



## Motivation Affecting Consumers' Buying Behaviors of Green Products

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### Abstract

This piece of research puts an interest in the study of motives affecting consumers' buying behaviors of green products in order to examine whether the consumers have motives affecting consumers' buying behaviors of green products in one way or another. The purposes of this research are: (1) to study the demographic characteristics in terms of gender, age, educational level and average income per month which have impacts buying behaviors of green products of the consumers; (2) to study the relationship of the motives on the green products which have impacts buying behaviors of green products of the consumers. Results of this research indicated that the respondents had overall inspiration in high level. The hypotheses testing results of this study showed some evidences, as followed: sex independent variables were found that different genders led to different green products purchasing behavior and picking green product in spite of the availability of the same kind of products. In contrast, different genders led to green products recommendation behavior, which did not conform statistically. Four independent variables such as gender, age, educational level and income per month did not conform statistically. However, the results also revealed that the relationships between motives in green products include the rational inspiration and the emotional inspirations were relative to the green products purchasing trend.

**Keywords:** demography, environmental products, consumer's behavior, theories on motives, Green Products

### 1. Introduction

The natural disasters occurred around the globe, the forecast of the natural science is the severe crisis of the increasing world's temperature and these are the reasons to urge and encourage the natural and environmental conservation around the globe. Lots of people from different places are gathered together to do activities in a professional way, focusing on the protection of purity or the relief of environmental pollution which is the crisis in today's time. These activities are displayed in the form of different social building campaigns including the corporate social responsibility which are responsible by the manufacturing industry or packaging industry which are environmental friendly or provide green products. Marketers have reacted to consumers' growing environmental consciousness by developing "environmentally friendly" products (Kohl 1991). However, only a few "green" products have

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been successful (Reitman 1992) despite the vast majority of consumers reporting that their purchases were influenced by environmental concerns (Chase and Smith 1992).

However, there are main obstacles with the environmental marketing; that is, not every consumer who is interested in and realizes the market context. The consumers do not use the environmental friendly products. Therefore, the researchers agree to study the motives affecting consumers' buying behaviors of green products in one way or another. This is beneficial to the government sector and the relevant institutes about the campaign arrangement with this matter in a more effective way. Marketers and advertisers will understand more of the consumers. The manufacturers and entrepreneurs are also able to use the study as the information on the manufacturing process improvement of the products and services to be in accordance with the motives of the consumers and to realize the importance of the mutual environmental protection.

## **2. Theory and hypothesis development**

### **2.1 Concepts and theories on the demography**

Demography has come from the Greek root “Deme” which means people and “Graphy” which means writing up, description or study. (Science)

Kua (2002) mentioned that Demography is the study of the size, structure, distribution including the cause and effect of the changes of the population due to the change in the size, structure, and distribution. The important elements of the change of the population are birth, death and migration of the people.

Kotler and Keller, (2009) describe in demographic segmentation, we divide the market into groups on the basis of variables such as age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality, and social class.

### **2.2 The concept of environmental products**

The societal marketing concept holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being. The concept calls upon marketers to balance three considerations in setting their marketing policies, namely, company profits, consumer want satisfaction, and public interest (Kotler, Keller 2007). Nowadays, a state of the environment is obviously of public interest and has a big influence on the society's well-being.

In Dainora Grundey and in his “New Marketing” describes a global trend named: the natural environment and its consequences for a future marketing. The symptoms of this trend are as follows: a care of a clean air, soil and water tanks, a protection of the nature against the devastation, a rational turnover and use of natural resources; a stress on the significance of recycling, an aspiration for minimization of the use of natural raw materials; a growing interest in the use of production wastes in producing new products, a popularization of ecological orientation and of healthy style of life and an awareness of interdependencies within a chain: environment - hungeroverpopulation.

The following consequences of this trend can appear for marketing: a better knowledge on consumer priorities, the natural environment as a criterion in processes of product

decisions, a firm's orientation towards the environment, a domination of ecological and energy-saving products, the natural environment as an integral part of all fields of the firm's activity and an impact on assessment criteria of brand-name products.

### **2.3 Concepts and theories of consumer behavior**

Siriwan, et al (2003) on the analysis of consumer's behaviors is the study or research about the buying behaviors and usage of the consumers in order to know the characteristics of wants and the buying behaviors and usage of the consumers which will enhance the marketers to manage the Marketing Strategies that can respond to the consumer's satisfaction appropriately.

