วารสารบริหารศาสตร์ มหาวิทยาลัยอุบลราชธานี
ปีที่ 14 ฉบับที่ 3 (กันยายน-ธันวาคม 2568)

JMS-UBU
Journal of Management Science, Ubon Ratchathani University

Leveraging Influencer Credibility in Green Marketing: The Effect of Environmental Knowledge, Concern, Attitude, and Intention on Green Purchase Behavior via S-O-R Theory

Khatesiree Sripoothorn[1*] Tummatinna Seesupan[1] Prasittichai Narakorn[1] Rattana Sittioum[1]

[1]Faculty of Management Science, Pibulsongkram Rajabhat University

Email: khatesiree.s@psru.ac.th

Received: 25 February 2568
Revised: 30 July 2568
Accepted: 6 August 2568

Abstract

Since the emergence of Marketing 4.0, social media influencer marketing has gained significant popularity as a marketing strategy. It is particularly suitable for sustainable businesses, as it enables organizations to achieve superior performance while enhancing environmental sustainability. This research aims to explore the impact of consumers' environmental knowledge on green purchase behavior in Thailand, focusing on the serial mediating roles of environmental concern, green attitudes, and green purchase intention. In addition, the study examines how influencer credibility moderates the relationship between green purchase intention and green purchase behavior. Data were collected from 538 consumers aged 18 and above residing in urban areas of Thailand using offline questionnaires administered through the mall-intercept method. The proposed model was analyzed using the PROCESS Macro.

This study adopts the Stimulus–Organism–Response (S-O-R) theory as the primary theoretical framework. Within this model, environmental knowledge and environmental concern function as stimuli, green attitude and green purchase intention represent internal organismic processes, and green purchase behavior constitutes the response. By empirically testing this framework in the Thai context, the study contributes to validating and extending the applicability of the S-O-R model within emerging green consumer markets. The results demonstrate that green purchase behavior is indirectly influenced by environmental knowledge and environmental concern through the examined mediating variables. Furthermore, influencer credibility exhibits a moderating effect on the relationship between green purchase intention and green purchase behavior. These findings provide valuable insights for the development of effective green marketing strategies that enhance competitive advantage while promoting environmental sustainability.

* Corresponding Author

Keywords: Influencer Credibility, Environmental Knowledge, Environmental Concern, Green Purchase Intention, Green Purchase Behavior

Introduction

The global environmental crisis has led to severe consequences for populations worldwide, including fine particulate matter (Rajagopalan et al., 2020), extreme natural disasters, environmental pollution, and accidents due to turbulence (Molloy, 2023). The issues at hand are being caused by climate change, which has been exacerbated by human activity (Viput Ongsakul, Pandej Chintrakarn, Suwongrat Papangkorn & Pornsit Jiraporn, 2024). Moreover, the increasing population is producing greenhouse gas emissions (United Nations, n.d.).

The Thai government has launched significant initiatives to address these challenges, aiming to reduce greenhouse gas emissions by 30% to 40% by 2030, achieve carbon neutrality by 2050, and reach net-zero emissions by 2065 (Bangkokbiznews, 2023). The government's 5-Year Strategic Plan (2023-2027) focuses on environmental management, community engagement, biodiversity conservation, and sustainable natural resource policies. It emphasizes the integration of businesses with Sustainable Development Goals (SDGs) and supports environmentally friendly innovations (Pichet Janchaipoom, 2024). This approach creates opportunities for environmental science pioneers (De Silva, Wang & Kuah, 2021; Siddiqui et al., 2022; Yuan, Liu & Blut, 2022) and promotes environmental sustainability as a key aspect of corporate social responsibility.

Scientists, along with those in the social sciences and humanities, play a crucial role in sustainable development. Research methods can inform marketing strategies that enhance competitive advantage, ensure business sustainability, and promote environmentally conscious behaviors. Modern Thai consumers are increasingly concerned about environmental issues, as reflected in the growing green consumption trend. According to PwC Thailand (2024), 95% of Thai consumers report being directly affected by climate change in their daily lives, and 58% have chosen to purchase environmentally friendly products. These consumers are also willing to pay a premium of up to 11.7% for sustainable alternatives higher than the Asia-Pacific average of 9.7% (PwC Thailand, 2024). This is consistent with an earlier finding from Kasikorn Research Center (2021), which noted that Thai consumers were willing to pay up to 20% more for eco-friendly products. Together, these findings indicate a rising sense of environmental responsibility among Thai consumers and highlight strong potential for growth in Thailand's green business sector.

In today's evolving digital landscape, marketing strategies have increasingly integrated advanced technologies such as AI, big data, and automation to enhance both consumer engagement and societal well-being. This approach, often framed under the concept of Marketing 5.0, emphasizes not only

personalization but also ethical and sustainable impacts (Kotler, Kartajaya & Setiawan, 2021). One effective method involves leveraging social media influencers, who play a pivotal role in shaping consumer behavior and bridging brands with targeted audiences (Zou, Zhang & Tang, 2021). During the COVID-19 pandemic, influencer marketing experienced significant growth due to increased digital content consumption and the need for authentic connections. Brands reallocated advertising budgets towards digital media, with influencer collaborations filling content voids and promoting online purchases. This shift also saw the rise of micro-influencers and platforms like TikTok becoming central to marketing strategies, emphasizing the importance of genuine engagement with audiences (Smith, 2025). Since then, in the post-pandemic era, consumers have become more digitally immersed yet more critical of online content, resulting in heightened expectations for transparency and trustworthiness from influencers. This shift underscores the need for credibility in influencer marketing, especially as consumers increasingly scrutinize authenticity in brand communications (Celestin & Sujatha, 2024).

Content creators must prioritize credibility, sincerity, and accuracy in social media marketing, following the principles of the source credibility model (Leong, Hew, Ooi & Chong, 2020). Businesses must carefully select influencers, as their credibility directly affects consumer trust, brand image (Nosi, Pucci, Melanthiou & Zanni, 2022; Reinikainen, Munnukka, Maity & Luoma-aho, 2020), and the company's long-term sustainability and growth. While significant research has been conducted on green marketing and influencer credibility, a gap remains in fully understanding how environmental knowledge directly impacts green purchase behavior, especially in the Thai context.

Although prior studies have examined green purchase behavior and influencer marketing in various global contexts, limited research has explored these dynamics within Thailand particularly following the COVID-19 pandemic, which has fundamentally altered consumer trust in digital content. Recent reports show that Thai consumers increasingly demand transparency and credibility from influencers, especially when it comes to promoting sustainable products. Additionally, the moderating role of influencer credibility in bridging the gap between green purchase intention and purchase behavior remains underexplored. To address this gap, the present study investigates how environmental knowledge influences green purchase behavior, while also examining how influencer credibility moderates this relationship. Grounded in the Stimulus-Organism-Response (S-O-R) theory, this study provides new insight into how digital trust and sustainability motivations shape pro-environmental consumer behavior in Thailand. Therefore, the research questions are as follows:

Research Question 1: Does environmental knowledge influence green purchasing behavior, and how?

Research Question 2: Does influencer credibility moderate the relationship between green purchase intentions and green purchase behavior, and how does it align with conceptual principles?

This research aims to achieve two main objectives: first, to explore the impact of consumers' environmental knowledge, environmental concern, green attitudes, green purchase intention, and green purchase behavior in Thailand, with a particular focus on the serial mediation effect; and second, to assess the moderating role of influencer credibility in the relationship between green purchase intention and green purchase behavior in Thailand.

