

# Online Green Purchase Intention in the North Macroregion of Peru: The Moderating Role of Customer Behavioral Aspects

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## I. INTRODUCTION

Continuous innovation in technology transmits the consumer shopping experience through the concept of shopping: anytime, anywhere, through mobile devices, tablets, personal laptops, and computers, which now form part of the majority of consumers' lives. Additionally, the growing popularity of online and mobile shopping has changed the definition of traditional consumer purchasing. To maintain the growing interest of this buyer in online shopping, retailers must leverage and invest more in the adoption of e-commerce and, more importantly, in the quality of the internal electronic service provided through electronic shopping [1].

The global COVID-19 issue has encouraged them to offer products and services through mobile channels and electronic channels to enhance their customers' purchasing experience and, at a later stage, increase their electronic loyalty [2]. While the use of e-commerce has increased greatly, managers face the

critical problem of how to enhance the quality of electronic purchases and service delivery. This challenge for retailers is to step forward and attract more attention to the different elements of shopping service quality [1]. On the other hand, electronic service quality is related to eco-efficiency knowledge, where consumer consumption is not related to the ecological products themselves but rather to the utility, function, and services offered by both those products and the website [3]. Likewise, improving electronic services causes less environmental conflict, as it reduces travel and transport [4, 5].

Unsustainable consumption is currently occurring worldwide, generating serious environmental problems, particularly global warming and climate change [6]. This has stimulated not only a general interest in environmental issues [7] but also the interest of consumers in this field. As a result, consumers are increasingly cautious about the environmental impact of their consumption patterns [8], changing their preferences and choosing more environmentally friendly lifestyles [9]. A new segment of customers known as environmentally conscious or ecological consumers has emerged [10]. In their desire for a clean and ecological planet, they increasingly buy products made from natural resources with a low ecological footprint [7]. Companies from various industries are responding to this development in the market. Many of them have adopted environmentally friendly practices and are incorporating ecological products (recycled and biodegradable products, organic food, nontoxic cleaning products, and energy-efficient products) into their product portfolios [9]. Their goal is not only to attract ecological customers currently but also to make repeated purchases and expand their interest in other ecological products of the company at the current time of consumer resistance to higher prices [10].

The problem is that their efforts are often intuitive, without providing a deeper understanding of the motives behind the decision-making processes of ecological consumers. The academic field has not helped them enough either, as many studies do not consider the factors that motivate consumers to

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buy ecological products [9]. In previous studies on ecological purchase intentions, most related research has focused on product attributes (healthy characteristics) or customer attributes, and no research has focused on company attributes (electronic service quality) [3]. This research aims to establish the effect of electronic service quality on ecological consumers' purchase intentions—Lambayeque 2023. Similarly, as a specific objective, this study aims to determine the effect of the dimensions of electronic service quality on the purchase intentions of ecological consumers—Lambayeque 2023. This is the first paper on the variables in the Lambayecan ecological consumer demonstrated through the model of Ahmad and Zhang (2020).

## II. LITERATURE REVIEW

EI e-commerce refers to the conduct of commercial transactions using Internet services [11], and websites act as a medium for such commercial transactions. As interest in service quality has grown over the years, researchers have begun to develop different scales to measure website quality. Work on website quality dates to research by [12]. They developed electronic service quality (e-SQ), which captures all phases of customer interaction with a website. Therefore, with the advancement of the Internet and e-commerce, service quality has gained new momentum, and studies have focused on electronic service quality (e-quality). In this context, researchers and administrators have shifted their focus toward developing measures and strategies to improve e-quality. For example, Parasuraman et al. adapted SERVQUAL to the electronic context of E-SQUAL [13]. However, this framework was only one of 27 developed in less than a decade of research on electronic service quality [14].

Electronic service can be defined as the services provided through information and communication technology in which the customer interacts only with an appropriate user interface to retrieve the desired benefits [15]. Thus, electronic service quality is defined as the degree to which an electronic service can effectively and efficiently satisfy the relevant needs of the customer" [15, 16]. According to [17], electronic service quality is increasingly recognized as an important aspect of this topic, as well as the key to determining competitive advantage and the factor in the long-term retention of companies operating online. Moreover, electronic service quality depends on consumers' perceptions of the quality of the services provided, the quality of the service in the face of difficulties, and the degree of consumer satisfaction [3]. Hence, the following is proposed:

H1: Electronic service quality influences ecological consumers' purchase intentions—Lambayeque 2023.

