A STUDY ON FACTORS AFFECTING CUSTOMER'S ATTITUDE TOWARD INTENTION TO PURCAHSE GREEN PRODUCTS IN BANGKOK, THAILAND

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ABSTRACT

In the study, the factor that can affect customer's attitude toward intention to purchase green products in Bangkok, Thailand. The dependent variable is intention to purchase green products, and the independent variables which include Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price, Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image.

The study focuses on factors This paper describes tem independent variables which are Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price, Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image and only one dependent variable which is customer's attitude toward intention to purchase green products. There are 400 questionnaires were send to target population in the Green Product market. In the questionnaires will be nine sections to cover all the independent variables and dependent variables. And judgment with convenience of non-probability sampling was applied during that time.

Keywords: Green product, Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price, Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image, Intention to purchase.

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CHAPTER 1
INTRODUCTION

Customer's Attitude toward Intention to Purchase Green and the factors related to it will be introduced primarily. The entire research will be presented at first. And the statement of problem, research objective, scope of research limitation of the study, intension and reason to study, assumptions, major research questions, benefit of study will present as well.

1.1Background

Pollution, a problem that affects most of the countries in today's world. Pollution increases the burden of disease, reduce the expectancy and reduce a country's overall quality of life. Unfortunately, limited cleanup has been done, especially in developing countries. In fact, these clean up works can be done with minimal costs incurred. It is possible to clean up polluted site with cost effective and inexpensive advanced technologies which can mitigate the health of citizens. According to Hartmann and Ibanez, most of the developing countries are now taking initiatives to promote green marketplaces to develop a sustainable living place. These initiatives covers delivering greener and cleaner alternatives to consumers based on demographic segments. In addition, today, global warming perhaps is one of the major threats towards the planet. The weather is changing and disasters are happening all over the places. People are now more concerned with ways to protect the environment. For instance, consuming green products is one of the key initiatives that could use applied by consumers.

The rapid growth of the global economy is always linked to the increasing of consumers' consumption worldwide. The environment deterioration caused by the over consumption and utilization of natural resources from the consumers is always a concern from the public. As the environment continues to worsen, it has become a persistent

public concern in developed countries. Moreover, it also awakens developing countries to the green movement for preservation of the environment.

Environmental concern has become an important area of interest for multi-national corporations, government, academics and other stakeholders over the past decades. The concept of green marketing emerged in 1970s and green products became popular during 1990s. Consumers are becoming increasingly environmentally conscious. (Laroche et al, 2001). Companies and consumers are more thoughtful of green marketing now. (Paettie& Crane, 2005). Today's market place is different from the yesteryears in a sense that it is more environment-friendly. Consumers nowadays are more concerned about their shopping attitude and purchases. They are concerned about the planet earth they are living and want to contribute towards its longevity and well-being. This positive attitude towards environment is evidenced by their shopping habits; such as their concern regarding CFC and product-recycling. Another convincing evidence is an upward trend in paying more for the environment friendly products by the consumers (Laroche et al, 2001). As a result of this, manufacturing firms should be cautious about their products and consumer needs. If they fail to comply they may face regulations and hardening customer demands (Grant, 2008).

This trend towards environment friendly attitude has developed the concept of green marketing. It is a relatively new concept with its origins in the latter half of 20th century (Peattie & Crane, 2005).Green marketing activities include, manufacturing, differentiating, pricing and promoting products and services which can satisfy consumer' environmental needs (Paettie, 1992) as cited by Chen & Chang (2012). According to Chen & Chang (2012) these green marketing efforts enhance consumer' purchase intentions. Companies need to focus on reducing the green perceived risk by giving trustworthy information so that it helps build the trust with the customers, improve the green perceived value and enhance the purchase intentions about buying a green product.

Green marketing becomes a major trend in today's business world but this trend is still new in Asian countries (Wahid et al., 2011). Nowadays, Asian countries become the primary target market by international marketers due to the increase of environmental awareness and the purchasing power of Asian consumers (Noor & Muhammad, 2012). Besides that, behavior and practice of consumers as well as industry in production and marketplace has also been changed due to the increasing awareness on environmental issues (Barber et al., 2012). However, the local and international marketers are facing difficulties in developing adequate and effective marketing strategies caused by lacking of information related to the green purchase intention of the consumers in that particular country (Aman et al., 2012).

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

Consumers propose that environmental advertisements are more effective in enhancing their knowledge about green products and help make informed decisions (Akehurst et al, 2012). Therefore, environmental advertisement can help enhance motivation towards buying green products. Moreover, according to Hartmann and Ibanez (2006) consumers will more likely buy a green product having ecological packaging provided they meet cost benefit analysis. Sustainability is also demanded from industrial suppliers, and exporters are under pressure for supplying eco-packed products (Saxena & Khandelwal, 2012). Ecologically conscious consumers are willing to pay high prices for such products (Laroche et al, 2001).

	Tactical greening	Quasi-strategic greening	Strategic greening
Targeting	Ads mentioning green features are run in green-focused media.	A firm develops a green brand in addition to its other brands.	A firm launches a new Strategic Business Unit (SBU) aimed at the green market.
Green design	A firm switches from one raw material supplier to another with more eco-friendly processes.	Life-cycle analysis is incorporated into the eco-design process to minimize eco-harm.	E.g. **FUJI XEROX** develops its Green Wrap paper to be more eco-friendly from the ground up.
Green positioning	E.g. a mining company runs a Public Relations (PR) campaign to highlight its green aspects and practices.	E.g. **British Petroleum (BP) AMOCO** redesigns its logo to a sun-based emblem to reflect its view to a hydrogen/solar-based future of the energy industry.	E.g. the BODY SHOP pursues environmental and social change improvements and encourages its consumers to do so as well.
Green pricing	Cost-savings due to existing energy-efficiency features are highlighted for a product.	E.g. a water company switches its pricing policy from a flat monthly rate to a per-unit-of-water-used basis.	A company rents its products rather than selling; consumers now pay only for use of the product.
Green logistics	A firm changes to a more concentrated detergent, which.	Packaging minimization is incorporated as a part of a firm's manufacturing review process.	A reverse logistics system is put into place by FUJI XEROX to reprocess and remanufacture copiers.
Marketing waste	A firm improves the efficiency of its manufacturing process, which lowers its waste output.	E.g. **TELSTRA** (a phone company) has internal processes so that old telephone directories (waste) are collected and turned into cat litter products by other companies.	E.g. a Queensland sugar-cane facility is rebuilt to be cogeneration based, using sugar-cane waste to power the operation.
Green promotion	An oil company runs a PR campaign to highlight its green practices in order to counter an oil spill getting bad press coverage.	A company sets a policy that realistic product eco-benefits should always be mentioned in promotional materials.	As a part of its philosophy the **BODY SHOP** co-promotes one or more social/eco campaigns each year with in-shop and promotional materials.
Green alliance	A company funds a competition (one-off basis) run by an environmental group to heighten community awareness on storm water quality issues.	E.g. **SOUTHCORP** (a wine producer forms a long-term alliance with the Australian Conservation Foundation to help combat land-salinity issues.	A company invites a representative of an environmental group to join its board of directors.

Figure 1.1 Brief Introduction of Green Market

Grundey, D. and Zaharia, R.M. (2008): Sustainable incentives in marketing and strategic greening: the cases of Lithuania and Romania. Baltic Journal on Sustainability, 14(2), 130 –143.

Thailand, a south-east Asian country has made remarkable economic progress over the past three decades. This progress, however, is not without costs. Destruction of forests, rapid industrialization and urbanization have led to over use of land and water and destruction of the country's eco system. Vehicles, power plants, factories, forest fires, agricultural burning and open cooking, all contribute to air pollution in Thailand. Thai people's apathy which was evident in the past toward environmental protection is now dissipating due to the awareness propagated by social groups, mass media and environmentalists. Moreover, the Thai Government has put in place many commendable initiatives which include enacting the environmental law in 1992, phasing out lead gasoline in 1995, curbing pollution from power plants, tightening construction standards thus substantially reducing the use of ozone depleting substances (World Bank, 2002). Environmental awareness, nevertheless, is not enough. Thai People must learn to make the connection between the need to protect the environment and action that is needed – what each individual can do every day to conserve it.

1.2 Statement of the Problems

Many latest reports show that the demand for Environmental friendly products is increasing day by day. Understanding people concern about environment and their behavior is important not only for academics but also for the manufacturers and marketers. If consumers are environmental conscious and engage in some pro environmental purchasing acts then it became necessary for profit seeking organizations to apply the concept of greening in their operations Thus to understand the behavior of consumers in a country regarding environment, a good starting point is to see how people

in a country view environmental problems and how their views effect their behavior related to their purchases.

The concept of green marketing emerged in 1970s and green products became popular during 90's. Consumers are becoming increasingly environmentally conscious. (Larocheet al, 2001). Companies and consumers are more thoughtful of green marketing now. (Paettie & Crane, 2005). Developed economies markets are increasingly purchasing green product and a greater market lies there, so is the case with marketing researches on such topics. Asian studies on green marketing are far less than western countries (Lee, 2009). This makes it important to conduct this study and identify the factors responsible for consumer purchase intention towards green products (electronic goods).

The study focuses on factors affecting customer's attitude toward intention to purchase green products in Bangkok, Thailand. The dependent variable is intention to purchase green products, and the independent variables which include Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price, Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image.

1.3 Intention and Reason for Study

The intention and reason for study is to find out that the factor that can impact on customer's attitude toward intention to purchase green products in Bangkok, Thailand, so that can kindly know how to improve green product itself to gain more trust that make customers to decide to purchase the green product.

1.4 Research Objectives

The research objective of this study is to determine the relationship between customer's attitude toward intention to purchase green products in Bangkok, Thailand and the factors that may affect it. The factors include Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price,

Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image and customer's attitude toward intention to purchase green products.

1.5 Assumptions

For the validity and reliability of this study, researcher make the assumption as followed:

1. All the respondents have the thoughts that considered purchase green products.
2. All the respondents are honest to express their truly options in this study.
3. The data that collect from questionnaire are valid and can accurately to represent for this study.

1.6 Scope of Research

In the study, the factor that can affect customer's attitude toward intention to purchase green products in Bangkok, Thailand. The dependent variable is intention to purchase green products, and the independent variables which include Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price, Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image.

The study focuses on factors This paper describes tem independent variables which are Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price, Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image and only one dependent variable which is customer's attitude toward intention to purchase green products. There are 400 questionnaires were send to target population in the Green Product market. In the questionnaires will be nine sections to cover all the independent variables and dependent variables. And judgment with convenience of non-probability sampling was applied during that time.

1.7 Benefit of the Research

The manager of sales and market manager can apply this research to determine the efficiency of their market strategies and sales technical. And also, they can use the information of this study to improve knowledge of understanding the real needs and wants when customers purchase green product. So that, the owner of green product company can know the key factors that determine the customer's purchase intention, then it will help to increase the sales of buying for get more revenues. The Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price, Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image can be adjusted after mangers apply this research to match customers' wants better.

