

THE SELECTION OF BUYING ENVIRONMENT-FRIENDLY PRODUCTS OF CONSUMERS IN THAILAND

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Abstract: This article is a research article. have a purpose (1) a study of the level of importance that affects the selection of environmental manuals by consumers in Thailand (2) a study of the level of selection of ecological systems by consumers in Thailand (3) a comparison of purchasing Current consumer needs are mainly based on personal factors and (4) Test the relationship between factors affecting the purchase of environmentally friendly products and the level of consumers' purchase of environmentally friendly products. In Thailand, the research format is quantitative research. The sample group is 400 consumers residing in Thailand using a simple random sampling method. There is 1 type of instrument used in research: is a questionnaire. Data is analyzed using statistical methods such as frequency, percentage, mean, standard deviation, t test, one-way variance. Paired testing using the Schiffer method and Spearman's relationship

The research results found that

1. Level of factors affecting consumers' choice to purchase environmentally friendly products in Thailand. at a high level
 2. The level of purchasing environmentally friendly products among consumers in Thailand. at a high level
 3. Overall personal factors are different. There are different types of products that are environmentally friendly.
 4. Environmental marketing factors are related to purchasing environmentally friendly products. at a relatively high level and in a positive direction
- Factors affecting the purchase of environmentally friendly products are related to the level of purchase of environmentally friendly products.

Keywords: Choosing purchasing, environmentally friendly products, consumers, Thailand

1. Introduction

Global Environmental Situation the World Economic Forum (2022) has assessed the world's most serious risks over the next 10 years, with the top three environmental risks being: failure to act on climate change; Extreme weather variations and loss of biodiversity This is evident in the year 2021-2022. The global environmental situation and the Thai environment are quite variable. which scientists around the world have concluded that it is a result of climate change. (Thai Environment Institute Foundation, 2023) Similarly, in Thailand there have been floods continuously for more than 3 years, especially in the area Northeastern region where loss of life and property occurred According to the climate forecast for Thailand in 2023, there will be drought. Entering El Nino which will have an impact on the environment. Especially the problem of air pollution. From the spread of small dust particles (PM 2.5) that occur in Bangkok from Traffic, burning in open areas, suburban areas and the weather is closed Therefore, it is necessary to have special measures and intensive action this year and, in the years, to come. The key issue is how will we reach that goal? Especially changing energy formats that are friendly to the environment. which is a high proportion of greenhouse gas emissions Even though Thailand emits greenhouse gases The proportion is less than 1% of the world, but is at risk of being affected and ranks 9th in the world. (Thai Environment Institute Foundation, 2023) Past studies have found that Consumers do not care about the environment as they should. Including in the industrial, transportation and household sectors. Therefore, in order not to cause a more severe global crisis. Therefore, it leads to finding ways to improve. At present, campaigns for

awareness and conservation of the environment have taken place all over the world. This results in the creation of products and services that are more mindful and friendly to the environment. which is an adaptation between humans and nature in order to A sustainable coexistence occurs (Chaiwat Kupratakul, 2020) With the trend of consumers becoming more alert to environmental problems. Therefore, resulting in the production of products and more environmentally friendly services to meet the needs of consumer groups Concerned about the environment (Green Consumer) which is having an increasing trend And from the ACNielsen Global Consumer report, it was found that Thai people are more responsive to global warming than other nations in Asia, at 26 percent (Atthasit Mueanmat, 2023). Studying environmental issues and from various related research articles, it is found that nowadays consumers are alert to environmental problems. There is increasing interest in environmentally friendly products and services. and environmental marketing factors include knowledge of environmental problems, attention or awareness of environmental problems Attitude towards environmentally friendly products environmental label Brand for the environment Environmental marketing communications Product quality that is environmentally friendly and trust in environmentally friendly products is an important factor That may result in choosing to buy products that are environmentally friendly. of consumers and the use of environmental marketing tools by business organizations That is expressed through corporate social responsibility is another factor that business organizations use to differentiate and stand out as an organization.

