



Determinants Influencing Millennials' Green Product Purchase Decisions in Thailand

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Abstract

This study investigates the determinants influencing Thai Millennials' decisions to purchase green products, with particular attention to the roles of social media advertising exposure, perceived brand value, brand credibility, and brand trust. A quantitative survey was conducted among 400 respondents aged 24–41, all of whom had purchased at least one green product in the previous year. Data were analyzed using descriptive statistics and multiple regression analysis (MRA) at a 0.05 significance level. The results indicated that social media advertising exposure was rated relatively high ($M = 3.98$, $SD = 0.72$); however, it did not significantly predict perceived brand value ($H_1: \beta = 0.670$, $p > 0.05$), brand credibility ($H_2: \beta = 0.760$, $p > 0.05$), or brand trust ($H_3: \beta = 0.811$, $p > 0.05$). These findings suggest that frequent exposure to digital advertising alone does not significantly shape core brand perceptions among Thai Millennials. In contrast, perceived brand value ($H_{4a}: \beta = 0.282$, $t = 6.425$, $p < 0.001$), brand credibility ($H_{4b}: \beta = 0.288$, $t = 5.050$, $p < 0.001$), and brand trust ($H_{4c}: \beta = 0.355$, $t = 6.898$, $p < 0.001$) were found to significantly and positively influence green product purchase decisions. The regression model demonstrated strong explanatory power, accounting for 74.9% of the variance ($R^2 = 0.749$, Adjusted $R^2 = 0.747$, $F(3, 396) = 398.87$, $p < 0.001$).

These findings underscore that psychological brand perceptions—rather than advertising exposure—are the key drivers of environmentally responsible consumer behavior. For marketers aiming to promote sustainable consumption, the study highlights the importance of trust-based and value-driven communication strategies. Aligning brand narratives with Millennials' environmental values may enhance brand loyalty and encourage the long-term adoption of eco-friendly products.

Keywords: 1) Green Product Purchase 2) Millennial Consumers 3) Brand Trust 4) Social Media Advertising 5) Brand Perception

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Introduction

In the 21st century, rapid transformations across economic, technological, and social domains have reshaped consumer behavior and marketing strategies. One of the most pressing global shifts is the rising concern for environmental sustainability, which has influenced both business practices and consumer expectations. While traditional marketing often emphasizes driving consumption, this can conflict with sustainability goals. However, emerging concepts like green marketing offer a bridge by promoting environmentally responsible products and encouraging sustainable consumption behaviors (Simsawat, 2022, pp. 47–55)

In Thailand, the green product market is expanding steadily, with increasing attention from both businesses and consumers. According to the Thailand Greenhouse Gas Management Organization (2018, pp. 60–66), the domestic market value for green and eco-labeled products exceeded 30 billion baht, growing at an average rate of 8–10% annually over the past five years. This growth is largely driven by heightened consumer awareness of environmental issues, particularly among Millennials—those born between 1980 and 2003—who represent a substantial share of Thailand’s working-age population. Millennials are not only digital natives but also tend to prioritize ethical, health-conscious, and environmentally friendly choices in their purchase decisions (Wandhe, et al., 2024, pp. 114–125) A survey by PwC Thailand (2024) reports that over 67% of Thai Millennials are willing to pay more for products that are en-

vironmentally friendly or sustainably sourced. At the same time, social media platforms such as Facebook, LINE, Instagram, and Messenger have become dominant communication channels in Thailand, with over 55 million active users in Thailand (DataReportal, 2024). These platforms play a vital role in shaping how consumers perceive brands and make purchasing decisions. As such, social media advertising has emerged as a crucial tool for brands seeking to engage with Millennials, particularly in the context of sustainable consumption.

Despite these trends, a gap remains in understanding the psychological mechanisms through which social media advertising affects Millennial consumers’ decisions to purchase green products. Specifically, there is limited research examining whether digital advertising exposure influences key consumer perceptions—such as perceived brand value, brand credibility, and brand trust—which are known to drive purchasing behavior. Most existing studies treat these factors in isolation or focus on general consumers, rather than investigating their interconnected influence within a digital and environmentally focused context.

This study seeks to address these gaps by investigating the extent to which exposure to social media advertising impacts the perceived brand value, brand credibility, and brand trust of green products among Thai Millennials, and how these perceptions in turn affect their purchase decisions. The primary research objective is to identify the key psychological determinants influencing Millennials’ decisions to purchase eco-friendly products.



