

# THE ROLE OF LIBYAN PRIVATE SECTORS IN MAKING A GREENER CONSUMPTION PATTERN BY ANALYZING THE MOST AFFECTING FACTORS ON LIBYAN CONSUMERS' GREEN PURCHASING DECISIONS

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## Abstract

Green purchasing concept adoption witnessing a rapid increase according to recent researches, not to mention that, environmental issues have been trending in the last few decades as well, and according to previous researches, a lack of literatures regarding this issue in Libya were found after searching around the country's biggest universities such as Tripoli University, Benghazi University, and Misurata University for the sake of showing private sectors various guidelines to obtain a greener consumption pattern. This study used quantitative research method aiming to investigate the strongest variables affecting the Libyan consumers' acceptance towards the concept of green purchasing among three different categories of variables, environmental knowledge, cultural beliefs and price sensitivity, as Libya is showing a very slow growing in adopting the concept of green purchasing, hence, conducting such a study is an essential role-play in highlighting the strongest factors affecting the adoption of the concept amongst Libyan consumers. The data was collected via distributed Google form, and a sample of 700 respondents were collected to be analyzed using SPSS 0.25. Accordingly, findings showed the significant affect that environmental knowledge and cultural beliefs severally have on Libyan consumers' acceptance towards green acceptance, at a variance to price sensitivity which showed insignificant effect. Moreover, environmental knowledge, cultural beliefs and price sensitivity concurrently affected the acceptance of Libyan consumers' acceptance towards green purchasing.

**Keywords:** Green purchasing acceptance, Environmental knowledge, Cultural beliefs, Price sensitivity;

## 1.0 INTRODUCTION

Among Mediterranean countries that having a noticeable adopting to the concept of converting into pro-environmental lifestyle, Libya is going slower than all these Mediterranean countries, and on the top of those issues regarding the relation of the Libyan society with their environment is pollution as the biggest threat which was fundamentally noticed in different cities [1]. Different types of environmental issues been globally observed, such as climate change, increasing the sea level, including the three categories of pollution as well, water, land, and air pollution. Overall, the problem is certainly difficult to reach an end, unless the consumers started practicing more of pro-environmental procurements to minimize the environmental degradation [2].

A general introduction with the aim of defining green purchasing, that it is all the affirmative purchasing actions and behaviors of services and

products, in order to minimize the negative environmental impacts of those acquisitions, while consuming, after purchasing effects as well as during the transportation process of those products and services, even while recycling or disposal [3].

Environmental knowledge helps in guiding local and foreign investors in making their green marketing campaigns. Therefore, this variable was an essential choice in this research. Furthermore, integrating the selected variables together into one model is giving clearer vision on the Libyan consumers' green purchasing behaviours [4]. defined environmental knowledge as "knowing the effect on the environment of human behaviour and purchases on purchasing a consuming process. Environmental knowledge has both a semantic dimension based on experience, and an affective component, based on interpretation, environmental perception is limited by many

emotional and cognitive influences. The more consumers know about their community and environmental problems, the more they become interested in pro-environmental behaviour [5].

Occasionally, cultural influences on buying behaviours can be obviously noticed. It is possible to explain certain purchasing habits through cultural bans against eating items such as alcohol or beef, or cultural expectations for clothing types. Culture can also have either a positive or a negative effect on green purchases behaviours. Additionally, and in terms of empirical implication, understanding the sensitive role of cultural values is essential to determine the level of influence and how important to analyse any developing country's culture [6].

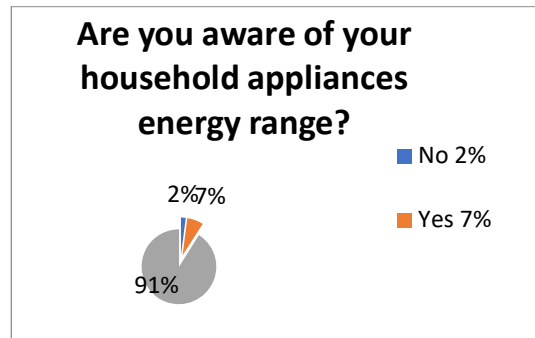
Price is an essential influencer on purchasing decision behaviour, whether those purchases were green or regular ones (Albari & Safitri, 2018) [7]. Elshween doctor in Environmental science (Interview, 2021) [8], and the Head of Environmental Inspection office in Tripoli, Libya, all the green products in the Libyan market are being sold at a very high price, and consumers have a problem with understanding the value of these pro-environmental products, because of their high price. Additionally, traders and entrepreneurs have to play a role in encouraging Libyans to a greener life. In addition, Dr. Elshween stated. In United Arabs of Emirates (UAE) a study declared the influence of green products prices, and it was revealed by the authors that the prices of pro-environmental products ranked as the highest critical factor impacting the pro-environmental behaviours, and available green products at high prices force consumers' behaviours renitent to green procurements regardless how beneficial they were [9].

