

# The Factor Affecting the Decision to Choose Eco-Friendly Products Among Thai Customers in the Bangkok Metropolitan Area

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## Abstract

The purpose of this study was to investigate the influences and relationship of factors such as demographics, green awareness and environmental attitudes towards decision of choosing eco-friendly products in Thailand. The reference group is demographically influential on people who live in Bangkok. The total number of the collected questionnaires were 192 males (48%) and 208 females (52%). Majority of the respondents (196 or 49%) are aged between 25 - 34 years old. As for education level, most (281 or 70.3%) bachelor's degree or equivalent. Finding suggest that income, global warming awareness, eco-friendly product awareness, and environmental attitudes significantly affects the decision to choose eco-friendly products.

**Keywords:** Eco-friendly product, Global warming, Green Awareness, Environmental Attitudes

## Introduction

The issue of the increasing average temperature of the Earth's atmosphere or what we could call global warming is mainly affected by carbon emissions and other greenhouse gases largely produced from human activities such as deforestation, the burning of fossil fuels, oil, coal, and natural gas to generate electricity, powering our vehicles, heating our homes, which are believed to be the primary cause for global warming. As we release these greenhouse gases, they become overwhelmed in the atmosphere, the heat is trapped and Earth warms up as a response. However, "without greenhouse effect, the Earth would have an average temperature of -18 degrees Celsius and be cover in ice" (Cumming, 2015). The greenhouse effect is a good thing which clearly makes possible for life, but we are now having too much greenhouse gases. According to the Live Science, the average temperature of the Earth has risen from 0.4 to 0.8 degrees Celsius over the past 100 years (Live Science, 2017). Scientists have very high confidence for decades to come that global temperatures will continue to rise.

The Intergovernmental Panel on Climate Change (IPCC), which includes more than 1,300 scientists globally, recently predicted that the Earth's temperatures could increase between 1.4 and 5.8 degrees Celsius by the year 2100. This will result in rising sea levels from the polar ice caps melting and cause an increase in natural disasters such as storms. Even small changes on earth's temperature can result in enormous changes in the environment (The Earth Science Communications Team at NASA's Jet Propulsion Laboratory, 2017). Global warming has a very serious impact on people's health, environment and economy. Climate changes affect sea level to rise, extreme weather, drought in some regions more likely in mid-latitude, flooding, food production, extinction and human health, increased instances of respiratory problems and infectious diseases.

Alternative energy and eco-friendly innovation products are now being created as a way to help mitigate and reduce this global warming issue, decreasing environmental harms. “Most of the threats we face come from the progress we’ve made in science and technology. We are not going to stop making progress, or reverse it, so we must recognize the dangers and control them. I’m an optimist, and I believe we can.” (Hawking, 2016). It is time for everyone to stand up for the environment and for our world. There have been several studies on the green purchasing behavior and green products in many countries particularly in the Western region, however, such studies are still rare in the Asian community.

Moreover, in Thailand, there are no study about how many Thai people are concerned about global warming or how much they know about the topic. This study originated from the need to encourage various people and organizations to start choosing eco-friendly products whenever they can, in order to do this, we need to understand the decision-making process of buying or choosing and why one would choose or not choose certain eco-friendly products. Although this is a very close subject to us, the majority of people are still unclear of the answer. The purpose of this study is to investigate and examine the influence and the relationship of the factors’ demographic, green awareness and environmental attitude towards the decision making of choosing eco-friendly products in Thailand.

### Objectives

- To investigate and examine the relationship of the factors, demographic, global warming awareness, eco-friendly product awareness and environmental attitude towards the decision making of choosing eco-friendly products of Thai people in Bangkok.
- To learn the acknowledgment and perceiving of Thai people toward eco-friendly products and global warming which has become a very serious issue.
- To understand the market trends, costumers’ behavior and perspective towards eco-friendly products of Thai people in Bangkok.

### Significance of the Study

The study will provide an in-depth information about factors that affects the decision making of choosing eco-friendly product. This study will give guidance on the market and customer trends so eco-friendly product producers will be able to understand future market demands for eco-friendly products. Moreover, this research also provides useful information on further development of education for mankind in terms of environmental protection and development of new alternatives or innovations that can effectively help with global warming.