Research Objectives

To explore the impact of consumers' environmental knowledge on green purchase behavior in Thailand by examining the serial mediation effects of environmental concern, green attitudes, and green purchase intention, as well as the moderating role of influencer credibility in the relationship between green purchase intention and green purchase behavior.

Literature Review and Hypotheses Development

This study defines green products as those purposefully designed, produced, and managed to minimize negative environmental impacts. These products focus on efficient resource use, emissions reduction, recycling, and waste minimization, and are identified by green labels, energy-saving labels, quality standards, and sustainable material certifications. This study is grounded in the Stimulus-Organism-Response (S-O-R) Theory, developed by Mehrabian and Russell (1974) for marketing applications. The theory consists of three core elements: stimulus, organism, and response. In this research, environmental knowledge and environmental concern are used as stimuli. Green attitude and green purchase intention represent the organism processes occurring within individuals, with the response being the adoption of green purchase behavior. The specific characteristics of each variable, along with the research hypotheses, are outlined below:

Environmental Knowledge

Environmental knowledge refers to an understanding of the significance of environmental issues (Ahmad & Zhang, 2020) and strategies for mitigating these challenges (Laheri, Lim, Arya & Kumar, 2024), reflecting accountability and awareness of human impacts on the environment (Hong, Hu, Chen & Tang, 2023; Kim & Lee, 2023). It also encompasses knowledge of how nature and ecosystems influence the quality of human life. This study examines the correlation between environmental knowledge and environmental concern, a relationship previously highlighted in contexts such as environmentally friendly

business practices (Piyapong Janmaimool & Surapong Chudech, 2020; Saari, Damberg, Frömbling & Ringle, 2021; Zeng, Zhong & Naz, 2023). Moreover, the study explores the links between environmental knowledge and green attitudes (Alfonsius & Gilbert, 2021; Asif, Zhongfu, Irfan & Işık ,2023; Candrianto, Aimon & Sentosa, 2023; Hong et al., 2023; Laheri et al., 2024; Simanjuntak, Nafila, Yuliati, Johan, Najib & Sabri, 2023), green purchase intention (Elbarky, Elgamal, Hamdi & Barakat, 2023; Ibrahim, Mohd Razali, Ahmad, Mansor, Zain & Riman 2021; Kim & Lee, 2023; Putri & Hayu, 2024), and green purchase behavior (Amoako, Dzogbenuku, & Abubakari, 2020; Papaporn Chaihanchanchai & Saravudh Anantachart (2021); Mahmud, 2024; Silintowe & Sukresna, 2023) across various eco-conscious industries.

Environmental Concern

Environmental concern refers to the importance that consumers place on environmental issues (Mishra & Kaur, 2023). It encompasses consumers' recognition of environmental challenges, their support for initiatives aimed at addressing these problems, and their commitment to actively engage in solutions. This concern offers benefits for both individuals and society, encouraging actions that positively impact the environment (Chuah, El-Manstrly, Tseng & Ramayah, 2020). Prior research has demonstrated that environmental concern significantly influences green attitudes (Laheri et al., 2024; Mishra & Kaur, 2023; Nguyen, Limbu, Pham & Zúñiga, 2024), green purchase intention (Antunes, Bairrada & Garrido, 2023); Kim & Lee, 2023; Mishra & Kaur, 2023; Rashid & Lone, 2023; Zameer & Yasmeen, 2022), and green purchase behavior (Abeywardana & Perera, 2023; Hussain, Haq & Soomro, 2020; Mabkhot, 2024; Ogiemwonyi, Harun, Alam & Othman, 2020; Nguyen, Nguyen, Nguyen, Nguyen, Nguyen & LE, 2023).

Green Attitude

An individual's green attitude is characterized by a mindset aligned with positive behaviors towards the environment (Zaremohzzabieh, Ismail, Ahrari & Abu Samah, 2021). This mindset, cultivated through deliberate contemplation (Khairy, Elzek, Aliane & Agina, 2023), influences behaviors that promote environmental sustainability (Kővári, Formádi & Banász, 2023). Prior studies have demonstrated the impact of green attitudes on both green purchase intentions (Duong, 2022; Mishra & Kaur, 2023; Vu, Ha, Ngo, Pham & Duong, 2022) and green purchase behaviors (Alfonsius & Gilbert, 2021; Papaporn Chaihanchanchai & Saravudh Anantachart, 2021, 2023; Mahmud, 2024; Ogiemwonyi, Alam, Alshareef, Alsolamy, Azizan & Mat, 2023).

Green Purchase Intention

Green purchase intention refers to a consumer's firm commitment to deliberately choose environmentally friendly products (Lin, Huang, & Li, 2023), regardless of their higher prices compared to conventional products, both in the short and long term. This decision is motivated by the desire to mitigate

negative impacts on the environment and actively contribute to the restoration of natural ecosystems (Ahmad & Zhang, 2020; Hong et al., 2023). The presence of such green purchase intention serves as a significant indicator of consumers' future adoption of green purchase behaviors (Duong, 2022, 2023; Kim & Lee, 2023; Mishra & Kaur, 2023; Haratbar, Saeedikiya & Seif, 2024).

Green Purchase Behavior

Green purchase behavior refers to the consistent and habitual choice of consumers to select eco-friendly products, ultimately becoming an integral part of their lifestyle (Duong, 2023). This behavior also involves avoiding the purchase of products that negatively impact the environment (Afridi, Khan, Haider, Shahjehan & Afsar, 2021; Soomro, Mirani, Sajid Ali & Marvi, 2020).

Social Media Influencer Credibility

Social Media Influencer Credibility refers to an individual with significant impact on social media platforms (Rodrigo & Mendis, 2023). Credibility pertains to the level of trust that consumers have in influencers, determined by their media content (Bi & Zhang, 2023). The credibility of the information is assessed using source of credibility model, which verifies the accuracy of the presented information and influences consumers' behavioral responses (Pick, 2021). Prior studies have investigated the moderating effect of Social Media Influencer Credibility on the correlation between purchase intention and purchase behavior, within the contexts of green business (Rodrigo & Mendis, 2023) and sports business (Lee, 2021).

Hypotheses Development

We developed the research hypothesis in the following manner (Figure 1):

H1: Environmental knowledge influences environmental concern among consumers in Thailand.

H2: Environmental knowledge influences the green attitude of consumers in Thailand.

H3: Environmental knowledge influences the green purchase intention of consumers in Thailand.

H4: Environmental knowledge influences the green purchase behavior of consumers in Thailand.

H5: Environmental concern influences the green attitude of consumers in Thailand.

H6: Environmental concern influences the green purchase intention of consumers in Thailand.

H7: Environmental concern influences the green purchase behavior of consumers in Thailand.

H8: Green attitude influences the green purchase intention of consumers in Thailand.

