

A LITERATURE REVIEW FOR DEVELOPING A CONCEPTUAL FRAMEWORK TO STUDY FACTORS INFLUENCING THE INTENTION TO PURCHASE GREEN PRODUCTS ONLINE IN THAILAND

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ABSTRACT

In recent years, consumer awareness regarding environmental sustainability has grown significantly, influencing purchasing behavior toward green products, particularly in the digital marketplace. This study aims to develop a conceptual framework that identifies key factors affecting consumers' intention to purchase green products online in Thailand. Through a systematic literature review of academic sources published between 2020 and 2024, five primary constructs were identified: parasocial interaction, perceived green innovation, subjective norm, consumer attitude, and purchase intention. The findings suggest that these variables play a crucial role in shaping consumer behavior in the digital era, where social media and influencer marketing are prominent. The proposed conceptual framework provides a foundation for future empirical research using Structural Equation Modeling (SEM) to examine the interrelationships among these factors. It also offers practical implications for marketers and entrepreneurs seeking to promote environmentally friendly products through effective digital strategies. Limitations of the current study include its reliance on secondary data and a limited scope of source diversity. Future research is recommended to conduct quantitative studies to validate the proposed framework and expand demographic diversity to enhance generalizability and real-world applicability.

Keywords: Green product, online purchase intention, parasocial interaction, green innovation, consumer behavior, Thailand

INTRODUCTION

Currently, consumer behavior regarding the purchase and use of green products has become increasingly important, as people are more aware of the environmental impacts caused by their consumption habits than in the past (Martin & Simintiras, 1995). The consumption of environmentally friendly products is no longer just a trend but a significant issue that affects various aspects of society, especially in an era where digital technology plays a vital role in driving the economy and supporting sustainable development. Green products contribute not only to reducing environmental impacts but also to supporting countries and organizations in achieving sustainability goals (Wang et al., 2024).

In Thailand, government agencies and various organizations have begun to recognize the importance of promoting environmental policies through concrete strategies and campaigns. A clear example is the collaboration between the Thailand Environment Institute and the Ministry of Industry, which aims to promote environmentally friendly production and consumption. This includes designing products with longer life cycles and reduced environmental impact (Thailand Environment Institute, 2023). In addition, the Pollution Control Department under the Ministry of Natural Resources and Environment has implemented policies encouraging government sectors to procure eco-friendly products and services (Pollution Control Department, 2024). Similar initiatives have also been carried out by other organizations such as the Department of Environmental Quality Promotion and the Ministry of Natural Resources and Environment (Department of Environmental Quality Promotion, 2023; Ministry of Natural Resources and Environment, 2023).

At the same time, general consumers have also begun to show environmentally conscious behavior through their purchasing decisions, increasingly opting for green products. This is because environmental awareness has become a key factor influencing modern consumer purchasing behavior (Costa et al., 2021; Kamalanon et al., 2022; Ahmed et al., 2023). Such trends are supported by studies indicating that consumers are becoming progressively more conscious of environmental issues (Saari et al., 2021; Usman & Balsalobre-Lorente, 2022; Munawar et al., 2022).

The role of social media is another factor that cannot be overlooked, as it has a significant impact on shaping consumers' attitudes and purchase intentions (Faisal & Ekawanto, 2021; Iqbal et al., 2022). Therefore, organizations and businesses related to green products must inevitably adjust their marketing strategies to align with consumer behavior on social media platforms. Moreover, presenters or influencers who deliver product information on these platforms also play an influential role in shaping product perception, as their presentation styles and personal traits are critical in building consumer awareness and interest in green products (Kurdi et al., 2022; Dinh & Lee, 2022; Majeed et al., 2021).

From the aforementioned context and significance, the researcher is interested in studying the topic: "A literature review for developing a conceptual framework to study Factors Influencing the Intention to Purchase Green Products Online in Thailand." The goal is to develop a conceptual framework that can be used to examine or build a reference model to support decision-making among entrepreneurs or business owners within the green product industry ecosystem, which is expected to generate a positive impact on the country's economy in the long run.

OBJECTIVE

1. To study and review the literature related to potential variables, which include the para-social interaction of product presenters, perceived green innovation, subjective norm, consumer attitude, and the purchase intention of green products online in Thailand.
2. To develop a conceptual framework that can serve as a foundation for examining and constructing a structural equation model (SEM) of the factors influencing the purchase intention of green products online in Thailand.

