption by enhancing environmental awareness, improving access to green products, and fostering supportive social norms through environmental education and campus initiatives.

Keywords: Green Purchase Intention, Green Purchase Behavior, College Students, China

JEL Classification Code: D12, I23, M31, Q01, Q56

1. Introduction

With the acceleration of global industrialization, environmental issues such as climate change, resource depletion, and biodiversity loss have become increasingly severe. These challenges have become major constraints on sustainable development (Steg & Vlek, 2009). The deterioration of environmental indicators highlights the limitations of traditional production and consumption models. As a result, sustainable development and green transformation have become global priorities.

Goal 12 of the United Nations 2030 Agenda for Sustainable Development emphasizes responsible consumption and production patterns and highlights the importance of green purchase behavior in achieving ecological sustainability (Lai & Cheng, 2016). Green purchase behavior refers to consumers considering environmental attributes when selecting products and preferring eco-friendly, low-carbon, and recyclable goods (Rahman, 2018). Chan (2001) described green purchasing as a form of pro-environmental behavior that reflects consumers' environmental concerns. As environmental problems intensify, consumers are increasingly adjusting their consumption habits and showing stronger preferences for green products. Understanding the factors that influence green purchase behavior is therefore important because it helps explain how environmental awareness translates into actual purchasing actions.

Green products form the foundation of green purchasing.

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They are designed to minimize environmental impacts and conserve resources throughout their life cycle (Chen & Chai, 2010). Consumers often consider environmental impact, product life cycle, health benefits, and brand credibility when making green purchasing decisions. Green products commonly demonstrate characteristics such as energy efficiency, renewable materials, recyclability, and biodegradability (Azevedo et al., 2011). As global efforts to address climate change continue to expand, green purchase behavior has become an important driver of low-carbon economic transformation. In China, green consumption has been incorporated into national development strategies, and environmentally friendly purchasing is gradually becoming part of everyday life.

Young consumers represent an important group in promoting sustainable consumption. They often possess stronger environmental awareness and demonstrate greater familiarity with green markets (Maichum et al., 2016). Previous studies show that individuals with strong environmental attitudes are more likely to engage in pro-environmental behavior (Meinhold & Malkus, 2005; Uddin & Khan, 2016). In China, Generation Z has become an important force in green consumption, with more than 99.5% believing that green purchasing contributes to climate change mitigation (SynTao, 2024). Vocational college students are a particularly relevant group because their education emphasizes practical and career-oriented decision making. As a result, their green purchasing decisions may be influenced by both environmental values and practical considerations such as affordability, accessibility, and product usefulness.

Although green purchase behavior has been widely studied, previous research has often examined environmental factors and psychological factors separately. Limited attention has been given to understanding how environmental concern and environmental knowledge interact with the core components of the Theory of Planned Behavior, namely attitude, subjective norms, and perceived behavioral control, in shaping both green purchase intention and actual purchasing behavior. This limits a comprehensive understanding of how environmental awareness is translated into consumer action.

Therefore, this study examines the determinants of green purchase intention and behavior among college students at Meizhouwan Vocational Technology College in Fujian, China. By integrating environmental concern and environmental knowledge with the Theory of Planned Behavior, the study provides a broader framework for explaining green purchasing decisions. This integrated approach contributes to the literature by jointly examining environmental and psychological determinants and by extending the understanding of factors that influence both purchase intention and actual green purchase behavior. The findings also offer practical insights for promoting sustainable consumption among young consumers.

2. Literature Review

2.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) developed by Ajzen (1991) is widely used to explain and predict human behavior. The theory proposes that behavioral intention is the most direct predictor of actual behavior. Intention is influenced by three key determinants: attitude, subjective norms, and perceived behavioral control. Attitude reflects an individual's evaluation of a behavior, subjective norms represent perceived social expectations, and perceived behavioral control refers to the perceived ability to perform the behavior.

