

## **An Investigation on Mediating Vital Advertising Elements in Impacting Consumer Purchasing Behaviour in Bhubaneswar City, Odisha**

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**ABSTRACT:** The present study aims to examine the mediating effect of selected key advertising elements on consumer buying behaviour toward durable products. For this purpose, key advertising elements namely customer entertainment, scepticism, cognition, and engagement are considered as mediating variables. The study further analyses how these variables mediate the relationship between advertisement media and consumer buying behaviour. In this context, consumers residing in Bhubaneswar city of Odisha were chosen as the target respondents. Data were collected through a structured questionnaire from 694 consumers in the city. Mediation analysis was employed as the statistical tool for data analysis and interpretation, and the z-test was applied to examine the mediating effect of the selected variables between advertisement media and consumer buying behaviour. The results of the study reveal that engagement and cognition are statistically significant mediating variables influencing the relationship between advertisement media and consumer buying behaviour for durable products.

**Key Words:** Advertising, cognition, durable products, mediation effect, scepticism.

## **Introduction**

Advertising plays an important role in the modern business environment by promoting products and services and encouraging consumer engagement. Over the years, advertising strategies have changed considerably due to technological developments, changing consumer preferences, and broader social changes. One of the main ways advertising influences consumer behaviour is by creating brand awareness. It introduces new products and helps build a clear brand identity that allows products to stand out in a competitive market (Gal-Or et al., 2006). Through repeated exposure and creative messages, advertising makes brands more familiar to consumers and increases the chances of preference. In addition to improving brand visibility, advertising affects consumer behaviour by appealing to emotions and creating emotional connections with brands (Kamran & Siddiqui, 2019; Kemp et al., 2012). Emotional appeals help build trust and strengthen customer loyalty. Advertising also influences consumer attitudes by shaping how people perceive the value and attractiveness of products (Kim & Sullivan, 2019). It provides important information about product features, benefits, and prices, enabling consumers to make informed decisions (Hoch & Ha, 1986). Apart from this, advertisers often use urgency-based strategies such as limited-time offers and discounts to encourage quick purchasing decisions (Chakraborty et al., 2013). Another effective technique is social proof, such as testimonials, reviews, or indications of product popularity, which influence buyers' decisions (Alenizi, 2023). By presenting satisfied customers or strong demand, advertising increases trust and credibility. Considering its wide-ranging impact, advertising plays a significant role in shaping consumer buying behaviour by influencing tastes, preferences, attitudes, and decision-making processes. Therefore, the present study aims to examine the key advertising elements that mediate between advertising media and consumer buying behaviour with reference to durable products.

## **Problem statement**

Advertising is an essential element of marketing that seeks to promote the sale of goods and services by creating awareness and interest among potential consumers. In the present era, advertising has become a common part of everyday life, with messages delivered through different media such as electronic media, print media, online platforms, and social media. Consequently, advertising strongly influences consumers' buying behaviour by shaping their preferences, attitudes, and decision-making processes. This research paper aims to examine the complex relationship between advertising media and consumer buying behaviour, considering important mediating factors such as consumer engagement, entertainment, cognition, and scepticism, and how these factors affect consumers' purchasing decisions for durable products.

For this study, a sample of 694 consumer respondents from Bhubaneswar who have already purchased and used durable products has been selected.

### **Literature review**

A literature review is an essential part of any research study, as it helps in understanding the basic concepts and provides a strong foundation for conducting meaningful research in a particular area. In this review section, the findings of few important recent studies on effect of advertising on consumer behaviour with respect to durable products are presented below.

Pongiannan (2011) conducted a comparative analysis of television and internet-based digital advertisements and their effects on consumer buying behaviour. The study found that television advertisements were more preferred and had a stronger influence on consumer buying behaviour than web-based advertisements, although both media offered insights into consumer preferences and influences.

Priyanka and Rooble (2012) carried out a study on the impulse buying behaviour of customers in Indore city of Madhya Pradesh. Impulse purchases include small items such as chocolates, clothing, and magazines, as well as high-value durable goods like jewellery, vehicles, and artwork. The findings revealed that advertising, sales promotion, personal selling, public relations, and direct marketing significantly influenced the impulse buying behaviour of customers in Indore city.

