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The Influence of Green Consumer Behavior Factors on Consumers' Repurchase Intention for Eco-Friendly Household Products

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ABSTRACT

This article examines how cognitive and personal factors of green consumer behavior influence consumers' repurchase intention for eco-friendly household products. The study responds to the growing relevance of sustainable consumption and to the need for more detailed evidence on the household goods sector, which has received less attention than food and cosmetics in previous research. A quantitative online survey was conducted in Lithuania, and 399 valid responses were analyzed using reliability analysis, descriptive statistics, Spearman correlation and linear regression. The results show that both cognitive and personal factors are statistically significant predictors of repurchase intention. Personal factors have a slightly stronger explanatory effect than cognitive factors, although the difference is marginal. Attitudes toward eco-friendly products and perceived behavioral control demonstrate the strongest effects, while perceived green value also has a positive and significant influence. Brand trust is positively related to repurchase intention, but its explanatory power is lower than that of the other constructs. The findings suggest that transparent information about health and environmental benefits, strengthened product credibility and trust-building communication are important for encouraging repeated purchases of eco-friendly household products. The article contributes to green consumer behavior research by focusing on repurchase intention in the household products sector and by comparing the relative influence of cognitive and personal determinants.

KEY WORDS: green consumer behavior, eco-friendly household products, repurchase intention, perceived green value, perceived behavioral control, brand trust

JEL Classification: D12, M31, Q01, Q56.

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1. Introduction

In modern society, sustainability is a socially relevant issue, determined by the growing consumer awareness and interest in what goods are consumed and how consumption habits affect the external environment. With the rapid growth of interest in environmental aspects, a shift toward less harmful production and more environmentally responsible processes is observed in the activities and production processes of organizations. Therefore, with the emer-

gence and expansion of environmentally friendly consumption alternatives, ethics and sustainability become extremely relevant issues among consumers and organizations (Sharma et al., 2023).

In the literature, an eco-friendly product is defined as a product manufactured without using toxic ingredients or environmentally harmful processes (Kumar and Ghodeswar, 2015). Therefore, the environmental friendliness of a product can manifest itself throughout its entire life cycle - from design

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and procurement of raw materials to production, transportation, and use. The European Commission's 2019 announcement of the "European Green Deal" (a set of policy initiatives) inevitably leads to stricter regulations and the promotion of a competitive and resource-efficient – "green" – economy. This has also led to growing interest in sustainable consumption and environmental issues in society, while also strengthening the perception of the green products market as a sector with considerable growth potential and an important role in transforming the economy toward sustainable development (Witek and Kuźniar, 2020). Awareness of the destruction of natural resources resulting from human activities has raised the issue of environmental awareness in consumer behavior and, in turn, increased the demand for greener alternatives in the global market (Kumar and Ghodeswar, 2015).

Moreover, the pursuit of health and a higher quality of life that characterizes modern society also plays a very significant role in consumers' daily activities and production and consumption choices (Cuc et al., 2022). In addition, available market knowledge and different internal or environmental factors play an even more important role and have significant consequences for achieving green consumer behavior, so it is important for scientists to understand the nature and behavior of green consumers in various markets.

Finally, in order to meet not only the requirements of the ecology-oriented "European Green Deal" strategy but also the needs of conscious and demanding consumers, it is useful for organizations to make efforts to offer green products and services and to pay even greater attention to green consumer behavior (Nguyen-Viet, 2023).

Against this background, the article examines the diversity of factors shaping green consumer behavior and their influence on consumers' repurchase intention for eco-friendly household products.

The aim of the article is to determine the influence of green consumer behavior factors on consumers' repurchase intention for eco-friendly household products.

2. Literature Review

Consumer behavior is a complex process that includes many stages and determines the marketing

strategies of organizations and the intention of individuals to purchase a product or service. The factors that determine the intention to purchase can be different and, accordingly, depend on the situation, the worldview or personality traits of individuals. The prices of goods and services, consumer income, needs and available information about the consumer properties of goods and services are also of great importance for consumer behavior. Organizations are increasingly faced with the challenges of the growing green market, therefore, it is appropriate to start the analysis of the concept of green consumer behavior with the examination of the classical term, theories and factors of consumer behavior and the concepts of the green market.

According to Manuere et al. (2022), consumer behavior is an important field of study that examines the consumption choices of individuals, groups or organizations, the purchasing and use habits of goods or services and the ideas, experiences and needs associated with these processes, as well as the ways in which products and services are disposed of. According to Peneda de Oliveira and Sousa, (2020), consumer behavior is characterized by mental and emotional activity in order to satisfy emerging needs and desires. Therefore, consumer behavior research allows us to understand the daily routine of consumers and their daily lives, as well as their relationship with products and services.

Chopra et al. (2020) distinguish five stages of consumer behavior: problem recognition, information search, evaluation of alternatives, final decision, post-purchase decisions. In each stage, consumer behavior manifests itself differently: in the first, the consumer may recognize or discover a problem after seeing an advertising message or hearing information from the environment. In this case, a significant difference between the desired and the actual (unsatisfactory) situation is finally perceived, therefore the desire and decision process are activated. In the second stage, the consumer collects information to fulfill the emerging desire - searches for information on the Internet, in the environment, shows interest and involvement. The third stage is characterized by the fact that the collected information is evaluated and compared,

the individual takes into account his own beliefs, goals, preference for one of the alternatives. In the penultimate stage, the final decision is made – to buy/use a product, service or not. In this case, the consumer decides what to buy, where to buy and how to pay. Here, the time allocated for making a decision, the availability of information and the shopping environment, the attitude of family and friends and the availability of products (size, color, etc.), shortage of stocks and other unforeseen circumstances play a very important role. Finally, the post-purchase stage involves the evaluation of the product and the assessment of consumer satisfaction. In the case of satisfaction, brand loyalty appears, repeat purchases, and in the case of dissonance (dissatisfaction) - the search for alternatives begins, other purchase options are evaluated. Therefore, a necessary aspect at this stage is synergy between the buyer and the seller.

