

Behavior of Consumers and Green Product: A Study in Oman

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ABSTRACT

The main purpose of this study is to investigate the consumers' purchase behavior towards green products in Oman. This is a quantitative study, where the quantitative data collected through primary data (questionnaires). The sample size of the current study is represented by 78 Omani consumer. The collected data is examined via Smart PLS 3.0. The findings revealed that there is a positive and significant impact between the attitude of consumers purchase behavior towards green brands and intention to purchase green products. In addition, there is positive impact between green brand knowledge and indentation to purchase green products. On the other hand, there is negative impact between green brand positioning and indentation to purchase green products. These results indicate that the quality, price, reliability and advertising are important to attract consumers towards green products. Also, the level of consumer knowledge of green products and environmental responsibility is fairly good and this indicates the need for more efforts by manufacturers companies to producing them to consumers.

KEYWORDS: *Consumers' Purchase Behavior, Green Product, Oman.*

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I. INTRODUCTION

The advent of modern technology led to an increase in industrial activities that negatively affected the environment (Thottoli, Thomas, & Ahmed, 2019a; Thottoli, Thomas, & Ahmed, 2019b; Thomas, & Ahmed, 2019c). The environment has been exploited to a large extent, and this excessive use of the environment has led to the emergence of many negative changes for example climate change, pollution, global warming, depletion of the ozone layer, etc (Alabdullah, Ahmed, & Nor, 2019; Alabdullah, Ahmed, & Nor, 2018). which have become one of the biggest issues that threaten today's world and increase concerns about protecting our environment, as consumers are now raising their concerns about the impact of their consumption on the environment (Makhdoomi, & Nazir, 2016; Alabdullah, Ahmed, & Nor, 2020). This is evidence that consumers are now more knowledgeable and concerned with protecting the environment, which has resulted in changing their attitudes towards green lifestyle (Cherian & Jacob, 2012). In response to these calls, business organizations began to give the environmental dimension a clear importance in their production and marketing strategies (Ahmed, Rahim, Alabdullah, & Thottoli, 2019). A new style of marketing, known as green marketing, centered around a strong commitment to social responsibility and minimizing negative effects. Green marketing is an important topic in the business world, in order for the orientation to the green product to be effective and affect the intention to buy, there are factors that must be taken into account in advertising, including the credibility of the advertisement (Alabdullah, Ahmed, & Ahmed, 2021). The government has introduced some policies to keep the environment from further deterioration as well at the same time (Ahmed, Idres, Shaharudin, Suparman, & Kamal, 2020). Firms have chosen environmental practices. The first steps that were taken in relation to this environmental concern were the introduction of products that were assumed to be environmentally friendly and in a beneficial position to consumers (D'Souza, Taghian, Lamb, & Peretiakos, 2006). Although companies face scarcity of resources in contrast, consumer needs have increased dramatically. Companies are now trying to use the resources without loss, because they see that consumers care a lot about the environment, and green marketing has taken an effect from the focus on sustainability (Alabdullah, & Ahmed, 2020; Alabdullah, Ahmed, 2019; Alabdullah, Ahmed, & Muneerali, 2019; Hao, Ahmed, Singh, & Amran, 2019; Alabdullah, Laadjal, Ries, & Al-Asadi, 2018; Ahmed, Alabdullah, Amran, & Yahya, 2018). Governments in all countries are working to repair the damage for a better and healthier future. Sustainable manufacturing can increase competition and create a stable environment (Alabdullah, Ahmed, Almashhadani, Yousif, Almashhadani, Almashhadani, Putri, 2021; Hashim, Ries, & Huai, 2019; Hashim, Ahmed, & Huey, 2019; Rahim, Ahmed, & Faeq, 2018). Green business will support problem reform and awareness is an essential step in introducing an environmentally friendly product (Soundarajan, 2020; Alabdullah, 2016a; Alabdullah, 2016c). Recently, with the increase in global warming emissions reported in the media, companies are demanding to be

