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# An Influence of Eco Labeling, Green Advertising, Green Branding, Green Marketing, on Green Buying Behavior of Sustainable Clothes in Bangkok

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## Abstract

**Purpose:** Green marketing strategies are now essential for influencing sustainable purchasing decisions as customer behavior is increasingly shaped by environmental concerns. In the context of clothes in Bangkok, this study explores the impact of eco-labelling, green branding, green advertising, and green marketing methods on green buying behavior. **Research design, data and methodology:** A structured questionnaire was used to gather data from 385 Bangkok consumers using a quantitative research design. To evaluate the associations between the variables, the study used multiple linear regression analysis and ANOVA. **Results:** Eco-labeling, green branding, and green advertising all had statistically significant positive effects on green marketing, which in turn affected green buying behaviour, perception of eco brand and age ($\beta > 0$, $p < 0.05$), according to regression analysis. Age however, is not a moderating factor in green buying behavior of environmentally friendly clothes, according to the results of the ANOVA test, which showed no statistically significant differences in green buying behavior across age groups ($p > 0.05$). **Conclusions:** These findings highlight the significance of customized green marketing tactics in raising environmentally conscious customer participation in urban marketplaces. The study has useful ramifications for legislators and marketers who want to encourage sustainable clothes purchases.

**Keywords:** Sustainable Clothes; Eco Labeling; Green Branding; Green Advertising; Green Buying Behavior

## 1. Introduction

### 1.1 Background

The idea of safeguarding the environment is not new. Numerous initiatives have been made to transition to more ecologically friendly and sustainable methods since the late 1960s, when the growing and hazardous environmental pressure of the manufacturing systems was acknowledged (Gallastegui, 2002).

For almost 30 years, environmental issues have been on the agendas of both industry and academia. For organizations, environmental challenges may have strategic ramifications. Erdman (2008) asserts, for instance, that eco-consciousness is now expected and that many brands from many categories are competing to be the "greenest." Environmental concerns among consumers have grown in recent years. Businesses try to comprehend and react to outside influences to enhance their environmental performance as a result of the growing number of "green" consumers(Haytko & Matulich, 2008).

A person's identity, personality, way of thinking, and attitude toward different things can all be inferred from their clothing choices. People's purchasing habits in the fashion industry now demonstrate how much weight society places on our choices. Over the years, the Ellen McArthur Foundation has committed to reducing plastic pollution globally, among other environmental activities. One of the most well-known fast fashion companies in the world, H&M, has participated in several environmental initiatives over the years, such as encouraging people to wear eco-friendly

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clothing made of recycled and organic materials. Ninety-five percent of the cotton used in H&M's collections is recycled, up from the year 2022 (Khumvijairat & Khajornsak, 2023).

Bangkok's fashion industry is being aided by the growth of second-hand clothing, which in theory are sustainable. Japanese second-hand luxury chains Komehyo and Ragtag have partnered with retailers like the Thai retail behemoth Saha Group to create stores in Bangkok malls like CentralWorld and The Mall Lifestore Bangkapi. These shops support sustainable consumption patterns by providing customers with the chance to purchase high-quality pre-owned goods (The Nation, 2025).

The marketing concept of these sustainable clothing choices, henceforth impacts the design, manufacture, packaging, labeling, usage, and disposal of the products or services, and is thereby described as "green marketing." Many corporate executives believe that green marketing is a profitable strategy. Green fashion clothing, also known as environmentally friendly or environmentally conscious products, is that made to reduce the amount of natural resources needed and the negative effects they have on the environment over the course of their whole life cycles. Customers are more eager to buy green items due to environmental concerns, and many are even willing to pay relatively higher prices for them (Solaiman et al., 2015).

Eco-friendly clothing consisting of more sustainably sourced materials, or biocouture, is becoming more and more popular. Some businesses want to make textiles from of leftover wood, fruit, and other natural materials. Others are experimenting with different dyeing techniques or looking for materials that decompose more readily after being discarded. By experimenting with different dyeing techniques, they want to create textiles by reusing wood refuse, fruit, and other natural materials (Khumvijairat & Khajornsak, 2023).

Man-made fibers are the most prevalent type of fiber produced in Thailand. The most common substance that the nation imports is polymer. Man-made fibers are produced on a massive scale. Nearly they employ 11% of all workers in the textile production sector. On the other hand, the production of natural fiber is still a small, family-run business in the area, and its output cannot keep up with the quick demands of the industry. Small and medium-sized businesses are the most typical business sizes. It is also rather typical to find a local fashion boutique operating in an informal setting, like a modest stall at street markets, flea markets, or online platforms like Facebook and Instagram. It is challenging to gauge the extent to which clothing is produced sustainably because over 70% of Thai customers purchase the majority of their clothing from unorganized sources, including street markets and independent shops (Thongpila, 2019).

In January 2020, HKTDC Research used focus groups and an online poll to conduct a consumer study in Bangkok with the goal of better understanding the characteristics and online and offline buying habits of local consumers. One thousand five hundred people participated in the survey, which found that Bangkok residents frequently visit retail centers that incorporate sustainable clothing into their portfolios. Seventy percent of those surveyed say they go to malls at least once a month. Local customers discover new items and brands at shopping centers. However, 55% of local consumers primarily use their smartphones for shopping, indicating that online shopping is also flourishing. According to the report, customers in Bangkok are becoming more environmentally conscious. About 20% of the focus group members, for instance, had thought about purchasing eco-friendly apparel and shoes during the previous 12 months. Many buyers think of presenting an eco-friendly gift as "a way of showing their values" while purchasing presents for friends. Nevertheless, Bangkok consumers in general, do not insist that all the products they buy should be environmentally friendly. They tend to take into consideration the function of the product and whether it is suitable to be made in an eco-friendly way (Fung, 2020).