Rai (2013) conducted a study to examine the effect of advertising on consumer behaviour and attitudes towards durable goods. The findings revealed that consumers' perceptions and behaviour towards durable products are influenced by the variety of advertisements they encounter. In other words, different forms of advertising play an important role in shaping consumers' attitudes and their purchasing decisions regarding durable goods.

Pais and Nirmala (2016) carried out a detailed study to analyse the influence of advertisements on consumer buying intention for healthcare products in Bangalore city, India. The study found that advertisements have both positive and negative effects on consumers' buying behaviour. It also revealed that advertisements can sometimes mislead customers in selecting products. Moreover, a significant relationship was identified between advertisements and price, showing that both the content and presentation of advertisements, along with product pricing, play a crucial role in influencing consumer decisions.

Ahmed et al. (2017) examined the influence of brand preference and promotion on customer purchasing behaviour in Gujranwala, Pakistan. The study found a strong positive impact of advertisements on buying behaviour and purchasing decisions, along with a

significant association between advertising and brand preference. It also revealed that teenagers prefer branded products and that advertisements strongly shape their purchase attitudes.

Sama (2019) conducted a study to better understand advertisements across different media platforms and their effects on consumer behaviour. The research examined the influence of television, radio, newspapers, magazines, and internet advertisements on various stages of consumer behaviour, namely awareness, interest, conviction, purchase, and post-purchase behaviour. The findings showed that newspaper advertisements influenced all five stages of consumer behaviour. Television and internet advertisements had a statistically significant impact on creating consumer awareness, interest, and conviction.

Ebrahimi et al. (2022) examined the impact of social network marketing on consumer purchase behaviour among Facebook Marketplace users in Hungary using data from 466 respondents. The study found that entertainment, customization, interaction, word-of-mouth, and trendiness significantly and positively influence purchasing behaviour. It also suggested using tailored strategies for different social media consumer clusters and offering diverse products and services to influence buying decisions.

Tazeen and Mullick (2023) carried out a study to analyse how the use of popular social media platforms such as Facebook and Instagram affects consumers' buying patterns for eco-friendly and green products. The research examined the consumption patterns of environmentally friendly goods and explored the role of social media in creating awareness and promoting the marketing of such products. Data were collected from 201 participants in Delhi and analysed using statistical techniques, including structural equation modelling. The results confirmed that Facebook and Instagram have a significant influence on consumers' purchasing behaviour regarding eco-friendly products.

Mishra et al. (2024) conducted a study to examine the impact of sales promotions on consumer purchasing behaviour in the apparel industry. The research focused on various promotional strategies used to attract customers and influence their buying decisions. Data were collected from 330 respondents aged between 18 and 35 through a close-ended questionnaire. The findings revealed that sales promotions positively influence purchase decisions. Specifically, discounts and coupons offered by marketers significantly affect consumer buying patterns, highlighting their effectiveness in boosting sales.

### **Objective of the study**

The key objectives of the present research are as follows:

- To evaluate the demographic profile of consumer respondents using selected durable products.

- To examine the mediating effect of selected advertising elements between advertisement media and consumer buying behaviour.
- To offer appropriate suggestions on advertising elements that can positively influence the relationship between advertisement media and consumer buying behaviour.

### **Hypotheses for the study**

The following null hypotheses have been formulated for the study and will be tested during the course of analysis:

1. H<sub>0</sub>: There is no mediating effect of engagement between advertisement media and consumer buying behaviour with respect to the purchase of consumer durable products.
2. H<sub>0</sub>: There is no mediating effect of cognition between advertisement media and consumer buying behaviour with respect to the purchase of consumer durable products.
3. H<sub>0</sub>: There is no mediating effect of entertainment between advertisement media and consumer buying behaviour with respect to the purchase of consumer durable products.
4. H<sub>0</sub>: There is no mediating effect of scepticism between advertisement media and consumer buying behaviour with respect to the purchase of consumer durable products.

### **Methodology of the study**

The following methodology has been adopted for conducting the present research work.