1.8 Limitation of the Research

The study only focuses on respondents from Bangkok. In addition, consumers' purchase intention on green product may vary according to different types of goods. In this study researcher did not specific the type of product. It is important to note that due to limited resources, the existing study is limited to one city of Thailand and it could not be the demonstrative of the all citizens of Thailand. Present study includes the very small sample size; the follow up researches may increase the sample size and can collect the data from various major cities of Thailand. Useful sampling is used and the respondent are all from the same locations as such result may not represent the intention of whole country, it can limit the likely of the conclusions.

CHAPTER 2
LITERATURE REVIEW

Chapter 2 is literature review and mainly introduces the concepts of theories that give academic viewpoints to support study topic "A Study on Factors Affecting Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand". There included Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price, Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image and customer's attitude toward intention to purchase green products. A study framework is presented. So the main purpose of chapter two is to give an insight and guide of this study.

2.1 Previous Study

Charlie and Ng, (2014) made research about Factors Influencing Green Purchase Intention among University Students. This paper aims to investigate the relationship between environmental concern, social influence, self-image and moderating effect of demographic factors (gender and ethnic group) on green purchase intention among university students in Kota Kinabalu. A total of 195 respondents were surveyed through the self-administered questionnaire approach. The relationship between environmental concern, social influence, self-image and green purchase intention were tested with multiple regression analysis. Meanwhile, the moderating effect of gender and ethnic group was examined using hierarchical regression analysis. The result revealed that environmental concern and self-image showed positive significant relationship toward green purchase intention. This paper suggests that more attention should be given to encourage green purchasing behavior in Malaysia, especially among the young generation in Sabah.

Syaidatina and Norazah (2013) studied that Consumers' Intention to Purchase Green Product: Insights from Malaysia. Climate change has become a global concern prior to the irresponsible human activities and development whereby previous research

has shown that environmental issues and problems had psychologically influenced consumers' attitude and behaviour. This study aims to investigate the factors that influence consumers' green purchase intention in the case of Malaysia. A total of 430 samples were collected at several capital cities in Malaysia by using self-administered questionnaire with regards that respondents are aware with environmental-related activities such as recycling to avoid bias or unrealistic answers. Data were analyzed using multiple regression analysis via Statistical Package for the Social Sciences (SPSS) version 19.0 computer program. The results revealed that environmental knowledge was the most important predictor towards consumers' purchase intention, followed by health consciousness and environmental attitude whereas environmental labelling was found insignificant. It is crucial for government and marketers to work closely not just to create a better awareness on the green labelling and certification among Malaysians but also to transform consumer knowledge on environmental issues as a strong platform to practice an ethical consumption.

Novera (2013) explained that Impact of Green Marketing on Consumer Purchase Intention. The objectives of the research are to study the factors the determine consumer intentions towards buying green products The inclusion criterion for the respondent was at least 14 years of education and the minimum age of 19. Findings of the study show that age and education have positive relation with Eco- literacy. Socio demographic variables are not significantly related with green purchase intention. Besides this Environmental advertisements, Price and Ecological packaging were found to be positively related with the Green purchase intention. Recommendations are presented for the existing and new companies to exploit the opportunities by investing in corporate social responsibility and advertisement as well as in improving and greening the marketing program. Further studies are needed to widen the scope of research in other areas of green marketing program and strategy.

Waseem et al., (2014) claimed that Green marketing is a process of producing environment friendly product. Such type of products that are safe from different hazards. Now a days Green marketing is exploring day by day. The eco-friendly products are

making by many companies in Globe. Our Purpose of this study is basically to identify that what kind of factors influence the green purchase intentions of consumer of Pakistan. Four preceding factors influence the consumer's purchase intentions based green marketing. By using self-administered questionnaires we collected data from our 160 respondents. For regression analysis we entered all that data into SPSS and do analysis also. Results of our study show significant relationship of green purchase attitude, green perceived value, green trust and ecological knowledge on green purchase intention. These factors influence the green purchase intention. This study is a vital source for the national and international marketers to collect information how different factors effect consumer's purchase intention.

Ooi et al., (2012) studied that The Antecedents of Green Purchase Intention among Malaysian Consumers. The objectives of this research are to identify the factors influence the green purchase intention and to determine the relationships between the factors (determinants) and green purchase intention among Malaysian consumers.
A descriptive research was conducted to address the research objectives. The survey research was undertaken among the Malaysians who are members of one of the Activist Groups in which is a Non-government Organization (NGO) in Malaysia. The adopted sampling method was simple random sampling. There were 230 usable questionnaires which were analyzed with the Statistical Package for Social Science Software version 19. Five hypotheses were developed for this research and all hypotheses were tested using Pearson Correlation Analysis and Multiple Regression Analysis. The results of the study indicated that government initiative has the most significant influence on green purchase intention among Malaysian consumers. In contrast, eco-label failed to show significant relationship to green purchase intention. The finding of insignificant impact of eco-label on the green purchase intention from this study is in contrast with the finding from Nik Abdul Rashid (2009) because both studies were carried out among Malaysian consumers.

Chan (2013) made research about that Consumers' purchase intention of green products: an investigation of the drivers and moderating variable. This paper aims to examine drivers and its moderating variable that influencing consumers' purchase

intention on green personal care products. Total of 137 completed and usable set of questionnaires was obtained from white collars employees that having knowledge about the availability of green personal care products that working in Penang, Malaysia. Data were analyzed by employing multiple regression analysis on testing on the independent variables (drivers) to dependent variables (purchase intention) and hierarchical regression analysis for moderating relationship between the drivers and purchase intention. The results revealed that environmental attitudes and self-efficacy were found to be the factors that drive the purchase intention of consumers on purchasing of green personal care products. In addition, it was found that willingness of consumers to pay more on green personal care products was moderating the relationship between environmental attitudes and purchase intention. The findings created an understanding on what are the factors that influencing consumer purchase intention on green personal care product and serve as the information for marketers to plan for the marketing program that able to enlarge the market size of the said products.

Barua Promotosh (2011) explained that Young Consumers' Purchase Intentions of Buying Green Products. This investigation explored the contextual factors affecting young consumers' attitudes and their intentions of green purchase behavior in the area of consumer behavior. This study seeks to understand young consumers' green purchase intentions based on the Theory of Planned Behavior (TPB). At the same time, this study also intends to detect variables that influence young consumers' intentions of buying green products. In this thesis, a quantitative approach was adopted. Using a sample of 282 young people, a survey was developed and conducted in Umeå University, Sweden. Results indicate that parental influence is the top predictor among all the variables we studied. From the correlation analyses; we can see that top three predictors are important for understanding purchase intentions of young consumers. Influence of contextual and background factors –parents, peer, and environmental knowledge – clearly played an important role in influencing young consumers' purchase intentions of buying green products. To the end, a proposed model is developed to understand green purchase intentions of young consumers.

Wilson et al., (2014) studied that the influence of consumer's perception of green products on green purchase intention. Green consumerism has increasingly received attention since the increased level of consumer awareness towards green products. Therefore, the aim of this paper had been to examine the influence of consumer perception of green products on green purchase intention. In this study, perception of green products was conceptualized as a multidimensional variable comprised of green corporate perception, eco-label, green advertising, green packaging, and green product value. By using a survey, a total of 159 questionnaires from respondents aged above 18 in Sabah were collected. The results demonstrated that within consumer perception; green corporate perception, eco-label, and green product value had positive significant influences on green purchase intention. The findings also revealed that eco-label and green product value made the largest contribution in influencing green purchase intention among consumers. In contrast, both green advertising and green packaging had no significant impact on consumer intention to purchase green products.

Sentot et al., (2015) claimed that Influence of Green Marketing toward Purchase Intention of Green Products through Attitude: Survey on Indonesian and Taiwanese Students. The purpose of this study was to know the responses of the youths on green marketing towards purchase intention on green products. Sample of 240 students were selected by purposive sampling. Analysis used was path analysis. The result was green marketing positively and significantly influence attitude toward green products. The consumer attitude positively and significantly influence the purchase intention toward green products. The green marketing significantly influence purchase intention through attitude toward green products. The attitude toward green product was actually the choice of the respondents. Promotional tools should not only advertise the existence of green product, but give positive affirmation to the consumer attitude toward green product.

Zia and Muhammad (2013) explained that Conceptualizing Green Purchase Intention in Emerging Markets: An Empirical Analysis on Pakistan. This research examines relationship between factors that affect the green purchase intentions of consumers. Green consumerism refers to recycling, purchasing and using environment

friendly products that have minimal damage to the environment. The research focuses on influence of four major independent variables derived from literature including self-image, environmental concern, man nature orientation and social influence on the dependent variable green purchase intention in Pakistan. The statistical analysis of the data reflects that environmental concern does not impact green purchasing intention where as social Influence, self-image, man-nature orientation do influence green purchase intention of consumer.

2.2 Definition and Theory of Factors

Purchase Green Products

Green purchasing is the behavioral factors which include environmental-friendly behavior of the consumers (Dietz et al., 1998). Green purchasing can be defined as buying the environmental-friendly products or so-called green products. In conclusion, green purchasing can be defined as the purchase or buying of products that can reduce the environmental impact. Green product is interchangeable with the term "eco-friendly product" (Kawitkar, 2013), "environmental-friendly product" and "ecological product" (Chen & Chai, 2010). According to Chen and Chai (2010), green product is the product which has minimum impact on environment and it incorporates the strategies with recycled materials, reduced packaging and using less harmful substances.

Kawitkar (2013) defined green product as "the products which are friendly to the environment or ecology". The author further explained that green product is the product that would not bring any harmful effect to a healthy person. Malaysia has launched its own eco-labelling schemes under Standards and Industrial Research Institute of Malaysia (SIRIM). Any organizations in Malaysia can apply when they have intention to claim and certify their product as green product under SIRIM Eco-labelling Scheme which also known as National Eco-labelling Programmer of Malaysia. According to SIRIM (2011), product categories under this scheme include cleaning agents, construction or building, home appliance, home care products, lights, office

supplies (not paper-specific), package container (not paper-specific), paper products or inks, personal care products, food and plants, adhesives and other product categories.

Green Purchase Intention

Green purchase intention can be defined as the willingness of an individual to consider and prefer the green product rather than conventional or traditional product in the decision making process (Aman et al., 2012; Rashid, 2009; Ali & Ahmad, 2012). Purchase intention has been an important concept in marketing literature and most companies are using purchase intention as the predictor of the sales of new products and the repeat purchases of existing products (Ali et al., 2011). According to Chan (2001), purchase intention has the great possibility to affect the purchase green product and green purchase intention as the predictor of green purchase behavior. Green purchasing intention is also examined as an indicator of a subsequent behavior in response to the purchase of green products (Park & Ha, 2012).

Furthermore, the purchase intention can be translated to actual purchasing behavior on green products when the consumers believe that their effort on consumption of green products do bring positive effect (Follows & Jobbers, 2000). A number of study which studies on green purchase behavior was focused on the theoretical relationships of attitude, intention and behavior through the Theory of Reasoned Action (Aman et al., 2012; Ng & Paladino, 2009; Wahid et al., 2011). Aman et al. (2012) studied on the relationship between environmental knowledge, concern and green purchase intention among Malaysian consumers by using Theory of Reasoned Action. The research finding indicated that environmental knowledge and environmental concern both have significant influence on the purchase intention on green product. Besides that, the result finding also showed that attitude has partial mediating effect on the relationship between environmental concern and green purchase intention (Aman et al., 2012).

