

Going Green: Factors Influencing Green Purchase Intention

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ABSTRACT

Globalization has immensely changed the landscape of business practices which resulted to massive environmental damages. However, consumers are now becoming more aware on the products that they purchase which now includes a consideration of the raw materials and packaging used. The purpose of this study is to determine the influence of environmental knowledge and environmental attitude and concern to green purchase intention. The study used quantitative method to analyze the data gathered from 150 respondents using a self-administered questionnaire. In order to test the relationship of variables, multiple regression analysis was utilized. The findings show that environmental knowledge and environmental attitude and concern were found to have significant influence on green purchase intention. The findings of the study can be used by academics to enrich existing literature while companies and business owners will be steered towards making their products and business operations friendly to the environment.

Keywords: Environmental Knowledge, Environmental Attitude and Concern, Green Purchase Intention

INTRODUCTION

Globalization continues its mobility in terms of goods and services at a high rate across the world and has tremendous effects on our lifestyle. It has enabled technology to rapidly grow and be accessible, for communication to be far-reaching and innovation to be widespread. It has also provided the chance of bringing different cultures closer together and developed economic prosperity. All these benefits that globalization provided us came with a cost for many years, the environment is being sacrificed to meet the demands of billions of people. Globalization has led to the increase in consumption of products. The immense use of plastic for packaging and transporting products is also a main concern and has increased due to globalization. Consumers are now aware of the issue and are now taking part and supporting the change for the environment, they are pointing out the damages to the environment brought by large corporations resulting to companies, corporations, and industries restructuring their ways of marketing, as well as their products and production.

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According to McMichael (2013), the impacts of globalization are not detached, encapsulated events, but are multidimensional phenomena that result in having a domino-line effect on the environment. This means that some of its effects may lead to a cause of another negative impact on the environment. It was also discussed how in a way, climate change will make it extremely challenging to cultivate crops, leading to the possibility of food scarcity crises. It was also predicted that globalization will be one of the contributing factors for the introduction of new diseases to some regions. The immense use of plastic for packaging and transporting products is also a main concern and has increased due to globalization. With these, many local governments and private companies are now taking notice of this rapidly emerging problem, not only them but also the consumers.

Consumers are now aware of the issue and are now taking part and supporting the change for the environment, they are pointing out the damages to the environment brought by large corporations resulting to companies, corporations, and industries restructuring their ways of marketing, as well as their products and production. The realization of the consumers is due to being knowledgeable and knowing the fact that we live on a planet that has inadequate resources, we must utilize these resources efficiently and effectively to prolong the limited resources that we have and not to deplete them (Diglel & Yazdanifard, 2014).

It is proven that consumers' interests in products are affected by their individual characteristics which influence their purchase decision. This can be then identified through studying and researching. (Lobasenko, 2017). Marketers believe that by knowing what motivates customers to purchase specific goods and services, they will be able to decide the products are required in the marketplace. Consumers, especially millennials, have more desire for brands that promote meaning and sustainability (Rahbar & Abdul Wahid, 2011). A study of Zhang and Dong (2020) reiterated that, as environmental issues continue to intensify, a rising number of people are focusing their attention on sustainable development in order to protect the environment and society. Green awareness helps customers' view from the traditional product consumption to a more environmentally friendly product. Companies upheld a standard with concepts of recycling, redesigning of product, alternative packaging, and alternative products because of increased social and political pressure. Although it is evident that attitudes play a critical role in determining pro environmental behavior, much of the literature on the principle of reasoned action and expected actions demonstrates a disconnect between attitudes and behavior (Ozaki, 2011).

Because consumers are becoming more intelligent and participative towards green products, many companies have started making sustainability a commercial need rather than an option for most firms (Ghosh, 2019). According to a survey conducted by Accenture in 2019, consumers have begun to be more ecologically mindful with their purchases in an effort to help the environment. As a response, many companies have shifted from non-green products to green products over the years. The shift has prompted these companies to develop and implement green marketing strategy in order to target the specific market for this type of products (Eneizan & Wahab, 2016).