## 1.2 Problem Statements

Sustainable clothes promote a favourable perception of brands and businesses in general. Being environmentally friendly may boost consumer attraction and promote awareness among the public. Even customers who do not use a company's products may decide to swap brands. Every discipline is subject to change, and marketing is no exception (Arseculeratne & Yazdanifard, 2013). In reference to this, there is a big knowledge and comprehension gap between consumers and businesses regarding the important green marketing concepts, such as eco labeling, green marketing, green branding, green advertising, and green buying behavior, despite growing concerns about environmental sustainability. The fashion industry in Bangkok, Thailand contributes significantly to textile and agricultural waste, but systems to reuse or recycle these materials are underdeveloped or inefficient. Even though more and more businesses are implementing green initiatives, it is unclear if customers are aware of these efforts or if the target audience actually finds these tactics appealing. Sustainable fashion offerings often fail to align with Thai cultural aesthetics or lifestyle preferences, making it challenging to gain widespread acceptance. There is also limited integration of traditional textile knowledge into modern sustainable design. Additionally, there are differing opinions on how to incorporate eco-friendly practices and messaging in a way that balances consumer perception, profitability, and brand image, leaving firms unsure of

which course to follow. This study will offer insights into the obstacles and possible solutions to widespread consumer engagement with fashion by exploring the current state of green marketing initiatives (eco labeling, green branding, green advertising, and green buying Behavior ) in the Bangkok market. It will also recommend tactics that businesses can use to bolster their environmental initiatives and bring them into line with consumer expectations. In the end, this study will assist businesses in developing more successful and customer-focused green marketing initiatives, encouraging both commercial success and environmental responsibility.

## 2. Literature Review

### 2.1 Eco Labeling and Green Marketing

Product procurement agencies are unable to distinguish environmentally friendly products from many delicate marketing claims, and consumers are unable to understand the origins of their products or how they were grown due to the complexity of the product industry (Ackermann, 1976). As a result, consumers' perceptions of eco-labels are among the most important green marketing and strategic tools for communicating to them the environmentally conscious nature of products. Furthermore, corporations and organizations are increasingly using eco-labels to demonstrate their corporate social responsibility to the environment (Song et al., 2020). Given that eco-labeling discloses environmental concerns and product qualities, it thereby influences customer behavior. It gives consumers and business users information on environmental products. Eco-labeling promotes the usage of environmentally friendly goods and services and aids in the creation of environmental regulations. Furthermore, it is compatible with the associated framework and the multi-stakeholder policy. One important aspect of a product's life cycle and a criterion for accreditation is its impact on the environment. Eco-labels enable customers to select goods and services that have the least long-term impact on the environment (Majeed et al., 2022).

**H1**: Eco labeling has a significant influence on green marketing.

### 2.2 Green Advertising and Green Marketing

Green marketing strategies, like green advertisements, will simplify perceptions and raise awareness of the qualities and attributes of green products. As a result, customers will be more inclined to buy ecologically friendly goods. By using these policy tools, consumers' purchasing habits can be changed to purchase eco-friendly products, which will lessen the harm that synthetic products cause to the environment (Delafrooz et al., 2014). Researchers generally agree that green advertising plays a role in marketing; however, there is no comprehensive theory of green requirements, and communication strategies are still unclear regarding the effectiveness of green requirements in advertising. For this reason, green advertising could be combined with other marketing strategies to seek cooperation to achieve social goals. Green advertising is one of the methods marketers use to position their products as green products in the minds of consumers. Green advertising affects individual attitudes towards advertising and their intention to be environmentally friendly (Kao & Du, 2020). In order to introduce and promote green products, marketers use environmentally friendly advertisements in newspapers and other media to draw in customers. By urging consumers to choose environmentally friendly items and drawing their attention to the benefits of their choices for both the environment and themselves, green ads aim to change consumers' purchasing decisions (Suki, 2013).

**H2**: Green advertising has a significant influence on green marketing.

### 2.3 Green Branding and Green Marketing

A green brand is one that attracts consumers that are prepared to place a high value on the environment by providing a notable eco-advantage over the competitors. There are powerful green brands that cater to both B2B and retail customers (Grant, 2008). In the modern business environment, green branding is the cornerstone of any marketing plan. To gain a competitive edge and long-term viability in the market, this strategy involves investing a significant amount of resources to fully present the product or service in an ecologically responsible manner. Green branding, which involves presenting an image that the product or service offers more benefits to consumers and the environment and uses eco-friendly resources, is becoming the primary strategy for businesses as a result of the increased pressure from all sides for them to go green (Ali, 2021). A particular collection of brand qualities and benefits pertaining to the brand's reduced environmental impact and perceived environmental soundness characterize a green brand identity. Customers that care about the environment should profit from a well-executed green brand identity. People are switching from traditional items to eco-friendly ones in order to make a beneficial impact on the environment, according to an empirical study conducted in Indore, Madhya Pradesh (Manjunath, 2014). Green marketing techniques, including eco-brands, will facilitate perception and raise awareness of the qualities and traits of green products. As a result, customers will be more inclined

to buy ecologically friendly goods. By using these policy tools, consumers' purchasing habits can be changed to purchase eco-friendly products, which will lessen the harm that synthetic products cause to the environment (Delafrooz et al., 2014).