TPB has been extensively applied in studies of green consumption because it provides a structured explanation of how psychological factors influence environmentally responsible behavior. Previous studies consistently report significant relationships between TPB constructs and green purchase intention (Chen & Tung, 2014; Paul et al., 2016). However, the relative influence of attitude, subjective norms, and perceived behavioral control varies across studies and contexts. This suggests that additional environmental factors may strengthen the explanatory power of TPB. Accordingly, this study extends TPB by incorporating environmental concern and environmental knowledge to provide a broader explanation of green purchase intention and green purchase behavior.

2.2 Green Purchase Behavior

Green purchase behavior refers to consumers' deliberate selection of products that reduce environmental harm and support ecological sustainability (Steg & Vlek, 2009). It involves purchasing products that conserve resources, reduce waste, and are produced through environmentally responsible processes (Vazifehdoust et al., 2013). Consumers engaging in green purchase behavior often consider environmental labels, recyclable materials, and certified green standards when making purchasing decisions (Minton & Rose, 1997). Such behavior reflects a willingness to support environmental protection through everyday consumption (Chen & Chai, 2010).

Previous studies suggest that green purchase behavior is influenced by both environmental and psychological factors. Environmental concern and environmental knowledge increase awareness of environmental issues and encourage favorable evaluations of green products (Whelan & Kronthal-Sacco, 2019). These factors strengthen green

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purchase intention, which subsequently influences purchasing behavior (Nekmahmud & Fekete-Farkas, 2020). However, some studies indicate that environmental awareness alone does not always result in actual purchasing behavior. Consumers may express positive environmental attitudes but fail to translate them into action due to practical constraints or competing priorities (Tezer & Bodur, 2020). This suggests that both intention and supporting conditions are important in explaining green purchase behavior.

2.3 Environmental Concern

Environmental concern refers to individuals' awareness and evaluation of environmental issues and their willingness to support environmental protection (Ghouse et al., 2025). It reflects ecological consciousness and the importance individuals place on environmental preservation (Stern, 1992). Environmental concern also includes awareness of environmental degradation and support for actions that reduce environmental harm (De Silva et al., 2021). As a value-based orientation, it influences how consumers evaluate environmentally responsible products and behaviors (Steg & de Groot, 2012).

Previous studies consistently identify environmental concern as an important predictor of green purchasing. Consumers with higher environmental concern are more likely to support sustainable consumption and adopt environmentally friendly products (Paul et al., 2016; Ramayah et al., 2010). However, the strength of this relationship varies across contexts. Some studies suggest that environmental concern directly encourages green purchasing, while others indicate that its influence operates through attitudes and purchase intentions (Paul et al., 2016). Despite these differences, the overall evidence supports environmental concern as an important antecedent of green purchase intention.

Therefore, the following hypothesis is proposed:

H1: Environmental concern has a significant impact on green purchase intention.

2.4 Environmental Knowledge

Environmental knowledge refers to consumers' understanding of environmental issues and the environmental consequences of consumption activities (Rusyani et al., 2021). It includes knowledge of ecological processes, environmental protection practices, and the relationship between human behavior and environmental outcomes (Fryxell & Lo, 2003). Environmental knowledge also reflects an individual's ability to understand and evaluate environmental information when making purchasing decisions (Haron et al., 2005).

Environmental knowledge helps consumers recognize the environmental benefits of green products and evaluate their purchasing choices more effectively (Nguyen et al., 2017). Consumers with greater environmental knowledge are generally more aware of product attributes, environmental impacts, and sustainable consumption practices (Heo & Muralidharan, 2019). Although many studies report a positive relationship between environmental knowledge and green purchase intention (Lavuri, 2022), some findings suggest that knowledge alone may not be sufficient to encourage green purchasing. Consumers may possess environmental knowledge but still fail to act unless supported by favorable attitudes or strong environmental concern. These findings indicate that environmental knowledge works together with other determinants in shaping purchase intention.

Therefore, the following hypothesis is proposed:

H2: Environmental knowledge has a significant impact on green purchase intention.