These various factors are the source of the idea for research on Consumer selection of environmentally friendly products in Thailand with the objective of wanting to study Factors affecting the selection of environmentally friendly products and consumer purchasing of environmentally friendly products and consumer purchasing of environmentally friendly products And the results of the study can be used to plan or market strategies for environmentally friendly products that respond to consumer needs.

Research objectives

1. To study the level of factors affecting the selection of environmentally friendly products by consumers in Thailand.
2. To study the level of purchasing environmentally friendly products among consumers in Thailand.
3. To compare the selection of environmentally friendly products by consumers in Thailand. Classified according to personal factors
4. To test the relationship between factors affecting the purchase of environmentally friendly products and the level of purchase of environmentally friendly products among consumers in Thailand.

Research hypothesis

1. Different personal factors lead to different purchases of environmentally friendly products.
2. Factors affecting the purchase of environmentally friendly products are related to the level of purchase of environmentally friendly products.

2. Literature Review

From the study of Consumer selection of environmentally friendly products in Thailand the researcher has studied, researched, and collected ideas and information related to the research into the following main topics:

Concepts and theories about environmental marketing

Marketing factors the environment that affects consumers' choices in purchasing environmentally friendly products is as follows:

1. Knowledge means learning that emphasizes remembering and remembering ideas, objects, and various phenomena, which is memory that starts from basic things that are not complicated and are independent of each other. Until the memory of things that are complex and have interrelationships (Bloom cited in Aksorn Sawatdee, 2019) Knowledge about the environment Refers to the amount of awareness of a person's environmental issues. Environmental knowledge is one of the factors recognized in marketing research. that it is a factor that influences the purchasing decision process Knowledge is an important concept that affects how consumers gather and

organize information and determine how products and services will be evaluated. Past research studies have shown that knowledge about environmental issues is an important variable that affects good environmental behavior (Paco and Raposo, 2008)

2. Concern or concern (Concern) Environmental concern is a characteristic. Emotional aspect of a person showing concern, interest, concern, like or dislike. In environmental issues (Yeung, 2005, quoted in Lee, 2009), consumers are concerned environmental (Environmentally Concerned Consumer) is a person who knows that production Distribution, use and disposal of product remains in an environmentally friendly manner. It can help reduce negative impacts on the environment. and by changing one's own behavior to live well with the environment is something that should be done (Grunert and Juhl, 1995, quoted in Smith and Paladino, 2010) Environmental concerns are often found to be an important motivator for purchasing behavior and is directly related to the purchase of environmentally friendly products (Davies et al., 1995; Hutchins and Greenhalgh, 1997, quoted in Smith and Paladino, 2010).

3. Environmental attitude (Environmental Attitude) is generally a body of knowledge that influences judgments of the value of environmental protection The relationship between environmental attitude and behavior has been studied. The results of the study concluded that environmental attitude has a positive relationship with friendly behavior. with the environment (Kotchen and Reiling, 2000 quoted in Lee, 2009)

4. Labels (Labeling) Labels can be divided into 3 types: (Aphisit Chattanon and Jirasek Treemethasunthon, 2015)
1) Product labels (Brand Label) 2) Quality labels (Grade Label) 3) Label showing product details (Descriptive Label) by green label or environmentally friendly label (Green Label) Refers to the label given to quality products. and has less impact on the environment when compared to products that performs the same function to use as a sign to let consumers know that the product has environmental value.

5. Brand A brand is a group of associations formed by a name, mark or symbol that corresponds to the product or service. The difference between a name and a brand is the name does not create any connection. It's just a name. A brand that is environmentally friendly (Green Brand) is a brand that the manufacturer or Vendors display at their products labels provided by the manufacturers themselves to certify that the products are environmentally friendly. (Self-declare) This type of label has no criteria or Requirements for the product but will provide accurate and reliable information to consumers (San Olapiriyakul, 2011)