**H3**: Green branding has a significant influence on green marketing.

## 2.4 Green Marketing and Green Buying Behavior

When it comes to influencing consumer purchasing decisions, green marketing has established a niche for itself. This idea has received less attention in marketing studies and greater attention in the context of social responsibility (Ali, 2021). Given that environmental concerns are so prevalent right now, many businesses are using green marketing as an approach to boost their competitive edge. Businesses must take into account the demands and desires of their customers while implementing green marketing. Customers are prepared to pay extra for a greener lifestyle and want to identify with businesses that promote environmental compliance (FuiYeng & Yazdanifard, 2015). Research on green marketing, which uses environmental claims to promote products, has grown significantly. Achieving sustained growth through maintaining a competitive advantage and building a positive brand image is becoming increasingly important. Recommendations from other customers are likely to influence consumers to alter their choices. According to Yaqubi and Karaduman, (2019) when it comes to home appliances, content marketing might influence consumers' intentions to buy. Therefore, the companies must be the focus of green marketing tactics, such as GWOM and environmental ads. Fong came to the conclusion that the relationship between price-quality influences and the propensity to buy recyclable products is moderated by successful promotion (Liao et al., 2020).

**H4**: Green marketing has a significant influence on green buying behavior.

## 2.5 Perception of Eco Brand and Green Buying Behavior

Customers may have a more favourable opinion of green brands if active communication efforts highlighting green features are implemented. According to earlier research, green brand positioning has a big impact on consumers' intentions to buy green products (Mohd Suki, 2016). There are dozens of different product categories, and eco brands makes a product unique. As a result, an eco brand is a warning flag for both green and non-green items. Nonetheless, it is crucial for marketers to comprehend how brands affect consumers' decisions to buy. When compared to other products, the majority of environmentally conscious consumers are more inclined to purchase those that have a little environmental impact (Sewwandi & Dinesha, 2022). An efficient marketing strategy for promoting eco friendly products and improving consumer purchasing behavior is eco branding. It is positively correlated with the intention to make green purchases. By using environmentally friendly marketing techniques and creating safer products with recyclable and biodegradable packaging, a crucial component can obtain a competitive edge while reducing pollution in the environment (Sandeepani & Samaraweera, 2021).

**H5**: Perception of eco brand has a significant influence on green buying behavior.

## 2.6 Eco Labeling and Green Buying Behavior

Teisl et al., (2002). study offered market-based proof that customers can react favorably to eco-labels, which in turn helped the product in question gain a larger market share. In a rather comprehensive survey with participants from four different nations, Thogersen (2002) discovered that the vast majority of them occasionally pay attention to eco-labels. Grankvist (2002) also discovered that eco-labels' information about environmental outcomes (whether favorable or unfavorable) did affect consumers' preferences for products, particularly those who cared deeply about the environment. In addition, they observed that young respondents, women, and graduates had favorable attitudes toward products with an eco-label (Rashid, 2009). The buyer-seller information gap was closed by eco-labeling. As a result, eco-labels have employed the markers to readily reach customers and obtain information on the manufacturing process of the products. Additionally, eco-labels mainly serve two crucial purposes: value and information functions. Eco-labels come in a variety of formats. There are two types of labels: required and optional. The information on these labels is solely intended to sway people who are looking for environmentally friendly products. Environmental labeling allows for ecologically based competitive advantages, which mirror hundreds of marketing claims and highlight the ecological qualities of their goods and services (Sewwandi & Dinesha, 2022).

**H6**: Eco labeling has a significant influence on green buying behavior.

## 2.7 Age group and Green Buying Behavior

Higher prices and limited product availability are two obstacles to consumers' choice of green products; older people are typically more sensitive to shifting consumption trends. They are influenced by the product's cost, and younger demographics are more aware of environmental

issues and are willing to pay more for goods or services that are more ecologically friendly. Based on these claims, it may be interpreted that older generations are more impacted by a product's price than younger generations are, thereby leading to the assumption that they are less environmentally aware (Kisieliauskas & Jančaitis, 2022). Abrar et al. (2021) state that subjective norms, green self-concept, and perceived behavioral control are the primary factors that influence the green buying behavior of Y and Z generations. Moisescu and Gica (2020) conducted a study on a sample of X and Y generations and concluded that there are notable differences within these two age cohorts as well. The results showed that customers from Generation X are more impacted by corporate social responsibility overall, while customers from Generation Y are more impacted by corporate environmental responsibility. Retailers view Generation Z as their most desirable market segment, which can be defined by their propensity for sustainability and green initiatives. They tend to engage in environmental preservation actions more than their parents and grandparents did because they are aware of global phenomena and understand not just their scope but also how they will impact them in the future (Dzurikova & Zvarikova, 2023).