The data for the study were mainly collected from primary sources through a structured questionnaire. In addition, face validity, criterion validity, and content validity of the questionnaire were ensured using appropriate techniques so that the data would be suitable for analysis and interpretation. The study was conducted over a period of six months during 2023–24. A pilot study was also carried out with 50 respondents to examine the validity of the questionnaire and to ensure that the data collected were appropriate for analysis and aligned with the research objectives. In this research, eight different durable products purchased by consumers in Bhubaneswar city constituted the sampling frame. From this frame, respondents were selected for the collection of primary data. Ultimately, the final sample size for the study consisted of 694 consumer respondents. In this study, mediation analysis using regression techniques was employed for data analysis. Further, the Z-test was applied to test the hypothesis framed for this study. Key advertising elements such as entertainment, cognition, scepticism, and engagement were considered as mediating variables based on previous studies. Furthermore, advertisement media and consumer buying behaviour were treated as

independent and dependent variables, respectively. The z-test was used to test the hypotheses of the study.

### Development of conceptual model

A conceptual model was developed to examine the mediating role of advertising elements between advertising media and consumer buying behaviour in respect to durable goods. The model includes four mediating variables along with independent and dependent variable. The theoretical model offers the basis for the empirical investigation and is presented in Fig. 1.

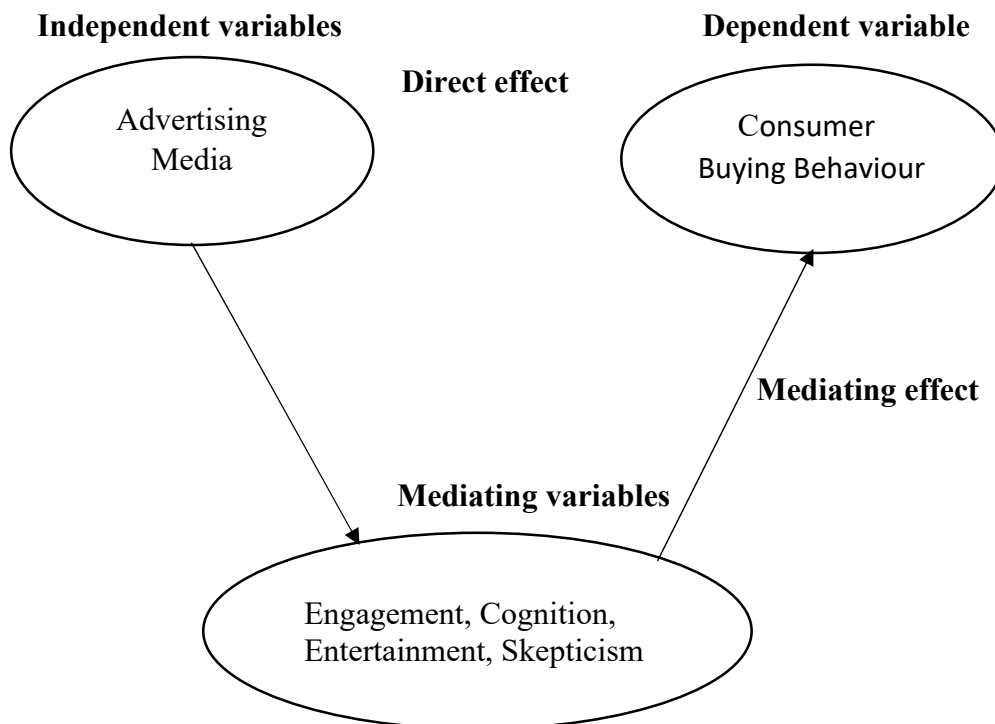


Fig. 1: Conceptual model showing mediating effect

### Analysis and interpretation

Considering the objectives of the study, the data have been analysed and interpreted accordingly. The first part of the analysis focuses on the demographic profile of the consumer respondents, while the second part deals with mediating effect analysis. Both sections of the analysis are presented below.

#### A) Analysis on demographic profile of consumer respondents

The demographic variables such as gender, age, education, occupation, annual income, family size etc. have been considered to examine the profile of the consumer respondents who participated in the survey.

