ESG Impact on Green Purchases: Côte d'Ivoire's Retail Sector in the Digital Age

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ABSTRACT

This study investigates the factors influencing green purchase behavior (GPB) among consumers in the retail sector of Cote d'Ivoire. Drawing on a sample of retailers, the study examines the impact of environmental, social, governance, and technological factors on consumers' propensity to engage in environmentally sustainable purchasing practices. Data were collected through structured surveys from 520 respondents and analyzed using regression analysis to identify significant predictors of GPB. The findings reveal that environmental knowledge, concern, perceived risk, perceived usefulness, trust in retail brands, transparency in pricing, social media influencers, brand image, awareness of corporate social responsibility (CSR) initiatives, and digital technology significantly influence consumers' green purchase behavior. The study contributes to the literature by providing empirical evidence specific to the retail sector of Cote d'Ivoire, highlighting the multifaceted nature of factors shaping GPB in the region. The implications of the findings for retailers and policymakers are discussed, along with recommendations for fostering sustainable consumption practices and addressing the limitations of the study. Future research directions are suggested to further advance our understanding of green purchase behavior in emerging markets like Cote d'Ivoire

Keywords: ESG; Green Purchase behaviour: Retail Industry

INTRODUCTION

The retail landscape in Cote d'Ivoire is undergoing significant transformation, driven by the intersection of sustainability imperatives and the pervasive influence of digital technology. Rising global concerns about environmental degradation have spurred consumers to prioritize eco-conscious purchasing decisions, fueling demand for sustainable products within the retail sector. Concurrently, the rapid integration of digital technology has revolutionized consumer engagement with retail brands, providing new avenues for accessing information, comparing products, and facilitating transactions (Sharma et al., 2023). In this dynamic context, understanding the interplay between Environmental, Social, and Governance (ESG) factors and green purchases in Cote d'Ivoire's retail landscape is crucial. Examining how ESG considerations influence consumer behavior in making sustainable purchasing choices is essential for retailers aligning with evolving consumer preferences and market demands. Moreover, recognizing the moderating role of digital technology adoption in shaping the relationship between ESG factors and green purchases is vital for developing effective strategies tailored to today's digitally savvy consumers.

The growing emphasis on environmental sustainability globally has sparked increased consumer interest in eco-friendly products and businesses prioritizing sustainability. This trend places pressure on retailers to adopt sustainable practices and offer green alternatives to meet consumer demand (Rusyani et al., 2021). In Cote d'Ivoire, environmental concerns are gaining traction among consumers, who are actively seeking out sustainably produced products with minimal environmental impact. This burgeoning awareness presents an opportunity for retailers in the region to cater to environmentally conscious consumers by developing eco-friendly product lines, thereby differentiating themselves in the market and tapping into the growing green consumer segment.

Alongside environmental sustainability, consumers are placing growing emphasis on social responsibility and

ethical sourcing practices within the retail sector (Khan, et al., 2020). They seek assurance that purchased products align with fair labor practices and support community development initiatives. This trend compels retailers to adopt transparent supply chain practices and source from suppliers upholding rigorous ethical and social standards. In Cote d'Ivoire, this trend is gaining traction among consumers, who increasingly prioritize socially responsible purchasing decisions. They demand transparency from retailers regarding product origins, driving retailers in the region to prioritize social responsibility and ethical sourcing (Sivadas & Baker-Prewitt, 2000). Retailers demonstrating commitment in these areas are poised to attract a larger customer base and foster stronger brand loyalty in Cote d'Ivoire.

Governance and corporate accountability play pivotal roles in shaping consumer behavior within the retail sector, with consumers increasingly valuing transparency, ethics, and accountability in companies (Nguyen & Pervan, 2020). This encompasses aspects like corporate governance practices, executive compensation, and shareholder rights. Consumers scrutinize companies' governance practices and are inclined to support those demonstrating robust governance and accountability (Wang et al., 2023; Khan et al., 2022). In Cote d'Ivoire, these factors are gaining prominence among consumers, who prioritize supporting businesses committed to ethical and responsible practices. They demand greater transparency and accountability from retailers, leading to a shift in consumer preferences. Retailers that exhibit strong governance practices and uphold corporate accountability are poised to gain trust and loyalty among consumers in Cote d'Ivoire.

The retail landscape in Cote d'Ivoire is experiencing a profound transformation driven by the rapid adoption of digital technology. With the proliferation of smartphones, tablets, and other connected devices, consumers now have unprecedented access to information, leading to a surge in digital shopping behaviors such as product research, price comparison, and online purchases (Jakka et al., 2024). This shift towards digital channels is reshaping the retail environment, offering both opportunities and challenges for retailers. E-commerce platforms and mobile shopping are emerging as key drivers of this digital revolution, enabling retailers to reach broader audiences and provide convenient shopping experiences (Taneja et al., 2021). In this evolving landscape, digital technology adoption improve the relationship between Environmental, Social, and Governance (ESG) factors and green purchases. Understanding the role of digital technology is crucial for retailers aiming to engage consumers effectively promote sustainability and enhance the overall shopping experience in Cote d'Ivoire. By leveraging digital channels strategically, retailers can develop tailored strategies to align with consumer preferences, drive green purchases, and foster sustainable growth in the retail industry.

This study makes significant contributions to the understanding of sustainability and consumer behavior in the retail sector of Cote d'Ivoire. Firstly, it fills a notable gap in the literature by empirically investigating the influence of Environmental, Social, and Governance (ESG) factors on green purchases, particularly in emerging markets like Cote d'Ivoire. Secondly, it provides valuable insights into the drivers behind green purchases, aiding retailers in developing targeted marketing strategies aligned with consumer preferences for sustainable products. Additionally, the study explores the moderating role of digital technology adoption in shaping the relationship between ESG factors and green purchases, offering actionable insights for retailers to effectively leverage digital platforms. Moreover, by focusing on Cote d'Ivoire's unique socio-economic and cultural context, the study offers extrapolatable insights applicable to similar emerging markets, contributing to the broader discourse on sustainability and digital commerce. Finally, it provides practical implications for retailers, policymakers, and stakeholders, identifying factors influencing green purchases and suggesting strategies to enhance sustainability initiatives and digital marketing efforts in the retail industry.

The retail industry in Cote d'Ivoire is undergoing significant transformation, driven by the growing emphasis on sustainability and the increasing integration of digital technology. Environmental, Social, and Governance (ESG) factors are playing a crucial role in shaping consumer behavior, with consumers increasingly prioritizing eco-friendly products and socially responsible retailers. Digital technology adoption is also reshaping the retail landscape, presenting both challenges and opportunities for retailers. By exploring the impact of ESG factors on green purchases in the retail industry in Cote d'Ivoire and considering the moderating role of digital technology adoption, this study aims to provide valuable insights that can inform decision-making processes and drive positive change in the retail sector. The study is structured as follows. Section 2, the Literature Review, explores green purchasing behavior, ESG factors, and digital technology's influence.

Section 3, Methodology, details research design, sampling, data collection, and ethical considerations. Section 4, Results and Discussion, presents empirical findings, analyzing ESG's impact on green purchases and digital technology's moderating role. Section 5, Conclusion and Recommendations, summarizes key findings, offers practical insights, and suggests future research avenues, while acknowledging limitations.

LITERATURE REVIEW

1.1. Theoretical Underpinnning

The Theory of Reasoned Action (TRA) is instrumental in understanding consumers' behavioral intentions, particularly in the context of green purchasing behavior. TRA posits that individuals' intentions to perform a behavior, such as making environmentally friendly purchases, are influenced by their attitudes towards the behavior and subjective norms (Han et al., 2010). This theory emphasizes the importance of volitional control over behavior, with intentions serving as a key determinant (Montano & Kasprzyk, 2015). Central to TRA are belief, attitude, subjective norm, and intention components, each contributing to shaping consumer behavior. For instance, beliefs about the consequences of shopping online for green products influence attitudes towards e-commerce, ultimately impacting purchase decisions. Moreover, subjective norms, stemming from environmental influences, guide individuals' behaviors, such as transitioning from traditional to online green purchasing practices.

Numerous empirical studies have applied TRA to predict consumer behaviors, particularly regarding e-commerce adoption (Grandón et al., 2011). However, TRA's assumption of rational behavior falls short in explaining non-voluntary actions, necessitating the incorporation of perceived behavioral control to create the Theory of Planned Behavior (TPB) (Sanne & Wiese, 2018). TPB addresses the limitations of TRA by considering factors beyond individuals' volitional control, providing a more comprehensive framework for understanding consumer behavior in diverse contexts. In the context of this study, TRA and TPB offer theoretical foundations for investigating the influence of environmental, social, and governance sustainability on green purchase behavior, while also considering the moderating role of digital technology adoption.

The Theory of Reasoned Action (TRA) and its subsequent extension, the Theory of Planned Behavior (TPB), offer valuable insights into the influence of environmental, social, and governance (ESG) sustainability on green purchase behavior, alongside the moderating role of digital technology adoption (Hsu et al., 2016; Han, Hsu & Sheu, 2010; Montano & Kasprzyk, 2015). TRA emphasizes the pivotal role of individuals' attitudes and subjective norms in shaping their intentions and subsequent behaviors. In the context of green purchasing, TRA suggests that consumers' intentions to buy environmentally friendly products are influenced by their beliefs about the consequences of such actions and the social norms surrounding eco-conscious behavior. However, TPB extends TRA by incorporating perceived behavioral control, which acknowledges that individuals may not always have complete volitional control over their actions (Sanne & Wiese, 2018). This addition allows for a more nuanced understanding of green purchase behavior, considering external factors that may influence individuals' ability to act on their intentions, such as the availability of sustainable products and access to digital platforms. Thus, by integrating TRA and TPB frameworks, this study aims to explore how ESG sustainability factors influence green purchase behavior, while also examining how digital technology adoption moderates these relationships, providing a comprehensive understanding of consumer behavior in the retail sector of Cote d'Ivoire.

1.2. Hypothesis Development and Conceptual Framework

1.2.1. Environmental Factors Influencing Green Purchase Behavior

This section aims to explore various environmental factors that play a significant role in shaping consumer attitudes and behaviors towards sustainable products. From environmental knowledge and awareness to concerns about the ecological footprint of their purchases, consumers' perceptions of environmental issues greatly influence their decision-making processes. Additionally, understanding how consumers perceive the negative consequences of purchasing non-sustainable products and the perceived usefulness of eco-friendly alternatives provides valuable insights into their purchasing motivations.