**H7**: There is a difference between age group toward green buying behavior.

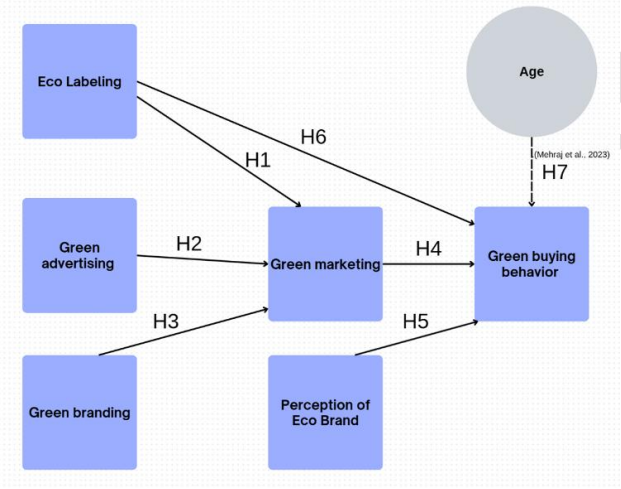


**Figure1**: Conceptual Framework

## 3. Research Methodology

### 3.1 Research design

The questionnaire consisted of three parts, with a total of 25 questions, involving seven research model variables, two items related to screening questions, five items related to demographic information, and 18 questions related to measurement variables. To ensure the reliability of the questionnaire, Cronbach's Alpha applied to check if any questions were unclear or confusing. Linear regression analysis was applied to test the relationships between the variables; eco labeling, green advertising, green branding, green marketing, perception of eco-brand, and green buying behavior. Anova analysis was applied to test the relationship between the variables age and green buying behavior. Descriptive analysis was used to explain frequency and mean scores for demographic data and questionnaire items. Furthermore, secondary data was used to this study. The majority of the information came from reliable sources including articles, journals and previous research.

### 3.2 Sampling Plan

#### 3.2.1 Target Population

The research's target population consisted of adult individuals over 18 years of age who purchase clothing products that are marketed as "green" in Bangkok, Thailand. According to the Mahidol Population Gazette from the Institute for Population and Social Research at Mahidol University, the population of residents in Bangkok will amount to approximately 8.3 million (Institute for Social Population and Research, 2023). This study will focus on this particular demographic.

#### 3.2.2 Sample Size

In this research, the sample size is derived from the online calculation from the website, calculator.net. The confidence level was conducted as 95%, with a 5% margin of error, a population proportion of 50%, from a population of 8.3 million, and thereby reaching the concluded sample size of 385.

#### 3.2.3 Sampling Procedures

In this research, a standardized Google Form questionnaire was used in this study to gather data, and it was disseminated online to the target group via email lists, social media platforms, and direct distribution within significant networks. The researcher used convenience sampling to collect the information, as the respondents were screened beforehand based on the answers they provided in the questionnaire distributed to them. This approach was chosen due to its efficiency in reaching a broad audience quickly and cost-effectively, particularly given the digital nature of the survey tool. While convenience sampling may limit the generalizability of the findings, this procedure allowed the researcher to gather sufficient responses within the required timeframe and ensured that participants had easy access to the questionnaire, thereby increasing the likelihood of completion.

## 3.3 Validity and Reliability

### 3.3.1 Cronbach's Alpha Reliability Test (Pilot Test)

The researcher ran a pilot test with 50 people from March 10-24 2025, which was computed in Jamovi 2.5.6 to see whether there were any discrepancies or flaws in the questionnaire's variables using Cronbach's alpha. Cronbach's alpha is one approach to quantify consistency, and it is used to evaluate the reliability of any particular measurement variable.

Referring to Hair et al. (2010) the reliability is to be typically tested using the pilot test research approach, using Cronbach's Alpha (CA) as a common premise. Since it uses 5-point Likert scales to identify overall items, Hair et al. (2010) advised that Cronbach's alpha is the most acceptable test of reliability for this research before distributing the questionnaire to the target audience. The range of alpha coefficient and strength of correlation is detailed below.

| Cronbach's Alpha Score | Level Of Reliability |
|---|---|
| 0.20 | Less Reliable |
| >0.20 - 0.40 | Rather Reliable |
| >0.40 - 0.60 | Quite Reliable |
| >0.60 - 0.80 | Reliable |
| >0.80 - 1.00 | Very Reliable |

The pilot test with 50 respondents, shown in Table 2 reveals results supported the constructs' internal consistency, indicating that the questionnaire is reliable enough to be utilized again under the rule of thumb that the value must be 0.60 or above to be considered acceptable.

**Table 2**: The Value of Reliability Analysis of Each Item and Variable in this Study (n =50)

| Item No. | Variable and Measurement Item | Cron Bach's Alpha | Strength of Association |
|---|---|---|---|
| 1. | Eco labeling | 0.62 | Reliable |
| 2. | Green advertising | 0.67 | Reliable |
| 3. | Green branding | 0.76 | Reliable |
| 4. | Green marketing | 0.79 | Reliable |
| 5. | Green buying behavior | 0.90 | Very Reliable |
| 6. | Perception of eco brand | 0.81 | Very Reliable |

**Note:** A table of results supporting the constructs' internal consistency of the questionnaire**.** Created by the author.

The outcome shown that the Cronbach's alpha for the 3 items of eco labeling is .624, for the 3 items of green advertising is .678, for the 3 items of green branding is .763, for the 3 items of green marketing is .798, for the 3 items of green buying behavior is .901, and for the 3 items of perception of eco brand is .817, (Per shown in Table 3.2). While better reliability is essential in high-stakes testing, somewhat lower alpha values may be acceptable in some exploratory studies. It should be emphasized that this study takes into account the fact that some components, such as human emotions, are intrinsically variable, which could result in lower alpha values even with a well-designed questionnaire.

