

Marketing Factors Influencing Purchasing Intentions for Environmentally Friendly Products of Consumers in Thailand

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ABSTRACT

This research aims at identify the marketing factors influencing purchasing intentions for environmentally friendly products of consumers in the Thailand. According to consumer behavior in the process of a focus group and green consumer groups such as students, working age people and housewives to approach marketing strategy for environmentally friendly products with the objective to stimulate and adjust consumer behavior to purchase environmentally friendly products of consumers in Thailand. Results showed that the behavior of the green consumers was consistent in purchasing intentions for environmentally friendly products owing to quality, environmental and health products e.g. stationery, food, electrical appliances and handbags from customers influencing potential purchasing intentions on products from an expert and family. As a result, marketing factors has influenced purchasing intentions with limitations of product diversity and the lack of a campaign to increase purchasing intentions. However, a reasonable price for the quality and benefits is considered on the focus group of green consumers with observation for marketing communications influencing purchasing intentions e.g. advertising, campaigns and selling products by skilled staffs, respectively. In addition, the Internet for marketing communication has no confidence in purchasing environmentally friendly products.

Keywords: Factor, Purchasing intentions, Purchasing behavior, Environmentally friendly products

Introduction

The current concepts of "green consumption" and "environmentally friendly products" according to scholars of marketing science have implemented the main points of strategies to promote consumers to influence purchasing intentions an environmentally friendly product with the objective of sustainability in economics and environment. Nevertheless, nowadays it has a lack of understanding purchasing behavior of green consumer group (Schlegelmilch et al, 1996) as empirical knowledge is important to improve a successful marketing strategy completely.

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The concepts are the consistency of qualitative research providing perceptions of consumer behavior for purchasing intention concerning environmentally friendly products. Therefore, the aspect is environment protection which collects data in a focus group discussion according to Morgan (1988) discussed in 2 methods to collect qualitative information for observations and in-depth interviews. For the focus group discussion, there are both methods in observations that researchers can observe participant's behavior through the interaction that all members of the group respond and react in a topic in a limited time. In the interviews, the focus group discussion allows a researcher to observe the reaction of the participants discussing the issues and researcher to access data providers who avoid for person-to-person interviews. Therefore, the focus group discussion allows the data providers in the comfort zone to exchange ideas, beliefs, attitudes based on race, sex, social and economic experiences, etc. In consequence, the members are in control and avoid confrontation with the researcher. A focus group discussion is the reduction of a complex relationship of the vertical jump powers between a researcher and members. The approach is related to a focus group discussion in a research with a specific group and changes the organization (Phothisita Chai, 2004: 221). In addition, Madriz (2000: 835-836) claims that the focus group discussion is unlikely to collect information, but it is the effectiveness to reflect subconscious mind and impact society. Moreover, participants can express own opinions and control the direction of the discussion owing to the potential of focus group discussion in a combination of participant observation and interviews. Therefore, the focus group discussion as tools collected data of the target participants in many perceptions.

From the above reasons, the study of marketing factors influences purchasing intentions environmentally friendly products of Thai consumers. Consequently, this study provides qualitative research guidelines as tools in resolution of consumers for the guidelines to marketers that business organization supports environmentally friendly products and business owners indicates environmentally friendly products in the future. It employs marketing strategies appropriately and the development of marketing communications of environmentally friendly product in Thailand.

Objectives

1. To identify the marketing factors that influence purchasing intentions for environmentally friendly products of consumers in Thailand
2. To investigate consumer behavior of purchasing intentions for environmentally friendly products of consumers in Thailand.

Method

1. **Research method** Qualitative research by means of focus group with green shoppers
2. **Populations and Samples** Green consumers divided into 3 groups: students, working age people, housewives in a focus group discussion of 8-10 respondents
3. **Research Tools** A focus group consisting of general information of consumers, marketing factors influencing the purchasing intentions of behaviors and recommendations
4. **Data Collection** Qualitative method in the focus group using qualitative research methods by means of the focus group discussion in 3 groups:

Group 1 Male and female university students, the government and the private sector purchase environmentally friendly products.

Group 2 Male and housewives purchase environmentally friendly products

Group 3 Male and female working age group in government and the private sector purchase a product that is environmentally friendly

The focus group discussion in each group spent for 1.30-2 hours investigated marketing factors to influence purchasing intentions and consumer behavior for environmentally friendly products in Thailand. In this research, the group discussion as tools focused on collecting data of participants in an area with pre-test questionnaires in order to accurate the information for the focus group discussion appropriately and selecting 3 target groups in the area using the Snowball samples.

