

Influence of Green Marketing Practices on Intention to Purchase Green Products with Moderating Role of Emotions among Thai Restaurants

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The objective of the present research is to investigate the tools of green marketing to be influential on the decision making of consumers to purchase products/services. The concept of green marketing addresses the phenomenon of environmentally friendly products/services in response to the protection of the environment. The marketing department seeks to accomplish their goals in terms of communicating with their consumers regarding their products/services. The green marketing activities in the present study revolve around eco-brands and environmental advertising that influence the intentions of consumers to purchase green products/services. The data was collected from the city of Bangkok, Thailand, from visitors that use restaurants for food and residential purposes. The collected data was analysed on SMART-PLS by measurement model and structural equation modelling techniques. The results of the study demonstrate that eco-brands and eco-advertisement significantly influences the purchase intentions of consumers towards green products. The moderation effect of emotion has been considered in the study and found that emotions do not moderate any relation significantly. The study provides a basis for marketing managers to develop or revise marketing strategies by incorporating greening aspects to enhance awareness related to environmental concerns.

Key words: *Eco-brand, Eco-advertisement, Intention to purchase green products.*

Introduction and background of study

The trend of the greening production aspect has emerged in the last decade to introduce green products for consumers. The initiation of green production concepts has been incorporated for protection of the environment due to expected threats from changing environments. The environmental issues have become a serious concern as the age of the earth increases and faces a number of changes that negatively impact the environment. The awareness about environmental issues has increased and enables general communities to understand that negative impacts on the environment damages the life of the planet. The environmental issues has gained the attention of research scholars and manufacturers, including general communities due to the intensity of damage being done to the planet and life because of toxic production patterns. In response to the call for environmental protection, scholars and businesses have given attention to the phenomenon of climate change, pollution, ozone depletion and global warming (Kam-Sing Wong, 2012). Several agreements at international, multinational and bilateral levels have been initiated for controlling the damage to the environment and enforced for the protection of a clean environment.

The awareness of the damaging environment has increased and general communities have responded to the acts causing damage to the planet. The focus entails the steps needed for changes in behaviour concerning businesses, products and services towards greening aspects to reduce the negative impact. The coordination among participants of businesses enables the development of environmental protection initiatives which impact the preservation of the environment. The concern for the green aspect extended its wings to production development, activities of organisations, behaviour of employees and firms and implementation of the greening aspect to the routine of life (Chahal, Dangwal, & Raina, 2014). The concept of green marketing emerged during the 90s; the initial discussion highlighted the green element for production schemes considering the environment and the consumption of raw materials in an effective way. The concept of greening marketing was acknowledged by consumers to keep the environment clean and green (eco friendly). Later, large numbers of consumers required green products; simply environmentally friendly products to be used (Chahal et al., 2014). Generally, industrial sectors were blamed for pollution and global warming due to their non-environment friendly products, and were required to respond to calls for environmental protection, as the information and concern for the environment increased among consumers. Therefore, the majority of businesses understand and respond to the need for a green environment and alter their business operations, their production processes according to environment friendly guidelines rather than damaging the environment (Choudhury, Rao, & Mishra, 2019).

The research scholars have indicated and stressed in their studies recognising the need for green production and business activities for environmental protection. The fulfillment of the green production aspect is explained as corporate social responsibility for production processes and the preparation of environment friendly products or services (Wiedmann, Hennigs, Henrik Behrens, & Klarmann, 2014). Most of the manufacturers foresighted the need for green production patterns for secure environments and long term benefits and contributions for a clean atmosphere. Later, it was established, and firms tended to disclose their product information to the consumer to present their products or services as environmentally friendly, which assisted them to satisfy their customers and to gain market share (Chen & Chang, 2013). The green products and production system attract large number of consumers to influence their decision to purchase, as consumers tend to respond to environmental protection and prefer to use eco friendly products (D'Souza, Taghian, & Lamb, 2006). The research scholar conducted a study to determine the intention of consumers towards purchase of green products and found that 60% of consumers do not purchase green products, but at the same time they are interested in environmental protection. 15% consumers were found to be true green product users and preferred to buy green products, which affected their purchase intention (Wiedmann et al., 2014).