2.5 Attitude

Attitude refers to an individual's overall evaluation of a specific behavior as favorable or unfavorable (Ajzen, 1985). According to Fishbein and Ajzen (1975), attitudes develop from behavioral beliefs and evaluations of expected outcomes. In the context of green consumption, attitude reflects consumers' positive or negative evaluations of purchasing environmentally friendly products (Huang, 2023). It represents an important psychological factor that influences decision-making and behavioral intention.

Consumers who hold favorable attitudes toward green products are generally more willing to engage in environmentally responsible purchasing behavior (Chen & Tung, 2014). Previous studies consistently report a positive relationship between attitude and green purchase intention (Ghazali et al., 2018; Patwary et al., 2022). However, the magnitude of this relationship differs across studies. While some research identifies attitude as the strongest predictor of green purchase intention, other studies find that social influence or perceived behavioral control plays a more prominent role. These variations suggest that attitude is important but should be examined together with other determinants of consumer behavior.

Therefore, the following hypothesis is proposed:

H3: Attitude has a significant impact on green purchase intention.

2.6 Subjective Norms

Subjective norms refer to perceived social pressure regarding whether a particular behavior should be performed (Ajzen & Fishbein, 1980). They reflect individuals' perceptions of expectations from important

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referent groups, such as family members, friends, and peers (Fishbein & Ajzen, 1975). When individuals are uncertain about a decision, they often rely on social cues and the opinions of others to guide their behavior (Bratt, 1999). In green consumption contexts, subjective norms encourage consumers to align their purchasing decisions with socially supported environmental practices.

Previous studies indicate that subjective norms positively influence green purchase intention by increasing perceived social support for environmentally responsible behavior (Patel et al., 2020). Social interaction with environmentally conscious peers can also strengthen consumers' willingness to purchase green products (Rukhsar et al., 2025). However, findings regarding the strength of this influence are mixed. Some studies report a strong effect of subjective norms, while others suggest that personal attitudes have a greater impact on purchase intention. These differences may reflect variations in cultural context and social influence. Nevertheless, subjective norms remain an important determinant of green purchase intention.

Therefore, the following hypothesis is proposed:

H4: Subjective norms have a significant impact on green purchase intention.

2.7 Perceived Behavioral Control

Perceived behavioral control refers to an individual's perception of how easy or difficult it is to perform a specific behavior (Ajzen, 1991). It reflects the extent to which individuals believe they possess the resources, opportunities, and abilities necessary to carry out a behavior successfully. The concept includes both internal factors, such as knowledge and confidence, and external factors, such as product availability and affordability (Kidwell & Jewell, 2003).

In green consumption research, perceived behavioral control is recognized as an important determinant of green purchase intention (Vu et al., 2022). Consumers are more likely to develop purchase intentions when they believe that green products are accessible, affordable, and easy to obtain (Nguyen et al., 2017). Previous studies consistently report positive relationships between perceived behavioral control and green purchase intention (Hameed et al., 2019). However, the influence of perceived behavioral control may vary depending on market conditions. High prices, limited availability, or insufficient product information can reduce consumers' perceived ability to engage in green purchasing. These findings suggest that perceived behavioral control remains important, but its effect is often influenced by practical purchasing conditions.

Therefore, the following hypothesis is proposed:

H5: Perceived behavioral control has a significant impact on green purchase intention.

2.8 Green Purchase Intention

Green purchase intention refers to consumers' willingness and readiness to purchase environmentally friendly products (Dagher & Itani, 2014). It reflects a motivational state that influences the likelihood of engaging in green purchasing behavior (Ajzen, 1991). In environmental contexts, green purchase intention represents consumers' commitment to selecting products that minimize environmental harm and support sustainable consumption (Amoako et al., 2020).