### Literature Review

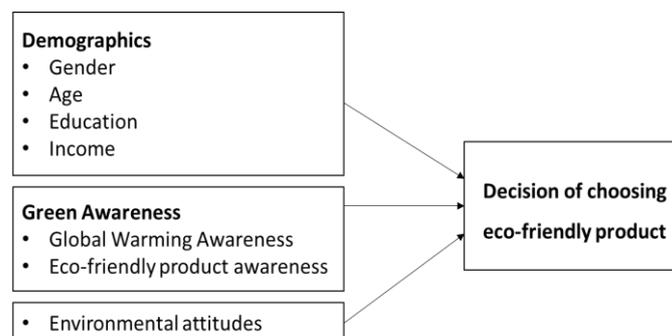


Figure 1. Conceptual framework

## Demographic and Green Purchasing

Green behaviors are affected by age, education and income, with results varying from study to study concluding that further research on demographics were needed (Roberts, 1996). Females and males want and need different products (Mitchell & Walsh, 2004). “Gender has an important role in consumer behavior, there are differences between men and women about expectation, wants, needs, lifestyle etc. which reflect their consumption behavior” (Akturan, 2009:66). According to the study among teenagers in Hong Kong, it shows that female teenagers are more environmental concern than male teenagers (Lee, 2009). Moreover, females and males have their own tastes and preferences, females are more likely to purchase green products because they are more environmental concerns compared to male consumers (Rahim, 2017).

Age has an impact on buying products which young people tends to make simpler product purchasing decisions than older people whose purchasing decisions are more complex (Creusen, 2010). Younger consumers are more likely to respond to environmentally friendly products (Chan, 1996).

Consumers with higher education are more knowledgeable about green products and the benefits of green products (Giang & Tran, 2014). However, “Level of education does not show a strong influence on consumers' environmental actions as compared to age, gender or residence” (Freymeyer & Johnson, 2010). Education level is one of the key factor that can affect the green purchasing. With this knowledge, consumers tend to purchase green products more (Kaufmann, Panni, & Orphanidou, 2011). There are a lot of studies shown and found that consumers with higher level of education are more likely to have environmental friendly behaviors.

Income level has a positive relationship with environment sensitivity. Consumers with high incomes are more willing to buy green products compared to consumers with low income (Junaedi, 2012). However, according to the business research (Roberts, 1996), which determined that those that have lower income levels are more likely to perform ecological consumer behaviors. As well as in the replication of the study about green consumer behaviors (Straughan & Roberts, 1999), found that those with lower income levels are more likely to show environmentally friendly behaviors.

H1 The different demographic backgrounds of Thai people in Bangkok has different influences on the decision of choosing eco-friendly products.

## Green Awareness

### *Global warming Awareness*

For the global warming awareness, according to the Gallup Polls, in 2007 and 2008 in 127 countries, the report shown that there are about 62% reported realizing about the global warming which means that almost a half of people in the world who have never heard about global warming or did not have an opinion regarding to this issue. In public awareness, the developed countries tend to have higher awareness of global warming than developing countries or less developed countries. In Japan, Finland and United Kingdom, the report shown that almost everyone who has done a survey knows about global warming. In Liberia and Benin, however, there is only 15% and 20% of surveyed people said that they know about it (Pelham, 2009). The record percentages of Americans who concern about global warming and believe it is occurring, as we can see that there is 45% significant increase of American people who worry a great deal about global warming in 2017, while it is only 37% in 2016.

As well as the belief that human activities cause the global warming issue also increases to 68% (Saad, 2017). There are more and more people and so many countries starting to realize about the climate change and global warming, including Thailand. Therefore, The Paris Agreement, the agreement that aims to response to the threat of climate change and global warming issued by strengthening the global to keeping the temperature rising below 2 degrees Celsius and also increasing the ability to adapt to the climate change by developing low greenhouse gas emissions. According to the UNFCCC (United Nations Framework Convention on Climate Change, 2017), on the Paris Agreement which now has 170 countries signed the agreement and Thailand is also one of the members. It is obvious that every corner of the world starts to realize about this global warming issue.

Moreover, the previous study shown that there is a significant relationship between environmental knowledge and consumer green behavior (Mostafa, 2009) which mean that the more knowledgeable about the environmental issues of the consumer is the more likely they are willing to purchase the eco-friendly product. Further, it can be concluded that the factor in predicting or having an influence on the consumer buying decision is the environmental knowledge (Aman, Harun, & Hussein, 2012). The global warming is a serious issue and the researcher found that it is quite very interesting and important to know that global warming awareness has any influences or impacts to the decision making of consumers in term of choosing eco-friendly product or not.

