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Adopting Green Marketing on Consumers' Purchase Intention in Retail Market of Coating Industry in Thailand

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Abstract

As environmental concerns increasingly shape consumer preferences. This study examines how green marketing, green perceived value, and green brand trust influence green purchase intention and brand love in the emerging green retail market of Southeast Asia, with a case study in Thailand. The study also explores the mediating role of green brand trust and the moderating effect of green knowledge. Data were collected from 510 consumers via a questionnaire and analyzed using Partial Least Squares Structural Equation Modeling. Results show that green marketing and green perceived value significantly enhance green brand trust, which positively impacts both green purchase intention and brand love. Green brand trust mediates the effects of green marketing and perceived value on these outcomes. However, green knowledge did not significantly moderate these relationships. The findings highlight the importance of transparent green marketing in fostering consumer trust, loyalty, and emotional engagement.

Keywords: *Green Marketing, Green Perceived Value, Green Purchase Intention, Brand Love, and Coating Industry.*

Introduction

Through increasing concerns regarding environmental sustainability, green marketing has become an essential aspect of ethical marketing, particularly in developed economies and increasingly in developing countries (Imaningsih, 2019). In the era of global warming, consumers are becoming more environmentally conscious, incorporating ecological considerations into their purchasing decisions. These evolving consumer preferences are influencing market dynamics and reshaping how companies engage with customers (Chen & Chang, 2012; Wang & Udall, 2023).

In the coatings sector, eco-friendly coatings are more popular due to environmental restrictions and evolving consumer expectations. These products minimize environmental impact by utilizing renewable energy in production, reducing or eliminating volatile organic compounds (VOCs), and incorporating sustainable packaging (Dincer & Acar, 2015; Soni et al., 2018; Adibi et al., 2023). Innovations such as heat-reflective coatings further enhance environmental value by improving energy efficiency and reducing the urban heat island effect (Sherzad & Jung, 2022).

An emerging coating retail sector in Southeast Asia, especially Thailand is undergoing consistent expansion, driven by infrastructure development, post-pandemic economic recovery, and increasing consumer awareness of health and environmental issues (Reinartz et al., 2011). Regulatory initiatives, such as environmental labeling by the Thai Environment Institute and the

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Greenhouse Gas Management Organization (TGO), are promoting sustainable practices and shaping both consumer expectations and business strategies.

Nevertheless, challenges persist. Green coatings can entail elevated expenses owing to sustainable resources and intricate production processes (Cunningham et al., 2019). Performance limitations in certain applications and a lack of consumer awareness or trust further hinder market penetration (Ryntz & Yaneff, 2003). Overcoming these obstacles necessitates technology advancement and effective marketing that cultivates consumer confidence and emphasizes environmental benefits.

Literature Gap and Research Questions

Notwithstanding the increasing interest in green marketing and sustainable consumer behaviour, research within the coating retail industry is still limited. While existing literature has examined green marketing in general retail sectors, few studies have specifically addressed how trust and emotional attachment mechanisms operate in the green coating retail market in emerging economies like Thailand. This study explores how green marketing, brand trust, and consumer knowledge influence perceived value, purchase intention, and brand love in Thailand's coating market. The following research questions guide the study:

RQ1. How do green marketing, green brand trust, and green perceived value affect green purchase intention and brand love among consumers in the coating retail market?

RQ2. Does green brand trust mediate the relationships between green marketing, green perceived value, green purchase intention and brand love?

RQ3. How does green knowledge moderate the relationships between green marketing, green perceived value, and green brand trust?

Objective of the Study

Investigate the direct effects of green marketing and green perceived value on green brand trust.

Assess the influence of green brand trust on green purchase intention and brand love.

Explore the mediating role of green brand trust in the relationships between green marketing, green perceived value, green purchase intention and brand love.

Analyze the moderating effect of green knowledge on the relationships between green marketing, green perceived value, and green brand trust.

Expected Benefits of the Study

Enhance theoretical understanding of how green marketing and green perceived value influence green brand trust, adding to the literature on sustainable consumer behavior in the coating retail market an underexplored sector.

Clarify how green brand trust shapes key consumer outcomes, namely green purchase intention and brand love, providing insights into the emotional and behavioral impacts of trust in green brands.

By examining the mediating role of green brand trust, the study contributes to a more comprehensive view of how trust bridges the effects of green marketing and perceived value on consumer attitudes and behaviors.

The analysis of green knowledge as a moderating factor will provide valuable insights for segmenting and targeting consumers based on their environmental awareness and literacy.

For practitioners, the findings contribute to actionable guidance on how to design effective green marketing strategies, build consumer trust, and foster stronger emotional connections in Thailand's growing green coatings sector.

Literature Review and Hypotheses Formulation

Green Marketing

Green marketing has emerged as a strategic response to rising environmental concerns and changing consumer expectations. It promotes products based on environmental benefits, such as eco-friendly attributes or sustainable business practices (Ghoshal, 2011). As climate change intensifies, consumers increasingly consider sustainability in purchasing decisions, offering companies opportunities to position themselves as environmentally responsible (Chen & Chang, 2012). Green marketing goes beyond traditional approaches by embedding ecological values into product design, pricing, promotion, and distribution (Polonsky, 1994; Mintu & Lozada, 1993). It demands a long-term perspective that acknowledges the environmental impacts of both production and consumption (Omer, 2009). Core components include green branding, which builds consumer trust and emotional connection (Zhang & Liu, 2022); green advertising, which fosters eco-conscious behavior (Olson, 2013; Rosenbaum & Wong, 2015); and ecolabels, which enhance credibility through verified environmental compliance (Esty & Winston, 2009; Ali, 2021).

