

Key Factors Affecting Product Awareness and Purchase Decision: A Study on Green Marketing and Consumer Attitudes in Green-Based City

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Abstract

The research aimed to investigate the key factors affecting green product awareness and purchase decisions in green or eco-friendly products. The researched population was green consumers or people who purchased green products in Phetchabun province, Thailand. The author randomized three districts of this province for data collection. The purposive sampling method was performed in targeted areas. A total of 450 usable questionnaires were analyzed in this study. Descriptive statistics, correlation analysis, and multiple regression analysis with the stepwise method have been employed. The results found that (1) all key factors of the study were at high level to reflect the alignment of consumers' opinions with the factors, (2) four key factors including green promotion, environment concern, green purchase attitudes, and reference groups had a positive and significant influence on consumers' green product awareness, (3) green product attributes and green product attitudes had a positive effect on consumers' purchase decision, and (4) consumers' green product awareness had positive significant influence on their purchase decision. The research suggests that business managers and marketers should focus on the five key factors including green product, green promotion, environment concern, green purchase attitudes, and reference groups for improving both the consumers' green product awareness and their purchase decision.

Keywords: Product Awareness, Purchase Decision, Green Marketing, Consumer Attitudes, Green-Based City

Introduction

Today businesses are facing fast-moving and big changing. External factors like society and environment are increasing the crucial role to all kind of businesses around the world. Current rapid growth in the economy worldwide and the consumption behavior of both developed and developing countries are the main causes of environmental degradation (Shamsi & Siddiqui, 2017). People more concern about environmental issues such as global warming, air pollution, environmental pollution, and societal problem. From this realization toward society and the environment, it leads to a sustainable development concept that emphasizes all sectors of business and industry to promote environmental protection and minimizing the negative impact on society and the environment around the world. Therefore, Globalization and environmental issues are the key concern and focus on the management level and strategists.

Many governments more concern about global issues and also try to participate in managing environmental problems (Kane, 2011; Kianpour, Anvari, Jusoh, & Othman, 2014). Thailand government implemented the key policies and strategies to address economic, societal and environmental issues in the country. This implementation is expecting to improve Thai

society and environment including people quality, health and safety, agriculture and production development, pollution control, and entrepreneurs' productivity. Phetchabun province is located in the northern area of Thailand. There, the governor executed the main strategies on safety agriculture, productivity improvement, and natural resource and environment management for sustainability. This means Phetchabun province has operated in green policy and strategy. The evidence on this operation is Phetchabun green market, farmer markets, healthcare and safety foods exhibition, and promoting no pesticide use in agriculture. Therefore, Phetchabun province is a green-based city to produce green products for supporting Thai people kitchens and export to other countries.

Modern consumers are concerning social and environmental problems like global warming, air pollution, and health status. Some studies showed that green products can reduce environmental issues. This leads the consumers to purchase the products that less impact on the environment or eco-friendly products or green products (Kaur & Bhatia, 2018; Lin, Chen, Chiu, & Lee, 2011). Green consumption is related to environmentally responsible consumption and tries to reduce the environmental issues in purchasing, using, and disposing of various products and services (Joshi & Rahman, 2015). From that, green or eco-friendly products become one of the key products that consumers prefer and their demand is increasing around the world (Siddique & Hossain, 2018). Green consumers mean persons who think of the effect of the company production on society and the environment, and also their purchase behavior and related activities in the market (Shabani et al., 2013). Thus, many companies see 'green' as a source of competitive advantage (Kane, 2011). The companies and entrepreneurs try to produce green or eco-friendly products to serve consumers' needs and satisfy them in this green. Greener business will become more trusted in the marketplace, attract customers who value environmental performance (Kane, 2011). And also it can convince consumers to believe in the good thing what company do for the society and environment (Kotler & Keller, 2012).

Therefore, understanding the key factors that influence green buying behavior is a crucial thing for business growth, success, and sustainability in the future. The present study aimed to investigate what key factors affect consumers' green awareness and intention to purchase green products.

Research Objective

The main focus of this study was to examine the key factors affecting green product awareness and purchase decisions in green consumers. In particular, the objectives of the study were:

- 1) To study the effect of key factors including marketing mix, environmental concern, social media, green purchase attitudes, and reference groups on green product awareness.
- 2) To investigate the influence of the key factors included the marketing mix, green purchase attitudes, and reference groups on the purchase decision.
- 3) To test the green product awareness affecting the purchase decision in green consumers.