6. Marketing Communications means communicating the meaning of marketing activities to create awareness and understanding. and create acceptance between businesses and consumers (ASEAN Mass Communication Study and Research Center, 2014) Communication that Various including advertising, direct marketing Promotion and public relations The marketing communications plan also combines these different communication strategies. for clear, continuous communication and consistent, which leads to the highest communication impact (4As, n.d., as cited in G. Belch and M. Belch, 2004 cited in Phinya Leelahabooniam, 2017)

7. Product Quality Quality refers to all properties of a product. and services that meet needs and safety in use can meet the needs and create satisfaction for consumers to accept (Natthapan Khacharanan and Paiboon Kiatkamon, 2015) Summary of Conformity to the meaning of quality has 3 aspects: 1) conforming to standards or requirements 2) creating customer satisfaction 3) having appropriate operating costs. Product quality is the ability of a product to perform its various functions, and product quality is often a tool Marketers use it to determine product positioning (Kotler and Armstrong, 2001, cited in Suwimon Manjing, 2009). The trend of environmental awareness among consumers (Environmentalism) nowadays, causing consumers to turn to consume products that are more environmentally friendly, causing the company Manufacturers have adopted the idea of creating products with the concept Environmental conservation is a very important feature. But studies have shown that companies should not only create products that have design features. and environmentally friendly packaging only to make a difference. but should also respond to needs environmental aspect of consumers, which will lead to loyalty to the producing company as well as looking for opportunities for competitive advantage in a business (Chen et al, 2006; Hart, 1995; Peattie, 1992; Porter and van der Linde, 1995; Shrivastava, 1995 quoted in Chang and Fong, 2010) 8. Trust: At the beginning of the introduction of environmentally friendly products to the consumer market, it was found that the effectiveness of the available products is lower as compared to conventional products. And from bad experiences at the beginning, it becomes a word of mouth that is not good for environmentally friendly products (Ottman, 1998). Education in trust in products that are environmentally friendly (Green Trust), it was found that trust in products that are friendly with the environment influences the purchasing behavior of consumers in this era who are aware of the environment (Chen, 2010). Environmentally friendly (Green Purchase Intentions) means that consumers tend to purchase specific products (Particular Products) that arise from needs. specifically environmental (Netemeyer et al., 2005; Morrison, 1979 quoted in Chen and Chang, 2012) and there have been studies of positive customer trust which affects customers' purchase

intentions in the context of environmental management. This study 20 assumes that customer trust that is environmentally friendly in a positive way Affects consumers' intention to purchase environmentally friendly products (Lu et al., 2010 quoted in Chen and Chang, 2012). Study of marketing concepts to environment has studied the meaning of environmental marketing as marketing that focuses on operating businesses in harmony with the environment and communities in a sustainable way. It is not just focused on profit as in traditional marketing. But every value chain must be taken into account, starting at the Procurement of raw materials to the process of Delivered to the customer and disposal of product remains Make every step as environmentally friendly as possible, including the level of environmental marketing that is the objective of creating environmentally friendly products. to various environmental marketing factors.

In conclusion, environmental marketing factors include 1) knowledge of environmental problems, 2) attention or awareness of environmental problems, 3) attitude towards environmentally friendly products, 4) environmental labels, 5) environmental brands, 6) communication. Environmental marketing 7) Environmentally friendly product quality 8) Trust in environmentally friendly products which the researcher used as a conceptual framework for this research.

Theoretical concepts regarding consumer behavior

Siwarat Napathum et al. (2017) Consumer behavior refers to the actions of any person directly related to the procurement and use of products. This includes the process. decisions that come first and have as for determining action, Nuanchawee Srisen (2017) concluded that consumer behavior refers to the process of choosing to use Choose to buy or seek products and services. To meet the needs and desires that are a reflection of the motivation, personality, attitude, and perception of consumers.

Consumer behavior refers to the role of consumers involved in purchasing decisions. What benefits do you want from products and services? can be studied from the model of human needs and motivators related to purchasing desired products, Pensiri Chotphan et al. (2017) stated that behavioral analysis Consumer is an analysis to know how consumers purchase and use products leading to satisfaction according to their needs. The needs of consumers are sensitive. There are differences in the needs of each consumer, their complexity and subtlety. There are differences in consumer needs, something that marketers must study in detail in the form of consumer behavior analysis.