The American Marketing Association (AMA) defined green marketing as the promotion of goods that are assumed to be environment friendly. With this, green marketing encompasses a wide variety of practices like product modification, alteration in the production process, packaging modification, and advertisement changes. Eco-friendly or environment friendly products are market-oriented products made to cause minimal environmental damage with its production being associated with product development processes that recognize the

environmental impacts that can occur during their life cycle (Ordonez, 2018). The primary presumption of green marketing is that potential customers would see the “greenness” of a company’s products or services; or how sustainable the product or service offered by the business to the environment is. Meanwhile, the secondary presumption is that consumers would be willing to pay more for eco-friendly goods rather than for less green or non-eco-friendly comparable alternative products, though this assumption has yet to be proven conclusively (Pranali, n.d.).

This research aims to determine the influence of environmental knowledge and environmental attitude and concern to green purchase intention. The results of the study will be useful to marketers in crafting marketing messages to promote green products and to companies wanting to make their products greener, and to consumers to help them better understand that greening the environment requires their participation through buying products that will not harm the environment.

LITERATURE REVIEW

Environmental Knowledge

Environmental knowledge is described as awareness and comprehension of environmental problems and their possible solutions (Zsóka et al., 2013). Human choices and behavior are influenced by knowledge (Ishak & Zabi, 2012). Consumers are progressively uneasy about the negative environmental significance of purchasing goods, which would influence their behavior. When the buyer becomes aware of a challenge or a need, necessarily act on these problems, resulting in attitude-behavior diversity. In order for consumers to purchase proper ecological goods, they need significant product environmental information. To assess how these characteristics influence pro-environmental consumer behavior, researchers combined consumers' awareness and faith in eco-labels with their environmental expertise (PCEB). Environmental and eco-label knowledge are positively connected with environmental attitudes, and favorable environmental attitudes and trust in eco-labels influence PCEB, according to Taufique et al. (2016). As a result, it entails public awareness of environmental issues, core partnerships involving environmental facets or effects, respect for the whole organism, and shared consideration for long-term sustainability. The consumer's level of environmental knowledge about the environment, the available alternatives, and answers to these issues is another aspect that at times determines to impact the behavior of consumers.

Environmental knowledge refers to the degree to which prospect consumers of eco-friendly products understand the long-term importance of health and welfare, including the negative effects of the use of harmful chemicals, pollutants, the greenhouse effect, the issue of recycling packaging products, and other issues that may affect a consumer (Ali et al., 2011). This will occur because people's choices of specific goods, green products cannot be separated from a consideration for the environmental issues posed. The degree of understanding developed is typically correlated with the ability to recognize and describe the ecological symbols that provide marketers with their markets. Formal schooling and knowledge of environmental concerns impact pro-environmental behavior but in a complicated way. Both objective and subjective expertise affect the environmental output of students from advanced and developing economies, while the type of degree affects only advanced economies (Vicente-Molina et al., 2013). Knowledge of the environment is a factor that has been shown to influence a favorable outlook toward green brands. This allows

marketers to make the right choice to teach the public the importance of environmental preservation and long-term stability (Haryanto, 2014). The widespread opinion is that increased environmental knowledge correlates with a more significant effect of attitudes on behavior. (Nielsen & Thøgersen, 2015). Environmental knowledge has also been proposed as a motivator for healthy customer action (Wu et al., 2016). Environmental knowledge is described as an individual's level of familiarity with environmental issues. The objective scale for calculating and comprehending environmental consciousness was established through assessing respondents' knowledge of environmental concerns (Junaedi, 2012). Environmental knowledge is increasing. Numerous rules have been enacted. Nonetheless, land and woodland cover has dwindled, freshwater supplies have become contaminated, freshwater levels have declined, and air quality has intensified, resulting in an uptick in many diseases (Krishna, 2012).