The firms considered to develop marketing strategies for environmental protection and emerged innovative strategies for social growth influence the tangible benefits and protect the environment (Chahal et al., 2014). The firms seek to build trust among consumers by developing strategies for being green in production and other business activities, including marketing, by introduced eco-labels, eco marketing and eco-friendly products to motivate consumers to buy eco-friendly products. The green marketing efforts assist firms to create awareness about green products and develop their perceptions about greening aspects for environmental protection, as eco-friendly products minimise the damage to the environment (Devi Juwaheer, Pudaruth, & Monique Emmanuelle Noyaux, 2012).

There are few formal studies about green products, green consumers and green marketing in Malaysia. This has been supported by Suki (2013) and Lee (2008), that the studies about green marketing issues have been extensively carried out in western countries, however little research has covered Asian countries, including Malaysia. The economy of Thailand is supported by tourism, continuously increasing as the tourism industry comprises restaurants, hotels, souvenir shops and travel agencies. Approximately 20 million tourists arrive in Thailand from all over the world in one year (Chavarria & Phakdeekuksorn, 2017). The tourism sector of Thailand contributes to the national income and is one of the top sources of wealth generation. The 448 billion Thai-Bhat have been contributing to the economy only from the tourism industry and are expected to increase more in following years. The tourism sector needs well established restaurants to fulfil demands for food, and Thai food is well known and admired around the world. Tourists like to enjoy Tom Yum

Kung, Pad Thai and Thai Green Curry chicken during their visit. In addition to that, the number of restaurants needed to be established to attract visitors to taste the food with excellent services (Wannasupchue, Othman, Zainal, Abidin, & Mohamad, 2019).

Foods are sensitive items and restaurants seek to prepare good quality food, as it has to be swallowed for the human body, and unhealthy, unhygienic or poisonous food causes serious illness and impacts negatively. As a result, restaurants are required to maintain their standard and quality of food by fulfilling standards of healthy and certified food items. The food production at each stage from farm to fork must be grown, kept, delivered, cooked and served on the basis of health and hygiene parameters. Healthy and hygienic food attracts visitors to spend money and enjoy quality food to satisfy consumers, and to retain the consumers for repurchase. Tourists and regular or local people are attracted to quality food restaurants due to their hygienic food and service to satisfy their needs. Tourists are worthy target customers for restaurants in Thailand to sell their food items and keep their businesses alive to compete in a highly competitive environment. Restaurants are required to provide better quality and hygienic food to give positive and long lasting experiences in order to retain customers, as these activities play a role in the economy of the country. The survey conducted by the Ministry of Tourism and Sport, Thailand (2018) found that Thai food ranked 2nd from a satisfaction perspective for consumers (Wannasupchue et al., 2019).

Environmentally friendly business activities and the greening aspect has attracted the attention of scholars due to its importance, but specifically green marketing is an overlooked subject, and there is a lack of empirical evidence to determine the green purchasing behaviour of consumers (Mei, Ling, & Piew, 2012). The studies have discussed the phenomenon of green marketing such as eco label, eco friendly production and manufacturing and eco friendly marketing activities, and this influence on consumers to purchase green products and support the cause of environment protection. The studies on marketing research to explore green aspects in activities depend upon cultural and geographical factors (Rahbar & Abdul Wahid, 2011). The trend found in consumers of one country such as in EU or USA will be different in Asian regions or Southeast Asian regions, including Malaysia, Indonesia and Thailand, depending upon culture and geographical factors. The studies have examined the differences between purchase behaviours towards green products of different regions, such as people of one geographical area found to be less interested in purchase of green products as compared to other areas with higher intention to purchase green products (Adilah & Yusoff, 2015). It has been observed that in Asian regions, firms and consumers are still lacking in practicing green marketing and the purchase of eco-friendly products and are less concerned with environmental protection. The general public possesses the information related to environmental protection, but is lacking in especial issues of green production process and green products. The research scholars expect that the near future will be more eco-friendly

and consumers will turn to responding to eco-friendly products for environmental safety (Harizan & Haron, 2012).