Intentions defined as consumer's specific purpose in performing an action or series. Green purchase intention (GPI) is simply defined as an intention of a customer to buy a product which is less or not unsafe for the society and environment. We can also

say it is an internal desire and willingness of the people to buy a fewer harmful and eco-friendly product. It is describe by the consumer's cautious selection of the products that are environmentally beneficial. In this study we also said that GPI is an individual's intention to consumption the products that are not harmful for the environment and humanity. According to (Chen, 2011) the pollution and other environmental issues that are being produced, the society and public are taking more seriously noticed about such issues. Green purchase intention significantly influences the green purchase behavior. People are much conscious about the environmental problems, many customers have environmental beliefs and they are willing to purchase green products that have less harmful impact on the environment (Peattie, 1995).

To achieve the consumer's environmental beliefs the marketers and manufacturers needed to change their manufacturing and business models (Chen, 2010; Rizwan et al., 2013). GPI mentions the eagerness expressed by the consumer to act for the benefit of the environment. If buyers have had a trust experience with the seller, they would possess a higher level of purchase intentions. By the analysis of previous studies we easily determined that there is a developing trend in the people to use such products that are less harmful for the environment. Even they are willing to pay more for such products, which have less effect on the environment. If consumers perceive that the value of a product is higher, they are more likely to purchase the product.

Health Consciousness

There are many factors contribute to healthier lifestyles. Psycho-graphically, a place with more green spaces nearby residential areas was proven to be one of the reasons of lower morbidity rate of diseases within a locality. According to Salleh, Ali, Harun, Jalil and Shaharudin (2010) perceived value and health consciousness are significant predictors towards green purchasing intention among Malaysian consumers. It is because consumers believed that environmental friendly products are beneficial for a healthier lifestyle and could help preserving the environment. However, another study found health consciousness to be the least important in predicting attitude towards

organic products compare to food safety and ethical concerns (Michaelidou and Hassan, 2008).

Environmental attitude

Attitude has been found to be significant factor that influences the green purchasing intention and behavior by previous researchers. The results contradict to the findings by Lee (2008) where she found out that environmental attitude ranked as the second last predictor of green purchasing behavior. Environmental issues are very important to the consumers and it evokes their positive feelings on the green products, consumers with this set attitude and beliefs will relate environmental issues with their daily lives, work and family. This study see consumers' attitude towards environmental issues and problems as a significant predictor towards the intention to purchase green products.

Environmental knowledge

Several researchers have studied the relationship of environmental knowledge towards green purchasing intention. Haron, Paim and Yahaya (2005) studied about Malaysians' environmental knowledge 1 which divided knowledge into four types: basic environmental knowledge, knowledge of environmental problems in Malaysia, knowledge about recyclable items and knowledge about environment related concepts. The results shown that respondents have strong basic environmental knowledge, high ability to identify environmental problems in Malaysia, high knowledge on recyclable items and interestingly, 60 to almost 90 percent of respondents admitted that they knew nothing about environment-related concepts listed. Knowledge about emerging environmental issues such as climate changes, hazardous waste problems, water and air pollution, ecological damage that have been endangered protected living species etc. are useful to facilitate consumers with a clear awareness of its social responsibility as a human to the nature.

Environmental advertising

According to Davis (1994), corporate environmental advertisement typically contains three elements. First, the advertisement presents a general statement of corporate concern for the environment. Second, the advertisement describes how the corporation has initiated a number of activities to demonstrate its concern and commitment towards environmental improvement. Third, the advertisement provides a description of specific environmentally related activities, in which the corporation is engaged and / or outcomes for which the corporation takes credit. Whereas Chan (2004), defines green advertisement as claims that the attributes of the advertised product or associated production process contributed to environmental protection or with other positive effects to the environment. In the study, (Chan, 2004) developed a model that consisted of six dimensions in measuring the Chinese consumers‟ responses to green advertisement, i.e. attitudes toward the advertisement, attitudes toward the advertised product, intention to purchase the advertised product, relevance of the advertised product to the respondents‟ daily lives, usefulness of the advertisement in guiding respondents to purchase the product, and perceived credibility of the advertising claim. For the purpose of this study, green advertisement was conceptualized as a uni-dimension variable based on Chan (2004) study. Accordingly, the definition used in this study is as an activity to influence consumers‟ behavior by encouraging them to buy products that are not harmful to the environment and to direct their attention to the positive consequences of their purchasing behavior.

The result from a study by Davis (1994) found that consumers‟ reactions to corporate green advertisements were significantly influenced by consumers‟ prior perception about the corporate environmental concern. If the consumers‟ prior-perceptions toward corporate environmental concern had been favorable, then consumers were significantly more likely to respond positively to the green advertisement, including the advertised message, the corporate image, as well as the products from the corporate. In Chan (2004) study on consumers‟ responses to green advertisement in two major cities in China; Beijing and Guangzhou, the study found that perceived credibility of the

environmental advertisement claim and the relevance of advertised product to respondents‟ daily lives are two most significant determinants of green purchase intention in China. The analyses of the respondents‟ follow-up questions further revealed that a specific and well-supported claim was very important in generating positive attitudes toward green advertisement and improving the perceived credibility of the messages.

Price

In ordinary usage, price is the quantity of payment or compensation given by one party to another in return for goods or services. In modern economies, prices are generally expressed in units of some form of currency. The last price at which a security, options contract, or commodity trades during the trading session. Price is a component in a number of technical and fundamental analysis strategies. The value of a thing with real or perceived worth. Price represents the amount of value the market has assigned, fairly or unfairly, to a good or service. Normally, prices are expressed in terms of money. Prices tend to be regulated by the law of supply and demand; that is, a price of a good or service increases with smaller supply and/or greater demand. An amount of money exchanged for something of value.

Green Product

Green products are improved in performance to the environment and society. Green products are significantly better version related to traditional product offerings available in the market for its production, usage, and disposal (Peattie, 1995). These green products are environmentally safe and preferable products and services. For example, green cars, recycled products, energy efficient electronics, organic tea, etc.

Eco-label

Rotherham (1999) defined eco-label as synonymous descriptors that refer to information on a product that provide about the environmental impacts associated with

the production or use of the product. The environmental labels are increasingly being utilized by marketers to promote the identification of green products (D'Souza et. al., 2006). Many of the studies on eco-labels look for the ways to make them effective in consumers' purchase behaviour of environmental safe products (D'Souza et. al., 2006). Nik Abdul Rashid's (2009) study showed that awareness of eco-label has a positive effect between knowledge of green product and consumer's intention to purchase. However, other studies indicated that although the functions of labels were recognized by some consumers but this does not automatically leading them to green purchasing decisions (Leire & Thidell, 2005). Leire and Thidell (2005) further argued that consumers in general have difficulties in relating environmental problems to products; differentiating between green and conventional products and have the feeling that the information provided by environmental product was far too complex to be useful in making purchase decisions.

According to Nik Abdul Rashid (2009), eco-labels were attractive instruments informing consumers about the environmental impact of their purchasing decisions. To date, there are approximately 30 different green label schemes worldwide. Asian countries such as China, Japan, Korea, India, Thailand, Malaysia and Singapore have launched their own eco-labeling schemes (Nik Abdul Rashid, 2009). In 1996, Malaysian green label schemes were committed to start by the Standards and Industrial Research Institute of Malaysia (SIRIM). At that time energy conservation, agricultural products, degradable, non-toxic plastic packaging material, hazardous metal-free electrical and electronic equipment, biodegradable cleaning agents and recycled paper were related to eco-labeling schemes (Elham & Wahid, 2010). Loureiro and Lotade (2005) suggested that consumers especially in much developed countries have shown their willingness to pay higher premium for eco-labelled products. This study deals with consumers' acceptance of eco-label as part of green product promotion method to influence their green purchase intention.

Social influence

Wahid et al. (2012) stated that "social influence is a proxy of subjective norm". In other words, social influence has the same meaning with subjective norm. In addition, DeLamater and Myers (2010) stated that social influence is the changes of a person's attitude and behaviour which influenced by another person's action such as persuading and threatening. Besides that, Rashotte (2007) stated that social influence can be defined as "the change in an individual's thoughts, feelings, attitudes or behaviors that results from interaction with another individual or a group." In this current study, social influence can be referred as the change of an individual attitudes or behaviors through the influence of others. Social influence plays an important role in consumers' purchase decision on buying green product (Ohman, 2011). Ohman (2011) supported that social pressure has an influence toward the consumers with green purchase intention in performing the actual buying behaviour. On another side, Klobas and Clyde (2001) stated that social influence consists of friends, family, educators, employers, professional colleagues, experts and the media. Meanwhile, Maram and Kongsompong (2007) suggested that social influence consists of friends, family, associates, salespeople and even strangers.

Ooi et al. (2012) also figured out that peer pressure as a part of social influence will influence the consumers on green purchasing among Malaysian consumers. However, this study is investigated on green purchasing intention but not green purchasing behaviour among members of Activist Groups (NGO). The authors of this research suggested that the importance of word-of-mouth marketing should be stressed. Meanwhile, a study by Ohman (2011) indicated that socially desirable acts such as buying green products were motivated by social norms. The author argued that the increasing of social pressure can convert the behavior al intention into actual behavior. A study of the Jakarta cases indicated that the social influence was the second lowest determinants on the green purchase behaviour among the university students (Irawan & Darmayanti, 2012). The author concluded that the topic of environmental issue particularly environmental-friendly products was not encouraging among the group of

university students in Jakarta. Thus, social influence does not have significant effect on green purchasing behavior. However, the author suggested that the green marketers should consider this factor because young consumers were peer oriented in nature.

Corporate Social Responsibility

Over the pass decades, the concept of Corporate Social Responsibility (CSR) is sequentially growing in significance. Although CSR has become a term which covers a wide range of concept and interpretations, it is as an established academic field has consistently been discussed in the context of business theory. However, the definition of CSR is considered as fuzzy (Podnar, 2008) and intangible (Frankental, 2001). There are a lot of arguments to appear in academic world. Davis and Blomastrom (1975) suggested that during the process of CSR policymaker promote their own interest and simultaneously take measures to protect and promote the interests of the whole social obligation. Smith (1988) believed that due to the concept of CSR is vague, it has lost the significance. Smith also considered that CSR actually is a kind of instrument to publicity and conflict among corporate, government and customers. It is can be seen that CSR is a considerable complex concept, which arouses widely debate and discussion among scholars.

