



**THE INFLUENCE OF GREEN MARKETING AND
ENVIRONMENTAL AWARENESS ON CONSUMER PURCHASE
INTENTION OF IKEA GREEN PRODUCT**

JIXUE SHI

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
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INSTITUTE OF SCIENCE INNOVATION AND CULTURE
RAJAMANGALAUNIVERSITY OF TECHNOLOGY KRUNGTHEP
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ABSTRACT

In an era where sustainability and environmental stewardship are paramount, advancing green marketing and fostering heightened ecological consciousness are pivotal to nurturing the growth of the green product market. This study examines the complex interplay between demographic factors, green marketing initiatives, and environmental awareness in shaping consumers' intentions to purchase green products. By conducting an exhaustive review and empirical analysis of extensive literature, this research elucidates the multifaceted relationships among these determinants, offering a robust empirical foundation for crafting green marketing strategies and fostering a green mindset. The findings underscore the profound positive influence that green marketing and environmental awareness exert on the propensity to buy green products. In contrast, the role of demographics is characterized by a complex mosaic, necessitating a nuanced examination of the various demographic traits at play. This investigation enriches the tapestry of green marketing and consumer behavior theories while simultaneously presenting actionable insights for industry professionals. It suggests that while the path to green consumption is significantly illuminated by marketing and awareness, the demographic landscape must be navigated with a keen understanding of its diverse and subtle influences. The study, therefore, serves as a compass for marketers and policymakers in steering the market toward sustainable practices and informed consumer decisions.

Keywords: Green Marketing, Environmental Awareness, Consumer Purchase Intention, IKA Green Product

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CONTENTS

	Page
APPROVAL PAGE	i
ABSTRACT	ii
ACKNOWLEDGEMENTS	iii
CONTENTS.....	iv
LIST OF TABLES.....	vii
LIST OF FIGURES	viii
CHAPTER I INTRODUCTION	1
1.1 Background and Statement of the Problem	1
1.1.1 Background of the Study	1
1.1.2 Statement of the Problem.....	2
1.2 Research Questions.....	3
1.3 Research Objectives.....	4
1.4 Research Framework	4
1.5 Research Hypothesis.....	5
1.6 The Scope and Limitation of the Study	5
1.7 Definitions of Key Terms.....	6
1.7.1 Demographics	6
1.7.2 Green Marketing	6
1.7.3 Environmental Awareness.....	7
1.7.4 Purchase Intention.....	7
1.8 The Benefits of the Study	7
1.8.1 Theoretical Significance	7
1.8.2 Practical Significance.....	7

CHAPTER II LITERATURE REVIEW	8
2.1 Related Theories	8
2.1.1 Demographics	8
2.1.2 Green Marketing	10
2.1.3 Environmental Awareness	11
2.1.4 Consumer Purchase Intention	13
2.2 Related Studies.....	15
2.2.1 Demographics	15
2.2.2 Green Marketing	15
2.2.3 Environmental Awareness	16
2.2.4 Consumer Purchase Intention	16
CHAPTER III RESEARCH METHODOLOGY	18
3.1 Research Design.....	18
3.2 Research Sample.....	18
3.2.1 Population	18
3.2.2 Samples	19
3.2.3 Sampling Methods	19
3.3 Data Collection	19
3.4 Research Instrument.....	20
3.5 Content Validity and Reliability.....	20
3.5.1 Content Validity	20
3.5.2 Reliability.....	21
3.6 Data Analysis	21
3.6.1 Descriptive Statistics.....	21
3.6.2 Inferential Statistics	22
CHAPTER IV ANALYSIS RESULTS	24
4.1 Research Finding (The Descriptive Statistics).....	24

4.1.1 Demographic Factors	24
4.1.2 Green Marketing	28
4.1.3 Environmental Awareness	29
4.1.4 Purchase Intention.....	29
4.2 Hypothesis Testing Result (Inferential Statistic)	30
4.2.1 Differences in Demographics Generate Differences in Quality of Work ...	30
4.2.2 The Influences of Green Marketing on Purchase Intention	32
4.2.3 The Influences of Environmental Awareness on Purchase Intention.....	34
CHAPTER V CONCLUSION	37
5.1 Conclusion	37
5.1.1 Demographic Factors	37
5.1.2 Green Marketing	37
5.1.3 Environmental Awareness	38
5.2 Discussion	38
5.2.1 Demographic Factors	38
5.2.2 Green Marketing	38
5.2.3 Environmental Awareness	39
5.3 Implications for Practice	39
5.3.1 Demographic Factors	39
5.3.2 Green Marketing	40
5.3.3 Environmental Awareness	40
5.4 Recommendations for Future Research	41
5.5 Limitations of the Study.....	42
REFERENCES.....	44
APPENDICES	49
BIOGRAPHY	56

LIST OF TABLES

	Page
Table 3.1 Distribution of IKEA Green Product Consumers in Select Cities	18
Table 4.1 The Frequency and Percent Frequency Classified by Demographic Factor	24
Table 4.2 The Frequency and Percent Frequency Classified by Gender and Age	25
Table 4.3 The Frequency and Percent Frequency Classified by Gender and Educational Background	26
Table 4.4 The Frequency and Percent Frequency Classified by Gender and Monthly Net Income.....	27
Table 4.5 The Frequency and Percent Frequency Classified by Gender and Location (City Life)	27
Table 4.6 Descriptive Statistics of Green Marketing	28
Table 4.7 Descriptive Statistics of Environmental Awareness	29
Table 4.8 Descriptive Statistics of Purchase Intention.....	29
Table 4.9 The Independent Samples t-test of the Gender Factor	30
Table 4.10 The One-Way ANOVA of Age	30
Table 4.11 The One-way ANOVA of Educational Background.....	31
Table 4.12 The one-way ANOVA of Monthly Net Income	32
Table 4.13 The One-way ANOVA of Location (City Life).....	32
Table 4.14 The Multiple Linear Regression Coefficients for the Influence of Green Marketing on Purchase Intention	33
Table 4.15 The Multiple Linear Regression Coefficients for the Influence of Environmental Awareness on Purchase Intention	34
Table 4.16 Summary Result on Hypothesis	35

LIST OF FIGURES

	Page
Figure 1.1 Research Framework.....	4



CHAPTER I

INTRODUCTION

1.1 Background and Statement of the Problem

1.1.1 Background of the Study

Under the backdrop of rapid globalization, the severity of environmental issues has grown, capturing the international community's attention. The challenges of climate change, resource depletion, and ecological destruction threaten the earth's environmental balance and directly affect human health and quality of life. As a strategy to address these environmental issues and promote harmonious social and economic growth, sustainable development has become a global consensus and a guiding action.

Green marketing has emerged as a strategy to address environmental challenges and promote sustainable consumption, gaining significant recognition from both enterprises and consumers. Green products, characterized by their reduced environmental impact and ability to meet consumers' ecological needs, reflect corporate social responsibility and have become an emerging market trend (Moslehpour et al., 2023). Consumers' acceptance of green products is influenced by various factors, among which demographics, green marketing strategies, and environmental awareness are key determinants of green consumption behavior.

Demographics, including age, gender, education level, and income, reveal consumers' fundamental characteristics and values, significantly impacting their tendency toward green consumption. Green marketing strategies, such as eco-friendly packaging, advertising, and product design, influence consumers' purchasing decisions by conveying environmental value and enhancing product appeal (Nekmahmud et al., 2022). Ecological awareness, as consumers' understanding and attitude towards environmental protection issues, is a crucial driving force for promoting green

consumption behavior.

However, challenges remain in the market acceptance of green products and consumers' purchase intentions. Effectively stimulating consumers' green consumption behavior has become key to optimizing green marketing strategies. This study explores how demographics, green marketing strategies, and environmental awareness influence consumers' purchase intentions for green products, providing a scientific basis for formulating and optimizing green marketing strategies based on empirical analysis.

Drawing on the research of Moslehpour et al. (2023), it is evident that perceived green value, attitude, and trust significantly influence green purchase intention. Additionally, perceived behavior control, consumer effectiveness, and subjective norms strongly impact green purchase intention. The study emphasizes the importance of environmental awareness in modulating the relationship between green marketing and customer purchase intention, suggesting that green marketing techniques should consider the target audience's ecological understanding.

1.1.2 Statement of the Problem

Based on the literature review above, green marketing, environmental awareness, and demographics are key factors influencing consumers' intention to purchase green products (Kaur B, 2022). These factors act independently in consumers' decision-making process and interact with one another, jointly shaping consumers' cognition and behavior toward green products.

However, most existing studies focus on exploring a single or several factors and lack an in-depth understanding of their combined influence mechanisms. While providing valuable insight, studies of single factors have failed to fully reflect the complexity of green consumption behavior (Nekmahmud M, 2020). Individual characteristics and factors such as social culture, economic conditions, and market environment influence green consumption behavior. Therefore, the single-factor

perspective may not fully explain the driving mechanism of green consumption or provide comprehensive guidance for optimizing green marketing strategies.