## 2.0 Problem Statement:

As an illustration of the problem with a living example, a previous survey conducted to investigate the household recognition of the rate of usable energy of their house appliances, and resulted that 91% do not know the amount of energy wasted by the extra use of those appliances, this problem is a long standing challenge for Libyan community [10].

Interviewing Dr. Elshween Head of Environmental Inspection Office, sadly described that the problem of random consuming and lack of green concerns in the country is still unexplored, and no vivid variables were explored to be classified as indicators of this national problem. Adding that Libyans do not consume green products, and the purchasing process is still randomly taking place among Libyan consumers. If Libyans want to become more sustainable and achieving sustainability goals, they should use water more efficiently, in order to reduce irrigation waste [11].

If businesses do not recognize the most affecting factors of Libyan consumers' green purchasing motivators, thence, their green campaigns would not be effective. Environmental concerns are partly taking place in our daily life purchases. Notwithstanding, that the pro-environmental purchasing behaviors have



been investigated in Western countries, researchers have recommended future works investigating the concept of pro-environmental behaviors in developing countries [12].

Fig 1. Libyan Households Awareness of the rating of their household appliances consuming. [10].

This study is previewing the testimony of 700 Libyan citizens who were randomly collected from Libyan social media famous groups, such an investigation will declare the perceiving of high context culture society of green purchasing concept, and which among the selected variables affects the acceptance of Libyan consumers' acceptance towards Green Purchasing concept. As a consequence, marketers of this region will have to consider whether the green marketing campaigns in Libya are effectively having a positive response from the targeted market or not.

Do private sectors recognize the environmental knowledge, cultural beliefs, and price sensitivity effects on the Libyan consumers acceptance towards green purchasing?

## 3.0 Study Hypotheses:

H1: There is a significant effect of Environmental knowledge on Libyan consumers' acceptance towards green purchasing.

H2: There is a significant effect of Cultural beliefs on Libyan consumers' acceptance towards green purchasing.

H.3: There is a significant effect of products' price sensitivity on Libyan consumers' acceptance towards green purchasing.

H.4 Environmental knowledge, cultural beliefs, and price sensitivity simultaneously affect the Libyan consumers' acceptance towards green purchasing.

#### 4.0 Study Objectives:

This study aims to investigate the various levels of impacts resulting from specific selected variables in the society on Libyans green purchasing behaviors (Environmental knowledge, Cultural beliefs, Sensitivity of prices) as investigated by the researcher in the Libyan society in general.

#### 5.0 Importance of Study:

The momentousness of this study is scoping the concept of green purchasing in Libya, whereas, the poverty of the literature in this dimension is clearly noticeable. Not to mention, this study will guide businesses to be a part of motivating consumers around Libya to make a greener consumption pattern, resulting an automatic support of the reasonable consumption and production goal.

Additionally, this study can be humbly a guideline for upcoming researchers to contribute with more analytical studies regarding the green consumption and marketing.

#### 6.0 Study Limits:

- Lack of academic references.
- Experts in the domain are hard to find, particularly in Libya.
- Private sectors do not implement green marketing strategies.
- Time limitation.
- Limitations of variables, as the researcher conducted this research based on merely three variables.

#### 7.0 Definition of Terms According to The Researcher:

- Green purchasing: It is the matrix of behaviors and purchasing operations in order to conserve the natural resources and the protecting the environment and individual lives in a nation, and reaching the sustainability at any society, and takes place when buyers try to conserve their environment.
- Environmental knowledge: The process of appreciation of the "whole environmental system" and the knowledge people have about the surrounded environment, involving and motivating them to be responsible for their actions towards the environment.
- Cultural beliefs: Where different groups of individuals will vary from their way of behaving and style of living motivated by norms, beliefs and sometimes religious teachings, and it differs from a society to another.
- Price sensitivity: This terminology used in economic and financial domains, as it represents the influence of an amount or a value paid for a product or a service. In

other word, it occurs when a business decides how much a customer must pay for a product or service.