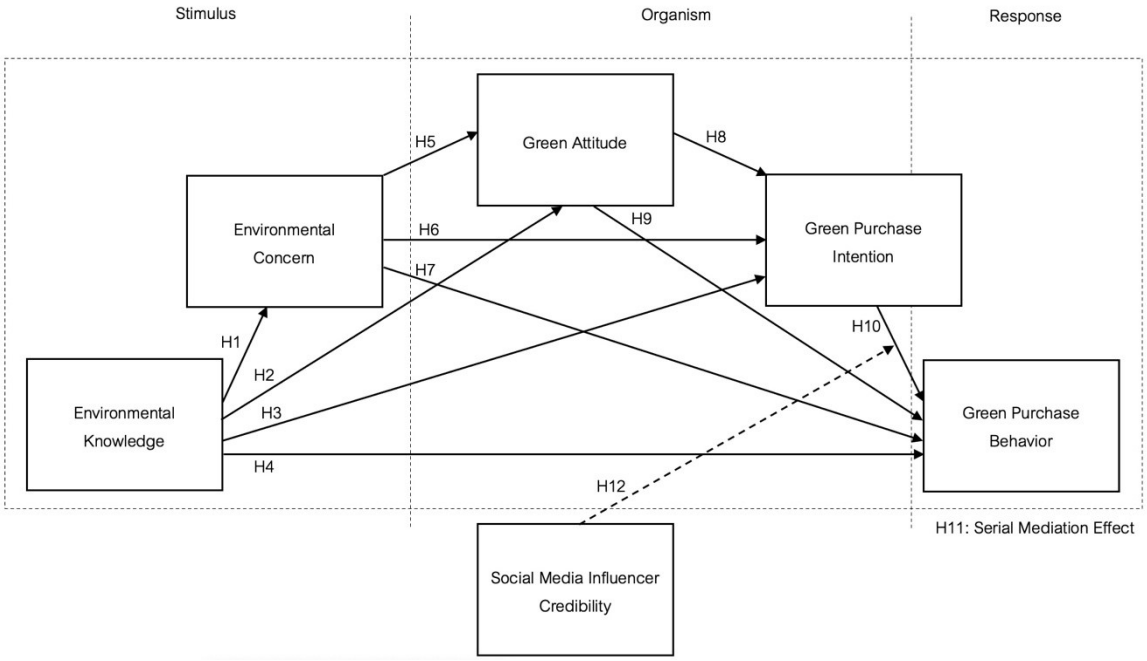


Figure 1 Research Framework

H9: Green attitude influences the green purchase behavior of consumers in Thailand.

H10: Green purchase intention influences the green purchase behavior of consumers in Thailand.

H11: Environmental concern, green attitudes, and green purchase intentions serve as serial mediators in the relationship between environmental knowledge and green purchase behavior among consumers in Thailand.

H12: Social media influencer credibility moderates the relationship between green purchase intentions and green purchase behavior among consumers in Thailand.

Research Methodology

This quantitative study is based on the S-O-R theory and aims to investigate key variables, including environmental knowledge, environmental concern, green attitudes, green purchase intention, and green purchase behavior. It explores the serial mediation roles of these variables and the moderating effect of influencer credibility.

Sample Procedures and Data Collection

The study includes 42 observable variables and an initial sample size of 840 respondents. However, after data preprocessing, which involved the identification and removal of outliers, the final sample size for analysis is 538 respondents, which is deemed suitable for structural equation modeling analysis according to the criteria outlined by Hair, Sarstedt, Ringle and Mena (2012). This final sample size falls within the recommended range of 420-840 respondents. Data were collected from August 25 to September 20, 2024, using a non-probability sampling method, where the selection likelihood for each unit was indeterminate. Although the sampling framework ensured representation from all six regions, the use of quota and convenience sampling limits the extent to which findings can be generalized to the broader Thai population. These limitations are inherent in non-probability sampling and are addressed further in the discussion section.

Employing a multi-stage sampling technique, the initial stage involved selecting a regional sample. Thailand has 77 provinces categorized into six regions: 9 in the North, 20 in the Northeast, 22 in the Central region, 7 in the East, 5 in the West, and 14 in the South. In the second phase, quota sampling was implemented at the provincial level. To ensure equal representation from each region, we calculated the ratio of the sample size to the total number of provinces (840 / 77 = 10.909) and multiplied this by the number of provinces in each region. The resulting quota distribution was as follows: 98 respondents from the North, 218 from the Northeast, 240 from the Central region, 76 from the East, 55 from the West, and 153 from the South. In the third stage, we employed convenience sampling to select two provinces from each region, resulting in a total of 12 provinces. The selected provinces were Chiang Mai, Nan, Khon Kaen, Udon Thani, Phitsanulok, Phetchabun, Chonburi, Rayong, Tak, Kanchanaburi, Phang Nga, and Phatthalung. Data collection was conducted using the Mall Intercept method, with a trained team administering questionnaires. Respondents were chosen through accidental sampling until the target of 840 samples was achieved for subsequent data analysis.

Measurement Model

The constructs of the study have been adapted from previous research to evaluate six latent variables within the relevant context; environmental knowledge (ENKD) from Laheri et al. (2024); Kim and

Lee (2023); Zameer and Yasmeen (2022); Watcharapoj Sapsanguanboon and Wethaya Faijaidee (2024) environmental concern (ENCN) from Chuah et al. (2020); Rashid and Lone (2023); Wang and Scrimgeour (2023); Hong et al. (2023); Laheri et al. (2024) green attitude (GATP) from Duong (2023); Kumar and Basu (2023); Li, Cao, Chen and Guo (2024) Green purchase intention (INTP) from Duong (2023); Kumar and Basu (2023) green purchase behavior (GPBV) from Duong (2023); Haratbar et al. (2024); Laheri et al. (2024); Kim and Lee (2023) social media influencer credibility (SMIC) from Rodrigo and Mendis (2023); Pick (2021); AlFarraj, Alalwan, Obeidat, Baabdullah, Aldmour and Al-Haddad, (2021; Koay, Cheung, Soh and Teoh (2022). Participants' opinions are assessed using a five-point Likert scale, with one indicating strong disagreement and five indicating strong agreement.

Results

Descriptive Statistics and Multicollinearity

The research sample comprised 538 respondents, with 25.7% identifying as male, 71.2% as female, and 3.2% as LGBTQA+. The majority of respondents were aged 27-35 years (32.0%), followed by 18-26 years (29.7%), and 36-44 years (20.1%), with smaller percentages in older age groups. In terms of education, 76.4% held a bachelor's degree, 19.7% had qualifications below a bachelor's degree, and 3.9% held postgraduate qualifications. Regarding income, 34.4% earned between 10,000 to 19,999 baht monthly, 30.1% earned between 30,000 to 39,999 baht, and 15.1% earned between 20,000 to 29,999 baht, with smaller percentages in other income ranges. All participants had experience with social media applications, and 91.8% had purchased green products, demonstrating significant engagement with both social media and sustainable consumption. The demographic information of the participants is presented in Table 1. Additionally, Table 2 shows the absence of multicollinearity, indicating that none of the correlations exceed the threshold of 0.80, which is considered problematic (Gujarati & Porter, 2009).

Measurement Model and Confirmatory Factor Analysis (CFA)

The study utilized SPSS and AMOS software for confirmatory factor analysis. Cronbach's alpha was employed to evaluate the consistency and discriminant validity of the constructs. Before examining the measurement model, we assessed the kurtosis and skewness coefficients for the six constructs. All skewness values were below |3|, and kurtosis values were below |8|, indicating an adequate data distribution. Our findings confirmed that the constructs conform to a normal distribution, consistent with previous studies by Podsakoff, MacKenzie, Lee & Podsakoff, (2003). The factor loading analysis revealed values ranging from 0.650 to 0.880 (Table 3). In this study, the variables ENK1, ENK4, ENK5, ENC5, GAT6, GAT7, INT5, INT6, INT7, GPB1, and GPB7 were excluded from the analysis due to their factor loadings being below 0.5, which exceeds the recommended threshold of 0.5, as noted by Hair, Black,

Babin and Anderson (2014). These indicators had low loadings likely due to poor clarity or limited relevance in the Thai consumer context, suggesting that they contributed little to the construct's validity and could introduce measurement redundancy. Additionally, the measurement model exhibited high internal consistency, with Cronbach's alpha values ranging from 0.785 to 0.901.