more socially accountable. Motivated by achieving their regulatory goals, manufacturers have begun to improve and adjust some production processes in order to support environmental protection (Shaharudin, Fernando, Ahmed, & Shahudin, 2020). With increasing stakeholder demands, particularly consumer pressure to protect the environment, companies go more than just fixing environmental regulatory issues and offer alternatives like new goods that are being distributed as environmentally friendly (Ahmed, Alabdullah, Thottoli, & Maryanti, 2020). Some companies have developed environmentally friendly packaging or a support case related to promotions (D'Souza, Taghian, & Khosla, 2007; Alabdullah, 2021; Ahmed, Alabdullah, & Shaharudin, 2020; Ahmed, Alabdullah, Shaharudin, & Putri, 2020; Harash, Alsaad, & Ahmed, 2013). They notice that most of the modern studies seek to promote the concept of green economy in the Arab countries this is by establishing subsidies policy and green tax incentives that help support operations green investment, environmentally qualifying economic institutions, and investment in management waste and waste through recycling and activating eco-tourism. They are policies that meet consumer aspirations to achieve economic security, social justice, and efficiency resources, environmental protection, food security, water resource conservation and use optimum agricultural land (Alabdullah, Nor, & Ahmed, 2018; Ahmed, Alabdullah, Ardhani, & Putri, 2021; Alabdullah, & Ahmed, 2020). The results of several studies have indicated the importance of awareness campaigns and green advertisements and their impact on consumers' perception and the need to use them as a means to enable young people to adopt the concept of green life as the advertisement enhances consumers' knowledge of products and is considered a consumer guide to make the purchase. It also affects the intention to buy environmentally friendly products (Alabdullah, a,b,c,d; Alabdullah, & Ahmed, 2018; Alabdullah, Ahmed, & Abushammala, 2020; Alabdullah, 2019; Almashhadani, 2020; Almashhadani, 2021; Falih et al, 2021). There are several countries that have launched campaigns that have been effective to promote and support the "green initiative". Consumer awareness is important in guiding the green product purchase decision (Al-Haziazi, & Muthuraman, 2019; Abushammala, Alabdullah, & Ahmed, 2015). There are few studies in the literature review towards green products features on Oman, (Ahmed, Alabdullah, Thottoli & Maryanti, 2020; Alyaarubi, Alkindi, & Ahmed, 2021) while there is a need to concentrate on business environment in Oman (Gani, Al Rahbi, & Ahmed, 2021; Alsulmani, Alkindi, & Ahmed, 2021; Nor et al, 2020). Thus, the main goal of this study is to investigate the consumer's purchase behavior towards green products in Oman.

II. CRITICAL REVIEW OF THE LITERATURE

In this section will focus about the previous studies in last five years. Majority of studies found that the consumers' purchase behavior towards green products in Oman. For example, Soundararajan, (2020) evaluate the consumer's purchase behavior towards green products, to identify where the consumers get knowledge on green product information, and to assess the impact of educational qualification and the level of satisfaction on the green products. Through the study, it was concluded that most consumers are aware of the fact that plastic bags are used that harm the environment and human health. Carbon emissions cause great damage to the environment. Consumers get to know on product information from newspapers and television, it was pointed out that there is no statistically significant relationship between educational qualification and a level of consumer satisfaction with the use of green products. It is suggested that government can educate the people the use of plastic and tote bags larger than 40 microns, and supply more reward or shops for electronic vehicles manufacturers. Shabbir, Bait Ali Sulaiman, Hasan Al-Kumaim, Mahmood, and Abbas, (2020) the aim of this study was to analyze the major of green marketing approaches and their effect on consumer behavior towards the environment in the United Arab Emirates (UAE). Important conclusions were reached through this study regarding environmental labeling of consumers that may influence their perceptions, such as Environmental Labeling (EL), Green Packaging and Branding (GPB), Green Products, Premium, and Pricing (GPPP), and Environmental Concerns and Beliefs (ECB) Also, major factors of green marketing, like EL and GPPP, have been found to have a significant also positive impact on Consumer Beliefs about The Environment (CBTE). In addition, Environmental Concerns and Beliefs (ECB) also have a significant and positive impact on CBTE in the United Arab Emirates. This study came to provide important guidelines that help in promoting favorable attitudes in society towards green marketing and helps companies improve effective strategies to promote their green products. Adrita, (2020) the aim of this study is to test the relation between the existing consumer behavior and the facts related to green product as availability, price and information to know why the Bangladesh consumers' are stepping behind to make green purchase. So the outcome shows that any variable has pivotal impact in consumers' actual behavior where the availability of product and information have high impact on existing purchase behavior. Khan and Salim, (2020) the purchasing behavior of green cosmetics for women in the Kingdom of Saudi Arabia: This study was designed to investigate which group of Saudi women are most familiar with buy the green cosmetics. It was concluded that the students do not have a lot of purchasing power, and housewives do not have informed purchasing decision. However, only women how are working are more probable to be motivated to be health aware and to consider purchasing green cosmetics. Edwin, Mohamed and Vergara, (2020) this paper aims to study the behavioral patterns towards certain cosmetics in Oman. However,