Green purchase intention has been widely recognized as an important predictor of actual green purchase behavior. Consumers with stronger purchase intentions are generally more likely to engage in environmentally responsible purchasing actions (Rausch & Kopplin, 2021). Previous studies consistently report significant positive relationships between green purchase intention and green purchase behavior (Kamalanon et al., 2022; Wijekoon & Sabri, 2021). However, some researchers have identified an intention-behavior gap, where consumers express positive purchase intentions but do not consistently translate those intentions into actual behavior. This suggests that intention alone may not fully explain purchasing outcomes. Despite this limitation, green purchase intention remains the most direct predictor of green purchase behavior and occupies a central role in green consumption research.

Therefore, the following hypothesis is proposed:

H6: Green purchase intention has a significant impact on green purchase behavior.

3. Research Methods and Materials

3.1 Research Framework

The conceptual framework of this study is developed based on established theoretical foundations and prior empirical studies related to green consumption behavior. The framework is mainly grounded in the Theory of Planned Behavior (TPB), which explains how attitude, social influence, and perceived control affect behavioral intention and behavior (Ajzen, 1991). In addition, environmental research suggests that environmental concern and environmental knowledge influence consumers' intention to purchase environmentally friendly products.

Previous studies provide empirical support for these relationships. Moslehpour et al. (2023) found that environmental concern and environmental knowledge have significant positive effects on green purchase intention. Armutcu et al. (2024) reported that attitude, subjective norms, and perceived behavioral control significantly influence green purchase intention. Qureshi et al. (2023)

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further confirmed that green purchase intention has a significant positive impact on green purchase behavior. These findings provide the theoretical basis for the conceptual framework of this study.

Based on these foundations, this study develops a structural model to examine the determinants of green purchase intention and green purchase behavior among college students in Fujian, China. The framework includes five independent variables: environmental concern, environmental knowledge, attitude, subjective norms, and perceived behavioral control. Green purchase intention acts as a mediating variable, while green purchase behavior is the outcome variable.

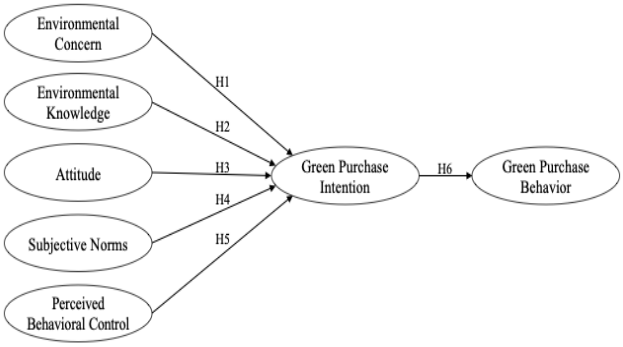

Figure 1: Conceptual Framework

3.2 Research Methodology

This study adopts a quantitative questionnaire-based approach and employs non-probability sampling to recruit participants. The sample was drawn from college students at Meizhouwan Vocational Technology College in Fujian, China. Data were collected through an online survey platform. The research aims to identify the key determinants of green purchase intention and green purchase behavior and to compare their relative explanatory power. Participation in the survey was voluntary, and respondents were informed about the purpose of the study before completing the questionnaire. Anonymity and confidentiality of the responses were ensured, and the collected data were used only for academic research purposes.

The questionnaire consisted of three sections. The first section included screening questions to confirm that respondents were eligible participants. The second section collected demographic information, including gender, age, academic year, purchasing preference, and price acceptance level. The third section used five-point Likert scales ranging from 1 (strongly disagree) to 5 (strongly agree) to measure environmental concern, environmental knowledge, attitude, subjective norms, perceived behavioral control, green purchase intention, and green purchase behavior.

A pilot test with 30 respondents was conducted before the main survey. Expert evaluation using the Item-Objective Congruence (IOC) method was applied to ensure content validity. Reliability was assessed using Cronbach's alpha coefficients. A total of 500 valid responses were collected for analysis. The data were analyzed using JAMOVI and AMOS. Confirmatory factor analysis (CFA) was performed to examine convergent validity and assess the measurement model. Structural equation modeling (SEM) was then used to test the hypothesized relationships among the study variables.

