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Exploring the Relationship between Social Class and Awareness of Green Marketing Practices of a Philippine Manufacturer toward Consumers' Purchase Intention

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Abstract

This study examined the relationship between social class and consumer purchase intention for products that have green marketing strategies. The significant contributions and main objectives of this study are as follows — understand how awareness of green marketing as practiced by manufacturer's leads toward purchase intention and fill a research gap regarding green purchase decisions by applying the Theory of Planned Behavior (TPB) model and adding socio-economic class as a moderating construct. Quantitative techniques were adopted to collect data from the target groups, where a sample of Metro Manila consumers (n = 90) was used to consider the measurement and structural models by applying a partial least squares-structural equation modeling (PLS-SEM) method. The results show that awareness does not significantly influence consumers' attitudes, and consumers from high socio-economic classes have purchase intentions driven by subjective norms. The recommendation of a qualitative direction for future research has been made to understand better consumers' comprehension and interpretations of sustainability and green marketing concepts in the context of consumer goods. The finding gives managerial insights, especially to Fast Moving Consumer Goods for promoting sustainable green marketing strategies.

Introduction

The recent global upheavals, such as the COVID-19 pandemic and the Eastern European turmoil, have proven the volatile environment affecting markets. The recent months have seen a rise in oil prices and basic commodities affecting consumption. Environmental deterioration has led to the rising awareness of Green Marketing as a viable contribution to its alleviation. This has led to the growth of Green Marketing from a trend into a significant step towards radical change in how businesses operate in the context of more environmentally responsible corporate behavior.

Green marketing addresses consumer needs and wants with minimal impact on the environment, which involves the following: marketing of products that are safe for the environment and have a minimal negative impact on the environment and marketing products that are sensitive to ecological concerns (Garg & Sharma, 2017). The authors also mentioned that marketing products in the environment ensure profitability, sustained long-term growth, communicates competitive advantage, and builds brand equity.

In the Philippines, most green marketing efforts are done by multinational companies. These companies are often criticized for environmental degradation due to their plastic packaging. Most manufacturing companies are working on plastic neutrality through the following efforts (1) reducing plastic in their packaging, (2) use of sustainable materials in point-of-sale production, (3) use of renewable energy in the manufacturing plants, (5) use of paper packaging in promotional packs for end consumers.

This study sought to check how awareness of green marketing lead toward purchase intention and do these strategies translate into sales, as well as investigate if socio-economic

class affects one's purchase intention. Most of the studies about green marketing are situated in developed countries. The researchers wanted to check the impact of green marketing on one's purchase intention when moderated by socio-economic class.

The research objectives include the following: (1) to determine if there is a significant and positive relationship between the consumer's attitude, subject norms, perceived behavioral control, and purchase intention (2) To determine how socio-economic class moderates the relationship between the determinant factors and their green purchase intention. Moreover, (3) to provide manufacturers insights to guide their green marketing strategies.

The study will test the following hypotheses:

H1: Consumers' awareness of sustainable manufacturing practices has a significant and positive relationship with consumers' attitudes.

H2: Consumers' Attitude has a significant and positive relationship with consumers' purchase intention from sustainable manufacturing companies.

H3: Consumers' Subjective Norms have a significant and positive relationship with consumers' purchase intention from sustainable manufacturing companies.

H4: Consumers' Perceived Behavioral Control has a significant and positive relationship with consumers' purchase intention from sustainable manufacturing companies.

H5: Socio-economic income class has a moderating effect on the relationship between Awareness, Attitude, Consumers' Perceived Behavioral Control, and Subjective norms with consumers' purchase intention from a sustainable manufacturing company is supported across income classes.

Extant research has highly focused on how green marketing can influence purchase which does not allow referencing how socio-economic class affects purchase behavior. Existing research still has to provide empirical data to illustrate how socio-economic class

affects one's intention to purchase green products. This study seeks to provide more insights into how socio-economic class moderates one intention to purchase green products. The study is essential for marketers, academicians, and researchers as it supports additional knowledge that can help develop strategies for marketing green products, especially in developing countries. The practical implication of this study is to implement green marketing strategies based on the purchase intention of Filipino consumers coming from the results of this research. As Green Marketing strategies represent a significant investment in companies for the allocation of resources given the different areas of activities, this study hopes to help managers gauge the significance of sustainability towards purchase intention. Moreover, this study aims to provide a clear insight into which specific segment of the consumer a marketer should target for green marketing.