Environmental knowledge (EK), as defined by Kaufmann et al. (2012), refers to the level of understanding individuals have regarding how products are produced, their impact on the environment, and the importance of shared responsibility for sustainable development. This knowledge encompasses various aspects such as greenhouse gas emissions, waste management, hazardous waste, and the use of recycled materials. According to Kaufmann et al. (2012), individuals with higher levels of EK are more likely to make environmentally conscious choices.

In recent studies, Environmental knowledge has been found to have a positive impact on green purchase behavior (Marvi et al., 2020). The studies conducted in various countries, including Pakistan, Thailand, and India, have shown that consumers with higher levels of environmental knowledge are more likely to engage in green purchasing (Chaihanchanchai, P., & Anantachart, 2023). Research conducted by Mostafa (2009) supports this notion, indicating a significant correlation between EK and green consumer behavior. It is argued that consumers who possess greater environmental knowledge are better equipped to assess the environmental implications of their purchasing decisions. This heightened awareness often leads to a more favorable attitude towards green products and, consequently, an increased likelihood of purchasing them.

Additionally, studies by Cheah and Phau (2011) suggest that EK plays a multifaceted role in shaping consumer behavior, influencing their perceptions and actions towards environmentally friendly products. For instance, consumers who are knowledgeable about environmental issues may exhibit a stronger sense of environmental responsibility and a greater willingness to support sustainable practices. While the relationship between EK and green purchasing behavior may vary across contexts, existing literature generally supports the idea that higher levels of EK are associated with greater engagement in green consumerism. However, there is no specific mention of retailers in Cote-divoire in the abstracts provided, so it is unclear whether the same relationship holds true for retailers in that specific region. Further research would be needed to determine the impact of environmental knowledge on green purchase behavior among retailers in Cote-divoire.

Therefore, it is hypothesized that environmental knowledge positively contributes to green purchase behavior among retailers in Cote d'Ivoire.

H1a: Environmental knowledge increased green purchase behaviour among retailers in Cote-divoire

Environmental concern reflects an individual's worry about ecological issues and their willingness to address environmental challenges (Lin & Huang, 2012; Setyawan et al., 2018). It encompasses efforts to preserve the environment and signifies the extent of one's dedication to solving environmental problems (Jaiswal & Kant, 2018). While the concept may seem modern, traces of environmental concern date back to George Perkins Marsh's 1864 book, "Man and Nature," highlighting the longstanding relationship between human behavior and the environment (Berndt & Petzer, 2011). People with a stronger affinity for nature tend to exhibit higher levels of environmental concern and are more inclined to engage in environmentally friendly behaviors

Consumer attitudes and behaviors are influenced by their environmental concern, with environmentally conscious individuals more likely to purchase green products, contribute to environmental causes, and engage in pro-environmental actions (Minton & Rose, 1997; Dagher et al., 2015). Studies show that consumers with greater environmental concern prefer green products and incorporate them into their daily lives more frequently than those with lower environmental awareness (Lin & Chang, 2012). Moreover, environmental concern plays a crucial role in shaping consumers' intentions to purchase green products, with many studies highlighting a positive relationship between environmental concern and green purchase intentions (Agyeman, 2014; Maichum et al., 2017).

Recognizing the detrimental effects of environmental degradation on human well-being, marketers have begun integrating environmental issues into their decision-making processes (Mhlophe, 2016). While some studies suggest that environmental concern may not directly motivate green purchase intentions (Junior et al., 2014; Setyawan et al., 2018), others have found a significant association between environmental concern and intentions to purchase green products (Khaola et al., 2014; Ahmad & Thyagaraj, 2015). Thus, the hypothesis posits a positive relationship between consumers' environmental concern and their green purchase behavior.

H1b: Consumers' level of concern about the environmental impact of the green puchase behaviour of retail products.

Perceived risk encompasses consumers' perceptions of potential hazards associated with their purchase decisions, including the possibility of loss or dissatisfaction (Sweeney, Soutar, & Johnson, 1999). Samadi and Yaghoob-Nejadi (2009) further define perceived risk as consumers' anticipation of negative consequences resulting from their choices. In the context of online shopping, perceived risk has been found to significantly influence consumers' intentions and willingness to make purchases (Forsythe et al., 2006). This risk perception is often categorized into financial, product, and psychological risks, reflecting concerns about monetary loss, product dissatisfaction, and potential fraud or privacy breaches (Zielke & Dobbelstein, 2007; Ueltschy et al., 2004; Salam et al., 2003).

Studies suggest that frequent online shoppers tend to perceive less risk compared to infrequent shoppers (Forsythe et al., 2006). However, the perceived risk of online transactions remains high due to concerns about security and privacy, especially in the absence of physical interaction (Liu & Wei, 2003; Lee & Tan, 2003). Consumers' perception of the potential negative consequences of purchasing products with poor environmental practices is influenced by various factors. Research indicates that consumers are increasingly concerned about the environmental impact of their purchasing decisions and believe that eco-friendly products are better for the environment and their health (Setiawan et al., 2023). However, some consumers may be skeptical about the effectiveness of eco-friendly products and hesitant to switch from traditional products (Bhardwaj et al., 2023).

Additionally, consumers' perception of eco-friendly products is influenced by factors such as product labeling, brand reputation, and availability (Sun & Shi. 2022). When consumers perceive that companies are engaging in greenwashing, this perception negatively influences their green purchasing intentions. The negative influence of greenwashing perception on green purchasing intentions is mediated by consumers' perceived betrayal and is reinforced by their sense of environmental responsibility (Javed et al., 2023). Amidst these risks, consumers may perceive negative environmental consequences associated with products made using poor environmental practices. Such perceptions of negative environmental impacts may influence consumers' green purchase behavior, as individuals seek to mitigate these risks by opting for environmentally friendly products. Thus, the hypothesis posits a relationship between consumers' perception of potential negative consequences of purchasing products with poor environmental practices and their green purchase behavior.

H1c: Consumers' perception of the potential negative consequences of purchasing products with poor environmental practices.

Perceived usefulness, rooted in the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB), encompasses the perceived benefits consumers associate with environmentally friendly products (Han, Hsu & Sheu, 2010). In the context of green purchase behavior, consumers evaluate products based on environmental impact, functionality, and personal values (Mostafa, 2009). Effective communication of product benefits is crucial in influencing consumer decisions (Hanjaya, Kenny & Gunawan, 2019). Retailers providing clear information about environmental benefits and offering personalized recommendations can enhance consumer understanding (Chen & Teng, 2013). Consumers prioritize sustainability, making perceived usefulness pivotal in purchase decisions (Han et al., 2010). Perceptions of product effectiveness drive intention to purchase environmentally friendly products, shaping market demand (Mostafa, 2009). Understanding consumer perceptions is essential for retailers promoting green purchase behavior (Han et al., 2010). By emphasizing product benefits, retailers can contribute to sustainability goals (Chen & Teng, 2013). Several studies have demonstrated the positive impact of perceived usefulness on green purchase behavior. Erwansyah (2023) observed a direct positive effect of perceived usefulness on behavioral intention, subsequently influencing green purchase behavior. Similarly, Kamboj and Kishor (2022) identified that perceived health, hedonic, and social values positively shape consumers' attitudes towards green purchases, consequently driving their green purchase behavior. Cavazos-Arroyo and Melchor-Ascencio (2023) highlighted the significant role of perceived behavioral control in influencing purchase intentions, thereby impacting the actual purchase of green products. Moreover, Zhang, Sheng, and Xu (2023) found that perceived life control enhances purchase intention for green products, as consumers with greater perceived life control believe their purchases contribute more effectively to environmental problem-solving. Furthermore, Sardesai and Govekar (2022) reported that

perceived benefits positively correlate with green purchase behavior. However, while existing literature has extensively examined the positive impact of perceived usefulness on green purchase behavior, there remains a notable gap in understanding how this perception influences long-term consumer loyalty and commitment to sustainability. Specifically, few studies have explored the role of perceived usefulness in shaping repeat purchase behavior and brand loyalty in the context of green products. Addressing this gap is crucial for retailers and policymakers seeking to foster lasting relationships with eco-conscious consumers and promote sustainable consumption patterns in the retail sector.

H1d: Consumers' perception of Perceived usefulness of environmentally friendly products positively influenced their green purchase behaviour

1.2.2. Social Factors Influencing Green Purchase Behavior

Before delving into the specific social factors that influence green purchase behavior in the retail sector, it is essential to recognize the significant role that societal influences play in shaping consumer decisions. Consumers are increasingly mindful of environmental concerns and societal impacts, prompting them to seek out eco-friendly products and support socially responsible brands. In this context, various social factors come into play, influencing consumers' perceptions and behaviors towards green purchases. Understanding these social dynamics is crucial for retailers seeking to promote sustainable consumption patterns and enhance their market competitiveness. Therefore, this study examines three key social factors: the influence of social media personalities and influencers, consumers' perceptions of retail brand image, and awareness of retailers' corporate social responsibility initiatives. By exploring these factors, we aim to gain insights into how social influences drive green purchase behavior and provide valuable implications for retailers aiming to align with sustainability goals and meet consumer demands.

The role played by social media influencers on retailers' green purchase behavior is a multifaceted aspect that has gained attention in empirical research. Social media influencers, also known as SMIs, wield considerable influence over consumer behavior, including their perceptions and purchasing decisions regarding green products in retail settings. A social media influencer (SMI) is characterized as an external entity that utilizes various platforms including blogs, tweets, YouTube, Facebook, Instagram, and others to shape and influence consumer perceptions (Deborah et al., 2019). Numerous studies have investigated this phenomenon and uncovered several key insights. Consumers' perceptions and purchasing decisions regarding green products in retail are heavily influenced by social media personalities and influencers, with significant implications for consumer behavior (Rini et al., 2023). Social media's impact extends across various aspects of consumer decision-making, including product perceptions, brand awareness, trust, and loyalty. Studies have shown that social media influencers play a crucial role in shaping consumers' perceived brand value, satisfaction, and favorability (Kumar et al., 2023). Moreover, user-generated content on social media platforms positively affects consumers' risk perceptions, product understanding, and purchase readiness (Li, 2023). The utilization of social media and digital marketing interactions has also been found to positively influence consumers' green food purchasing behavior, underscoring its potential as a platform for promoting sustainable consumption (Armutcu et al., 2023).