Table-1: Demographic profile of consumer respondents (N=694)

Variables	No. of respondents	Percentage
Gender:		
Male	409	58.9
Female	285	41.1
Age (in years):		
Below 25	71	10.2
25 to 35	271	39.0
36 to 45	262	37.8
Above 45	90	13.0
Education:		
Graduate	170	24.5
Post-graduate	212	30.5
Professional degree	232	33.4
Other higher degree	80	11.6
Occupation:		
Salaried	236	34.0
Self employed	191	27.5
Business	161	23.2
Others	106	15.3
Annual income (Rs. in lakh):		
Less than 3	200	28.8
3 to 5	136	19.6
5 to 10	172	24.8
Above 10	186	26.8
Family size: (in number)		
Up to 3	100	14.4
4	120	17.3
5	210	30.3
Above 5	264	38.0
Sources of information on durable product:		
Print media	196	28.2
Electronic media	279	40.2
Social media	142	20.5
Other source like friends/relatives	77	11.1

Source: Compiled from the survey data

Table-1 presents the distribution of sample respondents according to their demographic characteristics. The table shows that the total number of respondents is 694, of which the majority are male, accounting for 409 respondents (58.9%), while female respondents constitute 41.1%. This indicates that the sample is dominated by male respondents. It is also observed that the largest number of respondents, 271 (39.0%), fall within the age group of 25–35 years, followed by those in the 36–45 years' age group, representing 37.8%. Among the 694 respondents, 232 (33.4%) possess professional qualifications, followed by 30.5% who are

postgraduates. This suggests that a large proportion of the sample respondents are highly qualified. The table further indicates that 34.0% of the respondents belong to the salaried category, followed by 27.5% who are self-employed. This shows that respondents from the salaried and self-employed groups form the largest share of the sample. In terms of annual income, 200 respondents (28.8%) fall under the income group of less than ₹3 lakhs, followed by 186 respondents (26.8%) in the above ₹10 lakhs income group. Additionally, the table reveals that 264 respondents (38.0%) have more than five members in their family, followed by 210 respondents with a family size of five members. Finally, regarding the source of information for purchase requirements, the majority of respondents, 279 (40.2%), rely on electronic media, while print media is the second most preferred source, accounting for 28.2%.

### **B) Analysis on mediating role of advertising elements**

In the following section, mediation analysis is conducted by considering the mediating roles of key variables such as engagement, cognition, entertainment, and scepticism.

#### **1. Mediating effect of engagement**

The Tables 2a and 2b present the mediation effects and path estimates among the variables: consumer buying behaviour (dependent variable), advertisement media (independent variable), and engagement (mediating variable). The direct relationship between advertisement media and consumer buying behaviour is indicated by a beta coefficient of 0.105 with a z-value of 2.412 ( $p < 0.05$ ), showing a statistically significant direct effect of 34.12%. Further analysis examines the mediating role of engagement in the relationship between advertisement media and consumer buying behaviour. The indirect effect, represented by a beta coefficient of 0.203 and a z-value of 5.717 ( $p < 0.001$ ), is also statistically significant, accounting for a mediation effect of 65.88%. This indicates that the influence of advertisement media on consumer buying behaviour is largely transmitted through the mediating variable, engagement. Therefore, the first null hypothesis, which states that there is no mediating effect of engagement between advertisement media and consumer buying behaviour with respect to the purchase of consumer durable products is rejected. In other words, engagement as a mediating variable plays a significant role in influencing the effect of advertisement media on consumer buying behaviour toward durable products. This conclusion is supported by the results presented in Table 2b.