#### **2.3.1 Consumer Behavior Model**

Kotler, Keller (2007) said that the starting point for understanding consumer behavior is the stimulus-response model. Marketing and environmental stimuli enter the consumer's consciousness, and a set of psychological processes combine with certain consumer characteristics to result in decision processes and purchase decisions. The marketer's task is to understand what happens in the consumer's consciousness between the arrival of the outside marketing stimuli and the ultimate purchase decisions. Four key psychological processes—motivation, perception, learning, and memory—fundamentally influence consumer responses.

There are four dominant factors towards the consumer's behaviors which are perspectives which are Cultural Factors, Social Factors, Personal Factors and Psychological Factors. In this study, there is an adoption of four factors of Kotler Keller (2009) due to the fact that each factor has the effects to the consumer's behavior.

#### **2.3.2 The buying decision process**

Kotler, Keller (2007) stated that marketing scholars have developed a "stage model" of the buying-decision process. The consumer passes through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior. Clearly, the buying process starts long before the actual purchase and has consequences long afterward.

Lars Perner (2011) stated that consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.g., motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest.

Wendy. H. Mason (2011) cited that consumer behavior essentially refers to how and why people make the purchase decisions they do. Marketers strive to understand this behavior so they can better formulate appropriate marketing stimuli that will result in increased sales and brand loyalty. There are a vast number of goods available for purchase, but consumers tend to attribute this volume to the industrial world's massive production capacity. Rather, the giant known as the marketing profession is responsible for the variety of goods on the market. The science of evaluating and influencing consumer behavior is foremost in determining which marketing efforts will be used and when.

## **2.4 Concepts and theories on motives**

Loudon and Bitta (1988) gave the definition of “Motives” as the condition inside the consumers which is the power to drive the body and move in the targeted direction which has been selected. This is always the target in the environmental conditions which is in accordance with the concept of Seri (1999) gave the definition of “Motives” as the drive inside each individual which urges that person to do the revolution. From the above definitions, “Motives” means the conditions that the individual has been affected from the external and internal factors in order to commit the preferred actions or behaviors.

### **2.4.1 Causes of motives**

There are several causes of motives, Piboon (1994) mentioned the causes of the occurrence of motives as of follows;

Product Buying Motives which are the occurring motives of the consumers who want to buy the products or services in order to respond to the needs of themselves to get the satisfaction.

Rational Buying Motives which are the motives occurred from the sensible and reasonable considerations of the buyers in that why they have to buy that product.

Emotional Buying Motive are as of follows; emulation, Individuality, conformity, comfort, entertainment and pleasure and ambition.

Patronage buying motives which occur from satisfactory services, reasonable prices, good access to location, abundant of assortments such as department stores, goodwill or image, the fame of shops and trustworthy and buying habits such as the familiarity of buying product from specific shops for a long time.

### **2.4.2 Maslow's Hierarchy of Human Needs**

Maslow's hierarchy of needs is often portrayed in the shape of a pyramid, with the largest and most fundamental levels of needs at the bottom, and the need for self-actualization at the top. (Bob F. Steere, 1988). While the pyramid has become the de facto way to represent the hierarchy, Maslow himself never used a pyramid to describe these levels in any of his writings on the subject.

## **2.5 Physiological needs**

For the most part, physiological needs are obvious – they are the literal requirements for human survival. If these requirements are not met, the human body simply cannot continue to function.

### **2.5.1 Safety needs**

With their physical needs relatively satisfied, the individual's safety needs take precedence and dominate behavior. In the absence of physical safety.

### **2.5.2 Love and belonging**

After physiological and safety needs are fulfilled, the third layers of human needs are interpersonal and involve feelings of belongingness. Humans need to feel a sense of belonging and acceptance, whether it comes from a large social group. They need to love and be loved (sexually and non-sexually) by others.

### **2.5.3 Esteem**

All humans have a need to be respected and to have self-esteem and self-respect. Esteem presents the normal human desire to be accepted and valued by others. People need to engage

themselves to gain recognition and have an activity or activities that give the person a sense of contribution, to feel self-valued, be it in a profession or hobby.

#### 2.5.4 Self-actualization Main

“What a man can be, he must be.” This forms the basis of the perceived need for self-actualization. This level of need pertains to what a person's full potential is and realizing that potential. Maslow describes this desire as the desire to become more and more what one is, to become everything that one is capable of becoming.