Concepts and theories regarding the consumer purchasing decision process

Chaisomphon Chaoprasert (2018) gave the definition of consumer actions that are directly related to procurement and consumption. and spending on goods and services Including the decision-making process that occurs both before and after the action. Adul Jaturongkakul (2018) stated that the consumer purchasing decision process Consisting of several steps, the buyer must go through these steps leading to a purchasing decision. These steps have a total of 5 steps (Kotler, 2003): problem recognition; Searching for information Evaluation of alternatives purchasing decision and post-purchase behavior buyer behavior patterns It is a study of the motivations that cause Decide to buy a product It begins with a stimulus that creates a need for the stimulus to pass into the buyer's mind, which is like a black box that the manufacturer or seller cannot predict. Buyer's feelings

It will be influenced by various characteristics of the buyer and then there will be the buyer's response. or the buyer's decision Purchase Decision) or this model is called S - R Theory (Adul Chaturongkul, 2008). Warunee Tantiwongwanich and colleagues (2009) discussed characteristics that affect consumer behavior, including cultural, social, and personal factors. and psychological characteristics which influences consumers. Most marketers cannot control these factors. But marketers need to pay attention. cultural factors that affect consumers in both a broad and deep way, including cultural factors social factors Personal factors psychological factors, etc. Chatyaporn Samerjai (2017) discussed factors that influence consumer decision-making. That depends on many influences as follows: 1. Family influence 2. Social Influences (Social Influences) 3. Cultural Influences and 4. Economic or Income Influences (Economic or Income Influences) factors that helps indicate consumer behavior in choosing environmentally friendly products, developed from the concept Zhu et al. (2012) include 1) always choosing to purchase environmentally friendly products, 2) always purchasing products with an environmentally friendly label, 3) being willing to pay even for environmentally friendly products. There is a high price and 4) recommending

acquaintances to buy environmentally friendly products.

In conclusion, choosing to buy products that are environmentally friendly includes: Always choose to buy products that are environmentally friendly. Always choosing to buy products with an eco-friendly label has a willingness to pay. Even environmentally friendly products are expensive. and recommending acquaintances to buy environmentally friendly products which the researcher improved and determined as a conceptual framework for the research.

2.2 The Conceptual Framework

From the study of the conceptual framework, various theories, as well as research and related studies, the researcher has taken the concept of purchasing environmentally friendly products from Zhu et al. (2012) and improved it. There are 4 aspects, consisting of (1) always choosing to buy products that are environmentally friendly (2) choosing to buy products that always have an environmentally friendly label; (3) are willing to pay even though environmentally friendly products are expensive; and (4) recommend acquaintances to buy environmentally friendly products. and ideas from the research on factors affecting the selection of environmentally friendly products by Natnicha Nitasuk (2022). There are 2 factors: internal factors have 3 aspects, consisting of (1) knowledge of environmental problems, (2) concern or awareness of environmental problems, and (3) attitude towards environmentally friendly products As for external factors, there are 5 aspects, consisting of (1) environmental labeling (2) Branding for the environment (3) Marketing communications for the environment (4) Product quality that is environmentally friendly and (5) the aspect of trust in environmentally friendly products is defined as, The conceptual framework for the research is as follows:

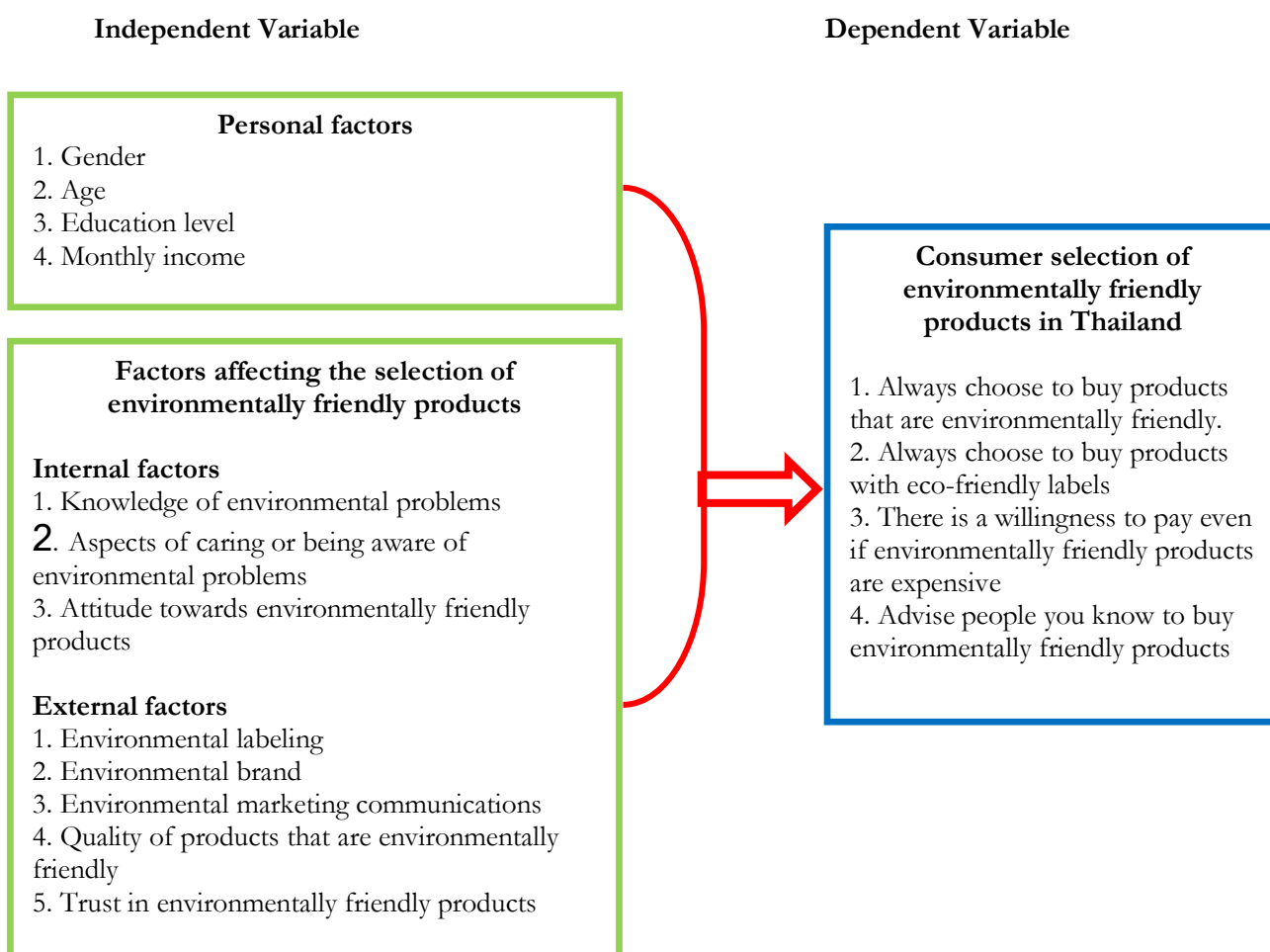


Figure 1: Research concept framework

3. Methods

This research is quantitative research. The research area is Thailand. The population is consumers who are domiciled in Thailand. Because the exact population is unknown. The sample group consisted of 400 consumers residing in Thailand according to Cochran's calculation principles (Cochran, 1953) using a simple random sampling method. There is 1 type of instrument used in the research, which is a questionnaire, which was integrated from the research of Apinya Sriakson (2017). and developed to study the selection of environmentally friendly products by consumers in Thailand. The questionnaire is divided into 4 parts: 1) Questionnaire about the personal factors of the respondents. It's a checklist. The objective is to survey basic information of the respondents. 2) Questionnaire Concerning the factors affecting the purchase of environmentally friendly products, the question format is in a scale. Estimated at 5 levels (Rating Scale) 3) Questionnaire about choosing to buy products that are environmentally friendly. The format of the questions is a 5-level estimation scale (Rating Scale) and 4) Open-ended questionnaire. The respondent expressed his opinion. Data were collected by the researcher. During January Until September 2023, bring the information quantitative analysis was done with basic statistics such as frequency, percentage, mean, standard deviation, t-test, one way variance Paired testing using the Schiffer method and Spearman's relationship.