3.3 Population, Sample Size, and Sampling Technique

The study focused on students from the Department of Business Administration at Meizhouwan Vocational Technology College in Fujian, China. All participants reported prior experience purchasing green products. A non-probability sampling approach was applied. Participants were first identified through purposive sampling within the department to ensure that respondents were familiar with green purchasing behavior.

To ensure representation across different academic levels, quota sampling was used based on the proportion of students in each academic year. The quotas were determined according to the population distribution of first-year, second-year, and third-year students. Questionnaire distribution was then conducted using convenience sampling within each quota group.

The total population consisted of 1,930 students from the Department of Business Administration. Based on proportional allocation across the three academic years, a sample size of 500 respondents was determined. Table 1 presents the population distribution and the corresponding sample size for each academic year.

Table 1: Population and Sample Size of Business Administration Students at Meizhouwan Vocational Technology College

Academic Year	Population Size	Sample Size
First Year	616	160
Second Year	670	173
Third Year	644	167
Total	**1,930**	**500**

Data were collected between February and October 2025. With the assistance of department teachers, structured online questionnaires were distributed through the WeChat platform.

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4. Results

4.1 Demographic Information

The demographic profile of the 500 respondents is summarized in Table 2. Female students formed the majority of the sample, accounting for 64.4 percent of respondents, while males represented 35.6 percent. Most respondents were between 19 and 20 years old, followed by those aged 21 to 22, while only a small proportion were older than 22.

The distribution across academic years was relatively balanced. Second-year students accounted for the largest share of the sample, followed by third-year and first-year students. This distribution ensures representation of students at different stages of study.

Regarding preferred green product categories, food and beverages were the most frequently selected items, followed by clothing, shoes, and bags. Other categories such as green packaging, digital electronics, household appliances, and transportation were selected by smaller proportions of respondents.

Most students reported monthly living expenses between CNY 1501 and CNY 2500, while fewer respondents reported expenses below CNY 1500 or above CNY 2500. In terms of willingness to pay for green products, the majority indicated amounts below CNY 150, while only a small proportion were willing to pay more than CNY 250.

Overall, the results indicate that the sample mainly consists of young college students with moderate living expenses and a relatively cautious willingness to pay for green products.

Table 2: Demographic Profile of Respondents

Demographic and Behavior Data (N=500)		Frequency	Percentage
Gender	Male	178	35.6%
	Female	322	64.4%
Age	19-20 Years	297	59.4%
	21-22 Years	196	39.2%
	More than 22 Years	7	1.4%
Year of Study	First Year	160	32.0%
	Second Year	173	34.6%
	Third Year	167	33.4%
Preferred Green Product Type	Food and Beverages	212	42.4%
	Clothing, Shoes, and Bags	177	35.4%
	Green Packaging	51	10.2%
	Digital Electronics	44	8.8%
	Household Appliances	11	2.2%
	Transportation	5	1.0%
Monthly Living Expenses	Less than CNY 1500	87	17.4%
	CNY 1501-2000	175	35.0%
	CNY 2001-2500	154	30.8%
	CNY 2501-3000	65	13.0%
	More than CNY 3000	19	3.8%
Willingness to Pay	Less than CNY 100	182	36.4%
	CNY 101-150	162	32.4%
	CNY 151-200	103	20.6%
	CNY 201-250	32	6.4%
	More than CNY 250	21	4.2%

Source: Created by the author

4.2 Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis was conducted to evaluate the measurement model. The results show that all measurement items significantly represent their respective constructs. Factor loadings ranged from 0.575 to 0.973, exceeding the recommended threshold of 0.50, which indicates acceptable item reliability (Hair et al., 2019).

Internal consistency was assessed using Cronbach's alpha and composite reliability. Cronbach's alpha values ranged from 0.747 to 0.958, while composite reliability values ranged from 0.750 to 0.958. Both values exceed the recommended threshold of 0.70, indicating satisfactory reliability of the constructs (Nunnally & Bernstein, 1994).