## 2.6 Information on Green Products

### 2.6.1 Meaning of Green Products

Business connection knowledge (2011) explained that “Green” is the color used in the meaning of water conservation, energy conservation, waste reduction, toxic reduction, certified standard of the manufactured products specifically for the environmental conservations and make it happen for the environmental protection process. In practice, both home and office, due to the emerging of the trend of outstanding and critical environmental protection process, it enhances this decade to be “age of green” since there are the growing number of consumers who give importance to the environment and the group of environmental conservative people pushes the pressure onto the government to issue the disciplines, rules or Acts in controlling the business sectors not to destroy the natural resources without consciousness to the overall society. The concept of “Green” when being used with products, it is called Green Products and have the distinctive characteristic rather than other products in terms of environmental conservation. In summary, “Green Product” consists of 4R principals which are Reduce, Reuse, Recycle and Repair.

“Green Product” needs to be put into the marketing process which is called Green Marketing and that the manufacturers will need to be conscious about the environment ranging from the production process, the care for green and clean plant environment, having waste disposal of the plant and control it not to destroy the environment, including in terms of research and development, it is necessary not to be harmful to the environment and ecology.

## 3. Conceptual Framework and Hypotheses

The trend of buying behaviors of green products consumers is critical component of the consumers who are interested in the environment. In this research study, it is to study the motives affecting consumers' buying behaviors of green products.

Therefore, Independent variables about the buying behaviors of green products of the consumers in this study, which are of follows;

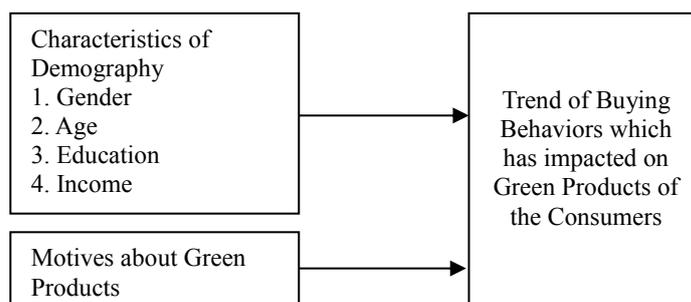


Figure 1: Conceptual Framework Showing the Variables of this Study

### 3.1 Hypotheses

The consumers who different demography such as gender, age, educational level and average income per month will have the different trend of buying behaviors of green products. The motivations have the association with the trend of buying behaviors of green products.

### 3.2 Method

In this study, primary sources used to analyze the data gathered. Secondary data will be used to support primary data, such as to study documents, textbooks, information from internet and related research literature concerning green products and consumer's behaviors on environmental friendly products to use as guidelines to design the questionnaire. Sample Group used in the research study is the population both male and female from Maejo University at Chumphon. The population used to design the sample group in this research will use the formula of Taro Yamane's (1973) with the confidence level of 95%. Sample Group used in the research study is in total of 400 persons which have been selected by judgmental sampling by noting only those who give cooperation in responding to the questionnaires.

The questionnaire consists of two sections. Section 1 presents respondents' demographic information with 4 items (gender, age, educational level and income). Section 2 of the questionnaire deals with the motives of the consumers towards green products. There are 6 rational buying motives and 3 emotional buying motives. Respondents are asked to indicate their agreement level for each item, for the section 2 on a five-point Likert-type scale, from 'minimum level' to 'maximum level'.

### 3.3 Data Collection and Analysis

The analyses will be obtained using both descriptive and inferential statistics. Descriptive statistics are used to reveal patterns through the analysis of numeric data of this study (frequency, percentage, mean and standard deviation). It is computed as follows;

$$p = \frac{f \times 100}{n} \quad (1)$$

$$\bar{x} = \frac{\sum x}{n} \quad (2)$$

$$S. D. = \sqrt{\frac{nx^2 - (\sum x)^2}{n(n-1)}} \quad (3)$$

In accordance with the objectives and the research hypotheses in this study, the statistical analysis (inferential statistic) will be processed (independent sample t-test, One-way ANOVA and Pearson Product Moment Coefficient Correlation). Independent sample t-test by the test of differences of the mean point of two sample groups.

Hypothesis 1.1 Different gender led to different green products purchasing behavior.