Review of Related Literature

Consumer Awareness towards Green Marketing

The success of green marketing strategies toward ecological and market sustainability is primarily hinged on the continued support and patronage of the consumer. Notwithstanding the ethical considerations for manufacturers and brands to engage in green marketing practices, consumers' purchasing decisions following green consumerism may be derailed when information on green products is absent. Green Marketing Awareness is the level of information that consumers have regarding green products and practices. This information may be regarding the perceived quality, value, availability, and price (Ansu-Mensah, 2021) of a green product or the green marketing practices of manufacturing companies or brands.

Awareness of green products through the dissemination of information can be communicated through packaging, labeling, and advertising (Ritter et al., 2015). The awareness of the performance of green products enables consumers to achieve their environmental objectives (Nguyen et al., 2019). This indicates that awareness may impact the

personal environmental objectives of consumers leaning toward sustainable, green consumerism. Green marketing, specifically in communicating a brand's green products, may inform consumers of the availability of these products and, through advertising, may also influence their attitudes, individual behaviors, and lifestyles (Latif & Abideen, 2011). Advertising and other marketing communication bridge the gap between producers and potential product users. When exposed to advertising or other marketing communications, consumers form feelings and judgments, which subsequently influence their attitudes toward their beliefs about a brand (Batra & Ray, 1986).

Theory of Planned Behavior (TPB) and Green Marketing

To help understand the changes in green marketing purchase intention, the study utilizes Ajzen's theory of planned behavior (Ajzen, 1991). The Theory of Planned Behavior (TPB) states that one's behavior affects three constructs: attitude, subjective norms, and perceived behavioral control.

Attitude to purchase intention from a sustainable company

Attitude is based on an individual's evaluation of behavior as either positive or negative, determined by his or her accessible beliefs about that particular behavior (Ajzen & Fishbein, 1975). Various studies have posited that attitude provides a positive and influential effect on an individual's behavior, with the attitude of consumers regarded as a mediator factor in the behavioral intention of product purchasing (Hosseinpour et al., 2015). Attitudes toward green purchases can affect their purchase intention and behavior (Screen, 2018). From a theoretical point of view, attitudes enhance how a person examines things and their projected results. Thus, this research investigates the consumers' attitudes and how they may influence their perception while assessing how manufacturing companies perform sustainable activities within their organization, which may ultimately lead to their intention to purchase from sustainable manufacturing companies.

Subjective norms to purchase intention

Subjective norms are determined by the social pressure from others or, specifically, people who are important to them (family, friends, colleagues, etc.) perceived by an individual, which leads to their motivation to behave in a certain way that would comply with those people's views (Ham et al., 2015). Studies have had conflicting results regarding the role of subjective norms and environmentally responsible behavior. While some studies have found a significant positive relationship between subjective norms and intention to buy sustainable and organic food (Vermeer & Verbeke, 2006; Chen, 2007, cited by Ham et al., 2015), there have been studies that yielded that subjective norms as not significantly related to purchase intention (Kumar, 2012 cited by Ham et al., 2015). Choosing to purchase from a sustainable manufacturing company might be influenced by encounters with a person's significant other and feelings, which can be expressed as normative beliefs. It can be suggested that those connected or related to the person who considers that he or she must perform the behavioral intention will exhibit a positive subjective norm towards the behavior. In contrast, those who believe that their essential others think that he or they should not perform the behavior will have a negative subjective norm in performing the behavior.

Perceived Behavioral Control to purchase intention

Purchasing behavior generally is a multi-part and dynamic process with factors such as socio-cultural, psychological-individual, marketing, and mixed situations playing a significant role in influencing consumer purchasing behavior. The production and consumption of green products reflect organizations' and consumers' participation in responsible environmental issues (Suplico, 2009, cited by Delafrooz et al., 2014).