Review of Literature

Green marketing mix

Marketing mix including product, price, place, and promotion is the core business process. Because it builds the competitive advantage of the organization, therefore, all business firms need to focus on this thing and have to implement it for business success (Misra, 2015). For example, product attributes like product features and quality influence the consumer's value and satisfaction (Kotler & Armstrong, 2014). Green marketing is to minimize the negative effect on the environment. Many organizations use green marketing programs supporting

their organizational concern and strategy for environmental issues. To make green marketing success and attract consumers' interest, companies should make the green product novel and take the lead by adopting innovative things during green marketing (Lao, 2014). When companies implement green marketing to satisfy the consumers, it needs to divide the green market into different segments to formulate green positioning and green marketing mix strategies (Chen & Chang, 2012). Previous studies pointed out that green marketing must consider 4Ps - product, price, place, and promotion and their conclusions found that green marketing influenced consumer purchase decisions (Manjunath & Manjunath, 2013). Some study summarized that promotional tool of marketing strategy motivates consumers' green purchase decision (Kianpour, Anvari, Jusoh, & Othman, 2014). And some researchers noted that green product, green price, and green promotion activities could affect the green purchase behavior (Boztepe, 2012). Promotional activities on the green product like environmental advertisement had affected the green product awareness (Siddique & Hossain, 2018; Yeng & Yazdanifard, 2015). Also, eco-label products and environmental advertising had a positive linkage toward green purchase intention (Chekima, Wafa, Igau, & Chekima, 2015; Yeng & Yazdanifard, 2015).

Environment Concern

Today consumers concern social and environmental issues such as global warming, environmental pollution, and health balance (Kaur & Bhatia, 2018). They prefer to use products that cause less pollution and are not dangerous for the world (Mobrezi & Khoshtinat, 2016). Consumers' environmental concern level links with consumer awareness in the product use and connects to their attention in buying the green or eco-friendly product. Therefore, consumers who have environmental concerns will purchase green products (Kianpour, Anvari, Jusoh, & Othman, 2014). But some studies showed that environmental concern did not influence consumers' green product awareness (Siddique & Hossain, 2018). In the past, studies showed that positive environmental attitudes did not influence the purchase behavior of green products (Joshi & Rahman, 2015). Also, environmental attitudes like concerning environmental issues had a positive effect on green purchase intention (Chekima, Wafa, Igau, & Chekima, 2015; Sharma, 2017).

Social media

Social media is the key communication tool in today life and business. It is online or electronic media which open for effective and fast communication amongst online users. Social media use for green initiatives can benefit for the organizations such as knowing the clients' needs, building the green brands, and enhancing green customer relationship (Williams, Page, & Petrosky, 2014). Social media also is considered as the key channel for consumers to become familiar with the green products and develop consumer awareness in the green situation (Siddique & Hossain, 2018; Williams, Page, & Petrosky, 2014). Some study pointed out that social media on the green product had not affected the green product awareness (Siddique & Hossain, 2018). But some previous research claimed that social media like green blogging motivated and positively influenced the adoption of green choice behavior (Biswas, 2016; Biswas & Roy, 2014). The previous study noted that the accessibility of company data, trusted information, and corporate reputation influenced the green product purchase decision (Arikan & Guner, 2013).

Green purchase attitudes

Attitudes are used in predicting consumer's behavior or forming the intention to act. Attitude towards the environment can predict people's green buying patterns (Cherian & Jacob, 2012). Therefore, the companies have to understand consumers' attitudes for producing satisfied products serve the consumers' needs (Kianpour, Anvari, Jusoh, & Othman, 2014). Previous studies pointed out that personal factors like consumers' interests in environmental issues, corporate social responsibility, and environmental practices of the company affected

consumers' green purchasing (Kabadayi, Dursun, Alan, & Tuger, 2015; Kaur & Bhatia, 2018). And previous studies have clearly shown that consumers' perceived effectiveness of green product was the key factor to motivate the green product buying (Kianpour, Anvari, Jusoh, & Othman, 2014). Perceived consumer effectiveness significantly affected consumer attitudes and indirectly influence consumer buying intention (Joshi & Rahman, 2015). Some study claimed that positive attitude on green product affected willingness to buy the green product (Mobrezi & Khoshtinat, 2016).