This leads to the central research question How does exposure to social media advertising influence Millennials' brand perceptions and their subsequent green product purchase decisions in Thailand?

To explore this, the study proposes four hypotheses 1) Social media advertising exposure positively affects perceived brand value 2) Social media advertising exposure positively affects brand credibility 3) Social media advertising exposure positively affects brand trust and 4) Perceived brand value, brand credibility, and brand trust positively influence green product purchase decisions. These hypotheses are grounded in modern branding and consumer behavior theories, aiming to provide insight into how emotionally and cognitively driven perceptions shape environmentally responsible consumption in the digital age.

Literature Review

Purchase Decision-Making

Schiffman and Kanuk (2007, p. 659) define purchase decision-making as a process of choosing among alternatives influenced by both internal (e.g., emotions, knowledge, experience, gender, and demographics) and external factors (e.g., advertising and marketing communications). While this framework remains foundational, it does not fully capture the complexities of digital-era consumer behavior, particularly in terms of media proliferation and technology-enabled interactions. In the digital age, consumers have access to a broad array of information sources—online reviews, social media, and user feedback—all of

which significantly shape their decision-making process (Baek, Kim and Yu, 2015, pp. 662–678). Recent studies suggest that digital marketing communications now influence every stage of the decision-making journey, from awareness to post-purchase behavior. For example, Handoyo (2024, pp. 2-3) conducted a meta-analysis revealing that key drivers of purchase decisions in e-commerce include user experience, trust, and the quality of product information presentation. This expands earlier frameworks that primarily emphasized external triggers, suggesting that modern marketing strategies must integrate technical and experiential elements. Similarly, Latief, Dirwan and Rizal (2025, pp. 310-314), in their systematic literature review, found that consumer expectations have evolved due to social media, personalization, and digital empowerment. Their study argues that effective communication now requires relevance, usability, and personalization tailored to individual consumer needs.

In contrast with Anderson and Srinivasan's (2003, pp.123-138) view that marketing communication builds consumer confidence and stimulates word-of-mouth, recent research emphasizes that user-generated content (UGC), such as online reviews and influencer content, now plays a dominant role. For instance, demonstrates how trust in influencers significantly affects consumer purchase decisions and post-purchase satisfaction, further reinforcing the power of digitally mediated peer influence. Blackwell, Miniard and Engel (2006, p.76) highlighted the impact of first-time purchase experiences on future decisions. This notion aligns with Segijn, Stry-

charz and Boerman (2025, pp. 151–155) who found that AI-driven personalization enhances initial user experiences and contributes to customer retention. Their findings suggest that advanced technologies are becoming integral to consumer-brand interactions. In the Thai context, Samoajai (2012, pp. 49–57) emphasized that understanding factors behind past purchase decisions enhances branding strategies. However, recent Thai literature remains limited. Incorporating contemporary Thai studies on online consumer behavior and social media marketing could fill this gap and localize the research framework.

Kotler and Keller (2012, pp. 150–178) proposed that purchase decisions are shaped by internal motivations and attitudes as well as external influences such as economic

conditions and marketing messages. While this model remains relevant, it must be updated to account for real-time data, recommendation algorithms, and interactive media that increasingly drive digital engagement and decision-making today. Thus, a modern literature review should go beyond listing theories sequentially. It must synthesize and compare scholarly viewpoints, identifying areas of consensus, conflict, and evolution over time. Structuring findings by key thematic elements—such as user experience, trust, personalization, and digital influence—can provide a more cohesive and insightful understanding of current consumer behavior models.

This model provides a systematic framework for understanding how consumers arrive at their purchasing decisions.