Intention to Purchase from Sustainable Companies

Green marketing awareness provides a link between the consumers' understanding of companies' environmentally responsible activities and the companies' understanding of their

accountability to the environment while meeting business goals such as customer satisfaction, needs, and demands (Chan et al., 2012; Soonthonsmai, 2007 cited by Suki et al., 2016). Environmental awareness related to a product and its green features is a key influencer in consumer selection of a green product (Boztepe, 2012; Thogersen et al., 2012, cited by Suki et al., 2016). Green labeling can foster awareness, which consumers trust to be an indicator of a product's green features (Thogersen et al., 2012, cited by Suki et al., 2016). A lack of awareness may lead to the rejection of otherwise 'green' products due to a lack of communication of the green message to sufficiently influence the consumer's consideration process (Wheeler et al., 2013). These green messages may represent factors that contribute to the environmentally conscious consideration process, such as the impact of products on the environment, personal actions' impact on the environment, purchasing habits' link with environmental protection, waste concerns, environmental protection commitment, and the willingness to be inconvenienced for taking environment-friendly actions (Haws et al., 2010).

Socio-Economic Class' moderating role in purchase intention

Several studies have been written on the moderating role of socio-economic class in one's green marketing purchase intention. One study in Bangladesh indicated a strong influence on green purchase decisions among young, educated consumers (Nekmahmud & Fekete-Farkas, 2020). Awuni et al. (2016) conducted a study in Ghana which showed that people from the lower socio-economic class are less likely to be committed to green purchasing behavior due to low disposable income versus those from the high socio-economic class. Education was also a predictor of green purchase behavior on top of one's socio-economic class. Educated people are more likely to consider the environmental consequences of their purchase behavior. Another study by Bodur and Sarigöllü (2005) in Turkey showed that poor citizens facing more economic problems and not that well educated do not prioritize the environment and green purchasing behavior. These studies show that

socio-economic status affects one is green purchasing behavior, especially for lower-income people.

The studies above analyzed how awareness of green marketing efforts helped consumers make their purchase decisions. The theory of planned behavior was also widely used in previous studies explaining how attitude, subjective norms, and perceived behavioral control affected one's intention to purchase green products. The socio-economic class was mentioned but as indicated by one's educational background. This study uses awareness as a mediating variable to attitude and uses socio-economic class as a moderating variable as additional antecedents to further explain one is green product purchase intention from a sustainable manufacturing company.

Framework

Figure 1

Conceptual framework on the Anteceding Role of Awareness of Sustainable Activities and the influence of Attitude, Subject Norms, and Perceived Behavioral Control in Influencing Consumers' Intention to Purchase from Sustainable manufacturing companies (adapted from Ajzen, 1991).
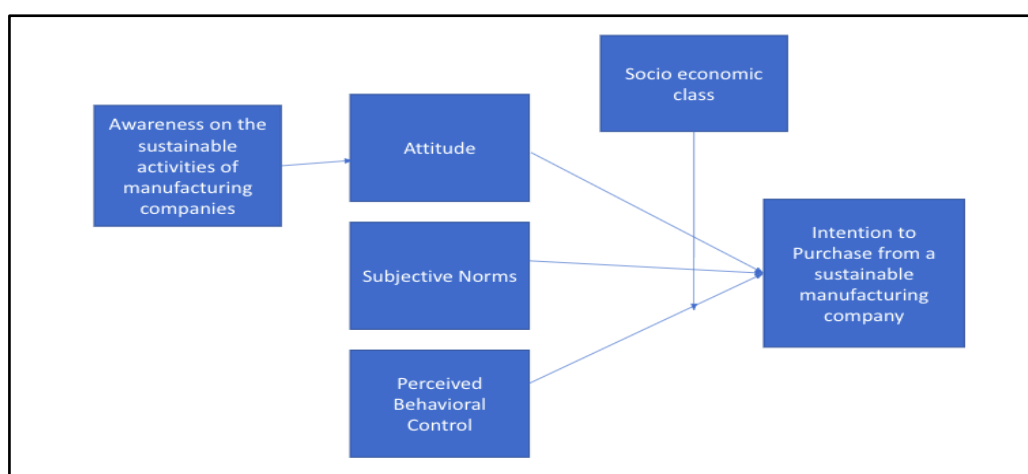
This research's conceptual framework focuses on determining the factors influencing the consumer's intention to purchase from sustainable manufacturing companies anchored on the Theory of Planned Behavior (TPB) (Ajzen, 1991). Awareness is considered an anteceding role to sustainable practices of manufacturing companies in influencing the attitude of the consumers. The socio-economic class of the consumers is investigated as to its moderating effect concerning the determinants of TPB and the intention to purchase. Thus, the intention to purchase is the dependent variable predicted by three independent variables, namely attitude, subjective norms, and perceived behavioral control, encompassing the determinants of TPB. The variable awareness of the sustainable practices that act as an antecedent belief to attitude will help further understand how the TPB constructs relate to behavioral intentions. Lastly, the moderating effect of the socio-economic class will further strengthen the relationship between the determinant factors of TPB and the intention to purchase. With this framework, the researchers will be able to identify which TPB constructs in connection to the socio-economic class relates strongly to the intention to purchase from a sustainable manufacturing company.