Reference groups

Reference groups are the people who give information, recommend the product to trial, and convince the audience to use the products. When the consumers unfamiliar with the product, it may cause less interested and does not purchase that product (Siddique & Hossain, 2018). Therefore, reference groups will be the critical factor to motivate the consumer to increase green awareness and deciding to buy the green product. Some studies concluded that reference groups like family and friends motivate consumers to purchase green products (Kianpour, Anvari, Jusoh, & Othman, 2014). And also, some study noted that the reference group was the critical factor to affect the green product awareness (Siddique & Hossain, 2018).

Green product awareness

Green product awareness refers to the ability of the consumer to identify the product with green recognition and recall (Siddique & Hossain, 2018). Greener business will become more trusted in the marketplace, attract customers who value environmental performance (Kane, 2011). The previous study concluded that consumers with higher ecologically conscious behavior showed higher green purchase intention and ecologically conscious behavior had a positive impact on green purchase behavior (Akehurst, Afonso, & Goncalves, 2012). Some studies found that green product awareness has correlated with green purchase decisions (Siddique & Hossain, 2018). And some studies claimed that green product awareness had a strong correlation with green product consumption (Sharma & Trivedi, 2016).

Purchase decision

Consumers' purchase decision is the important thing that the marketers have to focus on. The key questions to any organization for accelerating business growth are why the consumers buy the products and what key factors affecting their decision. From this point, marketers need to think of consumer behavior like personal, psychological, social, and cultural characteristics (Kotler & Armstrong, 2014; Solomon, 2015). Some studies confirmed that the effect of green product awareness on green purchase decisions (Siddique & Hossain, 2018). Previous research pointed out that many factors including marketing mix, social media, environmental concern, consumer green attitudes, reference groups, green product awareness influence on purchase intention and decision (Akehurst, Afonso, & Goncalves, 2012; Boztepe, 2012; Joshi & Rahman, 2015; Kianpour, Anvari, Jusoh, & Othman, 2014; Manjunath & Manjunath, 2013; Siddique & Hossain, 2018).

The hypothesis of the study

H1: There is a positive impact of the green marketing mix, environmental concern, social media, green purchase attitudes, and reference groups on green product awareness.

H2: There is a positive impact of the green marketing mix, green purchase attitudes, and reference groups on the purchase decision.

H3: There is a positive impact of green product awareness on the purchase decision.

Research Framework

The conceptual framework of the research showed in Figure 1. This study aimed to examine key factors influence green product awareness and purchase decision. And also it examined the effect of green product awareness on consumer purchase decisions.