According to Ali and Amir (2016), respondents feel great after purchasing environment friendly products because they do less environmental harm. Moreover, respondents have indicated choosing the brand for which they have information made by companies that produce more eco-friendly materials. Approximately half of those polled indicated they might agree to purchase the brand of these companies. Numerous studies have been undertaken to establish the influence of environmental knowledge on green purchase intention (Joshi & Rahman, 2015; Aman et al., 2012). In most representations of pro-environmental behavior, the core variable between environmental knowledge and behavior is attitude (Polonsky et al., 2012), where environmental knowledge and pro-environmental behaviors are inextricably linked (Taufique et al., 2016). According to some research, there is a strong correlation between the environmental knowledge and green purchase intention. While researchers did not specify the category of green product, studies have found a significant positive impact between environmental knowledge and green purchase intention with attitude as the mediator. This knowledge necessitates a working knowledge of environmental problems, challenges, and procedures. Consumers with lower environmental knowledge levels can have difficulty making reasonable and rational green choices due to potential knowledge retrieval and/or assessment confusions (Kautish & Dash, 2017; Kautish & Soni, 2012). Additionally, objective evidence, environmental facts, and subjective environmental knowledge can affect one's understanding of environmental harm (Onel & Mukherjee, 2016).

On the other hand, Indriani et al. (2019) found that environmental knowledge of the consumer was incapable of providing a direct effect on green purchase intention due to the failure of the green marketing strategy of The Body Shop company in explaining in-depth the efforts to address environmental issues. Furthermore, Ahmad and Thyagaraj (2015) revealed that the impact of a consumer's environmental knowledge on purchase intention of eco-friendly products was determined to be insignificant.

Environmental Attitude and Concern

One of the factors that can influence consumer behavior is attitude, which describes the consumer's perspective. People are classified to their own likes and dislikes, which is hard to change. That is why attitude is an important factor to consider with consumer behavior (Larsson, 2011). Consumers that have a high level of ecological conscious behavior are said to have stronger intent to purchase ecological products (Akehurst et al., 2012). A positive attitude towards eco-friendly products could influence the behavior of a consumer whether to purchase the product or not (Zhang & Dong, 2020). Personal norms have been shown to have a positive impact on willingness to engage in green behaviors, while habit strength has a

negative impact. As a result, individual skills will influence the adoption of green goods and eco-innovation (Onel & Mukherjee, 2016). A more ecologically sensitive approach has resulted from consumer knowledge of green packaging and branding. European consumers have exhibited a favorable attitude toward eco-branded products (Shabbir et al., 2020). Environmental awareness and values influence consumers' environmental attitudes, according to most market theories that look at the effect of individual characteristics on green purchasing behavior (Malik & Singhal, 2017). Consumer research identifies people's attitudes toward green goods. The willingness to play a positive role in the community can have a significant impact on and predict long-term consumption patterns (Biswas & Roy, 2015).

Consumers must be motivated so that they can take personal action to address environmental issues (Tan, 2011). Consumers have become extra conscious of environmental concerns, and many businesses have realized the value of green marketing in attaining a competitive edge (Ahmad & Thyagaraj, 2015). Consumer reaction to pro-environmental marketing respondents said they were more likely to select brands that they recognized were made by companies that used environmentally friendly products and processes (Isaacs, 2015). People are attempting to reduce their environmental effects. On the other hand, organizations and businesses have noticed this shift in customer perceptions. They are attempting to gain a competitive advantage in the market by using the green market's potential (Cherian & Jacob, 2012). Attitude plays a significant role in shaping customer purchase intention (Chen & Chang 2016). In a recent study, their research examines the impact of environmental knowledge on green purchase intention as measured by attitudes toward the green product. Based on the results, environmental knowledge has proven to have an important influence on attitude. The results are in line with the studies of Wulandari et al. (2015) and Saichao (2016).

