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# AN IN-DEPTH EXPLORATION OF THE NEXUS BETWEEN GREEN MARKETING, PERCEIVED ENVIRONMENTAL RESPONSIBILITY, AND GREEN PURCHASE INTENTIONS

Kristiya MOONSRI<sup>1</sup>

1 Faculty of Management Sciences, Phetchabun Rajabhat University, Thailand;  
kristiya.m@pcru.ac.th

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Professor Dr. Wing-Keung WONG

Asia University, Taiwan

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**Reviewers:**

1) Professor Dr. Husam RJOUB	Cyprus International University, Cyprus
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**Abstract**

This research aims to investigate and compare personal factors that influence the intention to purchase environmentally friendly products, as well as examine green marketing, perceptions of environmental responsibility, and consumers' purchase intentions for these products. This research applied the quantitative method to collect data from 400 consumers who had purchased environmentally friendly products. Statistics used in data analysis included percentage, mean, standard deviation, frequency, t-test, F-test, and multiple regression analysis. The results indicate that different personal factors have no different effect on the intention to purchase environmentally friendly products. Perceived environmental responsibility and green marketing (green price, green product, and green place) affect the intention to purchase environmentally friendly products. Entrepreneurs or marketing departments can use the results of this research as a strategy to create consumers' purchase intentions for environmentally friendly products.

**Keywords:** Green Purchase Intentions, Green Marketing, Perceived Environmental Responsibility

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## Introduction

In modern times, environmental problems remain a major concern for humans all over the world. Particularly, air pollution, the greenhouse effect, and ecological unbalance remain the primary environmental issues that persist today (Noor et al., 2023; Chen et al., 2023). Nowadays, environmental awareness among consumers is increasing all over the world (Shirsavar & Fashkhamy, 2013; Rodgers et al., 2020). Businesses are increasingly adopting a sustainable development framework known as green marketing, which not only safeguards the environment but also caters to customer needs and generates profits (Chayomchai, 2019). For this reason, green marketing is not only a tool for protecting the environment. But it is also a marketing strategy (Rasiah et al., 2023). Therefore, many businesses use green marketing as a tool to gain a competitive advantage.

Environmentally friendly purchasing behavior consumers exhibit this behavior when they purchase environmentally friendly products. The goal is to lessen the negative impact on the environment (Noor et al., 2023). Purchase intentions can influence consumers' future purchases of products or services. Positive purchase intentions encourage consumers to actually make the purchase. Conversely, negative purchase intentions may discourage consumers from making the purchase. Increased purchase intention means increased purchase probability. Researchers can also use purchase intention as an important indicator to evaluate consumer behavior. When customers have positive purchase intentions, it creates a positive brand attachment that drives them to make actual purchases (Arslan & Zaman, 2014). Green purchase intentions have a significant impact on businesses. It has an impact on sales and the company's image (Majeed et al., 2022).

Therefore, the researcher is interested in studying in-depth information about the personal factors of green marketing, the perception of environmental responsibility, and the intention to purchase environmentally friendly products among consumers in Thailand. To present a strategy model for creating purchase intentions for environmentally friendly products among consumers in Thailand. The results of this research can be used to plan marketing strategies to encourage consumers to purchase environmentally friendly products.

## Literature Reviews

### Green Marketing

Today's market places a high value on green marketing, which entails carrying out all marketing activities including packaging, product modification, and manufacturing processes in a manner that is both environmentally friendly and meets consumer demands (Dangelico & Vocalelli, 2017). The marketing mix, also known as the 4Ps, is a collection of strategies used by businesses to market their goods and services. According to the principles of green marketing, each component of the marketing mix is designed with the environment in mind, from the time it is conceived to the time it is introduced to the market (Arsecularatne & Yazdanifard, 2014). According to a consumer survey, there is a disconnect between environmental consciousness and actual environmental action. This is the difficulty with green marketing since environmentally conscious customers or green consumers that wish to buy green items at high price points may not be genuine (Belz & Peattie, 2009). Customers that have a favorable attitude toward sustainability or green items are less likely to make green purchases (Prothero et al., 2011). However, a study by Ansar (2013) on the effect of green marketing on consumers' intentions to buy environmentally friendly products found that socio-demographic factors, price, environmental advertising, and eco-packaging all had a statistically significant positive correlation with consumers' intentions to buy green products. According to Ali et al. (2011), those who intended to buy green items had higher actual purchase rates than people who had little or no intention of doing so, and Mahmoud (2018) investigated how the green marketing mix affected consumers' intention to buy, they discovered that there was a

substantial positive association between purchase intent and the four components of the green marketing mix: green product, green pricing, green place, and green promotion. The researcher then formulates the hypothesis as follows.