Convergent validity was evaluated using the Average Variance Extracted (AVE). The AVE values ranged from 0.432 to 0.875. Although some values were slightly below 0.50, they remain acceptable when composite reliability exceeds 0.60 (Fornell & Larcker, 1981). The CFA results, including factor loadings, Cronbach's alpha, composite reliability, and AVE values, are presented in Table 3.

Discriminant validity was assessed using the Fornell-Larcker criterion. As shown in Table 4, the square root of AVE for each construct is greater than the correlations between that construct and other constructs. This indicates that the constructs are empirically distinct and that discriminant validity is established (Fornell & Larcker, 1981).

The overall model fit was evaluated using several goodness of fit indices, including CMIN/DF, GFI, AGFI, NFI, CFI, TLI, and RMSEA. As presented in Table 5, all indices satisfy the recommended criteria. The CFA results show a CMIN/DF value of 1.950 and an RMSEA value of 0.044, both indicating a good model fit. Other indices such as GFI, AGFI, NFI, CFI, and TLI also exceed their recommended thresholds. These results demonstrate that the measurement model fits the observed data well and supports the validity and reliability of the constructs used in this study.

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Table 3: Confirmatory Factor Analysis (CFA), Composite Reliability (CR), and Average Variance Extracted (AVE) Results

Variable	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factor Loading	CR	AVE
Environmental Concern (EC)	Sun et al. (2022)	4	0.891	0.786-0.858	0.892	0.673
Environmental Knowledge (EK)	Qureshi et al. (2023)	4	0.788	0.636-0.814	0.791	0.489
Attitude (ATT)	Duong (2022)	6	0.958	0.829-0.973	0.958	0.793
Subjective Norms (SN)	Yanyan et al. (2023)	3	0.954	0.903-0.954	0.954	0.875
Perceived Behavioral Control (PBC)	Sun and Wang (2020)	4	0.747	0.575-0.783	0.750	0.432
Green Purchase Intention (GPI)	Duong (2022)	5	0.913	0.750-0.880	0.915	0.684
Green Purchase Behavior (GPB)	Rahnama Haratbar et al. (2024)	4	0.897	0.722-0.903	0.897	0.688

Note: CR = Composite Reliability, AVE = Average Variance Extracted

Table 4: Discriminant Validity

Variable	Factor Correlations						
	EC	EK	ATT	SN	PBC	GPI	GPB
EC	**0.820**						
EK	0.501	**0.699**					
ATT	0.192	0.155	**0.891**				
SN	0.357	0.387	0.216	**0.935**			
PBC	0.283	0.258	0.027	0.139	**0.657**		
GPI	0.614	0.545	0.296	0.429	0.471	**0.827**	
GPB	0.297	0.225	0.329	0.268	0.190	0.539	**0.829**

Note: The diagonally listed value is the AVE square roots of the variables

Table 5: Goodness of Fit

Index	Criterion	CFA Value	SEM Value
CMIN/DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	1.950	2.830
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.912	0.863
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.893	0.841
NFI	≥ 0.80 (Wu & Wang, 2006)	0.936	0.904
CFI	≥ 0.80 (Bentler, 1990)	0.968	0.935
TLI	≥ 0.80 (Sharma et al., 2005)	0.963	0.929
RMSEA	< 0.08 (Pedroso et al., 2016)	0.044	0.061

Note: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index and RMSEA = root mean square error of approximation

4.3 Structural Equation Model (SEM)

Structural Equation Modeling was conducted to evaluate the proposed structural model. The goodness of fit of the model was assessed using several indices, including CMIN/DF, GFI, AGFI, NFI, CFI, TLI, and RMSEA.

The results indicate that the structural model demonstrates an acceptable level of fit. The CMIN/DF value is 2.830, indicating a reasonable fit between the model and the observed data. The values of GFI (0.863) and AGFI (0.841) also indicate an adequate model fit. In addition, the incremental fit indices show satisfactory values, with NFI = 0.904, CFI = 0.935, and TLI = 0.929.