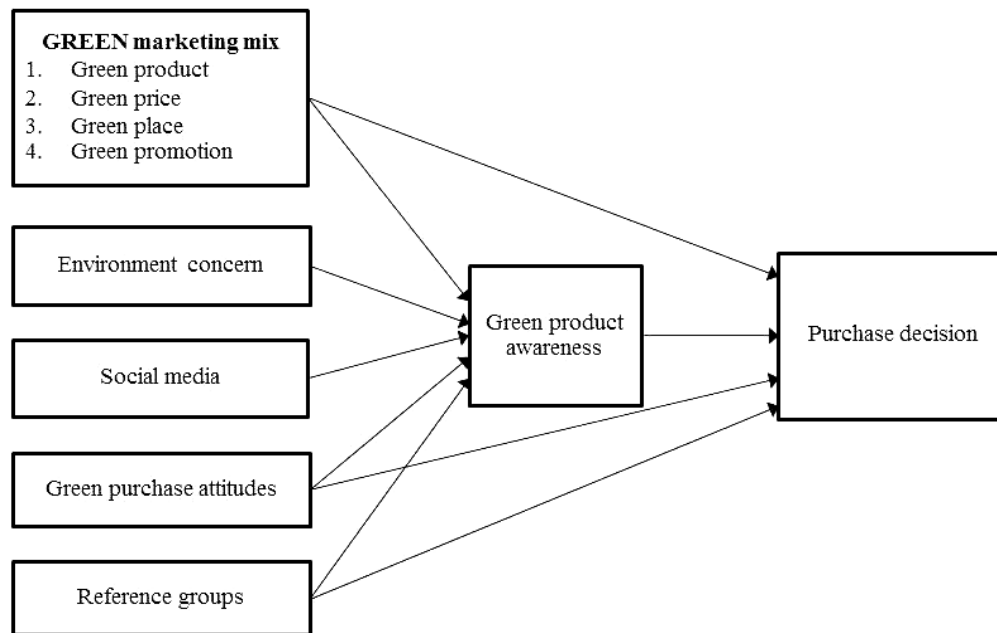


Figure 1 Conceptual framework

Research Methodology

The population of this research was green consumers or people who have purchased green or eco-friendly products in Phetchabun province, Thailand. As the targeted population could not be determined, the study utilized Cochran's formula for the optimal sample calculation (Cochran, 1977). At the confidence level and error term of 95% and 5 %, respectively, the calculated sample size was 385. The author designed this study by stratified random sampling. The first step was the simple random method for the 3 selected districts from the total 11 districts of Phetchabun province. And the next step was the purposive data collection for 150 people per each. The questionnaire comprised 9 key factors or variables (see Table 1). For purchase decision variable, the author used 5 scales (1 = rare purchase, 2 = not-much purchase, 3 = sometimes purchase, 4 = often purchase, and 5 = always purchase). The questionnaire also included participants' basic data (gender, age, level of education, marital status, occupation, and income per month). The study used the 5-Likert type scale ranging from 1-5 (from 1 = strongly disagree to 5 = strongly agree) for all items of the questionnaire. For content validity, the questionnaire was checked by 3 experts. It found that the Item Objective Congruence (IOC) average value of all items was .90 (between 0.67-1.00). Therefore, the questionnaire was appropriate to use (Hair, Black, Babin, & Anderson, 2014). The Cronbach's alpha statistic for the questionnaire reliability was proved and all were confirmed at a good level (see Table 1). This indicated that there was acceptable reliability. The research data were collected by the structured questionnaire with the purposive sampling method. The questionnaires were distributed in 3 districts and were collected 150 per each. Finally, it found that the usable questionnaire was 450 in total. For statistical analysis of this research, the author analyzed descriptive statistics, correlation analysis and multiple regression analysis with the stepwise method.

Table 1 Research variables

Variables	Items	Items	Sources	Cronbach Alpha
Green product (PROD)	1	Support a better environment	Manjunath G. and Manjunath, G. (2013), Siddique & Hossain (2018)	0.866
	2	Reduce environment issues		
	3	Be a good quality product		
	4	All ingredients do not affect the environment		
	5	Quality as expectation and satisfaction		
Green price (PRICE)	1	Optimal price	Manjunath G. and Manjunath, G. (2013)	0.866
	2	Satisfied price		
	3	Price makes repurchase		
	4	Valuable price		
Green place (PLACE)	1	Can buy from direct producer	Manjunath G. and Manjunath, G. (2013)	0.853
	2	A good place to find a product		
	3	Convenience to purchase		
	4	Can buy when need		
Green promotion (PROMO)	1	Promote environment issue	Manjunath G. and Manjunath, G. (2013), Siddique & Hossain (2018)	0.933
	2	Advertise environment issue		
	3	Inform environment issue		
	4	Sales promotion		
Environment concern (ENVI)	1	Green product helps better environment	Kianpour, Anvari, Jusoh, & Othman (2014), Siddique & Hossain (2018)	0.869
	2	Participate in environmental responsibility		
	3	Solve the environmental problem		
	4	Avoid buying non-green products		
	5	Help environmental conservation		
Social media (MEDIA)	1	Source to learn environmental issues	Siddique & Hossain (2018)	0.849
	2	Access green product information		
Green purchase attitudes (ATTI)	1	Green product benefit is better	Mobrezi & Khoshtinat (2016)	0.881
	2	Feel good when buying green		
	3	Think of environmental issue when buying the product		
	4	Willing to pay more when buy green		
Reference groups (REF)	1	Family interest in green product and environment	Kianpour, Anvari, Jusoh, & Othman (2014), Siddique & Hossain (2018)	0.824
	2	Friends discuss on green		
	3	Friends ask for the idea in green buying		
	4	Family and friends influence green buying		
Green product awareness (AWARE)	1	Satisfy green products	Siddique & Hossain (2018)	0.946
	2	Recommend family and friends		
	3	Repurchase green products		