The Variances of each group were not equal. ( $s_1^2 \neq s_2^2$ )

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}} \tag{4}$$

$$df = \frac{\left[\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}\right]}{\frac{\left[\frac{s_1^2}{n_1}\right]}{n_1-1} + \frac{\left[\frac{s_2^2}{n_2}\right]}{n_2-1}} \tag{5}$$

The Variances of each group were equal. ( $s_1^2 = s_2^2$ )

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{(n_1-1)s_1^2 + (n_2-1)s_2^2}{n_1+n_2-2} \left(\frac{1}{n_1} + \frac{1}{n_2}\right)}} \tag{6}$$

Degree of Freedom (df) =  $n_1 + n_2 - 2$

One-way ANOVA Analysis to test the differences between the mean point of more than two sample groups.

Hypothesis 1.2 Different ages led to different green products purchasing behavior.

Hypothesis 1.3 Different educational level led to different green products purchasing behavior.

Hypothesis 1.4 Different income led to different green products purchasing behavior.

Table 1 One-way ANOVA

Variance source	df	SS	MS	F
Between Groups	$k - 1$	$SS_b$	$MS_b = \frac{SS_b}{k - 1}$	$\frac{MS_b}{MS_w}$
Within Groups	$n - k$	$SS_w$	$MS_w = \frac{SS_w}{n - k}$	
Total	$n - 1$	S		

$$LSD = t_{1-\frac{\alpha}{2}, n-k} \sqrt{MS_w \left(\frac{1}{n_1} + \frac{1}{n_2}\right)} \tag{7}$$

$$\bar{d}_D = \frac{q_D \sqrt{2(MS_{S/A})}}{\sqrt{S}} \tag{8}$$

Pearson Product Moment Coefficient Correlation Analysis to test the relationship between couples of variables by testing as of follows;

Hypothesis 2 The motivations have the association with the trend of buying behaviors of green products

$$r_{xy} = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}} \tag{9}$$

The reliability and validity of the measurement model is necessary to secure the fit of the measurement model to the data. Cronbach's alpha is one of the most commonly tests of reliability. Hair et al (2006) suggested that Cronbach's alpha coefficient over 0.6 was adequate for basic research. In the reliability test, data were analyzed using SPSS 16. By the reliability from the motives of the consumers towards green products revealed that rational buying motives have the reliability result of 0.848 and emotional buying motives have the reliability

result of 0.760.

$$\alpha = \frac{n}{n-1} \left\{ \frac{1 - \sum s^2 t}{s^2 t} \right\} \quad (10)$$

Descriptive statistic analysis applied in this study which aimed to describe the characteristics of each variable associated with the frequency, percentage, mean value and standard deviation of each variable. Descriptive statistics were also designed to provide information about the distributions of each variable (Cooper and Schindler, 2003; Hair et al., 2006). The descriptive statistics will be run using SPSS 16.

## 4. Results and Discussion

### 4.1 Descriptive statistics

Most consumers were females, aging below or equal to 30 years old, obtained the Bachelor's degree and had less average income per month than 10,000 bahts, which is in accordance with the concept that the characteristics of demography has been adopted by the concept of Kotler and Keller (2009) who mentioned that the demographic characteristics consist of age, gender, size of family, family status, income, profession, and educational level which are the popular criteria used in the market segmentation. The demographic characteristic is the important characteristic and is the measurable statistics of the population which help designation of the target market including it is easy to measure more than other variables as guidelines in designing questions and issuing the questionnaires.

The consumer inspiration toward green products data analysis in overall image revealed that the respondents had overall inspiration in high level with the Mean of 3.87. When each issue was considered individually, respondents had high level of rational inspiration with the Mean of 3.93, the one that was chosen the most was that green products had the image that they care about the environment and they were the environmental friendly products. Secondly, emotional inspiration, with the Mean of 3.80, the one that was chosen the most was that there are special characteristics and identities such as made from natural materials and easy to dispose.

### 4.2 Test of hypotheses

#### 4.2.1 Gender and green products purchasing behavior

Hypothesis 1.1 the result of the Variance test and green products purchasing behavior difference test classified by gender. According to the hypothesis proving result, the Levene's test for Equality of Variances, the Sig. value in the future trend in purchasing green products, the willingness to recommend green products to others, and the trend in picking green products in spite of the availability of the same kind of products were equal to 0.123, 0.375 and 0.305. As they were greater than 0.05. The t-test for Equality of Mean could be considered individually, and the results that different green products purchasing behavior and picking green product in spite of the availability of the same kind of products, which conformed statistically to the hypothesis with the significance at 0.05. In contrast, green products recommendation difference test classified by gender were resulted that different genders led to green products recommendation behavior, which did not conform statistically to the hypothesis significantly at 0.05.