## 3.4 Methods of Data Gathering and Procedures

In this research, the data was gathered from both primary and secondary data. The researchers get primary data directly from respondents through the surveys. The primary data is regarded as a reputable source as the information was initially acquired from the respondent who was targeted under the given criteria relating to the study topic. For primary data, the questionnaire survey collected primary data from people currently residing in Bangkok, Thailand, especially those who purchase green food products. Moreover, the primary data was gathered by asking respondents questions to assess the factors that influence eco labeling, green advertising, green branding, green marketing, and green buying behavior.

In addition, the researcher used a non-probability sample approach to collect data by utilizing convenience sampling and snowball sampling methods. Based on the study objective, the respondents were screened first and the researcher distributed the online survey to acquaintances of the researcher. The acquaintances who finished the survey helped distribute the survey to their friends and family, which was convenient to the researcher. Furthermore, the researchers utilized data from secondary sources of papers that have been acquired and used to build a conceptual framework, hypothesis, sample size, data analysis, conclusion, and recommendation.

## 4. Data Analysis

### 4.1 Descriptive Analysis of Demographic Data

The researcher evaluated demographic data of respondents who are exposed to ecofriendly clothing in Bangkok, Thailand using descriptive analysis in the Jamovi program. The researcher collected demographic information about gender, age group, educational background, employment status, amount of income per month, and those who purchase ecofriendly clothes frequently. The researcher utilizes the descriptive analysis to explain the respondent's characteristics. Table 3 shows the frequency distribution and percentage in sample size of 385 respondents are as follows:

**Gender:** From the 385 respondents, 22.6 percent preferred not to disclose their gender, male respondents accounted for 33.8 percent of the total 385 respondents, compared to 43.6 percent of the female respondents. The results of respondents for gender are thereby 87, 130 and 168 respectively.

**Occupation**: Among all respondents, 201 respondents are Employees with 52.2 percent, followed by 116 Student respondents with the percentage of 30.1, followed by 64 Business Owners with 16.6 percent, and 4 people have other occupations with the percentage of 1.1.

**Educational background:** Among all respondents, 12 respondents are High school graduates with 3 percent, followed by 130 Bachelor's degree graduate respondents with the percentage of 33.8, followed by 203 Master's degree with 52.7 percent, and 40 people have PhDs with the percentage of 10.5.

**Age:** The majority of respondents in this research were born during the years 1981-1996 (Millennials), which consists of 159 respondents, which is 41.3 percent of the total. This is followed by 131 respondents born between 1997-2010 (Generation Z), which is 34 percent of the total, after those 80 respondents born during the years 1965-1980 (Generation X), which is a percentage of 20.8 and the 1946-1964 (Boomers) has the lowest percentage 3.9 percent with 15 respondents.

**Income per month:** Most of the respondents have 10,100 - 15,000 baht per month in order to consider purchasing ecofriendly clothes with the number of 133 and 34.5 percent. Secondly, 104 people have within the amount of, below and equal to 10,000 baht with the percentage of 27. Thirdly, 99 people have starting from 15,100 - 20,000 baht, accounting for 25.8 percent. Lastly, only 49 people have above 20,000 baht on shopping with the percentage of 12.7.

**Table 3:** The analysis of demographic factors using the frequency distribution (number) and percentage (%).

| Demographic Factors | Frequency (No.) | Percent (%) |
|---|---|---|
| Gender | | |
| Male | 130 | 33.8 |
| Female | 168 | 43.6 |
| Prefer not say | 87 | 22.6 |
| **Total** | **385** | **100** |
| **Occupation (Employment status)** | | |
| Employee | 201 | 52.2 |
| Student | 116 | 30.1 |
| Business Owner | 64 | 16.6 |
| Others | 4 | 1.1 |
| **Total** | **385** | **100** |
| **Highest Educational background** | | |
| High school | 12 | 3 |
| Bachelor's degree | 130 | 33.8 |
| Master's degree | 203 | 52.7 |
| PhD | 40 | 10.5 |
| **Total** | **385** | **100** |
| **Age (Generation)** | | |
| 1946-1964 (Boomers) | 15 | 3.9 |
| 1965-1980 (Generation X) | 80 | 20.8 |
| 1981-1996 (Millennials) | 159 | 41.3 |
| 1997-2010 (Generation Z) | 131 | 34 |
| **Total** | **385** | **100** |
| **Income per month** | | |
| below and equal to 10,000 baht | 104 | 27 |
| 10,100 - 15,000 baht | 133 | 34.5 |
| 15,100 - 20,000 baht | 99 | 25.8 |
| above 20,000 baht | 49 | 12.7 |

| Demographic Factors | Frequency (No.) | Percent (%) |
|---|---|---|
| **Total** | **385** | **100** |

**Note:** Constructed by author

## 4.2 Hypothesis Testing Results

### 4.2.1 Reporting "Multiple Linear Regression"

**Multiple Linear Regression Analysis Summary**

Multiple linear regression analysis was conducted to examine the impact of Eco Labeling (EL), Green Advertising (GA) and Green Branding (GB) over Green Marketing (GM) regarding sustainable clothes in Bangkok. The results of the regression analysis are presented in Table 4. Similar analysis was used to examine the impact of Eco Labeling (EL), Green Marketing (GM) and Perception of Eco Brand (PE) over Green Buying Behavior (GBB) regarding sustainable clothes in Bangkok. The results of the regression analysis are presented in Table 4.