Table 1 Demographic Profile

Variable		F	%	CF
Gender	Male	138	25.7	25.7
	Female	383	71.2	96.9
	LGBTQA+	17	3.2	100
	Total	538	100	
Age	18-26 years	160	29.7	29.7
	27-35 years	172	32.0	61.7
	36-44 years	108	20.1	81.8
	45-53 years	44	8.2	90.0
	54-62 years	37	6.9	96.9
	63 years and above	17	3.2	100
	Total	538	100	
Education	Below bachelor's degree	106	19.7	19.7
	Bachelor's degree	411	76.4	96.1
	Above bachelor's degree	21	3.9	100
	Total	538	100	
Monthly income	Below 10,000 baht	52	9.7	9.7
	10,000 – 19,999 baht	185	34.4	44.1
	20,000 – 29,999 baht	81	15.1	59.2
	30,000 – 39,999 baht	162	30.1	89.3
	40,000 baht and above	58	10.8	100
	Total	538	100	
Experience with using applications on social media networks	Yes	538	100	100
	No	0	0	100
	Total	538	100	
Experience with purchasing green product categories	Yes	494	91.8	91.8
	No	44	8.2	100

Variable		F	%	CF
	Total	538	100	

Table 2 Correlation Matrix with Means and Standard Deviations (n=538)

	ENKD	ENCN	GATP	INTP	GPBV	SMIC	Mean	SD
ENKD	**0.682**						4.001	0.603
ENCN	0.450	**0.691**					4.083	0.614
GATP	0.400	0.500	**0.789**				3.870	0.790
INTP	0.350	0.400	0.550	**0.735**			3.848	0.690
GPBV	0.300	0.350	0.480	0.600	**0.737**		3.555	0.744
SMIC	0.380	0.420	0.500	0.520	0.450	**0.782**	3.231	0.750

Convergent Validity and Discriminant Validity

Table 3 shows that there are no concerns about validity. The average variance extracted (AVE) values are between 0.523 and 0.623, and the composite reliability (CR) values are between 0.818 and 0.903. Both of these values are significantly higher than the recommended thresholds of 0.5 and 0.7, as per Fornell and Larcker (1981), which proves that the scale is valid.

Table 3 Results of Reliability and Validity (n=538)

Items	Factor Loading	CR	AVE	Cronbach's Alpha
Environmental Knowledge: ENKD		0.818	0.533	0.785
ENK2: Human behavior leads to environmental pollution.	0.710			
ENK3: Global warming contributes to natural disasters.	0.670			
ENK6: Using non-biodegradable materials harms the environment.	0.870			
ENK7: Our daily activities cause air pollution.	0.650			
Environmental Concern: ENCN		0.867	0.523	0.845
ENC1: I feel concerned about the current environmental situation.	0.660			
ENC2: The environment influences the quality of life.	0.830			
ENC3: I am willing to sacrifice some conveniences to protect the environment.	0.790			

Items	Factor Loading	CR	AVE	Cronbach's Alpha
ENC4: I want to be involved in protecting the environment.	0.650			
ENC6: Using recycled materials is important.	0.700			
ENC7: I want to avoid using non-biodegradable plastics.	0.690			
Green Attitude: GATP		0.892	0.623	0.892
GAT1: Green products are appealing.	0.810			
GAT2: Green products are a good idea.	0.850			
GAT3: Green products are important.	0.790			
GAT4: Green products offer benefits.	0.760			
GAT5: Protecting the environment can be achieved by reducing wasteful resource consumption.	0.730			
Green Purchase Intention: INTP		0.825	0.541	0.846
INT1: You would buy green products to help reduce environmental impact.	0.710			
INT2: You would participate in solving environmental problems by buying green products.	0.730			
INT3: You want to buy green products even if they are more expensive than regular products.	0.740			
INT4: You will buy green products in the near future.	0.760			
Green Purchase Behavior: GPBV		0.856	0.544	0.855
GPB2: You choose to buy green products over conventional products.	0.700			
GPB3: You always choose to buy green products.	0.780			
GPB4: You buy environmentally friendly products for your family members.	0.780			
GPB5: In the past, you have bought green products.	0.670			
GPB6: You usually buy products that cause the least environmental pollution.	0.750			
Social Media Influencers' Credibility: SMIC		0.903	0.611	0.901
SMI1: An influencer's attractive appearance makes products more interesting.	0.880			
SMI3: An influencer's knowledge of the topic being presented makes it interesting.	0.860			

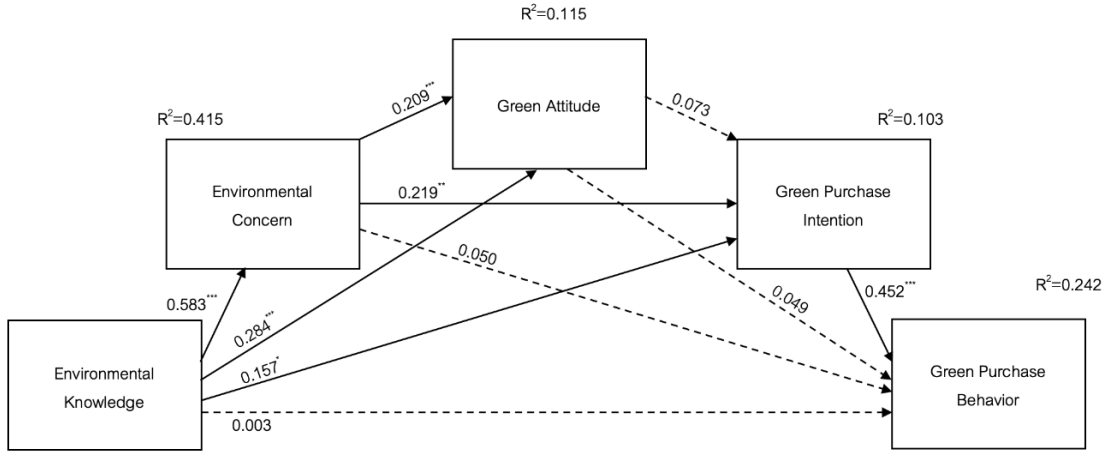
Items	Factor Loading	CR	AVE	Cronbach's Alpha
SMI4: An influencer's experience with the topic being presented makes it interesting.	0.790			
SMI5: An influencer's expertise in the topic being presented brings credibility.	0.740			
SMI6: An influencer's sincerity and truthful presentation of information are important.	0.720			
SMI7: It is important for an influencer to build trust.	0.680			

Hypotheses Results

We utilized the PROCESS macro 4.2, employing model 1 to test moderation effects and model 6 for assessing serial mediation effects (Hayes, 2018). The bootstrapping procedure involved 5,000 samples, leading to the calculation of 95% bias-corrected confidence intervals, as presented in Table 4 and Figure 2. The analytical results are aligned with the research objectives and hypotheses, detailed below:

Objective 1: To investigate the impact of consumers' environmental knowledge, environmental concern, green attitudes, green purchase intention, and green purchase behavior in Thailand, focusing on the serial mediation effect.