Environmental concern is described as consumers' emotional engagement in environmental concerns, as well as their awareness of and willingness to address those issues (Aman et al., 2012). It has also established itself as a critical construct in the analysis of environmental perceptions and behavior (Hanson, 2013). For that reason, it is not the deficiency of environmental concern but several other components that prevent them from engaging in environmentally friendly behavior. Based on the study conducted by Aman et al. (2012) on the impact of environmental knowledge and concern on green purchasing intention, the research showed that environmental concern has a significant effect on the green purchase intention and having a higher level of environmental concern leads to consumer's attitude being optimistic that would lead to the green purchase intention (Shameem & David, 2017; Wahid, et al., 2011). Environmental concern has been ingrained in the practices of businesses and policymakers worldwide.

Preserving the environment from unsafe consumption and adhering to uniform standards in order to uphold the best standard will represent a conscientious approach toward the environment on the part of businesses (Hameed & Waris, 2018). Environmental concerns have been a priority for customers and businesses all over the world, resulting in the development of green goods (Bailey et al., 2016). Businesses are concentrating their efforts on establishing demand and establishing an image with their green goods. Environmental concern formulated as a societal standard can have a more significant impact on customer decisions whether it is combined with other related factors (Bertrandias & Elgaaied-Gambier, 2014). Consumers have established a strong preference for eco-friendly goods as a result of environmental concerns (Chen & Chang, 2013). There are several additional considerations that may contribute to the acceptance of green goods, including environmental concern,

perceived environmental obligation, perceived environmental seriousness, and customer green purchasing behavior (Chan, 2014).

The literature on the importance of environmental concern in consumers' green buying behavior continues to be inconsistent (Ishaswini & Datta 2011; Royne et al., 2011). According to studies, customers with a high degree of environmental interest are likely to pay a premium for eco-friendly goods (Ishaswini & Datta 2011). Others have also shown that customers who care about the environment are willing to pay a premium for an environmentally sustainable product (Royne et al., 2011). The purchasing of green goods is unaffected by environmental concerns. However, it is related to the consumer green purchase intention (GPI) as environmental concern is closely associated with the attitudes toward green products and is only slightly associated with green purchasing intentions (Junior et al., 2018). It is confirmed that personal norms, mindset, environmental interest, and willingness to pay influence purchasing intentions for eco-friendly packaging (Prakash & Pathak, 2017). When environmental concern and attitude toward green goods are both entered simultaneously to forecast green buying intentions, environmental concern loses significance.

Considering the mediated partnership, environmental interest influences green purchasing intentions indirectly through attitudes toward green products, which in turn influences green purchase intentions directly (Khaola et al., 2014). A study conducted by Chen and Tung (2014) supported both the direct and indirect impact of environmental concern on green behavioral intentions, especially through attitudes, and developed the extended Theory of Planned Behavior (TPB). This theory was used to predict consumers' intentions to visit green hotels, with TPB variables acting as mediators in the relationship between environmental interest and intention. Their mediation analysis revealed that environmental concerns influenced visitors' intentions to stay in green hotels indirectly through attitudes toward green hotels, subjective norms, and perceived behavioral control.

Conversely, since the environmental concern is a portion of or directly related to attitude, a direct impact of environmental concern on purchase intention would help clarify green product intention. Chen and Tung (2014) failed to notice the direct connection between environmental concern and purchase intent. In addition, a study conducted on 343 college students in Colorado through questionnaires that included experimental design components showed that an individual's environmental concern affects apparel consumption decisions (Yan et al., 2012). The concern for the environment and for their own health drives the demand for environmentally sustainable goods, allowing many products and businesses to improve their environmental performance (Sachdev, 2011). In line with this, the findings of the study of Ishaswini & Datta (2011) show that consumers' pro-environmental interests have a significant impact on their green purchasing decisions. While customers are willing to purchase products that are friendly to the environment, few are willing to pay a higher price for them. Accordingly, consumers' understanding of eco-friendly goods and their environmental concerns influence their green purchasing behavior (Ishaswini & Datta, 2011). A study conducted by Cronin et al. (2011) also supported this claim, stating that consumers who are concerned about the environment are not price-sensitive and are willing to pay higher rates.