beauty is not limited to just one aspect. Hence, this paper focuses on how Omani women respond to specific brands that cover specific areas of care such as personal care products (beauty), skin care products (moisturizers, hand washing and perfumes) and hair care products (shampoos, oils). Within these areas also since brands are so many, there have only been certain notable brands. Al-Haziazi and Muthuraman,(2019) this study objective to understand environmental responsibility of the consumer towards Green use and plastic use in Muscat. Save this research a brief review to determine rate users for the green, their standard of realization environmental responsibility, Green Goods and Practices. So the results of research show that there is average level of environment for green consumption products and practices has been found between consumers so far consumers have shown favorable attitude towards green products. So it gave good insights to policymakers propose designing more intensive realization campaigns to promote green products because of height value green among Users. This investigation has suggestions for advertisers also shoppers to be a valid justification to begin the time of green promoting in the Sultanate of Oman. Xu, Bo and Hu, (2018) they investigate the evaluating and greening issues of two contending organizations without them and with no buyer evenness. They determine and think about the best arrangements and benefits utilized by organizations under various situations. Then, they decide the viability of customer imbalance underneath various power of rivalry. Logical outcomes uncover that if rivalry in the market is at moderately powerless level, People's cognizance of the environment by using green products facilitates companies in achieving their natural and economic goals, so that consumers prefer green products, medium-level consumers do not have a preference, such as the high-level portion of consumers environmental awareness abounds, also, the organization may accomplish monetary objectives at the expense of diminishing its natural targets, when the affectability of greenness is for buyers without inclination for any at significant level the extent of customers with high ecological mindfulness is rising, however organizations may build they have more trouble accomplishing their ecological and financial objectives, , If it is a level rivalry is generally high on the lookout, the presence of purchaser heterogeneity can help great ecological objectives, yet making accomplishing monetary objectives troublesome. Handayani, (2017) the permissibility of the effectiveness of the consumer's attitude towards the green item is about the objective to buy. The situation of the purchaser towards the green item is a mental craving that is communicated through liking a specific element with some Advantage or disservice contemplations. The issue with this exploration is the low buyer consciousness of green utilization Producer, Because of the absence of comprehension of the significance of utilizing green items for wellbeing and harmless to the ecosystem. The reason for this the examination is an appraisal of the viability of the buyer's demeanor towards green items towards the expectation to purchase. Performing presumptions utilizing halfway miniature square (PLS). The aftereffect of the examination shows that there is adequacy among the shopper's mentality towards green items altogether towards the buyer's purchasing purpose. Shamsi and Siddiqui, (2017) examination means knowing and understanding the idea of the green element and the buyer's behavior towards it. The examination additionally shows the relationship between the use of the green item and the shopper's goal to buy using segment factors, for example (age, gender, wage, and indicative ability). The results reveal a great understanding of the variables that are primarily responsible for inspiration just as much as restricting buyer's behavior towards green items. Environmental and individual support, it was discovered that shopper alertness is a driver, while lack of vigilance is a hosing factor regardless of the incorporation / use expense. Despite the fact that customers will generally buy green items, they pay little attention to the social economy, indicative ability has been discovered to be the only part variable that has to do with the use of green element. Eneizan, Wahab, Zainon and Obaid, (2016) the present Quick Response (QR) codes can greatly promote the value information of green product. At In this regard, we have evaluated the present of QR codes that provide product information. On the basis of innovation and publishing theory, the current study attempted to establish .A template for best understanding of role and effect of QR codes on their before purchase Perspective consumers. The results show that the effective use of QR codes is expected to be significant to increase consumer purchasing of the green products. This due is to actuality the QR codes that are provided to it have many benefits that help the user in making a better purchase decision. Such as, QR codes that provide information about cost and regarding components. Ali and Amir, (2016) the goal of this paper to revelation if advertising of green items it can help individuals Switch to the green and to discover the opening in the midst of individuals' green accepts and practices in climate any place cordial results of climate are progressively accessible. The shower of this investigation critical connection among general buyer ecological convictions and customer trust in green climate items anyway no connection exists between broad faith in climate and purchaser conduct that shows opening among worth and work. It likewise uncovers showcasing of green items isn't compelling to such an extent that individuals are knowing about it however it was discovered that individuals will pick corporate items that are eco-accommodating well-disposed and has praiseworthy picture in such manner. Suki, (2016) the objective is to discover the effect of the green brand. Shoppers' disposition towards green brands, and green brand information on buying green items; to research the effect of green brand information on customers' demeanor towards the green climate reserve; The investigation of the directing impact of information on the green brand on the connection between Green marking and expectation to purchase green items. The consequences of this examination address the dysfunctions in the prevailing body