Carroll (1991) pointed out that the concept of CSR should contain four pillars: economic, legal, ethical and philanthropic. This concept is widely accepted by society and scholars. Carroll emphasized that CSR is part of business strategy and philanthropic is the least vital element of CSR. With the globalization of market and the obligation of enterprise, more and more international organizations pay attention on the demarcation of CSR. Business for Social Responsibility describes CSR as “business’ commitment to contribute to sustainable economic development, working with employees, their family, the local community and society at large to improve their quality of life” (Business for Social Responsibility, 2012). Especially under the new ear condition, CSR is considered as “a commitment to improve community well-being through discretionary business practices and contributions of corporate resource” (Kotler & Lee, 2005, p. 3). Argenti

(2013) said that in order to win the trust and loyalty of constituents around the world, CSR should effort as companies jockey in corporate marketing. Despite the various definitions and confusion come with CSR (Smissen, 2012), Dahlsrud (2006) concluded 37 existing definitions to find similarities and difference among them. Dahsrud considered that the definition by the Commission of the European Communities in 2001 that is the best one: “a concept whereby companies integrate social and environment concerns in their business operations and in their interaction with their stakeholders on a voluntary basis” (Dahlsrud, 2006; Smissen, 2012; Commission of the European Communities, 2001).

Therefore, based on above various definitions, this theoretical study definite CSR as: a company volunteered to takes responsibility of sustainable development that is benefit for improving economy, social and environment in accordance with obeying the foundation of law and ethics.

Brand Image

The impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings). Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience. See also corporate image. The brand image refers to the way a market as a whole views a given company or product. Many companies attempt to create a strong brand that people identify with a given product.

Kotler and Keller (2009) described brand image as the perceptions and beliefs held by consumers about the brand. In today’s dense marketplace, consumers often decide to purchase brands based on their image or identity. The identity of a brand is central to the brand’s strategic vision since it embodies the basic characteristics that will sustain it over time; just as a person’s identity provides direction, purpose and meaning (Aaker, 1996). Thus, a brand’s identity is the sum of unique associations that consumers have when confronted with the brand (Keller, 2003). Corporate image in the service marketing literature was early identified as an important factor in the overall evaluation

of the service and the company (Bitner, 1991; Grönroos, 1984; Gummesson and Grönroos, 1988). Corporate image is a filter which influences the perception of the operation of the company.

2.3 Hypothesis

$H1_o$: Health Consciousness hasn't significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H1_a$: Health Consciousness has significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H2_o$: Environmental attitude hasn't significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H2_a$: Environmental attitude has significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H3_o$: Environmental knowledge hasn't significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H3_a$: Environmental knowledge has significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H4_o$: Environmental advertising hasn't significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H4_a$: Environmental advertising has significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H5_o$: Price hasn't significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H5_a$: Price has significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H6_o$: Green Product hasn't significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H6_a$: Green Product has significant effect onCustomer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H7_o$: Eco-label hasn't significant effect onCustomer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H7_a$: Eco-label has significant effect onCustomer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H8_o$: Social influence hasn't significant effect onCustomer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H8_a$: Social influence has significant effect onCustomer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H9_o$: Corporate Social Responsibility hasn't significant effect onCustomer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H9_a$: Corporate Social Responsibility has significant effect onCustomer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H10_o$: Brand Image hasn't significant effect onCustomer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

$H10_a$: Brand Image has significant effect onCustomer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

2.4 Conceptual Framework

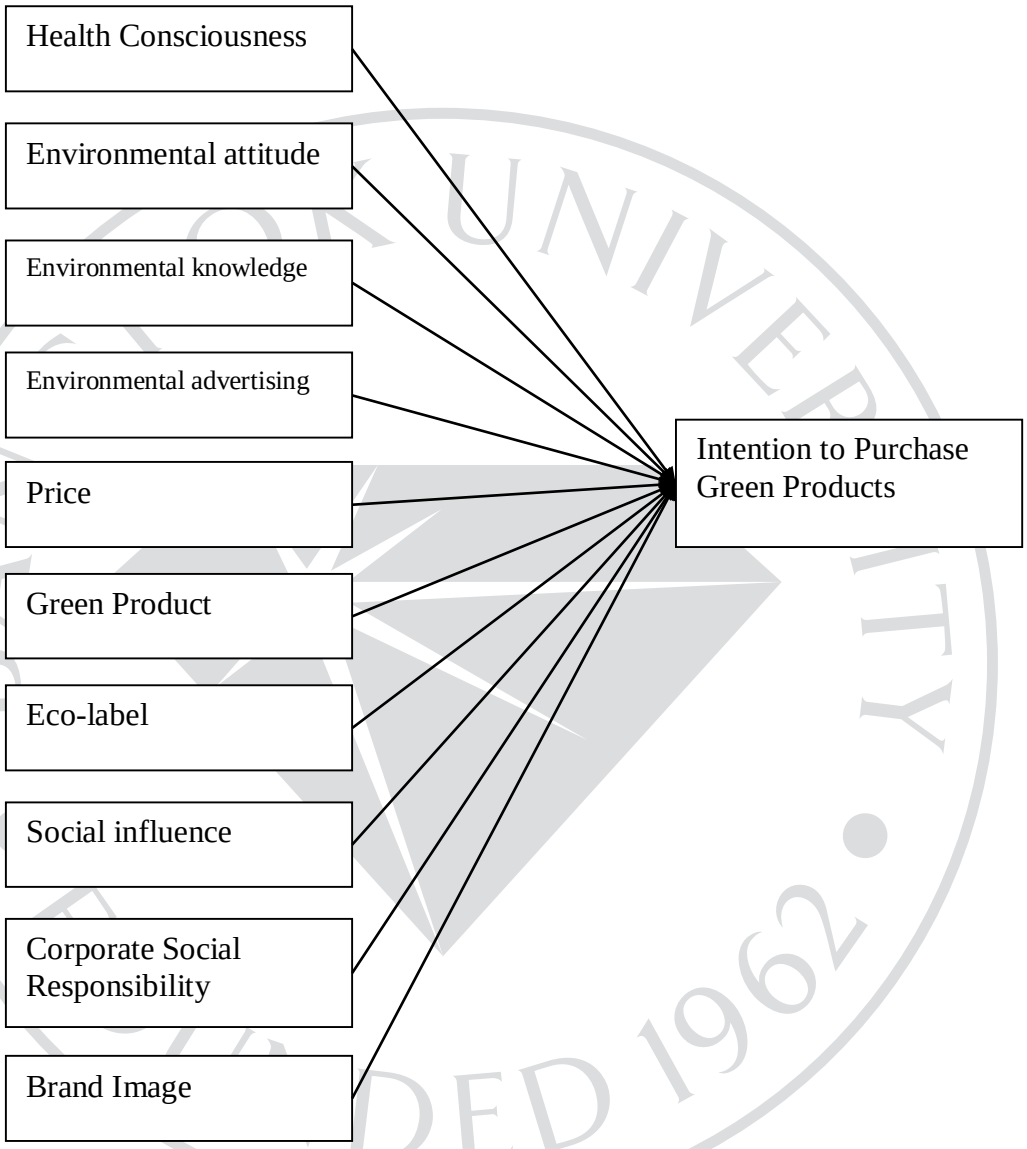

Figure 2.1: Conceptual Framework

Chapter 3

Research Methodology

This chapter is illustrated the information in term of research methodology which is about the process used to collect data and information on behalf of running data. In this chapter, there are 6 parts including method of research used, respondents and sampling procedures, research instrument, pretest, collection and statistical treatment of data respectively. Therefore, the additional information of this chapter are as follows.

3.1 Research Design

There are many types of research which can apply to several studies as exploratory research, descriptive research and casual research respectively. However, in this study, the appropriated type of this study was conducted in term of descriptive research which refers to describe answer to specify research problems in detail. Descriptive research is devoted to the collecting the information about widespread situations or conditions for the purpose of description and interpretation (Aggarwal, 2008). The significance of descriptive research is focusing in term of the characteristics of individual and the characteristics of the whole sample which can support to provide useful information to the problems' solution. Then, this type of research is the most suitable to collect the data as well as depict the relationship between measured variables. Besides, this research also uses the techniques of survey by distributing the questionnaires as gathering the primary data with 400 customers who have shopping experience of green product in Bangkok, Thailand. So as to know their attitudes toward purchase intention for related to the several factors that can be affected. In addition, secondary data is another technique for using because of providing on the several sources such as internet, textbook and so forth which is benefit as easily access, low cost and saving time in finding the useful information. Furthermore, these secondary data also

come from the reliable sources to get more exactly information to adapt with this study effectively.

3.2 Population and Sample Selection

Population in Research

Data used in this study were obtained from Siam Paragon in Bangkok, Thailand which is a grocery and general merchandising retailer headquartered in Bangkok, Thailand. It is the leading hypermarket chain in Thailand. This study will be opened for customers in Siam Paragon Bangkok, Thailand. Because it is minimizing sample selection bias, and it helps to avoid over representation or under representation on a certain segment. Besides, it can accurately reflect the population.

Sample Size in Research

The questionnaire survey was distributed to consumers who have considered and experienced purchase green product in Bangkok.

The researcher will determine sample size by applying an equation proposed by Pongwichai (2009) which is the adaptation of Yamane (1973) at confidences level of 95% and precision levels = 0.05

The total of sample size is

$$n = \frac{Z^2 p(1-p)}{E^2}$$

$$n = \frac{1.96^2 * 0.5(1-0.5)}{(0.05)^2}$$

n = 384.16 samples

≈385 samples

In the study, researcher decides to use 400 questionnaires in Bangkok.

Sample Selection in Research

Data were gathered from 400 customers as a part of a larger study. Accidental sampling method will be applied in the research from Siam Paragon Bangkok Thailand. Judgment sampling called purposive sampling involves choosing objects/ samples that are believed will give accurate results. An experienced individual selects the sample based on his or her judgment about some appropriate characteristics required of the sample member. The researcher chose to conduct judgment sampling on customers who experienced the A shopping supermarket.

3.3 Research Instrument

This study, the researchers developed the questionnaire to be five parts. Part one is purchase behavior ask question. Part two is the variables attitude measurement. Part three is Measuring Variables, which researcher applied 5 Likert scale for the question which is 1=strongly disagree, 2=disagree, 3=moderate, 4=agree, and 5=strongly agree. Part four is lifestyle data, and part five is demographic data.

For Demographic information, the researchers designed to use Category scale as a tool to measure the demographic information of the respondents. The Category scale is an attitude measurement consisting of several categories to provide the respondents with a number of alternative ratings (Zikmund, 2003).

Part 1: 1 Close-ended Response Question about intend to purchase green product in future.

Part 2: 10 Close-ended Response Question about variables attitude measurement to measure what's the level of factors affect your purchase intention of green products?

Part 3: 37 Close-ended Response Question about "A Study on Factors Affecting Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand." consist of

Health Consciousness	3	Questions
Environmental attitude	5	Questions
Environmental knowledge	4	Questions
Environmental advertising	4	Questions
Price	2	Questions
Green Product	3	Questions
Eco-label	3	Questions
Social influence	4	Questions
Corporate Social Responsibility	2	Questions
Brand Image	3	Questions

Intention to Purchase	4	Questions

This part is measured in interval scale by using a five-level Likert Scale to measure the level of agreement.