Methodology

This section presents the methodological process of pursuing this research study. This includes the type of research design used by the researcher, the sample data collected from a particular industry, the research instruments used in collecting these data, and finally, the different statistical tools and techniques utilized to enable the researchers to make a rational and feasible conclusion about the research study.

Population and Sampling

The minimum R-squared method was used to determine the minimum number for sample size estimation in selecting the sample size. The sample size calculations were derived from Hair et al. (2019) based on the structural model of the research study. Based on

the guideline of Hair et al. (2019), if all three arrows from the determinant factors in the TPB (Ajzen, 1991) and one arrow from the anteceding role of awareness to sustainable practices of Nestle, the total arrows pointing to the dependent variable (consumer intention of purchasing ready to drink beverages from Nestle) are equal to 4, adopting a significance level of 0.05, and expecting a statistical power of 80%, and a minimum r-squared of 0.25, the recommended minimum sample size based on the table presented by (Cohen, 1992, as cited in Hair et al., 2019) is forty-one.

For this study, individuals working within the National Capital Region were chosen as respondents. It should be noted that the researchers also have profiled them as belonging to either higher, middle, or lower socio-economic classes. The combined household income was used as the basis for their socio-economic groupings. A total of ninety-eight respondents were able to answer the survey questionnaire though eight of them were removed from the data set after being tested as outliers. The total number of respondents obtained is more than the recommended minimum sample size of forty-one based on the minim R-square method in determining the estimated sample size.

It was mentioned by Hair et al. (2019), "the minimum sample size shall safeguard that the results of the statistical method such as PLS-SEM have adequate statistical power. In these regards, the insufficient sample size may not reveal a significant effect in the underlying population" (p.43). The researchers believed that having ninety-eight respondents is already more than enough to measure the significance of the relationship observed in the study.

Research Instrument Used

The SMART-PLS was used to analyze the data gathered. The researchers wanted to determine the relationship between the three determinant factors that Ajzen (1991) proposed to predict consumers' behavioral intention in purchasing Nestle's ready-to-drink beverages.

The anteceding role of awareness of the sustainable practices of Nestle company will also be investigated as to how it may influence consumer attitudes. The SMART-PLS was used to determine the relationship between the independent and dependent variables. In determining the internal consistency and reliability, as well as the validity of the indicators, this was measured with Cronbach's Alpha, Average Variance Extracted, and the Fornell-Larcker Criterion. The hypotheses were tested using Bootstrapping method in Smart PLS by determining the p values at a 5% significance level. According to Hair et al. (2019), a p-value of less than 0.05 may suggest that the coefficient is significant at a 5% level (Hair et al., 2019).

Results and Discussion

Table 1 used descriptive statistical techniques to describe the data for Awareness, Attitude, Subjective Norms, Perceived Behavioral Control, and Purchase Intentions. Data showed that most respondents agree and exhibit attitude, subjective norms, perceived behavioral control, and intention to purchase. Only Awareness exhibits neither agree nor disagree.