#### 4.2.2 Age and green products purchasing behavior

Hypothesis 1.2 the results of the Variance test and the green products purchasing behavior trend difference test classified by age using Lavene's test resulted that the Sig. value in the green products purchasing trend, the willingness to recommend green products and the trend in picking green product in spite of the availability of the same kind of products were equal to 0.265, 0.566 and 0.618 respectively. As they were greater than 0.05. It showed that the Variances of each group were equal, so the statistical F-test was used and could be described that different green products purchasing behavior, green products recommendation behavior and picking green product in spite of the availability of the same kind of products, which conformed statistically to the hypothesis with the significance at 0.05.

#### 4.2.3 Educational and green products purchasing behavior

Hypothesis 1.3 the results of the Variance test and the green products purchasing behavior trend difference test classified by educational level using Lavene's test resulted that the Sig. value in the green products purchasing trend, the willingness to recommend green products, green products recommendation behavior and the trend in picking green product in spite of the availability of the same kind of products were equal to 0.442, 0.698 and 0.444 respectively. As they were greater than 0.05. It showed that the Variances of each group were equal, so the statistical F-test was used and could be described that different green products purchasing behavior, green products recommendation behavior and picking green product in spite of the availability of the same kind of products, which did not conform statistically to the hypothesis significantly at 0.05.

#### 4.2.4 Income and green products purchasing behavior

Hypothesis 1.4 the results of the Variance test and the green products purchasing behavior trend difference test classified by income using Lavene's test resulted that the Sig. value in the green products purchasing trend and green products recommendation were equal to 0.094 and 0.065 respectively. As they were greater than 0.05. It showed that the Variances of each group were equal, so the statistical F-test was used and could be described. In the first instance, the green products purchasing behavior and green products recommendation were equal to 0.293 and 0.131 which was greater than 0.05. This implied that different educational level led to green products purchasing behavior and green products recommendation, which did not conform statistically to the hypothesis significantly at 0.05.

The second stage of the analysis involved the picking green product in spite of the availability of the same kind of products using Lavene's test resulted that the Sig. value in the picking green product in spite of the availability of the same kind of products were equal to 0.001. As it was less than 0.05. This implied that the Variances of each group were not equal. Then the Brown – Forsythe were used to assume. The resulted that the Sig. Value in the trend in picking green product in spite of the availability of the same kind of products were equal to 0.4135. As they were greater than 0.05. This means different income led to picking green product in spite of the availability of the same kind of products, which did not conform statistically to the hypothesis significantly at 0.05.

#### 4.2.5 The motivations and buying behaviors of green products

Hypothesis 2 the result of the relationships between motives in green products includes the rational inspiration and the emotional inspiration and the green products purchasing trend, in which the Sig. value was equal to 0.000. This implied that the relationship between motives

in green products include the rational inspiration and the emotional inspiration were relative to the green products purchasing trend with the significance at 0.01 which conformed to the hypothesis in the same direction in the medium level. ( $r = 0.552$ ) This is to say, when motives in green products include the rational inspiration and the emotional inspiration increased, the respondents behavior of the green products purchasing trend would increase in the medium level. Table 2 presents Pearson correlation coefficients. All are significant to varying degrees, the rational inspiration which the Sig. value was equal to 0.000. This implied that the rational inspiration were relative to the green products purchasing trend which conformed to the hypothesis in the same direction in the medium level. ( $r = 0.553$ ) This is to say, when the rational inspiration increased, the respondents behavior of the green products purchasing trend would increase in the medium level and the emotional inspiration which the Sig. value was equal to 0.000. This implied that the emotional inspiration were relative to the green products purchasing trend which conformed to the hypothesis in the same direction in the medium level. ( $r = 0.480$ ) This is to say, when the emotional inspiration increased, the respondents behavior of the green products purchasing trend would increase in the medium level.