H1a: green product influences the purchase intention of environmentally friendly products.  
H1b: green price influence purchase intentions for environmentally friendly products.  
H1c: green place influences purchase intentions for environmentally friendly products.  
H1d: green promotion influences the purchase intention of environmentally friendly products.

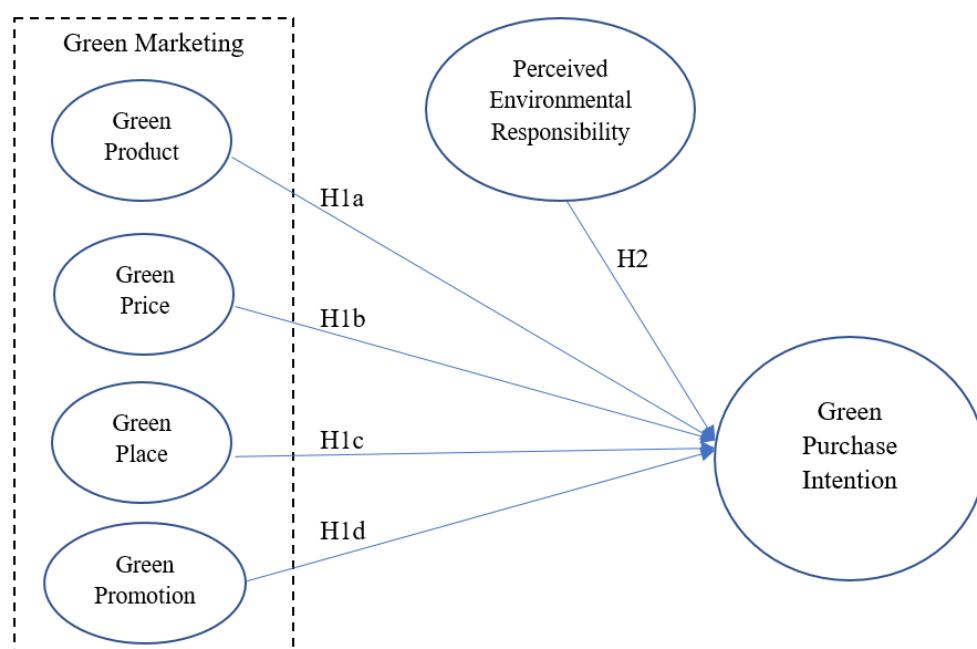
### Perceived Environmental Responsibility

The willingness of consumers to act in support of the environment is referred to as the perception of environmental responsibility, altruism by using environmentally friendly products, which may come at a higher cost, or sacrificing one's time and resources to protect the environment. It typically happens for the greater benefit of society when a person becomes aware of negative repercussions and feels accountable for them. Consumers are more inclined to engage in green, environmentally friendly product consumption activities if they believe they must handle environmental challenges. In general, persons who have a strong environmental attitude and care for the environment are more likely to believe that they have a responsibility to take action to protect the environment, and they are also more likely to have a favorable opinion of the goods and advertisements that support this cause (Yusof et al., 2013; Nyborg et al., 2006). Therefore, the following hypothesis is put forward.

H2: perceived environmental responsibility influences consumers' purchase intentions of environmentally friendly products.

### Green Purchase Intention

Purchase intent is another important factor that researchers may use to assess consumer behavior since it fosters positive brand engagement, which encourages consumers to actually make a purchase when they have favorable buy intentions. "Environmentally friendly purchase intent" refers to an individual's inclination and capacity to choose environmentally friendly items over conventional ones (Rashid et al., 2009). This positively impacts consumers' choices to buy environmentally friendly products (Beckford et al., 2010). Purchase intentions can have an impact on consumers' future purchases of products or services. When customers have positive purchase intentions, it drives them to make actual purchases (Arslan & Zaman, 2014). The conceptual framework of the study is shown in Figure 1.