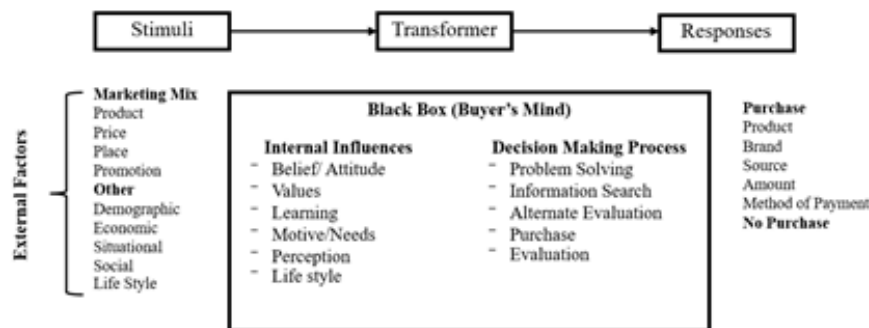


Figure 1 Consumer Behaviour Model Based on the Concept of Kotler & Armstrong in 2008

Adapted from Kotler and Armstrong (2008, p. 159).

In the context of Thailand, Millennial consumers—those born between 1981 and 1997—exhibit significantly different consumption behaviours compared to other demographic groups, particularly in how they receive information and interact with brands through digital channels. This consumer segment tends to place high importance on social values, transparency, and environmental responsibility

(Nielsen, 2015), especially in relation to green products, which reflect the brand’s commitment to sustainability and ethics. Multiple studies have indicated that environmental awareness influences the purchase intentions of Millennial consumers in Thailand. They are more likely to choose products that project a socially responsible image over those simply offering lower prices or promotions (Suntorn-



pithug and King, 2018, pp.234-235). As such, digital marketing communications—including social media, influencers, and online content—play a crucial role in shaping both the awareness and purchase decisions of this generation.

Online Advertising Exposure

Online advertising exposure refers to how consumers encounter, select, and interact with ads across digital platforms (e.g., Facebook, YouTube, TikTok), often curated to match their interests, needs, and values (Friedmann and Klapper, pp.203-205). External stimuli—such as advertisement content—can activate perceptual processes and ultimately influence consumer behavior (Schiffman and Kanuk, 2007, p.357). In practice, exposure is typically quantified by metrics such as frequency (how many times an ad is shown) and duration (how long it is viewed), which form the backbone of planning for marketing communication reach and saturation.

However, modern research emphasizes that exposure is not a passive process. For example, Aslan Oğuz, Strle and Košir (2023, pp. 38421–38445) propose the Multimedia Ad Exposure Scale (MMAES) to capture short term effects of online multimedia ads via dimensions of engagement, attitudinal response, awareness, and memory. This scale underscores that exposure encompasses not just viewing but psychological processing (e.g., reactance, attitude change) in the moments following ad display. Among Millennials, distinctive patterns of ad exposure emerge. Morgan and Hunt's (1994, pp.20-37) framework outlines eight factors influencing media exposure—such as personal

needs, attitudes, technological accessibility, and past media habits. McGuire's (1972, pp. 24–33) stages of selective exposure, attention, interpretation, and retention further illustrate the internal filtering that each individual applies to stimuli. Modern findings suggest that ad effectiveness depends heavily on how well content resonates with consumers' values and identity (e.g., sustainability, social responsibility). In Thailand specifically, Millennials exhibit favorable responses to advertisements grounded in environmental or social themes when delivered via familiar digital formats like influencer content or creative video storytelling.

By integrating Morgan & Hunt's exposure determinants with Duangsuwan (2017, pp.71-80). Thailand based model, marketers can more precisely design digital communications that align with both universal psychological processes and local cultural values. Together, this integrated framework helps explain why only certain exposures—those that align with identity, values, or social norms—translate into engagement and purchase intention.

Brand Perception and Value

Brand Awareness serves as a fundamental element in brand building. It refers to a consumer's ability to recognize or recall a brand within a specific product category (Kotler, 2000, p.14; Keller, 1993, pp. 1-12, Kotler, 2008, pp.242-277). Clear forms of awareness—such as brand recall and brand recognition—influence both brand loyalty and purchase decisions. Additionally, communication through social media platforms has been shown to effectively enhance brand awareness

among younger consumer segments (Khurram, Qadeer and Sheeraz, 2018, pp. 219-241). Perceived Brand Value refers to the consumer's evaluation of whether a brand is "worth it"—a judgment made by comparing what is received (e.g., quality, benefits) with what is given up (e.g., price, time, effort) (Zeithaml, 1988, pp. 2-22). This concept encompasses quality value, emotional value, and brand image (Aaker, 1991, pp. 125-128; Keller, 2008, pp. 29-56). One widely used tool to measure perceived value is the PERVAL scale, which evaluates brand value across four dimensions: emotional, social, quality, and price (Sweeney and Soutar, 2001, pp.203-220).