### ***Eco-Friendly Product Awareness***

Eco-friendly product is recyclable, environmental friendly, non-toxic and sometimes even manufactured by natural and chemical ingredients that do not have negative impact on human being. Literally, eco-friendly products still have an impact to the environment but the impact is very small if we compare to the normal produced products. The awareness of eco-friendly product can influence customer purchasing decision to buy eco-friendly products (Suki, 2013). There are many of customers who have positive and high intention to purchase green products (Ali, Ahmed, & Khan, 2011). In addition, if company offers eco-friendly products at the affordable price and high quality, compared to traditional products to consumers, consumers will have positive intention to purchase and green product purchasing will be high (Rao, Basha, & Kumar, 2011). However, results are consistent in these three studies that customers are willing to pay higher price for eco-labeled eco-friendly product, (Dunlap & Scarce, 1991; Lung, 2010; Loureiro & Lotade, 2005). There is an increased demand for eco-friendly products in Malaysia (Chen & Chai, 2010).

Eco-friendly product is the market leader, there are more customers who buy Eco-friendly product and the demand for that kind of products is increasing all over the world (Wahid, 2011). However, the study shows that people, generally have a lot of concerns and strong desires to do something towards environment but they did not know how they can contribute to or do it (Kumar, Garg, & Makkar, 2012).

H2 Thai people's green awareness in term of global warming awareness and eco-friendly products awareness affects decision of choosing eco-friendly products.

### ***Environmental Attitudes***

Environmental attitudes are conceptualized in term of attitudes theory of individual's belief and its affect toward an object (Heberlein, 2012). In consistence with "the collection of beliefs, affect, and behavioral intentions a person holds towards environmentally related activities, issues" (Schultz, Nolan, Cialdini, Goldstein, & Griskevicius, 2007). "Environmental attitude is commonly understood as a cognitive judgment towards the value of environmental protection" (Lee, 2009). The most consistent explanatory factor in predicting the consumers' willingness to pay for eco-friendly products are attitudes (Chyong, Phang, Hasan, & Buncha,

2006). People who have positive attitude towards environment and have high levels of awareness about environmental issues tend to generate more positive environmental intention and behavior, act more environmental friendly and want to buy eco-friendly products than those with the negative attitude (Altinigne & Wührer, 2015). Environmental positive attitude is related to the consumer's consumption behavior (Chekima, Wafa, Igau, & Chekima, 2015). It is likely that consumers who show high levels of environmental attitude make more green purchasing decisions than those that have lower levels.

H3 Environmental attitudes of Thai people is related to the decision of choosing eco-friendly products.

### ***The Decision of Choosing eco-friendly product***

The factors that influence people to buy and purchase the eco-friendly products are consumers' environmental concerns, awareness of green product, price and brand image, (Suki, 2013). Moreover, factors that influence green purchasing intention are product price and quality, organization green image, environmental concern and environmental knowledge (Ali & Ahmad, 2012). The factor that influences customers' decision to buy a product design in Malaysia is environmental benefits that can benefit to the customer in term of oneself and cost (Nizam, Mansor, Mukapit, & Yahaya, 2011). There are a lot of factors that possible to affect the customer purchasing decision. According to the individual theory (Sheikh F. Z., Mirza, Aftab, & Asghar, 2014), the study shows that customer likely to pay less attention toward the brand while making a purchase on green products.

Moreover, whether a person is male or female, there is no difference in making a green purchase decision. If the quality is good and the price is affordable, consumer intend to buy and pay more for such products. People are more concerned about the quality with the reasonable price and how well they market their product, informed about the benefits of green products, however, those studies did not mention about the background of customer purchasing or their perspective on choosing green products over non-green. This study proposed a new segmentation approach through an analysis of the effect of global warming awareness on choosing eco-friendly product.

The purpose of this study is to investigate and examine the influence of global warming awareness of Thai people on choosing eco-friendly products. There is no such study in Thailand about the inside story of the criterias that affect on choosing eco-friendly product, do these criterias relate to their knowledge on green awareness of global warming and eco-friendly product and how much those can influence the individual's environmental consciousness and environmental attitudes. In performing this research, the researcher also intended to study and investigate on how much Bangkok population know about eco-friendly products and what could be the reasons or factors behind those behaviors and does global warming awareness has an influence on Thai people's mind toward choosing eco-friendly products.