The results indicate that environmental knowledge significantly influences environmental concern (Effect = 0.583, $p < .001$), green attitudes (Effect = 0.284, $p < .001$), and green purchase intention (Effect = 0.157, $p < .05$). However, there is no significant correlation with green purchase behavior (Effect = 0.003, $p = .960$). Therefore, we affirm hypotheses 1, 2, and 3, while rejecting the hypothesis 4. Environmental concern significantly influences green attitudes (Effect = 0.209, $p < .001$) and green purchase intention (Effect = 0.219, $p < .01$), but has no correlation with green purchase behavior (Effect = 0.050, $p = 0.413$). This supports hypotheses 5 and 6 but refutes hypothesis 7. Additionally, green attitudes do not correlate with green purchase intention (Effect = 0.073, $p = 0.060$) or green purchase behavior (Effect = 0.049, $p = 0.164$), leading to the dismissal of hypotheses 8 and 9. The analysis validates hypothesis 10, showing that green purchase intention significantly impacts green purchase behavior (Effect = 0.452, $p < 0.001$). The findings indicate the coefficient of determination (R^2), which elucidates the variance in the analyzed data, reflecting how well the independent variables explain the dependent variable.



Note: ***(p<.001), **(p<.01), *(p<.05)

Figure 2 Coefficient of Determination (R^2) in the Research Model

Data presented in Figure 2 show that environmental knowledge accounts for 41.5% of the variance in environmental concern (R^2 = 0.415). Similarly, green attitudes are significantly influenced by both environmental knowledge and concern, explaining 11.5% of the variance (R^2 = 0.115). Green purchase intention is moderately explained by environmental knowledge, concern, and green attitudes, accounting for 10.3% of the variance (R^2 = 0.103). All independent variables, including environmental knowledge, concern, green attitudes, and green purchase intention, collectively explain 24.2% of the variance in green purchase behavior (R^2 = 0.242).

Table 4 Results of Mediating Effects in the Research Model (n=538)

	Mediation paths	Indirect effects	Boot LLCI	Boot ULCI	Mediation
	Total	**0.191**	**0.103**	**0.286**	
Ind1	ENKD⟶ENCN⟶GPBV (VAF=0.153)	0.029	-0.035	0.096	NS
Ind2	ENKD⟶ GATP⟶GPBV (VAF=0.072)	0.014	-0.005	0.040	NS
Ind3	ENKD⟶INTP⟶GPBV (VAF=0.371)	0.071	0.024	0.124	Partial
Ind4	ENKD⟶ENCN⟶GATP⟶GPBV (VAF=0.031)	0.006	-0.003	0.017	NS
Ind5	ENKD⟶ENCN⟶INTP⟶GPBV	0.058	0.022	0.098	Partial

	Mediation paths	Indirect effects	Boot LLCI	Boot ULCI	Mediation
	(VAF=0.302)				
Ind6	ENKD⟶GATP⟶INTP ⟶GPBV	0.009	-0.000	0.023	NS
	(VAF=0.049)				
Ind7	ENKD⟶ENCN⟶GATP⟶INTP⟶GPBV	0.004	-0.000	0.011	NS
	(VAF=0.021)				

Note: Total Effect of ENKD on GPBV is 0.2289. VAF>0.8 (full mediation), VAF=0.2-0.8 (partial mediation), and VAF<0.2 (no significant mediation: NS)

The hypothesis test for H11, which examines the mediating effects via PROCESS Macro Model 6, identifies a total of seven pathways: Ind1, Ind2, Ind3, Ind4, Ind5, Ind6, and Ind7, as depicted in table 4. The analysis results indicate a total effect of 0.191, which plays a crucial role in calculating the Variance Accounted For (VAF). The analysis shows that there is no mediation effect in pathways Ind1 (ENKD ⟶ ENCN ⟶ GPBV), Ind2 (ENKD ⟶ GATP ⟶ GPBV), Ind4 (ENKD ⟶ ENCN ⟶ GATP ⟶ GPBV), Ind6 (ENKD ⟶ GATP ⟶ INTP ⟶ GPBV), and Ind7 (ENKD ⟶ ENCN ⟶ GATP ⟶ INTP ⟶ GPBV), as the indirect effects are insignificant (VAF < 0.2), and the confidence intervals include zero.

In contrast, significant partial mediation is found in pathways Ind3 (ENKD ⟶ INTP ⟶ GPBV) and Ind5 (ENKD ⟶ ENCN ⟶ INTP ⟶ GPBV), with indirect effects of 0.071 and 0.058, respectively (VAF = 0.371 and 0.302). These findings support hypothesis 11, confirming that paths Ind3 and Ind5 exhibit partial mediation within the research model.

Objective 2: To examine the moderation effect of influencer credibility on the association between green purchase intention (INTP) and green purchase behavior (GPBV) in Thailand, as outlined in hypothesis 12 (Table 5).

The analysis shows that social media influencer credibility (SMIC) significantly moderates the relationship between INTP and GPBV (B=0.090, t=2.795, p<.05). As SMIC increases, the strength of the relationship between INTP and GPBV also grows. When SMIC is low, INTP still significantly predicts GPBV (Effect=0.375, t=7.615, p<0.001). At moderate levels, this effect intensifies (Effect=0.473, t=12.923, p<0.001). Finally, at high levels of SMIC, the relationship reaches its strongest point (Effect=0.571, t=10.967, p<0.001). Thus, hypothesis 12 is supported.

Table 5 Results of Moderating Effects in the Research Model (n=538)

	B	se	t	P	LLCI	ULCI	Moderation
INTP*SMIC→ GPBV	0.090	0.032	2.795	.050	0.027	0.153	Yes

Conditional effect analysis at the values of moderator

INTP→GPBV (SMIC as Moderator)

SMIC	Effect	se	t	P	LLCI	ULCI
Low	0.375	0.049	7.615	.000	0.279	0.472
Medium	0.473	0.037	12.923	.000	0.401	0.545
High	0.571	0.052	10.967	.000	0.469	0.673

Discussion and Conclusion

The analysis reveals that most consumers in Thailand, especially in urban areas, have extensive internet access and actively use social media. These findings align with Kotler, Kartajaya and Setiawan, (2016), who emphasize the importance of robust internet infrastructure in the Marketing 4.0 era for effective communication. This is crucial for digital marketing strategies that leverage influencers to engage audiences on social platforms, significantly enhancing marketing communication effectiveness. From the research, it was found that the majority of respondents were female (71.2%), aged between 27 and 35 years, with 76.4% holding a bachelor's degree. Additionally, 34.4% reported earning between 10,000 and 19,999 baht monthly. Additionally, 91.8% of the research sample reported purchasing environmentally friendly products, indicating strong growth in Thailand's green product market. This aligns with Watcharapoj Sapsanguanboon and Wethaya Faijaidee (2024) who note the rising eco-consciousness among modern consumers. This shift is driven by increased environmental awareness, growing concerns, and more favorable attitudes. Survey results confirm that participants demonstrate high levels of environmental knowledge, concern, and attitudes. The following discussion will address the research findings in relation to the research objectives and research questions.