Customer-Based Brand Equity (CBBE)
Framework by Keller

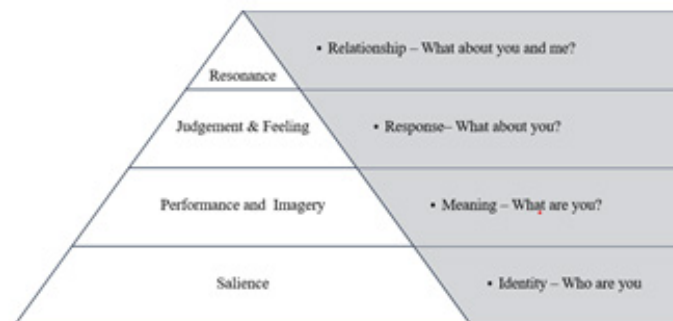


Figure 2 Customer-Based Brand Equity (CBBE) Model Based on Keller's in 2001

Adapted from Keller (2001, pp.7-8). Building customer-based brand equity: A blueprint for creating strong brands (Working Paper No. 01-107)

This model suggests that effective brand building requires progressing through these stages, beginning with creating awareness and culminating in deep emotional connections and brand loyalty. The Customer-Based Brand Equity (CBBE) model illustrates that brand awareness and perceived value are the foundational elements of building long-term relationships between consumers and brands. This process begins with awareness, followed

Keller's Customer-Based Brand Equity (CBBE) model is a strategic framework for understanding brand value from the consumer's perspective. It emphasizes building a strong brand by establishing a hierarchical pyramid consisting of four key levels:

1. Brand Identity – Who are you? (Brand salience)
2. Brand Meaning – What are you? (Performance and imagery)
3. Brand Response – What about you? (Judgments and feelings)
4. Brand Resonance – What about you and me? (Loyalty and engagement)

by consumer responses, and ultimately culminates in brand resonance, or deep emotional attachment. Brand awareness and perceived value are core components that influence consumers' feelings, confidence, and behavior toward a brand. Understanding these concepts enables marketers to design strategies that not only differentiate the brand but also promote its sustainability and long-term success.



In the context of green product marketing, Customer-Based Brand Equity (CBBE) model offers a strategic framework for understanding how Millennials in Thailand form emotional and behavioral connections with sustainable brands. The model outlines a hierarchical process beginning with brand awareness, followed by brand meaning (through performance and imagery), progressing to consumer responses (judgments and feelings), and culminating in brand resonance, which reflects deep emotional attachment and loyalty. Within the green product landscape, brand awareness and perceived brand value serve as critical entry points that influence Millennials' perceptions of environmental credibility and trustworthiness. As this demographic is highly attuned to authenticity, transparency, and social values, the resonance stage is particularly important for cultivating long-term engagement. Applying the CBBE model to Thai Millennials suggests that green brands must move beyond functional messaging to foster meaningful brand experiences that align with consumers' environmental values. By doing so, they can enhance not only purchase intention but also brand trust and loyalty, which are essential for sustainable behavior change and long-term brand equity in the eco-conscious market segment.

Brand Credibility

Brand credibility refers to the trustworthiness of the information delivered by a brand, which depends on consumers' perceptions of both the brand's expertise and sincere intentions in fulfilling its promises (Erdem and Swait, 2004, pp.191–198.). In the digital age,

where consumers often cannot directly assess product quality, brand credibility becomes a critical factor in reducing perceived risk in the decision-making process (Baek, Kim and Yu, 2010, pp. 662-678).

The two main components of brand credibility are

1. Brand Expertise – The brand's capability to consistently produce and deliver high-quality goods or services.
2. Trustworthiness – The brand's honesty, transparency, and consistency in keeping its promises.

Brand credibility has a direct influence on the perceived credibility of advertisements, consumer attitudes, and purchase intentions (Newell and Goldsmith, 2001, pp. 235–247; Lafferty and Goldsmith, 1999, pp.109-116). Moreover, it forms a key foundation for long-term brand trust. In essence, brand credibility reflects consumers' confidence in both the competence and benevolent intent of a brand. It significantly shapes consumer perceptions, emotions, and behaviors, and serves as a cornerstone in developing sustainable brand-customer relationships.