writing demonstrating the impact of green marking and customer demeanor towards green climate brands, just as the effect of green brand information on goal to buy green items. This investigation it tracked down that realizing the green brand doesn't improve the connection between the green brand Positioning and expectation to purchase green items. Paul, Modi and Patel, (2016) the extended perspective on Theory of Planned Behavior (TPB) incorporates ecological stewardship, which is a significant variable in the green promoting authors, looking for Triple Bottom Line (TBL). In this specific situation, this examination looks for affirmation of legitimacy and extended type of TPB (interceding job of TPB variations), just as cause the Theory of Reasoned Action (TRA), which is a forecast of customers' purpose to purchase green items. They gathered the underlying information approved by Confirmation Factor Analysis (CFA). Results for Structural Equation Modeling (SEM) show that all-inclusive TPB appreciates higher consistency than TPB and TRA in green advertising settings. Customer mentality and saw conduct generally expects the plan to purchase while the self-governing base doesn't. Their outcomes too it proposes that TPB intercedes the connection between ecological concern and plan to buy green items. The extra development in the new model extraordinarily adds to the improvement of the understanding the arrangement of expectation to purchase green items and could turn into a significant reasonable variable. Ariffin, Yusof, Putit, and Shah, (2016) the target of this research is to explore the connection among green worth, emotionally worth, and natural acknowledgment, the apparent purchaser quality and repurchase plan towards green items at Parkson Bandar Utama, Selangor. The examination has tracked down that green worth has extensive relationship with both saw quality and repurchase goal. Enthusiastic worth has critical relationship with saw quality. Be that as it may, its relationship with repurchase goal is inconsequential. For climate knowing, however its relationship with saw quality is unimportant, when combined against repurchased expectation, the relationship is discovered to be critical. Yadav, and Pathak, (2016) this current research try to recognizing the young consumer willingness toward buying green products in a developing nation; India. The results indicated the importance of the use of TPB in anticipating the desire of young consumers to purchase green products. The result is also support for the applicability of the inclusion of additive combinations in TPB, as this led to development the proposed benefit predictive model, also implications for policymakers and scope for further research. Makhdoomi and Nazir, (2016) the point of this paper is to comprehend the factors that impact the purchaser's purchasing conduct of green items. The demographic study revealed that the consumer's buying behavior depends on the level of consumer satisfaction with the product. Therefore, factors do not affect the purchasing behavior of green products. Often the attributes of green products affect the response and satisfaction of consumers to the purchase.

III. Research Framework

In this study, the hypothetical system gives the corresponding basic design to the dependent variable (consumers' actual purchase behavior), and the independent variable (green product). Cleverly, the virtual system was created to depict the links between recognized factors through a comprehensive written auditing study. Exploration speculation was then developed to answer the exploration questions of the research. Figure 1 below presents the proposed research framework of this study. Green products is the independent variable and Consumers' actual purchase behavior is the dependent variable.

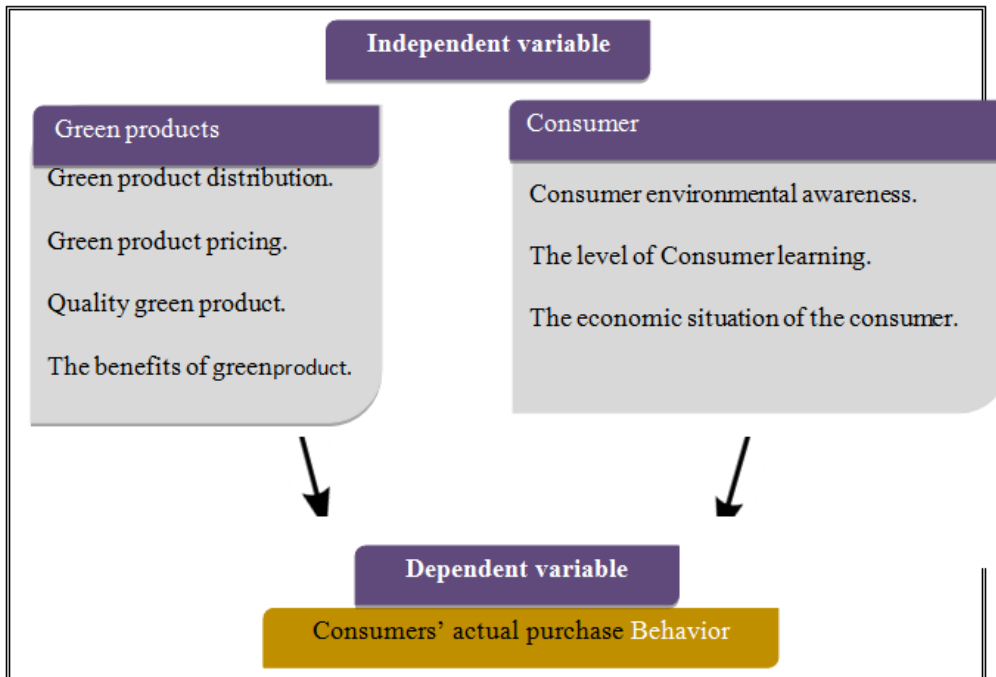


Figure 1: Schematic Diagram of Research Framework

The Relationship Between Consumers' Actual Purchase And Behavior Towards Green Products.