Many theories are used to understand and analyze consumer behavior. The most commonly cited in scientific literature are: The Theory of Planned Behavior is used to analyze consumer intentions regarding a specific behavior through attitudes, subjective norms, and perceived behavioral control (Sheoran and Kumar, 2022). In addition, this theory emphasizes that the consumer's desire to purchase a product or service helps to best predict future consumer behavior, since behavior arises from individual intentions. In this case, all three aspects - attitude, subjective norms, and perceived behavioral control - are understood as indicators that determine the desire to strive for a certain behavior. Attitude reflects a positive or negative assessment, subjective norms - perceived social pressure and the opinion of others, and perceived behavioral control - the individual's own assessment of the ability to perform any specific behavior in a given situation. In addition, the Theory of Planned Behavior model is one of the most commonly used models to understand and explain human behavior. Another approach, the theory of consumption values, explains why consumers choose a product, product category or brand by focusing on perceived consumption values (Tanrikulu, 2021). These values are divided into five subgroups: functional, conditional, emotional, social and epistemic value.

Functional is defined as the perceived benefit or advantage, conditional - as the perceived benefit due to the result, when faced with a specific situation or circumstances, emotional - as the perceived benefit due to the arousal of feelings or emotional state, social - as the perceived benefit due to interaction with the social environment, and epistemic - as the perceived benefit due to the aroused curiosity or desire to satisfy the desire for knowledge. According to the goal framing theory described by Farhat et al. (2022), goals are also a very important factor governing the behavior of individuals. In addition, human behavior is the result of many incentives. According to one branch of the theory, goal-directed framing theory, the media focuses attention on specific events and then frames and gives them meaning. "Framing," or the way in which an object is presented to individuals, also determines how information is processed and used or interpreted in the future. Green marketing is a prime example of this, as it emphasizes green consumer behavior and often plays a crucial role in communicating a key message to consumers through social media that influences consumers' overall environmental concerns. Another theory often used to study consumer behavior is the self-determination theory. According to Gilal et al. (2020), the motivation for individual behavior is divided into two types: intrinsic and extrinsic. This includes the pleasure of engaging in a certain activity (intrinsic motivation) or the pursuit of rewards, praise, and avoidance of punishment (extrinsic motivation). In a broader context, two additional types of motivation are distinguished between extrinsic and intrinsic motivation: introjected and identified motivation. In the case of introjected motivation, the individual's behavior is manifested in order to avoid shame or disapproval from others. Identified motivation is observed when the individual recognizes the importance and benefits of an action or behavior and is therefore motivated to behave in this way. In addition, this approach is complemented by social cognitive theory, which, according to Khan et al. (2020), explains consumer behavior not only through personal, but also through environmental factors. Personal (internal) factors reflect the desire to perform a

Table 1
Categories of Factors Determining Consumer Behavior and their Broader Descriptions

Category		Description
Personal	Age	People's needs and mindsets change over the years. Therefore, in order to reach their target audience, marketers must first assess the age groups for which their products are aimed.
	Personality	Personality is characterized by self-confidence, dominance, sociability, and independence. Most marketers focus on consumer personality and develop strategies to influence it.
	Lifestyle/ marital status	It is a person's life pattern, expressed in their activities, interests, and opinions. Companies develop marketing strategies based on research related to consumer lifestyles.
	Values	These are the beliefs that a person holds about various topics. Values shape attitudes and determine consumer decisions. A particular product or service that is linked to a person's values helps a company present the product in a positive way to the consumer.
	Motivation (needs)	Motivation can be described as an immediate need that a person seeks to satisfy. These two factors interact with each other and encourage a person to buy a product.
Psychological	Perception	It is a process during which a person selects, systematizes, and interprets the information received to form a clear picture and make a decision about purchasing a product.
	Learning (experience)	Learning and experience are closely related, as experience is information gathered and interpreted by the user, and learning is the behavioral changes that occur as a result of a specific experience. Therefore, the goal of all marketers is to ensure that their product is not associated with a bad experience for consumers.
	Memory (opinions, attitudes)	Memory is what remains with a consumer after a certain experience. Memory is associated with opinion, which is why it is very important for marketers to constantly conduct opinion research on potential customers.
Social		Social factors include family, friends, social networks, word-of-mouth advertising. The opinions of other people are a very important factor in determining a consumer's decision.
Cultural		Many consumers, before purchasing a product, evaluate whether it matches their habits, mindset, and cultural values. Therefore, marketers must assess the characteristics of the market culture when introducing their product to the market.
Economic		Economic factors include personal income, family income, consumer credit, and savings. In order to get to know their consumers, marketers conduct various studies related to individuals' spending and savings.

certain behavior, while environmental (external) factors - whether the environment encourages such behavior. Therefore, it is very important to study consumer awareness, knowledge, attitudes, and motivational factors that determine their desire to improve their behavior with the environment. Finally, the Attitude-Behavior-Context Theory states that consumer behavior depends on their expectations from specific actions, and consumers' intentions to buy, for example, eco-friendly products are limited by their attitude towards eco-friendly brands and the perceived quality of the products used (Liao et al., 2020).

Thus, from the generalized theories, it can be seen that consumer behavior is a very complex process, which consists of many factors, so it is not surprising that at each stage of consumer behavior there are many components that can influence consumer choices. These components are divided into four categories - cultural, social, personal and psychological factors. Peneda de Oliveira and Sousa (2020) emphasize that some authors distinguish cultural factors as the most determining factors in consumer behavior, as culture instills certain values and perceptions. However, when it comes to green consumer behavior, for example, according to these authors, social and personal factors are of greatest importance - the desire for well-being and recognition, age, profession or education, financial situation, etc. Thus, Table 1 shows the factors determining consumer behavior.