Various studies have been conducted to determine the predictors of intention to purchase green products. One of the most important aspects is marketing and the greening aspect of marketing, such as advertisements, play a significantly important influence that creates awareness among consumers towards green products and eco-friendly production processes and services. The advertising influences the purchase intentions of consumers and develops their trust and confidence towards eco friendly products. The advertising influences the consumers to change their perceptions and awareness about eco-friendly products and encourages them to buy environmentally friendly products. The studies found that the majority of the consumers remain unaware of the greening aspects of the products and the need to buy and prefer green products; therefore it is necessary to create awareness among consumers about environmentally friendly products and encourage them to buy eco friendly goods and services (Adilah & Yusoff, 2015). The green label communication is generally found to have failed to address consumers and change their behaviour towards eco-friendly products and influence their decision towards the purchase of green products. It is stated in previous studies that scholars and practitioners must focus on green communication, such as green labels, green brands and green advertising to create the awareness among consumers to encourage the purchase of green products.

The current study intends to address the role of environmentally friendly marketing efforts towards influencing the purchase intentions of consumers for green products. The researcher intends to determine the green purchase intentions of consumers selected from Thai restaurants visitors, influenced by eco-branding and environmental advertisements. The study also intends to determine the moderating role of emotions between the relationship of eco-branding and environmental advertisements as independent variables and green purchase intentions of consumers as dependent variables.

Literature Review

Literature on the topic has begun to recognise the importance of green marketing and its importance in influencing the purchase decisions of consumers. Scholars have introduced the concept of the greening aspect of marketing in response to eco-friendly products and environmental protection concerns. The scholars addressed the need for greening aspects in whole production systems and business activities, including production processes and marketing strategies, which must be devised according to eco-friendly concerns. The marketing strategies influence the intention of individuals towards the purchase of green products, through eco-labeling, eco-branding, eco-advertising and eco production systems, while protecting the environment. The implementation of greening aspects in marketing

enhances the performance of firms by addressing the sensitive issue of the environment (Chahal et al., 2014). Products that have less negative impact on the environment and are prepared according to greening aspects are found to be less harmful for the planet and humans. Production materials consisting of organic ingredients are less harmful and damaging to the external environment by creating less pollution. Scholars encourage the 3R principle, which includes recycle, reuse and reduce. The green product also entails effective utilisation of energy and cost (Goh & Wahid, 2015). In the development of business strategies, managers focus on marketing plans and consider green aspects in marketing by introducing environmentally friendly, cost effective and organic products to keep a specific position in the minds of customers. Scholars have defined that environmentally friendly initiative at firms attract consumers and boost value while creating awareness about environmental concerns. The advertisements with greening aspects address the phenomenon of environmental concerns and increase awareness towards the issue. Moreover, advertisements play a significant role in creating pro-environmental images of firms and increase perceptions of eco-friendly concerns among stakeholders (Hartmann & Apaolaza-Ibáñez, 2012).

Eco-branding and Intention to Purchase Green products

Brand refers to terms, signs, symbols, names, designs or a combination of these to present the product or service from the seller to differentiate from competitors. The concept of eco-brands emerged with the concept of green marketing to project these brands in an environmentally friendly way to increase the awareness about environmental concerns. The studies have been conducted to explain the concept of green marketing and the development of marketing strategies, focusing on the greening aspect and developing brand positions as pro-environmentally friendly, organic and using efficient production (Adilah & Yusoff, 2015). The image of products that focuses on the natural environment assists in creating positive belief; enhancing know-how about green aspects of production. The consumers prefer to purchase eco-friendly products that are influenced by the brands of products; the reason behind this is identified as lower concern for the quality of goods when recycled. As a result, firms are being examined by authorities and media for their environmentally friendly acts, and their business operations must be closely observed to ensure the required standards of eco-friendly aspects (Dekhili & Akli Achabou, 2014).

Scholars have stressed green brand development by emphasising green attributes; unsuccessful communication through brands, or failure to develop the perceptions of consumers about eco-friendly brands will negatively harm and damage the product and firm for consumers in highly competitive environments. The position of products in the consumer's mind is very important and green positioning is stated as an important and crucial aspect of eco-branding. The research scholars focused upon and stressed exploring the role