Strongly Agree	5	points
Agree	4	points
Neutral	3	points
Disagree	2	points
Strongly Disagree	1	points

To get the result, using Class Interval formula to find the value of the class width.

$$\text{Class Interval} = \frac{\text{Highest Value - Lowest Value}}{\text{number of classes you want to have}}$$

$$= \frac{5-1}{5}$$

$$= 0.8$$

In the segment that use Interval Scale, researcher uses average measurement as

At 4.21-5.00 mean participants' acceptance level on Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price,

Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image and purchase intention are at the highest level.

At 3.41-4.20 mean participants' acceptance level on Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price, Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image and purchase intention are at high level.

At 2.61-3.40 mean participants' acceptance level on Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price, Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image and purchase intention are at normal level.

At 1.81-2.60 mean participants' acceptance level on Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price, Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image and purchase intention are at low level.

At 1.00-1.80 mean participants' acceptance level on Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price, Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image and purchase intention are at the lowest level.

Part 4: 3 Close-ended Response Question about lifestyle data

Part 5: 6 Close-ended Response Question about participant demographic and general information consist of Gender, Age, Education, Salary, and Occupation, Marital status.

3.4 Sampling procedure

The researchers applied the non-probability to find the sampling unit in this study. Zikmund (2003) stated that probability sample is the process of probability sampling which is randomly chosen and non-probability sampling is the probability of specific member of the population which is unknown information for the researchers. The sampling unit is an individual component or group of components point to the selection of the sample stated by Zikmund (2003).

The researchers in this study applied Judgment sampling and Convenience sampling to be the second and third step respectively. All details are as follows:

Step 1: Judgment Sampling

Judgment sampling also called purposive sampling involves choosing objects/ samples that are believed will give accurate results. An experienced individual selects the sample based on his or her judgment about some appropriate characteristics required of the sample member. . The researcher chose to conduct Judgment sampling on customers who considered and experienced have purchased green product in Bangkok.

Step 2: Convenience Sampling

The sampling procedure of obtaining the people or units that are most conveniently available (Zikmund, 2003). Convenience sampling, this kind of sampling focuses on people who are available to answers questions from researchers. The researchers distributed questionnaires to 400 respondents.

3.5 Data Collection Procedure

The questionnaire surveys were distributed face to face in Siam Paragon Bangkok from 1st Sep 2016 to 15th Sep 2016. Random sampling method was used to collect data. After the 400 questionnaires were collected, the data were entered into SPSS statistical program and analysis was run to determine significant findings.

3.6 Research Methodology

Factor Analysis

The Factor Analysis is an explorative analysis. Much like the cluster analysis grouping similar cases, the factor analysis groups similar variables into dimensions. This process is also called identifying latent variables. Since factor analysis is an explorative analysis it does not distinguish between independent and dependent variables.

Factor Analysis reduces the information in a model by reducing the dimensions of the observations. This procedure has multiple purposes. It can be used to simplify the data, for example reducing the number of variables in predictive regression models. If factor analysis is used for these purposes, most often factors are rotated after extraction. Factor analysis has several different rotation methods—some of them ensure that the factors are orthogonal. Then the correlation coefficient between two factors is zero, which eliminates problems of multicollinearity in regression analysis.

Factor analysis is also used in theory testing to verify scale construction and operationalizations. In such a case, the scale is specified upfront and we know that a certain subset of the scale represents an independent dimension within this scale. This form of factor analysis is most often used in structural equation modeling and is referred to as Confirmatory Factor Analysis. For example, we know that the questions pertaining to the big five personality traits cover all five dimensions N, A, O, and I. If we want to build a regression model that predicts the influence of the personality dimensions on an outcome variable, for example anxiety in public places, we would start to model a confirmatory factor analysis of the twenty questionnaire items that load onto five factors and then regress onto an outcome variable.

Factor analysis can also be used to construct indices. The most common way to construct an index is to simply sum up the items in an index. In some contexts, however, some variables might have a greater explanatory power than others. Also sometimes similar questions correlate so much that we can justify dropping one of the questions completely to shorten questionnaires. In such a case, we can use factor analysis to identify the weight each variable should have in the index.

Binary Logistic Regression

Binary logistic regression estimates the probability that a characteristic is present (e.g. estimate probability of "success") given the values of explanatory variables, in this case a single categorical variable ; $\pi = \Pr(Y = 1|X = x)$. Suppose a physician is interested in estimating the proportion of diabetic persons in a population. Naturally she knows that all sections of the population do not have equal probability of ‘success’, i.e. being diabetic. Older population, population with hypertension, individuals with diabetes incidence in family are more likely to have diabetes. Consider the predictor variable X to be any of the risk factor that might contribute to the disease. Probability of success will depend on levels of the risk factor.

Variables:

Let Y be a binary response variable

Yi = 1 if the trait is present in observation (person, unit, etc...) i

Yi = 0 if the trait is NOT present in observation i

X = (X1, X2, ..., Xk) be a set of explanatory variables which can be discrete, continuous, or a combination. xi is the observed value of the explanatory variables for observation i. In this section of the notes, we focus on a single variable X.

Model:

$$\pi_i = Pr(Y_i = 1|X_i = x_i) = \frac{\exp(\beta_0 + \beta_1 x_i)}{1 + \exp(\beta_0 + \beta_1 x_i)}$$

$$\begin{aligned} \text{logit}(\pi_i) &= \log\left(\frac{\pi_i}{1-\pi_i}\right) \\ &= \beta_0 + \beta_1 x_i \\ &= \beta_0 + \beta_1 x_{i1} + \ldots + \beta_k x_{ik} \end{aligned}$$

Assumptions:

- The data Y1, Y2, ..., Yn are independently distributed, i.e., cases are independent.
- Distribution of Yi is Bin(ni, πi), i.e., binary logistic regression model assumes binomial distribution of the response. The dependent variable does NOT need to be normally distributed, but it typically assumes a distribution from an

exponential family (e.g. binomial, Poisson, multinomial, normal,...)

- Does NOT assume a linear relationship between the dependent variable and the independent variables, but it does assume linear relationship between the logit of the response and the explanatory variables; $\text{logit}(\pi) = \beta 0 + \beta X$.
- Independent (explanatory) variables can be even the power terms or some other nonlinear transformations of the original independent variables.
- The homogeneity of variance does NOT need to be satisfied. In fact, it is not even possible in many cases given the model structure.
- Errors need to be independent but NOT normally distributed.
- It uses maximum likelihood estimation (MLE) rather than ordinary least squares (OLS) to estimate the parameters, and thus relies on large-sample approximations.
- Goodness-of-fit measures rely on sufficiently large samples, where a heuristic rule is that not more than 20% of the expected cells counts are less than 5.

Model Fit:

- Overall goodness-of-fit statistics of the model; we will consider:
- Pearson chi-square statistic, X2
- Deviance, G2 and Likelihood ratio test and statistic, ΔG2
- Hosmer-Lemeshow test and statistic
- Residual analysis: Pearson, deviance, adjusted residuals, etc...
- Overdispersion

Parameter Estimation:

The maximum likelihood estimator (MLE) for (β0, β1) is obtained by finding (β^0,β^1)(β^0,β^1) that maximizes:

$$L(\beta_0, \beta_1) = \prod_{i=1}^{N} \pi_i^{y_i} (1 - \pi_i)^{n_i - y_i} = \prod_{i=1}^{N} \frac{\exp\{y_i(\beta_0 + \beta_1 x_i)\}}{1 + \exp(\beta_0 + \beta_1 x_i)}$$

3.7 Reliability Analysis of Research Instrument

The researcher apply pilot test to examine the reliability of the questionnaire. The reliability test for this research is processed on computer program by using Cronbach's alpha coefficeient.

Table 3.1: Criteria of Reliability

Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
0.80 – 1.00	Very High	Excellent
0.70 – 0.79	High	Good
0.50 – 0.69	Medium	Fair
0.30 – 0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

3.8 Content Validity

The questions from questionnaires had been review by the three qualified experts in the field of green product industry and researcher can get the content validity from the questionnaire.

To prove the consistency of questions, the author use Index of Item - Objective Congruence (IOC) method to calculate the consistency between the objective and content or questions and objective.

$$IOC = \frac{\Sigma R}{N}$$

Where: IOC = Consistency between the objective and content or questions and objectives.

Σ R= Total assessment points given from all qualified experts.

N = Number of qualified experts.

The consistency index value must have the value of 0.5 or above to be accepted.

There are 3 levels of assessment point as follow:

+1 means the question is certainly consistent with the objective of the questionnaire.

0 means the question is unsure to be consistent with the objective of the questionnaire.

-1 means the question is inconsistent with the objective of the questionnaire.

The consistency index value must have the value of 0.5 or above to be accepted.

Index of Item - Objective Congruence (IOC) from three experts result are as followed;

Table 3.2: Table of Content Validity

No.	Expert1			Expert2			Expert3			ΣR	IOC	Data analysis
	1	0	-1	1	0	-1	1	0	-1			
HC1	☑			☑				☑		2	0.67	Accept
HC2		☑		☑			☑			2	0.67	Accept
HC3	☑			☑				☑		2	0.67	Accept
EAT1	☑			☑			☑			3	1	Accept
EAT2		☑		☑			☑			2	0.67	Accept
EAT3	☑				☑		☑			2	0.67	Accept
EAT4	☑			☑			☑			3	1	Accept
EAT5	☑			☑				☑		2	0.67	Accept
EK1		☑		☑			☑			2	0.67	Accept
EK2	☑			☑				☑		2	0.67	Accept
EK3	☑			☑			☑			3	1	Accept
EK4		☑		☑			☑			2	0.67	Accept
EAV1	☑				☑		☑			2	0.67	Accept
EAV2	☑			☑				☑		2	0.67	Accept
EAV3		☑		☑			☑			2	0.67	Accept

(Continued)

Table 3.2 (Continued): Table of Content Validity

EAV4	☑			☑				☑		2	0.67	Accept
PRI1		☑		☑			☑			2	0.67	Accept
PRI2	☑			☑				☑		2	0.67	Accept
GP1	☑			☑			☑			3	1	Accept
GP2		☑		☑			☑			2	0.67	Accept
GP3	☑				☑		☑			2	0.67	Accept
EL1	☑			☑			☑			3	1	Accept
EL2	☑			☑				☑		2	0.67	Accept
EL3		☑		☑			☑			2	0.67	Accept
SI1	☑			☑				☑		2	0.67	Accept
SI2	☑			☑			☑			3	1	Accept
SI3		☑		☑			☑			2	0.67	Accept
SI4	☑				☑		☑			2	0.67	Accept
CSR1	☑			☑				☑		2	0.67	Accept
CSR2		☑		☑			☑			2	0.67	Accept
BI1	☑			☑				☑		2	0.67	Accept
BI2	☑			☑			☑			3	1	Accept

(Continued)

Table 3.2 (Continued): Table of Content Validity

BI3		☑		☑			☑			2	0.67	Accept
ITP1	☑				☑		☑			2	0.67	Accept
ITP2	☑			☑			☑			3	1	Accept
ITP3	☑			☑			☑			3	1	Accept
ITP4	☑			☑			☑			3	1	Accept

Therefore,

$$\text{IOC} = \frac{28.09}{37}$$

$$= 0.76$$

The index of item objective congruence (IOC) of this questionnaire is 0.76 which is more than 0.5; it means that the questions are all acceptable.