Moreover, existing studies have methodological limitations. Most studies use cross-sectional data and self-report methods, which can provide immediate insights into consumer attitudes and behavior but struggle to capture dynamic changes in the consumer decision-making process and the long-term effects of environmental factors. Future studies require more comprehensive methodologies, such as longitudinal study designs, experimental studies, and in-depth interviews, to provide a more thorough understanding of the complexity and dynamics of green consumer behavior (Shabbir, 2020).

Therefore, this study aims to systematically analyze how demographics, green marketing, and environmental awareness interact to influence consumers' purchase intention. This will provide a more comprehensive perspective and empirical basis for optimizing green marketing strategies and promoting green consumption behavior. By considering demographic diversity, innovation in green marketing strategies, and increased environmental awareness, this study explores how these factors influence consumers' perceptions, attitudes, and behaviors toward green products, providing theoretical support and practical guidance for the healthy development of the green market.

1.2 Research Questions

RQ1: How does the demographic factor influence consumer purchase intention?

RQ2: How does green marketing influence consumer purchase intention?

RQ3: How does environmental awareness influence consumer purchase intention?

1.3 Research Objectives

(1) To study the difference in demographic factors that have generated the difference in consumer purchase intention.

(2) To study the influence of green marketing on consumer purchase intention.

(3) To study the influence of environmental awareness on consumer purchase intention.

1.4 Research Framework

This study investigated three factors affecting consumers' intention to buy green products: demographics, green marketing, and environmental awareness. The analysis focused on the direct effects of green marketing and ecological awareness on consumer purchase intention. Based on observations of the market situation and data collected from the questionnaire survey, combined with previous literature, the researchers proposed the research framework shown in Figure 1.1.

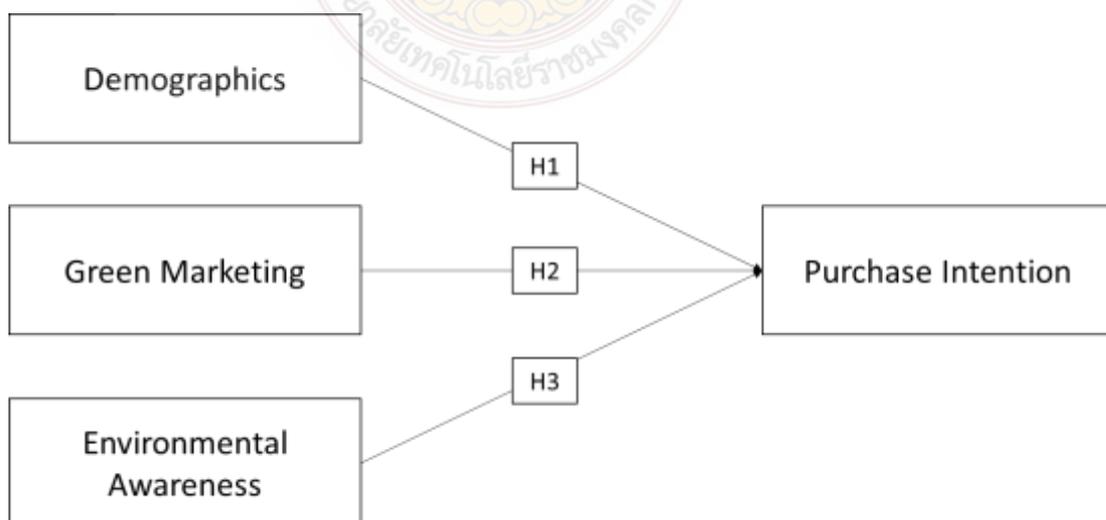


Figure 1.1 Research Framework

1.5 Research Hypothesis

Hypothesis 1: Differences in demographic factors generate differences in consumer purchase intention.

Hypothesis 2: Green marketing influence on consumer purchase intention.

Hypothesis 3: Environmental awareness affects consumer purchase intentions.

1.6 The Scope and Limitation of the Study

This study's scope is explicitly the green product market within the context of IKEA in Jinan, Shandong. It delves into the dynamics of consumer decision-making influenced by demographic characteristics, green marketing strategies, and environmental awareness. The aim is to elucidate the interplay among these factors and their collective influence on consumer behavior towards green products. The study encompasses a diverse demographic spectrum, including variations in age, gender, education, occupation, and income, to provide a holistic view of market demand and consumer behavior. Furthermore, it evaluates the effectiveness of various green marketing initiatives and the level of consumer environmental consciousness in fostering a green purchasing trend.

Despite the comprehensive approach, the study acknowledges several limitations. Firstly, while it broadly addresses demographic and attitudinal influences, it does not dissect the impact of specific product categories such as food, apparel, or electronics. The distinctive green attributes and market reception across product types could yield varied consumer responses, a dimension not fully explored in this research. Consequently, the findings may not encapsulate the nuances of all green product segments, suggesting a need for future studies to disaggregate product categories for a more granular analysis.

Secondly, reliance on questionnaire-based data introduces potential biases, such as self-reporting and sampling biases, that may compromise the objectivity and generalizability of the results. Efforts were made to mitigate these through random sampling and broad demographic inclusion, yet the inherent constraints of the method remain. The questionnaire's design and the data-collection environment could introduce additional variance, potentially affecting the study's accuracy.

Lastly, while rigorous data cleaning, outlier detection, and statistical testing were employed to bolster the data's integrity and analysis, the potential for unidentified errors is acknowledged. These could stem from data entry errors, analytical method constraints, or inaccurate model assumptions, potentially compromising the reliability and validity of the findings. Thus, the conclusions are best viewed as preliminary and require further substantiation through larger-scale studies that incorporate diverse data sources and sophisticated analytical techniques.

1.7 Definitions of Key Terms

1.7.1 Demographics

Demographics refers to an individual's age, gender, income level, educational background, and other characteristics. These factors influence consumers' values, lifestyles, and behavior patterns, thereby shaping their acceptance of green products (Yusifov & Akhundova, 2022).

1.7.2 Green Marketing

Green marketing refers to the process by which an enterprise delivers green value to consumers and promotes green products through strategies such as environmental protection, green product design, green packaging, and green advertising (Yao et al., 2024).

1.7.3 Environmental Awareness

Environmental awareness refers to the degree to which consumers are concerned about environmental problems, including pollution, resource waste, and ecological destruction, and their willingness to take environmental action (Li, 2021).

1.7.4 Purchase Intention

Purchase intention is the degree of consumer preference for a specific product or service before the purchase decision, reflecting consumers' tendencies in information collection, evaluation, and decision-making (Mei & Zhao, 2024).

1.8 The Benefits of the Study

1.8.1 Theoretical Significance

This study deepens understanding of green consumption behavior from a theoretical perspective, enriches the theoretical frameworks of green marketing and environmental psychology, and provides empirical support for the theoretical development of green consumption behavior.

1.8.2 Practical Significance

The research results can provide enterprises with an optimization direction for green marketing strategies, help them better understand target consumers, and design more effective green products and marketing strategies, thereby promoting the development of the green economy. At the same time, it provides policymakers with a basis for formulating policies and measures to encourage green consumption and promote the development of sustainable consumption patterns.

CHAPTER II

LITERATURE REVIEW

2.1 Related Theories

2.1.1 Demographics

Demography plays a central role in social science research, providing an essential perspective on social structure and consumption behavior by quantifying population characteristics, such as age, gender, education, and income (Yusifov, 2022). These data reveal the elemental composition of society and deeply reflect the demand preferences and behavioral tendencies of different groups, which is of guiding significance for formulating marketing strategies (Goerres, 2021).

2.1.1.1 Gender

In green consumption, gender disparities significantly influence purchasing choices (Yang, 2020). Females are inclined to have a greater affinity for green goods, a tendency rooted in societal expectations that hold women responsible for family health and environmental preservation (Witek, 2020). Nevertheless, as gender parity gains traction and society progresses, men's engagement in green consumption is rising. This transition symbolizes an evolution in gender role perceptions and underscores growing male cognizance and action regarding ecological issues (Zhang, 2020). Gender distinctions' imprint on green consumption shapes product design and marketing approaches and drives market responsiveness to multifaceted demands, thereby broadening the market horizon for environmentally conscious products.

2.1.1.2 Age

As a pivotal demographic factor, age substantially influences inclination towards and receptivity to green products. The younger demographic is more predisposed to embrace and purchase eco-friendly goods, a preference intricately tied

to the environmental education and values they assimilate during their developmental years (Mei et al., 2024). Younger consumers are inclined to prioritize sustainability and environmental stewardship, a mindset that not only shapes their purchasing behaviors but also fosters the emergence of green consumption trends. Conversely, consumers in the middle-aged and elderly cohorts may show diminished interest in green products, potentially due to economic constraints, entrenched consumption patterns, or a lack of comfort with new technologies. Nevertheless, acceptance of green products among the older demographic is on the rise, driven by greater societal awareness of environmental challenges and by their improved functional and economic viability.