The equations of this study were:

$$\begin{aligned} \text{AWARE} &= \beta_1 + \beta_4\text{PROD} + \beta_5\text{PRICE} + \beta_6\text{PLACE} + \beta_7\text{PROMO} + \beta_8\text{ENVI} \\ &+ \beta_9\text{MEDIA} + \beta_{10}\text{ATTI} + \beta_{11}\text{REF} + \varepsilon \text{-----} [1] \\ \text{PURCHASE} &= \beta_2 + \beta_{12}\text{PROD} + \beta_{13}\text{PRICE} + \beta_{14}\text{PLACE} + \beta_{15}\text{PROMO} \\ &+ \beta_{16}\text{ATTI} + \beta_{17}\text{REF} + \varepsilon \text{-----} [2] \\ \text{PURCHASE} &= \beta_3 + \beta_{18}\text{AWARE} + \varepsilon \text{-----} [3] \end{aligned}$$

Where AWARE = Green product awareness, PURCHASE = Purchase decision, PROD = Green product, PRICE = Green price, PLACE = Green place, PROMO = Green promotion, ENVI = Environment concern, MEDIA = Social media, ATTI = Green purchase attitudes, REF = Reference groups, β_i = constant; $i = 1-3$, β_j = the regression coefficient; $j = 4-18$, and ε = error term.

Research Results

After the questionnaire designing and collection process, a total of 450 usable questionnaires were used for statistical analysis. The author analyzed the descriptive statistics, correlation analysis, and multiple regression respectively. The result of the descriptive analysis showed the characteristics of respondents and key variables as followed in Table 2 and Table 3.

Table 2 Descriptive statistics in the characteristics of respondents (n = 450)

Variables		Frequencies	Percent
Gender	Male	202	44.9
	Female	248	55.1
Status	Single	247	54.9
	Married	198	44.0
	Divorce	5	1.1
Education	Below Bachelor Degree	294	65.3
	Bachelor Degree	148	32.9
	Above Bachelor Degree	8	1.8
Occupation	Students	113	25.1
	Government services	34	7.6
	Company employees	64	14.2
	Private business owners	112	24.9
	General/freelance workers	124	27.6
	Others	3	0.7

As a result in Table 2, it showed that the female respondent group was bigger than the male group and the majority of the respondent was single status at 54.9%. And the largest percentage of the education group was below bachelor degree at 65.3%. Meanwhile, the main occupation of respondents included general/freelance workers, students, and private business owners were the majority groups at 27.6%, 25.1%, and 24.9% respectively. Also, the study found that the respondent age range was at 18-65 years old and the average number was at 31.6. Finally, it showed that the average number of respondents income was at 11,183 Baht per month.

From Table 3, the means of all key variables were high level (means = 3.31 - 3.89). This revealed the high level of the respondents' opinions in all key factors of this study. Next, the author checked the normality test of the data before multiple regression analysis. The data showed that the skewness and kurtosis values of all variables were accepted. Therefore, the normality condition was proved.

Table 3 Statistics in key variables

Key variables	Mean	SD	Skewness	Kurtosis
PROD	3.60	0.73	-0.39	0.31
PRICE	3.59	0.75	-0.37	0.09
PLACE	3.82	0.82	-0.85	0.64
PROMO	3.89	0.83	-0.72	0.59
ENVI	3.57	0.77	-0.45	0.98
MEDIA	3.72	0.90	-0.44	0.20
ATTI	3.41	0.86	-0.01	-0.33
REF	3.31	0.79	0.13	-0.51
AWARE	3.56	0.92	-0.37	-0.03

For the last variable in consumers' purchase decision, the result showed that the majority of respondents who purchased green products sometimes purchase at 37.8% followed by a not-much purchase, a rare purchase, and often purchase at 35.1%, 12.9%, and 11.1% respectively.

The next step of data analysis was multicollinearity testing. This test needed to do before analyzing the multiple regression equation. Therefore, the author proved the multicollinearity condition by using the correlation analysis. The author expected all correlation coefficients were less than .70 to conclude that no multicollinearity issue (Brace, Kemp, & Snelgar, 2012). As the result in Table 4, only two correlation coefficients were more than .70. However, the author would prove this issue by Variance inflation factor (VIF) values again when all regression equation was run. In this test, the author expected VIF was less than 5 to indicate that no multicollinearity issue (Hair, Black, Babin, & Anderson, 2014).