Green Brand Trust

Brand trust is a key element in marketing, reflecting consumers' belief in a brand's reliability, honesty, and competence (Flavián et al., 2005). In green marketing, green brand trust refers to consumer confidence in a brand's environmental claims and sustainable performance (Chen & Chang, 2012). It is built on perceived credibility, goodwill, and a company's genuine commitment to sustainability. Trust lowers perceived risk and strengthens purchase intention, especially when consumers believe products contribute to sustainable development (Yu-Shan, 2010; Lee, 2020). While advertising and reputation matter, direct experience with a brand's green practices is often the most powerful driver of trust (Chuah et al., 2020). Green brand trust plays a pivotal role in fostering long-term consumer relationships, reinforcing perceptions of environmental responsibility, and mitigating skepticism amid growing concerns about greenwashing (Chatterjee & Majumdar, 2023). Ultimately, it enhances customer loyalty and purchase behavior, becoming a strategic asset for brands in a sustainability-driven market (Rizwan et al., 2014).

Green Knowledge

Green knowledge refers to a consumer's understanding of environmental issues, including ecological impacts, sustainable practices, and green product benefits (Tan, 2011; Mohd Suki, 2016). It includes both abstract knowledge (awareness of environmental causes and solutions) and concrete knowledge (practical, fact-based information) (Schahn & Erwin, 1990). Consumers with higher green knowledge tend to show stronger pro-environmental attitudes and behaviors, including greater willingness to adopt eco-friendly products (Yadav & Pathak, 2016; Visser & Dlamini, 2021). This knowledge not only shapes consumer decisions but also influences how organizations design and market sustainable products (Wang et al., 2018). Firms that understand

green customer preferences can develop environmentally friendly innovations that reduce waste, minimize harmful emissions, and enhance brand reputation (Agyabeng-Mensah et al., 2021; Wei et al., 2020). As environmental concerns rise, green knowledge becomes a key driver of both sustainable consumption and corporate environmental legitimacy (Lintukangas et al., 2015; Taherparvar et al., 2014).

Green Perceived Value

Green Perceived Value (GPV) refers to a consumer's overall evaluation of the environmental benefits of a product or service relative to the sacrifices made to obtain it (Chen & Chang, 2012; Rahardjo, 2015). GPV strongly influences purchase intention, with higher GPV linked to increased likelihood of buying and repurchasing green products (Woo & Kim, 2019; Rizwan et al., 2014). However, its impact may be indirect, as trust and loyalty often mediate the relationship between GPV and repurchase behavior (Konuk, 2018; Lam et al., 2016). GPV is multidimensional, encompassing functional, emotional, social, and conditional values (Hur et al., 2013; Sangroya & Nayak, 2017). Utilitarian value reflects practical benefits such as quality and performance, while hedonic value captures emotional and experiential satisfaction (Gong et al., 2023). Given its subjective and context-dependent nature, GPV is crucial for understanding consumer responses to green products and for guiding effective sustainable marketing strategies (Mohd Suki, 2016).

Green Purchase Intention

Green Perceived Value (GPV) refers to a consumer's overall evaluation of the environmental benefits of a product or service relative to the sacrifices made to obtain it (Chen & Chang, 2012; Rahardjo, 2015). GPV strongly influences purchase intention, with higher GPV linked to increased likelihood of buying and repurchasing green products (Woo & Kim, 2019; Rizwan et al., 2014). However, its impact may be indirect, as trust and loyalty often mediate the relationship between GPV and repurchase behavior (Konuk, 2018; Lam et al., 2016). GPV is multidimensional, encompassing functional, emotional, social, and conditional values (Hur et al., 2013; Sangroya & Nayak, 2017). Utilitarian value reflects practical benefits such as quality and performance, while hedonic value captures emotional and experiential satisfaction (Hwang & Kim, 2023). Given its subjective and context-dependent nature, GPV is crucial for understanding consumer responses to green products and for guiding effective sustainable marketing strategies (Mohd Suki, 2016).

Brand Love

Brand love refers to the deep emotional attachment consumers develop toward a brand, characterized by passion, intimacy, and commitment (Carroll & Ahuvia, 2006). It goes beyond satisfaction, fostering loyalty, positive word-of-mouth, and even forgiveness of brand failures (Batra et al., 2012; Thomson et al., 2005). Rooted in Sternberg's triangular theory of love (1986), brand love encompasses emotional and symbolic dimensions, reflecting how brands become integrated into consumers' identities (Albert et al., 2023). Consumers often humanize brands, attributing desirable traits that enhance connection and self-expression (Aaker, 1996; Stokburger-Sauer et al., 2012). Authenticity, brand experience, and self-congruity are key drivers of brand love (Yannopoulou et al., 2013; Garg et al., 2016). Unlike satisfaction, which is cognitive and transactional, brand love is affective and identity-based, emerging through repeated, meaningful interactions (Albert & Merunka, 2013; Unal & Aydin, 2013). As a predictor of loyalty, emotional commitment, and price tolerance, brand love is vital for building

strong, enduring brand relationships.

Attitude-Behavior-Context (ABC) Theory

The Attitude-Behavior-Context (ABC) theory, developed by Guagnano et al. (1995), posits that environmentally relevant behaviors are shaped by both internal attitudes (A) and external contextual factors (C). Behavior (B) results not only from individual beliefs but is also influenced by conditions such as social norms, economic incentives, and institutional support. Even strong pro-environmental attitudes may not translate into action if contextual barriers exist. ABC theory is widely applied in sustainability research to explain green consumption, recognizing that contextual facilitators or constraints moderate the attitude-behavior link (Klöckner, 2013; Han et al., 2017). In green marketing, it clarifies why consumers may or may not act on green intention, depending on factors such as availability, price, and credibility of green claims (Li et al., 2020). This study applies ABC theory to explore how green marketing efforts (context) and consumer attitudes (green brand trust, perceived value) shape green purchase intention in Thailand's coating retail market.