On the other hand, there are many scales and models available for assessing electronic service quality [18]. This shows the disagreement among academics on the dimensions, variables, and other characteristics that encompass

measurements of electronic service quality [2, 18]. In general, the literature on electronic service quality has two main streams [19]. First, academics have focused on developing scales to measure electronic service quality in different contexts with different dimensions. Second, academics have focused on assessing the effect of the dimensions of electronic service quality on other variables [19, 20]. In this study, the electronic service dimensions of ecological products proposed by [21] were considered: efficiency, defined as the fulfillment of promised products, that is, delivering products on time and having them in stock [22]. Likewise, it considers the consumers' ability to find the required product on the website and its related information [5].

Website efficiency can be identified as "the ability of a website to provide relevant information to help consumers obtain the products they want with minimal effort" [12, 19]. It can be described as the ease of use and speed of access to the website [13]. The reliability dimension is the ability of websites to deliver products on time and provide security in consumers' personal information to prevent fraud or the use of their data for purposes other than the purchase [23]. The privacy dimension ensures that the information and credit or debit card data of customers are protected; therefore, consumers expect their purchase with peace of mind [22]. On the other hand, information quality is the value of the content of ecological product information [24]. Customers assess the level of usefulness of the information content, which is fundamental to achieving a specific objective, such as brevity, relevance, completeness, or timeliness. Fulfillment refers to the delivery of promised services, the delivery of products in stock, and the timely delivery of products [22]. Environmental sustainability characteristics are often determined through the carbon footprint of a particular service. It is also interesting to note that individual customers lack formal mechanisms to verify claims. This dimension assesses whether the site employs ecological purchasing policies, whether it promotes environmental awareness through advertising and recommendations, or whether it offers products that reduce environmental problems.

Finally, the dimension of ease of use means that the site is easy to use, people become experts in using websites, and their interaction with these sites is flexible [25], [26]. It is important to note that the friendliness and richness of digital resources on a website ensure the fulfillment of diverse needs, intensifying customers' intentions to make eco-friendly purchases. A better electronic service leads to a positive behavioral intention and increases the frequency of customer visits to the store's website [27].

Service quality has the potential to drive purchase intentions [28] and becomes more relevant due to its association with eco-friendly word-of-mouth marketing. [29] also argue that service quality influences not only customers' purchasing intentions but also those of their reference groups. A high level of eco-friendly word-of-mouth marketing increases the number of consumers in reference groups willing to purchase goods based on good service quality. Since consumers are skeptical of

commercial advertising, eco-friendly word-of-mouth marketing could be the key method used to reinforce customer purchasing behavior rather than relying on mass media communication, which offers limited capacity to compare features important to customers. As a result, the following hypothesis was proposed:

H2: Ecofriendly word-of-mouth marketing has a positive moderating effect on the influence of e-service quality on purchase intentions.

Eco-trust refers to consumers' inclination to be confident about goods and services they already trust due to their established ecological performance [22]. Furthermore, eco-trust also accounts for personal expectations, opinions, or assumptions that all actions are ecological; it must also align with personal and environmental interests without any harmful consequences. Consumers expect electronic vendors to also act reliably, socially acceptable, and morally [30]. Thus, a higher degree of eco-trust among customers indicates a greater prospect of purchasing associated with good electronic service quality. The opposite is also true. Eco trust is considered an important variable due to its potential effect on consumer risk perception, as it allows users to estimate the impact of certain decisions and relative gains or benefits [31]. Hence, trust can affect consumers' purchase intentions [32].

H3: Eco-trust has a positive moderating effect on the influence of e-oSQ on purchase intentions.

[33] defined the socially responsible consumer as the individual whose disposal and acquisition habit of a particular product is backed by the innate desire to avoid harm and dangers to the environment and who exerts a positive impact on his or her surroundings. This behavior has played a vital role since the beginning of communication between service providers and end-users. A high level of social responsibility motivates the purchase of eco-friendly products associated with quality service, even if it means paying a higher price for the products [34].

H4: Social responsibility has a positive moderating effect on the influence of electronic service quality on purchase intention.

The term "greenwashing" was first used in 1986; this term refers to the general practice of the hotel industry using signs on hotel walls to promote the reuse of towels, with the apparent reason for reducing water consumption as an environmental concern [35]. Therefore, it has a negative connotation and implies corporate deception [36]. Currently, these practices are widespread and worsen the purchase of eco-friendly products and services to the point that users consider all eco-friendly advertisements to be false and deceptive. This makes them reluctant to buy eco-friendly products regardless of the quality

of their electronic service. Consumers facing greenwashing feel pessimistic about service quality and, therefore, reduce their purchases. However, in the absence of perceived greenwashing, consumers feel positive about quality and remain optimistic [37].