**Figure 1** Conceptual Framework

## Research Methodology

This research employs a quantitative approach and utilizes a questionnaire to collect data about data storage. The methodology is outlined as follows.

### Population and Sample

The sample consisted of consumers who had purchased environmentally friendly items within the previous 12 months, as the researcher did not know the precise population. As a result, the procedure for determining the sample size without knowledge of the population is known; the confidence level is 95%, and the tolerance for sample selection is 5% (Silpcharu, 2017). The formula for calculating the sample  $n = P(1-P)(Z)^2/e^2$ ;  $P = 0.5$ ,  $Z = 1.96$ , and  $e = 0.05$  yields a sample of 384.16, which is sufficient. For this study, the researcher defined a sample group consisting of 400 samples as sufficient and suitable.

### Data Collection and Data Analysis

The researcher is focusing on a specific sample group that has purchased environmentally friendly items over the past year. The researcher gathers data by conducting an online survey on social media about green markets and by distributing questionnaires to customers at green market points of sale. The study used a questionnaire as a research tool, reviewing relevant literature, concepts, and associated theories. The researcher divided the questionnaire into two sections: Part 1 comprises a five-question demographic questionnaire for respondents, while Part 2 includes eighteen green marketing questions, adapted from Ansu-Mensah (2021), and four perceptions of environmental responsibility, adapted from Lai & Cheng (2016). The researcher adapted the seven items of intention to buy environmentally friendly products from Ansu-Mensah (2021) and Lai & Cheng (2016). The Likert technique scores Part 2 on a five-point scale, with one representing the greatest degree of disagreement and five representing the greatest degree of agreement. Three specialists tested the index of item objective congruence (IOC) to create a research tool, and they found it to be consistent between 0.67 and 1, satisfying the larger than 0.5 requirement (Silpcharu, 2017). The researchers evaluated the confidence of 30 samples using the Cronbach alpha coefficient technique, yielding a high confidence value of .816 that meets this requirement. The index of item objective congruence (IOC) satisfies the confidence criterion, which requires a confidence value of more than 0.70, with the following values: green marketing at 0.931, environmental responsibility at 0.832, and purchase intention for environmentally friendly products at 0.797 (Hair et al., 2010).

The researcher used descriptive statistics like percentage, mean, standard deviation, and frequency, as well as reference statistics like t-test, F-test, and multiple regression analysis (Choshaly, 2017; Mahmoud, 2018), to analyze quantitative data and test the hypothesis about the factors influencing purchase intent for environmentally friendly products.

## Research Results

1) The personal information of the sample respondents. It was found that the majority of the samples were females representing 73 percent and males representing 27 percent, the majority of the samples were aged between 18-30 years, accounting for 46.5 percent, most of the samples were single, accounting for 68.7 percent, have a career as a student accounted for 38.3 percent, and have a monthly income of less than 15,000 baht, which is 51.5 percent. and compare personal factors that affect the willingness to purchase environmentally friendly products, as shown in Tables 1-2.

**Table 1** Compares samples of different genders based on their intention to purchase environmentally friendly products

Gender	N	Mean	Std. Deviation	t	Sig.
Male	108	4.13	.694	.680	.497
Female	292	4.08	.631		

From Table 1, the results of the t-test found that samples of different genders There is no difference in the intention to purchase environmentally friendly products. Statistical significance at the 0.497 level is greater than the 0.05 level.

**Table 2** Compares samples with different statuses regarding their intention to purchase environmentally friendly products

<b>Personal information</b>		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square F</b>	<b>Sig.</b>
statuses	Between Groups	1.085	2	.542	1.294 .275
	Within Groups	166.440	397	.419	
	Total	167.525	399		
ages	Between Groups	1.578	3	.526	1.255 .290
	Within Groups	165.947	396	.419	
	Total	167.525	399		
occupations	Between Groups	1.385	4	.346	.823 .511
	Within Groups	166.140	395	.421	
	Total	167.525	399		
incomes	Between Groups	1.318	5	.264	.625 .681
	Within Groups	166.206	394	.422	
	Total	167.525	399		

From Table 2, the F-test results found that samples with different statuses, ages, occupations, and incomes have no difference in their intention to purchase environmentally friendly products. Statistical significance is greater than the 0.05 level.