**H*o*:** Eco Labeling (H1), Green Advertising (H2), and Green Branding (H3) have no significant influence on Green Marketing regarding sustainable clothes in Bangkok.

**H*o*:** Green Marketing (H4), Perception of Eco Brand (H5) and Eco Labeling (H6) have no significant influence on Green Buying Behavior regarding sustainable clothes in Bangkok.

**H*a*:** Eco Labeling (H1), Green Advertising (H2), and Green Branding (H3) have significant influence on Green Marketing regarding sustainable clothes in Bangkok.

**H*a*:** Green Marketing (H4), Perception of Eco Brand (H5) and Eco Labeling (H6) have no significant influence on Green Buying Behavior regarding sustainable clothes in Bangkok.

**Table 4:** Multiple Linear Regression Analysis

| Hypothesis | B | SE B | β | t | p | VIF | Hypothesis result |
|---|---|---|---|---|---|---|---|
| H1: EL → GM | 0.195 | 0.039 | 0.233 | 5.02 | < .001 | 1.44 | Accept |
| H2: GA → GM | 0.299 | 0.049 | 0.296 | 6.12 | < .001 | 1.56 | Accept |
| H3: GB → GM | 0.283 | 0.045 | 0.283 | 6.25 | < .001 | 1.37 | Accept |
| $R^2$ | | | | 0.429 | | | |
| Adjusted $R^2$ | | | | 0.425 | | | |
| H4: GM → GBB | 0.508 | 0.055 | 0.42 | 9.201 | < .001 | 1.49 | Accept |
| H5: PE → GBB | 0.203 | 0.049 | 0.169 | 4.123 | < .001 | 1.2 | Accept |
| H6: EL → GBB | 0.269 | 0.044 | 0.266 | 6.13 | < .001 | 1.35 | Accept |
| $R^2$ | | | | 0.468 | | | |
| Adjusted $R^2$ | | | | 0.464 | | | |

**Note:** Constructed by author
Note. *p < 0.05. Dependent Variable = Green Marketing. (GM)
Note. *p < 0.05. Dependent Variable = Green Buying Behavior (GBB)

The multiple linear regression model was significant with an $R^2 = 0.429$ and an adjusted $R^2 = 0.425$. This indicates that approximately 42.9% of the variance in Green Marketing (GM) can be explained by Eco Labeling (EL), Green Advertising (GA) and Green Branding (GB). For H1, the unstandardized coefficient (B) for EL was 0.195, (SE B = 0.039), with a standardized coefficient (β) of 0.233. The t-value was 5.02, and the p-value was < .001, which is less than the significance level of 0.05, indicating that the relationship between EL and GM is statistically significant. Therefore, the null hypothesis H1 was rejected.

For H2, the unstandardized coefficient (B) for GA was 0.299, (SE B = 0.049), with a standardized coefficient (β) of 0.296. The t-value was 6.12, and the p-value was <.001, which is less than the significance level of 0.05, indicating that the relationship between GA and GM is statistically significant. Therefore, the null hypothesis H2 was rejected.

For H3, the unstandardized coefficient (B) for GB was 0.283, (SE B = 0.045), with a standardized coefficient (β) of 0.283. The t-value was 6.25, and the p-value was <.001, which is less than the significance level of 0.05, indicating that the relationship between GB and GM is statistically significant. Therefore, the null hypothesis H3 was rejected.

The results of the multiple linear regression analysis indicate Eco Labeling (EL), Green Advertising (GA), and Green Branding (GB) have significant influence on Green Marketing (GM) regarding sustainable clothes in Bangkok, Thailand. The hypotheses H1, H2 and H3 were therefore supported, and their null hypotheses were rejected.

The second multiple linear regression model was significant with an $R^2 = 0.468$ and an adjusted $R^2 = 0.464$. This indicates that approximately 46.8% of the variance in Green Buying Behavior (GBB) can be explained by Eco Labeling (EL), Green Marketing (GM) and Perception of Eco Brand (PE).

For H4, the unstandardized coefficient (B) for GM was 0.508, (SE B = 0.055), with a standardized coefficient (β) of 0.42. The t-value was 9.201, and the p-value was <.001, which is less than the significance level of 0.05, indicating that the relationship between GM and GBB is statistically significant. Therefore, the null hypothesis H4 was rejected.

For H5, the unstandardized coefficient (B) for PE was 0.203, (SE B = 0.049), with a standardized coefficient (β) of 0.169. The t-value was 9.201, and the p-value was <.001, which is less than the significance level of 0.05, indicating that the relationship between PE and GBB is statistically significant. Therefore, the null hypothesis H5 was rejected.

For H6, the unstandardized coefficient (B) for EL was 0.269, (SE B = 0.044), with a standardized coefficient (β) of 0.266. The t-value was 6.13, and the p-value was <.001, which is less than the significance level of 0.05, indicating that the relationship between EL and GBB is statistically significant. Therefore, the null hypothesis H6 was rejected.

The results of the multiple linear regression analysis indicate that Green Marketing (GM), Perception of Eco Brand (PE) and Eco Labeling (EL), have no significant influence on Green Buying Behavior (GBB) regarding sustainable clothes in Bangkok. The hypotheses H4, H5 and H6 were therefore supported, and their null hypotheses were rejected.