Table 1

DESCRIPTIVE STATISTICS (n=90)

LATENT VARIABLE	Mean	s.d.	Confidence Interval (95%)
Awareness	3.40	1.02	0.21
Attitude	3.72	0.31	0.06
Subject Norms	3.31	0.51	0.11
Perceived Behavioral Control	3.29	0.55	0.11
Intention to Purchase	3.84	0.84	0.18

Legend:
1- Strongly Disagree
2- Disagree
3- Neutral
4- Agree
5- Strongly Agree

Table 2

RELIABILITY AND VALIDITY

LATENT VARIABLE	CRONBACH'S ALPHA	Rho_A	COMPOSITE RELIABILITY	AVERAGE VARIANCE EXTRACTED (AVE)
Awareness	0.949	1.003	0.960	0.828
Attitude	0.735	0.810	0.830	0.626
Subject Norms	0.885	0.896	0.910	0.592
Perceived Behavioral Control	0.851	0.870	0.893	0.627
Intention to Purchase	0.944	0.997	0.958	0.851

Internal consistency was measured through composite reliability and Cronbach's Alpha. In addition, the model's validity was measured through average variance extracted (AVE), a convergent validity measure, and the Fornell-Larcker Criterion's use in discriminant validity. All indicators included in the framework resulted in acceptable composite reliability and Cronbach's Alpha, all in the range of 0.70 to 0.90. Although the model's validity for attitude was measured, the average variance extracted (AVE) showed a value of less than 0.50. Thus, the outer loading for attitude one was removed because of its low value. By removing this outer loading of attitude, the new composite reliability and Cronbach's Alpha for this construct are within the acceptable range, while the new AVE value is 0.626, which shows internal consistency and sufficient convergent validity (Hair et al., 2017).

Table 3

FORNELL-LARCKER CRITERION

	Attitude	Awareness	Perceived Behavioral Control	Purchase Intention	Subjective Norms
Attitude	0.878				
Awareness	0.276	0.918			
Perceived Behavioral Control	0.411	0.799	0.938		
Purchase Intention	0.634	0.375	0.439	0.820	
Subjective Norms	0.666	0.338	0.485	0.711	0.797

The Fornell-Larcker criterion assumes that the AVE of the variable must be higher than the squared correlations of other latent variables in order (Hair et al., 2019). The table shows the summary of values using the Fornell-Larcker criterion. The square roots of the AVEs for the reflective constructs attitude (0.878), awareness (0.918), perceived behavioral control (0.938), purchase intention (0.820), and subjective norms (0.797) are all higher than the correlations of these constructs with other latent variables in the path model. The Fornell-Larcker criterion indicates that all constructs are distinct or unique from each other; thus, discriminant validity was satisfied.

The Cronbach's Alpha and Average Variance Extracted results suggest that the questionnaire used was reliable and valid. The Fornell-Larcker Criterion result shows that each variable is distinct and unique from the other, suggesting there is discriminant validity.

Table 4

INNER VIF

	Attitude	Awareness	Perceived Behavioral Control	Purchase Intention	Subjective Norms
Attitude				1.507	
Awareness	1.000				
Perceived Behavioral Control				1.778	
Purchase Intention					
Subjective Norms				2.122	

The results in Table 4 show the VIF values of all combinations of endogenous constructs (represented by the columns) and corresponding exogenous (i.e., predictor) constructs (represented by the rows). Specifically, the researcher assessed the following sets of (predictor) constructs for collinearity: (1) awareness as a predictor of attitude, and (2) attitude, subjective norms, and perceived behavioral control as predictors of purchase intention. As shown in Table 4, all VIF values are clearly below the threshold of five. Thus, collinearity among the predictor constructs is not a critical issue in the structural model, and we can continue investigating the results report (Hair et al., 2017).

Table 5

HYPOTHESIS TESTING

HYPOTHESIS	(β) Coefficients	Sample	Std Dev (STDEV)	T STATISTICS	P VALUES	Decision
H1: Awareness -> Attitude	0.150	0.162	0.129	1.163	0.246	not supported
H2: Attitude -> Purchase Intention	0.033	0.030	0.109	0.300	0.764	not supported
H3: Subjective Norms -> Purchase Intention	0.280	0.303	0.137	2.042	0.042	supported
H4: Perceived Behavioral Control -> Purchase Intention	0.146	0.166	0.123	1.183	0.237	not supported

Note: * p-value = 0.05

Hypothesis 1: Consumers' awareness of sustainable manufacturing practices has a significant and positive relationship with consumers' attitudes is not supported.