Despite the evident impact of social media on consumer behavior, research outcomes regarding its influence on green product purchasing decisions have been mixed. While some studies, such as that by Okadiani et al. (2019), suggest that social media marketing has little effect on purchasing decisions compared to the inherent appeal of green products, others like Pop et al. (2020) and Sun & Xing (2022) emphasize its significant role in shaping consumer attitudes, motivations, and intentions toward green products. Sun (2022) specifically highlights the influence of social media on Generation Z consumers. Additionally, Zahid et al. (2022) delve into the complexities of purchase intention and social media publicity for green products, identifying the mediating role of concern for consequences and the moderating influence of economic factors. These findings collectively underscore the multifaceted relationship between green products, social media, and consumer behavior, emphasizing the need for further research to elucidate these dynamics comprehensively.

H2a: The influence of social media personalities and influencers on consumers' perceptions and purchasing decisions regarding green products in retail.

Brand image refers to the overall perception or impression that consumers have of a brand, encompassing various aspects such as reputation, identity, values, and personality (Nandan,2005). It represents the sum of consumers' experiences, associations, and beliefs about a brand, shaping their attitudes and behaviors towards it. In the context of green purchase behavior, consumers' perception of a retail brand's image plays a crucial role. When consumers perceive a brand as environmentally responsible, socially conscious, and committed to sustainability, it influences their decision-making process when choosing products. A positive brand image in terms of sustainability can enhance consumers' trust in the brand and their willingness to engage in green purchasing behavior by opting for eco-friendly products offered by that brand.

Various studies have consistently demonstrated a significant correlation between consumers' perception of a brand's image and their inclination towards green purchase behavior. For instance, Khan et al. (2020) found empirical evidence indicating that consumers exhibit a greater propensity to buy eco-friendly products from brands they perceive as environmentally conscious and socially responsible. Similarly, Lee and Kim's (2018) research underscored that consumers' favorable perceptions of a brand's sustainability endeavors positively influence their intention to opt for green products from that brand. Further supporting this notion, Burkert et al. (2023) highlighted that consumers who prioritize green consumption values tend to perceive environmental and social sustainability benefits associated with products more prominently, leading to an elevated perception of a brand's sustainability. El Nemar et al. (2023) expanded upon this by revealing that not only does a company's image influence consumer intention to purchase green products, but also enhancements in product features contribute to green purchasing intentions.

Moreover, Sun and Shi's (2022) study emphasized the significant impact of green marketing strategies on customers' intentions to engage in environmentally friendly purchases. They found that factors such as green brand image and customer environmental attitudes play a moderating role in the relationship between green marketing efforts and green purchase intentions. These collective findings underscore the pivotal role of consumers' perception of a brand's image in shaping their inclination towards green purchasing behavior. Despite the existing research, there remains a gap in understanding the specific mechanisms through which consumers' perception of a brand's image influences their green purchase behavior, particularly in the retail context. While some studies have explored the general relationship between brand image and green purchase behavior, there is a need for research specifically focused on retail brands and their branding strategies related to sustainability. Understanding how retail brands can effectively communicate their commitment to sustainability and cultivate a positive brand image in the minds of consumers is essential for guiding marketing efforts and driving green purchasing behavior. Thus, there is a need for further empirical research to explore this relationship and fill the existing gap in the literature.

H2b: Consumers’s perception of the brand image of retail brands has a positive impact on their green purchasing behavior

Consumers' awareness of retailers' corporate social responsibility (CSR) initiatives positively influences their green purchasing behavior. Research by Zhang (2019), Suki (2016), Romani (2016), and Suki (2019) collectively demonstrate this relationship. The influence is mediated by factors such as trust and green marketing awareness, leading to heightened purchase intentions and actual purchases of green products (Zhang, 2019; Suki, 2016). Moreover, the perceived motives driving CSR initiatives, such as environmental concern, significantly shape consumer responses (Romani, 2016). Notably, CSR has been found to exhibit the strongest correlation with consumer purchase intentions of green products, ranking higher than product image and awareness of green marketing (Suki, 2019).

Further studies support these findings, indicating that consumers' awareness of retailers' CSR initiatives is not only directly linked to environmentally friendly purchase behavior but also serves as a mediator between attitudes towards green products and actual green purchase behavior (Duong, 2024). Park et al. (2023) observed a robust association between consumers' attitudes towards CSR and their purchasing intentions, highlighting a positive relationship between CSR and purchase intention. Additionally, Lin et al. (2023) discovered that consumers' positive emotions and engagement act as mediators in the effect of perceived CSR initiatives on green behavior These studies collectively demonstrate that consumers are more likely to engage in green purchasing when they are aware of retailers' CSR efforts. Factors such as trust and green marketing

awareness mediate this relationship, leading to increased purchase intentions and actual purchases of green products. Moreover, consumers perceive CSR initiatives positively when they align with their own values, particularly those related to environmental concern. The significant correlation between consumers' attitudes towards CSR and their purchasing intentions highlights the importance of CSR in influencing consumer behavior. Overall, these findings emphasize the crucial role of consumers' awareness of retailers' CSR initiatives in shaping their green purchasing behavior.

H2c: Consumers' awareness of retailers' corporate social responsibility (CSR) initiatives positively influences their green purchasing behavior

1.2.3. Governance Factors Influencing Green Purchase Behavior

Governance factors play a crucial role in influencing consumers' green purchase behavior. Among these factors, trust in retail brands and enhanced transparency in pricing have emerged as significant determinants.

The positive influence of trust in retail brands on consumers' green purchase behavior is widely acknowledged in research literature. Trust serves as a cornerstone in all types of transactions, whether they occur online or offline, significantly impacting productivity and sales (Abdulgani & Suhaimi, 2014). In the context of online retail, trust entails the fulfillment of promises between consumers and sellers, fostering confidence that both parties will uphold their obligations (Kolsaker & Payne, 2002). Studies by Wang et al. (2009) underscore the positive correlation between trust and online purchasing behavior, indicating that heightened trust levels lead to increased purchase intentions and more frequent buying behavior.

Furthermore, consumer trust in retail brands is vital for fostering green purchase behavior. Research suggests that trust plays a crucial role in shaping consumers' attitudes and intentions towards environmentally sustainable products and brands. Consumers who trust retail brands are more likely to believe in the authenticity and credibility of their green initiatives, thereby influencing their decision to purchase environmentally friendly products. Additionally, trust mitigates perceived risks associated with green purchases, such as concerns about product effectiveness or environmental impact, further encouraging consumers to engage in green purchasing behavior.

Numerous studies have highlighted the positive correlation between trust in retail brands and consumers' green purchase behavior. For instance, Dhir (2020) and Alamsyah (2020) discovered that green trust significantly influences the purchase of green apparel and organic vegetables, respectively. This trust is shaped by various factors such as environmental knowledge, labeling satisfaction, and awareness of green brands. Moreover, Cheung (2015) emphasizes the mediating role of green trust between perceived value and purchase intention, while Cai (2017) suggests that eco-label credibility and retailer type also impact green purchasing intentions. Together, these findings underscore the pivotal role of trust in retail brands as a key determinant of consumers' green purchase behavior.

Moreover, empirical evidence supports the notion that trust in retail brands positively influences consumers' green purchase behavior across various industries and markets. Alshura and Zabadi (2016) demonstrate that green brand trust drives preference for eco-friendly products, including vehicles in the Indian automobile market. Similarly, Sharma and Mehta (2023) reveal that trust in green brands positively influences the use of eco-friendly services in the online food delivery industry. Additionally, Chen and Lee (2022) suggest that trust in sustainable producers serves as a precursor to consumer xenocentrism, leading to sustainable consumption behavior. Furthermore, Ghaffar et al. (2023) highlight the significant effect of green trust on consumer behavior, including the adoption of eco-friendly shopping practices in both modern and traditional markets. Hence, it can be concluded that trust in retail brands plays a crucial role in shaping consumers' decisions to embrace environmentally friendly consumption practices.

H3a: Trust in retail brands positively influences consumers' green purchase behavior

Enhanced transparency in pricing is a significant factor positively associated with consumers' inclination towards green purchasing behavior. When consumers are provided with clear and transparent pricing

information, they tend to make more environmentally conscious buying decisions. Research conducted by Chen et al. (2018) indicates that transparent pricing fosters trust and confidence among consumers, extending to their purchases of green products. This transparency enables consumers to accurately assess the true costs of environmentally friendly options compared to conventional alternatives, facilitating their ability to prioritize sustainable choices. Moreover, multiple studies support the notion that enhanced transparency in pricing correlates positively with consumers' propensity for green purchasing behavior (Weisstein, 2014; Tseng, 2016; Chekima, 2016; Zhuang, 2021).

Weisstein (2014) discovered that different price promotion formats influence green purchase intentions, with consumers favoring gain-focused promotions. Tseng (2016) further corroborated this finding, demonstrating that price discounts can effectively encourage green consumerism, particularly when the discount threshold reaches 20%. Additionally, Chekima (2016) identified environmental attitude, eco-labeling, and cultural values as significant motivational factors for green purchasing, with education level and gender also playing roles. Zhuang (2021) emphasized the importance of factors such as green perceived value, attitude, and trust in shaping green purchase intention.

Furthermore, studies by Lee and Chang (2016) and Wang et al. (2020) suggest that transparent pricing practices contribute to heightened consumer awareness and understanding of the environmental impacts associated with various products. By providing pricing information that reflects the environmental costs of production, retailers empower consumers to make informed decisions aligned with their environmental values. Moreover, enhanced transparency in pricing is linked to greater perceived value for green products, as consumers recognize the investments made by companies in sustainability initiatives and are willing to pay premiums for environmentally friendly attributes (Luo & Bhattacharya, 2006). Research by Zhang and Liu (2019) underscores the role of transparent pricing in enhancing consumer perceptions of corporate social responsibility (CSR) and environmental accountability. Companies that are transparent about their pricing strategies and the environmental costs embedded in their products are viewed as socially responsible and environmentally conscious, positively influencing consumers' inclination towards green purchasing behavior. In conclusion, the evidence suggests that enhanced transparency in pricing serves as a pivotal driver of consumers' propensity for green purchasing behavior, enabling retailers to empower consumers in making environmentally responsible choices and contributing to sustainable consumption patterns.