3.9 Reliability Test of Research Instrument

If the result from calculation of Alpha test is above 0.6 or equal 0.6 it means that all questions are consistent and reliable to apply as the research instrument for this study.

Table 3.3: The Summary of Reliability

Variables	**Alpha (α-test)**
Health Consciousness	.830
Environmental attitude	.951
Environmental knowledge	.825
Environmental advertising	.910
Price	.691
Green Product	.790
Eco-label	.792
Social influence	.876
Corporate Social Responsibility	.854
Brand Image	.912
Intention to Purchase	.825

CHAPTER 4
DATA ANALYSIS

4.1 Descriptive Analysis

The following table is that this is the ratio of the frequency and distribution of the defendants were described demographic analysis. The mean and standard mean and tables also show the 11 variables standard deviation.

Table 4.1: Summary of data presentation in lifestyle data and demographic characteristics

Variables	Frequency (*f*)	Percentage (%)
1. How much do you like green product?		
-Strongly like	151	37.8
-like	51	12.8
-Neutral	69	17.3
-Unlike	42	10.5
-Strongly Unlike	87	21.8
2. How often do you buy green product?		
-More than three times in one week	58	14.5
-Once or twice in one week	144	36
-Once or twice in one month	108	27
-Once or twice in one year	90	22.5
3. Do you consider yourself health conscious?		
-Always	44	11
-Frequently	125	31.3
-Sometimes	123	30.8
-Infrequently	84	21
-Never	24	6
4.Gender		
-Female	183	45.8
-Male	217	54.3

(Continued)

Table 4.1 (Continued): Summary of data presentation in lifestyle data and demographic characteristics

5.Age level		
- Between 20 to 30 Years	161	40.3
- Between 31 and 40 Years	188	47.0
- Between 41 and 50 Years	36	9.0
- 51Years and above	15	3.8
6.Income		
- 0—35,000 BAHT	87	21.8
- 35,000—50,000BAHT	189	47.3
- 50,000—100,000 BAHT	97	22.8
- More than 100,000 BAHT	33	8.3
7. Marital statues		
- Married	41	10.3
- Single	322	80.5
- Divorced	37	9.3
8. Occupation statues		
- unemployed	58	14.5
- employee	195	48.8
- student	88	22.0
- retired	59	14.8
9. Education level		
- High school	34	8.5
- Bachelor Degree	235	58.8
- Master Degree	98	24.5
- Doctor Degree	33	8.3

The table 4.1 shows that most of respondent 151 (37.8%) strongly like green product, and 69 (17.3%) of respondent feel neutral about green product. And there are 144 (36%) of respondents buy green product once or twice in one week, then followed by 108 (27%) respondents buy green product once or twice in one month. And 125 (31.3%) of respondent consider their healthy frequently, and 123 (30.8%) respondents consider

their healthy sometimes. The gender for the customers is 54.3% (217) is female, but the major 45.8% (183) are male. And the age the majority is between 31 and 40 years which is 47% (188), then followed by age of between 20 to 30 years which is 40.3% (161). The majority of income level is 35,000—50,000BAHT which is 47.3% (189), then followed by income level of 50,000—100,000 BAHT which is 22.8% (97). There are 322 (80.5%) respondents are single, and 41 (10.3%) are married. And 195 (48.8%) of respondents are employee, and 88 (22.0%) of respondents are students. For the status of education level for respondents, bachelor degree has 235 (58.8%), then followed by master degree 98 (24.5%) of respondents.

Table 4.2: Descriptive Statistics of Health Consciousness

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I'm very self-conscious about my health.	400	2	5	4.05	.979
I'm generally attentive to my inner feelings about my health.	400	1	5	4.24	1.041
I take responsibility for the state of my health.	400	2	5	4.16	.945
Valid N (listwise)	400				

For table 4.2 show the descriptive statistics of health consciousness. The highest mean is 4.24 which is "I'm generally attentive to my inner feelings about my health". And the lowest mean is 4.05 which is "I'm very self-conscious about my health." The highest maximum standard deviation is 1.041 which is "I'm generally attentive to my inner feelings about my health." And the minimum standard deviation is 0.945 which is "I take responsibility for the state of my health".

Table 4.3: Descriptive Statistics of Environmental attitude

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
It is essential to promote green living in Bangkok	400	2	5	4.32	.905
I strongly agree that more environmental protection works are needed in Bangkok.	400	2	5	4.34	.909
It is very important to raise environmental	400	2	5	4.25	.925
Environmental protection issues are my business	400	2	5	4.34	.909
It is wise for Bangkok people to spend a vast amount of money on promoting environmental protection.	400	2	5	4.25	.925
Valid N (listwise)	400				

For table 4.3 show the descriptive statistics of environmental attitude. The highest mean is 4.34 which is "I strongly agree that more environmental protection works are needed in Bangkok, and Environmental protection issues are my business". And the lowest mean is 4.25 which is "It is very important to raise environmental, and it is wise for Bangkok people to spend a vast amount of money on promoting environmental protection." The highest maximum standard deviation is 0.925 which is "It is very important to raise environmental, and it is wise for Bangkok people to spend a vast amount of money on promoting environmental protection." And the minimum standard deviation is 0.909 which is "I strongly agree that more environmental protection works are needed in Bangkok, and Environmental protection issues are my business".

Table 4.4: Descriptive Statistics of Environmental knowledge

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
It is necessary to have knowledge about environment.	400	2	5	3.93	.939
Ecological knowledge has influence on green	400	2	5	3.87	.906
This knowledge of product is an Important way about green products.	400	2	5	3.97	.924
Consumers with higher eco knowledge have higher green purchase intention.	400	1	5	4.08	1.182
Valid N (listwise)	400				

For table 4.4 show the descriptive statistics of environmental knowledge. The highest mean is 4.08 which is "Consumers with higher eco knowledge have higher green purchase intention". And the lowest mean is 3.87 which is "Ecological knowledge has influence on green". The highest maximum standard deviation is 1.182 which is "Consumers with higher eco knowledge have higher green purchase intention." And the minimum standard deviation is 0.906 which is "Ecological knowledge has influence on green".

Table 4.5: Descriptive Statistics of Environmental advertising

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The environmental advertising is irritating	400	1	5	4.10	1.137
The environmental advertising is informative	400	1	5	4.01	1.116
The environmental advertising is offensive	400	2	5	4.30	.902
The environmental advertising is culturally acceptable	400	2	5	4.07	.957
Valid N (listwise)	400				

For table 4.5 show the descriptive statistics of environmental advertising. The highest mean is 4.10 which is "The environmental advertising is irritating". And the lowest mean is 4.01 which is "The environmental advertising is informative". The highest maximum standard deviation is 1.137 which is "The environmental advertising is irritating". And the minimum standard deviation is 0.902 which is "The environmental advertising is offensive".

Table 4.6: Descriptive Statistics of Price

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I can accept the price of Green Product	400	2	5	4.11	.932
I can afford the price of Green Product	400	2	5	4.22	.926
Valid N (listwise)	400				

For table 4.6 show the descriptive statistics of price. The highest mean is 4.22 which is "I can afford the price of Green Product". And the lowest mean is 4.11 which is "I can accept the price of Green Product". The highest maximum standard deviation is

0.932 which is “I can accept the price of Green Product”. And the minimum standard deviation is 0.926 which is “I can afford the price of Green Product”.

Table 4.7: Descriptive Statistics of Green Product

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I think green product is good for my health	400	2	5	4.16	.858
Green product is more high quantity compare to other products	400	2	5	4.08	.895
I am very enjoy to use green product	400	2	5	3.78	.887
Valid N (listwise)	400				

For table 4.7 show the descriptive statistics of green product. The highest mean is 4.16 which is “I think green product is good for my health”. And the lowest mean is 3.78 which is “I am very enjoy to use green product”. The highest maximum standard deviation is 0.895 which is “Green product is more high quantity compare to other products”. And the minimum standard deviation is 0.858 which is “I think green product is good for my health”.

Table 4.8: Descriptive Statistics of Eco-label

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Green advertisements are always trustworthy.	400	2	5	4.12	.936
I consider what is printed on eco-labels to be accurate.	400	2	5	4.20	.938
The information on eco-labels is usually easy to understand.	400	1	5	4.11	1.211
Valid N (listwise)	400				

For table 4.8 show the descriptive statistics of eco-label. The highest mean is 4.20 which is “I consider what is printed on eco-labels to be accurate”. And the lowest mean is 4.12 which is “Green advertisements are always trustworthy”. The highest maximum standard deviation is 1.211 which is “The information on eco-labels is usually easy to understand”. And the minimum standard deviation is 0.936 which is “Green advertisements are always trustworthy”.

Table 4.9: Descriptive Statistics of Social influence

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I learn a lot about environmentally friendly products from my friends	400	2	5	4.17	.954
I learn about environmental issues from my friends	400	2	5	4.05	.979
I discuss with my friends about environmentally friendly products	400	1	5	4.24	1.041
I always share information regarding environmentally friendly products with my friends.	400	2	5	4.16	.945
Valid N (listwise)	400				

For table 4.9 show the descriptive statistics of social influence. The highest mean is 4.24 which is “I discuss with my friends about environmentally friendly products”. And the lowest mean is 4.05 which is “I learn about environmental issues from my friends”. The highest maximum standard deviation is 1.041 which is “I discuss with my friends about environmentally friendly products”. And the minimum standard deviation is 0.945 which is “I always share information regarding environmentally friendly products with my friends”.

Table 4.10: Descriptive Statistics of Corporate Social Responsibility

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I will support green product CSR activities because I think part of my money is going to help others.	400	2	5	4.32	.905
I feel more comfortable buy green product that they make an effort on CSR	400	2	5	4.34	.909
Valid N (listwise)	400				

For table 4.10 show the descriptive statistics of Corporate Social Responsibility. The highest mean is 4.34 which is "I feel more comfortable buy green product that they make an effort on CSR". And the lowest mean is 4.32 which is "I will support green product CSR activities because I think part of my money is going to help others". The highest maximum standard 0.909 which is "I feel more comfortable buy green product that they make an effort on CSR". And the minimum standard deviation is 0.905 which is "I will support green product CSR activities because I think part of my money is going to help others".

Table 4.11: Descriptive Statistics of Brand Image

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I have a clear understanding on the brand of Green Product	400	2	5	4.25	.925
The brand of Green Product comes to my mind at first when I make purchase decisions.	400	2	5	4.34	.909
The brand of Green Product is outstanding and gives me a good impression.	400	2	5	4.25	.925
Valid N (listwise)	400				

For table 4.11 show the descriptive statistics of brand image. The highest mean is 4.34 which is "The brand of Green Product comes to my mind at first when I make purchase decisions". And the lowest mean is 4.25 which is "I have a clear understanding on the brand of Green Product and the brand of Green Product is outstanding and gives me a good impression". The highest maximum standard 0.925 which is "I have a clear understanding on the brand of Green Product and the brand of Green Product is outstanding and gives me a good impression ". And the minimum standard deviation is 0.909 which is "The brand of Green Product comes to my mind at first when I make purchase decisions".