Results are reported in Table 3. They provide partial support for H2; in that significant results are the result of the relationships between motives in green products include the rational inspiration and the emotional inspiration and the green products recommendation, in which the Sig. value was equal to 0.000. This implied that the relationships between motives in green products include the rational inspiration and the emotional inspiration was relative to the green products recommendation with the significance at 0.01 which conformed to the hypothesis in the same direction in the medium level. ( $r = 0.444$ ) This is to say, when motives in green products include the rational inspiration and the emotional inspiration increased, the respondents behavior of the green products recommendation would increase in the medium level. All are significant to varying degrees, the rational inspiration which the Sig. value was equal to 0.000. This implied that the rational inspiration were relative to the green products recommendation with the significance at 0.01 which conformed to the hypothesis in the same

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Table 2 The relationship between motives in green products and the green products purchasing trend

Motives of the consumers	The green products purchasing trend			
	r	Sig. (2-tailed)	Correlation Level	Direction
<b>Rational Buying Motives</b>				
1. Green product is of good quality	.410**	.000	Medium	Same Direction
2. Green product has its image that it cares about the environment and it is the environmental friendly product	.449**	.000	Medium	Same Direction
3. The consumers who use green product are those who are aware	.396**	.000	Medium	Same Direction
4. The price of green product is appropriate and reasonable with the quality of the product	.393**	.000	Medium	Same Direction
5. Green product has the innovation to preserve the environment due to the pressure from rules and disciplines	.434**	.000	Medium	Same Direction
6. Green product is a type of energy-saving products	.424**	.000	Medium	Same Direction
Rational buying motives overall	.553**	.000	Medium	Same Direction
<b>Emotional Buying Motives</b>				
7. The green product packaging helps the convenience in daily life usage and then there are impacts towards the purchase and usage	.406**	.000	Medium	Same Direction
8. The product's label and the environmental conservation symbol are the representatives of the owner's image	.372**	.000	Medium	Same Direction
9. There are special characteristics and identities such as made from natural materials and easy to dispose	.404**	.000	Medium	Same Direction
Emotional buying motives overall	.480**	.000	Medium	Same Direction
Motives of the consumers overall	.552**	.000	Medium	Same Direction

\*\* . Correlation is significant at the 0.01 level (2-tailed).

direction in the medium level. ( $r = 0.432$ ) This is to say, when the rational inspiration increased, the respondents behavior of the green products recommendation would increase in the medium level and the emotional inspiration which the Sig. value was equal to 0.000. This implied that the emotional inspiration were relative to the green products recommendation which conformed to the hypothesis in the same direction in the medium level. ( $r = 0.369$ ) This is to say, when the emotional inspiration increased, the respondents behavior of the green products recommendation would increase in the medium level.

Table 3 The relationship between motives in green products and the green products recommendation

Motives of the consumers	The green products recommendation			
	r	Sig. (2-tailed)	Correlation Level	Direction
<b>Rational Buying Motives</b>				
1. Green product is of good quality	.269**	.000	Low	Same Direction
2. Green product has its image that it cares about the environment and it is the environmental friendly product	.384**	.000	Medium	Same Direction
3. The consumers who use green product are those who are aware	.377**	.000	Medium	Same Direction
4. The price of green product is appropriate and reasonable with the quality of the product	.266**	.000	Low	Same Direction
5. Green product has the innovation to preserve the environment due to the pressure from rules and disciplines	.285**	.000	Low	Same Direction
6. Green product is a type of energy-saving products	.378**	.000	Medium	Same Direction
Rational buying motives overall	.432**	.000	Medium	Same Direction

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The relationships between motives in green products include the rational inspiration and the emotional inspiration and the trend in picking green product in spite of the availability of the same kind of products, in which the Sig. value was equal to 0.000. This implied that the relationships between motives in green products include the rational inspiration and the emotional inspiration were relative to the trend in picking green product in spite of the availability of the same kind of products which conformed to the hypothesis in the same direction in the medium level. ( $r = 0.535$ ) This is to say, when motives in green products include the rational inspiration and the emotional inspiration increased, the respondents behavior of the trend in picking green product in spite of the availability of the same kind of products would increase in the medium level. Table 4 presents Pearson correlation

Table 3 The relationship between motives in green products and the green products recommendation (continued)

Motives of the consumers	The green products recommendation			
	r	Sig. (2-tailed)	Correlation Level	Direction
Emotional Buying Motives				
7. The green product packaging helps the convenience in daily life usage and then there are impacts towards the purchase and usage	.341**	.000	Medium	Same Direction
8. The product's label and the environmental conservation symbol are the representatives of the owner's image	.317**	.000	Medium	Same Direction
9. There are special characteristics and identities such as made from natural materials and easy to dispose	.320**	.000	Medium	Same Direction
Emotional buying motives overall	.369**	.000	Medium	Same Direction
Motives of the consumers overall	.444**	.000	Medium	Same Direction