In contrast to the Theory of Planned Behavior (TPB) and the Value-Attitude-Behavior (VAB), which emphasize internal cognitive factors, ABC theory offers a more holistic explanation by accounting for contextual influences that can hinder or support green behavior. This makes it especially suitable for the Thai coating retail market, where factors like price, product labeling, and trust in green claims significantly shape whether positive attitudes lead to green purchase intentions.

Hypothesis Development

The Relationship Between Green Marketing and Green Purchase Intention

Green purchase intention reflects a consumer's likelihood to buy environmentally friendly products and serves as a strong predictor of actual buying behavior (Paul & Rana, 2022). As environmental awareness rises, consumers increasingly favor green products, even at premium prices (Mahmoud, 2018).

Green marketing, which encompasses environmental advertising, eco-labeling, and sustainable packaging, plays a crucial role in shaping these intention (Ansar, 2013; Robinot & Giannelloni, 2010). Effective green marketing strategies enhance perceived value and foster positive consumer attitudes, especially when aligned with environmental concerns (Haytko & Matulich, 2008; Yaqubi & Karaduman, 2019). Studies have shown that compelling green communication can increase trust, loyalty, and willingness to pay more for sustainable products (Fong, 2015; Ali et al., 2011).

Therefore, integrating environmental messages into marketing not only boosts brand image but also drives sustainable consumer behavior. Based on this rationale, the following hypothesis is proposed:

H1: Green marketing positively influences green purchase intention.

The Relationship Between Green Marketing and Green Brand Trust

Green marketing plays a vital role in building consumer trust by enhancing perceptions of a brand's environmental credibility, benevolence, and competence (Flavián et al., 2005; Mukherjee & Nath, 2003). Effective green marketing strategies including eco-labels, green advertising, sustainable packaging, and responsible pricing help consumers recognize and trust

the environmental value of products (Rahbar & Wahid, 2011; Uddin & Khan, 2018).

Studies have shown that transparent communication, fair pricing, and ethical promotion positively affect green brand trust by fostering confidence in the brand's environmental claims (Nguyen Viet & Nguyen Anh, 2021; Davari & Strutton, 2014). Consumers who believe in a brand's sustainable practices are more likely to develop long-term loyalty and engage in green purchasing (Cheung & To, 2019; Jiang & Kim, 2015).

By consistently delivering credible environmental messages and aligning their marketing mix with sustainability values, companies can build trust and strengthen their relationships with environmentally conscious consumers. Based on this rationale, the second hypothesis is proposed:

H2: Green marketing positively influences green brand trust.

The Relationship Between Green Perceived Value and Green Brand Trust

Green Perceived Value (GPV) represents consumers' evaluation of a product's environmental benefits relative to what is sacrificed (Chen & Chang, 2012). When consumers perceive that a product delivers strong environmental value through aspects like sustainability, ethical sourcing, and functional performance they are more likely to develop trust in the brand (Chen & Chang, 2013; Eid, 2011).

Trust in a green brand reflects consumer confidence in its credibility, benevolence, and environmental competence (Rousseau et al., 1998; Cheng & Chang, 2012). Studies consistently show that higher perceived green value contributes to greater brand trust, which is foundational for building long-term customer relationships (Zhuan et al., 2010; Malik et al., 2012). Packaging also plays a critical role in shaping initial perceptions, reinforcing the brand's environmental positioning and enhancing consumer trust (Singh & Pandey, 2018; Braun et al., 2016).

Given the strong interdependence between perceived value and trust, improving consumers' recognition of a brand's environmental efforts directly strengthens their confidence in that brand. Accordingly, the following hypothesis is proposed:

H3: Green perceived value positively influences green brand trust.

The Relationship Between Green Perceived Value and Brand Love

Brand love reflects a deep emotional attachment that consumers develop toward brands that consistently deliver value and satisfaction (Batra et al., 2012; Albert & Merunka, 2013). Among the key antecedents of brand love is perceived value, which includes both cognitive and emotional appraisals of a product's benefits (Long-Tolbert & Gammoh, 2012).

Green perceived value (GPV) the consumer's overall evaluation of the environmental and functional benefits of a product has been shown to foster stronger emotional connections with sustainable brands (Yang & Wang, 2010; Rodrigues et al., 2015). When consumers perceive a brand as offering credible environmental value, their appreciation often translates into greater emotional attachment and loyalty (Chi & Kilduff, 2011; Tam, 2004).

Thus, GPV is not only instrumental in driving positive evaluations but also in cultivating brand love, making it a critical factor for marketers aiming to build meaningful, long-term relationships with eco-conscious consumers. Based on this rationale, the following hypothesis is proposed:

H4: Green perceived value positively influences brand love.

The Relationship Between Green Brand Trust and Green Purchase Intention

Trust is a critical predictor of consumer behavior, defined as the willingness to rely on a brand based on perceived integrity, competence, and reliability (Salehzadeh & Pool, 2022). In green marketing, green brand trust reflects the consumer's confidence in a brand's environmental claims and practices (Chen & Chang, 2013).

Empirical evidence consistently demonstrates that higher levels of brand trust lead to stronger purchase intention (Schlosser et al., 2006; Harris & Goode, 2010). Specifically, in the context of eco-friendly products, green brand trust significantly increases consumers' willingness to purchase (Chen, 2010; Kang & Hur, 2012). However, instances of greenwashing where firms exaggerate environmental claims can undermine this trust and hinder consumer intention (Chatterjee & Majumdar, 2023).