### 4.2.2 Reporting One Way ANOVA

The table below present the results of a one-way ANOVA conducted to examine different age groups on Green Buying Behavior (GBB) regarding sustainable clothes in Bangkok. The hypothesis for One-Way ANOVA is:

**H7:** There is a difference between Age Group toward Green Buying Behavior (GBB).

**Table 5:** One-Way ANOVA (Welch's) Summary and Descriptive Statistics for H7 Age, Group Descriptive and Levene's test.

| One-Way ANOVA (Welch's) | | | | | |
|---|---|---|---|---|---|
| | **F** | **df1** | **df2** | **P (< .05)** | |
| H7(GBB) | 2.72 | 3 | 61.5 | 0.052 | |
| Measure | Age Group | N | Mean | SD | SE |
| H7(GBB) | 1946-1964 (Boomers) | 15 | 4.27 | 0.82 | 0.211 |
| | 1965-1980 (Generation X) | 80 | 4.58 | 0.44 | 0.049 |
| | 1981-1996 (Millennials) | 159 | 4.43 | 0.56 | 0.044 |
| | 1997-2010 (Generation Z) | 131 | 4.4 | 0.63 | 0.055 |

| One-Way ANOVA (Welch's) | | | | |
|---|---|---|---|---|
| **Homogeneity of Variances Test (Levene's)** | | | | |
| | F | df1 | df2 | p |
| Green Buying Behavior (GBB) | 0.80 | 3 | 381 | 0.493 |

**Note:** Constructed by author
Note: *p< 0.05; GBB =Green Buying Behavior

The Levene's test in Table 5 indicated that the assumption of homogeneity of variances was not violated for Green Buying Behavior (GBB) (p < .05). This suggests that the variances across the different generational groups were equal for these measures.

The one-way ANOVA revealed no significant differences on Green Buying Behavior (H7, GBB) between ages (Generation X) and (Millennials) MD=0.147, p=0.242*, (Generation X) and (Generation Z) MD=0.182, p=0.115, and (Millennials), and (Generation Z) MD=0.035, p=0.955. These findings suggest that green buying behavior was not different with different age groups.

## 4.3 Summary of hypothesis testing results

**Table 6:** Summary of hypotheses testing results

| | **Statement of hypothesis** | **p-value** | **Decision results** |
|---|---|---|---|
| H1 | Eco Labeling has significant influence on Green Marketing regarding sustainable clothes in Bangkok. | <.001 | Accept |
| H2 | Green Advertising has significant influence on Green Marketing regarding sustainable clothes in Bangkok. | <.001 | Accept |
| H3 | Green Branding has significant influence on Green Marketing regarding sustainable clothes in Bangkok. | <.001 | Accept |
| H4 | Green Marketing has significant influence on Green Buying Behavior regarding sustainable clothes in Bangkok. | <.001 | Accept |
| H5 | Perception of Eco Brand has significant influence on Green Buying Behavior regarding sustainable clothes in Bangkok. | <.001 | Accept |
| H6 | Eco Labeling has significant influence on Green Buying Behavior regarding sustainable clothes in Bangkok. | <.001 | Accept |

| Statement of hypothesis | | p-value | Decision results |
|---|---|---|---|
| H7 | There is no difference between Age Group toward Green Buying Behavior. | 0.052 | Failed to Reject |

**Note:** Constructed by author

## 5. Summary, Conclusion, and Recommendations

### 5.1 Summary of Findings

The findings of this research were based on quantitative type of research and the study focused on people who reside in Bangkok, Thailand and are constant purchasers of sustainable clothes.

Out of the overall 385 respondents, the majority were female respondents who accounted for 43.6% of the total. Most of the respondents were also born between 1981 to 1996, which was 41.3% of the total, amongst all respondents 52.2% were employees, the highest number of income ranges was that of 10,100 baht to 15,000 baht which had 34.5% of the respondents, and 52.7% have master's degrees as their highest level of education.

### 5.2 Discussion and Conclusion based on Findings

In this study hypothesis testing indicated that Eco Labeling (EL), Green Advertising (GA) and Green Branding (GB) had highly significant and positive relationships with Green Marketing (GM). The most reliable predictor of the effectiveness of Green Marketing was Green Advertising (β = 0.296), which was followed by Eco Labeling and Green Branding. The significant values of all three variables were <.001, which are all less than 0.05. This indicates that Eco Labeling (EL), Green Advertising (GA) and Green Branding (GB) have a significant influence on Green Marketing (GM).

This study so confirms the findings of earlier research, which state; consumers' perceptions of eco-labels are among the most important green marketing (Song et al., 2020). Additionally, green advertising is one of the methods marketers use to position their products as green products in the minds of consumers (Kao & Du, 2020). Thus, this study lends support to the notion that green branding is the cornerstone of any marketing plan (Ali, 2021).

The statistical data shows that the means of Eco Labeling (EL), Green Advertising (GA) and Green Branding (GB) are based on a descriptive analysis of Green Marketing (GM), derived from questions in the questionnaire that the researcher collected.

The way that green marketing is viewed or applied in Bangkok's sustainable apparel industry is greatly influenced by these three independent variables. The most significant predictor is green advertising, which is closely followed by green branding and eco labeling. The emotional and perceptual components of marketing (branding/ads) appear to be strong motivators in the green economy, as consumers appear to be quite receptive to promotional messaging and brand identity.