METHODOLOGY

The population determined for this study consists of research articles, theses, documents, and literature related to para-social interaction of product presenters, perceived green innovation, subjective

norm, consumer attitude, and the purchase intention of green products. These are complete and full-text academic sources conducted between 2020 and 2024 (B.E. 2563 to 2567), and all are considered secondary sources. The researcher applied four criteria in the selection of documents: authenticity, credibility, representativeness, and meaning, as proposed by Scott (1990). All selected sources must be verifiable and accessible through recognized academic journal databases. The author conducted the literature review and developed the research article independently, with the assistance of generative AI used solely for translating the content from Thai to English.

Literature Review

Zheng, Luo, and Shang (2022) studied the effects of parasocial relationships and found that semi-involved interactions between consumers and influencers positively influence both trust and brand attitude. Consumers who feel that they "know" or are "close to" an influencer are more likely to trust their recommendations and perceive the promoted brand as more credible. This sense of connection often leads to clear behavioral responses, such as purchasing the product or recommending it to others. Similarly, Lin, Crowe, Pierre, and Lee (2021) investigated the effects of parasocial interaction, focusing on well-known Instagram influencers, referred to as "Instafamous Influencers." Their study revealed that parasocial interactions contribute to the formation of positive brand attitudes among followers. These followers often feel an emotional bond with the influencer and perceive them as sincere, which is a critical factor in enhancing the perceived value of the brand and fostering purchase intention. Furthermore, research by Ermeç (2022) emphasized the importance of the message source and the role of parasocial interaction in consumers' purchasing decisions. The study showed that consumers with high levels of parasocial interaction tend to respond more positively to influencer recommendations than to traditional advertising. These consumers are also more likely to share positive experiences through electronic word-of-mouth (e-WOM), which serves as a powerful mechanism for reinforcing positive brand attitudes.

Based on the above, the researcher proposes the following hypothesis: Parasocial interaction has a direct positive influence on consumers' attitude.

Venciute et al. (2023) explored the role of employees as brand advocates through social media and found that parasocial relationships with these employees acted as a mediating factor influencing consumers' attitudes toward the brand. This was particularly evident when employees presented themselves as authentic and fostered a sense of closeness with their followers online. These positive feelings were shown to enhance consumers' intentions to support the brand or even purchase its products. Similarly, Taher et al. (2022) investigated the role of parasocial relationships between followers and influencers in the beauty product sector on social media. Their study confirmed that parasocial relationships function as a key mediator between an influencer's perceived reputation signals and consumers' purchase intentions. The more consumers felt emotionally connected or bonded with the influencer, the more likely they were to trust the influencer's recommendations, which subsequently led to stronger purchase intentions. In the context of celebrity endorsements, Gong (2021) examined factors influencing the effectiveness of celebrity product endorsements on microblogs. The study found that parasocial interaction, alongside brand credibility and product relevance, directly affected purchase intention. Emotional engagement with the influencer or celebrity played a particularly strong role, as consumers with higher emotional involvement were more receptive to marketing messages and responded to them more deeply.

Based on the above, the researcher proposes the following hypothesis: Parasocial interaction has a direct positive influence on consumers' purchase intention of green products online in Thailand.

In the modern era, consumers are becoming increasingly environmentally conscious, prompting brands to develop eco-friendly innovations commonly referred to as green innovations in order to create product value and respond to market trends. Numerous studies have confirmed that perceived green innovation significantly influences consumers' positive attitudes toward both products and brands. One notable study by Moslehpour et al. (2023) examined consumer behavior in Taiwan regarding the intention to purchase green products, especially those involving environmentally focused innovation. The findings indicate that consumers' perceptions of eco-innovation affect not only their purchase intentions but also directly influence their attitudes. In particular, when consumers recognize that a brand or product has adopted environmentally responsible innovations, they tend to develop greater appreciation and trust toward the brand. This translates into more favorable attitudes in terms of brand image, perceived value, and acceptance of the product. On another front, although the study by Arachchi and Samarasinghe (2023) focused on impulse buying behavior in AI-mediated retail environments, it also provided insights into consumer attitudes toward innovation. By applying the Technology Acceptance Model (TAM), the study explored how consumer attitudes toward technology and their level of innovativeness influenced their purchasing behavior. The results showed that the more positively consumers perceived innovation, the more responsive they were to technology-driven marketing, and the quicker they made purchasing decisions. By linking these two studies, it becomes clear that whether consumers engage in planned purchases (such as green products) or impulsive buying in AI-driven systems, their attitudes toward innovation play a pivotal role. Specifically, when consumers perceive innovation as valuable and environmentally beneficial, such perception fosters positive attitudes and becomes a major driving force behind the behaviors of modern consumers.

Based on the above, the researcher proposes the following hypothesis: Perceived green innovation has a direct positive influence on consumers' attitude.