H5: Greenwashing has a negative moderating effect on the influence of electronic service quality on purchase intentions.

Perceived value is a characteristic that reflects the distinctive qualities of various products [38]. It is considered a fundamental element of exchange activities and can drive purchase choice [39]. Perceived ecological value triggers purchase intention on online platforms where the individual focuses on eco-friendly products to the extent that it decreases the need to explore alternative products. However, if the perceived ecological value is comparatively lower, consumers will seek alternative solutions, and the intention to purchase eco-friendly products will remain at a low level. If the quality-price relationship is not recuperated by customers, it will affect their loyalty, and they will not acquire those products/services, regardless of their current satisfaction levels. In the future, they will switch vendors to find the best quality-price relationship [22].

H6: Perceived ecological value has a positive moderating effect on the influence of electronic service quality on purchase intention.

Involvement is the apparent importance that consumers give to a class of product in terms of their basic needs and interests and is considered a characteristic that influences the amount and type of information a customer uses in a purchase [40]. The higher the level of involvement is, the more rigorous the information processing. Research has shown that the environmental concern of eco-friendly consumers with a high level of involvement is very high [41], affecting their eco-friendly purchasing decisions, whereas consumers with a high level of eco-friendly involvement seek products with minimal environmental impact, while consumers with a low level of involvement will be more interested in nonenvironmental features such as price [42].

H7: Involvement in eco-friendly practices has a positive moderating effect on the influence of electronic service quality on purchase intention.

The user's desire to acquire a product or service from a particular brand or organization is known as purchase intention. Purchase intention is taken as the closest forecast to actual buying behavior [43]. In this regard, [44] understands online purchase intention as the extent to which a consumer is willing to buy a product through an online store. It refers to the satisfaction of obtaining goods or services using virtual means [45]. Likewise, it has been shown that purchase intention increases by 62% when buyers have contact with the brand

through virtual social networks, in addition to predisposing current users to invite friends, family, colleagues, and other acquaintances to form part of the community. Purchase intentions can be used to test the implementation of a new distribution channel for managers to determine if the concept deserves further development and to decide which geographical markets and consumer segments to target through the channel [46]. Its importance lies in the fact that intentions are considered the key predictor of actual behavior [47] therefore, their study is of utmost importance for the success of any online retailer. The construct takes place in the prepurchase stage and captures the motivational aspects that affect customer behavior [48]. To predict consumer behavior, it is necessary to know the attitudes, assessments, and internal factors that ultimately generate purchase intention [43]. In this era, concerns about global warming, climate change, the excessive use of natural resources, and air and water pollution have been increasing, leading more consumers to become aware of the environmental degradations they face. These environmental degradations have begun to change consumers' lifestyles and business activities, leading to the emergence of eco-friendly marketing [49]. Eco-friendly marketing within business practices involves promoting sustainable development. It includes the marketing of goods and services considered eco-friendly and maintaining and stimulating pro-environmental consumption behaviors and attitudes [50].

This concept of eco-friendly marketing has also inspired consumers to buy or acquire eco-friendly products [51]. Consumers actively support eco-friendly products to maintain sustainable development and reduce their environmental impacts [52]. In the academic literature, terms such as “eco-friendly shopping,” “eco-friendly purchase acquisition,” and “environmentally responsible purchasing” are used to explore eco-friendly consumer buying behavior. Eco-friendly shopping, as described by [53], involves acquiring services and goods that minimize harm to the environment. This is more frequently reflected in the GPI, which is the intention of consumers to buy and pay for eco-friendly products. Motivational factors influence these intentions, changing consumer buying behaviors toward eco-friendly products [54]. [55] defined eco-friendly products as those that satisfy consumers' needs without harming the environment. [32] argued that an eco-friendly product reduces its environmental impacts at each stage of its life cycle. Recently, [6] categorized eco-friendly products as tangible or intangible products that reduce their impact on the environment, either directly or indirectly, throughout their entire life cycle, subject to current technology and science. This is a clear indication that the definition of an eco-friendly product must be holistic. Eco-friendly products are designed to protect or improve the environment by saving energy or resources and reducing or eliminating toxic waste, pollution, and the use of toxic substances [52]. Compared to traditional products, they may be biodegradable, renewable, reusable, and/or recyclable and have

little impact on the environment. Eco-friendly products not only represent less risk to the environment but also provide a high standard of living for consumers and society.

