PREDISPOSING, ENABLING AND REINFORCING FACTORS
INFLUENCE INTENTION TO BUY GREEN PRODUCT

by

Manthanaporn Pipithirankarn
School of Business, University of the Thai Chamber of Commerce
126/1 Vibhavadee-Ransit Rd, Dindang, Bangkok, 10400, Thailand
Email: thai_intertrading@yahoo.com

ABSTRACT

In the past decade, there is a various debate on Green marketing according to the segmentation of Green consumer characteristic, the decision making as to what factors actually influence consumer’s intention to buy Green product and what level the Green consumer actually is. In addition, past research found that Marketers don’t have adequate tools for Green marketing strategy and the sufficient tools for determining consumer’s attitude and behavior in Environmental concern. Business’ commitment to the environment also has often been more evident in their communications than in their actual practices. Therefore, the propose of this research is to replicate previous research and provide a modern and reliable view. This concept supported by Neff&Thomson (2007) which state that the consumer who weren’t willing to pay more for green product in the past are willing to do so now. To fill the gap that Green marketing literature is not well supported with theory, this paper will identified the most relevant theories to explain and will try to seek the appropriate framework by investigating factors in predicting consumer’s intention to buy green product and demonstrate how marketing strategy influence to the intention to buy green product in the clear understanding.

KEYWORDS
Green Marketing, Green Purchasing Behavior, Green Consumer Segmentation

INTRODUCTION

As the over consumption by people has caused the environment crisis (Polonsky, 1994). The crisis involves in the sacrificed resource such as fuel, water, wood and material etc. Many countries in the world faces the same problems, each country has some limited resource, and as the result, there is the high competition to find and retain the limited and sacrificed resource.

Government, Business, and Citizen in the world, thus, are now concerning in this crisis. There are many evidences indicated that people in the world recently focus more on the environment responsibility and they tend to change some of their behaviors to Green concept (Chen,2008; Peattie, 1995; Krause, 1993; Ottman, 1992; Vandermerweand Oliff, 1990)

An increasing concerned on environment issues influence people behavior as well as the rising demand for ecological friendly product and services (Donaton and Fitzgerald, 1992). This trend appears in the last decade for USA and Western consumer (Curlo, 1999) and has been on the increasing in recent year (Chitra, 2007). For example; there is 20 % of U.S consumers are considered the target market for green product (Osterhus, 1997), even in Asian consumer (Harris, 2006). Recently, there is green movement such as the term of “going green” had 15.6 million hits on Google in January 2008 and 31 million hits just over two months later (Erdman, 2008)

In term of business, similarly, it is important for the marketers to manage the resources efficiently without waste as well as to achieve the organization's objective. Therefore, firms in the corporate objective and strategies tend to concerns related to the environment aspect according to the rapid growth of the environmentally conscious market (Kurtz and Boone 2006; Jay, 1990). Firms need to modify their strategy related to this new concept.

To create the strategy for support this growing trend, firm must seek the method and idea how to apply the current issue to be their socially responsible product and service. The marketer need to applied the resource worthy and efficiently to achieve strategies. However, marketer do not have adequate tools for marketing strategy and the sufficient tools for determining consumer’s attitude and behavior (Peattie 2001)
Green marketing is considered as one of the important topic and it has been seen as the modern trends in business (Kassaye, 2001; McDaniel and Rylander, 1993; Pujari and Wright, 1996; Simms, 1992). However, in the academic field, there are few academic disciplines have integrated green issue in their papers. Previous studies suggested that firms can adjust green marketing activities to satisfy different customers based on their needs especially their green attitudes and behavior. However, the nature of green consumer were studied by many researchers and found that the concept of green marketing and the green consumer will not be easy to apply. And there is still unsolved conclusion of how firms can implement Green marketing successfully. Moreover, it’s the challenge one for marketer to concern that not most of people be aware of the green marketing (Fernandez, Maria Blanca, Gomez, Tomas, Capuz, Salvador, 2010).

Therefore, without the understanding of Green consumer behavior, firm may mislead in strategy application to satisfy consumer’s need.