2.1.1.3 Educational Background

A robust correlation between educational attainment and green consumption behavior is widely acknowledged. Highly educated consumers are more likely to exhibit heightened environmental consciousness and a predisposition to select eco-friendly products (Du, 2020). Education deepens consumers' understanding of ecological issues, strengthens their appreciation for the value of green goods, and motivates them to take proactive environmental action. The impact of education on green consumption is not confined to the individual level; instead, it catalyzes the diffusion of ecological preservation values through social network effects, laying a firm societal groundwork for the proliferation of green consumption.

2.1.1.4 Monthly Net Income

As a direct indicator of economic standing, income level exerts considerable influence over consumption patterns, particularly in the green consumption sphere. It is evident that consumers with higher incomes are more likely to opt for green products, a preference inextricably linked to their purchasing power and the quest for a high standard of living (Ma et al., 2024). Affluent groups prioritize product quality, health attributes, and sustainability over cost. However, under economic constraints, lower-income groups may emphasize product cost-effectiveness

over environmental characteristics. This observation underscores the need for green product marketing strategies to account for the consumption preferences of different income strata to achieve broader market penetration.

2.1.1.5 Location (city life)

The imprint of urbanization on green consumption behavior is noteworthy and cannot be overlooked. Urban dwellers demonstrate a preference for green consumption over their rural counterparts, a phenomenon inextricably tied to urban environmental protection policies, the accessibility of green products, and heightened environmental awareness among city residents (Xie et al., 2022). Urban settings offer superior access to eco-friendly goods and services. Moreover, the lifestyle and values of urbanites tend to align more closely with environmental stewardship and sustainability, thereby propelling the popularity of green consumption behavior. As the epicenter of economic and social activities, cities not only shape the market landscape for green consumption but also foster green consumption trends through policy guidance and the prevailing cultural milieu.

2.1.2 Green Marketing

Green marketing, as the embodiment of corporate social responsibility, aims to deliver green value to consumers and promote market adoption of green products through environmental protection concepts, green product design, green packaging, and green advertising strategies. Green marketing is not only a marketing strategy but also reflects enterprises' commitment to sustainable development and environmental protection.

2.1.2.1 Green Packaging

Green packaging, a pivotal component of green marketing strategies, significantly reduces resource depletion and environmental degradation while meeting consumers' growing demand for eco-friendly products (Shen & Qu, 2022). Using recyclable and biodegradable materials, green packaging minimizes the product's

ecological impact throughout its lifecycle, enhancing its green image in consumers' perceptions. Moreover, green packaging enhances product competitiveness, attracting consumers with a strong environmental conscience, thereby conferring economic advantages and strengthening brand reputation for enterprises.

2.1.2.2 Green Advertising

By disseminating the environmental benefits and green attributes of products, green advertising amplifies consumers' green consciousness and purchasing intent, serving as a cornerstone of green marketing strategies. It is elucidated that effective green advertising significantly elevates consumers' understanding and preference for green products, thereby catalyzing purchasing behavior (Zong, 2023). Green advertising conveys the positive environmental impacts of products and ignites consumers' purchasing desire through emotional connection and value alignment. However, green advertising faces challenges of credibility and transparency, necessitating the assurance of information authenticity and accuracy to prevent greenwashing and maintain consumer trust and market integrity.

2.1.2.3 Green Product Design

Aiming to reduce the environmental footprint throughout the product's lifecycle, green product design is a core component of green marketing. Underscore that innovative green design augments the environmental performance of products and furnishes consumers with healthier and more sustainable lifestyle alternatives (Yao et al., 2024). Green product design embodies efficient resource utilization, waste minimization, and extended product longevity to fulfill consumer needs while alleviating environmental strain. Green product design innovation drives technological advancement and offers a broader range of high-quality green options for consumption, catalyzing the growth of the green market.

2.1.3 Environmental Awareness

Environmental awareness is consumers' perception of environmental

problems, including concerns about environmental pollution, resource waste, and ecological destruction, as well as the willingness to take environmental action. Improving environmental awareness not only affects individuals' consumption behavior but also promotes widespread public attention to ecological issues.

2.1.3.1 Environmental Education

Environmental education is a critical pathway to enhancing public environmental awareness. Demonstrates that environmental education effectively bolsters personal comprehension of environmental issues, catalyzing a readiness to engage in environmental actions. By imparting scientific knowledge and nurturing environmental values and skills, environmental education fosters individual and societal participation in environmental preservation (Yao, 2024). The dissemination of environmental education enhances public awareness of environmental conservation and lays a robust foundation for cultivating green consumption through inculcating environmental behavior patterns.

2.1.3.2 Media Influence

The media plays a significant role in shaping public environmental awareness. To further elucidate, media coverage of environmental challenges has heightened public attention to environmental crises and facilitated the dissemination of ecological conservation behaviors. As an information dissemination platform, the media has thrust ecological issues into the public spotlight through news reports, special features, and social media, spurring societal discourse and action on environmental matters (Li, 2021). The media's influence is manifest not solely in the scope and depth of information dissemination but also in promoting the socialization and standardization of environmental protection behaviors through emotional resonance and value formation.

2.1.3.3 Social Norms

Social norms exert a substantial sway over individual environmental

behaviors. Individuals adhere to these norms when society endorses environmental behaviors, manifesting heightened ecological awareness and actions (Guo & Yu, 2018). Social norms facilitate the popularization and internalization of ecological protection behaviors through social endorsement and social pressure. Undergirded by social norms, ecological protection behaviors have progressively evolved into a shared societal value, intensifying personal responsibility towards environmental protection and propelling the emergence and evolution of green consumption behaviors through social demonstration effects.

2.1.4 Consumer Purchase Intention

Informational intent, often the initial phase of the customer journey, is the pivotal point where potential customers begin their quest for knowledge about a product or service. This stage is crucial, as it sets the foundation for subsequent interactions and can significantly influence purchase intention. Consumers at this stage are typically in the exploration phase, seeking to understand the offerings' features, benefits, and potential drawbacks (Suo & Nasir, 2024). In informational intent, marketing strategies should focus on educating and engaging the audience. Educational content, such as detailed product descriptions, comparison charts, and informative videos, plays a critical role. These resources help potential customers make informed decisions, fostering trust and increasing the likelihood of a future purchase. Addressing common concerns and questions through FAQs and customer reviews can also alleviate doubts and enhance the brand's credibility.

Navigational intent represents the customer's desire to locate a specific website or online location. This intent often arises when a consumer has narrowed their options and is ready to engage more deeply with a particular brand or product. At this stage, the focus shifts from broad information gathering to targeted exploration (Paz et al., 2024). To capitalize on navigational intent, brands must ensure that their online presence is easily accessible and user-friendly. A well-designed website with a

straightforward navigation structure is essential. It should be intuitive for users to find the information they need, whether it's product details, contact information, or purchasing options. Tools like search bars, category filters, and a prominent call to action can streamline the user experience, guiding potential customers toward purchase.

When consumers reach the commercial intent stage, they actively consider a purchase. They seek specific details such as product availability, pricing, and customer reviews. This phase marks the transition from passive interest to active engagement and is often the decisive moment in the customer journey. At this juncture, businesses must provide a compelling value proposition. Pricing transparency, special offers, and detailed product information can tip the scales in favor of purchase (Rütelioné & Bhutto, 2024). High-quality product images, comprehensive specifications, and clear return policies are also crucial. Engaging with potential customers through personalized marketing, such as targeted ads and email campaigns, can further nudge them toward making a decision.

Transactional intent is the final phase where the customer is ready to purchase. This stage is characterized by searching for the best deal, adding items to the cart, and proceeding to check out. Here, the focus shifts from marketing to facilitating a smooth transaction (Wistedt, 2024). Companies must ensure a seamless checkout process to optimize the transactional intent phase. This includes offering multiple payment options, minimizing the number of form fields, and providing clear shipping and delivery information. A streamlined experience reduces cart abandonment rates and enhances customer satisfaction. Additionally, follow-up emails or thank-you messages can encourage repeat purchases and build customer loyalty.

2.2 Related Studies

2.2.1 Demographics

Demographics, including age, gender, education level, income, and residence, significantly impact consumers' intentions to purchase green products. Age, as a significant variable, shows that younger generations tend to spend more on green products, which is closely related to their environmental education and pursuit of a sustainable lifestyle (Zhan & Wang, 2018). In contrast, the green consumption willingness of middle-aged and elderly consumers is influenced by economic conditions and consumption habits. However, as environmental awareness spreads, this group's desire to consume green products also gradually increases. Green consumption reveals pronounced gender differences, with female consumers showing a stronger preference, potentially due to societal roles and expectations. With improvements in gender equality, male consumers' participation in green consumption has also increased (Sha et al., 2017).