of eco-brands and green marketing initiatives (Chan & Chang, 2013). The research scholars identified that the majority of consumers use non-eco friendly products due to unawareness about the negative impacts of pollution, pesticides, plastic, non organic items and detergents. A large number of household products contribute to environmental outcomes. There is a need to address and enhance the awareness about green products, and their potential benefits towards environmental aspects must be projected to the consumers through brand image (Adilah & Yusoff, 2015; Rahbar & Abdul Wahid, 2011). It is assumed that increased awareness about greening products will influence the purchase intentions of consumers. Visitors and tourists always expect to hire hygienic services and products due to health and safety issues and will respond to environmentally friendly products if properly advertised with awareness given. The studies in modern and developed nations such as the USA and EU show that consumers are found to be more environmentally friendly and responsive towards eco-friendly products. The research studies have been conducted for the development of frameworks to determine the influences of green marketing efforts on purchase intentions of consumers, the studies have highlighted the need of green marketing efforts, including green brand images, brand satisfaction, and trust (Rahbar & Abdul Wahid, 2011). These three factors must be focused upon for the development of green marketing strategies as standpoints for enhancing green brand equity to address the environmental perspectives (Mourad & Serag Eldin Ahmed, 2012).

The position of green brands can be strengthened by addressing eco-product features and it performs a similar function to increase awareness among consumers to attract them and influence them towards green product purchases. The green marketing strategies contribute to attracting customers and influencing their purchase intention to choose green products, the successful brand serves the function of attracting consumers based on the greening aspect. The development of brands and increasing awareness levels about products being green, and enhanced know-how about environmental issues will change buying habits and intentions of consumers to buy environmentally friendly products. The successful brand serves the firm to attract customers for a cause by emotional appeal towards environmental concerns and encourages consumers to buy eco-friendly products. The research scholars have also identified that green brands influence the intentions of consumers and they acknowledge the benefits of eco-friendly products, and change their intention to purchase environmental friendly products while satisfying their needs. The emotions of consumers play an important role in purchase decisions, as emotional concern for the protection of environment encourages them to buy eco-friendly products (Adilah & Yusoff, 2015). In nutshell, it has been observed that it is possible to change the purchase intentions of consumers by creating awareness about eco-friendly products through effective green brand management. The emotional aspect of the personality and behaviour also influences the consumers towards change of their preferences for buying green products. It has been found in various evidences that consumers that acknowledge environmental aspects prefer to purchase and consume eco-

friendly products for satisfaction and their emotional concerns (Adilah & Yusoff, 2015; Rahbar & Abdul Wahid, 2011).

On the basis of the above discussion, the following hypothesis is derived:

H1: Eco-Brands influence the Intentions of consumers to purchase Green products/services in the restaurant sector of Thailand.

Environmental advertisements and Intention to Purchase Green products

Green marketing strategies entail advertisements to address the mainstream customers as environmental concerns have been valued since a decade ago regarding the production of goods. The marketing effort for being green has to be acknowledged and incorporated for focusing environmental issues and the development of green and eco-friendly products. The greening aspect of marketing leads to the development of visual images and focuses environmental protection concerns (Hartmann & Apaolaza-Ibáñez, 2012). The research scholars have focused on the benefits of green products, and marketing efforts must incorporate greening aspects in their activities to influence consumers and to accomplish their goals. The literature has highlighted the importance and significance of green marketing and adoption of greening aspects in marketing activities in response to environmental concerns. The marketing efforts with greening aspects influences the behaviour of consumers towards their purchase decisions (Adilah & Yusoff, 2015).

Advertisements play an important and significant role in presenting the image of firms, and intentions towards environmentally friendly products and concerns. The pro-environmental image of firms can be accessed through marketing efforts and the projection of eco-friendly images to the stakeholders (Leonidou, Leonidou, Palihawadana, & Hultman, 2011). Moreover, the role of advertising has been discussed in detail, and literature has discussed the role of traditional advertisements in influencing and creating awareness. The present study focuses on green marketing practices, including green advertisements, and the literature has reported that green advertisements allow strategists to project greening images to consumers while addressing the sensitive issue of environmental concerns. The advertisements provide the comparison of products or services with competitors for consumers to choose products which meet their needs, demands and requirements (Kaur & Aggarwal, 2013). The advertisement plays its role in promoting and demonstrating product features in a transparent way, and assists consumers to compare between price, product and features among competitors and make suitable decisions. The studies have been reporting that most consumers were found to be unaware from an environmental perspective and failed to recognise eco friendly products. Therefore, strategists and scholars focused on the need to develop green marketing efforts and green communications, including branding and labelling to assess markets through pro-environmental concerns (Pickett-Baker & Ozaki, 2008).