However, contrary to the studies previously mentioned, the study of Tan et al. (2019) revealed that attitude is not a major predictor of green purchasing behavior. This was then supported by another study that aimed to investigate the factors that affect consumer's green purchasing decisions (Eze & Ndubisi, 2013). The lack of support for the effect of attitude

could be explained by the role of personal norms in enforcing the link between attitude and behavior. A good environmental attitude among customers does not always transfer into a green product purchase decision, according to Joshi and Rahman (2015), unless such attitude is supported by a clear personal commitment to the environment.

Green Purchase Intention

Green purchase intention is described as a person's proclivity and desire to prioritize eco-friendly goods over conventional products when making a purchase decision (Mei et al., 2012). It also refers to an individual's ability to accept and choose a green commodity over a conventional or traditional product during the decision-making phase (Aman et al., 2012; Ali & Ahmad, 2012; Cham et al., 2021; Lim et al., 2019). Purchase intention has long been a central theme in marketing literature, and the majority of businesses use it to forecast new product launches and repeat transactions of current goods (Ali et al., 2011; Lacap et al., 2021).

Purchasing aim has a significant impact on purchasing a green product and serves as an indicator of green purchase conduct. Additionally, green purchasing intention is analyzed as a predictor of future behavior concerning green product purchases (Park & Ha, 2012). Additionally, purchase intentions may be turned into real shopping behavior for green goods as customers feel that their green product consumption efforts have a beneficial impact (Lasuin & Ching, 2014). Numerous studies on green purchasing behavior have concentrated on the theoretical relationships between mentality, desire, and behavior described by the Theory of Reasoned Action (Aman et al., 2012; Wahid et al., 2011). Green purchasing behavior has been studied using social psychology grounded models such as Fishbein and Ajzen's Theory of Reasoned Action (TRA) and Ajzen's Theory of Planned Behavior (TPB) (Albayrak et al., 2013).

According to Fishbein and Ajzen's Theory of Reasoned Action or also known as TRA, green purchase intention is characterized as the possibility and consumer's willingness to choose an environmentally friendly product over a traditional product and is measured by their green purchase intention; having intention being the strongest predictor of action and the precursor to it (Paul et al., 2016). This claim is then supported by the study of Puspitasari et al. (2018) which states that the probability of the consumers' buying decision towards eco-friendly products is positively affected by their green purchase intention.

THEORETICAL FRAMEWORK

The Theory of Planned Behavior (Ajzen & Fishbein, 1977), which evolved from the concept of reasoned action (Ajzen & Fishbein, 1972), connects potential consumers' beliefs with their actions. According to both ideas, people make reasonable, reasoned decisions to engage in certain acts by examining the information accessible to them. The three parameters that influence an individual's intention to perform a behavior, according to Ajzen's Theory of Planned Behavior (TPB), are the individual's attitude toward purchasing environmentally friendly products, perceived social pressure to purchase this category of products (subjective norm), and perceived behavioral control over the behavior's performance. The enlarged Theory of Planned Behavior (TPB) adds environmental concern, a prominent variable in green marketing literature, to achieve a triple bottom line (TBL).

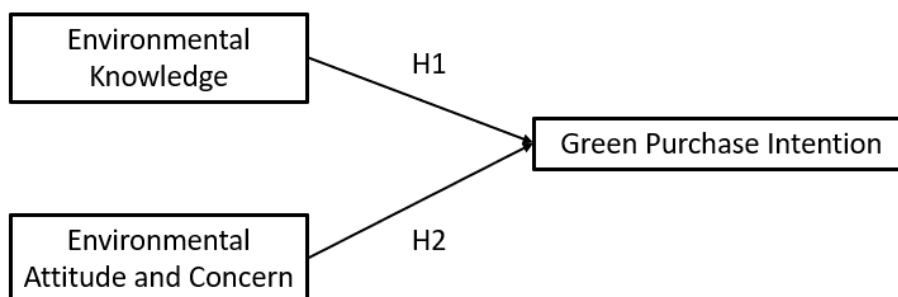
This research adds to the body of knowledge by examining and validating the relationships between environmental knowledge, environmental attitude and concern and green purchase intention using the Theory of Planned Behavior (TPB) as a conceptual basis. The discovery of overall predictor interactions bolsters the Theory of Planned Behavior's logic for estimating consumers' green purchasing intentions. The implementation of such a model is important for closing the gap between consumers' knowledge, attitude, and concern towards the environment and their purchasing behavior which several studies tackled and have resulted in insufficient or contradicting results. The findings of this study may be used by marketers to develop better marketing strategies for eco-friendly products.