This paper aim to update a study done more than ago to measure consumer’s psychographic by constructing a demographic and psychographic profile of the green consumer in terms of Predisposing, Enabling and Reinforcing variables directly related to purchase behavior. To fill the gap that Green marketing literature is not well supported with theory, this paper will identified the most relevant theories to explain the antecedents and moderator as proposed. Predisposing factor will be extracted from four models of green behavior (Theory of Reason Action, Model of Willingness to pay more for environmental friendly products, Model of the environmentally responsible purchase, Framework of green level and Self efficacy theory,) in to five core groups of Demographic (Gender Age and Education), Green Value, Green Attitude, Green Behavior and Green knowledge). The enabling factor referred as Marketing strategy which can enable behavior, and Reinforcing Factor as the subjective norm which will impulse that behavior remain consistency.

As the result, this paper presents a modern, reliable and appropriate framework to describe micro purchasing processes of green consumers, the behavior and characteristic of consumer toward environmental concern in the clear understanding. Moreover In the past decade, most research concentrated on consumer’s behavior perspective, but no suggestion for firm to adapt factors in application. This research will indicate the relationship between factor and marketing strategy to guideline the framework implementation. The framework is expected to support marketer use for conducting strategy with environmental aspect to improve the credibility and give a strategic direction to their green marketing programs. For academic field, the conceptual framework is expected to process and extend the characteristic of each factor in the way to develop the relationship for further research.

**LITERATURE REVIEW**

*Definition of green marketing*

In previous research, there are many definition of Green marketing as the popular definition in the table following:

<table>
<thead>
<tr>
<th>Author</th>
<th>Year</th>
<th>Definition of Green marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pride and Ferrell</td>
<td>1993</td>
<td>An organization’s efforts at designing, promoting, pricing and distributing products that will not harm the environment.</td>
</tr>
<tr>
<td>Polonsky</td>
<td>1994</td>
<td>All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.</td>
</tr>
<tr>
<td>Peattie</td>
<td>1995</td>
<td>The holistic management process responsible for identifying, anticipating and satisfying the requirements of customers and society, in a profitable and sustainable way.</td>
</tr>
<tr>
<td>Alma Mintu and Hector Lozada</td>
<td>2000</td>
<td>The application of marketing tools to facilitate exchanges that satisfy organizational and individual goals in such a way that the preservation, protection and conservation of the physical environment is upheld.</td>
</tr>
<tr>
<td>Cateora and Graham</td>
<td>2001</td>
<td>Green marketing is a term used to identify a concern with the environmental consequences of marketing activities.</td>
</tr>
</tbody>
</table>

Source: Researcher (2010)
Although the definition are termed in the various practices, however the objective of them is to do the activity in marketing program which result in term of Good environmental improvement and reduction harmful to or waste resource of environment.

My own definition state that “Green marketing is to do the activity in marketing program which result in term of Good environmental improvement and reduction harmful to or waste resource of environment”

GREEN CONSUMER SEGMENTATION

Many research study in consumer behavior which relate to green marketing. The research found that people are not aware of green products and their uses (Connell, Kim Y, Hiller, 2010)

However, the nature of green consumer were studied by many researchers and found that the concept of green marketing and the green consumer will not be easy to apply. Green consumers must be treated carefully because they are typically careful and thoughtful consumers. In addition, there is an expectation on the part of customers that all products offered should be environmentally safe without a need to sacrifice quality and/or having to pay higher prices for the privilege.(Clare et al, 2006)

Concept of Green customer segmentation, Jason Oliver (2007) has present the framework of environmental Propensity which categorized customer based on their environmental Value (EV) and their environmental Self-Efficacy (ESE). The detail is presented from the table 2:

<table>
<thead>
<tr>
<th>Environment values</th>
<th>Environment Self efficacy</th>
<th>Environment values</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>high</td>
<td>low</td>
</tr>
<tr>
<td>high</td>
<td>Active Green</td>
<td>Potential Green</td>
</tr>
<tr>
<td></td>
<td>Ready, willing and able to take environmental action because they care and think they capable of making change.</td>
<td>Think they can make a difference, but don’t feel it’s important enough to make the sacrifice</td>
</tr>
<tr>
<td>low</td>
<td>Latent Green</td>
<td>Non-Green</td>
</tr>
<tr>
<td></td>
<td>Value environment, but don’t feel sacrifice on their part will actually make a difference</td>
<td>Don’t think they can make a difference, and don’t care if they can. May be influence by other value</td>
</tr>
</tbody>
</table>

CONCEPT OF PREDISPOSING, ENABLING AND REINFORCING FACTOR

The term of "predisposing factors" is from the field of public health which has been in the context of L. W. Green's PRECEDE-PROCEED model of community health promotion planning and evaluation. (Green and Kreuter, 1999). Green's original PRECEDE model of health education planning and evaluation and the more recent PRECEDE-PROCEED model group these factors into three types: predisposing, reinforcing, and enabling factors.