According to Jasiukonytė and Tamulienė (2023, p. 109), consumer behavior is described as "<...> consumer behavior based on certain factors, which begins with the emergence of a need and ends with behavior that occurs after the purchase of the product." Therefore, throughout the process, it is important for sellers to know the factors that can determine the potential customer's final decision and to respond to them accordingly. The authors add another one to the above-mentioned four categories of factors of Peneda de Oliveira and Sousa (2020) – economic factors, which also play a significant role in the final choice. Table 1 shows the categories of factors determining consumer behavior summarized by Jasiukonytė and Tamulienė (2023) and their broader descriptions.

However, despite all the insights, it is important to remember that consumer behavior is changing. Over time and with the rapid growth of technology and human needs, consumer behavior has become even more complicated. The need for sustainable development increased at the global level in the 1980s, when in 1983 the World Commission on Sustainable Development established the Brundtland Commission to unite countries in addressing the problem of unsustainable development. Since then, with increasing awareness of climate change issues, continuous environmental degradation and growing concern for protecting the planet, many countries have developed and continue to improve strategies to combat climate change, and from a consumer perspective, they are trying to understand the factors that influence a more sustainable lifestyle and consumer behavior that contributes to a sustainable future. Thus, growing concern for the environment has also led to the formation of a purchasing model that prioritizes environmentally friendly products. The 2030 Agenda for Sustainable Development recognizes the environmental impact of society's consumption patterns and lifestyles and establishes goals for promoting sustainable and healthy lifestyles and green consumption (Aljanabi and AL-Hadban, 2023). In particular, Goal 12 emphasizes the need to integrate environmental, social and economic elements in order to ensure sustainable consumption and production patterns.

As environmental awareness grew, the concept of green consumer behavior emerged, encompassing green consumers who prefer products that do not pose a risk to health or the environment. An even broader concept, green consumerism, has also emerged, encompassing social awareness of green consumer behavior. In addition, the latter behavior is also defined as a shift to recycled products and an ethical decision-making process, during which consumers are not only users of the purchased product, but also carry out socially responsible activities with their actions. Therefore, in this case, additional stimuli appear for consumers. Green consumer behavior is also described as the purchase of environmentally friendly products or services in order to reduce the negative impact on

nature and the entire planet. The most important components distinguished among the influencing factors are: knowledge-seeking behavior (when greater knowledge about environmental impact leads to more responsible choices), emotional value (perception of good behavior, morality, compliance with values), social value (creating a good image in front of others), and caring for the environment (when there is a positive relationship between concern for the environment and intentions for green behavior). According to Macijauskaitė–Daunaravičienė and Mikalauskiėnė (2023), green consumer behavior is also a very complex phenomenon, encompassing many aspects: purchasing sustainable products, recycling, using energy-saving appliances, ethical investments (from an environmental perspective), switching to eco-friendly food, changing vehicles, purchasing recycled goods, minimalist consumption behavior, etc. In addition, as Alam et al. (2023) argue, consumers may develop different attitudes towards the environment depending on the presence of other people and imposed beliefs or, as Dreyer et al. (2022) argue - due to possible discomfort in choosing more environmentally friendly alternatives.

According to Habib et al. (2021), the important components of green consumer behavior are the level of consumer knowledge and tangibility. Consumers often rely on their personal level of knowledge related to climate-friendly actions when making decisions to purchase a product or service. The belief that sustainable products are not as effective or good as their conventional counterparts can play an important role and determine the consumer's choice in the green market. Therefore, communication with consumers and the presentation of product benefits (such as durability) become very important here. In addition, another important aspect is tangibility. Climate change and other sustainability-related issues can seem distant and abstract, so if the consumer does not personally feel the consequences, the desire to choose more environmentally friendly behavior may not arise. Therefore, in a green context, bringing the problem closer and making it more tangible is of paramount importance.

According to Li (2020), green consumption has three main meanings: first, it encourages consumers to consume environmentally friendly products, second, it draws attention to waste disposal in the consumption process to avoid environmental pollution, and third, it directs consumers to change their consumption concepts, promote environmental conservation, and strive for health. In green consumer behavior, the consumption of green goods also includes the avoidance of several types of goods: 1) goods that pose a risk to the health of consumers and others, 2) goods that consume a lot of resources during production, use, and disposal, 3) goods whose packaging unnecessarily exceeds the size of the goods, 4) goods made from rare animals or limited natural resources, 5) goods that are produced through cruel treatment of animals, 6) goods that negatively affect other countries (especially developing countries). In addition, the 5R principle (refuse, reduce, reuse, repurpose, recycle) is recognized in the global green market - resource conservation, pollution reduction, reuse, adaptation elsewhere and recycling. Author Li (2020) also emphasizes the 4 components that comprise the characteristics of green consumer behavior: economical consumption (minimum consumption of resources and energy), clean consumption (minimum amount of waste and pollutants generated during consumption), safe consumption (consumption results that do not pose a risk to the health of the consumer or others), sustainable consumption (consumption results that do not pose a risk to future generations).

3. Data and Methods

The analysis of previous studies, including their methodologies, results and limitations, indicates that eco-friendly product purchase decisions are frequently examined, whereas green consumer behavior is less often analyzed through the lens of repurchase intention. In addition, it was noted that in empirical studies of green consumer behavior, the examination of social and situational factors, such as culture, subjective norms and product attributes, prevails, but cognitive and personal factors and certain groups of them are analyzed less often. Based on these insights, constructs of fac-

tors that are repeated in studies, but less frequently examined groups, were included in the research model. Another important aspect is that the studies mainly analyze the food and cosmetics sector, but lack information about household goods, such as household chemicals, etc. According to the report "Global 2025-2030 forecast for eco-friendly household cleaning products market by form, type, product, distribution channel", the annual growth rate of the eco-friendly household cleaning products market is expected to be 7.4% by 2030. Therefore, the analysis of consumer purchasing behavior in this sector is extremely relevant. Taking into account all these aspects, a research methodology has been developed.