H3b: Enhanced transparency in pricing positively correlates with consumers' propensity for green purchasing behavior

Digital technology plays a pivotal role in shaping the behavior of environmentally conscious consumers, particularly in facilitating online green purchases. The advent of digital platforms and e-commerce channels has provided consumers with unprecedented access to information, enabling them to make informed decisions about environmentally friendly products and services. Research suggests that digital technology enhances the propensity of environmentally conscious consumers to engage in online green purchases (Yang et al., 2020; Kim & Shin, 2019; Wang & Zhang, 2018).

Yang et al. (2020) found that digital platforms offer environmentally conscious consumers a convenient and efficient way to access a wide range of green products and compare their environmental attributes. Through online platforms, consumers can easily research product sustainability, read reviews from other environmentally conscious shoppers, and make purchases that align with their values. Similarly, Kim and Shin (2019) highlighted the role of digital technology in promoting eco-friendly behaviors, such as online recycling programs and sustainable product recommendations based on consumers' preferences.

Furthermore, Wang and Zhang (2018) emphasized the transformative impact of digital technology on supply chain transparency and product traceability, allowing environmentally conscious consumers to verify the sustainability claims of online retailers. Digital tools, such as blockchain technology, enable consumers to track the journey of products from their origin to their final destination, ensuring transparency and accountability in the supply chain. Overall, digital technology serves as a catalyst for environmentally conscious consumers to engage in online green purchases by providing them with access to information, promoting eco-friendly behaviors, and ensuring transparency in product sourcing and distribution. As digital

platforms continue to evolve, they are expected to play an increasingly significant role in driving sustainable consumption patterns and shaping the future of green purchasing behavior.

H4: Digital technology enhances the propensity of environmentally conscious consumers to engage in online green purchases.

1.3. Conceptual Framework

The conceptual framework presented here synthesizes various environmental, social, and governance factors that influence consumers' green purchase behavior in the retail sector. These factors collectively shape consumer attitudes, perceptions, and intentions towards environmentally friendly products and brands, ultimately driving their purchasing decisions. The framework is structured into three main categories: environmental factors, social factors, and governance factors as illustrated in Figure 1.

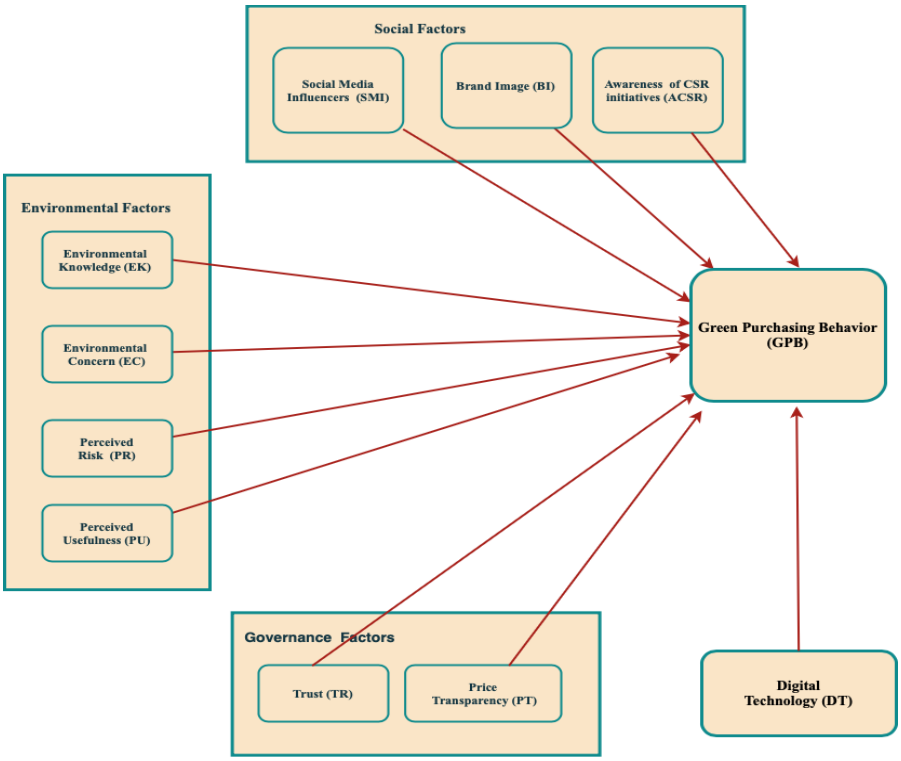

Figure 1: Conceptual Framework

METHODOLOGY

1.4. Research design and Sampling technique

The study embraced the positivist research paradigm, emphasizing scientific methods to test hypotheses through observation and measurement (Sappor et al., 2023). Adopting a quantitative approach, data were collected and transformed into numerical form for statistical analysis and conclusion drawing (Creswell & Creswell, 2018; Saunders, Lewis, & Thornhill, 2012). Utilizing a cross-sectional survey design provided a comprehensive understanding of phenomena, allowing analysis of individual perceptions, particularly in exploring the impact of ESG factors on green purchase behavior in the retail sector of Cote d'Ivoire. This design facilitated the examination of respondents' beliefs and views through surveys, aligning with the research objectives.

As a result, the study's available population included 510 retailers living in Yamoussoukro and Abidjan participated in the study to investigate the effect of ESG factors on green purchase behaviour in Cote d'Ivoire. Because it was difficult to ascertain the sample population for all participants in the study, the researchers relied on other researchers' recommendations for the minimal sample size required for quantitative analysis of this type.

The sample size for quantitative analysis adheres to the recommended ratio of variables to predicted factors, as suggested by Nyantakyi et al. (2024) and Sarpong et al. (2023a). Purposive sampling was employed to select respondents, concentrating on a specific subset of the population most pertinent to the research questions. By selecting participants based on specific criteria, the researchers aim to uncover nuanced insights that contribute to a more comprehensive understanding of the motivations behind green purchase behaviour of retailers in Cote d'Ivoire. The sample size of 510 was chosen based upon recommendations of Kline (2016) that in situations where its difficult to estimate sample size without knowing the population size, a minimum sample size of 384 can be chosen. Hence, the sample size of 520 was deemed appropriate for the study.

To identify suitable participants, the researchers established specific criteria aligned with the research objectives. These criteria could include factors such as a history of engaging in online purchases, a demonstrated interest in environmentally sustainable practices, and a willingness to share insights into their decision-making processes when it comes to green online shopping (Dolores and Tongco, 2005). Despite the intentional selection of participants, efforts were made to ensure diversity within the sample. This diversity may encompass demographics, such as age, gender, and socio-economic status, as well as other relevant variables that contribute to a comprehensive understanding of the influence of ESG factors on green online purchase behavior of retailers in Cote d'Ivoire.

The data collection procedure involved utilizing an online platform, specifically Google Forms, to reach out to retailers in the capitals of four regions in Cote d'Ivoire, spanning from June 2022 to December 2022. Additionally, printed questionnaires were distributed to respondents who lacked access to the online survey, facilitated by five research assistants. The uniformity in data collection methods enhanced reliability and comparability. Furthermore, trained personnel administered printed questionnaires to retailers in the main cities of Cote d'Ivoire. Subsequently, the collected data underwent rigorous cleaning and sorting to eliminate incomplete responses, ensuring the accuracy of the dataset.

1.5. Data

The study employed a comprehensive questionnaire as the primary data collection instrument to investigate the influence of ESG factors on green online purchase behavior of 520 retailers in Cote d'Ivoire. The questionnaire included six sections. The first part asked questions on participants demographics such as gender, age, school, income level, kind of business and many others. The second segment gathered data on retailers ESG factors that influenced their green purchase behaviour. On a Likert scale of 1 to 5, respondents were asked to rate their level of agreement or disagreement. The last section collected data on green purchase behaviour of consumers. The questionnaire, outlined in Table 1, incorporated various constructs and indicators to assess the influence of environmental, Social and governance factors, and technological factors on participants' green purchase behaviour. The study employed a robust questionnaire consisting of 38 items to investigate the drivers of green online purchase behaviour among 520 consumers.

Table 1: Questionnaire

Construct	**Indicator**	**Measurement**	**Source**
Environmental Factors			
Environmental Knowledge (EK			
EK	EK1	I make sure to buy products and packages that are environmentally safe, especially when shopping for biodegradable products online	Joshi and Rahman (2016)
	EK2	Compared to others my age, I have a good understanding of recycling, especially when it comes to choosing biodegradable products online.	
	EK3	I know how to select biodegradable products and packages that minimize waste and are eco-friendly when making online	

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		purchases.	
	EK4	I understand the environmental phrases and symbols on product packages, helping me make informed decisions while buying biodegradable products online.	
	EK5	I am very knowledgeable about environmental issues, particularly those related to the impact of online purchasing on the environment.	
Environmental Concern (EC)			
EC	EC1	I care a lot about the environment	Paul et al (2016)
	EC2	I am ready to use less and buy less to help keep the environment safe.	
	EC3	I think big changes in how the government works are needed to protect nature.	
	EC4	I believe we need major changes in how people act together to keep the environment safe.	
	EC5	Laws against pollution should be made stronger and followed more strictly.	
Perceive Risk (PR)			
PR	PR1	Selling green products could involve critical financial losses for my business.	Sheikh et al. (2023)
	PR2	I am concerned that customers may not perceive green products as good value for money.	
	PR3	I worry that green products may not deliver the expected benefits to my customers	
	PR4	I am unsure if customers would trust the reliability of green products offered by my business.	
	PR5	I worry that green products may not perform as well as conventional products, leading to dissatisfaction among customers.	
Perceived Usefulness (PU)			
PS	PS1	The implementation of green purchasing practices would enhance my store's efficiency.	Moslehpour et al. (2018) ; Ma, et al. (2017)
	PS2	I believe adopting environmentally friendly products would be beneficial for improving my business operations.	
	PS3	Incorporating green products into my inventory would help attract more customers	
	PS4	I perceive using sustainable practices in my store as valuable for boosting sales	
	PS5	I think adopting green purchasing behaviors would be useful in achieving my business goals.	
Social Factors			