The result from this research indicated that Eco Labeling (EL), Green Marketing (GM) and Perception of Eco Brand (PE) had highly significant and positive relationships with Green Buying Behavior (GBB). Accordingly, Eco Labeling and Perception of Eco Brand had less of an impact on green Buying Behavior than Green Marketing (β = 0.420). The significant values of Eco Labeling (EL), Green Marketing (GM) and Perception of Eco Brand (PE) and Green Buying Behavior (GBB), were < .001, which are all less than 0.05. This indicates that Eco Labeling (EL), Green Marketing (GM) and Perception of Eco Brand (PE) have significant influence on Green Buying Behavior (GBB).

This study so confirms the findings of earlier research by Grankvist (2002) who also discovered that eco-labels' information about environmental outcomes (whether favorable or unfavorable) did affect consumers' preferences for products, particularly those who cared deeply about the environment. According to Yaqubi and Karaduman (2019), when it comes to home appliances, content marketing might influence consumers' intentions to buy. Therefore, the companies must be the focus of green marketing tactics, such as GWOM and environmental ads. According to earlier research, green brand positioning has a big impact on consumers' intentions to buy green products (Mohd Suki, 2016).

The statistical data shows that the means of Eco Labeling (EL), Green Marketing (GM) and Perception of Eco Brand (PE) are based on a descriptive analysis of Green Buying Behavior (GBB), derived from questions in the questionnaire that the researcher collected.

Bangkok consumers' decisions to buy sustainable fashion are heavily impacted by marketing messaging, brand perception, and product labeling. The most effective driver is Green Marketing (GM), which means that continuous, well-planned, and conspicuous marketing initiatives have the best chance of turning environmental principles into real sales. People purchase from companies they trust and believe to be truly sustainable, thus how they perceive eco brands (PE) important. Additionally, Eco Labeling (EL), which attests to the fact that physical product indicators (such as certifications and labels) function as trust signals during the decision-making process.

The result from this research indicated that age differences were not found in green buying behavior, age

does not seem to have an impact on green buying behavior. This is so because the effect of age was neither statistically significant nor generation-specific in this sample. Boomers did exhibit lesser but still favorable involvement and Generation X stood out as having somewhat slightly higher engagement than the other age groups. These patterns imply that, with only slight variations in the intensity of behavior, green values are shared by all generations, thereby indicating the lack of influence to differences in green buying behavior.

Consequently, this study confirms the findings of earlier research, which suggests that green buying behavior and age differences was not closely connected but was because of other causal factors like if they can afford to buy green products at higher costs and in larger quantities (Witek & Kuzniar, 2020).

### 5.3 Recommendations based on Findings and Further Studies

Based on the results of the summary findings, future research may employ mixed-methods approaches, including in-depth interviews or focus groups, to determine why consumers are influenced by eco-labeling or green branding.

Businesses should spend money on smart advertising campaigns that effectively convey sustainability initiatives, as green advertising has the most impact on green marketing. To increase reach and emotional connection, make use of channels such as influencer relationships, social media, and online advertisements. They should continue to create environmentally friendly brand identities that reflect the beliefs of your target audience. In brand storytelling, highlight mission statements, transparency, and green certifications.

Future ads should concentrate on establishing customer trust, explaining the meaning of the labels, and standardizing label formats to cut down on misunderstandings. They may also divide up marketing tactics according to the consumer demographics found in the survey, such as age, income, and education.

Future prospects may need to examine the ways in which green marketing affects actual purchasing decisions, perhaps by influencing factors like brand loyalty, consumer trust, or environmental concern. To find out how these correlations differ between groups, test moderators such as age, income, or environmental consciousness. In the future, there may be a need to compare consumer behavior in urban and rural areas, repeat the study in additional Thai cities or Southeast Asian countries. For more broadly applicable findings, employ a probability sampling technique in subsequent studies.

Businesses may also invest in advertising efforts that emphasize sustainability pledges, such as those that use lifestyle branding, storytelling, and open sourcing. Stress the educational benefit as well as the emotional appeal, demonstrating the impact of making green decisions.

Initially the questionnaire had a specific demographic in mind but may change focus in future by providing choices for infrequent customers and elucidating the timeline for sustainable clothes purchases guaranteeing a more precise classification of participants. The demographics might also benefit from changes including changing income brackets to remove gaps or overlaps, broadening gender and career categories for inclusion, and substituting explicit age ranges for generational identifiers. By making these adjustments, a more accurate and representative profile of responders would be captured.

To improve clarity and lessen response bias, the variables' measurements also need to be carefully revised. The possibility of stereotyped or automatic replies can be reduced by using a combination of favorably and negatively phrased questions. Additionally, explanatory definitions should be condensed or relegated to opening comments in order to avoid leading responders, while the questions themselves stay impartial.

It is thereby reasonable to assume that marketing initiatives should target different generations with customized messaging, as Millennials and Gen Z (like Gen X) also exhibit high levels of engagement. The power to identify differences was diminished by the underrepresentation of boomers (N=15). For fair comparisons, bigger samples of older adults should be included in future research.

Future research can examine how the benefits of Green Branding, Eco Labeling, and Green Advertising change over time, future studies could use a longitudinal design. In order to isolate the influence of particular tactics, such eco-labels or advertising messaging, on consumer purchasing decisions, experimental research might also be beneficial. Replication in various locations would further improve the findings' generalizability and offer a more comprehensive picture of green buying patterns.

In summation, future researchers may consider conducting a qualitative follow-up study to investigate how various age groups perceive sustainability or make purchasing decisions, as quantitative differences are not very strong.

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