Research Objective 1 was to explore the impact of consumers' environmental knowledge on green purchase behavior in Thailand by examining the serial mediation effects of environmental concern, green attitudes, and green purchase intention. The findings from this objective directly addressed Research Question 1: Does environmental knowledge influence green purchasing behavior, and how? The analysis details are as follows:

The analysis shows that ENKD indirectly influences GPBV through partial mediation, particularly via pathway Ind3, with INTP serving as a key mediator. Additionally, pathway Ind5 demonstrates serial

mediation, where both ENCN and INTP play essential roles. No direct effect of ENKD on GPBV was found. These results align with the S-O-R Theory, suggesting that external stimuli, such as environmental knowledge, trigger internal processes that lead to green purchasing behavior. This supports findings by Kim and Lee (2023) and Kumar (2024), emphasizing INTP's crucial role in linking environmental knowledge with green purchasing behavior. Furthermore, the Source Credibility Model (SCM) indicates that credibility, encompassing expertise, trustworthiness, and attractiveness, directly influences consumer responses.

While the overall model aligns well with the S-O-R framework, several hypothesized paths particularly those involving green attitude and environmental concern did not yield significant effects. These findings prompt deeper contextual reflection. Specifically, green attitude did not significantly mediate the link between environmental knowledge and green purchase behavior in multiple paths. One possible explanation is that attitude alone, though cognitively linked to knowledge, may lack the volitional force to drive action unless reinforced by intention or social norms. In collectivist cultures like Thailand, attitudes often reflect group norms and may not lead to individual action unless socially validated.

Environmental concern also showed weak influence on behavior, possibly due to psychological distance where concern for broad environmental issues feels detached from daily life. Thai consumers may prioritize convenience and price over abstract concerns, especially when impacts feel indirect. These findings highlight the need to revisit how green attitude is conceptualized and measured in specific cultural contexts. Future studies could integrate constructs like subjective norms, perceived behavioral control, or social identity to better capture how environmental values shape behavior.

Moreover, the non-significant mediating role of green attitude suggests that knowledge alone may not be sufficient to activate attitude in a way that meaningfully influences behavior. It is possible that green attitude in this context functions more as a passive cognitive belief rather than an active motivational state. This calls into question whether the measurement captured a deep-seated value or merely surface-level agreement with green ideals. As such, re-examining how green attitude is operationalized distinguishing between affective, cognitive, and behavioral components may provide clearer insight into its role in the behavior change process. The current findings imply that attitude may need to be supported by other factors such as emotional engagement, behavioral intention, or social reinforcement to exert a measurable impact.

Research Objective 2, which specifically examined the moderating role of social media influencer credibility in the relationship between green purchase intention and green purchase behavior. The empirical evidence generated by this objective directly addresses Research Question 2: Does social media influencer credibility moderate the relationship between green purchase intentions and green purchase behavior, and how does it align with conceptual principles? The specific findings are presented as follows:

The study reveals that social media influencer credibility (SMIC) significantly strengthens the relationship between INTP and GPBV (Lee, 2021; Rodrigo & Mendis, 2023). As influencer credibility

increases, the impact of green purchase intention on behavior becomes more pronounced. This supports the Source Credibility Model (SCM), which posits that credible influencers boost consumer confidence, thereby increasing the likelihood of green purchases. The findings highlight the Importance of reputable Influencers In promoting eco-friendly products and sustainable consumption. Overall, the research emphasizes the crucial role of environmental knowledge and green purchase intention, while demonstrating the significant moderating effect of influencer credibility. These insights offer valuable guidance for crafting marketing strategies that leverage influencers to promote environmental conservation and sustainable consumer practices. This study advances the S-O-R framework by positioning influencer credibility as a moderator in the intention-behavior link, emphasizing the role of social cues in shaping green actions. It also contributes to influencer marketing literature by offering culturally grounded insights from Thailand, where trusted figures can bridge the intention-behavior gap in sustainability contexts.

Limitations and Further Studies

Limitations

The limitations of this study include the use of non-probability sampling, specifically the intercept method, which restricts the generalizability of the findings, particularly in rural areas. Additionally, the focus on urban regions in Thailand may not fully reflect the green purchase behaviors of consumers in less developed regions. The cross-sectional design limits the ability to assess changes in behavior over time, and there is a possibility of social desirability bias due to the self-reported nature of the data. Moreover, while the study examined influencer credibility, it did not account for variations in types of influencers or other social media metrics that could impact green purchase behavior. Economic factors, such as price sensitivity, were not considered, even though they may influence purchasing decisions. Finally, the research was conducted within a single cultural context, limiting its applicability to other regions with differing environmental attitudes and social media practices.

Further Studies

Further studies could expand the parameters of the present study by integrating supplementary variables, including demographic factors, cultural influences, or the effects of economic conditions on environmentally conscious purchasing behaviors. Incorporating these elements may yield a more thorough comprehension of consumer motivations and behaviors across various regions beyond urban Thailand. Furthermore, longitudinal studies may prove advantageous in examining the evolution of green purchasing behavior over time, especially in relation to environmental campaigns, governmental policies, or technological innovations in eco-friendly products. Investigating the impact of changes in influencer marketing strategies, including the emergence of micro-influencers and alterations in social

media platforms, on credibility and its moderating influence on consumer behavior could enhance the comprehension of the influencer-marketing relationship. Finally, qualitative methods, such as interviews or focus groups, could enhance the quantitative data by providing deeper insights into consumer attitudes and perceptions that surveys alone may not fully capture. This would provide a deeper context and improve the practical applications of the findings in formulating more effective marketing strategies.

References

Abeywardana, W. A. D. D. N. B., & Perera, H. P. N. (2023). Influence of environmental concern on green purchasing behavior among undergraduate students in Sri Lanka. *Asian Journal of Education and Social Studies, 49*(2), 142-150.

Afridi, S. A., Khan, W., Haider, M., Shahjehan, A., & Afsar, B. (2021). Generativity and green purchasing behavior: Moderating role of man-nature orientation and perceived behavioral control. *SAGE Open, 11*(4), DOI:10.1177/21582440211054480

Ahmad, W., & Zhang, Q. (2020). Green purchase intention: Effects of electronic service quality and customer green psychology. *Journal of Cleaner Production, 267*, DOI:10.1016/j.jclepro.2020.122053

AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: Attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy, 31*(3), 355-374.

Alfonsius, A., & Gilbert, G. (2021). Understanding green purchasing behavior through environmental attitude: An empirical study on Innisfree consumers. *Conference Series, 3*(2), 160-177.

Amoako, G. K., Dzogbenuku, R. K., & Abubakari, A. (2020). Do green knowledge and attitude influence the youth's green purchasing? Theory of planned behavior. *International Journal of Productivity and Performance Management, 69*(8), 1609-1626.

Antunes, S. S., Bairrada, C. M., & Garrido, S. (2023). The influence of dispositional traits on Generation Z's intention to purchase sustainable clothing. *Journal of Fashion Marketing and Management: An International Journal, 28*(5), 911-928.

Asif, M. H., Zhongfu, T., Irfan, M., & Işık, C. (2023). Do environmental knowledge and green trust matter for purchase intention of eco-friendly home appliances? An application of extended theory of planned behavior. *Environmental Science and Pollution Research, 30*(13), 37762-37774.