RESEARCH METHODOLOGY

In this research, a quantitative research design was used specifically descriptive correlational approach. A total of 150 respondents were chosen using purposive sampling, a type of non-probability sampling technique. Considering that most statisticians agree that at least a sample size of 100 is needed to obtain valid results, 150 respondents were surveyed in total for this study. The respondents are from major cities of the Philippines, from age 18 to 65, and must be aware of green products. A self-administered questionnaire was chosen as the survey instrument to collect the required data to answer the overall study questions and hypotheses. An online survey composed of dichotomous scales, rating scales, and semantic differential scales was distributed to all 150 respondents belonging to three different age groups. The online survey was distributed via google form to target respondents. After collecting the respondents' answers, data were sorted and analyzed through the frequency and percentage of each choice of all questions in the survey. Results were then compared to each other to create and describe the connection among the variables included in the study. The data collected were analyzed using multiple regression analysis.

RESEARCH MODEL

Figure 1: The Research Model



The research model shows the 2 independent variables and a dependent variable. Based on the model, it is hypothesized that:

H1: *Environmental knowledge influences green purchase intention.*

H2: *Environmental attitude and concern significantly affect green purchase intention.*

RESULTS AND DISCUSSIONS

Table 1: Demographic Profile of the Respondents

Factors	Category	Frequency	Percentage
Gender	Male	68	45%
	Female	82	55%
Age	18 – 25	36	24%
	26 – 35	34	23%
	36 – 45	42	28%
	46 – 55	20	13%
	56 – 65	18	12%
Educational Background	Elementary	0	0%
	Highschool	25	17%
	College	112	75%
	Graduate School	13	8%

Table 1 shows the demographic profile summary of the respondents. 82 respondents or 55% were female while 68 or 45% were male. As to age, 28% or 42 respondents were from ages 36 to 45, 36 respondents or 24% were from ages 18 to 25, 23% or 34 were from ages 26 to 35, 20 or 13% of the respondents were from ages 46 to 55, and lastly, 18 or 12% were from ages 56 to 65. Majority of the respondents or 112 were college graduates, 25 finished high school, and 13 have graduate degrees.

Table 2: Descriptive Analysis of the Relationship between Variables

Variable	Type of Variable	Mean Score	Std. Deviation
Environmental Knowledge	Independent	3.018	0.585
Environmental Attitude and Concern	Independent	3.067	0.570
Green Purchase Intention	Dependent	3.316	0.460

As shown in table 2, green purchase intention has the highest mean score of 3.316, followed by environmental attitude and concern at 3.067, and finally environmental knowledge at 3.018. The results show that all of the calculated mean scores lean toward "support" to "strongly agree" or "frequently" to "yes," indicating positive attitudes, with standard deviation values ranging from 0.460 to 0.570, indicating that the responses are well distributed.