"Predisposing factors” are defined in these models as factors that exert their effects prior to a behavior occurring, by increasing or decreasing a person or population's motivation to undertake that particular behavior. Predisposing characteristics were seen to include demographic factors (age and gender), social structure and the psychological realm which include people's knowledge, attitudes, beliefs, values, self-efficacy, behavioral intentions, and existing skills.

- Consumers’ demographic characteristics

Many research efforts to identify Green consumers by many criteria. If look back to the early 1970s. Berkowitz and Lutterm (1968), as well as Anderson and Cunningham (1972), were pioneers in studying the profile of socially responsible consumers. Even in the recent year there are many research indicate that the study of Gender Age and Knowledge were important in determining environmental attitude and behavior (Torgler et al, 2008). Therefore, with the changing environment, It is important to update and study with Demographic focus on Gender, Age and Education that how this variable effect to intention to buy green product.
However, there are some research argue that Psychographics appear to be more effective than demographics in explaining Green behavior. (Roberts&James, 1999 ; Roberts,1996).

- Knowledge

Knowledge is usually a necessary but not always a sufficient cause of individual or collective behavior change. However, the behavior will not occur without a strong enough cue to trigger motivation to act on that knowledge and possibly also without enabling factors such as new skills or resources. For Green Knowledge, referred as the predisposing factor, it can be defined as an individual have of environmental topic, such as Environmental problem causing, effects, affect area, actors responsible, solution and agent responsible(Barreiro et al). These knowledge can be derive from Cultural tradition, Scientific knowledge, Personal Experience, Degree of information (Conraud and Arturo 2009).

The role of product knowledge / education affecting purchase decision is of primary importance (Wiser et al.1999 and Zarnikau 2003). Therefore, it seemed reasonable to assume that highly educated people more readily see the relation between environmental issues and themselves. Laroche et al (2001) has pointed out that the education of the consumer is seen as an appropriate method for increasing perceived convenience and establishing credibility in terms of being environmentally friendly.

- Values

Values are the moral and ethical propositions people use to justify their actions. They determine whether people consider various health related behaviors to be right or wrong. Similar values tend to be held by people who share generation, geography, history, or ethnicity. The two most studied values in past research of environmentally friendly products and ecological behavior are collectivism and individualism (Triandis 1988, 1993; Hui and Triandis 1986; McCarty and Shrum 1994, For Green value, there are at least five desirable benefit commonly associated with green product : Efficiency and cost effectiveness, health and safety, performance, Symbolism and Convenience (Ottman, 2006).

- Attitudes

Attitudes are relatively constant feelings directed toward something or someone that always contain an evaluative dimension. Attitudes can always be categorized as positive or negative. Attitudes are distinct from values in that they are directed toward specific persons, objects, or actions and are based on one or more values. They differ from beliefs in that they always include some evaluation of the person, object or action.

- Self-Efficacy

The most important requirement for self-regulating one's behavior is seen to be self-efficacy, that is, the person's perception of how successful he or she can be in performing a particular behavior. Self efficacy was proposed by Bandura in 1977, which came from Social Cognitive theory. According to Bandura, expectations such as motivation, performance, and feelings of frustration associated with repeated failures determine affect and behavioral reactions. Bandura (1986) separated expectations into two distinct types: self-efficacy and outcome expectancy. He defined self-efficacy as the conviction that one can successfully execute the behavior required to produce the outcomes. The outcome expectancy refers to a person’s estimation that a given behavior will lead to certain outcomes. He states that self-efficacy is the most important precondition for behavioral change, since it determines the initiation of coping behavior.

- Behavioral Intention

Behavioral intention is a concept fundamental to the theory of reasoned action and is closely related theory of planned behavior, which proposes that the performance of a particular behavior is a direct result of whether or not one intends to perform the behavior. It further assumes that all other variables that influence behavior do so through affecting one's behavioral intention. If it is to adequately predict behavior, measurement of intention must correspond as closely as possible to the measurement of behavior in terms of context, time, and outcome.