The aim of the study is to determine which green consumer behavior factors have the greatest influence on consumers' repurchase intention for eco-friendly household products.

Most studies mention the importance of consumers' personal characteristics in their eco-friendly product choices (Pilgrimienė et al., 2020; Wijekoon, and Sabri, 2021; Ahmed et al., 2023). In addition, personal factors such as environmental concern and environmental knowledge have a direct and significant influence on eco-friendly purchase intentions, and the cognitive factor - the perceived green value of the product's values and direct benefits - is one of the main drivers of purchase behavior. Based on these insights, hypotheses H1 and H2 are formulated:

H1 – Cognitive factors have a stronger effect on consumers' repurchase intention for eco-friendly products than personal factors.

H2 – The cognitive factor "perceived green value" has a positive effect on consumers' repurchase intention for eco-friendly products.

In the theory of planned behavior, perceived behavioral control, along with two other variables (attitude and subjective norms), affects consumer intentions, and according to Zhuang et al. (2021), it was also found to have a positive effect on consumer purchase intentions for eco-friendly products. In addition, attitude influences consumer behavior in adopting eco-friendly product purchase behavior. Based on these insights, it is assumed that the influence of the latter factors on repurchase inten-

tion is also significant. Hypotheses H3 and H4 were formulated to assess this:

H3 – The cognitive factor "perceived behavioral control" has a positive effect on consumers' repurchase intention for eco-friendly products.

H4 – The personal factor "attitude toward eco-friendly products" has a positive effect on consumers' repurchase intention for eco-friendly products.

According to Asan et al. (2024), the experience of an eco-friendly brand has the strongest influence on eco-friendly brand loyalty, and one of the main factors that make up the experience is brand trust. Therefore, it is assumed that brand trust is significant not only in the growth of loyalty to eco-friendly products, but also in the intention to repurchase. Based on this, the H5 hypothesis was formulated:

H5 – The personal factor "brand trust" has a positive influence on consumers' repurchase intention for eco-friendly products.

The quantitative method chosen is an online survey. This method is convenient for collecting data, testing the hypotheses put forward and assessing the relationships and mutual effects of the constructs under consideration. In addition, this method ensures the anonymity of respondents and confidentiality of data, so the answers are more sincere and honest. In the study, the online survey method helps to assess the relationships between different and specific factors in making a decision to purchase eco-friendly products. The online survey questionnaire was written in Lithuanian, and respondents are given the opportunity to answer the questions independently at a time convenient for them and in any place with access to the Internet. The questionnaire contains open-ended and closed-ended questions, for which the scales that best reflect the questions are presented, respectively: nominal, ordinal and interval. In addition, the Likert rating scale is applied, which is widely used by researchers to study consumer intention to purchase eco-friendly products. A five-point rating system was chosen for the Likert scale, where the minimum score - 1 means "strongly disagree", and the maximum - 5 - "strongly agree". In the assessment, the "neither agree nor disagree" opinion corresponds to the median score of 3. Although some-

Table 2
Constructs used in Previous Studies to Create Survey Statements and their Reliability Indices

Construct	Number of items	Cronbach alpha	Source
Eco-friendly product purchasing behavior	3	$\alpha = 0.876$	Duque Oliva et al. (2024)
Eco-friendly product purchase intention	4	$\alpha = 0.761$	Kamalanon et al. (2022)
Trust in eco-friendly brands	3	$\alpha = 0.818$	Strauss and Kleine Stüve (2016)
Attitude toward eco-friendly products	3	$\alpha = 0.823$	Duque Oliva et al. (2024)
Attitude toward non-eco-friendly products	3	$\alpha = 0.846$	Duque Oliva et al. (2024)
Perceived behavioral control	3	$\alpha = 0.820$	Duque Oliva et al. (2024)
Perceived green value	3	$\alpha = 0.866$	Ansu-Mensah (2021)

Table 3
Respondent Sample Based on Good Practice from Previous Studies

No.	Author and year	Research method	Sample size
1.1.	Pilgrimienė et al. (2020)	Survey	405
2.1.	Ansu-Mensah (2021)	Survey	478
3.1.	Ali et al. (2023)	Survey – „WeChat“ platform	328
4.1.	Asan et al. (2024)	Survey	404
Average:			404

times authors use a seven-point rating system, in this case a five-point rating system was chosen due to the less radical differences between the given answer options (Joshi et al., 2015).

Organization of a quantitative study. In the introductory part of the questionnaire, respondents are introduced to the research problem and the importance of their answers and participation in the study. In addition, they are encouraged to answer honestly, without rushing, thinking and without falsifying their answers. To reach the required number of respondents, the questionnaire was shared on social networking platforms, sent by e-mail and distributed through direct contact with potential respondents. At the end of the questionnaire, respondents are asked questions related to their sociodemographic data - age, gender, education and monthly income. Nominal and ordinal scales are used for this. Constructs and scales approved in previous studies were used to create the questionnaire (Table 2).

Sample of the quantitative study. The average

sample size for the quantitative study was calculated using the Paniotto formula and the good practice of previous studies that applied the same method (Table 3). Convenience sampling, a non-probability sampling method, was chosen for respondent selection.

Paniotto formula: $n = 1/(\Delta^2 + 1/N)$
 n – required number of respondents;
 Δ – sampling error (0.05);
 N – population size.

According to the data of the Lithuanian statistics portal, at the beginning of 2024 there were 1,815,565 working-age persons in Lithuania, i.e., the group with the highest purchasing power. Thus, the sample size was calculated as follows:

$$n = 1/(0.05^2 + 1/1,815,565) = 1/(0.0025 + 1/1,815,565) = 1/0.0025005508 \approx 400 \text{ respondents.}$$

To ensure research ethics, the introductory part of the questionnaire presented the aim of the study to respondents and noted that the survey was anonymous. No identifying data, such as surnames or other details that could reveal the identity of

participants, were collected. Confidentiality and anonymity requirements were also followed during data processing.