Soundararajan, (2020) in the end, they realized that there is no statistically significant correlation among educational qualification and level of consumer satisfaction with use of green products. Shabbir et al, (2020) major factors of green marketing, like EL and GPPP, have been found to have significant positive influence on consumer's beliefs about the environment (CBTE). Al-Haziazi and Muthuraman, (2019) the finding of research display that there is average level of environment for green consumption products and practices has been found between consumers so far consumers have shown favorable attitude towards green products. Handayani, (2017) the result of the analysis presenting that there is effectiveness between the consumer's position towards green products significantly towards the consumer's buying intent. Shamsi and Siddiqui, (2017) among the positives are knowledge and understanding of the concept of the green product and the consumer's behavior towards it. Knowledge of the use of the green product and the consumer's intention to buy with demographic variables, and the factors responsible for motivating consumer discouraging behavior towards green products. Environmental and personal sustainability and consumer awareness are categorized as a catalyst. The disadvantages are lack of awareness as well as cost of installation / use. Eneizan et al, (2016) one of the pluses is the current greatly improved QR codes and green product value information. And evaluate the existence of QR codes that provide information about the product. Based on innovation and publishing theory, creating a model to understand the role and impact of QR codes on consumers prior to purchase. To increase consumer purchase of green products. The fact that QR codes have many benefits helps the user in making a better buying decision. Like QR codes that provide information about cost and ingredients. Ali and Amir, (2016) discovering whether marketing green products helps people switch to the green environment and discovering the hole in the green beliefs and behaviors of people in the environment a large correlation between consumer general environmental beliefs, He found that people would choose products from companies that are environmentally friendly and have a perfect image in this regard, negatives There is no correlation between public belief in the environment and consumer behavior that shows a gap between value and action. Suki (2016) green branding influence on consumers and dealing with green brands, directing information on the relationship between green brands to buy green items, the post-implications of this investigation address the imbalances in the influence of green brands and buyer's mentality towards brands, and the influence of green brand information on the goal of purchasing green items. The negatives is that green brand awareness don't improve the situating green brand communication and the goal of purchasing green products. Paul, et al, (2016) additional development in the new paradigm greatly improves understanding of the target order for purchasing green items and could turn into a possible major variable. Yadav, and Pathak, (2016) understand the intention of the young consumer to buy green products in an improving country. The use of TPB to predict young consumers' desire to purchase green products, Development of a predictive model for the proposed benefits, as well as implications for policymakers. Makhdoomi and Nazir, (2016) consumer satisfaction with the product. The factors do not influence the

purchasing behavior of green products. The attributes of green products influence consumers' response and satisfaction with the purchase.

H1: A positive relation between Consumers' Actual Purchase and Behavior towards Green Products. .

IV. METHODOLOGY

This is a cross-sectional study with quantitative approach where collected the quantitative data through primary data. Dependent variable in this study was the consumers' actual purchase behaviour. The factors that influence the dependent variable are also known as independent variables (green products). This is the research study depends on the many method which measures the consumer purchase behavior toward green product in Oman .In this study, a sample size of 78 consumer were selected.The study use set of survey tools containing questionnaire to measure the variable in this study. The questionnaire adapt from ZienaA.Dalbouh, (2017).

V. RESULTS

5.1 Demographic Characteristics of Respondents

Table 1 shows the demographics data based on gender, education, age, monthly income also the marital Status of consumers. The analysis reveals that most of them, out of 78 respondents, 43.6 percent are male and 56.4 % are female. There was great variation in age group whereby more than three-quarters of the consumer responses (92.3%) were 18-29 years old. Almost all of the consumers were well educated, and 32.1% were the participants have a bachelor's degree and 2.6% have master's degree, while 38.5% have the diploma, 20.5% have high school and 6.4% have less than high school. As for the marital status, we find that 85.1% are singles, while the married people reach their rate is 8.1% who are married with no children, and 6.8% are married with children. With regard to the monthly income, we find that 53.8 percent of the sample individuals have a monthly income of less than 350 OMR, 21.8% of their monthly income ranges between 350 -549 OMR, 19.2% their monthly income between 550-1090 and 5.1% of their monthly income is 1100 OMR or more, the table below shows that.

