

CONSUMERS' EXPOSURE, ATTITUDE AND PURCHASE  
INTENTION TOWARD ENVIRONMENTAL  
COMMUNICATIONS ON OIL AND GAS BUSINESS  
FACEBOOK FAN PAGE

Miss Pornswan Wutthirakkhajohn



An Independent Study Submitted in Partial Fulfillment of the  
Requirements  
for the Degree of Master of Arts (Communication Arts) in Strategic  
Communication Management  
Common Course  
FACULTY OF COMMUNICATION ARTS  
Chulalongkorn University  
Academic Year 2021  
Copyright of Chulalongkorn University

การเปิดรับ ทศนคติ และ ความตั้งใจซื้อสินค้าของผู้บริโภค  
ที่มีต่อการสื่อสารเพื่อสิ่งแวดล้อม  
ของเฟชนู้กแฟนเพจธุรกิจน้ำมันและก๊าซ



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาโทศึกษาศาสตร์มหาบัณฑิต  
สาขาวิชาการจัดการการสื่อสารเชิงกลยุทธ์ ไม่สังกัดภาควิชา/เทียบเท่า  
คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย  
ปีการศึกษา 2564  
ลิขสิทธิ์ของจุฬาลงกรณ์มหาวิทยาลัย

Independent Study Title	CONSUMERS' EXPOSURE, ATTITUDE AND PURCHASE INTENTION TOWARD ENVIRONMENTAL COMMUNICATIONS ON OIL AND GAS BUSINESS FACEBOOK FAN PAGE
By	Miss Pornswan Wutthirakkhajohn
Field of Study	Strategic Communication Management
Thesis Advisor	Associate Professor Dr. WORAWAN ONGKRUTRAKSA, D.Arts

---

Accepted by the FACULTY OF COMMUNICATION ARTS,  
Chulalongkorn University in Partial Fulfillment of the Requirement for the Master of Arts (Communication Arts)

#### INDEPENDENT STUDY COMMITTEE

..... Chairman  
(Assistant Professor Dr. TEERADA  
CHONGKOLRATTANAPORN, Ph.D.)

..... Advisor  
(Associate Professor Dr. WORAWAN  
ONGKRUTRAKSA, D.Arts)

..... Examiner  
(Dr. PAPAPORN CHAIHANCHAI, Ph.D.)

จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY

พรสวรรค์ วุฒิรักขจร : การเปิดรับ ทักษะคิด และ ความตั้งใจซื้อสินค้าของผู้บริโภค ที่มีต่อการสื่อสารเพื่อ  
 สิ่งแวดล้อม ของเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ. ( CONSUMERS' EXPOSURE,  
 ATTITUDE AND PURCHASE INTENTION TOWARD  
 ENVIRONMENTAL COMMUNICATIONS ON OIL AND GAS  
 BUSINESS FACEBOOK FAN PAGE) อ.ที่ปรึกษาหลัก : รศ. ดร.วรวรรณ องค์กรุฑรภักยา

การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาการเปิดรับ ทักษะคิด และ ความตั้งใจซื้อสินค้าของผู้บริโภคที่มีต่อการสื่อสารเพื่อ  
 สิ่งแวดล้อมของเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ และ ศึกษาความสัมพันธ์ระหว่างการเปิดรับกับทัศนคติของผู้บริโภค รวมไปถึงศึกษาความสัมพันธ์ระหว่างทัศนคติกับความตั้งใจซื้อสินค้าของผู้บริโภค โดยใช้แบบสอบถามเป็นเครื่องมือในการเก็บ  
 ข้อมูลด้วยวิธีการวิจัยเชิงปริมาณ จากกลุ่มตัวอย่างจำนวน 200 คน ที่เป็นชาวไทย อายุระหว่าง 18 ถึง 34 ปี โดยกลุ่ม  
 ตัวอย่างต้องเคยเห็นเนื้อหาเพื่อสิ่งแวดล้อมที่นำเสนอผ่านเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซในช่วง 3 เดือนที่ผ่านมา  
 ผลการวิจัยพบว่า ในภาพรวมผู้ตอบแบบสอบถามมีการเปิดรับเนื้อหาเพื่อสิ่งแวดล้อมที่นำเสนอผ่านเฟซบุ๊กแฟนเพจธุรกิจน้ำมัน  
 และก๊าซในระดับต่ำ ( $M = 2.13$ ) โดยในด้านทัศนคติในภาพรวม ผู้ตอบแบบสอบถามมีทัศนคติในเชิงบวกต่อเนื้อหาเพื่อ  
 สิ่งแวดล้อมที่นำเสนอผ่านเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ ( $M = 3.65$ ) นอกจากนี้ในด้านความตั้งใจซื้อ ผู้ตอบ  
 แบบสอบถามมีความตั้งใจซื้อในระดับสูง ( $M = 3.88$ ) ในส่วนของความสัมพันธ์ระหว่างตัวแปร ผลการศึกษาพบว่า การ  
 เปิดรับมีความสัมพันธ์เชิงบวกในระดับต่ำอย่างมีนัยสำคัญทางสถิติกับทัศนคติ ( $r = 0.272$ ) นอกจากนี้ทัศนคติมี  
 ความสัมพันธ์เชิงบวกในระดับปานกลางอย่างมีนัยสำคัญทางสถิติกับความตั้งใจซื้อ ( $r = 0.693$ ) จากผลการวิจัยชี้ให้เห็นว่า  
 ธุรกิจน้ำมันและก๊าซควรให้ความสำคัญในการนำเสนอเนื้อหาเพื่อสิ่งแวดล้อมในรูปแบบตัวอักษร ผ่านเฟซบุ๊กแฟนเพจ โดย  
 นำเสนอข้อมูลความรู้ที่น่าเชื่อถือ ในรูปแบบที่ตรงกับความสนใจของผู้บริโภคในขณะนั้นเพื่อให้ผู้บริโภคมีทัศนคติที่ดีต่อเนื้อหา  
 และสินค้าที่นำเสนอ และมีความตั้งใจที่จะซื้อ ใช้ หรือ แนะนำสินค้าที่เป็นมิตรต่อสิ่งแวดล้อม

จุฬาลงกรณ์มหาวิทยาลัย  
 CHULALONGKORN UNIVERSITY

สาขาวิชา การจัดการการสื่อสารเชิงกลยุทธ์  
 ปีการศึกษา 2564

ลายมือชื่อนิสิต .....  
 ลายมือชื่อ อ.ที่ปรึกษาหลัก .....

# # 6388019028 : MAJOR STRATEGIC COMMUNICATION MANAGEMENT  
 KEYWORD Media exposure, Consumer Attitude, Purchase intention, Oil and gas  
 D: business, Environmental communications

Pornswan Wutthirakkhajohn : CONSUMERS' EXPOSURE, ATTITUDE  
 AND PURCHASE INTENTION TOWARD ENVIRONMENTAL  
 COMMUNICATIONS ON OIL AND GAS BUSINESS FACEBOOK  
 FAN PAGE. Advisor: Assoc. Prof. Dr. WORAWAN ONGKRUTRAKSA,  
 D.Arts

The objectives of the study is to examine consumers' exposure, attitude, and purchase intention toward environmental communications on oil and gas business Facebook fan page and to explore the relationship between media exposure and consumer attitude as well as consumer attitude and purchase intention. The study was conducted in a quantitative approach by using online questionnaires as a tool to collect data from 200 respondents who are Thai ages between 18 and 34 years old and have recently seen the green content on oil and gas Facebook fan page in the last three months. The result showed that overall respondents had low level of exposure to green content presented on oil and gas business Facebook fan page ( $M = 2.13$ ). For attitude, respondents had positive attitude towards the green content presented on oil and gas business Facebook fan page ( $M = 3.65$ ). In terms of purchase intention, respondents have high level of purchase intention ( $M = 3.88$ ). Regarding to the relationship between the variables, the results showed that media exposure have weak positive relationship with consumer attitude ( $r = 0.272$ ). In addition, consumer attitude have moderate positive relationship with purchase intention ( $r = 0.693$ ). Based on the result, it is suggesting that oil and gas business should frequently execute green contents that provide a reliable eco-friendliness information that align with consumers' interest in text type to increase the consumers' favorable attitude towards the offered content and products and to increase the willingness to purchase, use, and recommend the eco-friendly products

CHULALONGKORN UNIVERSITY

Field of Study:	Strategic Communication Management	Student's Signature .....
Academic Year:	2021	Advisor's Signature .....