The consumer's eco-friendly purchase intention is hypothesized to be the likelihood and desire of an individual to prioritize eco-friendly products over non-eco-friendly products when making a purchasing decision. During the evaluation phase, customers identify their need for a product, which determines their purchasing decisions [56]. [53] suggested that three elements can be used to measure eco-friendly purchase intentions, namely, considering purchasing eco-friendly products, switching to other brands for ecological reasons, and switching to eco-friendly versions of products. Eco-friendly purchase intention is an important variable for measuring the current and future purchasing decisions of customers of eco-friendly or environmentally respectful products. It also helps estimate the ecological demand of consumers. Purchase intention is fundamental in forecasting customer behavior [57]. It is common to use the measure of purchase intention as an indicator of actual buying behavior. Although purchase intention has been studied in various contexts, no research has been conducted on eco-friendly purchase intention [58]. The antecedents of eco-friendly purchase intentions have been addressed by various authors.

Some of them address the issue in general relation to eco-friendly products [50] or eco-friendly packaging products. Some authors develop the theme in relation to specific products, usually food. These studies are generally conducted in relation to eco-friendly food products [23] or a specific food item [59]. Occasionally, works have been found that treat these antecedents in relation to other products [24]. Unfortunately, thus far, only one study has focused on the purchase of eco-friendly cleaning products. In the last three decades, an increasing number of international companies have dedicated themselves to eco-friendly production, and consumers have purchased and adopted eco-friendly products. However, this greater willingness has not materialized or translated into the actual purchase of eco-friendly products [60]. This scenario is also known as the “attitude-intention-behavior gap”. For example, despite customers' positive attitude toward eco-friendly products, a previous study showed that consumers mainly did not buy eco-friendly products as estimated, and the market shares of these products were regularly less than 4% of total sales (Polonsky, 2011). To date, a large amount of work on eco-friendly consumer behavior has shown that consumers are increasingly motivated to buy eco-friendly products [23]. Consumers may comply with social and cultural norms that can reflect their purchasing decisions [61]. However, there may be barriers and special factors, particularly in everyday consumption, that complicate eco-friendly purchase intentions (IPGs).

### III. METHODS AND APPLICATIONS

Considering that environmental problems have become a critical element for developing countries and that Peru has not been an exception in terms of environmental protection measures, the present investigation was directed to online consumers of consumable eco-friendly products as the target population, from which a convenience sample of 392 people was selected. For this purpose, the survey was directed to urban areas, considering that those living in those areas can respond to the survey without difficulty due to the knowledge and acceptance they possess of eco-friendly products [62]. Data were collected from 3 provinces in the Lambayeque region, with a total of 202 questionnaires distributed in Chiclayo, 120 in Lambayeque, and 70 in Ferreñafe Province. The questionnaire was divided into two parts. The first part considered demographic variables, such as sex, age, marital status, education level, monthly income, and years spent using the web for purchases (Table 1); the second part included all the constructs. In the questionnaire, participants were asked to recall their last online purchases on a given website and their intention to acquire eco-friendly, food, appliance, and cleaning products. Demographically, there were 193 male and 199 female respondents; most respondents were between 26 and 35 years old (Table 1). People with a higher education level participated more frequently. The survey consisted of 53 items measured on a five-point Likert scale ranging from strongly disagree (= 1) to strongly agree (= 5). The survey questions were formulated based on previous research and were presented in a Google form from which respondents recorded their answers.

TABLE I  
SOCIODEMOGRAPHIC PROFILE OF THE SAMPLE

Sociodemographic items (n=392)		n	%
Gender	Female	199	50,8
	Male	193	49,2
Marital Status	Singer	340	86,7
	Married	52	13,3
Age	18-25 years	80	20,4
	26 - 35 years	250	63,7
	36 - 45 years	32	8,2
	46 years and above	30	7,7
Education level	Secondary	56	14,3
	Technical	46	11,7
	Higher	290	74,0
Monthly income	Less than 2000	282	71,9
	2001 - 3000	59	15,1
	3001 - 4000	17	4,3
	4001 and above	34	8,7
Years using the Web for shopping	Less than 1 year	188	48,0
	1 to 3 years	116	29,6
	3 to 5 years	88	22,4

A five-point Likert scale was used to measure all the constructs. The 24 items of electronic service quality were

measured through a construct developed by [13,21]. To measure the constructs, the adaptations of [60] were used for “eco-friendly word of mouth marketing” by [25]; “eco-friendly trust” by [63]; “consumer social responsibility” by [64]; “eco-friendly greenwashing” [26]; “perceived eco-friendly value” by [65]; “eco-friendly involvement” by [66], in which two items were removed due to low factor loading; and “eco-friendly purchase intention” by [58, 67], to which an item was added following expert judgment.