Green communication, including green labels and advertisements must be a prime concern of marketing managers to address product/service features with environmental concerns; the development of marketing strategies with greening aspects must be incorporated for the successful utilisation of green advertisements to influence the purchase intentions of consumers. In addition to that, research scholars have found that eco-advertising is not reliable yet due to unawareness levels of consumers and lack of interest towards environmental concerns (Devi Juwaheer et al., 2012). A few studies also identified that green advertisements influence purchase decisions with emotional aspects, as emotional customers with environmental concerns are attracted to green products and switch their choices for green products. The advertisements must be equipped with emotional messages to attract the consumer while increasing their information regarding environmental concerns, and influencing their intentions towards green purchases. The effective emotional appeal for green purchasing preferences while setting images in the minds of consumers must be incorporated into marketing strategies for environmental concerns (Adilah & Yusoff, 2015).

The creativity teams in advertisement development, while keeping it green and addressing the need to purchase greening products must consider emotional appeals, which are found to be more successful in promoting positive images and changing perceptions of consumers towards green products. The marketing advertisement efforts with emotional messages influence the purchase intentions of consumers. The researchers have stated that creative advertising is found to be influential towards change in purchase intentions of consumers (Pickett-Baker & Ozaki, 2008). Environmental advertisements assist in shaping the values of consumers while increasing their know-how about environmental concerns and the need to prefer green products that ultimately influence the intention to purchase for green products. The decision making process receives impact from intentions of consumers willing to purchase green products in response to secure and eco-friendly environments. The marketing department of the firm must consider factors that influence the purchase decisions of consumers that includes advertising, promotion, features and knowledge, therefore, it is suggested and derived from the previous studies that green or environmental advertisements influence the purchase decisions of consumers.

On the basis of the above discussion, the following hypothesis is derived:

H2: Environmental Advertisements influence the intention to purchase Green products among Thai restaurants visitors.

Moderating Role of Emotions

Emotions are referred to as an integral behavioural part of an individual that demonstrates the mood and intention towards specific acts, goods or things. The emotions must be

incorporated in a suitable way and must be known with background and supported by theories and reasons of development (Niedenthal & Ric, 2017). Two factor emotion theories are given to explain the concept of emotions and its elements; the theory explains two aspects, including automatic arousal, referred to as anything that can cause arousal to be triggered. The second element is a label defined as experience in specific situations (Schachter & Singer, 1962). The two-factor theory of emotions explains the experience of an individual that can be labelled as happy or fearful, caused by any situation or environment referred as emotions. The emotions are formed based on social experiments, cultural aspects and customs (Saarni, 2008). The emotions are found to be an amalgam of nature and experience and the place of upbringing according to (Burnette, O'Boyle, VanEpps, Pollack, & Finkel, 2013).

The moderating role of emotions has occurred in literature very few times, the role of emotions have been explained by the broaden and built theory. The emotions play a role in decision making and for consumers it influences the decision towards purchases. The primary approach of emotions suggested that the presence of emotions in an individual, positive or negative, influence the decision in terms of like or dislike experienced at the specific situation (Kwortnik Jr & Ross Jr, 2007). The studies have reported that emotions influence the decision making processes and the moderating role of emotions have been explained by the broaden and built theory. The theory explains that emotions of an individual influence them to take specific decisions in certain periods of time, depending upon some situations (Pham, 2004). The first phase, the broadening aspect, explains the identification of various factors that influence decision making; that argues that decision making may not only be influenced by emotions, but other factors also play a significant role (Das Gupta, Karmarkar, & Roels, 2015). Emotions of an individual impact the mental state of consumers to make decisions according to the situation (Fredrickson & Losada, 2005).