\*\* . Correlation is significant at the 0.01 level (2-tailed).

coefficients. All are significant to varying degrees, the rational inspiration which the Sig. value was equal to 0.000. This implied that the rational inspiration were relative to the trend in picking green product in spite of the availability of the same kind of products which conformed to the hypothesis in the same direction in the medium level. ( $r = 0.529$ ) This is to say, when the rational inspiration increased, the respondents behavior of the trend in picking green product in spite of the availability of the same kind of products would increase in the medium level and the emotional inspiration which the Sig. value was equal to 0.000. This implied that the emotional inspiration were relative to the trend in picking green product in spite of the availability of the same kind of products which conformed to the hypothesis in the same direction in the medium level. ( $r = 0.472$ ) This is to say, when the emotional inspiration increased, the respondents behavior of the trend in picking green product in spite of the availability of the same kind of products would increase in the medium level.

## 5. Limitations and conclusions

Based on a comprehensive literature review, this paper, innovatively, provides an integrated and comprehensive set of hypothesized explanatory variables of motivation affecting consumers' buying behaviors of green products. Hence, this information is an invaluable source which should inform marketing strategies and tactics of companies operating in the green product business.

The study motivation affecting consumers' buying behaviors of green products: An Integrated Conceptual Framework. The research said that in this modern era of societal

Table 4 The relationship between motives in green products and the trend in picking green product in spite of the availability of the same kind of products

Motives of the consumers	The trend in picking green product in spite of the availability of the same kind of products			
	r	Sig. (2-tailed)	Correlation Level	Direction
<b>Rational Buying Motives</b>				
1. Green product is of good quality	.394**	.000	Medium	Same Direction
2. Green product has its image that it cares about the environment and it is the environmental friendly product	.459**	.000	Medium	Same Direction
3. The consumers who use green product are those who are aware	.427**	.000	Medium	Same Direction
4. The price of green product is appropriate and reasonable with the quality of the product	.322**	.000	Medium	Same Direction
5. Green product has the innovation to preserve the environment due to the pressure from rules and disciplines	.285**	.000	Low	Same Direction
6. Green product is a type of energy-saving products	.378**	.000	Medium	Same Direction
Rational buying motives overall	.529**	.000	Medium	Same Direction
<b>Emotional Buying Motives</b>				
7. The green product packaging helps the convenience in daily life usage and then there are impacts towards the purchase and usage	.357**	.000	Medium	Same Direction
8. The product's label and the environmental conservation symbol are the representatives of the owner's image	.389**	.000	Medium	Same Direction
9. There are special characteristics and identities such as made from natural materials and easy to dispose	.418**	.000	Medium	Same Direction
Emotional buying motives overall	.472**	.000	Medium	Same Direction
Motives of the consumers overall	.535**	.000	Medium	Same Direction

\*\* . Correlation is significant at the 0.01 level (2-tailed).

marketing business ethics and social responsibility are becoming the guiding themes for marketing strategies and practices. Within the field of ethics and social responsibility environmental and green marketing topics are the central topics, which are closely related to biodiversity and sustainability. This paper suggests a different approach to assessing the variables of motivation affecting consumers' buying behaviors of green products. Based on thoroughly researched secondary data, this conceptual paper suggests a framework integrating the so far incoherent frameworks as proposed.

At least limitations influence the interpretation of these results. First, the use of respondents from a single organization may limit generalisability. Further studies may wish to expand the analysis. Second is the limit of time and resources, this study has some limitations. As limitations of this study and space for future research, it needs more comprehensive investigation of product buying motives and rational buying motives including the concept of Kotler, Philip (2009) about the consumer's behaviors model. It is the study about motives which lead to the buying decision of the products deriving from the stimuli that create need or want and bringing the response.

Framework about the motives of the consumers, the author has adopted the concept of Piboon (1994) mentioned about the causes of motives as of follows; Rational Buying Motives which are the motives occurred from the sensible and reasonable considerations of the buyers in that why they have to buy that product such as Economy, Efficiency and Capacity, Dependability, Durability, and Convenience and Emotional Buying Motive are Emulation, Individuality, Conformity, Comfort, Entertainment and Pleasure and Ambition.

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