Bangkokbiznews. (2023). *Thailand's proposal to the world stage COP 28 is ready to help reduce the global boiling*. Retrieved 21 September 2024, from https://www.bangkokbiznews.com/environment/1098986

Bi, N. C., & Zhang, R. (2023). "I will buy what my 'friend' recommends": The effects of parasocial relationships, influencer credibility and self-esteem on purchase intentions. *Journal of Research in Interactive Marketing, 17*(2), 157-175.

Candrianto, C., Aimon, H., & Sentosa, S. U. (2023). The role of knowledge, awareness and environmental attitudes in green product management. *Global Journal of Environmental Science and Management, 9*(1), 101-112.

Celestin M., & Sujatha, S. (2024). Exploring leadership styles and innovation: How transformational leadership drives creativity and competitiveness in business. *International Journal of Applied and Advanced Scientific Research, 9*(2), 88-95.

Chuah, S. H.-W., El-Manstrly, D., Tseng, M.-L., & Ramayah, T. (2020). Sustaining customer engagement behavior through corporate social responsibility: The roles of environmental concern and green trust. *Journal of Cleaner Production, 262*, DOI:10.1016/j.jclepro.2020.121348

De Silva, M., Wang, P., & Kuah, A. T. H. (2021). Why wouldn't green appeal drive purchase intention? Moderation effects of consumption values in the UK and China. *Journal of Business Research, 122,* 713-724.

Duong, C. D. (2022). Big five personality traits and green consumption: Bridging the attitude-intention-behavior gap. *Asia Pacific Journal of Marketing and Logistics, 34*(6), 1123-1144.

Duong, C. D. (2023). Environmental corporate social responsibility initiatives and the attitude-intention-behavior gap in green consumption. *Social Responsibility Journal, 20*(2), 305-325.

Elbarky, S., Elgamal, S., Hamdi, R., & Barakat, M. R. (2023). Green supply chain: The impact of environmental knowledge on green purchasing intention. *Supply Chain Forum: An International Journal, 24*(3), 371-383.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*(1), 39-50.

Gujarati, D. N., & Porter, D. C. (2009). *Basic Econometrics*. New York: McGraw-Hill Irwin.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis* (7th ed.). Harlow: Pearson Education Limited.

Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science, 40*(3), 414-433.

Haratbar, H. R., Saeedikiya, M., & Seif, M. H. (2024). The psychology of green behavior: When growth mindset, peer influence and warm glow meet the individual self. *Management of Environmental Quality: An International Journal, 35*(3), 485-505.

Hayes, A. F. (2018). Partial, conditional, and moderated moderated mediation: Quantification, inference, and interpretation. *Communication Monographs, 85*(1), 4-40.

Hong, Y., Hu, J., Chen, M., & Tang, S. (2023). Motives and antecedents affecting green purchase intention: Implications for green economic recovery. *Economic Analysis and Policy, 77*, 523-538.

Hussain, S. A., Haq, M. A. U., & Soomro, Y. A. (2020). Factors influencing consumers' green purchase behavior: Green advertising as moderator. *Marketing and Management of Innovations, 4*, 144-153.

Ibrahim, I. I. B., Mohd Razali, M. F. B., Ahmad, Z. B., Mansor, Z. B., Zain, R. B. S., & Riman, N. E. B. S. (2021). Discovering the Malaysian consumers' intention towards green purchase. *International Journal of Academic Research in Economics and Management Sciences, 10*(3), 63-74.

Kasikorn Research Center (2021). *Consumers are willing to pay for eco-friendly products and services*. Retrieved 2 July 2024, from https://www.kasikornresearch.com/th/analysis/k-social-media/Pages/Green-FB-12-10-21.aspx

Khairy, H. A., Elzek, Y., Aliane, N., & Agina, M. F. (2023). Perceived environmental corporate social responsibility effect on green perceived value and green attitude in hospitality and tourism industry: The mediating role of environmental well-being. *Sustainability, 15*(6), DOI:10.3390/su15064746

Kim, N., & Lee, K. (2023). Environmental consciousness, purchase intention, and actual purchase behavior of eco-friendly products: The moderating impact of situational context. *International Journal of Environmental Research and Public Health, 20*(7), DOI:10.3390/ijerph20075312

Koay, K. Y., Cheung, M. L., Soh, P. C.-H., & Teoh, C. W. (2022). Social media influencer marketing: The moderating role of materialism. *European Business Review, 34*(2), 224-243.

Kotler, P., Kartajaya, H., & Setiawan, I. (2016). *Marketing 4.0: Moving from Traditional to Digital*. Hoboken: Wiley.

Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity.* Hoboken: Willey.

K**Ő**vári, E., Formádi, K., & Banász, Z. (2023). The green attitude of four European capitals of culture's youth. *Sustainability, 15*(10), DOI:10.3390/su15107866

Kumar, A., & Basu, R. (2023). Do eco-labels trigger green product purchase intention among emerging market consumers? *Journal of Indian Business Research, 15*(3), 466-492.

Kumar, R. (2024). To save the environment is my moral duty: Investigating young consumer's green purchase behaviour with moderated mediation approach. *Social Responsibility Journal, 20*(8), 1508-1534.

Laheri, V. K., Lim, W. M., Arya, P. K., & Kumar, S. (2024). A multidimensional lens of environmental consciousness: Towards an environmentally conscious theory of planned behavior. *Journal of Consumer Marketing, 41*(3), 281-297.

Lee, J. K. (2021). The effects of team identification on consumer purchase intention in sports influencer marketing: The mediation effect of ad content value moderated by sports influencer credibility. *Cogent Business & Management, 8*(1), DOI:10.1080/23311975.2021.1957073

Leong, L.-Y., Hew, T.-S., Ooi, K.-B., & Chong, A. Y.-L. (2020). Predicting the antecedents of trust in social commerce – A hybrid structural equation modeling with neural network approach. *Journal of Business Research, 110*, 24-40.

Li, H., Cao, A., Chen, S., & Guo, L. (2024). How does risk perception of the COVID-19 pandemic affect the consumption behavior of green food? *Environment, Development and Sustainability, 26*(1), 2307-2329.

Lin, J., Huang, Y., & Li, M. (2023). Enhancing green purchase intentions: The effects of product transformation salience and consumer traceability knowledge. *Sustainability, 15*(16), DOI:10.3390/su151612612

Mabkhot, H. (2024). Factors affecting millennials' green purchase behavior: Evidence from Saudi Arabia *Heliyon, 10*(4), DOI:10.1016/j.heliyon.2024.e25639

Mahmud, A. (2024). How and when consumer corporate social responsibility knowledge influences green purchase behavior: A moderated-mediated model. *Heliyon, 10*(3), DOI:10.1016/j.heliyon.2024.e24680

Mehrabian, A., & Russell, J. A. (1974). *An Approach to Environmental Psychology*. Cambridge: MIT Press.

Mishra, S., & Kaur, R. (2023). Investigating consumer's buying behaviour of green products through the lenses of extended theory of planned behaviour. *Management of Environmental Quality: An International Journal*, DOI:10.1108/MEQ-11-2022-0315

Molloy, M. (2023). *Flight turbulence increasing as planet heats up - study*. Retrieved 2 July 2024, from https://www.bbc.com/news/science-environment-65844901

Nguyen, L. T., Nguyen, T. H., Nguyen, H. N., Nguyen, L. D., Nguyen, D. T. T., & LE, L. D. (2023). Determinants of green consumer behavior: A case study from Vietnam. *Cogent Business & Management, 10*(1), DOI:10.1080/23311975.2023.2197673

Nguyen, T. T. T., Limbu, Y. B., Pham, L., & Zúñiga, M. Á. (2024). The influence of electronic word of mouth on green cosmetics purchase intention: Evidence from young Vietnamese female consumers. *Journal of Consumer Marketing, 41*(4), 406-423.