There is a positive correlation between education level and green consumption behavior. Individuals with higher levels of education are more likely to have strong environmental awareness and a tendency toward green consumption (Qiu, 2015). Income level, as a direct reflection of economic conditions, substantially impacts green consumption behavior. High-income groups are more likely to choose green products, whereas middle- and low-income groups may prioritize cost performance over environmental attributes (Zou, 2022). The impact of residence on green consumption cannot be overlooked. Urban residents prefer green consumption more strongly than rural residents, which is closely tied to urban environmental protection policies and lifestyles (Liu, 2016).

2.2.2 Green Marketing

Green marketing strategies, including green packaging, advertising, and product design, significantly improve market acceptance of green products and

consumer green consumption behavior. It is stressed that green packaging not only reduces resource consumption and environmental pollution but also meets consumers' demand for environmentally friendly products and enhances market competitiveness (Tao et al., 2024). Moreover, green advertising enhances consumers' environmental awareness and purchasing motivation, which is a key strategy for promoting green consumption (Huang & Zhou, 2024). Additionally, it is emphasized that green product design considers the efficient use of resources and the reduction of waste, provides consumers with a healthier and more sustainable lifestyle choice, and is a core element of green marketing (Zhang et al., 2024).

2.2.3 Environmental Awareness

Environmental awareness, the degree of consumers' understanding of environmental problems, is a critical factor influencing green consumption behavior. It is shown that environmental education and media publicity can effectively enhance personal awareness of environmental issues and stimulate their willingness to take environmental actions, thereby promoting green consumption (Wu & Liao, 2024). It is also noted that social norms significantly influence individuals' environmental behaviors; when society advocates environmental behaviors, individuals are more likely to conform to these norms, demonstrating greater environmental awareness and the ability to act (Li, 2024). Enhancing environmental awareness influences individuals' consumption behavior and facilitates widespread social attention and discussion of environmental issues.

2.2.4 Consumer Purchase Intention

As a core concept in consumer behavior research, purchase intention reflects a consumer's preference for a specific product or service before the purchase decision. It is revealed that demographics, green marketing, and environmental awareness jointly influence consumers' purchase intentions (Lu & Xie, 2024), with demographics such as age, gender, education level, and income significantly impacting

cognition and preference for green products. It is stressed that the green marketing strategy enhances the market competitiveness of green products and promotes consumers' purchase intention through green packaging, advertising, and product design (Lu, 2023). Promoting environmental awareness through education, media, and normative mechanisms further strengthens consumers' preference for green products and propels the development of green consumption behavior. It is noted that purchase intention is jointly influenced by personal values, product attributes, and marketing strategies, serving as a critical link between consumer cognition and behavior (Hu, 2023).



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This study focused on influencing consumers' purchase of IKEA green products. Based on this study's motivation, background, and objectives, the study aimed to investigate the influence of demographic factors, green marketing, and environmental awareness. This study employed a quantitative method using a questionnaire survey.

3.2 Research Sample

3.2.1 Population

The population consisted of consumers who purchased IKEA green products in China and had prior experience buying them. Because this population is difficult to count, suppose it is infinite.

Table 3.1 Distribution of IKEA Green Product Consumers in Select Cities

Name of IKEA Location	Sample Size	Number of Consumers with Purchase Experience	
		N	%
IKEA Beijing	1875	400	100%

Note: The percentages were recalculated based on the new total number of consumers with purchase experience (N=400). Sample sizes were determined based on stratified random sampling to capture a diverse consumer demographic.

Table 3.1 illustrates the distribution of consumers who have purchased

green products from IKEA across five major cities in China. The total number of consumers was capped at 400 to reflect the updated requirements. The sample sizes were allocated to each town using stratified random sampling, ensuring diversity and representation in the study.

3.2.2 Samples

The field buyers of IKEA products were randomly selected as samples in China. Since the population is infinite, according to Yamene (1967), the sample size should be at least 400. The 400 questionnaires were designed to provide a critical mass of responses that can offer deeper insights into consumer behaviors and attitudes towards IKEA's green products while accommodating potential data loss due to non-response or incomplete responses.

3.2.3 Sampling Methods

This study employed convenience sampling. This method ensured the diversity and representativeness of the samples and provided a solid foundation for the reliability of data analysis and conclusions. The sample was randomly selected to eliminate any bias in the selection process, ensuring that the study's findings represent the broader consumer population interested in IKEA's green product offerings. Random selection was a fundamental aspect of the study's methodology, safeguarding the integrity and objectivity of the research.

3.3 Data Collection

Data for this study were collected through an offline survey. The survey questionnaire was designed to gather information on various aspects such as demographics, green marketing, environmental awareness, and purchase intention, using the "face-to-face" questionnaire. Potential participants accessed the survey via a web link or other convenient online method that allows respondents to complete the

questionnaire electronically.

3.4 Research Instrument

This study explored the relationships between demographics, green marketing, environmental awareness, and purchase intention.

This study employed a questionnaire survey as the research tool. A questionnaire survey is a method in which researchers utilize controlled scales to investigate issues and acquire reliable information. The process involves constructing the final questionnaire and distributing and collecting it via web links. The questionnaire comprised five main sections: demographics (part 1), green marketing (part 2), environmental awareness (part 3), and purchase intention (part 4). The details of this questionnaire are shown in Appendix 1.

3.5 Content Validity and Reliability

3.5.1 Content Validity

The questionnaire's validity was tested using IOC (Item-Objective Congruence), a quantitative method that measures content experts' judgments of the items to assess the fit between the test items and the normative table. Three experts, including university professors from three different colleges, examined the content validity. The content and measurement of the questions were evaluated to ensure they covered the study and were completed. Experts were required to rate the questionnaire as follows.

+1 The question is consistent with the content of the measurement objective.

-1 The question is not consistent with the content of the measurement objective.

The results of all expert evaluations are used to calculate the IOC index according to the formulas of Rovinelli and Hambleton (1977) as follows:

$$\text{IOC} = \Sigma R/N$$

ΣR = total rating score from all experts for each question

N = number of experts.

If the calculated IOC index is greater than or equal to 0.5, the questions are considered to be measured in accordance with the research objectives. Therefore, the questions were chosen. If any question does not meet the 0.5 criterion and must be used, it was revised again based on expert advice. The details of these IOC results are shown in Appendix 2.

3.5.2 Reliability

Before the formal distribution of the questionnaire, a reliability test was conducted with 30 participants to assess the consistency and stability of the questionnaires used in this study. Cronbach's alpha coefficient was calculated to evaluate the internal consistency of the scales. Hair et al. (2010) state that a Cronbach's alpha value above 0.70 indicates acceptable reliability. The details of this reliability test are shown in Appendix 3.

3.6 Data Analysis

This study applied both descriptive and inferential statistical methods. The details of which are as follows.

3.6.1 Descriptive Statistics

This study used absolute and percent frequencies to present the demographic factor. To analyze data on green marketing, environmental awareness, and consumer purchase intention, this study used absolute frequency, percent frequency, arithmetic mean, and standard deviation.

For the arithmetic mean, the results for green marketing, environmental awareness, and consumer purchase intention are not precisely equal to the discrete numbers (1, 2, 3, 4, and 5) used in the questionnaires. It was calculated as a continuous number with a decimal, to be interpreted in relation to the objectives of the questionnaires. According to Best (1970), the criteria for interpreting these means are as follows.

The arithmetic mean of 1.00–1.50 is in the strongly disagree level.

The arithmetic mean of 1.51–2.50 is in the disagree level.

The arithmetic mean of 2.51–3.50 is in the neutral level.

The arithmetic mean of 3.51–4.50 is in the agree level.

The arithmetic mean of 4.51–5.00 is in the strongly agree level.

However, in this study, the criterion for interpreting the various means was designed to cover all possibilities of results, including infinite digits, not only two digits, as mentioned above. To calculate the mean of the continuous data, there was no gap between the upper-class limit of the first class and the lower limit of the second class. That was, the upper-class limit of the first class should be the same as the lower limit of the second class (Weiers, 2008).

Hence if:

The arithmetic mean is 1, but less than 1.5 is strongly disagree.

The arithmetic mean is 1.5, but values below 2.5 are at the disagree level.

The arithmetic mean is 2.5, which is less than 3.5 and is at the neutral level.

The arithmetic mean is 3.5, which is below the agreed level of 4.5.

The arithmetic mean is 4.5; if it is less than or equal to 5, it is at the 'strongly agree' level.

3.6.2 Inferential Statistics

In inferential statistics, numerous tests were applied depending on the hypothesis.

H1: Differences in demographics generate differences in consumer purchase intention.

- The independent samples t-test is used for gender.
- One-way ANOVA is applied for age, educational background, monthly net income, and location (city life).