Table 3: Regression Analysis

Variables	Co-eff	Std. Error	t-stat	P-value	Interpretation	Decision
Environmental Knowledge	0.293	0.079	3.722	0.000	Significant	Accept H1
Environmental Attitude and Concern	0.350	0.104	3.459	0.001	Significant	Accept H2

The results in table 3 confirmed hypotheses 1 by demonstrating that environmental knowledge positively affect green purchase intention. This means that consumers who consider buying products that are environment or eco-friendly must possess knowledge, attitude and concern about the environment. Numerous studies have been undertaken to determine the impact of environmental knowledge on the green purchase intention. According to several studies, there is a strong correlation between environmental knowledge and green purchase intention (Joshi & Rahman, 2015; Aman et al., 2012). To support this, consumers that have high knowledge of the environment can be more influenced by a brand's green positioning leading to a more positive attitude towards green products (Haryanto, 2014). Knowledge about the environmental problems influences the attitudes of consumers to be environment friendly (Ali & Amir, 2016) which could affect one's understanding of environmental harm (Onel & Mukherjee, 2016).

However, the findings of this research oppose several research results. According to Indriani et al. (2016), consumer environmental knowledge was shown to have a negligible influence on green purchase intention. This was corroborated by the study findings of Ahmad and Thyagaraj (2015) which revealed that consumer environmental knowledge has insignificant influence on the intent of consumers to buy green products.

Additionally, the results indicated in table 3 revealed a significant and positive relationship between environmental attitude and concern and green purchase intention. This finding corroborated the study conducted by Aman et al. (2012) on the impact of environmental knowledge and concern on green purchasing intention, the research showed that environmental concern has a significant influence on the green purchasing intention and having a higher level of environmental concern leads to consumer's attitude being optimistic that would head to the green purchase intention (Shameem & David, 2017; Wahid, et al., 2011). With consumers already becoming more conscious of environmental concerns, many businesses have realized the value of green marketing in a gaining a competitive edge (Ahmad, 2015).

The results contradict to the research findings of Tan et al. (2019) which discovered that attitude is not a main predictor of green purchasing behavior. This was reinforced by additional study which asserts the factors that impact consumer's green purchasing decisions (Eze & Ndubisi, 2013). Moreover, Joshi and Rahman (2015) found that consumers' good environmental attitudes may not necessarily transfer into green product purchases unless they are backed by a strong personal commitment to the environment.

CONCLUSIONS

The results of the study confirmed environmental knowledge and environmental attitude and concern influence green purchase intention. With this, an implication for products associated with green, eco-friendly, and sustainability is that eco-labels may be an indispensable marketing mechanism for encouraging green consumption by customers. Through providing clear information about the product by eco-labelling, customers' level of awareness, familiarity, and knowledge are more likely to increase. Green advertising should also be synonymous with an insightful yet succinct and straightforward argument to capture consumers' interest, instantly dispel their concerns, as well as gain popularity with the public, as it is seen as a forum for consumers to learn more about green goods (knowledge) and become more environmentally conscious.

RECOMMENDATIONS

It is highly recommended that marketers who market green-related products prioritize increasing factors such as their consumers' knowledge/ awareness, attitude, and concern that directly affects their consumers' green purchasing intention. Marketers should clearly describe how green products provide consumers with the potential to make a difference in social or environmental challenges.

Moreover, it is suggested for green marketers to market their products through knowledge and emotion-based strategies. These marketing strategies may also be further improved through instilling certain principles of long-term orientation to be able to promote and showcase how green goods will bring betterment to our environment's future. This will force consumers to see the definition and philosophy of green goods in a different light than existing environmental messages, which sell green products in the same way they promote traditional products by focusing solely on their daily advantages, enhanced functions, and recycled materials.

LIMITATIONS OF THE STUDY

This study was aimed to only determine the relationship between environmental knowledge and environmental concern and attitude to green purchase intention. The researchers did not include demographics like gender and age as variables, product specific factors like branding, and promotions specific factors like green marketing message, and endorsements by advocates. Additionally, the study did not compare 2 different groups nor used gender to do a comparative study.

FUTURE RESEARCH DIRECTIONS

In order to include a wider scope of this study, future studies may include a larger sample size with a broader research locale. Also, instead of conducting a study focused on investigating the determinants of green purchase intention for eco-friendly/green products in general, it would be more helpful especially to marketers who market specific products to only focus on a single product. An example of this would be centralizing the study on a food product, eco-friendly appliance, or eco-friendly fashion.

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