The RMSEA value of 0.061 further indicates a good fit of the structural model. Overall, the results suggest that the proposed model adequately represents the relationships among the study variables.

The detailed goodness of fit results for both the measurement model and the structural model are presented in Table 5. The acceptable model fit indicates that the structural model is appropriate for testing the proposed hypotheses.

4.4 Research Hypothesis Testing Result

The structural model was used to examine the relationships among the study variables. The results indicate that all hypothesized relationships are statistically significant at $p < 0.05$. Environmental concern and perceived behavioral control show relatively stronger effects on green purchase intention compared with the other predictors. In addition, green purchase intention has a significant positive effect on green purchase behavior. These findings indicate that all proposed hypotheses are supported.

The detailed hypothesis testing results are presented in Table 6. The standardized path coefficients show the relative strength of the relationships among the variables in the structural model.

Table 6: Hypothesis Result of the Structural Model

Hypothesis	Standardized path coefficients (β)	S.E.	t-value	Test Result
H1: EC→GPI	0.455	0.038	10.637*	Supported
H2: EK→GPI	0.302	0.046	6.866*	Supported
H3: ATT→GPI	0.208	0.030	5.503*	Supported
H4: SN→GPI	0.181	0.026	4.792*	Supported
H5: PBC→GPI	0.399	0.058	8.105*	Supported
H6: GPI→GPB	0.476	0.062	10.001*	Supported

Note: *=p-value < .05

H1 proposed that environmental concern has a significant effect on green purchase intention. The result shows a standardized path coefficient of β = 0.455, indicating that higher environmental concern is associated with stronger green purchase intention.

H2 examined the effect of environmental knowledge on green purchase intention. The result indicates a significant positive relationship with a standardized coefficient of β = 0.302. This suggests that consumers with greater environmental knowledge are more likely to develop

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stronger intentions to purchase green products.

H3 tested the influence of attitude on green purchase intention. The result shows a significant positive effect with a coefficient of β = 0.208. This finding indicates that more favorable attitudes toward green products increase consumers' intention to purchase them.

H4 proposed that subjective norms influence green purchase intention. The result indicates a significant positive relationship with a standardized coefficient of β = 0.181. This suggests that social influence from peers or important others can increase individuals' intention to purchase green products.

H5 examined the effect of perceived behavioral control on green purchase intention. The standardized path coefficient is β = 0.399, indicating a significant positive effect. This finding suggests that when individuals perceive greater control over purchasing green products, their purchase intention increases.

Finally, H6 tested the relationship between green purchase intention and green purchase behavior. The result shows a significant positive effect with a standardized coefficient of β = 0.476. This indicates that stronger purchase intention leads to a higher likelihood of engaging in actual green purchasing behavior.

Overall, the results confirm that environmental concern, environmental knowledge, attitude, subjective norms, and perceived behavioral control significantly influence green purchase intention. In turn, green purchase intention significantly predicts green purchase behavior.

5. Conclusions and Recommendation

5.1 Conclusions and Discussion

This study examined the determinants of green purchase intention and green purchase behavior among college students in Fujian, China. The research investigated the effects of environmental concern, environmental knowledge, attitude, subjective norms, and perceived behavioral control on green purchase intention, as well as the influence of green purchase intention on green purchase behavior. Data were collected from 500 students at Meizhouwan Vocational Technology College, and Structural Equation Modeling was used to test the proposed relationships.

The findings indicate that all proposed hypotheses were supported. Environmental concern emerged as the strongest determinant of green purchase intention, consistent with previous studies that identified environmental concern as a key driver of environmentally responsible purchasing decisions (Paul et al., 2016; Ramayah et al., 2010). This finding suggests that students' purchasing decisions are strongly influenced by their awareness of environmental issues and their sense of environmental responsibility. The result further implies that strengthening environmental values may be an effective approach to encouraging sustainable consumption among young consumers. Perceived behavioral control also showed a significant positive effect on green purchase intention, supporting the findings of Jaiswal and Kant (2018). This indicates that students are more likely to consider purchasing green products when they perceive such products as affordable, accessible, and practical to obtain. Environmental knowledge significantly influenced green purchase intention, which is consistent with Maichum et al. (2016) and Yadav and Pathak (2016). The finding suggests that improving consumers' understanding of environmental issues can strengthen their ability to recognize the value of green products and support informed purchasing decisions.