## ACKNOWLEDGEMENTS

First of all I would like to express my deepest gratitude towards my advisor, Assoc. Prof. Dr. Worawan Ongkrutraksa who has provided me with continuous support and encouragement throughout the process. Her patience, hospitality, motivation, and passion on environmental issues have made this researching process much valuable. Without her support, guidance, and encouragement, this study would not have been possible.

I would also like to extend my sincere appreciation to all the committee members: Asst. Prof. Dr. Teerada Chongkolrattanaporn and Dr. Papaporn Chaihanchai for your motivation, inspiration, and providing valuable feedback and comments. Your valuable advice and instructions has explored me to the possible directions and allowed me to successfully complete this paper.

Additionally, my sincere thanks goes to my parents for the support and encouragement during the study. Thank you for inspiring me to pursue the master degree and always stand by my side when there is a challenge. You always offer a positive view during a hard time. Without your positivity, This research would not have been successful.

Also, I would like to thank my MA friends for their understanding and helping whenever I have problems during the study. I'm grateful and lucky to be friends with you, to help each other and to have memorable academic time together.

Lastly, I would like to thank all the respondents for devoting time and effort to complete the survey. Thank you for being a part of consumers who contribute to an environment. This research would have never happened without your support.

Pornswan Wutthirakkhajohn

## TABLE OF CONTENTS

	<b>Page</b>
ABSTRACT (THAI) .....	iii
ABSTRACT (ENGLISH).....	iv
ACKNOWLEDGEMENTS .....	v
TABLE OF CONTENTS.....	vi
LIST OF TABLES .....	viii
LIST OF FIGURES .....	ix
CHAPTER 1 INTRODUCTION.....	1
1.1 Significance of the study .....	1
1.2 Research objectives .....	5
1.3 Research questions.....	5
1.4 Scope of the study.....	6
1.5 Operational definitions .....	6
1.6 Expected benefits from the study .....	7
CHAPTER 2 LITERATURE REVIEW .....	9
2.1 Environmental communications .....	9
2.2 Media exposure.....	23
2.3 Consumer attitude .....	29
2.4 Consumer purchase intention .....	36
2.5 Related research.....	42
2.6 Conceptual framework and hypothesis.....	44
CHAPTER 3 METHODOLOGY .....	46
3.1 Research methodology.....	46
3.2 Population and sample.....	47
3.3 Sampling techniques .....	47
3.4 Research instruments .....	47

3.5 Measurement of the variables .....	49
3.6 Validity and reliability .....	50
3.7 Data analysis .....	51
CHAPTER 4 RESEARCH FINDINGS.....	53
4.1 Demographic profile of the sample .....	53
4.2 Media exposure of green content on oil and gas business Facebook fan page..	56
4.3 Consumer attitude of green content on oil and gas business Facebook fan page .....	57
4.4 Purchase intention of eco-friendly products presented on oil and gas business Facebook fan page .....	60
4.5 Relationship between media exposure and consumer attitude, consumer attitude and purchase intention .....	62
CHAPTER 5 SUMMARY AND DISCUSSION .....	64
5.1 Summary .....	64
5.2 Discussion.....	69
5.3 Limitation of the research .....	75
5.4 Direction for future research.....	76
5.5 Practical Implications .....	77
REFERENCES .....	79
APPENDIX A.....	88
APPENDIX B .....	94
VITA.....	100