H2: Green marketing positively influences consumer purchase intention.

- Multiple linear regression analysis is applied.

H3: Environmental awareness positively influences consumer purchase intention

- Multiple linear regression analysis is applied.



CHAPTER IV

ANALYSIS RESULTS

4.1 Research Finding (The Descriptive Statistics)

4.1.1 Demographic Factors

One-Factor Analysis

Table 4.1 The Frequency and Percent Frequency Classified by Demographic Factor

Demographic Factor	Classification	Frequency	Percent
Gender	Male	203	50.75
	Female	197	49.25
Age	Under 20	23	5.75
	20-25	92	23.00
	26-35	193	48.25
	36-45	92	23.00
Educational Background	High School	50	12.50
	Diploma / Certificate	60	15.00
	Bachelor's Degree	165	41.25
	Master's Degree	89	22.25
	Doctoral Degree	36	9.00
Monthly Net Income	Under 6,000 RMB	137	34.25
	6,000 - 8,000 RMB	87	21.75
	8,001-10,000 RMB	91	22.75
	10,001-12,000 RMB	53	13.25
	Above 12000 RMB	32	8.00
Location (City Life)	South China	172	43.00
	North China	106	26.50
	East China	87	21.75
	Central China	13	3.25
	The other area of China	22	5.50
	Total		400

Table 4.1 presents the demographic characteristics of the respondents,

classified by gender, age, educational background, monthly net income, and location. The gender distribution is nearly balanced, with 50.75% male (203 respondents) and 49.25% female (197 respondents). In terms of age, the majority of respondents (48.25%) fall within the 26–35 age group, while smaller proportions are observed in the under-20 and 36–45 age groups, each comprising 5.75% and 23.00%, respectively.

Regarding educational background, the highest representation is from individuals with a bachelor's degree (41.25%), followed by master's degree holders (22.25%). Respondents with doctoral degrees account for 9.00%, while those with a high school education or diploma/certificate represent smaller segments at 12.50% and 15.00%, respectively.

The monthly net income distribution shows that the largest proportion of respondents earns under 6,000 RMB (34.25%). Other income groups, such as 6,000–8,000 RMB, 8,001–10,000 RMB, and above 12,000 RMB, represent 21.75%, 22.75%, and 8.00%, respectively. Geographically, respondents are predominantly located in South China (43.00%) and North China (26.50%), with fewer from East China (21.75%), Central China (3.25%), and other areas (5.50%).

Two-Factor Analysis

Table 4.2 The Frequency and Percent Frequency Classified by Gender and Age

	Gender	Age				Total
		Under 20	20-25	26-35	36-45	
Male	Frequency	11	39	102	51	203
	Percent	2.75%	9.75%	25.50%	12.75%	50.75%
Female	Frequency	12	53	91	41	197
	Percent	3.00%	13.25%	22.75%	10.25%	49.25%
Total	Frequency	23	92	193	92	400
	Percent	5.75%	23.00%	48.25%	23.00%	100.00%

Table 4.2 presents the frequency and percentage distributions of respondents by gender and age. Among male respondents, who comprise 50.75% of the

total sample, the largest proportion (25.50%) falls within the 26–35 age group, followed by 12.75% in the 36–45 age group, 9.75% in the 20–25 age group, and 2.75% under 20 years. Similarly, among female respondents, who account for 49.25% of the sample, the majority (22.75%) are within the 26–35 age group, followed by 10.25% in the 36–45 age group, 13.25% in the 20–25 age group, and 3.00% under 20 years. This distribution highlights that the 26–35 age group is the most represented among both genders, ensuring a balanced demographic distribution for further analysis.

Table 4.3 The Frequency and Percent Frequency Classified by Gender and Educational Background

		Educational Background					Total
		High School	Diploma / Certificate	Bachelor's Degree	Master's Degree	Doctoral Degree	
Male	Frequency	21	26	94	46	16	203
	Percent	5.25%	6.50%	23.50%	11.50%	4.00%	50.75%
Female	Frequency	9	34	71	43	20	197
	Percent	7.25%	8.50%	17.75%	10.75%	5.00%	49.25%
Total	Frequency	50	60	165	89	36	400
	Percent	12.50%	15.00%	41.25%	22.25%	9.00%	100.00%

From Table 4.3, it can be seen that the frequency and percentage distribution of respondents are classified by gender and educational background. Among male respondents, who constitute 50.75% of the total sample, the most significant proportion (23.50%) holds a bachelor's degree, followed by 11.50% with a master's degree, 6.50% with a diploma/certificate, 5.25% with a high school education, and 4.00% with a doctoral degree. Similarly, among female respondents, who make up 49.25% of the sample, the majority (17.75%) also possess a bachelor's degree, followed by 10.75% with a master's degree, 8.50% with a diploma/certificate, 7.25% with a high school education, and 5.00% with a doctoral degree.

Table 4.4 The Frequency and Percent Frequency Classified by Gender and Monthly Net Income

Gender		Monthly Net Income					Total
		Under 6,000 RMB	6,000- 8,000 RMB	8,001- 10,000 RMB	10,001- 12,000 RMB	Above 12000 RMB	
Male	Frequency	73	37	51	21	21	203
	Percent	18.25%	9.25%	12.75%	5.25%	5.25%	50.75%
Female	Frequency	64	50	40	32	11	197
	Percent	16.00%	12.50%	10.00%	8.00%	2.75%	49.25%
Total	Frequency	137	87	91	53	32	400
	Percent	34.25%	21.75%	22.75%	13.25%	8.00%	100.00%

Table 4.4 presents the frequency and percentage distributions of respondents by gender and monthly net income. Among male respondents, who comprise 50.75% of the total sample, the largest proportion (18.25%) earn under 6,000 RMB, followed by 12.75% earning 8,001–10,000 RMB, 9.25% earning 6,000–8,000 RMB, and smaller percentages earning 10,001–12,000 RMB (5.25%) and above 12,000 RMB (5.25%). Similarly, among female respondents, who constitute 49.25% of the sample, the majority (16.00%) also earn under 6,000 RMB, followed by 12.50% earning 6,000–8,000 RMB, 10.00% earning 8,001–10,000 RMB, and smaller proportions earning 10,001–12,000 RMB (8.00%) and above 12,000 RMB (2.75%).

Table 4.5 The Frequency and Percent Frequency Classified by Gender and Location (City Life)

Gender		Location (City Life)					Total
		South China	North China	East China	Central China	The other Area of China	
Male	Frequency	88	58	42	4	11	203
	Percent	22.00%	14.50%	10.50%	1.00%	2.75%	50.75%
Female	Frequency	84	48	45	9	11	197

		Location (City Life)					
Genderm		South	North	East	Central	The other	Total
		China	China	China	China	Area of China	
Total	Percent	21.00%	12.00%	11.25%	2.25%	2.75%	49.25%
	Frequency	172	106	87	13	22	400
	Percent	43.00%	26.50%	21.75%	3.25%	5.50%	100.00%

Table 4.5 presents the frequency and percentage distribution of respondents classified by gender and location (city life). Among male respondents, who account for 50.75% of the total sample, the most significant proportion (22.00%) resides in South China, followed by 14.50% in North China, 10.50% in East China, and smaller percentages in Central China (1.00%) and other areas of China (2.75%). Similarly, among female respondents, who represent 49.25% of the sample, the majority (21.00%) also reside in South China, followed by 12.00% in North China, 11.25% in East China, 2.25% in Central China, and 2.75% in other areas.

4.1.2 Green Marketing

Table 4.6 Descriptive Statistics of Green Marketing

	Mean	Std. Deviation	Meaning	Ranking
Green Packaging	3.2225	.96971	Neutral	1
Green Advertising	3.2100	.97893	Neutral	3
Green Product Design	3.2175	.98622	Neutral	2
Green Marketing	3.2225	.95145	Neutral	

Table 4.6 presents the descriptive statistics for the dimensions of green marketing, highlighting their perceived importance in influencing purchase intention as outlined in the framework. Green packaging shares the highest mean value of 3.2225, indicating that respondents have a neutral perception of these factors. The standard deviation for green packaging (0.96971) suggests relatively consistent agreement among respondents. Green product design ranks second with a mean of 3.2175 and a

standard deviation of 0.98622, reflecting a similarly neutral perception but with slightly higher variability. Green advertising, while also within the neutral range, has the lowest mean score of 3.2100 and a standard deviation of 0.97893, indicating it may have the least influence among the green marketing dimensions.