Table 4 Correlation coefficients of all key variables

Variables	PROD	PRICE	PLACE	PROMO	ENVI	MEDIA	ATTI
PROD							
PRICE	.703**						
PLACE	.511**	.589**					
PROMO	.452**	.493**	.741**				
ENVI	.493**	.469**	.366**	.363**			
MEDIA	.374**	.336**	.243**	.246**	.676**		
ATTI	.488**	.539**	.236**	.234**	.592**	.526**	
REF	.630**	.593**	.343**	.247**	.492**	.400**	.598**

Note: ** $p < .01$

The multiple regression analysis showed in Table 5 - 7. From Table 5, the result revealed that 4 factors including green purchase attitude, green promotion, reference groups, and environment concern had positive significant influences on green product awareness. Both four independent variables jointly explained 44.8 percent of the total variance of the green product awareness. Thus, the regression equation was $AWARE = 0.066 + 0.301 ATTI + 0.229 PROMO + 0.278 REF + 0.184 ENVI$. When the author checked the multicollinearity condition by VIF values, it indicated that there was no multicollinearity issue to concern.

Table 5 Result of regression analysis: Green product awareness as the dependent variable

Variables	Unstandardized Coefficients		Standardized Coefficients	t-statistics	Sig.	VIF
	β	Std. Error	Beta			
Constant	0.066	0.197		0.337	0.737	
ATTI	0.301	0.052	0.283	5.814	0.000***	1.904
PROMO	0.229	0.042	0.207	5.462	0.000***	1.160
REF	0.278	0.052	0.240	5.325	0.000***	1.641
ENVI	0.184	0.056	0.153	3.303	0.001**	1.737
F	90.266					
Sig. of F	0.000***					
Adjusted R ²	0.448					

Note: ***, ** it is significant at the .001 and .01 respectively.

The result showed in Table 6 revealed that green product attitudes and green product attributes had a positive significant influenced on the purchase decision. Both two independent variables jointly explained only 6.8 percent of the total variance of the purchase decision. When checking the multicollinearity condition by VIF, it found that the equation had no issue. Therefore, the regression equation was $\text{PURCHASE} = 1.303 + 0.192 \text{ ATTI} + 0.169 \text{ PROD}$.

Table 6 Result of regression analysis: Purchase decision as dependent variable

Variables	Unstandardized Coefficients		Standardized Coefficients	t-statistics	Sig.	VIF
	β	Std. Error	Beta			
Constant	1.303	0.233		5.594	0.000***	
ATTI	0.192	0.058	0.172	3.297	0.001**	1.312
PROD	0.169	0.068	0.129	2.468	0.014*	1.312
F	16.337					
Sig. of F	0.000***					
Adjusted R ²	0.068					

Note: ***, **, * it is significant at the .001, .01 and .05 respectively.

The regression analysis results in Table 7 showed that green product awareness had a positive significant influence on purchase decisions. But it could explain only 1.2 percent of the total variance of the purchase decision. After testing the multicollinearity condition of the analysis, it found that the equation had no multicollinearity issue. Thus, the regression equation was $\text{PURCHASE} = 2.155 + 0.115 \text{ AWARE}$.

Table 7 Analysis result of the effect of green product awareness on purchase decision

Variables	Unstandardized Coefficients		Standardized Coefficients	t-statistics	Sig.	VIF
	β	Std. Error	beta			
Constant	2.155	0.180		11.965	0.000***	
AWARE	0.115	0.049	0.110	2.344	0.020*	1.000
F	5.494					
Sig. of F	0.020*					
Adjusted R ²	0.012					

Note: ***, * it is significant at the .001 and .05 respectively.

Discussion and Conclusion

The present study aimed to analyze the key factors influence green product awareness and purchase decision on consumer green product. The author is interested in many key factors including green marketing mix, environmental concern, social media, green purchase attitudes, and reference groups. To prove the effect, the study utilized multiple regression analyses for research purposes. Descriptive statistics showed that the majority of respondents were female, single status, and the education level was below bachelor degrees. The average age number of the respondents was 31.6 and average income per month was 11,183 Baht. Meanwhile, the occupations of most respondents were general or freelance workers, students, and private business owners. For the key factors of this research such as green marketing mix, environmental concern, and green purchase attitudes, it found that the respondents rated all key factors were at a high level. This reflected that respondents' opinions aligned with these key factors. The finding supported the previous studies that revealed the importance of green or eco-friendly products in consumer life today.