#### 8.0 Theoretical Background:

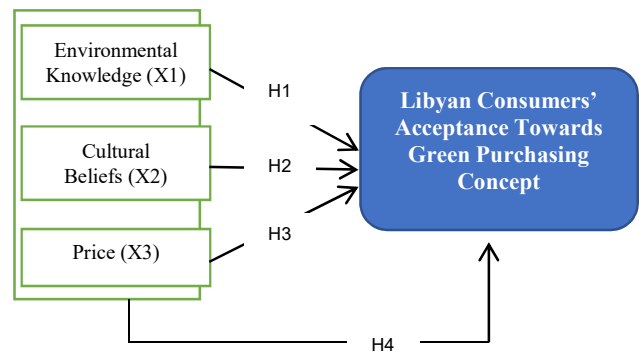


Figure 2. Theoretical framework  
Adopted from [13] and [4].

Green purchasing takes place when buyers try to help their environment, and society avoiding the effects of their purchasing behaviors [4]. Consuming green products and services is an essential and trendy literature among the different marketing researches, especially in Western countries [14]. Recently, in Pakistan, the government realized that it is very important to understand the priority of motivating consumers to consume more green products and services [15].

The importance of environmental issues reaches the highest authorities of countries, that many governments and organizations trying to protect the environment by preparing laws and regulations [16].

Environmental knowledge is the process of appreciation of the "whole environmental system" and the knowledge people have about the surrounded environment, involving them to be responsible and of their actions impacts on the environment [4].

[12] Found that one of the strongest influencers on pro-environmental procurements is a high level of individuals' environmental knowledge, and consumers with a high environmental knowledge are aware of the damages. Having a complete knowledge regarding side and the direct effects of the purchased products [17]. [18] analyzed the influence of environmental knowledge on young Indian consumers' green purchasing behaviors using TPB model, the findings showed that, the most

important factors impacting the green behaviors of young Indians were norms, and environmental knowledge. In Turkey, a sample of 410 consumers based in Gaziantep city was analyzed to investigate what factors might be affecting, resulting that consumers' green acquisitions are affected by environmentalism and knowledge the most [19].

Environmental knowledge is essential according to vast of literatures, and as an empirical Libyan study, it was investigated that, the main reason of home appliance usage increase is the lack of knowledge of Libyan householders [10].

Malaysian government invests a lot in protecting the environment against the harmful purchasing operations taking place in the country. However, [20] argued that governmental efforts towards a greener life in the country is not enough, and environmental knowledge of Malaysian consumers has to be higher to obtain a greener system in the country. Sustainable development level depends on peoples' knowledge about the system as a whole, their appreciation of the environmental system is based on how well do they know about it. And according to [4] pro-environmental products purchasing intention is significantly influenced by the knowledge of the consumers.

Cultures differ from a society to another, that variously reflecting on consumers' purchasing behaviors in general, and green purchases in specific. Green purchasing acceptance and attitude is created by social interaction supported by knowledge. The dimension of culture has always been an essential highlighter for consumer behavior, and there have been a great number of studies examining the impact of culture on the green purchasing behavior of consumers. [21] found that norms, and cultural beliefs can be a good indicator for policy-makers and marketers to increase the green purchasing intention.

[10] and [22]. discussed that, decreasing the consumption of home appliance among Libyan householders, depends on their cultural beliefs and norms, and the consumption will be lessen by 10–30% for every week. There have been several attempts to the important role that culture of individuals plays in dealing with different environmental issues. A recent systematic review investigated the importance of culture in building the environmental intentions of consumers and directing their behaviors in addition, however, scholars' knowledge of how cultural values make that influence is still limited.

Using an eco-friendly lighting bulb is not a common Libyan behavior, and there was a lack of literatures according to this regarding this issue. However, [10] discussed that Libyan householders' main problem is the price of the eco-friendly bulbs and products in general. Suggesting that, the government should

make decisions limiting the huge increase of the green products in the country.

In 2014, pro-environmental automobiles acceptance by Malaysian consumers was investigated resulting that, accepting the new green technology has to be based on two main factors as the study highlighted. Environmental benefit. And, the cost of the green products should be attainable and acceptable, because consumers will defiantly compare it with other regular products according to the comparative cost concept [13].