## LIST OF TABLES

	<b>Page</b>
Table 1.1 oil and gas business market share .....	3
Table 1.2 number of followers on oil and gas business Facebook fan page.....	4
Table 3.1 Likert Scale Interpretation .....	51
Table 3.2 Pearson Product Moment Correlation.....	52
Table 4.1 Age range of the respondents.....	54
Table 4.2 Gender of the respondents .....	54
Table 4.3 Occupation of the respondents.....	55
Table 4.4 Educational level of the respondents .....	55
Table 4.5 Mean and Standard Deviation of media exposure of green content on oil and gas business Facebook fan page.....	57
Table 4.6 Mean and Standard Deviation of consumer attitude towards green content on oil and gas business Facebook fan page .....	59
Table 4.7 Mean and Standard Deviation of purchase intention of green content on oil and gas business Facebook fan page.....	61
Table 4.8 Correlation between media exposure and consumer attitude .....	62
Table 4.9 Correlation between consumer attitude and purchase intention .....	63

## LIST OF FIGURES

	<b>Page</b>
Figure 2.1 Green label.....	15
Figure 2.2 Example of green content on oil and gas business Facebook fan page: photo and text type.....	21
Figure 2.3 Example of green content on oil and gas business Facebook fan page: video and text type.....	22
Figure 2.4 Example of green content on oil and gas business Facebook fan page: video type.....	23
Figure 2.5 Purchase decision process.....	37
Figure 2.6 Types of the decision process.....	41
Figure 2.7 Conceptual framework.....	44

# CHAPTER 1

## INTRODUCTION

### 1.1 Significance of the study

Environmental issues have become a significant concern for every sector, including government, business, and consumers, especially during the pandemics. Every human habit can impact the environment, such as daily consumption behavior, manufacturing process, or government policy (Sarapin, 2021). Environmental marketing, also known as green marketing, is often known for enhancing the environmental and social responsibility image of a business because it requires the business to be concerned about the impact on the environment in every process of their business.

Green marketing provides an opportunity for the brand to attract today's consumers as they are more aware of the environmental issue and are interested in changing to a green lifestyle. The corporate that practices green manners got support from green consumers. The report found that consumers prefer better products for the environment, e.g., recyclable packaging, clean energy, reusable goods, and eco-friendliness goods (Kamolnoratep, 2020).

Many brands are adopting environmental marketing in their communication by promoting their environmental support via the creation of green content as it helps enhance the brand image and reputation. For example, the well-known brand for sustainability practice is Patagonia, which launched the Don't buy this jacket to

encourage people to repair their jacket with the brand instead of buying a new one as surplus consumption can harm the environment (Ridder, 2019).

The oil and gas industry is known as one of the major factors causing a negative impact on the environment. However, it can't be denied that the product is crucial for every consumer as an energy source (Mariano & Rovere, 2017). To lessen the negative impact on an environment, several oil and gas companies in Thailand proactively initiate and engage in a sustainability activity that contributed to a better and cleaner environment, e.g., invest in renewable energy, offer more environmentally friendly products, drive the agenda regarding environment and pollution, participate in low carbon emission activities, etc. The green initiatives were communicated through several communication channels, including the Facebook fan page, to present their environmental standpoint and engage with Facebook users, which has the highest number among the social media category: over 51 million users (Kemp, 2021).

For the Thai market, there is five major oil and gas corporate including PTT Oil and Retail Business Public Company Limited, which is a flagship of PTT Public Company Limited that mainly focuses on oil and non-oil business, Esso (Thailand) Public Company Limited, Bangchak Corporation Public Company Limited, The Shell Company of Thailand Limited, and Thai Oil Public Company Limited (Bangkokbiznews, 2021). The latest report indicated that these five corporates hold the top five place of oil and gas industry market share in Thailand as of January to November 2020, as shown in table 1.1. These corporates use social media such as Facebook, Line, and Instagram to present themselves and engage with the consumers online as it can't be denied that today people are always online. Thus, social media is

one of the crucial touchpoints to build awareness, interest and encourage favorable action. However, this paper focuses solely on the Facebook fan page because of the largest number of Thai users, as mentioned above. In addition, each corporate page has a large number of followers, as shown in table 1.2.