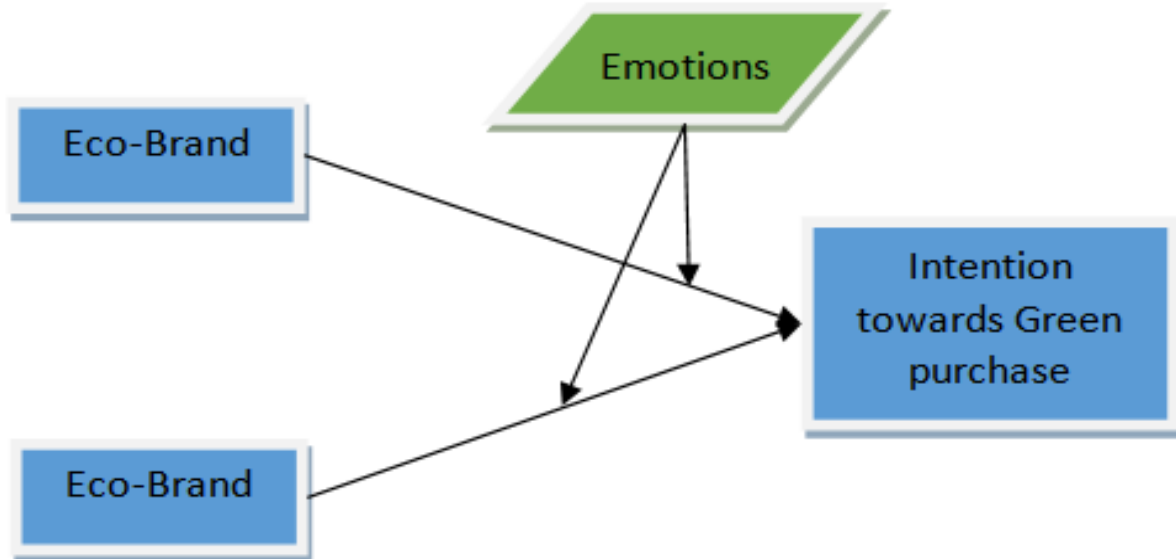
On the basis of the above discussion, the present study argues that emotions enhance the link between eco-brands and environmental advertising as independent variables, and intention towards green purchase as dependent variable. Therefore, the hypotheses have been derived as :

H3: Emotions moderate the relationship between eco-advertising and intention to purchase green products.

H4: Emotions moderate the relationship between Eco-brands and intention to purchase green products.

Research Framework

Figure 1. Proposed Framework



Research Methodology

The study was cross-sectional, as data was collected once from the sample to analyse the data. The primary data was collected by using a questionnaire tool, and it was derived from previous studies that involved the different factors to determine the intention to purchase green products.

Measurement Scale Development

The scale of all constructs were adopted from previous studies, and all the items of each construct were examined on a five point scale ranging from strongly disagree to strongly agree. The measurement scale for the 'eco-brand' was adopted from the study of (Rahbar & Abdul Wahid, 2011), the four item scale was examined on a five point scale to investigate the influence on purchase intention towards green products. For the measurement scale for 'environment advertising'; a four item scale was also adopted from a previous study of (Rahbar & Abdul Wahid, 2011), and was examined on a five point scale to determine its influence over purchase intentions. The intentions of consumers to purchase green products was examined on a three item scale and was adopted from the study of (Hasnah Hassan, 2014); and was examined on a five point scale to determine the purchase intentions of consumers. The moderating role of emotions was also determined and investigated by using a three item scale of positive emotions and was adopted from the study of (Razzaq, Razzaq,

Yousaf, Akram, & Hong, 2019), and was examined on a five point scale to determine the moderating role between independent and dependent variables of the proposed framework.

Sample

The population of the study was visitors to the Bangkok capital city of Thailand. There are a number of local and international visitors found at various restaurants in the capital city. It is suggested by Sekaran and Bougie (2016), that if the population tends to be higher than 30,000, the appropriate sample for analysis should be 379; hence there is a huge number of visitors in Bangkok as a leading tourist place in the region. Therefore, the researcher distributed 450 questionnaires among visitors and received 203 useable responses for data analysis. The convenience sampling technique was used for data collection, as a unit of analysis was an individual.

Analysis and Discussion

The data was analysed by using SMART-PLS through Measurement Model and Structural Equation Modelling techniques.

Measurement Model

The measurement model is a technique of SMART-PLS for assessing convergent validity as per criteria suggested by Gefe, Straub, & Boudreau, (2000); the composite reliability must be higher than 0.7 and the AVE must be higher than 0.5; the results of the measurement model are demonstrated below in Table 1.

Table 1: Measurement Model

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Emo	0.937	0.960	0.888
Int_GP	0.810	0.889	0.730
eco_adv	0.945	0.961	0.859
eco_brand	0.902	0.932	0.774

Discriminate Validity

Below, Table 2 demonstrates the discriminant validity and share AVE; the characteristics of discriminate validity were suggested and followed from the study of (Fornell and Cha, 1994; Fornell and Lacker, 1981).