### **Methodology**

On this research, the researcher has designed the study process accordingly to study on the factors that affect the decision on choosing eco-friendly products of Thai people in Bangkok by uses quantitative research and mainly focuses on the questionnaire research by using convenience sampling method in order to address the research hypothesis and problems. Questionnaire is considered as preferable survey instrument, useful method to investigate and simple to administer for respondents to complete and also for the researcher to analyze.

According to the World Population Review, in 2017, Thailand has an estimated population of 69.1 million. Bangkok has more than 5 million or about 7.38% of the total population (Thailand Population 2017, 2017). According to the Official Statistics Registration

Systems, there are 4,008,062 persons whose age between 15 and 64 years old (Population Age, Bangkok Metropolitan, 2017), which was calculated by using Taro Yamane equation (Yamane, 1973) with 95% confident level. The study sample size is 400 respondents by using non-probability sampling and convenience sampling method to address the research hypothesis and problems from the group age between 15 – 64 years old.

### **I. Questionnaire Development**

The questionnaires are distributed and collected by using Google Docs online questionnaire which respondents are required to sign in to their Google account so that the researcher limit to only 1 response per 1 account. The researcher intends to focus on the group of people who have used the eco-friendly products only, by doing so, the researcher uses the screening questions in order to select the specific group. The questionnaire consists of 4 sections as follow;

Section 1: Demographic questions, gender, age, education, income and screening question.

Section 2: Green Awareness, which has two variables global warming awareness and eco-friendly product awareness, which were adopted and adapted from various sources and measured based on five-point Likert Scale.

Section 3: Environmental attitudes, a scale developed from Lee (2009). “Environmental attitude is commonly understood as a cognitive judgment towards the value of environmental protection” (Lee, 2009). According to the previous study on cognitive and affective, found that cognitive information to be more important than affective (Eagly, Mladinic, & Otto, 1994). Other studies also stated that affective and cognitive information based on varies across attitude objects (Breckler & Wiggins, 1989; Esses, Haddock & Zanna, 1993).

Section 4: Decision of choosing eco-friendly product which was measured based on five-point Likert Scale.

### **II. Test of research instrument**

The researcher using three methods to test the research instrument;

- Content Validity, the researcher tests content validity by using literature review that has adopted and adapted from various sources in order to address the right questions that suit the study purpose, as describe in Table below.
- Construct Validity: The researcher uses Factor analysis to test content validity of the questionnaires. Factor analysis is a statistical process used to identify the factors that can be used to demonstrate relationship among the group of variables that are relevant, which the researcher uses the Oblimin (Oblique) rotations that allow the factors to be correlated between each other as factors are expected to be correlated.
- Test-Retest Reliability: The researcher tests the questionnaire from the sample group of 30 people. The results from this sample group tested by using SPSS to verify the reliability with correlation must not less than 0.7 ,which the test-retest results are as followed:

**Test-retest results table**

	30 Respondents	400 Respondents
Part 1: All questions	0.927	0.916
Part 2: Green awareness	0.878	0.875
Part 3: Environmental attitude	0.889	0.898

According to the table, from the 30 respondents, part 1: all questions alpha score is 0.927, part 2: the green awareness questions, alpha 0.878 and Part 3: environmental attitude questions, alpha 0.889. Therefore, the researcher carried on the study and start collected for 400 respondents. The test-retest result, Part 1: alpha score is 0.916, Part 2: 0.875 and Part 3: 0.898. As all of the score result are over 0.7 which shows that the questionnaire is reliable.

**III. Data Analysis**

This study uses SPSS program to analyze variable data and compute for the results. All answers are summarized as descriptive statistic and then the data is put through SPSS to attain the frequency of data. For analyzing the relationship and testing hypothesis between factors, demographic, green awareness, environmental attitudes and decision of choosing eco-friendly products among Thai people who live in Bangkok, this study will use T-test, F-test, Multiple Regression and Pearson Correlation to measure as follow, which the results will be presented in chapter four.

- Descriptive Statistics, are used for describing percentage variables on demography
- Inferential Statistics, are used for hypotheses testing with significance of 0.05

**Key Findings**

The overall distribution of the respondents in Table 2 shows that majority of the respondents of 400 people (97%) have used the eco-friendly product and 12 people (3%) never used the eco-friendly product before, are female, aged 25 – 34 years, have attained highest education level of Bachelor degree or equivalent, have an income of between 20,000 – 29,999 baht.