Table 1.1

*oil and gas business market share*

Rank	Corporate name	% of market share
1	PTT Oil and Retail Business Public Company Limited	37.23
2	Esso (Thailand) Public Company Limited	10.74
3	Bangchak Corporation Public Company Limited	10.10
4	The Shell Company of Thailand Limited	8.52
5	Thai Oil Public Company Limited	6.10

Source: Bangkokbiznews (2021). *Oil and gas business strategies 2021*. Retrieved November 10, 2021 from <https://www.bangkokbiznews.com/news/914825>

Table 1.2

*number of followers on oil and gas business Facebook fan page*

Facebook fan page name	Number of followers
We Love PTT	431,545
OR official (operated by PTT OR)	203,864
ExxonMobil Thailand	120,857
Bangchak	314,700
Shell (Global)	9,642,084
Thaioil	88,572

Note: the information was reported as of November 27, 2021

By communicating via Facebook fan page, the company can reach their target consumers and engage with them directly and vice versa. This provides an opportunity for the company to promote messages to the consumers and potential consumers anytime and anywhere due to the nature of social media as an owned media allows brands to control, create, share the content and engage with the online public without the media cost. Furthermore, due to the highest number of Facebook users in Thailand, executing green content and other marketing practices via this platform leverage the possibility to reach a wider range of consumers and potential consumers.

In addition, previous empirical suggested that media exposure is related to the consumer attitude, meaning that if a consumer is exposed to the brand's stimuli, they will form a favorable or unfavorable attitude towards that brand. Furthermore, various empirical studies also suggested that attitude positively influences purchase intention

(Chekima et al., 2015; Huang et al., 2014; Liao et al., 2020). Thus, the paper aims to examine the media exposure, consumer attitude, and purchase intention towards green content on oil and gas business Facebook fan page and explore the relationship between consumer exposure and attitude, and consumer attitude and purchase intention.

### **1.2 Research objectives**

1. To examine consumers' exposure, attitude, and purchase intention toward environmental communications on oil and gas business Facebook fan page.
2. To explore the relationship between consumers' exposure and attitude toward environmental communications on oil and gas business Facebook fan page.
3. To explore the relationship between consumers' attitude and purchase intention toward environmental communications on oil and gas business Facebook fan page.

### **1.3 Research questions**

1. What are consumers' exposure, attitude, and purchase intention toward environmental communications on oil and gas business Facebook fan page?
2. What is the relationship between consumers' exposure and attitude toward environmental communications on oil and gas business Facebook fan page?
3. What is the relationship between consumers' attitude and purchase intention toward environmental communications on oil and gas business Facebook fan page?

#### 1.4 Scope of the study

The quantitative approach was used to conduct this research via an online survey to examine three variables: media exposure, consumer attitude, and purchase intention toward Environmental communications on oil and gas business Facebook fan page. The study focuses on Thai respondents, ages 18 to 34, who have recently seen the green content post by oil and gas business Facebook fan page in the last three months. According to the report stated that internet users ages 18-34 are the major active users on social media (Kemp, 2021). The 200 samples were drawn by purposive and convenience sampling to ensure the qualified samples. The questionnaire was distributed through an online channel, including a personal Facebook account and Facebook groups to reach the potential respondents during November 2021.

#### 1.5 Operational definitions

Environmental communications: refers to green content presented by oil and gas business Facebook fan page in the topic that related to environmental e.g., waste management, carbon emission, pollution control, etc. In which there are three types of content including; photos, video, and text.

Media exposure: is the first step of the information acquiring process where consumers encounter stimuli.

In this paper, media exposure refers to consumers' exposure to green content presented by oil and gas business Facebook fan page. The media exposure can be measured by the frequency of exposure and duration of exposure.



Consumer attitude: is the evaluation of individual consumers toward an attitude object, e.g., advertisement, product, brand, content. Attitudes have two directions which are positive and negative.

In this paper, consumer attitude refers to a favorable or unfavorable evaluation of consumers towards green content presented on oil and gas business Facebook fan page. Consumer attitude can be measured by the attributes of green advertising, including attractiveness, reliability, and informativity (Kim & Cha, 2021). The definition of these three attributes are as follows

Reliability: refers to how trustable the green content is presented.

Attractiveness: refers to the visual appearance of the green content interns of creativity and design that is new and attractive.

Informativity: is the ability of green content to provide information about the product that serves consumers' needs.