Table-2a: Mediation effect results for variable engagement

Effect	Label	Estimate	SE	Z	P	% Mediation
Indirect	$a \times b$	0.203	0.035	5.717	< .001	65.877
Direct	C	0.105	0.044	2.412	0.016	34.123
Total	$c + a \times b$	0.308	0.027	11.605	< .001	100

Table-2b: Path estimate results for variable engagement

	Label	Estimate	SE	Z	P
Advt. media → Engagement	a	0.708	0.02	35.599	<.001
Engagement → Con. Buying Behaviour	b	0.286	0.049	5.793	<.001
Advt. media → Con. Buying Behaviour	c	0.105	0.044	2.412	0.016

## 2. Mediating effect of cognition

The below Tables 3a and 3b present the results of the mediation analysis and path estimates among the variables: advertisement media, consumer buying behaviour, and cognition. In this analysis, consumer buying behaviour (dependent variable) shows a direct relationship with the independent variable, advertisement media, as indicated by a beta coefficient of 0.267. The associated z-value of 9.659 ( $p < 0.001$ ) confirms the statistical significance of this direct relationship. Moreover, the mediating variable, cognition, plays an important role in the relationship between advertisement media and consumer buying behaviour. The indirect effect is represented by a beta coefficient of 0.040 with a corresponding z-value of 3.993 ( $p < 0.001$ ), which indicates that the mediating effect of cognition with 13.11% is statistically significant. Therefore, the second null hypothesis, which states that there is no mediating effect of cognition between advertisement media and consumer buying behaviour with respect to the purchase of consumer durable products is rejected. In other words, cognition as a mediating variable significantly influences the relationship between advertisement media and consumer buying behaviour toward durable products. These findings are clearly supported by the results shown in Table 3b.

Table-3a: Mediation effect results for variable cognition

Effect	Label	Estimate	SE	Z	P	% Mediation
Indirect	$a \times b$	0.040	0.010	3.993	<.001	13.108
Direct	C	0.267	0.028	9.659	<.001	86.892
Total	$c + a \times b$	0.307	0.027	11.605	<.001	100.00

Table-3b: Path estimates for variable cognition

	Label	Estimate	SE	Z	P
Advt. media → Cognition	a	0.224	0.024	9.159	<.001
Cognition → Con. Buying Behaviour	b	0.180	0.041	4.437	<.001
Advt. media → Con. Buying Behaviour	c	0.267	0.028	9.659	<.001

## 3. Mediating effect of entertainment

The below mentioned Tables 4a and 4b display the mediation analysis in which entertainment is treated as the mediating variable. The direct relationship between advertisement media and consumer buying behaviour shows a significant positive association,

with a beta coefficient of 0.308. The corresponding z-value of 11.607 ( $p < .001$ ) further indicates that this direct effect is strong and statistically significant. However, the indirect effect through the mediating variable, i.e., entertainment, shows a beta coefficient close to 0.000 with a z-value of  $-0.189$  and p value of 0.851. The beta value and p value suggest that there is no statistical significance in influencing entertainment in the relationship between advertising media and consumer buying behaviour. Hence, the third null hypothesis, which states that there is no mediating effect of entertainment between advertisement media and consumer buying behaviour with respect to the purchase of consumer durable products is accepted. In other words, entertainment as a mediating variable does not play a significant role in influencing the relationship between advertisement media and consumer buying behaviour for durable products. The results presented in Table 4b further support this conclusion.

Table-4a: Mediation effect result for variable entertainment

Effect	Label	Estimate	SE	Z	P	% Mediation
Indirect	$a \times b$	0.000	0.001	-0.189	0.851	0.032
Direct	C	0.308	0.027	11.607	$< .001$	99.968
Total	$c + a \times b$	0.308	0.027	11.605	$< .001$	100

Table-4b: Path estimates result for variable entertainment

	Label	Estimate	SE	Z	P
Advt. media → Entertainment	A	-0.014	0.029	-0.468	0.639
Entertainment → Con. Buying Behaviour	B	0.007	0.035	0.206	0.836
Advt. media → Con. Buying Behaviour	C	0.308	0.027	11.607	$< .001$