4.1.3 Environmental Awareness

Table 4.7 Descriptive Statistics of Environmental Awareness

	Mean	Std. Deviation	Meaning	Ranking
Environmental Education	3.1850	.98397	Neutral	2
Media Influence	3.1800	.99754	Neutral	3
Social Norms	3.2075	.97561	Neutral	1
Environmental Awareness	3.1950	.96140	Neutral	

From Table 8, the descriptive statistics for environmental awareness dimensions show that respondents perceive all factors as neutral. Among the dimensions, social norms rank the highest with a mean of 3.2075 and a standard deviation of 0.97561, suggesting a relatively stable perception among respondents. Environmental education follows with a mean of 3.1850 and a standard deviation of 0.98397, highlighting its importance in raising awareness. Media influence ranks third, with a mean of 3.1800 and the highest standard deviation of 0.99754, reflecting slightly more variability in responses. Respondents consistently agree on environmental awareness, with a mean score of 3.1950 and a standard deviation of 0.96140.

4.1.4 Purchase Intention

Table 4.8 Descriptive Statistics of Purchase Intention

	Mean	Std. Deviation	Meaning
Purchase Intention	3.8900	1.11625	Agree

Table 4.8 provides the descriptive statistics for purchase intention. The mean purchase intention score is 3.8900, indicating that respondents generally agree with the statements regarding their intention to purchase IKEA green products. The

standard deviation is 1.11625, suggesting moderate variability in responses.

4.2 Hypothesis Testing Result (Inferential Statistic)

4.2.1 Differences in Demographics Generate Differences in Quality of Work

(1) Differences in Gender Generate Differences in Purchase Intention.

$$H_0: \mu_1 = \mu_2$$

$$H_a: \mu_1 \neq \mu_2$$

Table 4.9 The Independent Samples t-test of the Gender Factor

Factor	Gender	N	Mean	SD	t-test	f	Sig.
Quality of Work	Male	203	4.1468	.91171	3.696	98	.000*
	Female	197	3.7624	1.15069			

From Table 4.9, the p-value for the quality of work is 0.000, which is greater than the critical value of 0.05. Therefore, H_0 is rejected, indicating that gender differences do not result in significant differences in the perceived purchase intention.

(2) Differences in Age Generate Differences in Purchase Intention

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4$$

$$H_i: \mu_i \neq \mu_j \text{ for at least one pair } (i \neq j).$$

Table 4.10 The One-Way ANOVA of Age

	Sum of Squares	df	Mean Square	f	Sig.
Between Groups	5.874	3	1.958	1.777	.151
Within Groups	436.324	396	1.102		
Total	442.197	399			

From Table 4.10, the one-way ANOVA results show a p-value of 0.151, which is greater than the 0.05 critical value. Therefore, H₀ is accepted, indicating that there are no significant differences in perceived work quality across age groups. The F-value is 1.777, with 3 degrees of freedom between groups and 396 within groups, supporting this conclusion.

(3) Differences in Educational Background Generate Differences in the Quality of Work

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$$

$$H_1: \mu_i \neq \mu_j \text{ for at least one pair } (i \neq j).$$

Table 4.11 The One-way ANOVA of Educational Background

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.976	4	.744	.669	.614
Within Groups	439.221	395	1.112		
Total	442.198	399			

From Table 4.11, the one-way ANOVA results indicate a p-value of 0.614, which is greater than the critical value of 0.05. Therefore, H₀ is accepted, showing no significant differences in the perceived quality of work across different educational backgrounds. The F-value is 0.669.

(3) Differences in Monthly Net Income Generate Differences in Purchase Intention.

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$$

$$H_1: \mu_i \neq \mu_j \text{ for at least one pair } (i \neq j).$$

Table 4.12 The one-way ANOVA of Monthly Net Income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.333	4	.333	.299	.879
Within Groups	440.864	395	1.116		
Total	442.198	399			

From Table 4.12, the one-way ANOVA results indicate a p-value of 0.879, which is greater than 0.05. Therefore, H₀ is accepted, showing no significant differences in the perceived quality of work across different monthly net income groups. The F-value is 0.299.

(4) Differences in Location (City Life) Generate Differences in Purchase Intention.

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$$

$$H_i: \mu_i \neq \mu_j \text{ at least one pair where } i \neq j.$$

Table 4.13 The One-way ANOVA of Location (City Life)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.174	4	1.793	1.628	.166
Within Groups	435.024	395	1.101		
Total	442.197	399			

From Table 4.13, the one-way ANOVA results indicate a p-value of 0.166, which is greater than 0.05. Therefore, H₀ is accepted, suggesting that there are no significant differences in the perceived quality of work across different locations (city life). The F-value is 1.628.

4.2.2 The Influences of Green Marketing on Purchase Intention

To examine the influence of green marketing on purchase intention, this study employs three types of multiple linear regression analyses.

(1). The Multiple Linear Regression Analysis

$$H_0: \beta_i = 0$$

$$H_a: \beta_i \neq 0 \quad (i=1, 2, 3)$$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

Where Y = Purchase Intention

X1 = Green Packaging

X2 = Green Advertising

X3 = Green Product Design

The results from the study are shown in Table 15 and expressed in terms of equation (1).

$$Y = 1.660 + .028X_1 + .333X_2 + .354X_3$$

$$= (.000) (.834) \quad (.015) \quad (.002)$$

$$\text{Adjusted } R^2 = 0.364$$

Table 4.14 The Multiple Linear Regression Coefficients for the Influence of Green Marketing on Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.660	.160		10.376	.000*
6. Green Packaging	.028	.135	.024	.210	.834
7. Green Advertising	.333	.136	.285	2.444	.015*
8. Green Product Design	.354	.114	.311	3.089	.002*

a. Dependent Variable: Purchase Intention

According to Table 4.14, green product design ($p = 0.002$) and green advertising ($p = 0.015$) significantly influence purchase intention, with green product design having the strongest impact (Beta = 0.311). Green packaging ($p = 0.834$) shows no significant effect. These findings highlight the importance of product design and

advertising in green marketing.

4.2.3 The Influences of Environmental Awareness on Purchase Intention

To examine the influence of environmental awareness on purchase intention, this study employs three types of multiple linear regression analyses.

(2) The Multiple Linear Regression Analysis

$$H_0: \beta_i = 0$$

$$H_a: \beta_i \neq 0 \text{ (} i=1, 2, 3 \text{)}$$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

Where Y = Purchase Intention

X1 = Environmental Education

X2 = Media Influence

X3 = Social Norms

The results from the study are shown in Table 16 and expressed in terms of equation (1).

$$Y = 1.687 + .469X_1 + .397X_2 - .156X_3$$

$$= (.000) \text{ (.000)} \text{ (.003)} \text{ (.296)}$$

$$\text{Adjusted } R^2 = 0.368$$

Table 4.15 The Multiple Linear Regression Coefficients for the Influence of Environmental Awareness on Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.687	.159		10.641	.000*
9. Environmental Education	.469	.129	.407	3.627	.000*
10. Media Influence	.397	.131	.343	3.038	.003*
11. Social Norms	-.156	.149	-.134	-1.045	.296

a. Dependent Variable: Purchase Intention

From Table 4.15, environmental education ($p = 0.000$, Beta = 0.407) and media influence ($p = 0.003$, Beta = 0.343) significantly influence purchase intention, with environmental education having the most substantial impact. Social norms ($p = 0.296$) show no significant effect. These results emphasize the importance of education and media in shaping purchase intention related to environmental awareness.

Table 4.16 Summary Result on Hypothesis

	Not Reject H_0	Reject H_0
Hypothesis 1		
Gender		√
Age	√	
Educational Background	√	
Monthly Net Income	√	
Location (City Life)	√	
Hypothesis 2		
Green Packaging	√	
Green Advertising		√
Green Product Design		√
Hypothesis 3		
Environmental Education		√
Media Influence		√
Social Norms	√	

Table 4.16 presents the summary of hypothesis testing results. For Hypothesis 1, gender significantly influences purchase intention, leading to the rejection of H_0 , whereas age, educational background, monthly net income, and location (city life) do not show significant effects; thus, H_0 is not rejected for these variables.

Regarding Hypothesis 2, both green advertising and green product design demonstrate a significant positive influence on purchase intention, leading to the rejection of H_0 for both. However, green packaging does not significantly influence purchase intention, and H_0 is not rejected for this dimension.

For Hypothesis 3, environmental education and media influence are identified as significant factors affecting purchase intention, thereby rejecting H_0 . In contrast, social norms have little effect, and H_0 is not dismissed. These findings highlight the critical roles of gender, green advertising, green product design, environmental education, and media influence in shaping purchase intention. In contrast, other variables, such as green packaging and social norms, show no significant impact.



CHAPTER V

CONCLUSION

5.1 Conclusion

5.1.1 Demographic Factors

The results of the hypothesis testing revealed that most demographic factors, including gender ($t = -0.342$, $p = 0.732$), age ($F = 0.579$, $p = 0.629$), and educational background ($F = 0.903$, $p = 0.462$), did not have a statistically significant impact on purchase intention. However, income per month ($F = 2.515$, $p = 0.041$) and residence location ($F = 30.939$, $p < 0.001$) demonstrated significant influence. These findings suggest that income and residence location are key determinants of purchase intention. At the same time, other demographic characteristics do not play a critical role in shaping consumer behavior for green products. This indicates that purchasing decisions may rely less on traditional demographic markers and more on financial capability and regional market dynamics.

