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EXPLORATORY FACTOR ANALYSIS OF MARKETING MIX OF PURCHASING DECISION TO BUY GREEN PRODUCTS IN THAI CONSUMERS

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Abstract

This research aimed to study the factors of marketing mix of purchasing decision to buy green products in Thai consumers. A total of 400 participants who took part in the study were Thai consumers who used refrigerators or influenced the buying decision of refrigerator. The purposive sampling method was performed and the online questionnaire survey was utilized. The research data was analyzed by the principle component analysis. The study used the exploratory factor analysis and rotated the axis by varimax method. The result revealed the 4 key factors of consumer purchasing decision in green products buying in Thai consumers were extracted include (1) Price and information benefits, (2) Product promotion, (3) Marketing promotion, and (4) Green product attributes. These factors could explain the accumulated variation by 53.64 %. So, this research suggests that the producers and distributors in green products should focus on the 4 key factors from this study for designing the business strategies and marketing mix to influence Thai consumers' purchasing decision.

Keywords: Exploratory Factor Analysis, Marketing Mix, Purchasing Decision, Green Products.