Table 1: Demographical Data

	Description	Frequency	Percentage
Gender	Female	44	56.4%
	Male	34	43.6%
Age	18-29	72	92.3%
	30-49	6	7.7%
	50 and above	0	0
Education Level	Less than high school	5	6.4%
	High School	16	20.5%
	Diploma	30	38.5%
	Bachelor degree	25	32.1%
	Masters	2	2.6%
	Doctorate	0	0
Monthly income	less than 350 OMR	42	53.8%
	350 -549 OMR	17	21.8%
	550-1090 OMR	15	19.2%
	Above 1100 OMR	4	5.1%
Marital status	Married–No Children	6	8.1%
	Married –with Children	5	6.8%
	Single	67	85.1%

5.2 Descriptive Statistics

Based on the results of descriptive statistics, the dependent variable, which is (GPPI), showed that the level of GPPI1 was 4% representing the average of the consumer green products purchase intention, with standard deviation of 0.934. Moreover the maximum and minimum value indicates that GPPI1 are 2.000 (Disagree) and 5.000 (Strong agree), respectively. The level of GPPI2 was 3.872 representing the average of the consumer green products purchase intention, with the standard deviation of 0.838. Furthermore, we note the minimum and maximum value for GPPI2 are 2.000 and 5.000 respectively. As will the results showed that the level of GPPI3 was 3.756 display the average of consumer, with a standard deviation of 1.168. Furthermore, the minimum and maximum value indicated that ROE are 1.000 (Strong disagree) and 5.000, respectively. In addition, the descriptive analysis for determinants present that the Independence variable, which are (GBP, AttGB and GBK), showed that the level of GBP1 was 4.064 representing the average of the green brand positioning, with a standard deviation of 1.017. Moreover, the minimum and maximum value indicated that GBP1 are 1.000 and 5.000, respectively. The level of GBP2 was 4.013 representing the average of the green brand positioning, with a standard deviation of 0.840. Furthermore, the minimum and maximum value indicated that GBP1 are 1.000 and 5.000, respectively. The level of GBP3 was 3.808 representing the average of the green brand positioning, a standard deviation of 0.907. Furthermore, the minimum and maximum value indicated that GBP1 are 1.000 and 5.000, respectively. The level of GBP4 was 4.077 representing the average of the green brand positioning, with a standard deviation of 0.747. Furthermore, the minimum and maximum value indicated that GBP4 is 2.000 and 5.000, respectively. The level of GBP5 was 4.077 representing the average of the green brand positioning, with a standard deviation of 0.747. Furthermore, the minimum and maximum value indicated that GBP5 are 3.000 and 5.000, respectively. Also the results showed that the level of AttGB1 was 4.013 representing the average of Attitude toward green brands, with a standard deviation of 0.707. Furthermore, the minimum and maximum value indicated that AttGB1 are 2.000 and 5.000, respectively. The level of AttGB2 was 4.077 representing the average of Attitude toward green brands, with a standard deviation of 0.730. Furthermore, the minimum and maximum value indicated that AttGB2 are 3.000 and 5.000, respectively. The level of AttGB3 was 3.846 representing the average of Attitude toward green brands, with a standard deviation of 0.878. Furthermore, the minimum and maximum value indicated that AttGB3 are 1.000 and 5.000, respectively. The level of AttGB4 was 3.962 representing the average of Attitude toward green brands, with a standard deviation of 0.808. Furthermore, the minimum and maximum value indicated that AttGB4 is 2.000 and 5.000, respectively. The level of AttGB5 was 3.987 representing the average of Attitude toward green brands, with a standard deviation of 0.725. Furthermore, the minimum and maximum value indicated that AttGB4 are 3.000 and 5.000, respectively. The level of GBK1 was 3.782 representing the average of the green brand knowledge, with a standard deviation of 1.008. Furthermore, the minimum and maximum value indicated that GBK1 are 1.000 and 4.000 (Agree). The level of GBK2 was 2.455 representing the average of the green brand knowledge, with a standard deviation of 0.830. Furthermore, the minimum and maximum value indicated that GBK2 are 1.000 and 5.000. The level of GBK3 was 3.974 representing the average of the green brand knowledge, with a standard deviation of 0.987. Furthermore, the min and max value indicates that GBK3 is 2.000 and 5.000. The level of GBK4 was 3.936 representing the average of the green brand knowledge, with a standard deviation of 0.925. Furthermore, a minimum and maximum value indicated that GBK4 are 2.000 and 5.000. The level of GBK5 was 3.782 representing the average of the green brand knowledge, with the standard deviation of 0.995. Furthermore, the minimum and maximum value indicated that GBK5 are 2.000 and 5.000.