The result of the study indicates that awareness does not significantly influence the consumers' attitude, $\beta = 0.150$, $t = 1.163$, *p-value* = 0.246 at a 5% significance level. Based on the original sample, a one-unit increase in awareness will increase the value of the consumers' attitude by only 0.150 units.

Ansu-Mensah (2021) suggests that green product awareness influence on the purchase intention of individuals is still constrained by the price of the product, their perceived value of the product, and the product's durability. This explains why the result of the study showed that the green marketing awareness of the respondents towards these manufacturers was not able to significantly influence their intentions since many of them might not be able to afford to purchase the products sold to them by these companies and that they perceive that it does not provide value to them.

Hypothesis 2: Consumers' Attitude has a significant and positive relationship with consumers' purchase intention from sustainable manufacturing companies is not supported.

The result of the study indicates that attitude does not significantly influence the consumers' purchase intention, $\beta = 0.033$, $t = 0.300$, $p\text{-value} = 0.764$ at a 5% level of significance. Based on the original sample, a one-unit increase in attitude will increase the value of the consumers' purchase intention by 0.033 units.

The research by Fishbein and Ajzen (2010) showed that a variety of variables could influence the beliefs that people hold coming from their demographic attributes, psychographic, behavioral traits, and even their previous experiences, which then may influence their behavioral beliefs resulting in their positive or negative attitude (Fishbein & Ajzen, 2010). Since most of the respondents belong to the middle or lower class, many might not have the strong purchasing power to buy these products, and their existing psychographic and behavioral attributes may also contribute to the result of the study.

Hypothesis 3: Consumers' Subjective Norms have a significant and positive relationship with consumers' purchase intention from sustainable manufacturing companies is supported.

The result of the study indicates that subjective norms significantly influence the consumers' purchase intention, $\beta = 0.280$, $t = 2.042$, $p\text{-value} = 0.042$ at a 5% level of significance. Based on the original sample, a one-unit increase in subjective norms will increase the value of the consumers' purchase intention by 0.280 units.

Many studies show how social factors positively correlate with pro-environmental behavior, according to Robertson and Barling (2013). Based on their research, they shared that those leaders of the organization who can inspire their subordinates to help them solve environmental issues and promote pro-environmental initiatives could positively influence

their employees' behavioral patterns toward becoming pro-environmental (Robertson & Barling, 2013). Thus, the result of the study suggests that people who have superiors or leaders who are advocates of sustainable practices may influence their members to behave and demonstrate similar behaviors resulting in influencing their purchase intentions towards the products of companies that adhere to sustainable practices.

Hypothesis 4: Consumers' Perceived Behavioral Control has a significant and positive relationship with consumers' purchase intention from sustainable manufacturing companies is not supported.

The result of the study indicates that perceived behavioral control does not significantly influence the consumers' purchase intention, $\beta = 0.146$, $t = 1.183$, *p-value* = 0.237 at a 5% level of significance. Based on the original sample, a one-unit increase in perceived behavioral control will increase the value of the consumers' purchase intention by 0.146 units.

Perceived behavioral control is the degree to which a person is interested in performing a particular behavior. Ajzen (1991) suggests that a person with greater PBC might be more inclined to pursue a specific behavioral intention. He also mentioned that factors affecting a person's behavioral control are their ability to perform the said behavior and the opportunities presented to them to perform the said behavior. The study results showed that most of the respondents feel that they cannot perform the intention, probably because of their lack of resources to carry out the activity. The other reasons could be the lack of support from the government or from their organizations in helping they perform such activities.

Table 6

ANALYSIS OF SOCIO-ECONOMIC CLASS MODERATING EFFECT

P-value of different socio-class	Low Income	Middle Income	High Income	Decision
Awareness -> Attitude	0.279	0.244	0.210	not supported
Attitude -> Purchase Intention	0.992	0.419	0.475	not supported
Subjective Norms -> Purchase Intention	0.415	0.461	0.032	only high-income is supported
Perceived Behavioral Control -> Purchase Intention	0.613	0.058	0.400	not supported

Note: * p-value = 0.05

Hypothesis 5: Socio-economic income class has a moderating effect on the relationship of Awareness, Attitude, Consumers' Perceived Behavioral Control, and Subjective norms with consumers' purchase intention from sustainable manufacturing companies is not supported except for high-income class

The result of the study indicates that Awareness does not significantly influence the purchase intention of the consumers, low-income class *p-value* = 0.279, middle-income class *p-value* = 0.244, and high-income class *p-value* = 0.210 at a 5% level of significance.