To foster sustainable purchasing behavior, brands must demonstrate credible environmental performance. Studies show that when consumers trust a brand's environmental integrity, their green purchase intention rises accordingly (Gil & Jacob, 2018; Lii & Lee, 2012). Based on this rationale, the following hypothesis is proposed:

H5: Green brand trust positively influences green purchase intention.

The Relationship Between Green Brand Trust and Brand Love

Brand trust is a key antecedent to brand love, reflecting consumers' belief in a brand's reliability, integrity, and ability to meet expectations (Albert & Merunka, 2013; Ahmad & Thyagaraj, 2015). Trust reinforces emotional attachment, deepening the consumer–brand relationship and enhancing feelings of affection and loyalty (Kaufmann et al., 2016; Ahmed et al., 2014).

Cognitive components such as consistency, competence, and benevolence serve as the foundation for trust and influence emotional responses like brand love (Rambocas & Ramsubhag, 2018). Positive experiences with green brands build emotional bonds, suggesting that trust contributes to the development of brand love (Roy et al., 2013; Sarkar et al., 2012). Therefore, when consumers trust a green brand's environmental commitment, they are more likely to form strong emotional attachments.

H6: Green brand trust positively influences brand love.

The Mediating Role of Green Brand Trust

Green brand trust, defined as consumers' willingness to rely on a brand's environmental performance, credibility, and benevolence (Chen & Chang, 2013), plays a central role in shaping sustainable consumer behavior. It serves as a bridge between marketing efforts and consumer responses, influencing both purchase intention and emotional attachment to the brand (Ahmad & Zhang, 2020; Amin & Tarun, 2021).

Empirical evidence shows that green marketing through honest promotion, sustainable packaging, and eco-friendly product design builds consumer trust, which in turn enhances green purchase intention (Gil & Jacob, 2018; Liu et al., 2021). Similarly, green perceived value, as a consumer's appraisal of environmental and functional benefits, fosters brand trust and motivates pro-environmental behavior (Chen & Chang, 2012; Da Luz et al., 2020).

Trust also acts as a foundation for brand love. When consumers perceive consistency, integrity, and emotional satisfaction from green brands, they are more likely to develop a deep emotional

bond (Albert & Merunka, 2013; Heinrich et al., 2012). Thus, green brand trust links cognitive evaluations (e.g., perceived value and marketing) with affective outcomes such as brand love.

H7: Green brand trust mediates the relationship between green marketing and green purchase intention.

H8: Green brand trust mediates the relationship between green perceived value and green purchase intention.

H9: Green brand trust mediates the relationship between green marketing and brand love.

H10: Green brand trust mediates the relationship between green perceived value and brand love.

The Moderating Role of Green Knowledge

Green knowledge refers to a consumer's environmental awareness and understanding of eco-friendly products, enabling informed evaluation of green marketing efforts and product claims (Sharma et al., 2020). It encompasses both brand image and trust, influencing attitudes, behavior, and the perceived credibility of environmental messaging (Villagra et al., 2022; Zhou et al., 2021).

Research suggests that individuals with higher green knowledge are more likely to recognize authentic green attributes, reducing uncertainty and enhancing trust in environmentally friendly brands (Connelly et al., 2011; Koehn, 2003). Green knowledge helps bridge the gap between green marketing communication and consumer perception, acting as a moderator in shaping green brand trust (Astuti et al., 2024). Well-informed consumers are also better able to perceive the environmental value of green products, which strengthens the effect of green perceived value on brand trust (D'Souza et al., 2007; Tung & Vigneron, 2023).

In contrast, consumers with limited green knowledge may be more skeptical of green claims, leading to weakened trust and reduced perceived value. Therefore, green knowledge plays a crucial moderating role in determining how effectively green marketing and green perceived value influence green brand trust.

Accordingly, the following hypotheses are proposed:

H11: Green knowledge moderates the relationship between green marketing and green brand trust.

H12: Green knowledge moderates the relationship between green perceived value and green

brand trust.

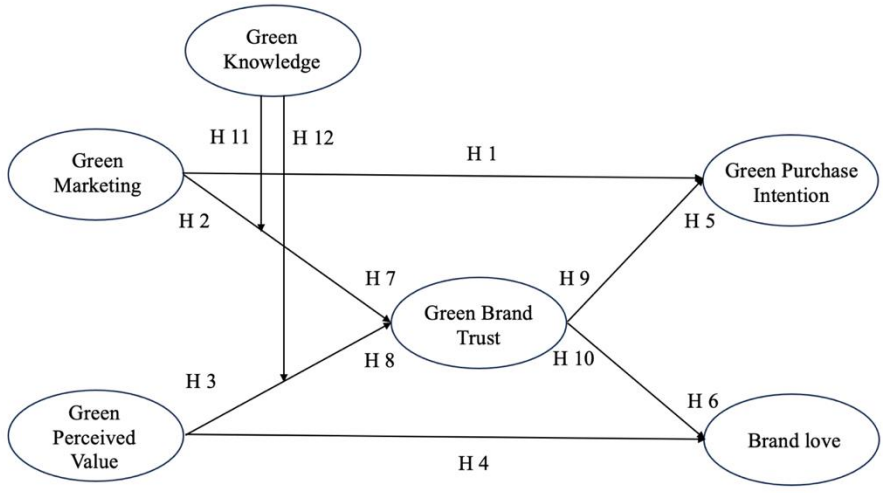

Figure 1. Research Framework

Research Methodologies

This study employed a quantitative research design to examine the effects of green marketing, green brand trust, and green perceived value on green purchase intention and brand love within Thailand's coating retail market. Data were collected through a structured questionnaire administered on-site using Google Forms across six Thai regions (North, Northeast, West, Central, East, and South) in retail chains including Home Pro, Mega Home, Global House, and Thai Watsadu.

