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## **PERSONAL VALUES, PERCEIVED CONSUMER EFFECTIVENESS AND DEMOGRAPHIC EFFECTS ON GREEN PURCHASING BEHAVIOR OF KOREAN CONSUMERS**

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### **Abstract**

This study is an examination of personal values, perceived consumer effectiveness (PCE), and demographic factors for their influence on Korean consumers' green purchasing behavior. A survey conducted in Seoul, Korea, meaningfully supports the proposed relationships between value orientations, PCE, education level, and green purchasing behavior. Specifically, structural-equation modeling confirms that egoism directly and negatively influences green purchases, and that PCE moderates the indirectly positive effects of altruism and biospherism. Education also drives pro-environmental choices. Practical implications for green marketers are discussed, and suggestions for future research are provided.

*Keywords:* demographics, green purchasing behavior, perceived consumer effectiveness, value orientations

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