Table 4.12: Descriptive Statistics of Intention to Purchase

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I would intend to buy green products.	400	2	5	3.93	.939
My willingness to buy green products is high.	400	2	5	3.87	.906
I am likely to purchase any green product.	400	2	5	3.97	.924
I have a high intention to buy green product.	400	1	5	4.08	1.182
Valid N (listwise)	400				

For table 4.12 show the descriptive statistics of intention to purchase. The highest mean is 4.08 which is "I have a high intention to buy green product". And the lowest mean is 3.87 which is "My willingness to buy green products is high". The highest maximum standard 1.1182 which is "I have a high intention to buy green product". And the minimum standard deviation is 0.906 which is "My willingness to buy green products is high".

Table 4.13: Rotated Component Matrix(a)

Rotated Component Matrix(a)

	Component					
	1	2	3	4	5	6
I' m very self-conscious about my health.	.635	.241	.626	-.045	.025	.015
I' m generally attentive to my inner feelings about my health.	.370	.610	.308	.153	.529	.030
I take responsibility for the state of my health.	.908	.212	.197	.113	.077	.070
It is essential to promote green living in Bangkok	.687	.242	.447	.438	.227	.032
I strongly agree that more environmental protection works are needed in Bangkok.	.342	.755	.304	.244	.371	.019

(Continued)

Table 4.13 (Continued): Rotated Component Matrix(a)

It is very important to raise environmental	.607	.142	.502	.489	.242	.048
Environmental protection issues are my business	.342	.755	.304	.244	.371	.019
It is wise for Bangkok people to spend a vast amount of money on promoting environmental protection.	.607	.142	.502	.489	.242	.048
It is necessary to have knowledge about environment.	.223	.347	.834	.132	.208	.013
Ecological knowledge has influence on green	.078	.937	.211	.013	-.124	.025
This knowledge of product is an Important way about green products.	.269	.441	.138	.730	.064	-.018
Consumers with higher eco knowledge have higher green purchase intention.	.568	.353	.474	.438	.116	.041
The environmental advertising is irritating	.760	.458	.239	.296	.017	.065
The environmental advertising is informative	.412	.749	.222	.104	-.030	.067
The environmental advertising is offensive	.826	.333	.303	.189	.180	.045
The environmental advertising is culturally acceptable	.802	.168	.133	.251	-.043	.074
I can accept the price of Green Product	.267	.666	.133	.478	.064	.064
I can afford the price of Green Product	.758	.367	.146	.175	.336	.019
I think green product is good for my health	.168	.731	.160	.362	.215	.011
Green product is more high quantity compare to other products	.392	.290	.762	.290	.085	.026
I am very enjoy to use green product	.159	.707	.061	.339	.014	.008
Green advertisements are always trustworthy.	.300	.301	.635	.328	-.245	.056
I consider what is printed on eco-labels to be accurate.	.584	.301	.305	.505	-.005	.044
The information on eco-labels is usually easy to understand.	.355	.712	.249	.294	.316	-.005
I learn a lot about environmentally friendly products from my friends	.594	.248	.243	.422	.392	-.011
I learn about environmental issues from my friends	.635	.241	.626	-.045	.025	.015
I discuss with my friends about environmentally friendly products	.370	.610	.308	.153	.529	.030
I always share information regarding environmentally friendly products with my friends.	.908	.212	.197	.113	.077	.070
I will support green product CSR activities because I think part of my money is going to help others.	.687	.242	.447	.438	.227	.032
I feel more comfortable buy green product that they make an effort on CSR	.342	.755	.304	.244	.371	.019

(Continued)

Table 4.13 (Continued): Rotated Component Matrix(a)

I have a clear understanding on the brand of Green Product	.607	.142	.502	.489	.242	.048
The brand of Green Product comes to my mind at first when I make purchase decisions.	.342	.755	.304	.244	.371	.019
The brand of Green Product is outstanding and gives me a good impression.	.607	.142	.502	.489	.242	.048
I would intend to buy green products.	.223	.347	.834	.132	.208	.013
My willingness to buy green products is high.	.078	.937	.211	.013	-.124	.025
I am likely to purchase any green product.	.269	.441	.138	.730	.064	-.018
I have a high intention to buy green product.	.568	.353	.474	.438	.116	.041
How much do you like green product?	.151	.062	.045	.010	.013	.984

From the table 4.13, all the questions asked, there seems to be only six factors that influence purchase decision of green product by explaining 27%, 24%, of total variance.

Factor analysis shows the followings:

First factor composes questions of:

- I'm very self-conscious about my health.
- I take responsibility for the state of my health.
- It is essential to promote green living in Bangkok
- It is very important to raise environmental
- It is wise for Bangkok people to spend a vast amount of money on promoting environmental protection.
- Consumers with higher eco knowledge have higher green purchase intention.
- The environmental advertising is irritating
- The environmental advertising is offensive
- The environmental advertising is culturally acceptable
- I can afford the price of Green Product
- I consider what is printed on eco-labels to be accurate.
- I learn a lot about environmentally friendly products from my friends
- I learn about environmental issues from my friends
- I always share information regarding environmentally friendly products with my

friends.

- I will support green product CSR activities because I think part of my money is going to help others.
- I have a clear understanding on the brand of Green Product
- The brand of Green Product is outstanding and gives me a good impression.
- I have a high intention to buy green product.

Summarized the first factor should be Health attitude, Perceived Health value, environmental protection education, environmental protection promotion, High income, Influence of friends, the importance of CSR, Green brand, Green purchase intention. Therefore, the first factor should be called "Health's & Green" factor.

Second factor composes questions of:

- I'm generally attentive to my inner feelings about my health.
- I strongly agree that more environmental protection works are needed in Bangkok.
- Environmental protection issues are my business
- Ecological knowledge has influence on green
- The environmental advertising is informative
- I can accept the price of Green Product
- I think green product is good for my health
- The information on eco-labels is usually easy to understand.
- I discuss with my friends about environmentally friendly products
- I feel more comfortable buy green product that they make an effort on CSR
- The brand of Green Product comes to my mind at first when I make purchase decisions.
- My willingness to buy green products is high.

Summarized the second factor should be Body maintenance, Environmental consideration, Ecological knowledge, Environmental advertising, Price consideration, Green brand, effort

on CSR, Green purchase decision. Therefore, the second factor should be called "Environmental" factor.

Third factor composes questions of:

- It is necessary to have knowledge about environment.
- Green product is more high quantity compare to other products
- Green advertisements are always trustworthy.
- I would intend to buy green products.

Summarized the third factor should be Environment knowledge, Good quantity, Trustable, intend to purchase. Therefore, the third factor should be called "Environment knowledge" factor.

Forth factor composes questions of:

- This knowledge of product is an important way about green products.
- I am likely to purchase any green product.

Summarized the forth factor should be Importance of green products, Green purchase intention.

Six factor composes questions of:

- How much do you like green product?

Summarized the six factor should be Likeability.

4.2 Hypothesis Test

The hypothesis mentioned was in chapter 3 and Table 4.14is the summary of the

result of hypothesis test by using Binary Logistic Regression.

Table 4.14: Summary of Hypothesis Test

Binary Logistic Regression		
	B	Sig. (2-tailed)
Health Consciousness with Intention to Purchase Green Products	18.017	**0.000**
Environmental attitude with Intention to Purchase Green Products	-23.539	**0.009**
Environmental knowledge with Intention to Purchase Green Products	30.001	**0.003**
Environmental advertising with Intention to Purchase Green Products	-8.392	0.140
Price with Intention to Purchase Green Products	.081	0.197
Green Product with Intention to Purchase Green Products	.444	**0.013**
Eco-label with Intention to Purchase Green Products	.682	**0.000**
Social influence with Intention to Purchase Green Products	.451	0.127
Corporate Social Responsibility with Intention to Purchase Green Products	27.057	0.104
Brand Image with Intention to Purchase Green Products	17.520	0.192

Hypothesis 1: The result from the p-value of hypothesis equals 0.000, which is less than 0.05, the null hypothesis $H1_o$ can be rejected at a 5% level of significance. Its means the $H1_a$ can be accept. Health Consciousness has significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 2: The result from the p-value of hypothesis equals 0.009, which is less

than 0.05, the null hypothesis $H2_o$ can be rejected at a 5% level of significance. Its means the $H1_a$ can be accept. Environmental attitude has significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 3: The result from the p-value of hypothesis equals 0.003, which is less than 0.05, the null hypothesis $H3_o$ can be rejected at a 5% level of significance. Its means the $H1_a$ can be accept. Environmental knowledge has significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 4: The result from the p-value of hypothesis equals 0.140, which is more than 0.05, the null hypothesis $H4_o$ cannot be rejected at a 5% level of significance. Its means the $H1_a$ cannot be accept. Environmental advertising cannot significantly affect with Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 5: The result from the p-value of hypothesis equals 0.197, which is more than 0.05, the null hypothesis $H5_o$ cannot be rejected at a 5% level of significance. Its means the $H1_a$ cannot be accept. Price cannot significantly affect with Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 6: The result from the p-value of hypothesis equals 0.013, which is less than 0.05, the null hypothesis $H6_o$ can be rejected at a 5% level of significance. Its means the $H1_a$ can be accept. Green Product has significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 7: The result from the p-value of hypothesis equals 0.000, which is less than 0.05, the null hypothesis $H7_o$ can be rejected at a 5% level of significance. Its means the $H1_a$ can be accept. Eco-label has significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 8: The result from the p-value of hypothesis equals 0.127, which is more than 0.05, the null hypothesis $H8_o$ cannot be rejected at a 5% level of significance. Its means the $H1_a$ cannot be accept. Social influence cannot significantly affect with Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 9: The result from the p-value of hypothesis equals 0.104, which is more than 0.05, the null hypothesis $H9_o$ cannot be rejected at a 5% level of significance. Its means the $H1_a$ cannot be accept. Corporate Social Responsibility cannot significantly affect with Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 10: The result from the p-value of hypothesis equals 0.192, which is more than 0.05, the null hypothesis $H10_o$ cannot be rejected at a 5% level of significance. Its means the $H1_a$ cannot be accept. Brand Image cannot significantly affect with Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

4.3 Cross table analysis

The cross table analysis is about demographic factors with dependent variables which is customers' purchase decision of green product.

Table 4.15: Cross Table of Dependent Variable and gender.

I would intend to buy green products. * gender Crosstabulation

Count

		gender		
		male	female	Total
I would intend to buy green products.	Slightly Disagree	20	20	40
	Moderate	37	35	72
	Slightly agree	75	91	166
	Strongly agree	51	71	122
Total		183	217	400

From table 4.15 the majority customers are gender is female strongly agree to buy green products for themselves.

Table 4.16: Cross Table of Dependent Variable and age.

I would intend to buy green products. * age Crosstabulation

Count

		age				
		Between 20 to 30 Years	Between 31 and 40 Years	Between 41 and 50 Years	51Years and above	Total
I would intend to buy green products.	Slightly Disagree	15	21	2	2	40
	Moderate	26	33	9	4	72
	Slightly agree	65	86	11	4	166
	Strongly agree	55	48	14	5	122
Total		161	188	36	15	400

From table 4.16 the majority customers are age is between 20 to 30 years strongly agree to buy green products for themselves.