A total of 510 responses were gathered using a multi-stage quota sampling method, with 85 participants selected from each of Thailand's six regions to ensure balanced geographic representation. Prior to full-scale data collection, a pilot test involving 30 respondents was conducted to confirm the reliability of measurement items, all of which demonstrated Cronbach's alpha values above 0.70. Green Marketing yielded a Cronbach's alpha of 0.96, Green Brand Trust scored 0.98, and Green Perceived Value also demonstrated a high reliability of 0.98. In addition, Green Purchase Intention and Brand Love each achieved alpha values of 0.98 and 0.97, respectively. Green Knowledge showed a strong reliability score of 0.96.

The questionnaire measured key constructs: Green Marketing, Green Perceived Value, Green Knowledge, Green Brand Trust, Green Purchase Intention, and Brand Love, using a 5-point Likert scale. Items were adapted from established literature to ensure validity. Partial Least Squares Structural Equation Modeling was used for data analysis.

Data Analysis and Results

Data Analysis

To provided context for the study, key demographic characteristics of the respondents were summarized below.

Demographic	Frequency	Percentage
Gender		
Male	267	52.35
Female	237	46.47
Others	4	0.78
Prefer not to answer	2	0.39
Age		
20 – 26 years old	105	20.59
27 – 44 years old	379	74.31
45 – 59 years old	26	5.10
More than 59 years old	0	0.00
Highest Education		
Highschool or below	363	71.18
Bachelor's degree	142	27.84
Master's degree or above	5	0.98
Marital Status		
Single	334	65.49
Married	154	30.20
Divorced	22	4.31
Occupation		
Government official	6	1.18
State enterprise official	5	0.98
Private company employee	453	88.82
Business owner	13	2.55
Freelance	32	6.27
Housewife	1	0.20
Retired	0	0.00
Unemployed	0	0.00
Monthly Personal Income Before Taxes		
No income	0	0.00
Under THB 15,000	154	30.20
THB 15,001 - THB 30,000	313	61.37
THB 30,001 - THB 45,000	35	6.86
THB 45,001 – THB 60,000	5	0.98
THB 60,001 – THB 75,000	1	0.20
More than THB 75,000	2	0.39
Purchase Experience with Green Coating Products		
Yes	414	81.18
No	96	18.82
Factors Influencing Green Purchase Intention		
Personal values and beliefs	47	9.22
Recommendations from friends or family	47	9.22
Social media and online reviews	78	15.29
Advertising and promotions	106	20.78
Environmental awareness campaigns	199	39.02
Others	33	6.47

Table 1: The Demographic (n=510)

Gender, the majority of respondents were male (52.35%), followed closely by female participants (46.47%). A small number identified as others (0.78%). Age, most respondents were aged 27–44 years (74.31%), followed by those in the 20–26 years age group (20.59%). A smaller portion were 45–59 years old (5.10%). Highest Education, a large majority had high school education or below (71.18%), followed by those with a bachelor's degree (27.84%). A small proportion held a master's degree or higher (0.98%). Marital Status, most participants were single (65.49%), while married individuals accounted for 30.20%. A smaller group reported being divorced (4.31%). Occupation the top occupation was private company employee (88.82%), followed by freelancers (6.27%), and business owners (2.55%). Monthly Personal Income Before Taxes, the largest income group earned THB 15,001–30,000 (61.37%), followed by those earning under THB 15,000 (30.20%), and THB 30,001–45,000 (6.86%). Purchase Experience with Green Coating Products, a majority of respondents (81.18%) reported having purchased green coating products, while 18.82% had not. Only these two categories were applicable here. Factors Influencing Green Purchase Intention, the top influencing factor was environmental awareness campaigns (39.02%), followed by advertising and promotions (20.78%), and social media and online reviews (15.29%).

Descriptive Statistics

Variables	Number of Questions	Mean	STD
Brand Love	6	4.50	0.59
Green Brand Trust	5	4.50	0.60
Green Knowledge	5	4.41	0.61
Green Marketing	15	4.46	0.54
Green Perceived Value	18	4.46	0.56
Green Purchase Intention	7	4.50	0.58

Table 2: Descriptive Statistics

Table 2 presented the descriptive statistics for the key variables in this study. All variables were measured on a Likert scale. The mean scores for all variables ranged from 4.41 to 4.50, revealing that respondents predominantly possessed favorable perceptions of constructs associated with green marketing. The standard deviations were moderate (ranging from 0.54 to 0.61), suggesting some variability in responses but no excessive dispersion. Overall, the responses were fairly consistent.

Analysis of Measurement Model

Reliability and Validity Analysis

	Cronbach's Alpha ***>0.7***	**CR (Rho_A)** ***>0.7***	**CR (Rho_C)** ***>0.7***	**AVE** ***>0.5***
Brand love	0.945	0.945	0.960	0.858
Green brand trust	0.938	0.938	0.960	0.889
Green knowledge	0.925	0.930	0.952	0.870
Green marketing	0.930	0.933	0.944	0.706
Green perceived value	0.925	0.926	0.941	0.727
Green purchase intention	0.923	0.923	0.951	0.867

Table 3: Reliability and Convergent Validity

Table 3 presented the reliability and convergent validity results for all latent constructs in the study. The table included Cronbach's Alpha, Composite Reliability (CR) assessed by both Rho_A and Rho_C, and Average Variance Extracted (AVE). All constructs demonstrated high internal consistency, with Cronbach's Alpha values ranging from 0.923 to 0.945, exceeding the recommended threshold of 0.7. Composite reliability values for both Rho_A and Rho_C also surpassed the 0.7 benchmark, confirming construct reliability. In terms of convergent validity, all AVE values were above the acceptable level of 0.5, ranging from 0.706 (Green Marketing) to 0.889 (Green Brand Trust), indicating that a substantial portion of the variance was explained by the underlying constructs.