Data Analysis

The descriptive method and content analysis in analyzing and presenting the results in lectures

Results

Study on analysis in this section is considered part of the qualitative in a unit of study as an individual for general consumer groups aged 18 years old divided into 3 groups: student group, working age people in the government and private sector and housewives presenting in the result of the focus group. As a result, all groups are satisfied with the product and purchase an environmentally friendly product such as stationery, paper, fabric bag, cleanser, electrical appliances and food. Accordingly, own decisions and expectation of environmentally friendly products found no environmental damage and affecting health. As the purchase of a product was in the main campaign, there were packaging, branded products, quality and prices which main influential people supported buying environmentally friendly products such as experts and family members that mostly products were purchased from shopping

malls or stores. A summary of marketing mix factors showed in table 1.

Table 1: marketing mix factors influencing the purchase intention and the format of marketing communications environmentally friendly products

Questions	Student Group	Housewife Group	Working Age Group
1. Products	Less diversity	Less diversity of types	Low diversity for sizes
2. Price	Reasonable price	High price of acceptable price range	Higher price of common goods
3. Distribution	Less distribution	Less distribution	Less distribution
4. Marketing	No Promotion (Promotional strategy for Unpopular Goods)	Buy 1 get 1 (get 1 of common goods)	Less distribution
5. Advertising	Agree strongly on goods	Agree strongly on benefits of products	Agree strongly on benefits of products
6. Sales Promotion	Agree strongly (Interesting goods)	Agree strongly (Increasing purchase)	Agree strongly (Increasing purchase)
7. Public relation	Agree strongly	Agree strongly	Agree
8. Direct Sales	Agree	Moderate	Agree
9. Staff employment	Agree strongly	Agree strongly	Agree strongly
10. Event marketing	Agree strongly	Agree	Agree
11. Internet	Moderate	Moderate	Moderate (Unreliable sources)

Marketing communications affected purchasing intentions in all marketing communications in 7 formats that most participants agreed with the benefits of environmentally friendly products, campaigns to stimulate product interest and

purchasing as staffs can build trust and confidence. In addition, Internet marketing (e.g. websites, media-solutions and Face book groups) showed moderate purchasing intentions in the marketing communications for the data on the Internet found less reliability.

Conclusions

Strategic marketing management requires environmentally friendly products for consumers in Thailand concerning marketing mix factors to improve environmentally friendly products increasing diversification of consumer needs. Accordingly, types of products and product sizes should approach marketing campaigns and improve general merchandise in order to convince consumers to buy more. Moreover, patterns of marketing communications of environmentally friendly products in advertisements should be presented continuously that consumers can recognize and increase the importance of purchasing the product. Moreover, it requires marketing communications in marketing campaigns to influence consumers in purchasing intention.

Main findings

The purchasing intention of majority consumers for environmentally friendly products nowadays

“The product is environmentally friendly because my brother, who is a doctor, chooses to use a briefcase for textbooks to study in a university, so I also use it and personally I would like to protect the environment.”

A male student in a public university

“I decide to buy environmentally friendly products because I am worried about health condition of my husband and children and ensure the quality of product that the whole family is safe.”

A housewife

"My option is an environmentally friendly product, no health effect, and environmental safety such as water products in a brand of, “Nam Thip ” as a green product for the bottle reduces the amount of storage space after drinking as seen in advertisements, so I usually get it.”

A female student in a public university

“I select the environmentally friendly materials such as house painting because it reflects heat off the house. When my home cools off, it does not turn on air conditioner.”

A male housewife

“In the office we use paper products for healthy sight with creamy white paper that there are easy degradation without chemical bleaching for good benefits and reasonable price. It doesn't destroy environment and health condition. Also, the office concerns a policy for purchasing environmentally friendly products.”

A female employee in a public sector

“My offices use efficient energy because we run a construction company. All structure buildings, air conditioners and equipment are environmentally friendly products for the expenses like electricity bills for water in inexpensive costs. Vehicles in the company are eco-cars for meeting customers as we trust quality that does not destroy the environment.”

A male employee in the private sector

Marketing mix factors influencing purchasing intentions

“A variety of green products offers few choices such as an available choice for A4 size except other sizes.”

A female staff in a private company

“The environmentally friendly products have few varieties.”

A female student in a private university

“There are no discounts or promotion like other products such as dishwashing liquid with sales discounts but environmentally friendly products have no discounts.”

A housewife

“The price of green products is reasonable. I do not think the price is high even though it is a little more expensive than other products, but the benefits are greater. Price does not matter.”

A female staff in a private company

“There are available green products in shopping malls and general stores.”

A male student

Marketing communications influencing purchasing intention

“I do remember the ads of environmentally friendly products.”

A male student in a public university

“Ads suggest a green product to reduce global warming and it connects with safety and health.”

A female student in a private university

“Advertising and the price reduction would stimulate product interest.”

A housewife

“The campaign would provide a promotion for a price range of green products such as events on World Environment Day, New year Festival with a discount for loyal customers.”

A male housewife

“It should promote office supplies such as paper, ink, pen, buy 1 get 1 or discounts at certain amounts.”

A female staff in a public sector

“Selling staffs have to offer the information products to build trust and confidence.”

A male staff in a private company

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