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Social Media Influencers			
SMI	SMI1	The quality and professionalism of content shared by green lifestyle advocates strongly influence my adoption of green behaviors	Li et al. (2024)
	SMI2	The frequency and volume of content shared by green lifestyle advocates impact my decision to follow them	
	SMI3	I frequently discover new products or brands through social media influencers.	
	SMI4	I consider the opinions of green lifestyle advocates to be reliable and trustworthy when recommending green products	
Brand Image			
BI	BI1	The brand image of eco-friendly products significantly influences my decision to purchase them	Khan, I., & Fatma (2023); Pars, S. R., & Gulsel (2011); Lee et al. (2011)
	BI2	I am more inclined to buy products from environmentally conscious brands due to their positive brand image	
	BI3	A positive brand image of green products increases my trust in their quality and effectiveness.	
	BI4	The reputation and perception of eco-friendly brands greatly influence my purchasing decisions.	
Awareness of CRS initiatives			
ACSR	ACSR1	I actively seek information about companies' Corporate Social Responsibility (CSR) initiatives before making green purchase decisions	Le (2023); Khan, I., & Fatma (2023)
	ACSR2	I am aware of the environmental initiatives undertaken by companies, and it influences my decision to buy their products/services.	
	ASCR3	Companies' CSR efforts play a significant role in shaping my perception of their environmental responsibility	
	ASCR4	I consider a company's commitment to CSR when evaluating the sustainability of their products before purchasing.	
Governance Factors			
Trust			
TR	TR1	I trust retail brands that prioritize sustainability and environmental responsibility.	Kim et al. (2023) ; Wee Lian Fong et al. (2023)
	TR2	I have confidence in the authenticity of retail brands' environmental claims.	
	TR3	I believe that retail brands genuinely care about the environmental impact of their products and services.	
	TR4	Retail brands' commitment to sustainability influences my decision to purchase their products/services.	
	TR5	I trust retail brands more when they transparently	

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		communicate their efforts towards sustainability.	
Price Transparency			
PT	PT1	Price information is easy for me to understand	Minbashrazgah et al. (2017); Rothenberger (2015)
	PT2	I know exactly what I'm paying for and what I'll get when buying	
	PT3	The price information is complete, correct, and straightforward.	
	PT4	I feel properly informed about the prices of biodegradable products.	
PT	PT5	Price information is easy for me to understand	
Technological Factors			
TF	TF1	Using computers and cell phones easily is crucial for me when purchasing products online	Jihong & Chen (2023)
	TF2	I would think about buying online if the delivery service makes me happy.	
	TF3	Easily using an e-payment service is important to me when I buy online.	
	TF4	I prefer using user-friendly apps or websites when buying online	
	TF5	Quick and reliable internet connectivity is essential for me to consider buying online	
Green Purchase behavior (GPB)			
GPB	GPB1	I usually choose products with recycled packaging and/or that are recyclable (no plastic) to support environmental sustainability.	Correia et al. (2023)
	GPB2	I usually prefer products with natural ingredients or those containing fewer chemicals/pollutants to contribute to a healthier environment.	
	GPB3	When I go shopping, I actively seek products with a certificate/label indicating they are environmentally friendly to promote eco-conscious choices.	
	GPB4	I usually choose products that have not been tested on animals, reflecting my concern for animal welfare and environmental impact.	
	GPB5	I generally buy products made from recycled materials or that incorporate recycled materials to contribute to waste reduction.	
	GPB6	I usually prefer products from companies with a sustainable and environmentally friendly attitude to support businesses aligned with my values.	

1.6. Ethical Consideration

Ethical considerations were diligently addressed throughout the study, beginning with the approval obtained from the Institutional Review Board at Anhui University of Science and Technology. Prior to commencing the research, a detailed proposal, along with the questionnaire, was submitted to the committee for comprehensive review. Participants were ensured of their rights and autonomy through verbal informed consent, wherein they were provided with a clear understanding of the study's objectives and potential implications. To uphold confidentiality, stringent measures were implemented to safeguard participant responses, guaranteeing privacy and anonymity. Furthermore, ethical standards were meticulously maintained in referencing prior research on the impact of advice and counseling on student discipline. Upon completion of data collection, all information will be securely destroyed, and cloud storage will be thoroughly emptied to uphold confidentiality and protect participant data.

RESULTS AND DISCUSSIONS

The demographic profile outlined in Table 2 provides invaluable insights pertinent to the study's exploration of the impact of ESG factors on green purchases within Cote d'Ivoire's retail sector, particularly in the context of the digital technology era. Out of the 520 respondents surveyed, 53.8% were male, while 46.2% were female. Age distribution revealed that 28.1% were under 20 years old, 47.5% were between 21 and 30, and 24.4% were over 30. In terms of educational attainment, the majority (54%) held bachelor's degrees, followed by 26% with master's degrees, and 20% with vocational/technical diplomas. As for the types of businesses represented, respondents were engaged in diverse sectors, with clothing and fashion (18.7%) and entertainment (19.2%) being the most prevalent. Regional distribution varied, with 37.1% residing in the Western region, 34.8% in the Eastern region, 16.2% in the Northern region, and 11.9% in the Southern region. Regarding monthly income, 13.5% earned below 1000 USD, 23.8% earned between 1001 and 2000 USD, 32.9% earned between 2001 and 2500 USD, and 29.8% earned above 2500 USD.

Table 2: Background Information of Respondents

Variable	**Sub-scale**	**Frequency**	**Percentage**	**Statistics**
Gender	Male	280	53.8	t (518) = -3.13, p= .781
	Female	240	46.2	
Total		520	100	
Age	Below 20	146	28.1	t (518) = 4.281, p= .711
	21-30	247	47.5	
	Above 30	127	24.4	
Total		520	100	
Education	Vocational/Technical diploma	104	20	t (517) = -4.181, p= .001
	Bachelor’s degree	281	54	
	Master’s degree	135	26	
Total		520	100	
Business Engaged in	Accessories/Automobile	90	17.3	t (514) = 5.123 p= .451
	Clothing and Fashion	97	18.7	

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	Food/Manufacturing/	91	17.5	
	Design/Arts	101	19.4	
	Entertainment	100	19.2	
	Mathematics and related programs	41	7.9	
Total		520	100	
Region of Stay	Western region	193	37.1	t (516) = -7.013, p= .012
	Eastern region	181	34.8	
	Northern region	84	16.2	
	Sothern region	62	11.9	
Total		520	100	
Monthly Income	Below 1000 USD	70	13.5	t (516) = 4.38, p= .121
	1001-2000 USD	124	23.8	
	2001-2500	171	32.9	
	Above 2500	155	29.8	
Total		520	100	

Understanding the background information of respondents, such as their gender, age, education level, business engagement, region of stay, and income level, helps contextualize their perspectives and behaviors towards green purchases. For instance, the distribution of respondents across different regions provides an understanding of regional variations in environmental awareness and purchasing behaviors. Moreover, analyzing income levels offers insights into the purchasing power and potential affordability of environmentally friendly products among different income groups. Additionally, education levels can indicate the level of environmental knowledge and awareness among respondents, influencing their propensity towards green purchasing decisions.

Common biases in data, such as selection bias and response bias, were carefully addressed and mitigated in this study. To counter selection bias, a diverse sample was drawn from various demographic backgrounds and regions to ensure representation. Additionally, efforts were made to minimize non-response bias by employing multiple methods of data collection and providing incentives for participation. Moreover, rigorous data cleaning techniques were applied to identify and rectify any anomalies or inconsistencies, ensuring the accuracy and reliability of the dataset. By transparently documenting these procedures, the study demonstrates a proactive approach to addressing potential biases and upholding the integrity of the findings. Overall, the demographic information presented in Table 2 provides a foundation for exploring the relationship between ESG factors and green purchases within the specific socio-economic context of Cote d'Ivoire's retail sector.

1.7. Multicollinearity and Autocorrelation

The correlation matrix in Table 3 reveals the relationships between the constructs investigated in the study. Firstly, Green Purchase Behavior (GPB) exhibits a statistically significant positive correlation with Environmental Knowledge (EK) ($r = 0.210$, $p < 0.001$), indicating that individuals with higher environmental knowledge tend to engage in more green purchasing behaviors. Similarly, a significant positive correlation is observed between GPB and Environmental Concern (EC) ($r = 0.159$, $p < 0.05$), suggesting that individuals

who are more environmentally concerned are more likely to engage in green purchasing. Furthermore, Green Purchase Behavior is positively correlated with Perceived Risk (PR) ($r = 0.284$, $p < 0.05$), indicating that individuals who perceive lower risks associated with green products are more likely to engage in green purchasing. However, no significant correlation is found between GPB and Perceived Usefulness (PS) ($r = 0.205$, $p > 0.05$), suggesting that perceived usefulness may not directly influence green purchasing behavior.

In terms of Social Factors, Green Purchase Behavior demonstrates a significant positive correlation with Social Media Influencers (SMI) ($r = 0.121$, $p < 0.01$), indicating that individuals who are influenced by social media influencers are more likely to engage in green purchasing. Moreover, Green Purchase Behavior exhibits a strong positive correlation with Brand Image (BI) ($r = 0.470$, $p < 0.01$) and Awareness of CRS initiatives (ACSR) ($r = 0.610$, $p < 0.01$), suggesting that positive brand image and awareness of corporate social responsibility initiatives play a crucial role in driving green purchasing behavior. Additionally, Green Purchase Behavior is not significantly correlated with Trust (TR) ($r = 0.083$, $p > 0.05$), Price Transparency (PT) ($r = 0.093$, $p > 0.05$), and Technological Factors (TF) ($r = 0.151$, $p > 0.05$), indicating that these factors may not directly influence green purchasing behavior in the context of the study. Moreover, the Variance Inflation Factor (VIF) values for all constructs fall within an acceptable range of 1.09 to 3.78, indicating no presence of multicollinearity among the variables. Additionally, the absence of autocorrelation is confirmed through the examination of the correlation matrix, ensuring the reliability and validity of the study's findings.