### IV. RESULTS

#### 4.1 Measurement Model

Structural equation modeling with SmartPLS-v3 was used, based on the partial least squares (PLS) technique, to test the theoretical model. Reliability was assessed using Cronbach's alpha coefficient [68], while convergent and discriminant validity were evaluated using factorial loadings and composite reliability, with values above 0.7, and estimation of the average variance extracted (AVE), with values above 0.5. The model demonstrated reliability and convergent validity based on the measures shown (Table 2). Additionally, to evaluate discriminant validity, the square root of the AVE of each construct was assessed, ensuring that the values were not greater than the correlations of all the other constructs or of the specific construct [68]. Table 3 shows the correlation matrix of the constructs, demonstrating adequate discriminant validity.

#### 4.2 Structural Model Results

4.2.1 The measurement model showed reliability, convergent validity, and discriminant validity.

Figure 1 shows the results of the structural model test and significant path coefficient analysis. The bootstrapping technique was also used to check the statistical significance of the path coefficients [69]. The hypothetical relationships were estimated using 5000 bootstraps in SmartPLS. The results explain 44.6% of the variance in purchase intention.

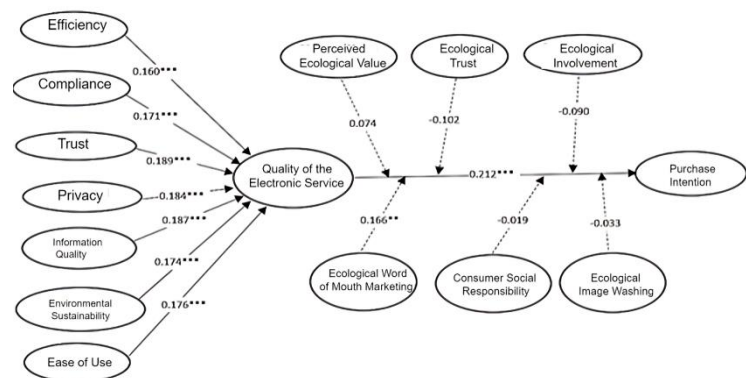


Fig. 1. Results of the structural model

TABLE II  
RELIABILITY AND VALIDITY OF THE CONSTRUCTS

Construct	Items	Factor loadings	Cronbach's Alpha	Composite Reliability	AVE
Information Quality	CI1	0.812	0.796	0.881	0.711
	CI2	0.851			
	CI3	0.865			
Trust	CONF1	0.801	0.763	0.863	0.678
	CONF2	0.833			
	CONF3	0.836			
Compliance	CUMP1	0.809	0.838	0.892	0.673
	CUMP2	0.838			
	CUMP3	0.843			
	CUMP4	0.791			
Efficiency	EFI1	0.792	0.838	0.891	0.673
	EFI2	0.860			
	EFI3	0.789			
	EFI4	0.838			
Ease of Use	FU1	0.871	0.847	0.907	0.766
	FU2	0.898			
	FU3	0.856			
Privacy	PRIV1	0.907	0.887	0.930	0.816
	PRIV2	0.893			
	PRIV3	0.910			
Environmental Sustainability	SOST1	0.819	0.881	0.918	0.737
	SOST2	0.875			
	SOST3	0.884			
	SOST4	0.855			
Eco-friendly Word of Mouth Marketing	MBB1	0.871	0.891	0.924	0.753
	MBB2	0.892			
	MBB3	0.834			
	MBB4	0.873			
Eco-friendly Trust	CE1	0.850	0.896	0.928	0.762
	CE2	0.895			
	CE3	0.880			
	CE4	0.866			
Consumer Social Responsibility	RSC1	0.847	0.872	0.912	0.722
	RSC2	0.838			
	RSC3	0.822			
	RSC4	0.891			
Eco-friendly Greenwashing	LIE1	0.878	0.942	0.953	0.770
	LIE2	0.922			
	LIE3	0.904			
	LIE4	0.870			
	LIE5	0.831			
	LIE6	0.857			
Perceived Eco-friendly Value	VEP1	0.898	0.863	0.916	0.785
	VEP2	0.908			
	VEP3	0.852			