Brand Trust

Brand trust refers to consumers' belief in a brand's competence and goodwill to reliably fulfill its promises. It is cultivated through consistent brand behavior, clear communication, and positive consumer experiences (Rotter, 1971, pp. 443–452). The concept draws from both psychological and marketing theories. The Commitment–Trust Theory (Morgan and Hunt, 1994, pp.20-38) positions trust as a fundamental condition for sustaining long-

term marketing relationships, while the Theory of Planned Behavior (Ajzen, 1991, pp. 179–211) highlights trust as a determinant of consumer intention, shaping attitudes and behavioral outcomes. Further refine this construct into two interdependent dimensions: reliability, which reflects confidence in the brand's consistent and competent performance, and intentionality, which denotes belief in the brand's benevolence and alignment with consumer interests. Trust is also shaped by “signals” that brands emit—such as warranties, transparent customer service, and credible endorsements—that convey authenticity and accountability (Spence, 1973, pp. 355–374).

In digital contexts, where consumers often lack tactile interaction and face increased uncertainty, brand trust becomes a vital mechanism for mitigating perceived risk. Recent studies confirm that trust influences not only purchase decisions but also post-purchase behaviors—such as satisfaction, loyalty, and advocacy—by reinforcing consumers' emotional security and relational commitment to the brand. As digital platforms evolve, so too does the architecture of trust, increasingly influenced by algorithmic transparency, data privacy, and platform credibility. Thus, brand trust should be conceptualized not as a static attribute, but as a dynamic, evolving perception, continuously reinforced through brand-consumer interactions across both traditional and digital touchpoints. In this way, trust acts as a strategic asset, anchoring long-term brand equity in the digital marketplace.

General Information on Green Products

Since 2015, the rising urgency of cli-

mate change and environmental degradation has brought sustainability and environmental awareness to the forefront of both consumer consciousness and corporate strategy. In response, organizations across sectors have increasingly adopted green communication practices to signal environmental responsibility and align with shifting consumer values. Today's consumers are more attentive to product life cycles, scrutinizing aspects such as raw material sourcing, production processes, and post-use waste management (Bourtsalas, et al., 2018, pp.8-16). Green products have become a central vehicle for expressing corporate environmental commitment. According to the United Nations Environment Programme (2015), these products typically adhere to three guiding principles: (1) they follow the 4R framework—Reduce, Reuse, Recycle, and Repair; (2) they are manufactured through low-emission, resource-efficient processes; and (3) they are designed for recyclability or reuse, minimizing their ecological footprint. Examples include biodegradable packaging made from sugarcane pulp or cassava starch, reusable cloth bags, portable lunch containers, and energy-efficient electronics.

However, the value of these products lies not only in their physical properties but also in how effectively organizations communicate their sustainability efforts. Green communication that is authentic, transparent, and consistent with product characteristics fosters brand credibility and consumer trust (Malviya and Kant, 2015, pp. 17–24). When green messages are supported by visible action—such as certifications, eco-labeling, and third-party



verification—they reinforce an organization's environmental legitimacy. Moreover, firms that integrate environmental ethics into their branding are more likely to gain competitive differentiation, particularly among eco-conscious market segments. Beyond transactional benefits, such positioning enhances corporate reputation, signaling a commitment to social and environmental responsibility—a critical asset in today's stakeholder-driven market landscape.

Related Research

Previous studies have explored the relationships between advertising, brand perception, and consumer behavior across various product categories and contexts. Aaker (1996, pp.102-120) found that brand image and personality influence perceived value, consistent with Aaker's (1991, p.270) brand equity concept. Filieri and McLeay (2014, pp. 44-57) showed that media content, image, and reviewer affinity influence purchase motivation, especially in the restaurant sector. Dwivedi, et al., (2018, pp. 100-107) noted that brand credibility leads consumers to pay premium prices, supporting Tian (2004, p.285-286) assertion that credibility reduces uncertainty. Husain, Ahmad and Khan (2022, pp.147–154.) confirmed that credibility enhances trust and repeat purchases of luxury brands, reflecting Morgan and Hunt's (1994, pp. 20-38) view of trust as central to long-term loyalty. Chatterjee and Kar (2020, p. 102103) found that advertising exposure affects perceived value and purchase behavior, even amid uncertainty like the COVID-19 pandemic. Bruwer and Buller (2012, pp.35-58) identified a strong correlation between media

exposure, brand value, and consumer behavior in beverage products. Yadav and Pathak (2016, pp. 732–739) concluded that marketing elements and brand value significantly influence environmentally conscious purchasing behavior.