Table 3: Correlation matrix of the constructs

Constructs	**Mean**	**Std.**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**
1. GPB	0.95	0.35	1										
2. EK	1.42	0.43	0.210***	1									
3. EC	1.37	0.82	0.159	0.359	1								
4. PR	0.83	0.94	0.284*	0.206	0.064**	1							
5. PS	2.80	0.69	0.205	0.080**	0.072	0.036*	1						
6. SMI	1.18	0.83	0.121**	0.249	0.304	0.024**	0.404*	1					
7. BI	2.83	0.76	0.470**	0.113*	0.017**	0.039	0.046	0.587	1				
8. ACSR	1.39	0.58	0.610**	0.353**	0.053	-0.077*	0.280	-0.027	0.034	1			
9. TR	0.82	0.69	0.083	0.102*	0.034	-0.060	0.048*	0.037**	0.029	-0.032	1		
10. PT	0.73	0.73	0.093	-0.007	0.203**	0.043*	0.252**	0.300	0.059*	0.160	0.048*	1	
11. TF	1.04	0.53	0.151**	0.114*	0.157**	0.029	-0.065	0.085*	0.038	0.080**	0.150*	-.002	1
VIF			1.49 ~ 3.39	1.25 ~ 3.42	1.29 ~ 3.49	1.49 ~ 3.78	1.19 ~ 3.14	1.48 ~ 3.02	2.40 ~ 3.62	1.43 ~ 3.94	1.28 ~ 3.48	1.21 ~ 3.21	1.09 ~ 3.29

Note** and * indicate statistically significant correlations at the 0.01 and 0.05 levels (two-tailed). The scale used for responses is as follows: Strongly agree = 0.5-1.4, Agree = 1.5-2.4, Neutral = 2.5-3.4, Disagree = 3.5-4.4, Strongly Disagree = 4.5

1.8. Main Results

The Multivariate Regression Analysis was conducted using Smart PLS-SEM (Partial Least Squares Structural Equation Modeling), a sophisticated statistical technique enabling the examination of multiple independent

variables and their collective impact on a dependent variable. In this section, the study applies Smart PLS-SEM to delve into the intricate relationships and interdependencies among the variables under investigation. The analysis aims to provide a deeper understanding of the complex dynamics within the research framework, offering valuable insights into the extent to which various factors influence or contribute to the outcomes of interest. By employing Multivariate Regression Analysis through Smart PLS-SEM, the study enhances the robustness and depth of its findings, thereby contributing to the overall rigor and validity of the research outcomes. The measurement model establishes connections between latent variables and their corresponding indicators. To validate this model, we utilized Smart PLS 3.2.6, employing Partial Least Squares Structural Equation Modeling (PLS-SEM) as advocated by Ringle, Wende, & Will (2005). Unlike traditional regression analysis, PLS-SEM permits the concurrent examination of both data and structural models (Sappor et al., 2023), offering advantages over conventional approaches. In evaluating the structural model, we adhered to the guidelines recommended by Hair et al. (2016). The study initially conducted validity and reliability assessments.

1.8.1. Validity and Reliability Test

Before proceeding to the main analysis, a validity and reliability test was conducted to ensure the accuracy and consistency of the research instrument in measuring the intended constructs. Table 4 presents the results of validity and reliability assessments for the items and constructs included in the study. The analysis focuses on various constructs, including Green Purchase Behavior, Environmental Factors, Social Factors, Governance Factors, and Digital Technology. For Green Purchase Behavior (GPB), all six items demonstrate strong outer loadings ranging from 0.82 to 0.85, indicating a high level of consistency in measuring the construct. The composite reliability (CR) and Cronbach's alpha (CPA) values for GPB are 0.839 and 0.819, respectively, exceeding the threshold of 0.7, thus confirming the reliability of the construct. The Average Variance Extracted (AVE) value for GPB is 0.605, indicating convergent validity.

Table 4: Results of Validity and Reliability of Items Constructs

Constructs	**Sub-Construct**	**No. of Items**	**Outer Loadings**	**CPA**	**CR**	**Rho_A**	**AVE**
Green Purchase Behaviour	GPB	6	0.82-0.85	0.819	0.839	0.852	0.605
Environmental Factors	EK	5	0.79-0.83	0.819	0.828	0.830	0.582
	EC	5	0.80-0.86	0.817	0.863	0.873	0.629
	PR	5	0.81-0.84	0.873	0.830	0.885	0.637
	PS	5	0.81-0.88	0.793	0.870	0.833	0.598
Social Factors	SMI	4	0.79-0.84	0.849	0.885	0.894	0.597
	BI	4	0.82-0.86	0.839	0.862	0.835	0.561
	ACSR	4	0.82-0.88	0.838	0.832	0.829	0.628
Governance Factors	TR	5	0.81-0.84	0.802	0.819	0.905	0.619
	PT	5	0.80-0.84	0.817	0.825	0.885	0.624
Digital Technology	TF	5	0.82-0.87	0.808	0.847	0.860	0.600

Similarly, the items comprising Environmental Factors, including Environmental Knowledge (EK), Environmental Concern (EC), Perceived Risk (PR), and Perceived Usefulness (PS), demonstrate strong outer

loadings ranging from 0.79 to 0.88. The constructs exhibit high levels of reliability, with CR values ranging from 0.817 to 0.873 and CPA values ranging from 0.793 to 0.870. Additionally, the AVE values for these constructs exceed the recommended threshold of 0.5, indicating convergent validity.

In terms of Social Factors, the items representing Social Media Influencers (SMI), Brand Image (BI), and Awareness of CRS initiatives (ACSR) also exhibit strong outer loadings ranging from 0.79 to 0.88. The constructs demonstrate high levels of reliability, with CR values ranging from 0.832 to 0.885 and CPA values ranging from 0.838 to 0.849. Moreover, the AVE values for these constructs exceed the threshold of 0.5, confirming convergent validity.

Furthermore, Governance Factors, including Trust (TR) and Price Transparency (PT), demonstrate strong outer loadings ranging from 0.81 to 0.84. The constructs exhibit high levels of reliability, with CR values exceeding 0.8 and CPA values ranging from 0.802 to 0.817. Additionally, the AVE values for these constructs surpass the threshold of 0.5, indicating convergent validity. Lastly, Digital Technology (TF) items demonstrate strong outer loadings ranging from 0.82 to 0.87. The construct exhibits high levels of reliability, with a CR value of 0.847 and a CPA value of 0.808. Moreover, the AVE value for Digital Technology is 0.600, confirming convergent validity. The findings indicate that all constructs in the study are reliable and valid measures, as evidenced by their strong outer loadings, high levels of reliability, and convergent validity. Additionally, there is no presence of multicollinearity or autocorrelation, further enhancing the credibility of the study's results. The study further tested for discriminant valdity using Fornell-Larcker criteria.

Table 5 presents the results of discriminant validity analysis using the Fornell-Larcker criteria, which assesses the distinctiveness of constructs by comparing the square root of the average variance extracted (AVE) for each construct with the correlation coefficients between constructs. The diagonal elements represent the square root of the AVE for each construct, while the off-diagonal elements represent the correlations between constructs. According to the Fornell-Larcker criteria, the square root of the AVE for each construct should be greater than the correlation coefficients between that construct and other constructs in the model for discriminant validity to be established. In this analysis, the square root of the AVE for each construct (shown on the diagonal) exceeds the correlation coefficients between that construct and other constructs in the model (shown in the corresponding rows and columns). For example, the square root of the AVE for Green Purchase Behavior (GPB) is 0.6972, which is greater than the correlation coefficients between GPB and all other constructs. This pattern holds true for all constructs in the model, indicating that discriminant validity is established. The results suggest that each construct in the study measures a distinct underlying concept, as evidenced by the clear differentiation between constructs based on the Fornell-Larcker criteria. Therefore, the study's measures demonstrate adequate discriminant validity, enhancing the reliability and validity of the research findings.

Table 5: Discriminant validity (Fornell-Larcker Criteria)

Constructs	**GPB**	**EK**	**EK**	**PR**	**PS**	**SMI**	**BI**	**ACSR**	**TR**	**PT**	**TF**
GPB	**0.6972**										
EK	0.4882	**0.7962**									
EC	0.2372	0.6882	**0.6862**								
PR	0.1912	0.0622	0.1312	**0.5962**							
PS	0.5382	0.1272	0.0372	0.4172	**0.6432**						
SMI	0.4432	0.3782	0.5132	0.0362	0.4522	**0.6802**					
BI	0.3542	0.6682	0.4692	0.3912	0.3842	0.4692	**0.5762**				
ACSR	0.2092	0.2242	0.6422	0.3842	0.6902	0.5402	0.1422	**0.7432**			

TR	0.4632	0.0312	0.2332	0.4892	0.1432	0.1022	0.6002	0.4912	**0.4912**		
PT	0.2102	0.3082	0.1302	0.2832	0.2602	-0.0228	-0.0278	0.5762	0.0392	**0.5282**	
TF	0.3652	0.1542	0.3362	0.2512	0.4552	0.6362	0.0542	-0.1458	0.3842	0.4692	**0.7202**

1.8.2. Hypothesis Testing

The hypothesis testing phase of the study, guided by four main hypotheses, aimed to evaluate the relationships between the identified constructs and green purchase behavior. The first hypothesis sought to examine the impact of environmental factors on the green purchase behavior of retailers in Cote d'Ivoire. The remaining three hypotheses aimed to investigate whether social, governance, and technological factors also influenced the green purchase behavior of retailers.

In Model 1 of Table 6, the regression analysis revealed significant relationships between environmental factors and green purchase behavior (GPB), controlling variables such as gender, income level, and age were included to mitigate potential confounding effects. The analysis revealed that Environmental knowledge (EK) exhibited a positive influence on GPB, with a coefficient of 0.034 and a significant t-value of 4.246 ($p < 0.05$). Similarly, environmental concern (EC) displayed a notable effect on GPB, as evidenced by a coefficient of 0.209 and a significant t-value of 2.489 ($p < 0.05$). Additionally, perceived usefulness (PS) had a substantial impact on GPB, with a coefficient of 0.055 and a significant t-value of 5.483 ($p < 0.05$). These findings indicate that consumers' environmental knowledge, concern, perceived risk, and perceived usefulness exert a significant influence on their inclination to partake in green purchasing behaviors, even after accounting for factors such as gender, income level, and age within Cote d'Ivoire's retail sector. However, Perceived risk (PR) showed a positive association with GPB, with a coefficient of 0.139 and a non-significant t-value of 1.479 ($p > 0.05$).

Similarly in Model 2, which investigated the impact of social factors on GPB, controlling variables such as gender, income level, and age were integrated to address potential confounding variables. Social media influencers (SMI) exhibited a positive effect on GPB, with a coefficient of 0.259 and a significant t-value of 1.982 ($p < 0.05$). Brand image (BI) also demonstrated a notable impact on GPB, reflected by a coefficient of 0.048 and a significant t-value of 3.482 ($p < 0.05$). Additionally, awareness of corporate social responsibility (ACSR) displayed a substantial influence on GPB, with a coefficient of 0.509 and a significant t-value of 6.208 ($p < 0.05$). However, despite the inclusion of controlling variables, not all social factors significantly affected GPB as hypothesized. These findings underscore the significance of social factors such as social media influencers, brand image, and awareness of corporate social responsibility in shaping consumers' green purchase behavior within Cote d'Ivoire's retail sector.