Thus, based on the data presented in the table and the Paniotto formula calculations, the average sample size of the quantitative study was 400 respondents. Five hypotheses were tested, and the collected data were analyzed using SPSS statistical software.

4. Discussion of Results

A total of 498 respondents participated in the survey. However, based on responses to the first control question concerning the purchase behavior of eco-friendly household products, 91 respondents were removed from further analysis because they did not purchase such products. Further data screening showed that some responses distorted the research results because they represented outliers; therefore, those responses were excluded. As a result, 399 questionnaires were analyzed in the study.

The distribution of respondents by gender was uneven. Statistical analysis showed that the survey included 130 men (32.6%), 243 women (60.9%) and 26 respondents who selected another gender category (6.5%). Considering these data, gender groups were not compared further because the distribution was not sufficiently balanced. Another important aspect is that the distribution by education was also uneven: more than half of the respondents had a university degree (210), while substantially fewer had non-university higher education (61), and even fewer respondents had lower levels of education.

The distribution of respondents by age and income was relatively similar across the groups. The average age of the respondents was 34 years, and average monthly income was EUR 1,557.44. The number of respondents was relatively balanced across the three age groups (142, 139 and 118, respectively) and across the five monthly income groups (87, 92, 82, 82 and 56, respectively). This distribution is important for the study because it makes it possible to assess the behavior of respondents of different ages and income levels in the context of purchasing eco-friendly products.

The analysis then turns to respondents' repurchase behavior. The first questionnaire items were

general questions intended to identify how often respondents purchase such products and how they understand the concepts of green consumer behavior and eco-friendly products.

The diagram (Figure 1) shows that the most frequent responses concerning purchase frequency were "once or several times per month" (215) and "once every six months" (125). This distribution appears logical, considering that the question focused on eco-friendly household products, which are not usually first-necessity goods.

Based on the theoretical material, respondents were then presented with four definitions explaining green consumer behavior and eco-friendly products. The purpose was to identify respondents' opinions and level of understanding (Table 4).

The table shows that nearly half of the respondents understand green consumer behavior and eco-friendly products as a complex phenomenon composed of several dimensions (197 responses), ranging from purchasing to investments and other practices. This indicates that many respondents understand that green consumer behavior is not limited to the purchase of eco-friendly products, which was the view selected by the smallest group of respondents (55).

Respondents' purchasing behavior was then compared across age groups. The patterns were found to be relatively similar. The charts below illustrate these results (Figure 2).

The charts show that respondents in all age groups most frequently agreed that they regularly purchase eco-friendly products, had purchased several eco-friendly products during the previous month and had chosen eco-friendly products instead of conventional ones during their most recent shopping trip. A considerable number of respondents also remained neutral and selected the option "neither disagree nor agree".

To assess what most strongly determines the decision to repurchase eco-friendly household products, respondents were asked to choose one of six factors: price, quality, product availability, health concern, environmental concern or label information. Statistical analysis showed that the three most influential aspects were health concern (114), environmental concern (107) and product quality (94).

Figure 1
Purchase Frequency of Eco-friendly Household Products

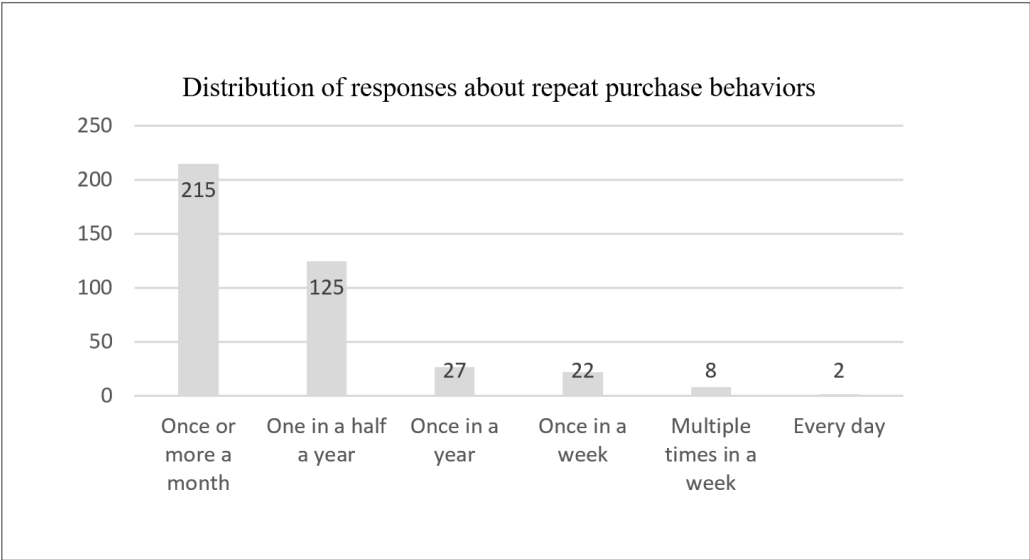
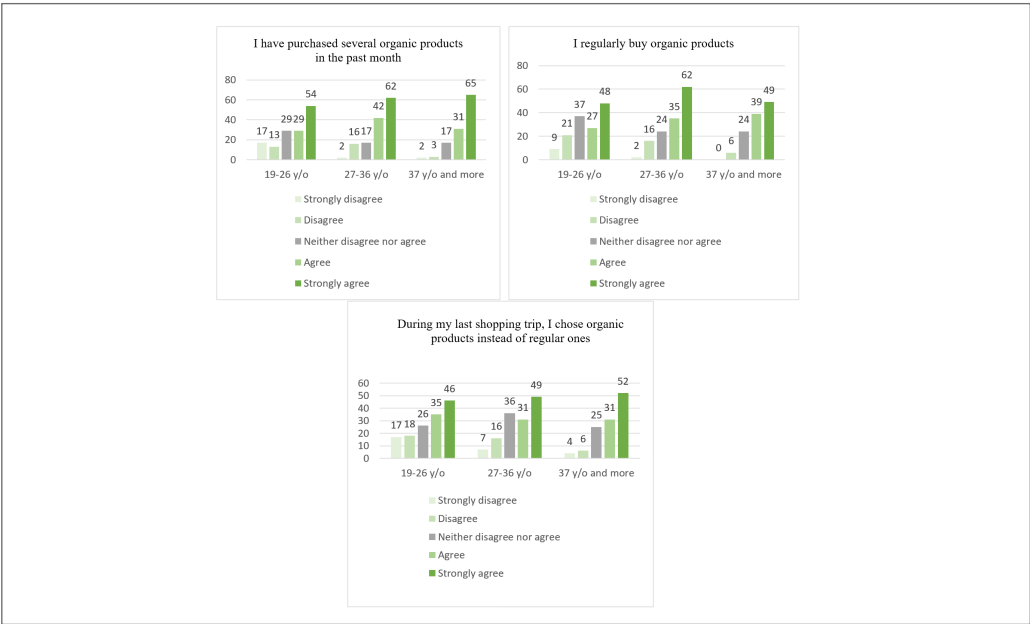