Hypothesis Development

This study aims to explore the relationship between exposure to advertising on social media and the psychological processing and reactions of consumers, which in turn influence their purchase decisions for environmentally friendly products, particularly among Millennial consumers in Thailand. According to Kotler and Armstrong (2008, p.136-138), media exposure in the context of online marketing influences consumer awareness and attitudes through content that aligns with personal interests. For consumers who value environmental responsibility, such communication can significantly motivate them to evaluate brand value. In line with Aaker's (1991, p.270) framework, Perceived Brand Value results from exposure to brand messaging and directly influences consumer behavior. This leads to the first hypothesis:

H₁: Exposure to advertising on social media has an effect on the perceived brand value of green products among Millennial consumers in Thailand.

In addition, brand credibility is regarded as an outcome of brand perception through marketing communications. Kotler (2003, pp.26-42) emphasized that brands demonstrating intention, transparency, and consistency in messaging are more likely to gain consumer trust. Thus, the second hypoth-

esis is proposed:

H₂: Exposure to advertising on social media has an effect on brand credibility of green products among Millennial consumers in Thailand.

Once brand credibility is established, consumers tend to develop brand trust, which is crucial for long-term brand relationships. Morgan and Hunt (1994, pp. 20-37) view trust as the foundation of relationship marketing, especially in situations where consumers cannot physically interact with products. Trust then becomes a key factor in reducing perceived risk in purchase decisions. This leads to the third hypothesis:

H3: Exposure to advertising on social media has an effect on brand trust of green products among Millennial consumers in Thailand.

Finally, when consumers perceive brand value, trust the brand's credibility, and develop trust in the brand, these processes ul-

timately influence their purchase decisions—particularly in product categories like green products, which demand clear environmental positioning. This is supported by Kotler, Kartajaya and Setiawan (2017, pp.99-123), who suggest that strong consumer-brand relationships are built on long-term value and trust. Hence, the final hypothesis is proposed:

H₄: Perceived brand value, brand credibility, and brand trust have an effect on the purchase decision of green products among Millennial consumers in Thailand.

The development of these four hypotheses is grounded in modern marketing theory, emphasizing the integration of communication, perception, and relationship-building—especially in the context of brand sustainability and ethics in the eyes of the new generation of consumers. This leads to the formation of the research conceptual framework.

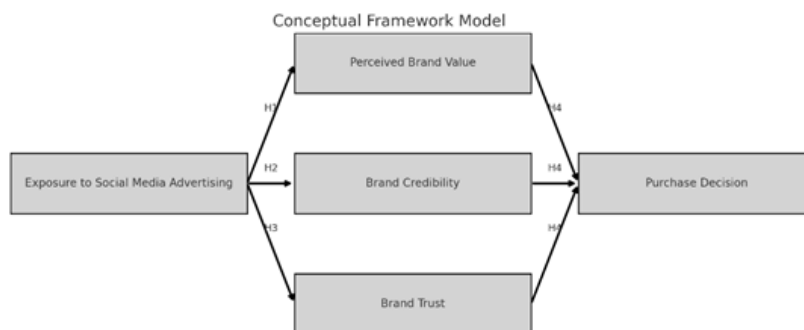


Figure 3 Conceptual Framework of the Research

Methodology

Participants and Sampling Method

The participants in this study were Millennial consumers (Generation Y) in Thailand, defined as individuals born between 1980 and 2003, aged between 24 and 41 years. All participants had purchased at least one green

product within the past year. A total of 400 respondents were recruited using purposive sampling, which is appropriate for targeting specific population segments—in this case, Millennials with prior experience purchasing green products. Participants were reached via online platforms such as Facebook groups and



LINE communities focused on eco-friendly living and sustainable consumption.