Outer Loadings and Variance Inflation Factors

Factors	Outer loadings	VIF <5
Brand Love		
BL01	0.929	4.213
BL02	0.929	4.215
BL03	0.932	4.363
BL06	0.915	3.536
Green Brand Trust		
GBT03	0.939	3.871
GBT04	0.948	4.550
GBT05	0.942	4.131
Green Knowledge		
GK02	0.913	3.051
GK04	0.945	4.025
GK05	0.939	3.932
Green Marketing		
GM01	0.800	2.194
GM05	0.853	2.738
GM06	0.872	3.453
GM07	0.858	3.231
GM09	0.797	2.168
GM12	0.836	2.599
GM14	0.862	3.013
Green Purchase Intention		
GPI03	0.930	3.448
GPI04	0.935	3.672
GPI07	0.928	3.305
Green Perceived Value		
GPV05	0.869	3.344
GPV06	0.855	2.953
GPV08	0.873	3.117
GPV13	0.820	2.478
GPV14	0.847	2.780
GPV18	0.850	2.606

Table 4: Outer Loadings and Variance Inflation Factors (VIF)

Table 4 presented the outcomes of the measurement model evaluation, presenting the outer loadings and variance inflation factor (VIF) values for each indicator across six constructs. All outer loadings exceeded the recommended threshold of 0.70, demonstrating that each signal consistently reflected its corresponding latent construct. The outer loadings ranged from 0.797

(GM09) to 0.948 (GBT04), demonstrating strong indicator reliability across the model. In addition, all VIF values were below 5, ranging from 2.168 (GM09) to 4.550 (GBT04), which indicated an acceptable level of collinearity and confirmed that multicollinearity was not a concern in this model.

Discriminant Validity

	BL	GBT	GK	GM	GPV	GPI	GK x GPV	GK x GM
Brand Love								
Green Brand Trust	0.839							
Green Knowledge	0.753	0.864						
Green Marketing	0.824	0.835	0.800					
Green Perceived Value	0.876	0.859	0.806	0.898				
Green Purchase Intention	0.884	0.891	0.805	0.813	0.886			
Green Knowledge X Green Perceived Value	0.412	0.483	0.404	0.455	0.497	0.467		
Green Knowledge X Green Marketing	0.352	0.480	0.399	0.501	0.462	0.426	0.861	

Table 5: HTMT Discriminant Validity Criteria

Table 5 presented the results of the discriminant validity assessment using the Heterotrait Monotrait ratio (HTMT) of correlations. It was generally recommended that HTMT values remain below the threshold of 0.90 (or more conservatively, 0.85) to confirm discriminant validity. As shown, all HTMT values between the latent constructs were below 0.90. For example, the HTMT value between Green Brand Trust and Green Knowledge was 0.864, and between Green Perceived Value and Green Marketing was 0.898, both of which were within the acceptable range. Additionally, the interaction terms (Green Knowledge × Green Perceived Value and Green Knowledge × Green Marketing) also showed acceptable HTMT values, with the highest being 0.861, further supporting the absence of multicollinearity and confirming the distinctiveness of the moderator constructs.

Assessment of the structural model

Model Fit Assessment in PLS-SEM

Model fit	Saturated model	Estimated model
SRMR	0.037	0.049
d_ULS	0.475	0.836
d_G	0.447	0.488
Chi-square	1400.590	1440.381
NFI	0.902	0.900

Table 6: Model Fit Indices for Saturated and Estimated Models

Table 6 presented the model fit indices used to assess the overall goodness of fit for both the saturated and estimated models. The Standardized Root Mean Square Residual (SRMR) values for the saturated (0.037) and estimated (0.049) models were both below the commonly accepted threshold of 0.08, indicating a good model fit. The d_ULS and d_G values represented the squared Euclidean distance and geodesic distance, respectively, between the empirical and

model-implied correlation matrices. These values were relatively low, suggesting acceptable model approximation. The Chi-square statistics for the saturated and estimated models were 1400.590 and 1440.381, respectively, supporting the model's overall structure. Lastly, the Normed Fit Index (NFI) values of 0.902 (saturated model) and 0.900 (estimated model) exceeded the minimum threshold of 0.90, further indicating satisfactory model fit. These results confirmed that the structural model demonstrated a good overall fit and was suitable for hypothesis testing and further analysis.

Variance (R square; R^2)

	R-square	R-square adjusted
Brand Love	0.722	0.721
Green Brand Trust	0.758	0.756
Green Purchase Intention	0.718	0.717

Table 7: Coefficient of Determination (R^2) and Adjusted R^2

Table 7 reported the R-square and adjusted R-square values for the key constructs in the structural model: Brand Love, Green Brand Trust, and Green Purchase Intention. The R-square values indicated the proportion of variance in each dependent variable explained by its predictors. Green Brand Trust had the highest R-square value at 0.758, indicating that 75.8% of its variance was explained by the model. Brand Love followed with an R-square of 0.722, while Green Purchase Intention had an R-square of 0.718. The adjusted R-square values were only slightly lower, verifying that the model's explanatory capacity remained strong following the adjustment for the quantity of predictors.