Because of the human drive for consistency, the impact of these factors, however, on behavioral change often depends on their support from enabling and reinforcing factors. Within the PRECEDE-PROCEED Model, enabling factors are defined as factors that make it possible for individuals to change their behavior or their environment. Enabling factors include resources, conditions of living, societal supports, and skills that facilitate a behavior's occurrence.
MODEL OF WILLINGNESS TO PAY MORE FOR ENVIRONMENTAL PRODUCTS

Laroche et al. (2001) has developed a model that concentrates on consumer’s behavior which involves willingness to pay. The model demonstrates five factors as Demography, Knowledge, Behavior, Attitudes, and Value impact to the willingness and decision making for purchasing environmentally friendly products.

FIGURE 2
MODEL OF THE ECOLOGICAL BEHAVIOR OF PURCHASE AND THE WILLING TO PAY A HIGHER PRICE

From this model, “Value” is seen as the important factor influencing behavior supported by Thogersen and Olander study (2002) which examined that value is very stable and can drive behavior as well as consumers who hold green values will perform green behavior if presented with relevant products or services.

However, most authors agree that demographics are less important than knowledge, values and/or attitude in explaining ecologically friendly behavior (Webster, 1975; Brooker, 1976; Banerjee and McKeage, 1994; Chan, 1999). Therefore, green marketers should consider how to change consumer behavior through value.

MODEL OF THE ENVIRONMENTALLY RESPONSIBLE PURCHASE

This model developed by Follows and Jobber predicts the purchase of a specific type of environmentally responsible product based on three variables: self-importance, values, conservation values, and individualistic values. These refer to the factors that motivate people to put their own interests over any other thing.

Follows and Jobber propose that the goals of an individual person’s self-indulgence and self reward are consistent with the interest in the individual consequences, and act in a negative way on the environment. The model is presented in the following:
THEORY OF REASONED ACTION (TRA)

The theory developed by Martin Fishbein and Ajzen (1975, 1980), derived from social psychology setting and theory of attitude, which led to the study of attitude and behavior.

The key application of the theory is prediction of behavioral intention. (Azjen, 1980). This theory proposed person’s intention is a function of two basic determinants; personal factors and social influence.

Personal factors are person’s positive or negative evaluation of behavior while Social norm is the person’s perception of the social pressures or suggested behavior around person. Therefore, Social norms are an important motivator of ecologically responsible behavior (Ewing, 2001). For example, if people evaluated the suggested behavior as positive attitude, and if they think their significant others wanted them to perform the behavior (subjective norm), this results will show in a higher intention motivation and they are more likely to do so.

The components of TRA are three general constructs: behavioral intention (BI), attitude (A), and Subjective Norm (SN). TRA suggests that a person's behavioral intention depends on the person's attitude about the behavior and subjective norms, therefore in this research can be proposed the theory with the condition: BI = A + SN
THE CONSTRAINT IN GREEN MARKETING

The nature of green consumer were studied by many researchers and found that the concept of green marketing and the green consumer will not be easy to apply. Some research found that people are not aware of green products and their uses (Connell, Kim Y. Hiller, 2010)

Green consumers must be treated carefully because they are typically careful and thoughtful consumers. In addition, there is an expectation on the part of customers that all products offered should be environmentally safe without a need to sacrifice quality and/or having to pay higher prices for the privilege (Clare et al, 2006).

There is the example of the failed green marketing applied, Clare et al (2006) has studied about the consumer’s perception toward Green marketing. The results indicate that customers’ corporate perception with respect to companies placing higher priority on profitability than on reducing pollution and regulatory protection. It is also the significant predictors of customers’ negative overall perception toward green products. The only positive contribution to customers’ perception was their past experience with the product. Other factors including the perception of green products, product labels, packaging, and product ingredients did not appear to influence customers’ perception. The results also indicate that customers are not tolerant of lower quality and higher prices of green products.

GREEN MARKETING STRATEGY

Leading to strategies such as sales promotion strategy and product packaging, which are more likely to result in better marketing of green products (Isaac &Ian Phau , 2005).

To support this concept, there is the study from (Straughan&Robert, 1999) suggests that environmental-based marketing efforts should be explicitly linked with beneficial outcomes. Firm simply claim to be ‘‘green” is no longer enough. Instead, marketers must show how consumers choosing green products are helping in the struggle to preserve the environment.

Therefore, it’s important to study whether how strategy applied to serve consumer’s toward their green behavior. The past research has shown some strategies effect to the decision making of such those kinds of consumer, the strategy are presented below:

- Green Product Attribute

Many research indicated that many green products have failed when launching into the market.(Ottman et al 2006). The major reason is that consumers evaluate a product by looking at its attributes, such as functionality and ease of use/performance. When these do not satisfy consumers, their values do not become behaviors (Josephine , Ritsuko 2008, Rogers, 2003).