**Table 2. Summary of Demographics and Screening Question**

		Frequency	Percent
Have you ever used eco-friendly products?	Yes	400	97.0
	No	12	3.0
Gender	Male	192	48.0
	Female	208	52.0
Age	24 – 15	128	32.0
	34 – 25	196	49.0
	44 – 35	37	9.2
	54 – 45	28	7.0
	64 - 55	11	2.8
Education	High school or equivalent	28	7.0
	Bachelor's degree or equivalent	281	70.3
	Master's degree	83	20.8
	Doctoral degree	8	2.0

		Frequency	Percent
Income	Less than 10,000 Baht	49	12.3
	10,19 – 000,Baht 999	72	18.0
	20,29 – 000,Baht 999	117	29.3
	30,39 – 000,Baht 999	91	22.8
	40,49 – 000,999 Baht	25	6.3
	50,000 Baht and above	46	11.5

### Factor Analysis

The Kaiser-Meyer-Olkin is 0.924, above the commonly recommended value of 0.5. Furthermore, Bartlett's Test of Sphericity is 3364.211 with significant score less than 0.05 which demonstrates a positive correlation between the items. The researcher used the Oblimin (Oblique) rotations as the factors were expected to be correlated.

The results revealed three factors were sufficient to explain the underlying structure of the study which shows that factor 1 consists of 5 items which is labeled as Environmental Attitude, demonstrates high internal consistency.

Factor 2 consists of 5 items of all the awareness that relate to the eco-friendly product, labeled as eco-friendly product awareness which has high consistency.

Factor 3 consists of 5 items which relate to the environmental issue in term of global warming. This factor is identified as global warming awareness, the internal consistency of this is also high.

### Hypothesis test results

The hypothesis testing of this study is calculated by using T-test, F-test, Multiple Regression and Pearson Correlation as presented in the following tables and description.

**H1** The different demographic backgrounds of Thai people in Bangkok has different influences on the decision of choosing eco-friendly products.

**Table 3. The hypothesis tests on differences in decision making of choosing eco-friendly products of the respondents classified by gender.**

Description	Mean	S.D.	Score	Sig.
<b>Gender</b> (F-test)			.401	.689
Male (N = 192)	3.45	0.82		
Female (N = 208)	3.41	0.90		
<b>Age</b> (F-test)			1.250	.291
15 - 24 (N = 128)	3.32	0.91		
25 – 34 (N = 196)	3.47	0.80		
35 - 44 (N = 37)	3.40	0.83		
45 - 64 (N = 39)	3.58	1.01		
<b>Education</b> (F-test)			1.252	.287
Other education level (N = 36)	3.44	0.87		
Bachelor's degree or equivalent (N = 281)	3.39	0.88		
Master's degree (N = 83)	3.56	0.79		

Description	Mean	S.D.	Score	Sig.
<b>Income (F-test)</b>			2.867	.015
Less than 10,000 baht (N = 49)	3.26	1.05		
10,000 – 19,900 baht (N = 72)	3.38	0.83		
20,000 – 29,999 baht (N = 117)	3.28	0.83		
30,000 – 39,999 baht (N = 91)	3.68	0.81		
40,000 – 49,999 baht (N = 25)	3.52	0.77		
50,000 baht and above (N = 46)	3.54	0.83		

On the demographic results, genders, age and education, which the factors differential have no positive relationship or have no different to the decision making of choosing eco-friendly product at all. Income levels has a significant score at 0.015 which the income group affect the decision of choosing eco-friendly product the most are group of 30,000 – 39,999 baht, 40,000 – 39,999 baht and 50,000 baht and above, respectively.

**H2** Thai people’s green awareness in term of global warming awareness and eco-friendly products awareness affects the decision of choosing eco-friendly products.

**Table 4. Multiple Regression model on green awareness towards decision making of choosing eco-friendly product.**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.313	0.293		4.487	0.000
Global warming awareness	-0.115	0.083	-0.084	-1.399	0.163
Eco-friendly product awareness	-0.682	0.090	-0.455	7.550	0.000
R Square = .160 SEE = .79509 F= 39.024 Sig .000					

The results from the table 4, the analysis of green awareness in term of global warming awareness and eco-friendly product awareness shows a significant relationship towards decision of choosing eco-friendly product, which explains 16% of the variation and significant score at 0.00. The study found that eco-friendly product awareness is significant to the decision of choosing eco-friendly product, p-value is 0.00 while the results of global warming awareness has no significant on decision of choosing eco-friendly product as the value is more than 0.05 (Sig 0.163).