In an era where consumers place increasing importance on sustainability and innovation, green innovation not only reflects a brand's environmental responsibility but also serves as a key motivator in consumer purchase decisions. Numerous studies have demonstrated that the perceived value of innovation directly influences purchase intention in a positive manner. Moslehpour et al. (2023) examined factors influencing consumers' intention to purchase green products in Taiwan, focusing on eco-innovation and green product perception. Their findings revealed that consumers who perceive products and services as environmentally friendly and modern tend to develop more favorable attitudes toward the brand and exhibit higher purchase intention. In other words, perceived green innovation significantly affects consumer behavior in a positive direction. In addition, Li et al. (2021) explored the effects of perceived value, including elements of innovation, cultural significance, and aesthetic appeal, in the context of products from the Palace Museum in China. Their study found that consumers who perceived products as novel, fascinating, and distinct from conventional items were more likely to intend to purchase them. Innovation in these products enhanced emotional satisfaction and contributed to a more positive brand image. Similarly, Li et al. (2022) investigated the factors affecting purchase intention for innovative products in China and found that perceived innovation plays a crucial role. Consumers who viewed products as new, technologically advanced, or creatively designed were more likely to try and purchase them compared to general consumers. This highlights innovation's effectiveness in generating intrinsic motivation among buyers. Taken together, these three studies suggest that whether innovation is environmental or cultural in nature, consumers' perception of a product as "new" and "valuable" is a powerful driver of purchase intention. This influence becomes even more significant when aligned with modern consumption trends that prioritize sustainability such as the growing demand for green products in Thailand.

Based on the above, the researcher proposes the following hypothesis: Perceived green innovation has a direct positive influence on consumers' purchase intention of green products online in Thailand.

In the consumer decision-making process, subjective norm also known as the influence of reference groups serves as a significant social driver, especially in shaping attitudes toward products, consumption behavior, or financial decision-making. Numerous studies have shown that the perception of expectations from others, such as family, friends, or broader society, can directly influence consumers' views and feelings toward particular actions or choices. Van Tonder et al. (2023) investigated consumer behavior in relation to green customer citizenship behaviours, which refer to ethically driven, environmentally conscious consumption patterns. The study emphasized the role of both personal and social factors, including subjective norm, defined as an individual's perception of how significant others expect them to behave. The findings indicated that subjective norm has a significant influence on consumer attitudes and can positively encourage environmentally responsible consumption. In essence, if consumers perceive that those close to them value eco-friendly behavior, they are more likely to adopt favorable attitudes and subsequently exhibit those behaviors themselves. Similarly, Yoopetch and Chaithanapat (2021) explored the factors influencing individuals' intention to invest in stocks, identifying subjective norm as one of the key variables. Their study revealed that social expectations have a direct impact on the financial attitudes of investors, particularly among retail investors or those with limited experience. When individuals recognize that their family or social circle supports stock investment, they are more likely to develop positive attitudes toward investing. Such attitudes can ultimately lead to tangible financial decision-making behaviors.

Based on the above, the researcher proposes the following hypothesis: Subjective norm has a direct positive influence on consumers' attitude.

In modern consumer behavior, social influences such as subjective norm have become a crucial factor directly affecting purchase intention, particularly in relation to products and services with personal or cultural significance such as beauty items or belief-based goods. Numerous studies have confirmed that the expectations of close individuals, including family, friends, and members of one's community, significantly shape consumer decision-making behavior. Intayos, Netpradit, and Samutachak (2021) examined the factors influencing consumers' intention to purchase anti-aging services in Thailand. Their study adopted the Theory of Planned Behavior (TPB), which incorporates attitude, subjective norm, and perceived behavioral control. The results revealed that subjective norm had a statistically significant direct influence on purchase intention. Specifically, when consumers perceived that those close to them such as family or friends held positive attitudes toward using anti-aging services, they were more likely to consider and adopt those services themselves. The expectations of reference groups thus acted as a powerful motivational force driving purchasing behavior. Similarly, Aslan (2023) studied Muslim consumers in Turkey regarding their intention to purchase halal-certified food products. The study incorporated various influencing factors including halal awareness, halal certification, trust, attitude, and importantly, subjective norm. The findings indicated that reference groups such as family or religious communities had a strong impact on purchase intention. Consumers who perceived that members of their group viewed halal consumption as important were significantly more likely to choose halal products.

Based on the above, the researcher proposes the following hypothesis: Subjective norm has a direct positive influence on consumers' purchase intention of green products online in Thailand.