Table 2: Discriminant Validity

	Emo	Int_GP	eco_adv	eco_brand
Emo	0.943			
Int_GP	0.540	0.854		
eco_adv	0.695	0.633	0.927	
eco_brand	0.431	0.458	0.415	0.880

Structural Model

Hypothesis Testing: Direct Effects

The current phase of the study investigates and discusses the direct relations between proposed constructs as they appear in the hypotheses of the framework. The results of the hypothesis testing are demonstrated in Table 3 below. The hypothesis H1 investigates the relation between eco-brand and intention to purchase green products. The hypothesis was investigated by using the bootstrapping method in SMART-PLS.

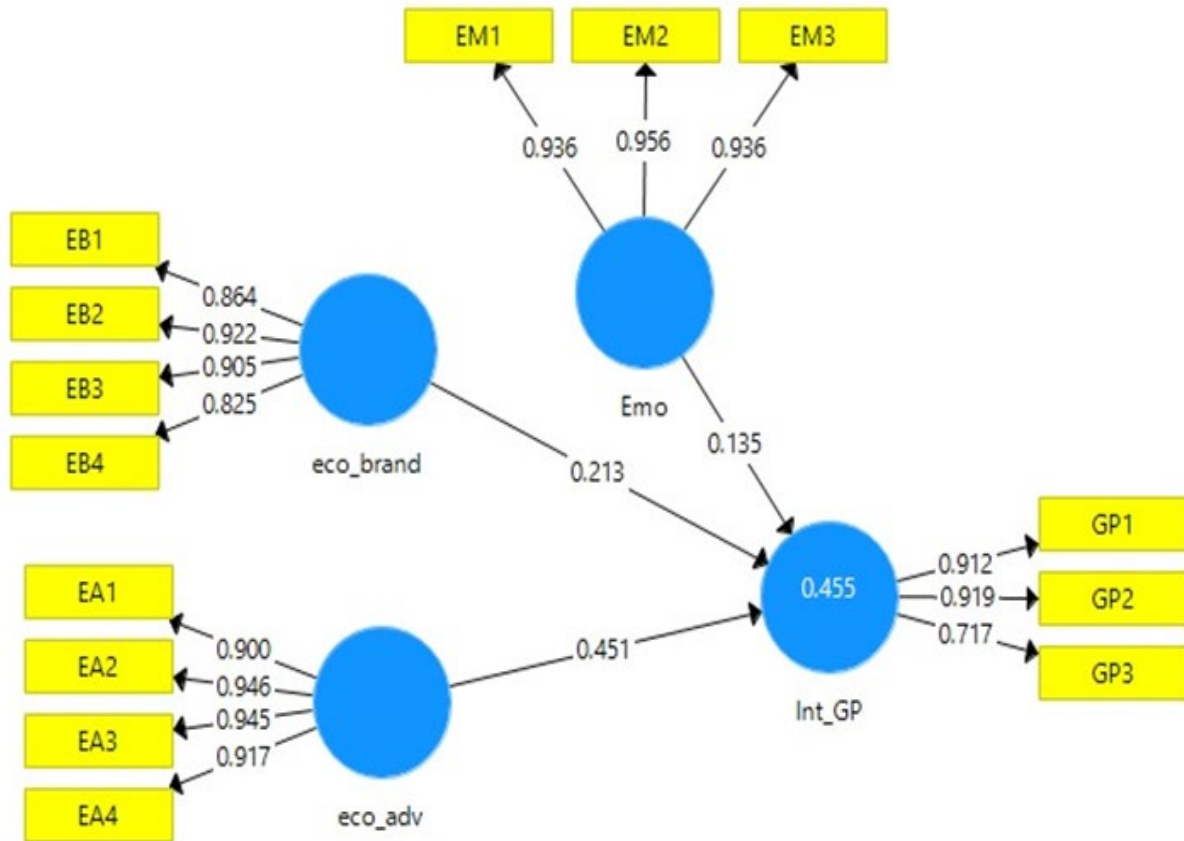
The result of H1 observed the statistical values as $\beta = 0.237$, $p < 0.001$ and t-value was observed as 3.327 after the bootstrapping run, and on the basis of statistical figures H1 is accepted on statistical grounds. Hypothesis H2 investigated the relationship between eco-advertisement and intention towards green purchases, the results of the hypothesis have been depicted in Table 3; the $\beta = 0.535$, $p < 0.000$ and t-value are observed as 8.651; therefore on statistical grounds H2 is accepted.