Nosi, C., Pucci, T., Melanthiou, Y., & Zanni, L. (2022). The influence of online and offline brand trust on consumer buying intention. *EuroMed Journal of Business, 17*(4), 550-567.

Ogiemwonyi, O., Alam, M. N., Alshareef, R., Alsolamy, M., Azizan, N. A., & Mat, N. (2023). Environmental factors affecting green purchase behaviors of the consumers: Mediating role of environmental attitude. *Cleaner Environmental Systems, 10,* DOI:10.1016/j.cesys.2023.100130

Ogiemwonyi, O., Harun, A. B., Alam, M. N., & Othman, B. A. (2020). Do we care about going green? Measuring the effect of green environmental awareness, green product value and environmental attitude on green culture. An insight from Nigeria. *Environmental and Climate Technologies, 24*(1), 254-274.

Papaporn Chaihanchanchai & Saravudh Anantachart. (2021). Concern does not matter: Psychological determinants on green product buying behavior. *Journal of Public Relations and Advertising, 14*(2), 69-92.

Papaporn Chaihanchanchai & Saravudh Anantachart. (2023). Encouraging green product purchase: Green value and environmental knowledge as moderators of attitude and behavior relationship. *Business Strategy and the Environment, 32*(1), 289-303.

Pichet Janchaipoom. (2024). *The 5-year strategic plan (2023–2027) Office of Natural Resource and Environmental Policy and Planning*. Retrieved 16 May 2024, from https://www.onep.go.th/onep-strategic-plan-5y/

Pick, M. (2021). Psychological ownership in social media influencer marketing. *European Business Review, 33*(1), DOI:10.1108/EBR-08-2019-0165

Piyapong Janmaimool & Surapong Chudech. (2020). Effect of domestic and global environmental events on environmental concern and environmental responsibility among university students. *Sustainability, 12*(4), DOI:10.3390/su12041610

Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology, 88*(5), 879-903.

Putri, N. A. E., & Hayu, R. S. (2024). The influence of environmental knowledge, green product knowledge, green word of mouth, greenwashing, and green confusion as mediator of green purchase intention. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 12*(1), 459-471.

PwC Thailand. (2024). *Thai consumers shift focus to essential goods amid economic worries: PwC report*. Retrieved 21 September 2024, from https://www.pwc.com/th/en/press-room/press-release/2024/press-release-30-08-24-en.html?utm_source=chatgpt.com

Rajagopalan, S., Brauer, M., Bhatnagar, A., Bhatt, D. L., Brook, J. R., Huang, W., . . . Brook, R. D. (2020). Personal-level protective actions against particulate matter air pollution exposure: A scientific statement from the American heart association. *Circulation, 142*(23), e411-e431.

Rashid, I., & Lone, A. H. (2023). Organic food purchases: Does green trust play a part? *Asia-Pacific Journal of Business Administration, 16*(4), 914-939.

Reinikainen, H., Munnukka, J., Maity, D., & Luoma-aho, V. (2020). 'You really are a great big sister' – parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing. *Journal of Marketing Management, 36*(3-4), 279-298.

Rodrigo, A., & Mendis, T. (2023). Impact of social media influencers' credibility on millennial consumers' green purchasing behavior: A concept paper on personal and social identities. *Management Matters, 20*(2), 134-153.

Saari, U. A., Damberg, S., Frömbling, L., & Ringle, C. M. (2021). Sustainable consumption behavior of Europeans: The influence of environmental knowledge and risk perception on environmental concern and behavioral intention. *Ecological Economics, 189*, DOI:10.1016/j.ecolecon.2021.107155

Siddiqui, S. A., Zannou, O., Karim, I., Kasmiati, Awad, N. M. H., Gołaszewski, J., . . . Smetana, S. (2022). Avoiding food neophobia and increasing consumer acceptance of new food trends—A decade of research. *Sustainability, 14*(16), DOI:10.3390/su141610391

Silintowe, Y. B. R., & Sukresna, I. M. (2023). The inhibiting factors of green product purchasing behavior: Green knowledge as a moderating effect. *Business: Theory and Practice, 24*(2), 392-404.

Simanjuntak, M., Nafila, N. L., Yuliati, L. N., Johan, I. R., Najib, M., & Sabri, M. F. (2023). Environmental care attitudes and intention to purchase green products: Impact of environmental knowledge, word of mouth, and green marketing. *Sustainability, 15*(6), DOI:10.3390/su15065445

Smith, K. (2025). *COVID-19 & influencer marketing: Here's what we noticed*. Retrieved 16 May 2025, from https://hurrdatmarketing.com/digital-marketing-news/how-covid-19-increased-influencer-marketing/?utm_source=chatgpt.com

Soomro, R. B., Mirani, I. A., Sajid Ali, M., & Marvi, S. (2020). Exploring the green purchasing behavior of young generation in Pakistan: Opportunities for green entrepreneurship. *Asia Pacific Journal of Innovation and Entrepreneurship, 14*(3), 289-302.

United Nations. (n.d.). *Global issues: Population*. Retrieved 21 September 2024, from https://www.un.org/en/global-issues/population

Viput Ongsakul, Pandej Chintrakarn, Suwongrat Papangkorn & Pornsit Jiraporn. (2024). Climate change exposure and dividend policy: Evidence from textual analysis. *International Journal of Accounting & Information Management, 32*(3), 475-501.

Vu, D. M., Ha, N. T., Ngo, T. V. N., Pham, H. T., & Duong, C. D. (2022). Environmental corporate social responsibility initiatives and green purchase intention: An application of the extended theory of planned behavior. *Social Responsibility Journal, 18*(8), 1627-1645.

Wang, O., & Scrimgeour, F. (2023). Consumer segmentation and motives for choice of cultured meat in two Chinese cities: Shanghai and Chengdu. *British Food Journal, 125*(2), 396-414.

Watcharapoj Sapsanguanboon & Wethaya Faijaidee. (2024). Factors affecting consumers' purchase decisions on green products in a developing market. *World Review of Entrepreneurship, Management and Sustainable Development, 20*(2), 256-271.

Yuan, R., Liu, M. J., & Blut, M. (2022). What's in it for you? Examining the roles of consumption values and Thaler's acquisition–transaction utility theory in Chinese consumers' green purchase intentions. *European Journal of Marketing, 56*(4), 1065-1107.

Zameer, H., & Yasmeen, H. (2022). Green innovation and environmental awareness driven green purchase intentions. *Marketing Intelligence & Planning, 40*(5), 624-638.

Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Abu Samah, A. (2021). The effects of consumer attitude on green purchase intention: A meta-analytic path analysis. *Journal of Business Research, 132*, 732-743.

Zeng, Z., Zhong, W., & Naz, S. (2023). Can environmental knowledge and risk perception make a difference? The role of environmental concern and pro-environmental behavior in fostering sustainable consumption behavior. *Sustainability, 15*(6), DOI:10.3390/su15064791

Zou, W., Zhang, W. J., & Tang, L. (2021). What do social media influencers say about health? A theory-driven content analysis of top ten health influencers' posts on Sina Weibo. *Journal of Health Communication, 26*(1), 1-11.