Eco-friendly Involvement Purchase Intention	IV1	NA	NA	NA	NA
	IC1	0.756	0.936	0.949	0.725
	IC2	0.857			
	IC3	0.890			
	IC4	0.871			
	IC5	0.869			
	IC6	0.878			
	IC7	0.834			

PI=Purchase Intention; EG=Eco-friendly Greenwashing; EMMM=Eco-friendly Word of Mouth Marketing; CSR=Consumer Social Responsibility; ES=Environmental Sustainability; PEV=Perceived Ecosystem Value

#### 4.2.2 Direct Effect

The analysis in Table 4 demonstrates that electronic service quality has a direct and significantly positive influence on purchase intention ( $\beta=0.212$ ,  $p<0.05$ ), supporting H1.

#### 4.2.3 Moderating effects

Regarding moderating effects, the results of this study reveal that eco-friendly word-of-mouth marketing significantly and positively moderates the relationship between electronic service quality and purchase intention ( $\beta=0.166$ ,  $p<0.05$ ), confirming H2. The analysis of eco-friendly trust and its moderating effect on the relationship between EoSQ and purchase intentions did not reveal statistical significance ( $\beta=-0.102$ ,  $p>0.05$ ); hence, H3 was not confirmed.

The moderating influence of consumer social responsibility on the relationship between electronic service quality and purchase intention was not significant ( $\beta=-0.019$ ,  $p>0.05$ ), leading to the rejection of H4. The moderating effect of eco-friendly greenwashing between electronic service quality and purchase intentions was not significant ( $\beta=-0.033$ ,  $p>0.05$ ), leading to the rejection of H5. The results do not demonstrate the moderating effect of perceived eco-friendly value ( $\beta=0.074$ ,  $p>0.05$ ), leading to the rejection of H6. Regarding eco-friendly involvement, the moderating effect on the relationship between electronic service quality and purchase intention was not significant ( $\beta=-0.090$ ,  $p>0.05$ ), leading to the rejection of H7.

TABLE III  
CORRELATIONS BETWEEN CONSTRUCTS

	C	C	L	M	S								
	CI	O	CE	U	EF	FU	IC	E	M	PR	A	VE	RS
<b>CI</b>	<b>0.8</b>												
<b>C</b>	0.7	<b>0.8</b>											
<b>O</b>	45	<b>23</b>											
<b>C</b>	0.5	0.4	<b>0.8</b>										
<b>E</b>	45	97	<b>73</b>										
<b>C</b>	0.6	0.6	0.4	<b>0.8</b>									
<b>U</b>	88	59	87	<b>20</b>									
	0.5	0.5	0.4	0.6	<b>0.8</b>								
<b>EF</b>	97	51	30	26	<b>20</b>								
	0.5	0.5	0.5	0.5	0.4	<b>0.8</b>							
<b>FU</b>	87	83	80	12	86	<b>75</b>							

	0.3	0.4	0.4	0.3	0.4	0.4	<b>0.8</b>					
<b>IC</b>	83	39	97	47	15	19	<b>52</b>					
<b>LI</b>	0.1	0.1	0.1	0.1	0.1	0.0	0.1	<b>0.8</b>				
<b>E</b>	94	58	20	72	33	84	00	<b>78</b>				
<b>M</b>	0.5	0.4	0.7	0.4	0.4	0.5	0.5	0.1	<b>0.8</b>			
<b>BB</b>	40	47	67	44	22	98	09	62	<b>68</b>			
	0.6	0.6	0.6	0.5	0.4	0.7	0.4	0.1	0.6	<b>0.9</b>		
<b>PR</b>	30	68	19	21	39	20	49	26	47	<b>03</b>		
<b>S</b>												
<b>M</b>	0.5	0.5	0.6	0.5	0.4	0.5	0.4	0.1	0.6	0.6	<b>0.8</b>	
<b>A</b>	78	37	05	40	19	98	53	65	26	60	<b>59</b>	
<b>V</b>	0.5	0.4	0.6	0.4	0.4	0.4	0.5	0.1	0.6	0.5	<b>0.8</b>	
<b>EP</b>	12	32	70	39	27	93	46	96	28	35	<b>86</b>	
<b>RS</b>	0.2	0.3	0.5	0.1	0.2	0.4	0.4	0.0	0.5	0.3	0.5	<b>0.8</b>
<b>C</b>	76	03	67	93	50	88	66	41	34	75	47	<b>50</b>

Note: IQ=Information Quality; TR=Trust; ET=Eco-friendly Trust; CO=Compliance; EF=Efficiency; EU=Ease of Use; PI=Purchase Intention; EG=Eco-friendly Greenwashing; EWMM=Eco-friendly Word of Mouth Marketing; PR=Privacy; ES=Environmental Sustainability; PEV=Perceived Eco-friendly Value; CSR=Consumer Social Responsibility.