Conceptually identical work, utilizing a similar framework, was proposed by Zhao in 2016, after measuring several factors such as income level, price, lifestyle, purchase experience, health consciousness, the results showed a positive relation between all the factors and the consumer purchasing behaviors of organic food in Harbin, except for the Price factor which obtained a negative relationship among all the other factors.

In China and India, researchers observe that quality standing side by side with price are still the main primary influencers of any individual's purchasing decision whether it was a normal or green purchasing decision. Therefore, reasonable price serves the target of increasing green products purchases [23]. In an Iranian province (Guilan), [24] claimed that in that province the intention of buying green products is increasing even though they are usually quite more expensive than regular products. This has been questioned by some and others suggest that the more expensive green products become the less the intention of buying them becomes.

## 9.0 METHODOLOGY:

### I. Research Methodology:

The implemented research method in this study is quantitative research, as the target is investigating which of the chosen independent variables has a strong relationship with the dependent variable, and how many respondents choose a specific statement to be analyzed according to numerical collected data, testing casual relations and averages, including predictions as well. Therefore, the most suitable research fitting the current study is quantitative research [25].

### II. Sources of Data:

Collecting the data of this research was implemented through the virtual distribution of a Google form questionnaire using social media platform, precisely, Facebook famous groups.

### III. Sample:

Sample is an essential view in any research to be observed in the right method, from choosing the sample to be purposive of the research. Thence, determining the people to be researched.

Alternatively, previous studies that discussed the topic from the same or different dimensions can be used to estimate the representative sample size [26]. According to the previewed studies, the average of the used samples size between 250-600, this study represents a 700 sample size, and according to [27] the higher the sample size is, the more representative it becomes.

#### IV. Study Tool:

This study used a questionnaire as a tool to collect primary data. It was designed as follows:

- The first section: includes the personal and functional characteristics of the sample members, and it includes: age, educational degree, gender.
- The second section: The questions that measured the independent variable (Environmental knowledge).
- The third section: Measuring the other independent variable (Cultural beliefs).
- The fourth part: The questions that measured the last independent variable (Price sensitivity).
- All the previous variables were selected based on reviewing a set of previous studies.
- The fifth section: This part of the questionnaire measures the dependent variable (Libyan consumers' acceptance of green purchasing).
- Each of the study variables was measured using a five-degree Likert scale.

#### V. Reliability and validity:

##### Validity

Predicting the validity of your questions is a test is a process or analysis of differentiating the valid questions in a questionnaire from the invalid ones, and Pearson's Correlation Coefficient can be used to indicate the valid questions in any questionnaire

Table (1). Validity test

Symbols	Variables	R-table	R	Decision
EK1	Environmental Knowledge (EK)	0.361	0.880	Valid
EK2		0.361	0.766	Valid
EK3		0.361	0.888	Valid
EK4		0.361	0.714	Valid
EK5		0.361	0.430	Valid
EK6		0.361	0.879	Valid
EK7		0.361	0.959	Valid
EK8		0.361	0.889	Valid
EK9		0.361	0.894	Valid
CB1	∩ ⊃ ±	0.361	0.578	Valid

CB2	0.361	0.815	Valid
CB3	0.361	0.674	Valid
CB4	0.361	0.772	Valid
CB5	0.361	0.702	Valid
CB6	0.361	0.523	Valid

Symbols	Variables	R-table	R	Decision
P1	Price Sensitivity (P)	0.361	0.882	Valid
P2		0.361	0.632	Valid
P3		0.361	0.588	Valid
P4		0.361	0.599	Valid
P5		0.361	0.697	Valid
P6		0.361	0.624	Valid
Y1	Libyan Consumers' Acceptance (Y)	0.361	0.618	Valid
Y2		0.361	0.623	Valid
Y3		0.361	0.804	Valid
Y4		0.361	0.801	Valid
Y5		0.361	0.713	Valid
Y6		0.361	0.792	Valid

##### Reliability

Measuring the reliability of a phenomenon's value of Cronbach's alpha coefficient which has to be greater than 0.6 for every variable from the tested variables [28]. And as the following table shows that Cronbach's alpha coefficient of all variables resulted higher than 0.6.

