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Since rapid economic growth has led to the overuse of natural resources and environmental degradation, increasing attention has been paid to environmental problems. This study aims to explore the relationship between consumers' perceived value and satisfaction, and energy-saving products purchase intention was investigated using appraisal-emotional response-coping theory. Moreover, this study further investigates these relationships in different consumer groups. In total, 399 questionnaires were collected online and offline, and results though structural equation modeling analysis show that functional, emotional, conditional, and green value have a positive effect on consumer satisfaction and thereby promote the intention to purchase energy-saving products. However, social value is not significant for consumer satisfaction. Perceived value influences consumer satisfaction and varies among different consumers according to the results of multigroup structural equation modeling

analysis. These results have practical significance for the design and marketing of energy-saving products.

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As the planet faces the challenge of global warming, every individual and organization must adopt green practices to protect nature. The automobile industry is one of the primary industries which can contribute significantly towards sustainability. This study aims to examine the impact of green behavior and green perceived benefits on the green buying behaviors of automobiles. The research also explores the moderating influence of environmental awareness on the mechanism. The research is based on a quantitative method for which primary data was gathered from 406 respondents across Pakistan, China and Saudi Arabia via Quota-based purposive sampling. The gathered data was analyzed via SmartPLS. The results show that green behavior and perceived benefits positively and significantly influence green buying behavior. The findings also show the moderating role of environmental awareness on green behavior towards green buying and show no impact on the perceived benefits towards buying behavior. The study has practical and theoretical implications for managers, researchers, policymakers and institutions in the context of green automobile development and businesses. The study also contributes to the attainment of sustainable development goals.

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