Research Instrument

A structured online questionnaire was used as the primary data collection instrument. The questionnaire was divided into two main parts. 1) Part 1 Demographic information (e.g., age, gender, income, education, and green product usage) 2) Part 2 Constructs related to the study variables, measured using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), covering 1) Exposure to social media advertising 2) Perceived brand value 3) Brand credibility 4) Brand trust and 5) Green product purchase decision

The measurement items were adapted from previously validated scales (e.g., Sweeney and Soutar, 2001, pp. 203–220; Erdem and Swait, 2004, pp. 191–198) and adjusted to fit the context of green products and Thai Millennials.

Instrument Validation and Reliability

To ensure the quality of the research instrument, the questionnaire underwent a multi-step validation process. First, content validity was assessed by consulting with three experts in marketing and consumer behavior. Each item was evaluated based on its relevance, clarity, and representativeness.

The Item-Content Validity Index (I-CVI) for all items was greater than 0.80, indicating strong content validity. In addition, item alignment with research objectives was verified through comparison with relevant literature. After revisions based on expert feedback, a pilot study (Try-out) was conducted with 30 participants who matched the target demographic but were excluded from the main sample. This stage aimed to examine item clarity and assess reliability using Cronbach's Alpha (α). According to the criterion that $\alpha \geq 0.70$ is acceptable, the results confirmed high internal consistency across all constructs, with an overall α of 0.970.

To assess construct validity, an Exploratory Factor Analysis (EFA) was performed using Principal Component Analysis (PCA) with Varimax rotation. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.91, and Bartlett's Test of Sphericity was statistically significant ($p < 0.001$), indicating that the data were appropriate for factor analysis. All items loaded strongly (> 0.60) onto their intended components, supporting the theoretical structure of the model.

Internal consistency reliability was assessed using Cronbach's Alpha for each construct. The results are as follows

Table 1 Cronbach's Alpha Coefficients of the Questionnaire Constructs

Construct	Cronbach's Alpha (α)
Social Media Advertising Exposure	0.790
Perceived Brand Value	0.885
Brand Credibility	0.894
Brand Trust	0.914
Green Purchase Decision	0.924
Overall Reliability	0.970

The overall Cronbach's Alpha of **0.970** demonstrates that the questionnaire possesses a very high degree of internal consistency, thereby confirming its reliability for use in data collection. All constructs achieved alpha coefficients above 0.70, demonstrating satisfactory reliability (Nunnally and Bernstein, 1994, pp.248-292).

Data Collection

This study employed a quantitative research approach using a survey methodology. Data were collected through an online questionnaire designed to assess advertising exposure via social media, perceived brand value, brand credibility, brand trust, and purchase decision behavior toward green products. The questionnaire consisted of both demographic items and Likert-scale items measuring the key variables of interest. Respondents participated voluntarily and anonymously, ensuring ethical standards of confidentiality and informed consent.

Data Analysis

After data collection, all valid responses were coded and processed using statistical software. Descriptive statistics—including frequency, percentage, mean, and standard deviation—were used to summarize the demographic characteristics and levels of agreement with each research construct. Hypothesis testing was conducted using Multiple Regression Analysis (MRA) with the Enter method at a significance level of 0.05, in order to examine the effect of multiple independent variables on a single dependent variable. The analysis followed the guidelines proposed by Vanichbuncha (2018, pp. 333-343). The hypotheses

tested in this study were: (1) The effect of social media advertising exposure on perceived brand value of green products among Millennial consumers in Thailand. (2) The effect of social media advertising exposure on brand credibility of green products among Millennial consumers in Thailand. (3) The effect of social media advertising exposure on brand trust of green products among Millennial consumers in Thailand and (4) The effect of perceived brand value, brand credibility, and brand trust on the purchase decision of green products among Millennial consumers in Thailand.

Results

This research aimed to investigate the determinants influencing Millennial consumers' decisions to purchase green products in Thailand, focusing specifically on the role of exposure to social media advertising, perceived brand value, brand credibility, and brand trust.