2) Results of a study on the impact of green marketing, and environmental responsibility perception on consumers' purchase intentions for environmentally friendly products.

The element perceived environmental responsibility had an average value of 4.45, according to research on the degree of variables influencing customers' intentions to purchase environmentally friendly items, the green product factor with an average of 4.05, the green promotion factor with an average of 4.00, the green place factor had an average of 3.99, and the green price factor has an average of 3.93, respectively, with standard deviation and confidence values as shown in table 3.

**Table 3** Analysis results of mean ( $\bar{x}$ ) and standard deviation (S.D.) and confidence values

<b>Variable</b>		<b><math>\bar{x}</math></b>	<b>S.D.</b>	<b>Alpha Coefficient</b>
Green Marketing	Green Product	4.05	.78	.88
	Green Price	3.93	.67	.72
	Green Place	3.99	.77	.86
	Green Promotion	4.00	.77	.87
Perceived Environmental Responsibility		4.45	.68	.79
Green Purchase Intention		4.09	.65	.82

Results of research on the influence of green marketing and perceived environmental responsibility on customers' purchase intentions for environmentally friendly items in Thailand. By using the multiple regression analysis method with the "Enter Technique" and formulated the multiple regression analysis to predict the value of the dependent variable, which will be in the form of the following equation;

$$\hat{Y} (\text{Green Purchase Intention}) = a + b_1 (\text{Green Product}) + b_2 (\text{Green Price}) + b_3 (\text{Green Place}) + b_4 (\text{Green Promotion}) + b_5 (\text{Perceived Environmental Responsibility})$$

The results of multiple regression analysis of the factors affecting the intention to buy environmentally friendly products of consumers in Thailand, using the “Enter Technique”, are detailed in Table 4-5.

**Table 4** Model summary (dependent variable: green purchase intention)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.770 <sup>a</sup>	.594	.588	.416	1.822

From Table 4, it was discovered that Adjusted R<sup>2</sup> = .588 indicates that X1-X5 variables may be utilized to describe the purchasing intention of customers in Thailand for environmentally friendly items at 58.8%. Durbin-Watson = 1.822 is the value used to verify that the discrepancy is independent, with Durbin-Watson values between 1.5 and 2.5 (Vanichbuncha, 2012). Thus, it can be shown that the tolerances are independent given that Durbin-Watson = 1.822.

**Table 5** Results of multiple regression analysis using “Enter Technique”

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 Constant	.497	.159			3.117	.002
Green Product	.162	.040	.195		3.994	.000
Green Price	.255	.047	.265		5.472	.000
Green Place	.109	.054	.129		2.021	.044
Green Promotion	.028	.050	.033		.545	.586
Perceived Environmental Responsibility	.313	.043	.299		7.268	.000

a. Dependent Variable: intention

From table 5, in a multiple regression analysis using the enter method, it was discovered that the independent variable could forecast whether Thai consumers would buy environmentally friendly items. The perceived environmental responsibility factor's regression coefficient of prediction was 0.313, making it the independent variable with the highest predictive ability. Followed by the green price factor with a forecast regression coefficient of 0.255, the green product factor with a forecast regression coefficient of 0.162, and the green place factor with a forecast regression coefficient of 0.109, respectively. The variance in customers' purchasing intentions for ecologically friendly items in Thailand may thus be explained by these four variables at a rate of 58.8%, or 58.8% more accurately than chance, and there is a forecast error of  $\pm 0.159$ , which can be used to create multiple regression analysis as follows:

$$\hat{Y} \text{ (Green Purchase Intention)} = 0.497 + 0.313 \text{ (Perceived Environmental Responsibility)} + 0.255 \text{ (Green Price)} + 0.162 \text{ (Green Product)} + 0.109 \text{ (Green Place)}$$