4. Results

Objective 1) The research results found that the level of factors affecting the selection of environmentally friendly products by consumers in Thailand was found to be at a high level. If considered individually, it is found that it is at a high level in every aspect.

Table 1. shows that the level of purchasing environmentally friendly products among consumers in Thailand

Choosing to buy products that are environmentally friendly	$\bar{X}$	S.D.	Priority level
1. Always choose to buy products that are environmentally friendly	4.00	0.63	a lot
2. Always choose to buy products with eco-friendly labels	4.03	0.77	a lot
3. There is a willingness to pay even if environmentally friendly products are expensive	3.90	0.80	a lot
4. Advise people you know to buy environmentally friendly products	3.90	0.79	a lot
รวม	3.95	0.61	a lot

Objective 2) The research results found that the level of consumer choice to purchase environmentally friendly products. In Thailand it was found to be at a high level. If considered individually, it is found that it is at a high level in every aspect.

Table 2: Level of purchasing environmentally friendly products among consumers in Thailand

Choosing to buy products that are environmentally friendly	$\bar{X}$	S.D.	Priority level
1. Always choosing to buy products	4.00	0.63	a lot
2. Always buy products with eco-friendly labels	4.03	0.77	a lot
3. Willingness to pay even for high-priced environmentally friendly products	3.90	0.80	a lot
4. Advise people you know to buy environmentally friendly products.	3.90	0.79	a lot
รวม	3.95	0.61	a lot

Objective 3) The research results found that Comparative results of the level of purchasing environmentally friendly products among consumers in Thailand. Classified by overall personal factors, it was found that gender, age, education level, occupation, and average monthly income There are different types of products that are environmentally friendly. Statistically significant at the 0.05 level.

Table 3 compares the level of consumers' purchase of environmentally friendly products in Thailand classified according to overall personal factors

Personal factors	Choosing to buy products that are environmentally friendly				sum
	Always choosing to buy products	Always buy products with eco-friendly labels	Willingness to pay even for environmentally friendly products is expensive	Advise people you know to buy environmentally friendly products	
1. sex	0.82	1.03*	1.49	1.69	0.03*
2. age	4.14*	7.21*	12.76*	5.61*	10.66*
3. Education level	4.33*	10.83*	3.92*	4.71*	6.66*
4. occupation	5.30*	5.61*	10.63*	8.83*	10.23*
5. Monthly income	9.18*	10.43*	8.00*	9.77*	12.25*

* $p < 0.05$

Objective 4) The research results found that Results of the analysis of the relationship between environmental marketing factors and selection. Buying products that are environmentally friendly among consumers overall ($r=.64$) found that the factor Marketing for the environment is related to the purchase of environmentally friendly products. at a relatively high level and in a positive direction Statistically significant at the 0.01 level.

Table 4. Relationship between factors affecting the selection of environmentally friendly products with purchasing environmentally friendly products in Thailand as a whole

Factors affecting the selection of environmentally friendly products	Choosing to buy products that are environmentally friendly				sum
	Always choosing to buy products	Always buy products with eco-friendly labels	willingness to pay even if environmentally friendly products are expensive.	Advise people you know to buy environmentally friendly products	
Knowledge in environmental problems	0.64**	0.50**	0.44**	0.45**	0.64**
In terms of being attentive or aware of environmental problems	0.65**	0.46**	0.55**	0.45**	0.64**
Attitude towards environmentally friendly products	0.56**	0.68**	0.53**	0.47**	0.74**
Environmental labeling	0.61**	0.68**	0.73**	0.59**	0.83**
Branding for the environment	0.59**	0.68**	0.61**	0.73**	0.83**
Marketing communications for the environment	0.56**	0.67**	0.73**	0.76**	0.84**
Quality of products that are environmentally friendly	0.46**	0.47**	0.57**	0.61**	0.76**