Table (2) Reliability test

No	Variable	Cronbach's alpha	Number of items
1	Environmental Knowledge (X1)	<b>0.934</b>	9
2	Cultural Beliefs (X2)	<b>0.764</b>	6
3	Price (X3)	<b>0.732</b>	6
4	Libyan Consumers' Acceptance Towards Green Purchasing (Y)	<b>0.822</b>	6

#### VI. Questionnaire items:

The questionnaire of this study is designed based on the three variables which are; environmental knowledge, cultural beliefs, and prices. Each variable heading several statements in the questionnaire

where respondents choosing one five options according to Likert Scale, which is the evaluation selected scale in this study as shown in table (3).

Table (3). Construct measurement

Item	Item	Measure
Environmental Knowledge (EK)	EK1	I have sufficient knowledge about the environment
	EK2	I can identify the difference between an environmentally friendly product and a not
	EK3	Humans severely abusing the environment by buying environmental.
	EK4	I usually buy organic food.
	EK5	I believe that no more undeveloped lands should be taken for development in Libya
	EK6	I believe I should recycle disposable things and for the sake of making new uses of them.
	EK7	I realize that environmental condition can affect our health condition.
	EK8	I believe that some peoples' purchases can damage the county's natural resources.
	EK9	I believe I should avoid buying products that have excessive packaging
Cultural Beliefs (CB)	CB1	I have a habit of protecting the environment by cleaning my neighborhood.
	CB2	I believe that our tradition enjoin us making an effort to reduce water consumption for environmental reasons.
	CB3	I believe that our tradition enjoin us making an effort to reduce water consumption for environmental reasons.
	CB4	Libyans portraying a strong community identity.
	CB5	Our Libyan traditions enjoin people to protect the environment.
	CB6	Our religious teachings preventing harming the environment.
Price Sensitivity (P)	P1	When buying a product, price is the most essential concern.
	P2	I would always buy the cheaper alternative, regardless the environmental friendly criteria of the product.
	P3	I don't mind paying more for eco-friendly products
	P4	I buy high efficiency light bulb to save energy regardless the price.

Libyan Consumers' Acceptance Towards Green Purchasing (Y)	P5	I have switched to products/brands for ecological reasons with a higher price.
	P6	Sometimes I regret buying ecological products at a high price instead of other cheaper products.
	Y1	The Libyan public should be informed more on environmental issues through all types of media.
	Y2	Libyans should be planting more trees.
	Y3	There should be harsher penalties for individuals that dump waste in the natural environment in Libya.
	Y4	The advertisements of environmentally friendly products affect my purchasing habits.
Y5	I would love taking part in environmental NGO activities.	
Y6	I would love becoming a member of an environmental group.	

## RESULTS AND DISCUSSION

Table (4). Descriptive Statistics Analysis Results

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Environmental Knowledge (X1)	700	1	5	3.92	0.84
Cultural Beliefs (X2)	700	1	5	3.54	0.94
Price (X3)	700	1	5	3.08	0.98
Libyan Consumers' Acceptance of Green Purchasing (Y)	700	1	5	4.19	0.79

Normal P-P Plot of Regression Standardized Residual

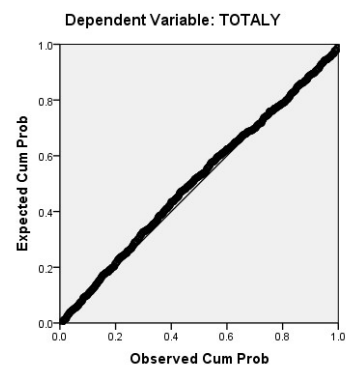


fig3. (P-P Plot) Normality Test

Fig 4.4 shows aligned points representing data distributed on the line obtaining a normal distributed data.

### Multicollinearity

Suitable regression of a study have to be obtained showing a low rate of Multicollinearity, where variables

have to obtain a lack of (VIF) and tolerance level to be suitable and away from redundancy of the information, where the tolerance values of the variables have to be >0.1, and (VIF) values have to be (VIF <10).

Table (5). Structural model.

Model	Collinearity Statistics	
	Tolerance	VIF
TOTX1	.959	1.042
TOTX2	.912	1.096
TOTX3	.941	1.063

Table (6) Coefficients variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	1(Constant)	11.188	1.223		
TOTX1	.234	.028	.292	8.345	.000
TOTX2	.209	.032	.235	6.554	.000
TOTX3	.069	.042	.058	1.641	.101

From the previous table, we can notice that all variables are significant as their (p<0.05) excluding (X3) Price that obtained (P>0.05). This means that only Environmental knowledge and Cultural beliefs have a significant positive influence on respondents' Acceptance towards Green Purchasing. As a result, the model can be modified further in the equation.