In Model 3, the analysis focused on governance and technological factors affecting GPB. Trust (TR) exhibited a negative impact on GPB, with a coefficient of -0.029 and a significant t-value of 2.836 ($p < 0.05$). Price transparency (PT) demonstrated a positive influence on GPB, with a coefficient of 0.258 and a significant t-value of 2.457 ($p < 0.05$). Additionally, technological factors (TF) displayed a significant effect on GPB, as evidenced by a coefficient of 0.287 and a significant t-value of 4.283 ($p < 0.05$). Therefore, the hypothesis that governance and technological factors significantly influence GPB was supported, even after controlling for gender, income level, and age as seen in Table 6.

Table 6: Hypothesis Testing Results

Hypothesis		**B**	**t-value**	**P-value**	**Decision**
Model 1 (Environmental Factors and Green Purchase Behaviour)					
H1a	EK-> GPB	0.034	4.246	0.000	Supported
H1b	EC-> GPB	0.209	2.489	0.000	Supported
H1c	PR-> GPB	0.139	1.479	0.483	Not Supported

H1d	PS -> GPB	0.055	5.483	0.000	Supported
Controlling variables	Gender, Income Level, Age	Yes	Yes	Yes	Supported
Model 2 (Social Factors and Green Purchase Behaviour)					
H2a	SMI -> GPB	0.259	1.982	0.0032	Supported
H2b	BI-> GPB	0.048	3.482	0.015	Supported
H2c	ACSR-> PB	0.509	6.208	0.000	Supported
Controlling variables	Gender, Income Level, Age	Yes	Yes	Yes	Supported
Model 3 (Governance/Technology and Green Purchase Behaviour)					
H3a	TR-> PB	-0.029	2.836	0.039	Supported
H3b	PT-> PB	0.258	2.457	0.000	Supported
H4	TF-> PB	0.287	4.283	0.000	Supported
Controlling variables	Gender, Income Level, Age	Yes	Yes	Yes	Supported

Note: ***denote p= 0.000<0.005. T-stat in parenthesis

1.8.3. Model Fitness

The assessment of model fitness aimed to gauge the adequacy of the proposed structural equation models in elucidating the relationships between constructs, ensuring a robust alignment with the data. Table 7 outlines the model fitness concerning environmental, social, governance, and digital technology factors and their impact on green purchase behavior within Cote d'Ivoire's retail sector. R^2 values, ranging from 0.493 to 0.583 for environmental factors, indicate that the model explains 49.3% to 58.3% of the variance in green purchase behavior. Adjusted R^2 values (0.592 to 0.621) indicate improved model fitting, while Q^2 values (0.329 to 0.332) denote predictive relevance. F^2 values (0.323 to 0.328) signify effect size, and SRMR values (0.080 to 0.108) suggest a good fit between the model and data. Similarly, d_ULS values (2.079 to 5.280) indicate improved model fitting. Chi-square values (1560.219 to 1639.381) and NFI values (0.576 to 0.693) confirm acceptable model fit. These findings indicate that the models effectively capture the relationships between the investigated factors and green purchase behavior, providing valuable insights into consumer behavior within Cote d'Ivoire's retail sector amidst the digital technology era.

Table 7: Model Fitness

Constructs	**R^2**	**Adj.R^2**	**Q^2**	**F^2**	**SRMR**	**D ULS**	**Chi-square**	**NFI**
Environmental Factors	0.493~ 0.583	0.592~ 0.621	0.329~ 0.332	0.323 ~ 0.328	0.080 ~ 0.108	2.079~ 5.280	1560.21~ 1639.38	0.576~ 0.693
Social Factors	0.517~ 0.609	0.639~ 0.645	0.339~ 0.345	0.328 ~ 0.337				
Governance Factors	0.426~ 0.629	0.458~ 0.643	0.332~ 0.347	0.319 ~ 0.330				
Digital Technology	0.338~ 0.438	0.425~ 0.483	0.298~ 0.303	0.315 ~ 0.325				

1.8.4. Heterogeneity Test

Findings from Table 2 revealed that significant differences in education level and region of stay among respondents ($p < .05$), while gender, age, business engaged in, and monthly income level did not show significant differences ($p > .05$). The t-statistics reported for each variable based on green purchase behavior offer valuable insights into the significance of demographic factors in influencing environmentally conscious consumer decisions within Cote d'Ivoire's retail sector. While gender ($t = -3.13$, $p = .781$) does not show a statistically significant association with green purchase behavior, variables such as age ($t = 4.281$, $p = .711$), education level ($t = -4.181$, $p = .001$), region of stay ($t = -7.013$, $p = .012$), and monthly income level ($t = 4.38$, $p = .121$) demonstrate varying degrees of significance. Specifically, age exhibits a positive relationship with green purchase behavior, implying that older respondents are more inclined towards environmentally friendly purchases. Similarly, respondents with higher education levels tend to demonstrate a stronger propensity for green purchases. Furthermore, individuals residing in certain regions, such as the Western region, show a higher likelihood of engaging in green purchasing behavior compared to those in other regions. However, the relationship between monthly income levels and green purchase behavior appears inconclusive, as indicated by a non-significant t-statistic. Therefore the study further conducted heterogeneity test and robust checks based upon respondents' income level and educational level.

For further analysis, respondents were divided into two groups based on income levels and educational attainment. Income levels were categorized using a threshold of $2000 USD, with those earning above classified as high income, and those earning $2000 USD or below as low income. Educational attainment was categorized using a Bachelor's degree threshold, classifying those with a Bachelor's degree or higher as educated, and those with a vocational/technical diploma or lower as non-educated. The study then conducted a heterogeneity test to explore how these demographic variables influence the relationships between environmental, social, and governance/technology factors and green purchase behavior among retailers in Cote d'Ivoire as presented in Table 8.

Table 8: Heterogeneity Test

Hypothesis	**High Income Retailers**	**Low Income Retailers**	**Educated Retailers**	**Non-Educated Retailers**
Model 1(Environmental Factors and Green Purchase Behaviour)				
H1a: EK-> GPB	0.031(2.47) **	0.208(2.36) *	0.023(0.73)	0.138(2.81) **
H1b: EC> GPB	0.028(2.78) *	0.032(1.74)	0.078(3.29) **	0.163(2.50) **
H1c: PR-> GPB	0.147(3.72) **	0.053(0.95)	0.028(4.21)	0.138(0.83)
H1d:PS→ GPB	0.275(0.85)	0.092(3.18) *	0.028(2.69) **	0.059(1.84)
Model 2 (Social Factors and Green Purchase Behaviour)				
H2a: SMI -> GPB	0.501(3.18) **	0.142(2.58) *	0.179(1.84) *	0.169(3.18) **
H2b: BI-> GPB	0.027(4.09) *	0.032(5.38)	0.049(2.51) **	0.009(2.36)
H2c: ACSR-> PB	0.136(4.28)	0.173(2.41)	0.148(3.26)	0.068(1.39)
Model 3 (Governance/Technology and Green Purchase Behaviour)				
H3a: TR-> PB	0.027(1.98) **	0.116(4.08) **	0.028(3.62) **	0.182(3.06) **
H3b: PT-> PB	0.104(2.39)	0.029(1.47)	0.013(2.64)	0.048(2.37) **
H4: TF-> PB	0.204(1.40)	0.029(3.06) *	0.038(2.73) **	0.021(2.48)
R^2	0.530	0.546	0.439	0.475

Obs.	326	194	415	104
Paired T-test	0.003		0.001	

Note: ***, **, *. 0.1, 0.05 and 0.01 level(2-tailed). T-stat in parenthesis

Table 8 presents findings from a heterogeneity test examining the impact of environmental, social, and governance/technology factors on green purchase behavior across various retailer demographics. In Model 1, robust associations were observed among environmental factors (EK, EC, and PR) and green purchase behavior (GPB) among high-income retailers, reflecting varied effect sizes. Conversely, low-income retailers in Côte d'Ivoire exhibited a notable correlation between environmental knowledge and perceived usefulness, demonstrating a link to green purchase behavior. Additionally, respondents with higher education levels exhibited a significant relationship between environmental concern and green purchase behavior, contrasting with those with lower education levels. Notably, a significant association was identified between environmental knowledge, environmental concern, and green purchase behavior across respondent cohorts.

In Model 2, social factors (SMI, BI) demonstrated significant effects on GPB across different retailer demographics, with notable influence observed among high-income and educated retailers. Model 3 revealed governance and technology factors (TR, PT, TF) impacting GPB, with significant relationships observed among low-income and non-educated retailers. Overall, the models accounted for substantial variance in GPB, with R2 values ranging from 0.439 to 0.546. Table 8 furthe displays paired t-test results, indicating significant differences in relationships between environmental, social, and governance/technology factors and green purchase behavior among Cote d'Ivoire's retailers based on income levels and educational attainment. High-income and educated retailers show stronger associations between factors and green purchase behavior than low-income and non-educated counterparts, emphasizing the influence of demographics on green purchasing behavior. These findings underscore the nuanced influence of demographic characteristics on the relationship between factors and green purchase behavior within Cote d'Ivoire's retail sector.

FURTHER DISCUSSION AND CONCLUSION

The study illuminates the significant impact of environmental factors on green purchase behavior (GPB) within Cote d'Ivoire's retail sector. Environmental knowledge, concern, perceived risk, and perceived usefulness emerged as influential drivers of GPB, demonstrating positive associations even after adjusting for demographic variables. These findings underscore the importance of environmental awareness and concern in fostering sustainable consumption practices among consumers. In line with previous research, the study's findings reveal a significant positive relationship between environmental knowledge and green purchase behavior among retailers in Cote d'Ivoire (Chaihanchanchai & Ananta chart, 2023). Higher levels of environmental knowledge were associated with increased green purchase behavior, indicating consistency with prior literature. Similarly, environmental concern was found to positively impact green purchase behavior, supporting findings from previous studies (Agyeman, 2014; Maichum et al., 2017). Retailers who exhibited greater environmental concern were more likely to engage in green purchasing, aligning with existing research (Setyawan et al., 2023). This study contributes to the literature by providing empirical evidence specific to the retail sector in Cote d'Ivoire, confirming the influence of environmental factors on green purchase behavior. By replicating and extending findings from previous studies, the study reinforces the importance of environmental knowledge and concern in driving sustainable consumption patterns. Additionally, by focusing on retailers, the study offers insights into a unique demographic group within the context of Cote d'Ivoire, enriching the understanding of factors shaping green purchasing behavior in the region. Overall, the study contributes to innovation by highlighting the relevance of environmental factors in promoting sustainability initiatives within the retail sector of Cote d'Ivoire, thus informing future research and policy interventions aimed at fostering environmentally conscious consumer choices.