Attitude and subjective norms were also found to significantly influence green purchase intention, supporting the findings of Ghazali et al. (2018) and Thoo et al. (2022). These results indicate that both personal evaluations and social influence contribute to green purchasing decisions. Green consumption is therefore shaped not only by individual beliefs but also by the expectations and behaviors of important social groups.

Green purchase intention significantly predicted green purchase behavior, supporting the Theory of Planned Behavior (Ajzen, 1991). This finding highlights the important role of intention as a mechanism through which environmental and psychological factors are translated into actual purchasing behavior.

In conclusion, the study achieved its objective of identifying the key determinants of green purchase intention and green purchase behavior among college students in Fujian, China. The findings also support the value of integrating environmental concern and environmental knowledge with the Theory of Planned Behavior to provide a broader understanding of green purchasing decisions. Beyond the university context, the results suggest that policymakers and green marketers can encourage sustainable consumption by strengthening environmental awareness, improving access to environmental information, and increasing the availability and attractiveness of green products.

5.2 Recommendations

The empirical findings indicate that environmental concern, perceived behavioral control, environmental knowledge, attitude, and subjective norms significantly influence green purchase intention, while green purchase intention directly predicts green purchase behavior. Based on these results, universities can play an important role in promoting sustainable consumption among college students

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by strengthening both intention and actual purchasing behavior.

Environmental education should be incorporated into university learning activities to increase students' awareness of environmental issues. Sustainability-related courses, workshops, and experiential learning activities can help students better understand environmental problems and the importance of responsible consumption. Previous studies show that structured environmental education can strengthen environmental concern and encourage pro-environmental behavior among young individuals (Van de Wetering et al., 2022).

Social influence can also be used to promote green purchasing behavior. Universities can encourage peer engagement through student-led sustainability initiatives and digital campaigns on social media platforms. Sharing examples of environmentally responsible behavior among students can strengthen perceived social norms and motivate others to adopt similar purchasing practices (Kotyza et al., 2024; Varni et al., 2024).

Improving the availability and affordability of green products is also important for strengthening perceived behavioral control. Universities can collaborate with suppliers to provide environmentally friendly products in campus stores, cafeterias, and vending areas. Providing discounts or incentives may reduce financial barriers and encourage students to choose green products (Roy, 2023).

Clear communication about the environmental and personal benefits of green products can further strengthen positive attitudes toward sustainable consumption. Informational campaigns that highlight environmental protection and long-term benefits can encourage students to adopt greener purchasing habits (Ansu-Mensah, 2021).

Overall, these recommendations provide practical directions for encouraging environmentally responsible consumption among college students. By addressing key psychological and contextual factors such as environmental awareness, social influence, and perceived accessibility of green products, universities can help foster stronger green purchasing intentions and promote more consistent sustainable consumption behaviors among young consumers.

5.3 Limitation and Further Study

This study has several limitations related to the research design and sampling method. The sample was limited to students from the Department of Business Administration at Meizhouwan Vocational Technology College in Fujian, China. In addition, a non-probability sampling approach was used. Therefore, the findings may not fully represent students from other academic disciplines, universities, or regions. Future research could expand the sample to include students from multiple universities to improve the generalizability of the results.

Another limitation is the cross-sectional research design. Data were collected at a single point in time through a questionnaire survey. This design allows examination of relationships among variables but cannot capture changes in green purchase intention and green purchase behavior over time. Future studies may apply longitudinal or experimental designs to better understand how green purchasing behavior develops.

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