Figure 2
Repurchase Behavior Across Age Groups



Compared with previous studies, especially those conducted in Lithuania, an unusual result was observed: price was not the most important factor (19) when choosing such products. In this case, even label information (31) outweighed price as a determinant of choice.

Cronbach's alpha coefficient was used to assess the reliability of the collected data and the internal consistency of questionnaire items. According to Bekešienė (2015), an acceptable Cronbach's alpha

coefficient is 0.7 or higher. The reliability of the full questionnaire developed for this study was 0.895, indicating good internal consistency; therefore, the scale can be used in statistical analysis. The Spearman-Brown increased reliability coefficient was close to Cronbach's alpha (0.900), indicating that the variance of responses to different questions was similar. Table 5 presents the reliability coefficients for each construct separately.

As shown in the table, the reliability estimates for

Table 4
Definitions of Green Consumer Behavior

Definition	Frequency	Frequency (%)
Green consumer behavior is a phenomenon encompassing many aspects: purchasing sustainable products, recycling, using energy-saving appliances, making ethical investments from an environmental perspective, switching to eco-friendly food, changing vehicles, purchasing recycled goods, minimalist consumption behavior, etc. (Macijauskaitė-Daunaravičienė and Mikalauskienė, 2023).	197	49.4
In green consumer behavior, an eco-friendly product is understood as a product whose entire life cycle reflects attention to environmental protection - from design and raw material procurement to production, transportation and use (Kumar and Ghodeswar, 2015).	85	21.3
In green consumer behavior, the consumption of eco-friendly products refers to choosing products manufactured without toxic ingredients or environmentally harmful processes (Kumar and Ghodeswar, 2015).	62	15.5
Green consumer behavior is defined as the purchase of environmentally friendly products or services in order to reduce negative effects on nature and the planet as a whole (Han, 2020).	55	13.8

Table 5
Definitions of Green Consumer Behavior

Construct	Number of items	Cronbach alpha in this study	Cronbach alpha in previous studies
Eco-friendly product purchasing behavior	3	$\alpha = 0.847$	$\alpha = 0.876$
Repurchase intention for eco-friendly products	4	$\alpha = 0.700$	$\alpha = 0.761$
Trust in eco-friendly brands	3	$\alpha = 0.883$	$\alpha = 0.818$
Attitude toward eco-friendly products	3	$\alpha = 0.807$	$\alpha = 0.823$
Attitude toward non-eco-friendly products	3	$\alpha = 0.755$	$\alpha = 0.846$
Perceived behavioral control	3	$\alpha = 0.845$	$\alpha = 0.820$
Perceived green value	3	$\alpha = 0.797$	$\alpha = 0.866$

all constructs and for the overall questionnaire are above 0.7. Therefore, it can be concluded that the questionnaire was prepared appropriately and demonstrates acceptable internal consistency.

At the initial stage of the analysis, the main characteristics of the data were also examined. Composite variables were created for each construct of the research model based on the questionnaire items. Table 6 presents the minimum and maximum values, means, standard deviations, skewness and kurtosis statistics for the main research constructs. These statistics help assess whether the data distribution is close to normal: values close to 0 indicate an approximately normal distribution, while values below -1 or above 1 indicate a clearer departure from normality.

The table shows that the skewness and kurtosis values of all constructs fall within the interval [-1; 1], and no significant outliers remained in the

sample after data screening. Considering the ordinal nature of Likert-scale data and the results of distribution assessment, Spearman's correlation coefficient was used for the correlation analysis, and regression equations were subsequently estimated.

Correlation analysis was used to test the relationships between variables and their strength. Relationships were examined in accordance with all research hypotheses: H1 (cognitive factors have a stronger effect on consumers' repurchase intention for eco-friendly products than personal factors), H2 (the cognitive factor "perceived green value" has a positive effect on consumers' repurchase intention for eco-friendly products), H3 (the cognitive factor "perceived behavioral control" has a positive effect on consumers' repurchase intention for eco-friendly products), H4 (the personal factor "attitude toward eco-friendly products" has a positive effect on consumers' repurchase intention for eco-friend-

Table 6
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. error	Statistic	Std. error
Eco-friendly product purchasing behavior	399	3	15	11.60	3.122	-.705	.122	-.239	.244
Repurchase intention for eco-friendly products	399	10	20	17.67	2.523	-.928	.122	.023	.244
Trust in eco-friendly brands	399	4	15	11.74	2.574	-.303	.122	-.637	.244
Attitude toward eco-friendly products	399	4	15	11.74	2.574	-.303	.122	-.637	.244
Attitude toward non-eco-friendly products	399	5	15	12.50	2.256	-.436	.122	-.747	.244
Perceived behavioral control	399	5	15	12.48	2.525	-.839	.122	.150	.244
Perceived green value	399	7	15	12.97	2.148	-.681	.122	-.725	.244

ing that product manufacturing harms animals, plants and the environment ($r = 0.515$). In the case of perceived behavioral control and repurchase intention, the strongest relationship was found between trying to collect product information in order to control one's choices and considering a shift to eco-friendly products ($r = 0.532$). A similar relationship was found between trying to maintain full control over decisions and considering a shift to eco-friendly products ($r = 0.557$). Finally, when analyzing the relationship between perceived green value and repurchase intention, the strongest correlation was observed between the perception that eco-friendly products provide greater personal benefits than other products and considering a shift to eco-friendly products ($r = 0.513$). These observations indicate that the stronger the perceived value of eco-friendly products and the clearer the perceived harm of non-eco-friendly products to the environment or animals, the stronger the intention to purchase or shift to eco-friendly products and to control one's choices.