Table 4.17: Cross Table of Dependent Variable and income.

I would intend to buy green products. * income Crosstabulation

Count

		income				
		0—10,000 BAHT	10,000—20,000BAHT	20,000—35,000 BAHT	More than35,000 BAHT	Total
I would intend to buy green products.	Slightly Disagree	9	18	8	5	40
	Moderate	14	34	19	5	72
	Slightly agree	41	79	33	13	166
	Strongly agree	27	27	58	10	122
Total		91	158	118	33	400

From table 4.17 the majority customers are income is 20,000—35,000 BAHT strongly agree to buy green products for themselves.

Table 4.18: Cross Table of Dependent Variable and Marital statues.

I would intend to buy green products. * Marital statues Crosstabulation

Count

		Marital statues			
		Married	Single	Divorced	Total
I would intend to buy green products.	Slightly Disagree	6	31	3	40
	Moderate	6	59	7	72
	Slightly agree	17	133	16	166
	Strongly agree	12	99	11	122
Total		41	322	37	400

From table 4.18 the majority customers are marital status is single strongly agree to buy green products for themselves.

Table 4.19: Cross Table of Dependent Variable and Education level.

I would intend to buy green products. * Education level Crosstabulation

Count

		Education level				
		High school	Bachelor Degree	Master Degree	Doctor Degree	Total
I would intend to buy green products.	Slightly Disagree	4	18	13	5	40
	Moderate	5	44	18	5	72
	Slightly agree	14	100	39	13	166
	Strongly agree	11	73	28	10	122
Total		34	235	98	33	400

From table 4.19 the majority customers are education level is bachelor degree strongly agree to buy green products for themselves.

Table 4.20: Cross Table of Dependent Variable and Occupation statues.

I would intend to buy green products. * Occupation statues Crosstabulation

Count

		Occupation statues				
		unemployed	employee	student	retired	Total
I would intend to buy green products.	Slightly Disagree	7	20	6	7	40
	Moderate	8	36	15	13	72
	Slightly agree	25	78	39	24	166
	Strongly agree	18	61	28	15	122
Total		58	195	88	59	400

From table 4.20 the majority customers are occupation statues is employee strongly agree to buy green products for themselves.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

The research on factors affecting customer's attitude toward intention to purchase green products in Bangkok, Thailand is a survey research using questionnaires to collect data.

The research objective of this study is to determine the relationship between intention to purchase green products and the factors that may affect it. The factors include are Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price, Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image.

This paper describes ten independent variables which are Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price, Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image and only one dependent variable which is intention to purchase green products. There are 400 questionnaires were send to target population in the purchase intention to green products. In the questionnaires will be five sections to cover all the independent variables and dependent variables. And judgment with convenience of non-probability sampling was applied during that time.

5.1 Conclusion

For demographic factor:

The most of respondent 151 (37.8%) strongly like green product, and there are 144 (36%) of respondents buy green product once or twice in one week, 125 (31.3%) of respondent consider their healthy frequently. The majority of customers to purchase green product are female 54.3% (217), and age between 31 and 40 years 47% (188), the income level is 35,000—50,000BAHT which is 47.3% (189), who are single 322

(80.5%), and married 41 (10.3%). And 195 (48.8%) of customers are employee, with bachelor degree 235 (58.8%).

For Hypothesis testing:

Hypothesis 1: Health Consciousness has significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 2: Environmental attitude has significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 3: Environmental knowledge has significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 4: Environmental advertising cannot significantly affect with Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 5: Price cannot significantly affect with Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 6: Green Product has significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 7: Eco-label has significant effect on Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 8: Social influence cannot significantly affect with Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 9: Corporate Social Responsibility cannot significantly affect with Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

Hypothesis 10: Brand Image cannot significantly affect with Customer's Attitude toward Intention to Purchase Green Products in Bangkok, Thailand.

5.2 Discussion

This study is to determine the relationship between customer's attitude toward intention to purchase green products in Bangkok, Thailand and the factors that may affect it. The factors include Health Consciousness, Environmental attitude, Environmental knowledge, Environmental advertising, Price, Green Product, Eco-label, Social influence, Corporate Social Responsibility, Brand Image and customer's attitude toward intention to purchase green products. There are 400 questionnaires were send to target population in the Green Product market. And judgment with convenience of non-probability sampling was applied during that time.

As result, the majority customers are female and age between 31 and 40 years, the income level is 35,000—50,000BAHT, who are single and married employees, with bachelor degree. And health consciousness, environmental attitude, environmental knowledge, green product and eco-label has significant effect on customer's attitude toward intention to purchase green products in Bangkok, Thailand. However, environmental advertising, price, social influence, corporate social responsibility, brand image cannot significantly affect with customer's attitude toward intention to purchase green products in Bangkok, Thailand.

The results indicated that the top predictor for green purchase intention is environmental and health concern. It is because consumers believed that environmental friendly products are beneficial for a healthier lifestyle and could help preserving the environment. Knowledge about emerging environmental issues such as climate changes, hazardous waste problems, water and air pollution, ecological damage that have been endangered protected living species etc. are useful to facilitate consumers with a clear awareness of its social responsibility as a human to the nature. Green products are

significantly better version related to traditional product offerings available in the market for its production, usage, and disposal (Peattie, 1995). These green products are environmentally safe and preferable products and services. The environmental labels are increasingly being utilized by marketers to promote the identification of green products (D'Souza et. al., 2006).

It is suggested that green purchasing recommendation maybe most effectively delivered through increase of the environmental concern among Thailand consumers. For the politicians, business organization or other NGO organization, various environmental campaigns such as "Go Green" movement should be supported to increase the level of environmental awareness or environmental concern of Thailand consumers. Hence, the willingness of Thailand consumers to purchase green product may increase. The design of the green product such as packaging features, labelling and quality should be congruence with the environmental-friendly or eco concepts.

5.3 Limitation and Suggestion for Future study

This paper suggested that the future study to measure the intention as well as the actual behavior when assessing the green purchase intention since intention may reflect actual behavior. Meanwhile, this is a cross-sectional study due to the limitation of time horizon. To measure intention and actual behavior, a longitudinal study is more appropriate for the future study. It is suggested that the same data to be collected at two different points of time from the same respondent to examining the relationship between intention and actual behavior. Future study also should take into an account of a broader view of consumers in Thailand rather than just focusing on Bangkok. Due to time constraints and limited capital, the study was done on a narrow frame of consumers. In addition, the variables taken in this study are not merely variables that affect the intent of the consumers and this open for opportunity to elevate other factors as well.

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APPENDIX

Questionnaire

Part 1

1. Would you intend to purchase green product in future

[ ] Yes [ ] No

Part 2

2. How would the following factors affect your purchase intention of green products?

	Not at all	Strongly Unimportant	Unimportant	Slightly Unimportant	Neutral	Slightly Important	Important	Strongly Important
1. Health Consciousness	0	1	2	3	4	5	6	7
2. Environmental attitude	0	1	2	3	4	5	6	7
3. Environmental knowledge	0	1	2	3	4	5	6	7
4. Environmental advertising	0	1	2	3	4	5	6	7
5. Price	0	1	2	3	4	5	6	7
6. Green Product	0	1	2	3	4	5	6	7
7. Eco-label	0	1	2	3	4	5	6	7
8. Social influence	0	1	2	3	4	5	6	7
9. Corporate Social Responsibility	0	1	2	3	4	5	6	7
10. Brand Image	0	1	2	3	4	5	6	7

Part 3. Measuring Variables

Please answer the following question by mark "√" in the space given below and do kindly answer truthfully and complete all questions.

Variable	**Strongly Disagree**	**Slightly Disagree**	**Neutral**	**Slightly Agree**	**Strongly Agree**
	1	**2**	**3**	**4**	**5**

Health Consciousness					
1. I'm very self-conscious about my health.					
2. I'm generally attentive to my inner feelings about my health.					
3. I take responsibility for the state of my health.					
Environmental attitude					
1. It is essential to promote green living in Bangkok					
2. I strongly agree that more environmental protection works are needed in Bangkok.					
3. It is very important to raise environmental awareness among Bangkok people					
4. Environmental protection issues are my business					
5. It is wise for Bangkok people to spend a vast amount of money on promoting environmental protection.					
Environmental knowledge					
1. It is necessary to have knowledge about environment.					
2. Ecological knowledge has influence on green					
3. This knowledge of product is an Important way about green products.					
4. Consumers with higher eco knowledge have higher green purchase intention.					
Environmental advertising					
1. The environmental advertising is irritating					
2. The environmental advertising is informative					
3. The environmental advertising is offensive					
4. The environmental advertising is culturally acceptable					
Price					
1. I can accept the price of Green Product					
2. I can afford the price of Green Product					
Green Product					
1. I think green product is good for my health					
2. Green product is more high quantity compare to other products					
3. I am very enjoy to use green product					
Eco-label					
1. Green advertisements are always trustworthy.					

2. I consider what is printed on eco-labels to be accurate.					
3. The information on eco-labels is usually easy to understand.					
Social influence					
1. I learn a lot about environmentally friendly products from my friends					
2. I learn about environmental issues from my friends					
3. I discuss with my friends about environmentally friendly products					
4. I always share information regarding environmentally friendly products with my friends.					
Corporate Social Responsibility					
1. I will support green product CSR activities because I think part of my money is going to help others.					
2. I feel more comfortable buy green product that they make an effort on CSR					
Brand Image					
1. I have a clear understanding on the brand of Green Product					
2. The brand of Green Product comes to my mind at first when I make purchase decisions.					
3. The brand of Green Product is outstanding and gives me a good impression.					
Intention to Purchase					
1. I would intend to buy green products.					
2. My willingness to buy green products is high.					
3. I am likely to purchase any green product.					
4. I have a high intention to buy green product.					

Part 4. Lifestyle

1. How much do you like green product?
[ ] Strongly like
[ ] like
[ ] Neutral
[ ] Unlike
[ ] Strongly Unlike

2. How often do you buy green product?
[ ] More than three times in one week
[ ] Once or twice in one week
[ ] Once or twice in one month
[ ] Once or twice in one year

3. Do you consider yourself health conscious?
[ ] Always
[ ] Frequently
[ ] Sometimes
[ ] Infrequently
[ ] Never

Part 5 Demographic and General information
1.Your gender：
[ ] Male [ ] Female

2. Please tick (√) on the age bracket which best describes the range in which your age falls:
[ ] Between 20 to 30 Years
[ ] Between 31 and 40 Years
[ ] Between 41 and 50 Years
[ ] 51Years and above

3. Your monthly income：
[ ]0—35,000 BAHT
[ ]35,000—50,000BAHT
[ ]50,000—100,000 BAHT
[ ] More than100,000 BAHT

4. Marital statues
[ ] Married
[ ] Single
[ ] Divorced

5. Occupation statues
[ ] unemployed
[ ] employee
[ ] student
[ ] retired

6. Education level
[ ] High school
[ ] Bachelor Degree
[ ] Master Degree
[ ] Doctor Degree

THANK YOU VERY MUCH FOR YOUR PARTICIPATION

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