In the digital era, where consumer behavior is rapidly evolving amidst the rise of social media, technology, and global health crises, attitude has become a key determinant directly influencing purchase

intention. Numerous studies have explored the relationship between attitude and purchasing behavior, consistently confirming that a positive attitude toward a product, service, or experience significantly increases the likelihood of consumer purchase decisions. Nguyen, Nguyen, and Le (2022) investigated online shopping behavior during the COVID-19 pandemic in Vietnam by analyzing the relationships between consumer perception, attitude, and subjective norm in relation to online purchase intention. The findings, as summarized in the abstract, indicated that attitude had a direct impact on purchase intention. Specifically, consumers who held a positive attitude toward online shopping viewing it as safe, convenient, and modern were more likely to choose online channels, particularly in a context where travel and health were restricted. In a different context, Song, Kim, and Hwang (2023) studied viewers of "Mukbang" a popular genre of eating broadcasts by analyzing the effects of parasocial interaction and attitude toward content creators on viewers' purchase intention. Utilizing a mixed-methods approach, the study revealed that positive attitudes toward the content creators such as perceiving them as friendly, trustworthy, or relatable—significantly influenced the viewers' feelings toward the featured brands in the videos. This, in turn, led to an increased intention to purchase the products endorsed by the creators.

Based on the above, the researcher proposes the following hypothesis: Consumers' attitude has a direct positive influence on their purchase intention of green products online in Thailand.

RESULTS

Based on the review of relevant literature, the researcher was able to develop hypotheses that form the basis of a structural conceptual framework, as illustrated in Figure 1.

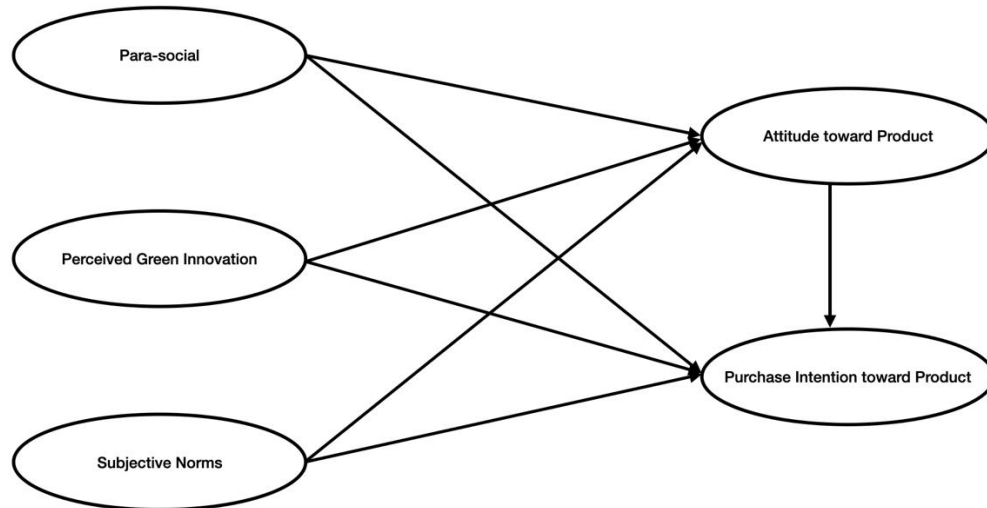


Figure 1. Conceptual Framework

CONCLUSION AND FUTURE WORK

Based on a systematic literature review on the factors influencing the intention to purchase green products online in Thailand, several key variables were identified that can be used to develop a conceptual research framework. These include parasocial interaction of product presenters, perceived green innovation, subjective norm, consumer attitude, and purchase intention. These variables play a significant role in shaping consumer behavior in the modern era, where environmental consciousness is

increasingly valued. Consumers tend to receive most of their information through social media platforms, particularly younger generations who often place their trust in product presenters they admire or feel emotionally connected to—even without any real-life interaction. The findings of this study contribute to the development of a structural conceptual framework that clearly reflects the relationships among these variables. This framework can serve as a foundation for developing a Structural Equation Modeling (SEM) approach to explore consumer behavior more deeply and precisely. However, this study has some limitations that should be addressed in future research. These include the scope of the data considered, which focuses solely on research conducted between 2020 and 2024 and only on sources accessible through academic databases. Consequently, there may be valuable insights from the private sector or civil society that were not analyzed in this review.

For future research, it is recommended to conduct a quantitative study to empirically test the conceptual framework developed in this study by applying the technique of Structural Equation Modeling (SEM). This approach will allow for a systematic and statistically significant evaluation of the relationships among key variables and help validate the hypotheses derived from the literature review. In doing so, it will strengthen the credibility of the model and offer practical implications for designing strategic marketing plans for green products in online platforms. Furthermore, future research should aim to broaden the demographic scope of the study population by incorporating diverse groups in terms of age, geographic region, and socio-economic background. This will ensure that the findings more accurately reflect the real-world behavior of Thai consumers. Comparative analysis between different segments such as youth versus working adults, or urban versus rural consumers could provide deeper insights into the contextual factors and motivations that influence the intention to purchase green products online.

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