Where:

**Y** is Libyan Consumers' Acceptance Towards Green Purchasing Concept

**TOTX1** is Environmental Knowledge

**TOTX2** is Cultural Beliefs

**TOTX3** is Price

$\beta_0$  is Constant (11.188)

#### Equation

$$Y = 11.188 (\text{Constant}) + 0.000 (X_1) + 0.000 (X_2)$$

As (X3) value of Sig. is 0.101 as in table 4.5, therefore, it has to be excluded from the equation as this variable has no significant influence on the dependent variable.

#### T-test

T-test implemented to highlight the significant effect of each independent variable on the dependent variable (Libyan Consumer's Acceptance Towards Green Purchasing).

Significances of variables to be determined if P value is less than 0.05.

**I. Ho1:** There is no significant effect of environmental knowledge on Libyan consumers' acceptance towards green purchasing.

**Ha.1:** There is a significant effect of environmental knowledge on Libyan consumers' acceptance towards green purchasing.

According to (P) value of Environmental knowledge in table 4.5. we can conclude that we fail to accept the null hypothesis, where Environmental knowledge obtained (0.000), as a result, at (P>0.05) value we assume that the alternative hypothesis (Ha.1) stating that environmental knowledge has a significant effect on Libyan consumers' acceptance towards green purchasing.

**II. Ho2:** There is no significant effect of Cultural beliefs on Libyan consumers' acceptance towards green purchasing.

**Ha.2:** There is a significant effect of Cultural beliefs on Libyan consumers' acceptance towards green purchasing.

According to the (P) value of Cultural beliefs in table 4.5. we can conclude that we fail to accept the null hypothesis, where Cultural beliefs obtained (0.000), as a result, at (P>0.05) value we assume that the alternative hypothesis (Ha.1) stating that Cultural beliefs has a significant effect on Libyan consumers' acceptance towards green purchasing.

**III. Ho3:** There is no significant effect of products' Prices on Libyan consumers' acceptance towards green purchasing

**Ha.3:** There is a significant effect of products' Prices on Libyan consumers' acceptance towards green purchasing.

According to the (P) value of Price in table 4.5. which was (P<0.05), we can conclude that we to accept the null hypothesis, the obtained P value was (0.101).

#### F-Test

**Ho.4** Environmental knowledge, cultural beliefs, and price do not simultaneously influence the Libyan consumers' acceptance towards green purchasing.

**Ha.4** Environmental knowledge, cultural beliefs, and prices simultaneously influence the Libyan consumers acceptance towards green purchasing.

- If the F Value < F Table, Ho.4 accepted and Ha.4 rejected.

- If the F Value > F Table then Ho.4 rejected and Ha.4 accepted.

- If the P Value < 0.05, Ho.4 accepted and Ha.4 rejected.
- If the P Value < 0.05, Ho.4 rejected. and Ha.4 accepted.

Table (7) F-test Results

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1158.814	3	386.271	51.198	.000 <sup>a</sup>
Residual	5251.030	696	7.545		
Total	6409.844	699			

a. Predictors: (Constant), TOTALP, TOTALEK, TOTALCB

b. Dependent Variable: TOTALY

Respondents of this research were 700 people in total, and the used variables were 3 at a significant level of (0.05). Therefore,  $df_b$  will be 2 as (3-1), and the value of  $df_w$  will be 697 calculated as (700-3), total number of respondents minus the number of independent variables.

Furthermore, F critical value according to (Appendix) will be (2.61), which is less than F value in table 4.7. which was (51.198). In parallel, P value (0.000) which means we can confirm the form ( $P > 0.05$ ). Thence, the null hypothesis is declined, and we assume the alternative hypothesis stating that (Environmental Knowledge, Cultural Beliefs, and Price) simultaneously affect the Libyan consumers' acceptance towards green purchases.

### Interpretation of Result

The regression model was highlighted in table 4.6 showing the significances of the independent variables. And here in table 4.8 an additional hypothesis results to be presented.