Factors affecting the selection of environmentally friendly products	Choosing to buy products that are environmentally friendly				
	Always choosing to buy products	Always buy products with eco-friendly labels	willingness to pay even if environmentally friendly products are expensive.	Advise people you know to buy environmentally friendly products	sum
Trust in environmentally friendly products	0.58**	0.53**	0.58**	0.61**	0.76**
SUM	0.56**	0.55**	0.45**	0.61**	0.64**

** p < 0.01

Hypothesis testing results

Hypothesis 1: Different personal factors lead to different purchases of environmentally friendly products. The result of the hypothesis test is the result of comparing the level of purchasing environmentally friendly products of consumers in Thailand. Classified by overall personal factors, it was found that gender, age, education level, occupation, and average monthly income There are different types of products that are environmentally friendly. Statistically significant at the 0.05 level.

Hypothesis 2: Factors affecting the purchase of environmentally friendly products are related to the level of purchase of environmentally friendly products. Results of analysis of the relationship between marketing factors for the environment and overall consumer purchasing of environmentally friendly products ($r=.64$) found that the factors environmental marketing is related to the purchase of environmentally friendly products. at a relatively high level and in a positive direction Statistically significant at the 0.01 level.

In conclusion, the results of the study are consistent with the hypothesis, that is, different personal factors lead to different purchases of environmentally friendly products. and factors affecting the purchase of environmentally friendly products it is related to the level of purchasing environmentally friendly products.

5. Discussion

From the research study on Consumer selection of environmentally friendly products in Thailand the researcher has the following issues to discuss:

1. Overall analysis of environmental marketing factors among consumers in Thailand found that they were at a high level. If considered individually, it is found that it is at a high level in every aspect. This is consistent with the results of a study by Somrat Burirat (2019), who conducted a study on the attitude of teenage consumers towards environmental products in Bangkok. Results from the study It was found that consumers Belief in environmental products is at a high level. Similar to the results of the study by Khanitha Yavanopas (2020), she conducted a study on Factors related to purchasing decisions Carbon-reducing label products: A case study of a graduate student National Institute of Development Administration Bangkok the results of the study found that Knowledge and understanding about carbon reduction label products is related to attitudes regarding carbon reduction label products. As for factors related to the decision to purchase products with a carbon reduction label, and the results of the study by Natcha Bang Tha Mai and colleagues (2019) conducted a study on Attitudes and behavior towards environmentally friendly products Bachelor's degree students In Bangkok the research results found that Attitude of students Mostly both males and females. Be aware of the environmental friendliness of products before making a purchasing decision. Considering the nature of Products that can really help preserve the environment and are of satisfactory quality.
2. Analysis of the overall level of purchasing environmentally friendly products among consumers in Thailand found that it is at a high level. This is consistent with the results of the study of Savitri Upel (2020) who conducted a study on Studying the influence of awareness of concern for the environment and the level of knowledge about green products that influences the intention to purchase green products. The research results found that

Consumers have a sense of concern for the environment and a high level of knowledge about the environment. A high level of green products was also found. Consumers have the intention to buy the product. Green to a large extent and results of the study by Natcha Bangthamai and colleagues (2019) conducted a study on Attitudes and behaviors towards environmentally friendly products of undergraduate students. In Bangkok the research results found that the sample group felt proud to use environmentally friendly products and recommended them to others around them to use them as well.