Table 2: Descriptive Statistics of Variables

	No	Mean	Median	Min	Max	Standard-D
GBP1	1	4.064	4.000	1.000	5.000	1.017
GBP2	2	4.013	4.000	1.000	5.000	0.840
GBP3	3	3.808	4.000	1.000	5.000	0.907
GBP4	4	4.077	4.000	2.000	5.000	0.747
GBP5	5	4.077	4.000	3.000	5.000	0.747
AttGB1	6	4.013	4.000	2.000	5.000	0.707
AttGB2	7	4.077	4.000	3.000	5.000	0.730
AttGB3	8	3.846	4.000	1.000	5.000	0.878
AttGB4	9	3.962	4.000	2.000	5.000	0.808
AttGB5	10	3.987	4.000	3.000	5.000	0.725
AttGB6	11	4.064	4.000	2.000	5.000	0.790
GBK1	12	3.782	4.000	1.000	4.000	1.008
GBK2	13	2.455	3.000	1.000	5.000	0.830

GBK3	14	3.974	4.000	1.000	5.000	0.987
GBK4	15	3.936	4.000	2.000	5.000	0.925
GBK5	16	3.782	4.000	2.000	5.000	0.995
GPP1	17	4.000	4.000	2.000	5.000	0.934
GPP2	18	3.872	4.000	2.000	5.000	0.838
GPP3	19	3.756	4.000	1.000	5.000	1.168

5.3 Discriminant Validity

In PLS for testing the discriminant validity, there are standards applied. The square-root of every Average Variance Extracted (AVE). Table 3 is utilized for assessing discriminant validity through demonstrating that a square root of the average variance extracted for each latent construct exceeds the connection it has with other constructs, presenting sufficient proof to support discriminant validity as mentioned by (Fornell&Larcker, 1981). The results of the measurement model explain the reliability of the items and also convergent validity. This is reference that latent variables of study model are appropriately represented by all the questions posed to the consumer.

Table 3: Discriminant Validity Constructs

	AttGB	GBK	GPP-INT	Green-BR-PRO
AttGB	0.696			
GBK	0.731	0.662		
GPP-INT	0.701	0.725	0.734	
Green-BR-PRO	0.593	0.526	0.479	0.645

Assessment for the underlying model was done after estimation model examination and it has passed all rule, the evaluation of the coefficient of determination (R²) has been completed. In this basic form, there is one dependent variables which is green products purchase intention gives the R-square of 0.589.

Table 4: R Square

Matrix	R Square	R Square Adjusted
GPP-INT	0.589	0.572

5.4 Hypothesis Testing

Table 5 reviews the results related to the hypothesis test that showed results positively with AttGB-> GPP-INT t = 2.522, p = 0.012 this result indicates that the results showed positively with GBK->GPP- t = 3.343, p = 0.001 results showed. Negatively with Green BR-PRO-> GPP-INT t = 0.322, p = 0.748.

Table 5: Path Coefficients

	Original Samples	Standard Deviation	T Statistics	P Values
AttGB->GPP-INT	0.353	0.140	2.522	0.012
GBK->GPP-INT	0.450	0.134	3.343	0.001
Green-BR-PRO->GPP-INT	0.033	0.104	0.322	0.748

The direct impact test between variables can also be observed in detail from the pathway parameter validation test results on each pathway of the test results as shown in Figure.2 and Table 5 above.