**Table 6** Summarizes the results of hypothesis testing

Hypothesis	Result of a hypothesis test
H1a: green product $\rightarrow$ purchase intention	Accepted
H1b: green price $\rightarrow$ purchase intentions	Accepted
H1c: green place $\rightarrow$ purchase intentions	Accepted
H1d: green promotion $\rightarrow$ purchase intention	Rejected
H2: perceived environmental responsibility $\rightarrow$ purchase intentions	Accepted

## Conclusion and Discussion

Perceived responsibility for the environment has a statistically significant impact on consumers' intentions to purchase environmentally friendly goods. Consistent with the Theory

of Planned Behavior (TPB), perception has both direct effects on behavior and indirect effects through intentions (Ajzen, 1991). This is consistent with the results of the study, which found that perceived environmental responsibility has a significant impact on green purchase intentions (Zhao & An, 2023). Perceptions of environmental responsibility influence consumers' intentions to purchase environmentally friendly products. They are about corporate environmental responsibility (Lavuri et al., 2024). Moreover, consumers' product sustainability perceptions mediate the relationship between corporate environmental responsibility behavior and intentions to buy sustainably (Durmaz & Akdogan, 2023). This study accepts the premise that customer intentions to buy environmentally friendly goods are influenced by perceived environmental responsibility.

Green marketing affects the intention to buy environmentally friendly products consumers statistically significantly. This is consistent with green marketing theory, which is not just about modifying products or using communication strategies to appear environmentally friendly. Rather, it is a combination of dimensions of the marketing process, including product development, design, production, and distribution. and communication with consumers (Peattie, 1992). Researchers stated that green marketing strategies, such as building a green brand, have a positive impact on consumers' intentions to purchase environmentally friendly products (Noor et al., 2023; Jabeen et al., 2023; Vevere & Shina, 2023). Marketing strategies: these help businesses build their image as socially responsible entities and enhance their green brand image. This affects the purchase intentions of consumers (Zaheer et al., 2023; Durmaz & Akdogan, 2023). Therefore, the results confirm that the aforementioned factors impact consumers' intentions to purchase environmentally friendly products.

### **Recommendation**

1) Creation of perceived environmental responsibility as follows; (1) Using multiple channels, such as social media advertising, to educate the public and engage with customers about the company's efforts to promote environmental responsibility. This increases consumer pride and trust in the brand and company. (2) Clearly explain environmental responsibility and the initiatives the company takes to support environmental conservation, such as the use of recycled materials and energy conservation, among other things. (3) Give customers a worthwhile and lasting experience that is connected to the environment. (4) Businesses provide an example for ecologically responsible practices by employing sustainable resources, consuming less energy, or providing sustainable services. (5) Work with pertinent organizations to support regulations and legislation pertaining to the environment, such as lowering greenhouse gas emissions or managing garbage in accordance with predetermined standards.

2) Green marketing as follows; (1) Green product: companies must create and enhance goods that are ecologically friendly by utilizing environmentally friendly materials or technology that lower energy consumption or produce higher efficiency, products have a production method that is ecologically friendly, they must not pollute the environment, can be recycled, and clearly display information on their labels about how environmentally friendly they are. Included in this is the provision of details on the environmental benefits and effects that the product has on the environment, such as the usage of plastic alternatives, etc. (2) Green price should concentrate on establishing a price that is linked to environmental protection ideals and adopting environmentally-related pricing tactics, including offering discounts to customers who bring glass when purchasing items, etc. (3) Green place: the area should be made more environmentally friendly by choosing environmentally responsible manufacturers and suppliers, decorating stores in a distinctive and environmentally friendly way, classifying products according to their environmental impact to make them easier to transport, and using environmentally friendly packaging for warehouses. (4) Green Promotion uses clear communication of information and activities that businesses carry out to promote

environmental conservation regarding environmental responsibility through social media. To create awareness of activities that businesses carry out to promote environmental responsibility. And use symbols on the packaging box to show that the product is environmentally friendly. To build confidence among consumers that they are purchasing environmentally friendly products and services.

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**Data Availability Statement:** The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

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