The finding from the multiple regression analysis showed that four key factors including green promotion, green purchase attitude, reference groups, and environment concern had a positive significant effect on green product awareness. This finding was consistent with Siddique and Hossain (2018) and Yeng and Yazdanifard (2015) who concluded that promotional activities on green product affected the green product awareness, and consistent with Mobrezi & Khoshtinat (2016) who claimed that positive attitude on green product affected willingness to buy green product, and also consistent with Siddique and Hossain (2018) who noted that reference group was the critical factor to affect the green product awareness. But finding the effect of environment concern on green awareness did not consistent with Siddique and Hossain (2018) who noted that environmental concern did not influence consumers' green product awareness. Another finding showed that green product attributes and green product attitudes had a positive significant influence on purchase decisions. This was consistent with Yeng and Yazdanifard (2015) who summarized that eco-label products had a positive linkage toward green purchase intention and consistent with Boztepe (2012) who pointed out that green product could affect the green purchase behavior. Moreover, the findings revealed that green product awareness significantly affected purchase decisions. This was consistent with Sharma and Trivedi (2016) who claimed that the green product awareness had a strong correlation with green product consumption and consistent with Siddique and Hossain (2018) who confirmed that the effect of green product awareness on the green purchase decision. All key factors affecting green product awareness and purchase decision showed in Figure 2 and all findings in hypothesis testing are shown in Table 8.

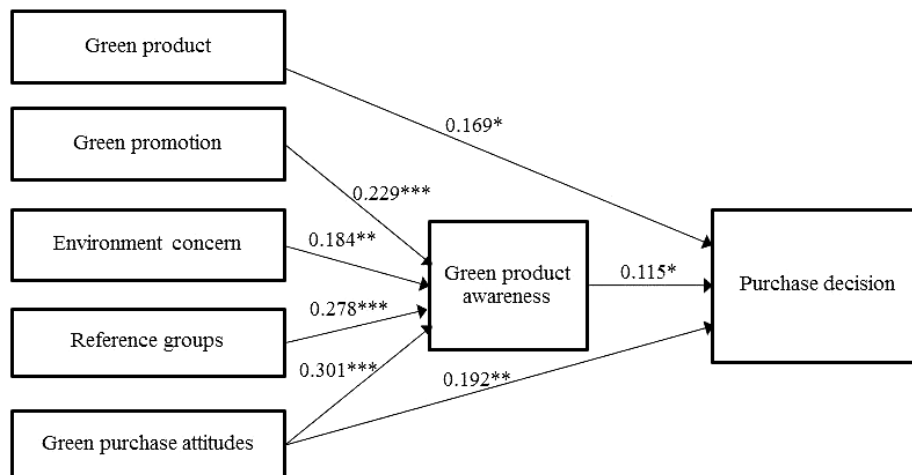


Figure 2 Final model

Table 8 Results of hypothesis testing

Hypothesis	Details	Results
H1	There is a positive impact of the green marketing mix, environmental concern, social media, green purchase attitudes, and reference groups on green product awareness.	Partially Supported
H2	There is a positive impact of the green marketing mix, green purchase attitudes, and reference groups on the purchase decision.	Partially Supported
H3	There is a positive impact of green product awareness on the purchase decision.	Supported

Recommendations

The research results suggest that business managers and marketers should focus on the key success factors of green or eco-friendly product business including two factors of the green marketing mix, green product attributes, and green promotional activities, and also other three key factors, environment concern, reference groups, and green purchase attitudes. These factors can improve the consumers' green product awareness and lead to decide to purchase green products. For instance, marketers have to redesign their current environmental promotion practices to support a green marketing strategy. By doing this, it will be able to increase consumers' knowledge about green products, be more environmentally aware, and finally can decide to purchase green products or services. For future study, the author recommends that it should research to improve the present model. For example, it should examine the reason why green promotion only affected green awareness but did not directly affect purchase decisions or why social media did not influence green awareness and purchase behavior. Also, the future study can be focused on a specific product or comparison of different types of green products. This will help to fulfill the academic knowledge and also contribute the benefits to the business sector.

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