Attitude does not significantly influence the purchase intention of the consumers, low-income class *p-value* = 0.992, middle income class *p-value* = 0.419 and high-income class *p-value* = 0.475 at a 5% level of significance.

Perceived behavioral control does not significantly influence the purchase intention of the consumers, low-income class *p-value* = 0.613, middle income class *p-value* = 0.058 and high-income class *p-value* = 0.400 at a 5% level of significance.

Subjective norm does not significantly influence the purchase intention of the consumers for the low-income class *p-value* = 0.415, middle-income class *p-value* = 0.461 at

a 5% level of significance but showed significant influence on purchase intention of the customers for the high-income class with *p-value* = 0.032 at a 5% level of significance.

As detected from the previous four hypotheses, only subjective norms have a strong level of significance to purchase. Upon checking the moderating effect of socio-economic class, only the higher-income class responds to social influences from superiors or leaders who advocate sustainable practices, which result in purchase intentions. The results also possibly imply that the focus of the middle to lower income class is to provide for the family's needs first, among other concerns.

Conclusion

The study used the Theory of Planned Behavior model and added socio-economic class as a moderating variable to explore how socio-economic class moderates a consumer's purchase intention when marketing green products in the Philippines. The study revealed that subjective norms influence one's purchase intention only amongst the higher-income class. This validates the study by Bodur and Sarigöllü (2005) and Awuni et al. (2016) that people from the lower socio-economic class are less likely to have green purchasing behavior because of their low disposable income.

In marketing green products to developing countries, manufacturers could primarily focus on the high-income class since they have high purchase intentions. However, manufacturers are encouraged to develop the market further to be more receptive to green marketing, especially to lower-income consumers. Manufacturers should highlight green marketing and value for money to lower-income consumers whose households are tight on a budget (Lezoraine, 2021). Manufacturers could utilize the influence of friends, family, and other close ties as it could contribute to building favorable purchasing intentions toward green products. Word of mouth and peer recommendation are essential tactics to drive the intention to purchase.

Benefits to researchers and manufacturing companies

The conceptual framework developed by the researchers may assist leaders of the organizations in preparing and tailoring specific activities that promote a sustainable way of thinking and living among their people and customers. This model can also be relevant in the manufacturing sector since it gives them insights into what factors drive consumers' intention to purchase from them. Quantitative studies would help further understand what consumers need, the relevant benefits, and what attributes are important in green products. These studies' results show that green marketing efforts are affected by socio-economic factors. Marketing efforts should provide relevant information and present a compelling benefit of buying green products. Marketers should also launch campaigns catering to the socio-economic class by promoting a sustainable lifestyle and not just a one-time show of support or purchase.

Marketers could benefit from having targeted communication to avoid the wastage of resources. Multiple stakeholders in the manufacturing and retailing sector may also utilize this in stimulating innovation, educating people about sustainable practices, and leading them to become an advocate for a sustainable future.

Limitations and Recommendations for Future Research

The main scope of the study is to determine the attitude, behavioral intention, awareness, and perceived behavioral support on the intention to purchase from a sustainable manufacturing company. The study also targeted mainly three socio-economic classes, which are low-income, middle-income, and high-income classes. However, the study might have a few limitations on the full understanding of the survey questions by the respondents, especially concerning lower-income class respondents, whereby the understanding of the questions might be compromised, which might affect the accuracy of the data collection.

Future researchers are recommended to combine quantitative and qualitative data collection methods from respondents. The recommendation of a qualitative direction for

future research has been made to understand better consumers' comprehension and interpretations of sustainability and green marketing concepts in the context of consumer goods. It is also highly recommended to do in-depth interviews and focused group discussions to strengthen the results of the qualitative methods, which can ensure a full understanding of the questions formulated. It is also recommended that future researchers gather more data from a broader range of respondents considering factors like demographic situations, geographic locations, and government policies which might affect the results of this research. Lastly, studying the influence of intention to buy sustainable products from retailers such as supermarkets, grocery stores, and convenience stores is also recommended.

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