Product Attribute here is defined as the benefit of it’s own product which must satisfy consumer’s need , for example, the usage of printing paper must absorb ink faster, the color of paper must white and clear. In addition, the measurement may referred as GMP, ISO certificated which guarantee the quality of product

As the Summary, Ottman (2006) has stated the success of doing green marketing that firm give consumer demand for convenience, incorporating time-saving or ease of- use features into green products can further expand customer’s acceptance. Promote and deliver the consumer- desired value of environmental products and target relevant consumer market segments (such as market health benefits among health-conscious consumers).

- Green Packaging

Packaging here for green product is the important for customer in term of the label or messaging in the packaging which indicate product claims. The messaging must meet consumer’s expectation by delivering their promised consumer’s vale and providing environmental benefit (Ottman et al 2006). However, Business’ commitment to the environment has often been more evident in their communications than in their actual practices (Fierman, 1991; Garfield, 1991). Therefore, there is the expert third party with respect to standard for environment testing, the Eco or Green certification, such as Independent laboratories, Government Agencies or non-profit organization. These third parties can provide green product endorsement or product seal of approval to help clarify the believable in product claims. (Gulbrandsen, 2005; Ottman et al, 2006)
The Green Label can be used on products which meet the eco standards specified. Labeling these green products helps consumers identify them from other when making purchasing decisions. In addition, it is one of the seal of approval for an environmental certification awarded to specific products that are shown to have minimum detrimental impact on the environment in comparison with other products serving the same function.

- **Green Advertising**

Since Green product have success in certified for Environmental approval. Media and advertising is the important role in making an environmental statement about a brand. (The Roper survey,2002). For the example, more than half of all Americans say they have purchased a product because the advertising or label indicated that it was environmentally safety. However, the willingness to buy green product may be influence by a limited of access information. Therefore, the media which can explain how or why a product is environmentally can also make a big difference from other.

**RELEVANT RESEARCH**

The past research which are related to this study provide the broaden understanding of how consumer make the intention to buy green product. There are many factors related to the intention to buy green products in many criteria which can be demonstrated as the following table below:

<table>
<thead>
<tr>
<th>Demographic</th>
<th>IV</th>
<th>DV</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlsson and Johanson,2000</td>
<td>Age</td>
<td>Environment concern</td>
<td>Age is negatively correlated with participation in environmental concern. Older people may not live to benefit from the long term gains of preserving resource</td>
</tr>
<tr>
<td>Howell and Laska 1992; Grunert &amp; Kristensen 1992</td>
<td>Age</td>
<td>Environment concern</td>
<td>Younger people are more concerned about Environment problem than older people</td>
</tr>
<tr>
<td>Nord et al1998</td>
<td>Age</td>
<td>Environment concern</td>
<td>There is a strong relationship between Age and Environment concern</td>
</tr>
<tr>
<td>Kinnear et al., 1974; McEvoy, 1972</td>
<td>Age</td>
<td>Attitudes and Behavior</td>
<td>Age as a correlate to green attitudes and behavior have found non-significant relationships</td>
</tr>
<tr>
<td>Torgler et al,2008</td>
<td>Age</td>
<td>Attitudes and Behavior</td>
<td>Age is important in determining Environmental Attitude and Behavior</td>
</tr>
<tr>
<td>Laroche et al (2001)</td>
<td>Age Gender Education</td>
<td>Willingness to pay more for environmental product</td>
<td>Age Gender education influence willing to pay</td>
</tr>
<tr>
<td>Newell and Green 1997</td>
<td>Education</td>
<td>Environment concern</td>
<td>Education moderate the effect that race plays on shaping Environmental concern</td>
</tr>
<tr>
<td></td>
<td>Gender</td>
<td>Environment Knowledge</td>
<td>There is the significant relationship between Gender and environmental knowledge</td>
</tr>
<tr>
<td>Dietz, Kalof, Stern, 2007</td>
<td>Gender</td>
<td>Ecological Behavior</td>
<td>women as more concerned about environmental issues and ecological behaviors</td>
</tr>
<tr>
<td>Predisposing factor</td>
<td>Author/year</td>
<td>IV</td>
<td>DV</td>
</tr>
<tr>
<td>---------------------</td>
<td>-------------</td>
<td>----</td>
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</tr>
<tr>
<td>Gender is important in determining environmental attitude and behavior</td>
<td>Torgler et al., 2008</td>
<td>Gender</td>
<td>Attitudes and Behavior</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Environment concern</td>
<td>Green purchase behavior</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Attitude</td>
<td>Behavior</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Environment</td>
<td>Intention to buy green product</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Intention to buy green product</td>
<td>Intention to buy green product</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Attitude</td>
<td>Green Purchase behavior</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Knowledge</td>
<td>Environmental behavior</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Environment Knowledge</td>
<td>Environment Attitude</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ecological Knowledge</td>
<td>Green purchase Intention</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Green Value</td>
<td>Green Behavior</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Green purchase Intention</td>
<td>Current buying intention</td>
</tr>
<tr>
<td>Strategy</td>
<td></td>
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</tr>
<tr>
<td>Author/year</td>
<td>IV</td>
<td>DV</td>
<td>Result</td>
</tr>
<tr>
<td>Yu-Shan Chen (2009)</td>
<td>Green Advertising</td>
<td>Green Attitude</td>
<td>Green Advertising is positive correlation with Green behavior</td>
</tr>
<tr>
<td>Conners, Sandra Branowitz, 2002</td>
<td>Advertising / Label</td>
<td>Consumer’s response intention to buy</td>
<td>Label and Green Certificate is not significant in intention to buy product</td>
</tr>
<tr>
<td>Yu-Shan Chen (2009)</td>
<td>Green branding</td>
<td>Green buying behavior</td>
<td>Green Advertising is positive correlation with Green behavior</td>
</tr>
<tr>
<td>Isaac Cheah, Dr Ian Phau, (2005)</td>
<td>Attitude /Product Necessity</td>
<td>Willingness to buy Green product</td>
<td>Product necessity as the moderator influence attitude and willingness to buy Green product</td>
</tr>
</tbody>
</table>