3. Results of comparing the level of purchasing environmentally friendly products among consumers in Thailand, classified by overall personal factors. This is consistent with the results of a study by Sudarat Kantabutr (2011) who conducted a study on Factors related to consumers' decision to purchase environmental products in Nakhon Ratchasima Province. And the results of the study of Savitri Upel (2020) conducted a study on the influence of awareness of concern for the environment and the level of Knowledge about green products that have an effect on the intention to purchase green products. The research results from the study concluded that the factors different individuals have different levels of purchasing environmentally friendly products, which is in line with the assumptions set.

4. Results of analysis of the relationship between environmental marketing factors and selection of environmentally friendly products in Thailand. Overall ($r=.64$), it was found that environmental marketing factors are related to purchasing environmentally friendly products, at a relatively high level and in a positive direction significantly Statistically at the 0.01 level, which is consistent with the results of a study by Sudarat Kantabutr (2011) who conducted a study on factors related to the decision to purchase environmental products of consumers in Nakhon Ratchasima Province. By studying the demographic factors that affect the decision to buy environmentally friendly products and the marketing mix factors that are related to the decision to buy environmentally friendly products, and the results of the study of Khanitha Yavanopas (2020) Do a study on Factors related to the decision to purchase products with carbon reduction labels: A case study of graduate students. National Institute of Development Administration, Bangkok. The results of the study found that Factors related to the decision to purchase products with a carbon reduction label. Similar to the study results of Somrat Burirat (2019) conducted a study Subject: Attitudes of young consumers towards environmental products in Bangkok. The results of the study found that Consumers' feelings towards the marketing mix of environmental products are positively related to their overall behavioral tendency to participate in the consumption of environmental products.

Suggestions

From the research results the researcher has suggestions as follows:

1. Suggestions for applying research results

1) From the study, it was found that people with different personal factors such as gender, age, educational level, and occupation and average monthly income. There are different types of products that are environmentally friendly. It shows that consumers value and are aware of environmental problems. Therefore, products should be improved to be in line with consumer needs.

2) From the study it was found that Factors affecting the selection of environmentally friendly products. Should be aware and improve. Separate each side as follows.

2.1) Knowledge of environmental problems. The highlight found is. There is a study of ways to help the environment, such as separating waste, saving water and electricity. But there should be a study of the effects of environmental problems.

2.2) Attention or awareness of environmental problems. The outstanding points found are belief in protection. Taking care of the environment is the duty of every human being. But you should create awareness. To help preserve the environment.

2.3) Attitude towards environmentally friendly products. The outstanding points found are. Environmentally friendly products ensure safety in use. There are no residues or chemicals that are harmful to buyers, but there should be improving products that can help prevent environmental problems.

2.4) Environmental labeling. The outstanding points found are. Products that are certified to help preserve the environment. Must receive a certification mark from a reliable organization. But the product markings should be improved to reflect care for the environment. It is one tool that helps protect and preserve nature.

2.5) Branding for the environment the highlight found is Choose to buy products with labels that are certified by the manufacturer. The product reduces waste (Reduce) that has an impact on the environment. But the label at the manufacturer should be improved. Ensure that products can be reused again (Recycle)

2.6) In terms of marketing communications for the environment, the main points found are: Marketing activities to create an understanding of environmental problems but marketing activities should be improved to stimulate Selling and building customer loyalty.

2.7) Product quality that is environmentally friendly the highlight found is Environmentally friendly products must have properties or properties as claimed in advertising/packaging. But the product should be improved that is environmentally friendly can be created to meet the needs and satisfaction of consumers to accept.

2.8) Trust in environmentally friendly products the highlight found is the product that is environmentally friendly Confidence that such products are truly environmentally friendly It should create belief that such products are truly environmentally friendly.

2. Suggestions for future research

1) Because there are many variables related to purchasing environmentally friendly products. Marketing mix This is a factor that influences purchasing choices. Other variables should be studied further, such as product ingredient factors. To expand the study results further.

2) There should be a study of various factors that affect the decision to purchase environmentally friendly products in order to study more complex problems. This will make you aware of the problems and more concrete purchasing decisions.

3) Next research should bring product image variables to study, compare or find relationships with psychological factors that influence consumers' product purchasing decisions. This will make the research more interesting and produce more useful research results.

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