Regression analysis was then performed. Regression models were developed to test hypotheses H1–H5. Regression analysis helps identify and describe the type of relationship between variables and the average values of the dependent variable

in relation to one or more independent variables. In these models, the dependent variable was repurchase intention for eco-friendly products, while the independent variables were perceived green value, perceived behavioral control, attitude toward eco-friendly and non-eco-friendly products, and brand trust. The significance of the regression models was assessed using ANOVA and coefficient values (Table 8).

The table shows that the regression equation developed for H1 with cognitive factors ($y = 9.06 + 0.34x$) is statistically significant and has acceptable explanatory power ($R^2 = 0.342$), indicating that cognitive factors explain approximately 34% of the variance in repurchase intention. The regression equation for personal factors ($y = 8.63 + 0.25x$) is also statistically significant and has slightly higher explanatory power ($R^2 = 0.357$), indicating that personal factors explain approximately 35% of the variance in repurchase intention. In both cases, the regression models are statistically significant because the p-value of the F-test is below 0.001. The regression results therefore confirm that personal factors have a marginally stronger effect on consumers' decisions than cognitive factors. The regression equations for H2–H4 are also statistically significant and have acceptable explanatory power ($R^2 = 0.313$, R^2

Table 7
Correlation Table

		Correlations					
Spearman correlation coefficient		Cognitive factor group	Personal factor group	Perceived green value	Perceived behavioral control	Attitude toward eco-friendly and non-eco-friendly products	Brand trust
	Correlation coefficient	.635	.637	.589	.621	.642	.499
	Significance (two-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	399	399	399	399	399	399

Table 8
Linear Regression Analysis

Independent variable		Unstan- dardized B	Standardized coefficients Beta	Coefficient of determi- nation (R ²)	Significance	Regression equation
H1	Cognitive factors	.341	.585	.342	<.001	y=9.06+0.34x
	Personal factors	.246	.598	.357	<.001	y=8.63+0.25x
H2	Perceived green value	.657	.560	.313	<.001	y=9.15+0.66x
H3	Perceived behavioral control	.561	.562	.316	<.001	
H4	Attitude toward eco-friendly and non-eco-friendly products	.369	.602	.363	<.001	y=8.45+0.37x
H5	Brand trust	.449	.458	.210	<.001	y=12.4+0.45x

ly products), and H5 (the personal factor "brand trust" has a positive effect on consumers' repurchase intention for eco-friendly products). Table 7 presents the correlation coefficients. The strength of the correlation coefficients was interpreted based on the absolute values.

The table shows that the Spearman correlation between the cognitive factor group and repurchase intention is positive, statistically significant and of moderate strength ($r = 0.635, p < 0.05$). This means that higher perceived green value and perceived behavioral control are associated with a higher likelihood of repurchase. The correlation between the personal factor group and repurchase intention is also positive, statistically significant and of moderate strength ($r = 0.637, p < 0.05$). This means that stronger brand trust and a more positive attitude toward eco-friendly products are associated with a higher likelihood of repurchase. Comparing the two coefficients shows that the relationship is marginally stronger for personal factors than for cognitive factors; therefore, H1 is not supported.

The Spearman correlation between perceived green value and consumers' repurchase intention for eco-friendly products is positive, statistically significant and of moderate strength ($r = 0.589, p < 0.05$). This means that higher perceived green value is associated with a higher likelihood of repurchase. Thus, H2 is supported.

The Spearman correlation between perceived

behavioral control and consumers' repurchase intention for eco-friendly products is positive, statistically significant and of moderate strength ($r = 0.621, p < 0.05$). This means that higher perceived behavioral control is associated with a higher likelihood of repurchase. Thus, H3 is supported.

The Spearman correlation between attitude toward eco-friendly products and consumers' repurchase intention for eco-friendly products is positive, statistically significant and of moderate strength ($r = 0.642, p < 0.05$). This means that a more favorable attitude toward eco-friendly products is associated with a higher likelihood of repurchase. Thus, H4 is supported.

Finally, the Spearman correlation between brand trust and consumers' repurchase intention for eco-friendly products is positive, statistically significant and of moderate strength ($r = 0.499, p < 0.05$). This means that higher brand trust is associated with a higher likelihood of repurchase. Thus, H5 is supported.

Relationships between individual questionnaire items were also examined. In the case of attitude toward eco-friendly products and repurchase intention, the strongest correlations were found between the desire to buy environmentally friendly goods and refraining from purchase when a product may harm the environment ($r = 0.531$), as well as between considering a shift to eco-friendly products for ecological reasons and feeling bad when know-

Table 9
Supported and Rejected Hypotheses in the Study

Hypothesis	Result
H1 – Cognitive factors have a stronger effect on consumers' repurchase intention for eco-friendly products than personal factors.	Rejected
H2 – The cognitive factor "perceived green value" has a positive effect on consumers' repurchase intention for eco-friendly products.	Supported
H3 – The cognitive factor "perceived behavioral control" has a positive effect on consumers' repurchase intention for eco-friendly products.	Supported
H4 – The personal factor "attitude toward eco-friendly products" has a positive effect on consumers' repurchase intention for eco-friendly products.	Supported
H5 – The personal factor "brand trust" has a positive effect on consumers' repurchase intention for eco-friendly products.	Supported

= 0.316 and $R^2 = 0.363$, respectively), showing that these independent variables similarly explain the dependent variable (approximately 31%, 31% and 36%). The model for H5 is statistically significant as well, but its explanatory power is lower ($R^2 = 0.210$). Therefore, brand trust positively predicts repurchase intention, although its explanatory contribution is weaker than that of the other constructs.