Table (8) Hypothesis results

Hypothesis	Sig.	Conclusion
Environmental knowledge → Libyan Consumers' Acceptance of Green Purchasing	0.000	Significant
Cultural beliefs → Libyan Consumers' Acceptance of Green Purchasing	0.000	Significant
Price sensitivity → Libyan Consumers' Acceptance of Green Purchasing	0.101	No-Significant
Environmental knowledge, Cultural beliefs and Price → Libyan Consumers' Acceptance of Green Purchasing	0.000	Significant

- **Environmental Knowledge on Libyan Consumers' Acceptance of Green Purchasing**

The effect of environmental knowledge is noticeable, and it has a very strong relation with the consumers' acceptance as it obtained 0.000 smaller than (0.05) lower than beta coefficient. This was similarly summarized by other literatures such as [16] who stated that environmental knowledge is a key

relationship to obtain a whole system environmental improvement, and leading to a greener style of purchasing. The involvement of the environmental knowledge in having a more significances effect on consumers green life and purchases was declared and confirmed in previous literatures according to [4].

- **Cultural Beliefs on Libyan Consumers' Acceptance of Green Purchasing**

The effect of Cultural Beliefs is noticeable, and it has a very strong relation with the consumers' acceptance as it obtained 0.000 smaller than (0.05) lower than beta coefficient. Previous researches showed to role of culture in directing the purchasing behaviour of consumers. Culture played a great role in influencing the purchases of consumers in different countries. However, its effect varies from region to another, as it was investigated among Malaysian citizens and came with a contrast with this research that culture has the least significant between all other variables, not to mention that in the same research the author showed the significance of culture among Nigerian citizens and its importance in motivating Nigerians to become greener consumers [29].

- **Price sensitivity on Libyan Consumers' Acceptance of Green Purchasing**

The effect of Price is unnoticeable, and it has a very strong relation with the consumers' acceptance as it obtained 0.101 greater than (0.05) lower than beta coefficient. Accordingly, we can conclude that Price has no significant impact on Libyans acceptance towards green purchasing concept. A comparative study between brand image and price effect on purchasing decision in Indonesia showed that brand image is more significant than price according to 166 respondents in a research by [7]. Price has been noticed to be an effective variable in different researches, however, it was considered that green products manufacturers should consider price as well as environmental benefits [13].

- **Environmental knowledge, Cultural beliefs and Price sensitivity on Libyan Consumers' Acceptance of Green Purchasing**

The three variables together (Environmental knowledge, Cultural beliefs and Price) have a combined significant effect on the Libyan consumers' acceptance towards the concept of purchasing green products and services. Price is possible factor that might affect any consumer's decision when it comes to purchasing a green product, addition, environmental knowledge and concerns supported with social norms and beliefs would definitely have a significant effect on consumers' green purchasing decisions [23]. Thence, the results of this hypothesis test can be classified as significant at a value (<0.05).



## 10.0 Discussion and Conclusions:

This part of the research contains the last summarized version of this research's results. Where I will be previewing the analysis findings from the resulted relations between the independent variables (environmental knowledge, cultural beliefs, and price) towards the dependent variable represented by the Libyan consumer's acceptance towards green purchasing. The findings to be discussed as follow;

1- Environmental knowledge has a significant effect on Libyan consumer's acceptance towards green purchasing

2- Cultural beliefs has a significant effect on Libyan consumer's acceptance towards green purchasing

3- Price sensitivity has No significant effect on Libyan consumer's acceptance towards green purchasing

4- Environmental knowledge, cultural beliefs, and price sensitivity has a significant effect on Libyan consumer's acceptance towards green purchasing, since the F value is 51.198 and greater than the critical value came at 2.61.

## 11.0 Recommendations:

I would recommend analyzing more variables as the variables showed only 17% percentage of influencing the dependent variable, and maybe researchers can select a specific community such as university students or maybe a specific social class to be researched. I recommend that Libyan government takes a step further in promoting the environmental knowledge via educational environmental advertises and school workshops for students of different ages. I would also recommend that Libyan universities stop ignoring this essential topic, additionally, more methodologies can be implemented in this field, e.g. qualitative, or mixed method (quantitative-qualitative method) in order to obtain different results and conducting different statistical tests analyzing further relations between the variables. Furthermore, countries with a low-level of green consumption pattern acceptance, can provide support to researchers and businesses to study the market for the purpose of determining which variables affecting that acceptance the most.

## Acknowledgement

This is my first experience participating in a conference, I cannot express how excited I am regarding this amazing opportunity meeting experts in researches from different domains, committee and participants.

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