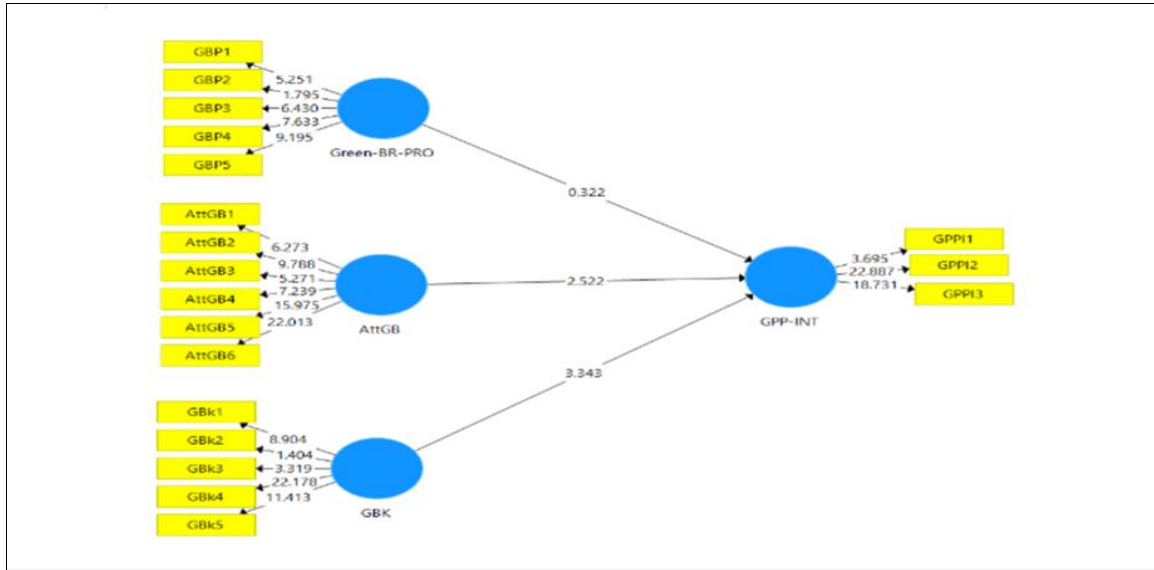


Figure 2: Research Model

VI. IMPACT OF GREEN PRODUCTS ON CONSUMERS' ACTUAL PURCHASE BEHAVIOUR

This study deals with the relationship between green products and actual consumer behavior in Oman. The study relied on the questionnaire form as the main tool in data collection. The residents of this study are the Omani people. In this study, a sample size of 78 consumers was selected. Data were analyzed and different variables were compared to investigate the research objective using Smart PLS 3.0. This research identified three variables that influence consumer behavior and they are the independent variables that are represented in the green brand positioning: (In terms of quality, 46% of consumers sensation that quality is an important factor when buying an environmentally friendly product, 67.6% of consumers between agree and strongly agree that the price is an important feature that supports them to buy, 28% of people feel that the reliability of the green product is an important feature when they buy green products. 51% of consumers feel the importance of advertisements in supporting them and introducing them to green products), knowledge of the green brand there is a little percentage of consumers who know green products, through the questionnaire it shows us only 17.9% of them were familiar with these products, and the attitude towards green environment brands. Through the questionnaire, we found two types of products that Omani consumers commonly buy, namely, foodstuffs at 85%, and health care and beauty products at 42.4%. Based on the analysis of the study data, it was concluded that there is a good relationship between the orientation towards green brands and the intention to buy green products, in addition to the presence of a commodity. Based on the analysis of the study data, it was concluded that there is a good relationship between the attitude toward green brands and the green products purchase intention also there is a good relationship between green brand's knowledge green business and intention to buy green products. It also found that the level of consumer awareness of green products and environmental responsibility is good at the same time, and this indicates the need for more efforts by manufacturers and the use of television and social media to educate consumers about these products. We found that consumers exhibit a positive attitude towards green products at the same time that they care about availability, price and quality of these products. This means that marketers have to produce green products and make them available to consumers.

VII. CONCLUSION

The main goal of our project is verify consumer purchase behavior towards green products in Oman. What is the actual purchase behavior of consumers towards green products.

- (1) Positive correlation between the attitude towards green brands and Intention to buy green products.
- (2) Positive correlation between green brand Knowledge and intent to buy green products.

Awareness levels on green products are good among consumers. Especially with regards to plastic bags and recyclable products, the community must be aware of the use and replacement of these products. And educating people to use these products. They can provide more incentives and duties it can also motivate the use of these products the government can educate people about the use of plastic bags and carrying bags. It can focus more on renewable energy sources and rely more on reducing and reusing it Recycling.

7.1 Recommendation

This study contains many recommendations for future studies. The research reached a preliminary solution that was dealt with through the existence of the effect of green marketing combine on green buyer behavior, it can be illustrated by a way in which the customer aspires to obtain certain elements similar to the green product. Some ingredients play a role in expanding green product data, which is covered in obtaining a quality product. Convenient and well-proven use as well as potency. The path to product advancement is through blending ingredients you have part of the importance in broadening the interest in buying a green product by emphasizing its benefits, quality, and everything else. This study focused on encouraging individuals to contribute to protecting the environment through the use of green products, proposing ideas and solutions for plastic alternatives, encouraging the establishment of factories and companies specializing in recycling, and employing the Omani environment vocabulary to provide sustainable green products. The departments should give the environment a greater importance in the marketing strategies of the organization. And work on developing its green marketing programs to save and maintain the natural environment and by supporting purchase marketing green products. Relying on materials for reuse by institutions, and to make sure the shopper knows about it, and the green buyer will also make the general arrangement of these items. Educating buyers about the waste portion of environmental pollution, instructing them about pre-arranging waste for throwing and returning to places for reuse for reuse, for example, aluminum foil. Relying on eco-labels for its work advises buyers on the element's natural qualities. As well as encouraging scientific research, development and technological innovation initiatives that include the economygreen and reinforce the environmental dimension in educational programs and in education in its various stages, taking into account taking into consideration the initiative of opening up universities to economic sectors and institutions to benefit from her research.

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