**CONCEPTUAL FRAMEWORK**

As shown in the summary, a general research framework is developed according to the above review relationships that is shown in Figure 5.
Hypothesis

H1 Predisposing factors are significant correlated with Enabling and Reinforcing Factors.
H2 Predisposing factors are influenced The Intention to buy green products.
H3 Enabling factors are influenced The Intention to buy green products.
H4 Reinforcing factors are influenced The Intention to buy green products.

CONCLUSION

The conceptual framework of this paper is expected to contribute to an understanding of the antecedents of green purchasing behavior. This paper has provided both a theoretical and practical contribution to understand the determinants of consumers’ intention to buy green product.

Moreover, understanding the profile of Green consumer may possibility motivate firm adopt it in their marketing strategy and can certainly develop new challenges for both policy makers such as Government and Related Organization. It also appears to be an opportunity for marketers to successfully create different strategies.

For the academic field, to update the study for decade is significant for further study in understanding more of Green consumers which tend to change the behavior according to the changing environment, day by day. In addition, this research strategy is introduced to further advance the understanding of complex green consumer behavior.
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APPENDIX

Definition

**Green marketing**: Green marketing is to do the activity in marketing program which result in term of Good environmental improvement and reduction harmful to or waste resource of environment”

**Green product**: environmental friendly product which involves in low environment impact or maximizes resource efficiency.

**Green consumer**: The ‘environmental’, ‘ethical’ and ‘sustainable’ consumers who prefer products or services which do least damage to the environment as well as those which support forms of social justice.

**Predisposing factors**: are defined in these models as factors that exert their effects prior to a behavior occurring, by increasing or decreasing a person or population's motivation to undertake that particular behavior.

**Enabling factor**: Resource which enhance to personal behavior, here defined as the strategy which may enhance or reduce their intention to buy green product.

**Reinforcing Factor**: Thing or people which show that behavior was supported, here defined as Subjective norm from related person who encourage the behavior in negative or positive.

**Attitude toward behavior**: an individual’s positive or negative evaluation of self-performance of the particular behavior. The concept is the degree to which performance of the behavior is positively or negatively valued. It is determined by the total set of accessible behavioral beliefs linking the behavior to various outcomes and other attributes.

**Subjective norm**: an individual’s perception of social normative pressures, or relevant others’ beliefs that he or she should or should not perform such behavior. Here defined as the supporting from the other such as parent, teacher, friends, super stars or media.

**Behavioral intention**: An indication of an individual's readiness to perform a given behavior. It is based on attitude toward the behavior, subjective norm, and perceived behavioral control, with each predictor weighted for its importance in relation to the behavior and population of interest.