5.1.2 Green Marketing

The analysis of green marketing factors—green packaging (Beta = -0.127 , $p = 0.085$), green advertising (Beta = 0.053 , $p = 0.480$), and green product design (Beta = 0.052 , $p = 0.487$)—revealed no statistically significant influence on purchase intention. The overall regression model ($R = 0.086$, $R^2 = 0.007$, $p = 0.394$) further confirmed the lack of meaningful impact from green marketing practices in this context. This suggests that green marketing, as operationalized in this study, may not effectively drive purchase intentions for environmentally friendly products. Potential reasons could include insufficient awareness, lack of resonance with consumer values, or perceived inconsistencies in marketing claims.

5.1.3 Environmental Awareness

Environmental awareness factors, including environmental education (Beta = 0.053, $p = 0.466$), media influence (Beta = 0.022, $p = 0.774$), and social norms (Beta = -0.089, $p = 0.220$), also failed to show a significant relationship with purchase intention. The overall regression model ($R = 0.064$, $R^2 = 0.004$, $p = 0.91018$) indicates that these predictors do not significantly explain variance in purchase intention. These findings suggest that while environmental awareness may influence broader attitudes and behaviors, it does not directly translate to higher purchase intention for green products.

5.2 Discussion

5.2.1 Demographic Factors

It was identified that gender, age, and education do not influence purchase intention, while income and residence location do. These results suggest that cash availability and the competitive environment may have a greater influence on green product consumption than basic demographics.

For example, consumers with higher incomes are likely to spend more and be more motivated to support sustainability; regional price differentials may be attributed to cultural differences or to differences in product accessibility for customers. The finding that age and education have no moderating effect on green product appeal implies that green product appeal is roughly similar across these segments. Future studies must investigate how local factors and economic conditions affect purchasing behavior.

5.2.2 Green Marketing

In this study, green marketing did not substantially affect participants, despite the assumption that it would influence consumers' purchase intentions.

This result is inconsistent with the previous literature, which shows that popularizing green marketing is crucial for fostering environmentally conscious consumers. Another possibility is that the green marketing strategies explored here, including packaging, advertising, and product design used by the firms, may not have been well communicated to the consumers; in other words, consumers felt the green marketing was insincere or misleading. On the other hand, consumers may place greater value on other aspects of a product, such as price or quality, rather than a green label. This evidence suggests that marketers should improve the credibility and emotional appeal of green marketing communications while maintaining relevance to consumer concerns and preferences.

5.2.3 Environmental Awareness

Another surprising finding is the limited impact of environmental awareness factors. Environmental education, media interviews, and, more importantly, influence from social groups are significant prompts identified as capable of sparking an inclination to make pro-environmental purchases. This limitation could be due to green fatigue, implying that the consumer is oversaturated with environmental or conservation messages, or to apathy about the impact they can have in bringing about change. Furthermore, marketing ecological awareness can turn it into a commercial product, which may diminish its significance. More research is needed to understand how these environmental values can be translated into consumer behavior change interventions and effective appeals.

5.3 Implications for Practice

5.3.1 Demographic Factors

The substantial impact of income and place of residence on purchase intention is informative for businesses. Income differentiation should be a significant

consideration in how a firm initially develops and sets prices for its products, making them easily accessible to low-income earners while also providing high-income earners with value for their money. Moreover, segmenting the target markets by geography might also improve other marketing efforts. For instance, environmental campaigns in regions with high levels of environmental activism should emphasize its benefits. At the same time, those in less sensitive areas should use more motivation and show the positive effects of green products. Companies can also partner with local organizations to support regional environmental issues and gain local approval.

5.3.2 Green Marketing

The lack of a significant impact on green marketing does not reduce its relevance. Instead, it points to the need for more effective and relevant marketing in this setting. Therefore, to enhance social acceptance, firms must practice realism and emphasize truth in their products' green claims and environmental improvements. Emotions, narratives, and storytelling appeals within green advertising can build better consumer relationships. Likewise, using web-based tools in advertising and communicating directly with consumers interested in the subject deepens the practical usage of green marketing communication. Product design should also incorporate functional and aesthetic parameters familiar to consumers' environmental concerns.

5.3.3 Environmental Awareness

The results indicate that environmental awareness is generally low, and businesses must be more aggressive in their attempts to involve consumers and provide them with knowledge. Increasing awareness can be achieved by sharing information with as many schools and media sources as possible, which will help address the deficit of initiatives in the subsequent steps. Businesses should also leverage social norms by encouraging responsible community behavior, such as practicing sustainable business practices or supporting environmental causes in their regions. Another way to extend appeal is by enlisting the support of opinion leaders within a targeted community to

promote green products. Thus, it is possible to outline an overall scheme of interventions to promote pro-environmental purchasing behavior, integrating education, inspiration, and social proof stimuli.

5.4 Recommendations for Future Research

First, future research should investigate the effects of these factors on purchase intention in other cultural and geographical areas. Cross-sectional comparisons with different geographic locations could help answer whether the findings are generalizable to other populations or regions, or whether specific patterns are unique to the study area. For instance, it could be productive to empirically examine how cultural factors related to the product and environmental consciousness differ across Western and Eastern markets in their influence on purchase intention.

Second, future research should employ qualitative methods such as focus groups and in-depth interviews. These methods can elicit the motivation, attitude, and perceptions that govern consumer behavior and, as such, reveal more profound and detailed information. Understanding consumers' roles and impacts in integrating and interpreting marketing communication, particularly green advertising and environmental consciousness campaigns, is critical to refining theoretical models for more effective strategies.

Third, future studies should also aim to include additional variables other than those analyzed in the present study. While perceived behavioral control, attitudes, and norms predict reasonable behavior, integrating psychological and social factors offers a broad view of the behavior. Further, other research areas are exploring the impact of technological innovations on purchase intention, specifically in digital marketing and electronic commerce platforms.

Lastly, continued research is required to predict temporal shifts that can

define consumers' future behavior. For example, investigating how different factors, including culture, the changing economy, and the availability of new technologies, shape purchasing decisions is essential to business stakeholders and policymakers. They can also estimate the efficiency of interventions and campaigns that promote long-term, environmentally friendly behavior.

5.5 Limitations of the Study

The study is subject to certain limitations that warrant attention. First of all, the extent of generalization can be limited by the sample's representativeness of the Chinese market alone. Thus, while this approach helps provide a comprehensive study of Chinese consumers' characteristics, the results may be relevant only to the given cultural or geographical context. Future studies should strive to expand their samples across subpopulations to increase generalizability.

Second, the current study employs only a quantitative approach, which is adequate for testing hypotheses but lacks the analytical depth to capture consumers' perceptions and attitudes toward the brands. The intervention did not consider qualitative approaches, such as interviews or ethnographic research methods, which would have enhanced the research by providing more detailed results.

Third, the study limited the variables to demography, green marketing, and environmental awareness. The study did not consider other factors that might have impacted consumers, such as psychological, social, and economic influences. Extending the range of variables in future research can help provide a better perspective on consumers' behavior.

Lastly, this research is a snapshot in time, as consumer behavior is observed at one point in time. In today's ever-fluctuating consumer preferences and market demands, there is a need for longitudinal tracking and comparison. Moreover, future

research with similar objectives may benefit from this study in expanding the knowledge of environmentally responsible customers.



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APPENDICES

APPENDIX 1

Questionnaires

This questionnaire is part of a master's thesis. The research is conducted to seek your personal opinions on "The influence of green marketing and environmental awareness on purchase intention of green products". All questionnaires will remain private, confidential and for academic purposes only. For convenience and validity, the questionnaire was translated into Chinese.

中文译：这份问卷是硕士论文的一部分。本研究旨在就“绿色营销和环境意识对绿色产品购买意愿的影响”征求您的个人意见。所有的问卷将被保密，并仅用于学术目的。为了方便和有效，问卷的内容都被翻译成中文。

Part 1: Demographic factors

第一部分：人口因素

Demographic Profile of Respondent (Questions 1-5)

您的个人基本情况（问题 1 至问题 5）：

1. Gender 您的性别

1. Male （男性）

2. Female （女性）

2. Age 您的年龄

1. Under 20 （20 岁以下）

2. 20-25 （20 岁至 25 岁之间）

3. 26-35 （26 岁至 35 岁之间）

4. 36-45 （36 岁至 45 岁之间）

3. Educational Background 您的教育背景

1. High School （高中）

2. Diploma / Certificate （大专）

3. Bachelor's Degree （本科）

4. Master's Degree （硕士研究生）

5. Doctoral Degree （博士研究生）

4. Net Income per Month 您每月净收入

1. Under 6,000 RMB (少于 6000 元人民币)
2. 6,000 - 8,000 RMB (6000 至 8000 人民币之间)
3. 8,001-10,000 RMB (8001 至 10000 人民币之间)
4. 10,001-12,000 RMB (10001 至 12000 人民币之间)
5. Above 12000 RMB (多于 12000 人民币)

5. Live in a city from 您所居住的城市位于

1. South China (华南地区)
2. North China (华北地区)
3. East China (华东地区)
4. Central China (华中地区)
5. The other area of China (中国其他地区)

Part 2: Green marketing**第二部分：绿色营销**

Please choose only one answer for each statement that best describes your opinion and feelings about IKEA's green marketing based on your personal experiences. Please tick (√), marking the most suitable answer in the space provided next to the statement.