Descriptive Results

A total of 400 Millennials, aged 24–41, who had purchased at least one green product in the past year, participated in the study. Descriptive statistics revealed that all key constructs—exposure to advertising, perceived brand value, credibility, trust, and purchase decision—were rated at a high level (Means ranging from 3.94 to 4.17 on a 5-point Likert scale), as summarized below



Table 2

Variable	Mean (M)	Standard Deviation (SD)	Interpretation
Exposure to Advertising	3.98	0.72	High
Perceived Brand Value	4.02	0.65	High
Brand Credibility	3.94	0.68	High
Brand Trust	4.05	0.63	High
Purchase Decision	4.17	0.61	High

Despite the high levels of exposure, multiple regression analysis (MRA) revealed that exposure to advertising on social media did not have a statistically significant effect on 1) Perceived brand value ($\beta = 0.709$, $R^2 = 0.449$, $p > 0.05$), 2) Brand credibility ($\beta = 0.813$, $R^2 = 0.577$, $p > 0.05$), and 3) Brand trust ($\beta = 0.851$, $R^2 = 0.657$, $p > 0.05$).

This indicates that although Millennials frequently engage with digital platforms such as Facebook and Instagram, mere exposure to

green product advertisements is insufficient to build strong brand perceptions. These results reject H_1-H_3 , suggesting that frequency and visibility of ads alone do not meaningfully influence perceptions of value, credibility, or trust in green products.

In contrast, when evaluating the direct impact of brand perception on purchase decisions, the analysis yielded statistically significant results.

Table 3

Predictor	β (Unstd.)	β (Std.)	t	Sig. (p)	VIF	R^2	Adj. R^2
Perceived Brand Value	0.233	0.282	6.425	0.000**	3.033		
Brand Trust	0.314	0.355	6.898	0.000**	4.169		
Brand Credibility	0.240	0.288	5.050	0.000**	5.145	0.749	0.747

($F = 398.868$, $p < 0.001$, Durbin-Watson = 1.897)

These findings support H_4 , affirming that perceived brand value, credibility, and trust significantly influence Millennials' green purchase decisions, with high model fit ($R^2 = 0.749$). Among these, brand trust emerged as the strongest predictor ($\beta = 0.355$, $p < 0.001$), followed by brand credibility and brand value.

Discussion

The findings of this study align with and extend previous research on green consum-

er behavior. For instance, Yadav and Pathak (2016, pp. 732–739.) emphasized the significance of perceived consumer effectiveness, environmental concern, and green trust in predicting green purchase intention among Indian Millennials. Similarly, Husain, Ahmad and Khan (2022, pp. 147–154.) demonstrated that brand trust acts as a central mediator between eco-labels and actual purchase behavior in the context of sustainable FMCG products. The current study corroborates this perspective by

showing that brand trust is the strongest predictor ($\beta = 0.355$) of green product purchase decisions among Thai Millennials.

However, unlike some prior studies that highlighted the positive impact of social media exposure on brand evaluation and consumer engagement. This study found no direct significant effect of advertising exposure on perceived value, credibility, or trust. This divergence may reflect cultural and contextual factors—such as increasing skepticism among Thai consumers toward surface-level green marketing ("greenwashing")—which could reduce the effectiveness of mere ad exposure.

A novel contribution of this research lies in establishing Brand Trust as a core determinant in the Thai green product market. While many studies have acknowledged trust as part of broader models, this study demonstrates its direct and dominant effect on purchase behavior, even when controlling for perceived value and credibility. The high beta coefficient ($\beta = 0.355$, $p < 0.001$) and strong explanatory power ($R^2 = 0.749$) suggest that trust functions not merely as a mediator, but as a pivotal construct influencing the transition from attitude to behavior.

In the Thai context—where consumers increasingly demand authenticity, ethical branding, and transparency—brand trust may serve as a litmus test for green brand legiti-

macy. Therefore, future theoretical models for green marketing in Thailand (and similar emerging markets) should consider placing Brand Trust at the center of green consumer decision-making frameworks.

Recommendation

To effectively sway Millennial consumers' decisions regarding green product purchases, brands must prioritize trust-building and credibility over mere advertising frequency. The research involves transparent communication and a consistent commitment to environmentally responsible practices. Marketing strategies should spotlight sustainability and ethical principles that resonate with Millennial values, thereby enhancing the perceived worth of eco-friendly products. Leveraging authentic influencers and user-generated content can further strengthen brand credibility, as real-life testimonials and endorsements help foster trust and increase appeal. Emotional engagement also plays a critical role; campaigns that articulate a brand's environmental purpose can deepen consumer loyalty and encourage repeat purchases. Looking ahead, future research should explore how trust in green brands evolves over time and examine the underlying psychological and emotional drivers behind Millennials' sustainable consumption choices.

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