## V. DISCUSSION

The purpose of this research is to contribute to the knowledge about pro-environmental behavior in consumers, which is associated with the intention to acquire products that seek this purpose. While previous research has addressed the purchase of eco-friendly products, it has generally focused on food-related purchases [59], with few addressing other types of products. Additionally, aspects related to consumer attitudes and the elements that could enhance their purchase intentions have not been explored; therefore, this study helps to understand the influence of customer attitudes on purchase intentions by analyzing six variables: eco-friendly word-of-mouth marketing, eco-friendly trust, consumer social responsibility, eco-friendly greenwashing, eco-friendly involvement, and perceived eco-friendly value. It should be considered that today's consumers are increasingly aware of the need to care for the environment, so companies are more interested in marketing eco-friendly products and services, as people seek products and services that respect the environment [26]. This research has shown that electronic service quality positively affects the intention to purchase eco-friendly products, as indicated by the finding of a path coefficient of  $\beta=0.212$ , confirming H1, and that the relationship between electronic service quality and purchase intention is strong. This finding suggests that not only are product attributes predictors of purchase intentions [70] but also that the quality of the electronic service and the attributes of the entity providing the service have significant effects on purchase intentions. This emphasizes the importance of understanding what customers want to provide them with reliable, safe, fast services where the purchase is simple and the product bought allows them to care for the environment, thereby generating a greater intention to purchase.

TABLE IV  
PATH COEFFICIENTS AND CONFIDENCE INTERVALS

	$\beta$	Sam- ple Mean (M)	Confidence Interval		Stand- ard Devia- tion (STD EV)	t- Statistic ( O/STD EV )	p Val- ues	Resul- t
			2.5 %	97.5%				
<b>CI -&gt; CSE</b>	0.1	0.18	0.17	0.199	0.006	31.666	0.00	Acce- pted
	87	7	6				0	
	0.2	0.20	0.07	0.343	0.070	3.040	0.00	Acce- pted
<b>CSE -&gt; IC</b>	12	6	0				2	
	0.1	0.18	0.17	0.200	0.005	35.119	0.00	Acce- pted
<b>CO -&gt; CSE</b>	89	9	8				0	
	-	-	-					
	0.0	0.03	0.19	0.119	0.082	0.467	0.64	Rejec- ted
<b>CE -&gt; IC</b>	39	4	3				1	
	0.1	0.17	0.15	0.182	0.006	29.521	0.00	Acce- pted
<b>CU -&gt; CSE</b>	71	1	9				0	
	0.1	0.16	0.14	0.171	0.006	26.735	0.00	Acce- pted
<b>EF -&gt; CSE</b>	60	0	8				0	
	0.1	0.17	0.16	0.187	0.006	30.939	0.00	Acce- pted
<b>FU -&gt; CSE</b>	76	6	4				0	
	0.2	0.19	0.06	0.304	0.060	3.341	0.00	Acce- pted
<b>IE -&gt; IC</b>	02	2	9				1	
	0.0	0.01	-	0.123	0.054	0.216	0.82	Rejec- ted
<b>LIE -&gt; IC</b>	12	9	7				9	
	0.1	0.15	0.00	0.306	0.077	2.065	0.03	Acce- pted
<b>MBB -&gt; IC</b>	60	9	9				9	
	0.1	0.18	0.17	0.197	0.006	29.825	0.00	Acce- pted
<b>PR -&gt; CSE</b>	84	4	2				0	
<b>SMA -&gt; CSE</b>	0.1	0.17	0.16	0.188	0.006	28.034	0.00	Acce- pted
	74	4	3				0	
<b>VEP -&gt; IC</b>	0.1	0.18	0.05	0.320	0.067	2.702	0.00	Acce- pted
	80	5	8				7	
	0.0	0.10	-	0.255	0.079	1.238	0.21	Rejec- ted
<b>RSC -&gt; IC</b>	98	0	0.05				6	
	-	-	-					
<b>RSC x CSE -&gt; IC</b>	0.0	0.02	0.22	0.159	0.097	0.195	0.84	Rejec- ted
	19	9	9				5	
	-	-	-					
<b>LIE x CSE -&gt; IC</b>	0.0	0.03	0.11	0.052	0.042	0.775	0.43	Rejec- ted
	33	6	7				9	
<b>MBB x CSE -&gt; IC</b>	0.1	0.15	0.02	0.296	0.069	2.428	0.01	Acce- pted
	66	8	8				5	
	0.0	0.07	-	0.169	0.051	1.472	0.14	Rejec- ted
<b>VEP x CSE -&gt; IC</b>	74	0	0.02				1	
	-	-	-					
<b>IE x CSE -&gt; IC</b>	0.0	0.07	0.20	0.074	0.074	1.213	0.22	Rejec- ted
	90	3	9				5	
	-	-	-					
<b>CE x CSE -&gt; IC</b>	0.1	0.09	0.24	0.070	0.083	1.235	0.21	Rejec- ted
	02	3	3				7	