Table 3: Hypothesis Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values
eco_adv -> Int_GP	0.535	8.651	0.000
eco_brand -> Int_GP	0.237	3.327	0.001

Structural Model

Figure 2. Structural Model



Moderating effect: Indirect Effect

The moderating role of emotions was examined in the current phase of study; the argument of the study is that emotions moderate the relationship between independent variables (eco-advertising, eco-brands) and the dependent variable (intention to purchase green products). Hypotheses H3 and H4 were examined on SMART-PLS through the bootstrapping method. The results are shown below in Table 4.

Table 4: Moderating Effect (eco_adv*Emo→ItGP)

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Emo -> Int_GP	0.149	1.766	0.078
Moderating Effect 1 -> Int_GP	0.054	0.882	0.378
eco_adv -> Int_GP	0.465	5.488	0.000
eco_brand -> Int_GP	0.210	2.993	0.003

The result of the moderation test has shown statistical values, $\beta = 0.054$ and p-value as 0.378; and t-value as 0.882; the results show that emotions don't moderate between eco-advertising and intention to purchase green products.

Moderating Effect: (eco_brand*Emo→ItGP)

The second moderating hypothesis H4 was examined on collected data through the bootstrapping method of SMART-PLS. The results of the test are demonstrated in Table 5 below:

Table 5: (eco_brand*Emo→ItGP)

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Emo -> Int_GP	0.134	1.464	0.144
Moderating Effect 1 -> Int_GP	-0.075	1.341	0.180
eco_adv -> Int_GP	0.443	4.959	0.000
eco_brand -> Int_GP	0.204	2.871	0.004

The results of Table 5 show the moderating analysis of hypothesis H4 examined between eco-brand and intention to purchase green. The results show that $\beta = -0.075$ and p value as 0.180; and t-value is found to be 1.341, which is lower than the cutoff point 1.96, therefore H4 is rejected as no moderation is found between eco-brands and intention to purchase green.

Conclusion

The green marketing strategies development emerged in response to environment protection and to develop green products for being environmentally friendly. The prime task of the present study was to examine the intention to purchase green products/services among visitors to Thailand in Bangkok city while choosing restaurants. The study focused on environmentally friendly marketing constructs to examine the intentions of consumer towards purchasing green products and being eco-friendly users. The study investigated the impact of eco-branding on the green purchase intentions of an individual for selecting restaurants while considering its environmental concerns. The advertisement plays an important and crucial role in influencing the intention of consumers; the study examined the relationship and influence of environmental advertising on intention to purchase green products/services in the restaurant sector of Thailand. The moderating role of emotions was also examined, as emotions are found to be one of the interesting constructs that influences the intentions of consumers towards purchases. The data was collected from visitors in Bangkok and used restaurants for food and residents. The study produced the interesting



results that eco-brands and eco-advertising significantly influence the intentions towards green purchases. The marketing managers are suggested on the base of the results of the study that eco-brands must be incorporated, and effective marketing strategies must be initiated to attract consumers towards eco-friendly services and products. Advertisements play a crucial role in deciding factors, as advertisements influence the decision making of an individual, and on the base of this current study, marketing managers must incorporate effective eco-advertising to attract consumers towards being green while creating know-how about environmental concerns. Therefore, H1 and H2 were found to be positive and significant, confirming that eco-brands and eco-advertising influence the purchase intentions of consumers towards green products. The moderating effect of emotions was analysed, but surprisingly found no moderation effect of emotions between eco-advertising and intention to purchase green products, this might be due to awareness levels and culture or situation of place that the results show no moderation effect, similarly, the moderating role of emotion between eco-brands and intention to purchase green was not evident due to cultural or less levels of awareness on intention to purchase green products. Therefore, on the basis of statistical values, both moderating hypotheses H3 and H4 were rejected. The study was conducted using the restaurant industry of Thailand, the results of the study suggested marketing managers should develop and implement concepts of greening marketing, and increase the awareness among their visitors through eco-friendly services and products. The marketing managers should focus on the development of eco-advertisements and eco-brands to influence the purchase intentions, and, most importantly, increase awareness among visitors about environmental concerns.

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