**H3** Environmental attitudes of Thai people is related to the decision of choosing eco-friendly products.

**Table 5. Pearson correlation analysis of factor affecting the decision making of choosing eco-friendly product.**

Environmental attitudes	Correlation level		
	R	Sig (2-tailed)	Correlation level
Decision making of choosing eco-friendly products	.254	.000	Low

\*Significant at the .05 level

From the table 5, shows that correlation level on decision making of choosing eco-friendly product has positive correlation with the Pearson Correlation between the environmental attitude and decision making of choosing eco-friendly product is 0.254 which means that the changes in each variable has low correlation. Moreover, with the significant level between these two, score at 0.000, with Sig (2-tailed) value is less than 0.05, mean that the two variables are significant no matter the value in one variable are increasing or decreasing.

**Table 6. Hypotheses summary table**

	Hypotheses	Sig.	Results
H 1.1	The different genders of Thai people in Bangkok has different influences on the decision of choosing eco-friendly products.	.689	Rejected
H 1.2	The different ages of Thai people in Bangkok has different influences on the decision of choosing eco-friendly products.	.291	Rejected
H 1.3	The different education levels of Thai people in Bangkok has different influences on the decision of choosing eco-friendly products.	.287	Rejected
H 1.4	The different income levels of Thai people in Bangkok has different influences on the decision of choosing eco-friendly products.	.015	Accepted
H 2	Thai people's green awareness in term of global warming awareness and eco-friendly products awareness affects the decision of choosing eco-friendly products.	.000	Accepted
H3	Environmental attitudes of Thai people affect the decision of choosing eco-friendly products.	.000	Accepted

In conclusion, from the three main hypotheses and sub-hypotheses, the results from the analysis shown that factors that affect the decision making of choosing eco-friendly product are income, green awareness and environmental attitudes. In addition, there are three factors that do not affect the decision making of choosing eco-friendly products in regard to the demographic. They are gender, ages and education.

## Conclusion & Recommendations

### Conclusions

According to the data results, this can be concluded that gender, age and education differences have no significant positive relationship with decision making of choosing eco-friendly products but other variables are quite high with significant positive relationship toward the decision making of choosing eco-friendly product. The data shows that the respondents have quite high green awareness in term of global warming and eco-friendly product and very high positive environmental attitude. The data for the decision making of choosing eco-friendly products shows that most of the respondents regularly purchase eco-friendly products. On the demographic results, according to the previous research stated that gender has no significance influence in choosing or purchasing eco-friendly product (shahnaei, 2010; Sheikh F. Z., Mirza, Aftab, & Asghar, 2014) in compliant with the study results with the significant score at 0.689 considered as differential between gender has no difference when making the decision of choosing eco-friendly product.

The results on hypothesis of age and education, significant score at 0.291 and 0.287 respectively, also show no significant relationship toward the decision making of choosing eco-friendly product. However, the results found on age and education were absolutely in contrast with the previous studies, stated that younger consumers are more likely to respond to the eco-friendly product and people with higher education are more aware of eco-friendly product and its benefits which are more likely to have environmental friendly behaviors (Cresusen, 2010; Chan 1996; Kaufmann, Panni, & Orphanidou, 2011).

The differences in income level has a positive relationship when making the decision of choosing eco-friendly product with a significant score at 0.015, which consistent with the previous study. It shows that different in income level has different purchasing decision. The income group that affects the decision of choosing eco-friendly product the most is a group of respondents with income level of 30,000 and above which mean that those with high income tends to buy eco-friendly product more than those with lower income level, so it is consistent with the previous study, as the higher income level were more willing to pay for the eco-friendly products and services (Meyer & Liebe, 2010; Junaedi, 2012). Accordingly, with the study results on green awareness in term of global warming awareness and eco-friendly product awareness from 10 variables, it can be determined that the respondents have quite high green awareness toward global warming and eco-friendly product with the total score of 3.95 out of 5, considered as "agree". According to the results, table 4.17, found that there is significant relationship between green awareness in term of global warming awareness and eco-friendly product awareness and decision of choosing eco-friendly product with significant score of 0.00.