The study delves into the role of social factors, including social media influencers, brand image, and awareness of corporate social responsibility (ACSR), in shaping green purchase behavior among retailers in Cote d'Ivoire. Social media influencers and brand image were found to positively impact GPB, highlighting the persuasive

influence of social endorsements and brand perceptions on consumer choices. Moreover, ACSR emerged as a significant driver of GPB, emphasizing the importance of corporate social responsibility initiatives in influencing consumer behavior towards environmentally sustainable products. The study's findings on social factors align with existing research, reflecting the multifaceted impact of social dynamics on green purchase behavior in retail settings. Social media influencers, brand image, and awareness of retailers' CSR initiatives emerge as significant determinants, consistent with prior studies (Rini et al., 2023; Khan et al., 2020; Zhang, 2019). However, mixed outcomes regarding the influence of social media on green product purchasing decisions (Okadiani et al., 2019; Pop et al., 2020) highlight the need for further exploration. Similarly, consumers' perceptions of retail brand image resonate with existing literature, emphasizing the importance of brand sustainability efforts (Lee & Kim, 2018; Burkert et al., 2023). Yet, the study underscores the necessity for more focused research within the retail context to understand branding strategies fully. The positive association between consumers' awareness of retailers' CSR initiatives and green purchasing behavior aligns with prior findings (Duong, 2024; Park et al., 2023), emphasizing the influential role of CSR in consumer decision-making. These findings collectively contribute to a deeper understanding of the social drivers behind green consumer behavior within the retail sector. The study innovates by providing empirical insights tailored to the retail sector and identifies avenues for future research to expand upon social factors influencing green consumer behavior. By reinforcing the significance of social media influencers, brand image, and CSR awareness, the study offers valuable guidance for retailers seeking to promote sustainable consumption patterns. Additionally, by highlighting gaps in existing research, particularly concerning social media's impact and the mechanisms driving consumer responses to brand image, the study paves the way for further exploration in these areas. Ultimately, the study's findings contribute to the literature by deepening our understanding of the social dynamics driving green consumer behavior and providing actionable insights for retailers aiming to align with sustainability goals.

The study investigates the influence of governance and technological factors on green purchase behavior (GPB) within Cote d'Ivoire's retail sector. Trust, price transparency, and technological factors emerged as significant determinants of GPB, demonstrating nuanced effects on consumer choices. While trust exhibited a negative impact on GPB, price transparency and technological factors positively influenced purchasing behaviors towards environmentally sustainable products. These findings shed light on the complex interplay between governance structures, technological advancements, and consumer decision-making processes in driving sustainable consumption practices. They underscore the importance of fostering trust and transparency in retail operations while leveraging technological innovations to promote eco-friendly products and services. The study's findings on governance factors resonate with existing research, emphasizing the crucial role of trust in retail brands and transparency in pricing in shaping consumers' green purchase behavior. Trust in retail brands emerges as a key determinant, consistent with prior studies across various industries and markets (Alshura & Zabadi, 2016; Sharma & Mehta, 2023; Chen & Lee, 2022). The positive correlation between trust and green purchase behavior underscores the significance of brand credibility and authenticity in fostering environmentally friendly consumption practices. Moreover, the study aligns with previous research by highlighting the mediating role of trust between perceived value and purchase intention, further elucidating the mechanisms driving green consumer behavior (Cheung, 2015; Cai, 2017).

Similarly, the study's findings regarding enhanced transparency in pricing align with prior research indicating its positive association with green purchasing behavior (Chen et al., 2018; Tseng, 2016; Chekima, 2016; Zhuang, 2021). The provision of clear and transparent pricing information enables consumers to make informed decisions and prioritize sustainable choices, consistent with the notion that pricing transparency fosters trust and confidence among consumers (Weisstein, 2014; Zhang & Liu, 2019). Moreover, the study extends previous findings by emphasizing the role of transparent pricing in enhancing consumer perceptions of corporate social responsibility and environmental accountability, thereby influencing green purchase behavior. By reinforcing the significance of trust in retail brands and transparency in pricing, the study contributes to a deeper understanding of governance factors influencing green purchase behavior. The findings underscore the importance of brand credibility and authenticity in driving environmentally friendly consumption practices, offering valuable insights for retailers seeking to align with sustainability goals. Moreover, the study highlights the role of transparent pricing in empowering consumers to make informed decisions and contribute to sustainable consumption patterns. By elucidating the mechanisms through which trust and pricing transparency

influence green consumer behavior, the study provides actionable insights for retailers aiming to promote environmentally responsible choices. Overall, the study's findings contribute to the literature by advancing our understanding of governance factors driving green purchase behavior and offering practical implications for retailers in fostering sustainability.

The study's findings regarding the influence of digital technology on green purchase behavior align with previous research, emphasizing the pivotal role of digital platforms in facilitating environmentally conscious consumption practices. Consistent with prior studies, the research highlights that digital technology enhances the propensity of environmentally conscious consumers to engage in online green purchases (Yang et al., 2020; Kim & Shin, 2019; Wang & Zhang, 2018). The convenience and efficiency offered by digital platforms enable consumers to access a wide range of green products, compare their environmental attributes, and make informed decisions aligned with their values, corroborating findings by Yang et al. (2020) and Kim & Shin (2019). Moreover, the study extends previous research by emphasizing the transformative impact of digital technology on supply chain transparency and product traceability, reinforcing the importance of ensuring transparency and accountability in the sourcing and distribution of green products (Wang & Zhang, 2018). By leveraging digital tools such as blockchain technology, consumers can verify the sustainability claims of online retailers, further enhancing their trust and confidence in green purchasing decisions. These findings are consistent with prior literature highlighting the role of technology in promoting sustainable consumption patterns and shaping the future of green purchasing behavior. By highlighting the role of digital technology in driving online green purchases, the study contributes to a deeper understanding of technology factors influencing green purchase behavior. The findings underscore the importance of digital platforms in providing consumers with access to information, promoting eco-friendly behaviors, and ensuring transparency in product sourcing and distribution. Moreover, the study emphasizes the transformative potential of digital technology in enhancing supply chain transparency and product traceability, offering valuable insights for stakeholders across the green supply chain.

Conclusion

In conclusion, this study sheds light on the multifaceted factors influencing green purchase behavior (GPB) within the retail sector of Cote d'Ivoire. Environmental, social, governance, and technological factors all play pivotal roles in shaping consumers' decisions towards environmentally sustainable products. Environmental factors such as knowledge, concern, perceived risk, and perceived usefulness emerged as significant drivers of GPB, highlighting the importance of environmental awareness and concern in fostering sustainable consumption practices among consumers. Social factors, including social media influencers, brand image, and awareness of corporate social responsibility (CSR) initiatives, also exerted considerable influence on GPB. These findings underscore the persuasive impact of social endorsements, brand perceptions, and CSR initiatives in shaping consumer choices towards green products. Moreover, governance factors such as trust in retail brands and transparency in pricing demonstrated nuanced effects on GPB. While trust exhibited a negative impact, price transparency positively influenced purchasing behaviors towards environmentally sustainable products. These findings emphasize the importance of fostering trust and transparency in retail operations to promote eco-friendly choices among consumers. Furthermore, digital technology emerged as a catalyst for green purchasing behavior, particularly in facilitating online green purchases. The convenience and efficiency offered by digital platforms empower consumers to access information, compare products, and make informed decisions aligned with their environmental values.

RECOMMENDATIONS

Moving forward, it is imperative for retailers in Cote d'Ivoire to undertake strategic measures aimed at fostering green purchase behavior among consumers. Firstly, retailers should prioritize initiatives aimed at enhancing environmental awareness among consumers. This can be achieved through educational campaigns, workshops, and promotional events that emphasize the benefits of green products and the importance of sustainable consumption practices. By increasing environmental literacy, retailers can empower consumers to make informed decisions aligned with their environmental values.

Secondly, there is a pressing need for retailers to strengthen their brand sustainability efforts. This involves

incorporating sustainability into their branding strategies and effectively communicating their environmental commitments to consumers. By showcasing their green initiatives and transparently communicating their sustainability practices, retailers can build trust and credibility among environmentally conscious consumers, thereby encouraging them to opt for eco-friendly products.

Furthermore, retailers should prioritize transparency in their pricing practices. Clear and transparent pricing information enables consumers to accurately assess the environmental costs associated with products and make informed decisions accordingly. By providing transparent pricing information, retailers can empower consumers to prioritize sustainable choices and contribute to environmentally friendly consumption patterns. Moreover, retailers should leverage social media and digital marketing channels to engage with environmentally conscious consumers. Collaborating with social media influencers and implementing digital marketing campaigns can effectively promote green products and amplify retailers' sustainability efforts. By harnessing the power of social media, retailers can expand their reach, influence consumer perceptions, and drive green purchase behavior. Lastly, retailers should embrace technological innovations to enhance supply chain transparency and product traceability. Technologies such as blockchain can enable retailers to provide consumers with verifiable information about the environmental attributes of products, thereby enhancing trust and confidence in green purchasing decisions. By leveraging technological advancements, retailers can strengthen their sustainability initiatives and meet the growing demand for eco-friendly products in Cote d'Ivoire's retail market.

Limitations

While this study offers valuable insights into green purchase behavior within Cote d'Ivoire's retail sector, several limitations should be acknowledged. Firstly, the findings are based on a specific sample within the retail sector, limiting the generalizability of results to other contexts or populations. Additionally, the cross-sectional design of the study may restrict the ability to establish causal relationships between variables, highlighting the need for future research using longitudinal designs. Moreover, the study relied on self-reported data, which may be subject to social desirability bias or inaccuracies in respondents' perceptions or behaviors. Furthermore, contextual factors unique to Cote d'Ivoire's retail sector, such as cultural norms, regulatory frameworks, or economic conditions, may have influenced the study findings. Addressing these limitations and conducting further research using larger and more diverse samples, longitudinal designs, and mixed-method approaches can enhance our understanding of green purchase behavior and inform more effective strategies for promoting sustainability within the retail sector of Cote d'Ivoire.

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