Effect sizes (F square; F^2)

	BL	GBT	GK	GM	GPV	GPI	GK x GPV	GK x GM
Brand Love								
Green Brand Trust	0.178					0.510		
Green Knowledge		0.277						
Green Marketing		0.037				0.107		
Green Perceived Value	0.353	0.090						
Green Purchase Intention								
Green Knowledge X Green Perceived Value		0.002						
Green Knowledge X Green Marketing		0.002						

Table 8: F-square (f^2) Effect Sizes

Table 8 presented the F-square (f^2) values. For Brand Love, Green Perceived Value ($f^2 = 0.353$) and Green Knowledge ($f^2 = 0.277$) had large and medium effect sizes, respectively. Green Brand Trust showed a small effect ($f^2 = 0.178$), while Green Marketing had a small effect ($f^2 = 0.037$). For Green Brand Trust, Green Knowledge showed a medium effect ($f^2 = 0.277$), while Green Perceived Value showed a small effect ($f^2 = 0.090$). For Green Purchase Intention, Green Brand Trust ($f^2 = 0.510$) showed a large effect size, whereas Green Marketing ($f^2 = 0.107$) represented a small effect. The interaction terms, Green Knowledge × Green Perceived Value and Green Knowledge × Green Marketing, each showed small effect sizes ($f^2 = 0.002$), suggesting limited

moderating influence in this model. These results indicated that Green Brand Trust and Green Perceived Value were the most influential predictors in the model, especially for Brand Love and Green Purchase Intention.

Path Coefficients

Hypothesis	B	STDEV	t	P	Result
H1: Green marketing positively influences green purchase intention.	0.281	0.070	4.002	0.000	Supported
H2: Green marketing positively influences green brand trust.	0.191	0.054	3.518	0.000	Supported
H3: Green perceived value positively influences green brand trust.	0.297	0.061	4.839	0.000	Supported
H4: Green perceived value positively influences brand love.	0.525	0.052	9.978	0.000	Supported
H5: Green brand trust positively influences green purchase intention.	0.610	0.074	8.216	0.000	Supported
H6: Green brand trust positively influences brand love.	0.370	0.056	6.576	0.000	Supported

Table 9: Results of Hypothesis Testing

The structural model results provided strong support for all hypothesized relationships. Specifically, green marketing had a significant positive effect on green purchase intention ($\beta = 0.281$, $t = 4.002$, $p < 0.001$) and on green brand trust ($\beta = 0.191$, $t = 3.518$, $p < 0.001$), supporting Hypotheses 1 and 2. Additionally, green perceived value demonstrated a significant positive influence on green brand trust ($\beta = 0.297$, $t = 4.839$, $p < 0.001$) and on brand love ($\beta = 0.525$, $t = 9.978$, $p < 0.001$), confirming Hypotheses 3 and 4. Moreover, green brand trust significantly affected both green purchase intention ($\beta = 0.610$, $t = 8.216$, $p < 0.001$) and brand love ($\beta = 0.370$, $t = 6.576$, $p < 0.001$), supporting Hypotheses 5 and 6. Among all relationships, the path from green perceived value to brand love produced the strongest effect. These findings highlighted the central role of green brand trust as a mediator, as well as the critical impact of perceived value and marketing activities on driving consumer attitudes and intentions in the context of green products.

Mediation Effects

Hypothesis	B	STDEV	t	P	Result
H7: Green brand trust mediates the relationship between green marketing and green purchase intention.	0.116	0.033	3.495	0.000	Supported
H8: Green brand trust mediates the relationship between green perceived value and green purchase intention.	0.183	0.048	3.731	0.000	Supported
H9: Green brand trust mediates the relationship between green marketing and brand love.	0.071	0.025	2.834	0.005	Supported
H10: Green brand trust mediates the relationship between green perceived value and brand love.	0.109	0.025	4.361	0.000	Supported

Table 10: Mediation Analysis Results

The mediation analysis demonstrated that green brand trust played a significant mediating role in several key relationships within the structural model. Specifically, green brand trust significantly mediated the relationship between green marketing and green purchase intention ($\beta = 0.116$, $t = 3.495$, $p < 0.001$), supporting Hypothesis 7. Similarly, it mediated the link between green perceived value and green purchase intention ($\beta = 0.183$, $t = 3.731$, $p < 0.001$), confirming Hypothesis 8. Furthermore, green brand trust was found to mediate the relationship between green marketing and brand love ($\beta = 0.071$, $t = 2.834$, $p = 0.005$), as well as the relationship between green perceived value and brand love ($\beta = 0.109$, $t = 4.361$, $p < 0.001$), supporting Hypotheses 9 and 10, respectively.

These findings highlighted green brand trust as a critical mediating construct that helped explain how green marketing and green perceived value influenced both purchase intention and brand love. The findings underscored the significance of establishing brand trust to fully leverage the effects of green strategies on consumer behavior.

Moderation Effects

Hypothesis	B	STDEV	t	P	Result
H11: Green knowledge moderates the relationship between green marketing and green brand trust.	-0.039	0.068	0.562	0.574	*Not Supported*
H12: Green knowledge moderates the relationship between green perceived value and green brand trust.	-0.032	0.070	0.489	0.625	*Not Supported*

Table 11: Moderation Analysis Results

For Hypothesis 11, the interaction between green marketing and green knowledge on green brand trust was not statistically significant ($\beta = -0.039$, $t = 0.562$, $p = 0.574$), indicating no moderation effect. Similarly, Hypothesis 12, which tested the moderating effect of green knowledge on the relationship between green perceived value and green brand trust, was also not supported ($\beta = -0.032$, $t = 0.489$, $p = 0.625$).