Therefore, the results of the study is consistent with the previous research which found that the green awareness can influence the customer purchasing decision to buy eco-friendly product (sig 0.01), (Suki, 2013). Moreover, on another studies shown that environmental knowledge is a factor that can predict and influence the consumer buying decision (Aman, Harun, & Hussein, 2012) and the study on the Green Consumer In Kuwait found that there is a significant relationship between environmental knowledge and consumer green behavior (Mostafa, 2009). Thus, it can be concluded that the more knowledge about the environmental issues and eco-friendly product of the consumer is the more likely they will purchase the eco-friendly product. On the hypothesis results by using Pearson correlation between the environmental attitude and decision of choosing eco-friendly product shows low positive correlation, with 0.254, and significant at 0.00.

Thus, it means that the changes in each variable has low correlation and the two variables are significant no matter the value in one variable is increasing or decreasing which in contrast with a study on the green purchasing behavior in Thailand. On the graduate student, the researcher found that there is no significant influence between environmental attitude and green purchasing behavior (Arttachariya, 2012), (Sig 0.488). However, attitudes is the most consistent predictor for the environment purchasing behavior (Schlegelmilch, Bohlen, & Diamantopoulos, 1996), while in other former studies, show that those who have positive environmental attitude towards environmental protection are strongly affected by the green purchasing (Tanner & Kast, 2003; Altinigne & Wührer, 2015).

According to more former studies, even those who viewed themselves as environmentalists, they do not change their attitude into greener behavior (Pieters, Bijmolt, Van Raaij, & De Kruijk, 1998). This can be concluded that the possible reason that the study result is inconsistent with the previous research, even when the study that was conducted in Thailand and those studies have tested on different target group. This is because the study results on green purchasing behavior in Thailand only studied on the graduate student. In conclusion, people with positive environmental attitudes toward environmental protection and have high awareness about the environmental issues and eco-friendly product are more likely to have decision making of choosing eco-friendly product. In consistence with the previous study on the effect of environmental attitudes on environmentally conscious behavior which also indicated that people who have positive environmental attitudes and have high levels of knowledge about pollution tends to generate more positive environmental intention and behavior, act more environmental friendly and want to buy green products than those with negative attitudes (Altinigne & Wührer, 2015).

### **Recommendations of the Study**

From the findings, this study provides insights for business and marketers to help them determining their strategies in the following;

- The business should understand the factors that affect the decision of choosing eco-friendly product. Specifically focus on income, green awareness and environmental attitude. The more knowledge about the environmental issues and eco-friendly product of the consumer is, along with their personal environmental attitudes, the more likely they will purchase eco-friendly product.
- In order to attract customers to purchase or choose eco-friendly product, certain factors should be kept in mind as the factors influence the customers purchasing decision.
  - The business should be focusing on how they pricing their eco-friendly product as from the result of the study shows that those who have higher income, buy eco-friendly product more than those with lower income which this also means that the current eco-friendly product available in the market might be a bit too expensive. The business should pricing their product in order that every group of income level is able to afford the eco-friendly product. As in Thailand market, majority of people are middle class income to lower, the population is larger which means the demand of eco-friendly product consumption will be higher if we focus on this group. However, this depends on the business's target customers and the product positioning as well.
  - The business should advertise and promote their eco-friendly product well and should provide clear information enough about its benefits and enhance their consumers' knowledge and understanding about eco-friendly product.

It is very important for the company to start, develop and implement in the greener way or eco-friendly product. Global warming is a very close thing to our life as well as the eco-friendly product or eco-living together with the environmental situation. Nowadays, there will be more and more organizations that will develop eco-friendly innovative technologies. According to SolarCity Inside Energy on customer trends, stated that companies who promote eco-friendly product according to the customer behavior are more sustainable in the market and the eco-friendly products and services will continue to capture greater and greater market share.

### Recommendation for future research

In this research, it based the information only on people who use eco-friendly product and live in Bangkok. For the future research, recommendations would be as follow;

- To scope on another group of people, those who have never used the eco-friendly product before and what could be the main reason and factors behind that behavior.
- The future research can be focused on a specific product or on a specific industry and scope more on the price of the eco-friendly product as the results in this study shows those with high income level tends to buy eco-friendly product more than those with lower income. In addition, scoping down on the price of the product or specific industry will provide more insights information as eco-friendly product in different industry has a very different price.
- To scope on other locations, larger city just like Bangkok such as Chiang Mai, Phuket and Hua Hin, and on how the business should market their product.

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