中文译：请根据您的个人经验，在每一个陈述中选择一个最能描述您对“宜家公司绿色营销”的看法和感受的答案。请选择最恰当描述您情况的选项，并在该选项处打勾。

5=Strongly Agree; 4=Agree; 3=Neutral; 2=Disagree; and 1=Strongly Disagree.

5=非常同意；4=同意；3=中立；2=不同意；1=非常不同意

6. Green Packaging (绿色包装)	5	4	3	2	1
6.1 I am more likely to choose products with green packaging that align with my environmental values. (我更可能选择与我的环境价值观相符的绿色包装产品。)					
6.2 Green packaging is an essential factor for me when considering the purchase of environmentally friendly products. (绿色包装是我考虑购买环保产品时的一个重要因素。)					

6. Green Packaging (绿色包装)	5	4	3	2	1
6.3 I believe that green packaging can effectively reduce the environmental impact of products. (我相信绿色包装可以有效减少产品对环境的影响。)					
6.4 Companies that use green packaging show a higher level of social responsibility. (使用绿色包装的公司展示了更高程度的社会责任。)					
6.5 The use of green packaging can enhance my trust in a company's commitment to sustainability. (绿色包装的使用可以增强我对公司致力于可持续性的信赖。)					

7. Green Advertising (绿色广告)	5	4	3	2	1
7.1 Effective green advertising can significantly influence my perception of a product's environmental friendliness. (有效的绿色广告能显著影响我对产品环保性的看法。)					
7.2 I am more inclined to trust companies that utilize transparent and honest green advertising practices. (我更倾向于信任那些使用透明和诚实绿色广告做法的公司。)					
7.3 Green advertising that highlights the use of sustainable materials in production resonates with my personal values. (绿色广告强调生产中使用可持续材料与我的个人价值观产生共鸣。)					
7.4 I appreciate when green advertising communicates the long-term environmental benefits of choosing green products. (我赞赏绿色广告传达选择绿色产品的长期环境效益。)					
7.5 Companies that engage in green advertising reinforce my belief in their commitment to environmental conservation. (从事绿色广告的公司加强了我对它们致力于环境保护的信念。)					

8. Green Product Design (绿色产品设计)	5	4	3	2	1
8.1 Products with a clear focus on green design principles are more appealing to me as a consumer. (注重绿色设计理念的产品对我作为消费者更具吸引力。)					
8.2 I value the use of renewable materials in product design, as it reflects a company's commitment to sustainability. (我重视产品设计中可再生材料的使用，因为这反映了公司对可持续性的承诺。)					
8.3 Energy-efficient features in green product design influence my purchasing decisions positively. (绿色产品设计中的节能特性对我的购买决策有积极影响。)					
8.4 I believe that the integration of eco-friendly elements in product design contributes to a healthier environment. (我相信在产品设计中融入环保元素有助于创造更健康的环境。)					
8.5 Green product design that prioritizes reducing waste and carbon footprint aligns with my environmental concerns. (绿色产品设计优先考虑减少浪费和碳足迹，这与我的环境关切相一致。)					

Part 3: Environmental awareness

第三部分：环保意识

Please choose only one scale for each statement that best describes your opinion and feelings about IKEA's environmental awareness, based on your personal experiences. Please tick (√), marking the most suitable answer in the space provided next to the statement.

中文译：请根据您的个人经验，在每一个陈述中选择一个似能描述您对“宜家公司可持续性和绿色产品偏好”的看法和感受的量表。请选择恰当描述您情况的选项，并在该选项处打勾。

5=Strongly Agree; 4=Agree; 3=Neutral; 2=Disagree; and 1=Strongly Disagree.

5=非常同意；4=同意；3=中立；2=不同意；1=非常不同意

9. Environmental Education (环境教育)	5	4	3	2	1
9.1 Companies that invest in environmental education align with my commitment to sustainable living practices. (在环境教育上投资的公司与我对可持续生活方式的承诺相符。)					
9.2 I appreciate educational initiatives by businesses that increase my knowledge about the environmental impact of products. (我赞赏企业开展的教育举措，这些举措增加了我对产品环境影响的了解。)					
9.3 Access to environmental education provided by companies influences my decision to purchase green products. (公司提供的环境教育的获取影响我购买绿色产品的决定。)					
9.4 I believe that environmental education is crucial for consumers to make informed choices about green products. (我认为环境教育对于消费者做出关于绿色产品的知情选择至关重要。)					
9.5 Educational campaigns about the benefits of green products encourage me to consider their environmental impact during purchase decisions. (关于绿色产品益处的教育活动鼓励我在购买决策时考虑其环境影响。)					

10. Media Influence (媒体的影响力)	5	4	3	2	1
10.1 Media plays a crucial role in shaping my awareness about the environmental impact of products. (媒体在塑造我对产品环境影响的认识中起着关键作用。)					
10.2 I am more inclined to purchase green products when I see them promoted through responsible media channels. (当我看到它们通过负责的媒体渠道推广时，我更倾向于购买绿色产品。)					
10.3 The way the media frames the discussion around green products affects my perception of their credibility. (媒体围绕绿色产品讨论的方式影响我对它们可信度的看法。)					
10.4 I trust media sources that provide accurate information on the environmental benefits of green products. (我信任那些提供					

绿色产品环境益处准确信息的媒体来源。)					
10.5 Media that emphasize the social and environmental responsibilities of companies can guide my purchasing choices. (强调公司社会和环境责任的媒体可以指导我的购买选择。)					

11. Social Norms (社会规范)	5	4	3	2	1
11.1 Social norms towards sustainability encourage me to consider purchasing green products. (社会对可持续性的规范鼓励我在购买时考虑绿色产品。)					
11.2 IKEA's products and marketing often reflect and reinforce positive social norms that encourage environmental stewardship and community well-being. (宜家的产品和营销通常反映并加强积极的社会规范，鼓励环境管理和社区福祉。)					
11.3 I feel a sense of social responsibility to buy green products, which aligns with community expectations. (我感到一种社会责任感，要购买绿色产品，这与社区期望相符。)					
11.4 The social norms advocated by IKEA, such as reducing waste and recycling, align with my values and motivate me to contribute to a cleaner environment. (宜家倡导的社会规范，如减少浪费和回收，与我的价值观相符，并激励我为更清洁的环境做出贡献。)					
11.5 I am more likely to be influenced by social norms that advocate for the use of environmentally friendly products. (我更可能受到倡导使用环保产品的社交规范的影响。)					

Part 4: Purchase Intention

第四部分：购买意愿

Please choose only one scale for each statement that best describes your opinion and feelings about IKEA's environmental awareness, based on your personal experiences. Please tick (√), marking the most suitable answer in the space provided next to the statement.

中文译：请根据您的个人经验，在每一个陈述中选择一个最能描述您对“关于宜

家公司有关的购买意愿”的看法和感受的量表。请选择最恰当描述您情况的选项，并在该选项处打勾。

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5=非常同意； 4=同意； 3=中立； 2=不同意； 1=非常不同意

12. I prioritize choosing green products with clear environmental benefits, transparent data, strong information education and positive user evaluation. All these factors will actively guide my purchase decision. (我优先选购环境效益明确、数据透明、信息教育性强且用户评价正面的绿色产品，这些因素共同积极地引导我的购买决策)	5	4	3	2	1
13. Friendly navigation, efficient search and an IKEA-style layout, coupled with detailed product information, significantly improve my green shopping experience. (友好的导航、高效)					
14. Attractive pricing, environmental values, green marketing, loyalty rewards, and seasonal promotions all stimulate my interest in buying green. (吸引的定价、环保价值观契合、绿色营销、忠诚奖励，及季节促销，皆激发我购绿兴趣)					
15. Transparent returns, environmental impact information, seamless checkout, easy tracking and multi-payment options, to optimize my green transaction experience. (透明退货、环境影响信息、无缝结账、轻松追踪与多支付选项，优化我绿色交易体验)					
16. The availability of store maps and product location information on IKEA's website enhances my navigation experience and aligns with my values of efficiency and convenience. (宜家网站上商店地图、产品位置信息的可用性、友好导航体验，与我效率和便利的价值观相一致)					

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