Eco-friendly Word Mouth Marketing significantly and positively moderates the relationship between electronic service quality and purchase intention (H2,  $\beta=0.166$ ,  $p<0.05$ ). This implies that information obtained from individuals who can directly testify about their experience purchasing an eco-friendly product generates greater reliability, improving the perception of electronic service quality and enhancing purchase intention [71]. It should be noted that this occurs when a customer is satisfied with the product quality, leading them to



share information about the service provided for its acquisition [28].

Eco-friendly trust did not play a moderating role between electronic service quality and eco-friendly purchase intention ( $\beta=-0.102$ , H3). This finding suggests that aspects such as the integrity and competence of those offering products or services do not necessarily lead to a greater intention to purchase eco-friendly products. This finding contrasts with those of previous studies revealing that trust affects risk perception and thus can impact purchase intention [32]. This finding reveals an interesting result in this study related to eco-friendly products, indicating that websites offering products supporting environmental sustainability are not considered reliable by consumers. Moreover, consumers are not willing to switch from frequently purchased products, which they value for their quality, to others for the sake of ecological care.

Consumer social responsibility did not moderate the relationship between electronic service quality and purchase intentions ( $\beta=-0.019$ , H4). This result is contrary to that of [34], who showed that a highly socially responsible consumer is willing to pay a higher price for eco-friendly products, a finding not evidenced in this study. This finding establishes that the economic aspect has a greater impact on purchase intention beyond being considered a socially responsible consumer.

Eco-friendly greenwashing did not moderate the relationship between electronic service quality and purchase intentions, as the path coefficient was negative but not significant ( $\beta=-0.033$ , H5). This result showed that Lambayecano consumers do not reflect on the essence of advertisements or posters seeking apparent environmental care, which ultimately aim to profit companies. This does not affect their purchase intention, unlike what is mentioned by [37], who state that consumers without this perception would assume a higher quality in the service or product, thus being more prone to purchase.

Perceived eco-friendly value did not moderate the relationship between electronic service quality and purchase intentions ( $\beta=0.074$ , H6). Thus, an innovative product that generates a perceived eco-friendly value does not impact purchase intentions. This result is contrary to that of [39], who reported that perceived eco-friendly value drives purchases, and this may be associated with the quality-price relationship perceived by consumers [22], which is highly important to them.

Eco-friendly Involvement does not have a moderating effect, with a coefficient of  $\beta=-0.090$  (H7). This indicates that despite the consumer being able to find more detailed information about products or services, including the possibility of better judging the quality of service provided, this does not affect purchase intention. This finding seems more consistent with the fact that Lambayecano consumers are less involved

with environmentally friendly products or at least do not delve much into the details of the products they purchase, as their interest is more associated with price [42].

Finally, it was understood that Lambayecano consumers enhance their purchase intentions based on information obtained through word-of-mouth marketing. This provides first-hand information about the quality of service offered and the fulfillment of expectations, thus generating a greater intention to acquire products more reliably and with less risk. This also leads to the emergence of a possible analysis model in this context, where trust is affected by word-of-mouth marketing, thereby increasing the possibility of purchasing.

## VI. CONCLUSIONES

The need for eco-friendly products is changing the way in which today's consumers and businesses make purchases. Additionally, massive access to information through technology helps create a more informed consumer. This requires companies to pay attention to developing ecological strategies to face high competition.

This research has emphasized the impact of electronic service quality on the intention to purchase eco-friendly products, with eco-friendly word-of-mouth marketing being the only moderator. This demonstrates that the purchase intention for such products, which offer environmental care, is driven by information obtained directly from those who have had the opportunity to make purchases through online channels and who, due to being satisfied with the service, offer information about their positive experience, leading to a greater possibility of purchase from other consumers.

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