To exemplify the hypothesized relationships among the study variables, a structural model was developed based on the conceptual framework. The structural model was shown in Figure 1.

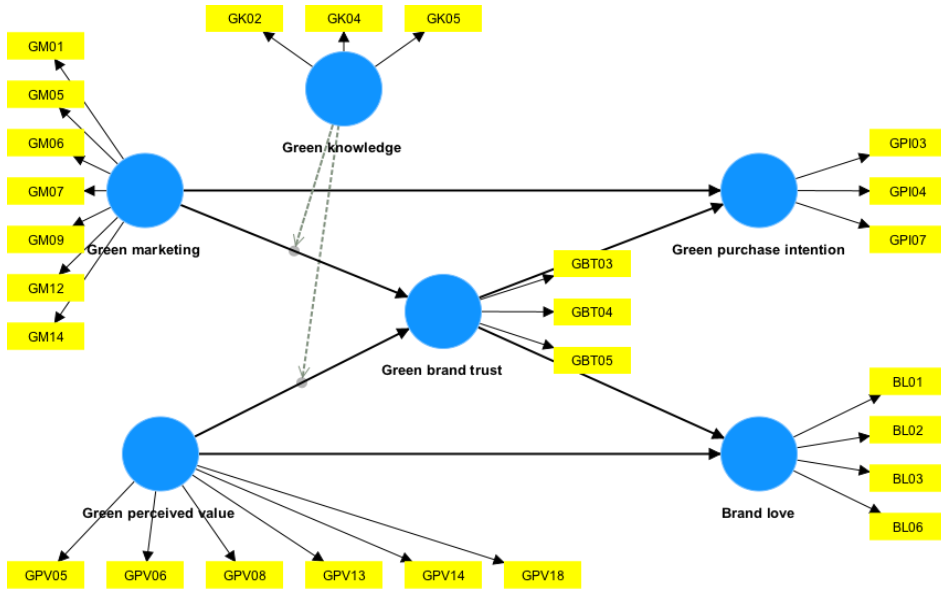

Figure 1. Structural Model

Discussion

Key Findings

The results confirmed that green marketing, green perceived value, and green brand trust significantly influence green purchase intention and brand love (supporting Hypotheses 1–6). This underscores the importance of green marketing and perceived value in fostering trust and emotional attachment.

Mediation analysis supported Hypotheses 7–10, showing that green brand trust mediates the effects of green marketing and perceived value on both purchase intention and brand love, highlighting trust as a key psychological mechanism.

However, Hypotheses 11 and 12 were not supported. Green knowledge did not significantly moderate the relationships between green marketing or perceived value and brand trust. This suggests that consumers rely more on visible brand cues (e.g., ecolabels, product performance, packaging) than on their own environmental knowledge when forming trust. While green knowledge is significant, transparent and reliable marketing signals may exert a more substantial influence on establishing trust among various consumer segments.

Theoretical Implications

This study reinforces the ABC theory by showing that contextual factors such as clear marketing signals and brand transparency significantly shape whether positive attitudes lead to green behaviors. Green brand trust acts as a key mediator between green marketing, perceived value, and consumer outcomes, supporting the role of psychological mechanisms in sustainability decisions. The lack of moderation by green knowledge suggests that internal cognition alone is

insufficient and highlighting the need to further explore the interplay between environmental cues and consumer trust.

Managerial Implications

Managers should prioritize building green brand trust through transparent marketing, credible ecolabels, and clear communication of environmental benefits. Emotional engagement via storytelling and brand authenticity can deepen brand love. As green knowledge had little impact, simplifying green claims and making them easily verifiable is essential to influence a wider consumer base effectively.

Recommendations

For Practitioners: Green marketing should go beyond highlighting eco-friendly features; it should focus on building trust through transparent communication and reliable actions. Marketers should leverage ecolabels, sustainable packaging, and clear messaging to reinforce brand authenticity. Communicating both functional (e.g., long-term cost savings, performance) and emotional (e.g., health safety, sustainability values) benefits can enhance perceived value and drive consumer interest.

To strengthen brand trust and foster brand love, companies should back sustainability claims with concrete actions such as corporate social responsibility (CSR) initiatives and sustainable supply chains. Building emotional connections through storytelling and loyalty programs can further support long-term consumer loyalty.

For Policymakers: Agencies like the Thai Environment Institute and TGO should continue promoting environmental labeling and consumer education to guide sustainable purchasing. Additionally, the government should support R&D and provide subsidies for green materials to lower production costs and improve market access to environmentally friendly coatings.

Limitations

Firstly, the research was geographically confined to major urban retail chains, which may limit the generalizability of the findings. Secondly, green knowledge was examined as a moderating variable, but the non-significant results suggest that the measurement may have been too simplistic. A more nuanced approach such as distinguishing between perceived and actual green knowledge may provide deeper insights.

Future Research

Future studies should explore rural populations, niche consumer segments, or conduct cross-cultural comparisons to broaden the understanding of green consumer behavior. Researchers could examine green knowledge as a multidimensional construct, improving understanding of its influence on brand trust and decision-making. Additionally, incorporating variables such as brand authenticity, social influence, and consumer skepticism could enrich the model. Expanding research to other green product categories (e.g., electronics, personal care) would also help validate and extend the applicability of this study's framework.

Conclusion

This study contributes to the understanding of how green marketing, green perceived value, and green brand trust shape purchase intention and brand love in Thailand's coating retail market. The results emphasize the pivotal role of green brand trust as both a direct influencer and

mediator, linking marketing efforts and consumer value perception to behavioral and emotional outcomes. Although green knowledge did not moderate the tested relationships, its inclusion highlights the need to continue exploring how consumer awareness interacts with sustainability messaging.

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