#### 4. Mediating effect of scepticism

The results of the mediation analysis, with scepticism as the mediating variable, are presented in Tables 5a and 5b. A close examination of these tables shows that consumer buying behaviour is influenced by advertisement media (independent variable). The direct relationship between advertisement media and consumer buying behaviour produces a beta coefficient of 0.300 with a z-value of 11.348 ( $p < 0.001$ ), indicating a significant direct effect. The high z-value confirms that the relationship is statistically significant, with a 97.64% direct effect, highlighting the important role of advertisement media in shaping consumer buying behaviour. The indirect effect is indicated by a beta coefficient of 0.007, z-value of 1.894 and p value of 0.058. Although there is a small indirect mediation effect of 2.36%, the associated z-value and p value indicate that the indirect effect is not statistically significant. This implies that scepticism does not act as a mediator in the relationship between advertisement media and consumer buying behaviour. Therefore, the fourth null hypothesis, which states that there is no

mediating effect of scepticism between advertisement media and consumer buying behaviour with respect to the purchase of consumer durable products is accepted. In other words, scepticism as a mediating variable plays an insignificant role in influencing the relationship between advertisement media and consumer buying behaviour of durable products. These findings are further reinforced by the results displayed in Table 5b.

Table-5a: Mediation estimates effect result for variable scepticism

Effect	Label	Estimate	SE	Z	P	% Mediation
Indirect	$a \times b$	0.007	0.004	1.894	0.058	2.357
Direct	C	0.300	0.026	11.348	<.001	97.643
Total	$c + a \times b$	0.307	0.027	11.605	<.001	100

Table-5b: Path estimates result for variable scepticism

	Label	Estimate	SE	Z	P
Advt. media → Scepticism	a	-0.072	0.029	-2.509	0.012
Scepticism → Con. Buying Behaviour	b	-0.100	0.035	-2.89	0.004
Advt. media → Con. Buying Behaviour	c	0.300	0.026	11.348	<.001

## Findings and conclusion

The analysis of the demographic variables of the consumer respondents shows that male and female consumers account for 58.9% and 41.1% of the sample respectively. The major proportion of respondents (39.0%) belongs to the age group of 25 to 35 years. In addition, respondents with professional degrees constitute 33.4% of the total sample. Among the respondents, 34.0% belong to the salaried category. Similarly, the highest number of respondents, 200, fall within the annual income group of ₹3 lakh or less. With regard to family size, about 38.0% of the respondents have more than five members in their family. Finally, the sources of information regarding durable products indicate that the maximum number of respondents, 279, obtained information from electronic media.

The mediation analysis indicates that there is a direct relationship between advertisement media and consumer buying behaviour with respect to the purchase of durable products. However, when four mediating variables were introduced to examine this relationship, the results were quite interesting. Consumer engagement, when considered as a mediating variable, was found to have a significant influence on consumer buying behaviour. Similarly, cognition as a mediating variable also showed influence on consumer buying behaviour, though to a lesser extent. On the other hand, the findings of the study reveal that entertainment and scepticism, as mediating variables, do not significantly affect consumer buying behaviour.

Based on these findings, it can be concluded that engagement and cognition serve as effective mediating variables. Therefore, marketers and advertising agencies can focus on these elements while designing advertisement media to create a positive impact on the consumer buying behaviour of durable products.

### **Research contribution and managerial implications**

This research contributes significantly to understanding the relationship between advertising media and consumer buying behaviour. It underscores the importance of adopting well-planned advertising strategies to attract and retain consumers. The study further highlights the role of various advertising elements in improving advertising effectiveness and strengthening the relationship between brands and consumers. For managers, the findings offer practical insights into the advertising elements that have a strong influence on buying behaviour, thereby supporting more focused and effective campaign planning. Moreover, the study serves as a valuable reference for future academic research, enriching the existing literature on advertising and consumer behaviour, particularly in the context of durable goods marketing.

### **Limitation of the study and scope for future research**

This study has certain limitations. The research was carried out with a limited sample size, focusing only on respondents from Bhubaneswar city. Therefore, the findings may not fully reflect broader patterns of consumer behaviour. Future researchers can address this limitation by increasing the sample size and including respondents from different cities or regions, as well as conducting comparative analysis. Moreover, inclusion of a wider range of durable products would broaden the scope of the study. Future studies may also examine additional advertising-related variables to gain a better understanding of their impact on consumer buying behaviour. Such extensions would provide deeper insights and enhance the overall applicability and relevance of the research findings.

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