In summary, the quantitative study shows that almost all of the research hypotheses were supported: cognitive and personal factor groups, as well as their individual constructs, significantly influence consumers' repurchase intention for eco-friendly household products. Table 9 summarizes the results of hypothesis testing.

4.1. Assessment of Research Results

H1. Cognitive factors have a stronger effect on consumers' repurchase intention for eco-friendly products than personal factors. To test this hypothesis, correlations between the cognitive and personal factor groups and consumers' repurchase intention were calculated. In both cases, moderate and statistically significant relationships were found. However, the relationship between the personal factor group and repurchase intention was marginally stronger than the relationship between the cognitive factor group and repurchase intention. The regression model confirmed the same pattern: personal factors explained 35% of the variance in repurchase intention, one percentage point more

than cognitive factors. Therefore, H1 was not supported. The results nevertheless confirm the importance of both cognitive and personal factors.

H2. The cognitive factor "perceived green value" has a positive effect on consumers' repurchase intention for eco-friendly products. This hypothesis was evaluated by testing the relationship between perceived green value and consumers' repurchase intention. A statistically significant, positive and moderate relationship was identified: as perceived green value increases, consumers' intention to repurchase eco-friendly products also increases. Therefore, H2 was supported.

H3. The cognitive factor "perceived behavioral control" has a positive effect on consumers' repurchase intention for eco-friendly products. To test this hypothesis, the correlation and regression relationship between perceived behavioral control and repurchase intention was assessed. The analysis revealed a positive relationship of moderate strength, and perceived behavioral control explained 31% of the variance in repurchase intention. Therefore, H3 was supported.

H4. The personal factor "attitude toward eco-friendly products" has a positive effect on consumers' repurchase intention for eco-friendly products. To confirm or reject this hypothesis, the strength of the correlation relationship was assessed and a regression model was developed. The relationship was positive, statistically significant and of moderate strength, and the model explained 36% of the

variance in repurchase intention. Therefore, H4 was supported.

H5. The personal factor "brand trust" has a positive effect on consumers' repurchase intention for eco-friendly products. The same procedures - correlation and regression analysis - were used to test the final hypothesis. The results showed that the correlation was statistically significant, positive and of moderate strength. Thus, the higher the level of brand trust, the stronger the likelihood of repurchase intention. H5 was supported.

5. Methodological Limitations

The methodological limitations of this study should also be acknowledged. First, the study was based on a quantitative online survey and used convenience sampling. Although the final sample size was sufficient for statistical analysis and corresponded to the calculated sample requirement, the use of non-probability sampling limits the generalizability of the results to the entire population of Lithuanian consumers. The sample reflects only those respondents who were reachable through online channels and who agreed to participate in the survey.

Second, the study focused only on consumers who had experience purchasing eco-friendly household products. Respondents who did not purchase such products were excluded from further analysis. This decision was methodologically justified because the study examined repurchase intention; however, it also means that the findings do not explain the barriers or motives of consumers who do not buy eco-friendly household products at all.

Third, the research relied on self-reported data. Respondents evaluated their own attitudes, perceived behavioral control, perceived green value, brand trust and repurchase intention. Therefore, the results may be affected by social desirability bias, especially because environmentally responsible behavior is often perceived as socially desirable. In addition, stated intentions do not always correspond to actual future purchasing behavior.

Fourth, the study examined selected cognitive and personal factors only. Other potentially important determinants, such as price sensitivity, product availability, trust in eco-labels, household

composition, income constraints, previous product experience, greenwashing perceptions and social influence, were not included as independent constructs in the tested model. Their inclusion in future research could provide a more comprehensive explanation of eco-friendly household product repurchase behavior.

Finally, the empirical analysis was based on cross-sectional data, meaning that all variables were measured at one point in time. Therefore, the results reveal statistically significant associations and predictive relationships between the analyzed constructs, but they do not allow strong causal conclusions. Future studies could apply longitudinal or experimental research designs to examine how green consumer behavior and repurchase intention change over time and under different market or communication conditions.

6. Conclusions and Policy Implications

The literature review summarized the concept of green consumer behavior and distinguished the categories of factors that determine green consumer behavior in the market: internal and external factors. Internal factors include cognitive, personal and sociodemographic categories, whereas external factors include cultural and contextual factors, product-related factors, consumption-related factors, behavioral factors, green marketing and social media factors. A broader definition of these categories makes it possible to identify and analyze deeper motives behind consumers' decisions to purchase eco-friendly products.

The research results show that internal factors have the greatest influence on consumers' repurchase intention for eco-friendly products. Among these, the personal factor group has the strongest effect, explaining 35% of the variance in the decision, although the empirical testing of the proposed model also revealed that the difference between the impact of personal and cognitive factors is only one percentage point. The quantitative results show that the cognitive factors - perceived green value and perceived behavioral control - positively affect consumers' repurchase intention for eco-friendly household products, each explaining approximately 31% of the variance. The personal factors of brand

trust and attitude toward eco-friendly products also positively affect consumers' repurchase decision-making: higher scores on these personal factors are associated with a stronger intention to repurchase eco-friendly household products.

Based on the findings, brands offering eco-friendly household products should provide transparent and understandable information about the product's effects on consumer health and the environment, because personal factors, especially health concern, are among the most important determinants of consumers' intention to purchase this category of products. It is also important to strengthen brand trust by ensuring a positive reputation and demonstrated product effectiveness.

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