Consumer purchase intention: is the possibility of individual consumers to purchase or prefer an eco-friendly product, that were presented on oil and gas business Facebook fan page, over another during the decision-making process.

## **1.6 Expected benefits from the study**

1. Academically, this paper aims to extend the knowledge regarding exposure, attitude, and purchase intention towards green content on social media. Also, the result can extend the notions regarding the relationship of media exposure and consumer attitude and consumer attitude and purchase intention in environmental content. Furthermore, the study can benefit future studies in the related fields.

2. Practically, the result found in this study can benefit marketers and communication practitioners in developing green content plans and strategies to enhance consumer attitudes. Understanding the relationship of the variables can provide a piece of foundation knowledge for the marketer and communication practitioners regarding environmental communications in oil and gas and other related businesses.



## **CHAPTER 2**

### **LITERATURE REVIEW**

This study aims to explore consumer exposure, attitude, and purchase intention on environmental communications on Facebook fan pages and the relationship between consumer exposure and consumer attitude and consumer attitude and consumer purchase intention. Thus, the related theories and concepts have been reviewed from past research, journal, book, and article to form an understanding of the concepts and conceptual framework and hypothesis.

There are four sections in this chapter as follows;

1. Environmental communications
2. Media exposure
3. Consumer attitude
4. Consumer purchase intention

#### **2.1 Environmental communications**

With the rise of green consumers concerned about the impact of their habitual consumption on the environment, the company focuses on improving their product to fit in an environmental and sustainability context to serve the consumer's concerns. In addition, environmental issues have been captured and presented by the media, increasing awareness amongst consumers and causing pressure on the company to

conform with the environmental practices in the business process to meet consumers' needs and be perceived as a sustainable company (Jain & Kaur, 2004).

Due to the fact that every human activity, including doing business and marketing, is based on a limited resource, consumers then focus more on selecting the product that provides a positive impact or lessens the negative impact on the environment in order to protect the environmental resource for their next-generation (Polonsky, 1994). Thus, developing a communications practice that align with environmental context is one of the major concerns and opportunities for the marketer and company to reach the green consumers and cope with the sustainability trends.

### **2.1.1 Definition of environmental communications**

Environmental communications refer to various kinds of communication forms concerned with an environmental issue and related topic in which a company intends to inform or persuade consumers to be aware, interested, and perform an action. An environmental communication can be presented in various types, such as sustainability marketing, green marketing, public relations practices, etc. (Louie, 2021).

Environmental marketing, also known as green marketing, refers to broad areas of marketing activities that are concerned with the impact on the environment while offering mutual benefit between consumer and company (Polonsky, 1994). Similar to Papadas et al. (2017), defined environmental marketing is a marketing activity that satisfies consumers, society, and companies in a sustainable way concerned about the natural environment.

Solomon (2019) expanded the description of environmental marketing to the corporate strategy and promotional message that concern environmentally responsible.

Pride and Ferrell (1993, as cited in Jain & Kaur, 2004) view environmental marketing as a sustainability marketing concept of 4P, including products, prices, places, and promotions, that organizations created based on the consideration of lessening the negative impact on a natural environment.

According to Zinkhan and Carlson (2013), environmental communications refers to a promotional message that aims to attract the green consumer. The green message can arouse the consumers' response to the messages in cognition, affection, and behavior. To further explain the promotion of sustainability messages, there are several claims that the company has used for promoting their product to be perceived as a green product, also called green advertising, e.g., environmentally friendly, recyclable, biodegradable, eco-friendly, etc. The terms illustrate that environmental marketing can be conducted in several ways, e.g., improving the products to meet with eco-friendliness criteria, being part of marketing strategy, and promoting via advertising (Polonsky, 1994). In addition, Ward (2020) divided green marketing practices into three types: production process, product development, and packaging design.

In conclusion, environmental marketing provides a mutual benefit for both organizations and society. In other words, while organizations earn the profit by using environmental marketing approaches to increase sales, society and consumers earn the benefit from consuming the product that is better for the environment they live in

(Chahal et al., 2014). Thus, to create effective environmental marketing messages, a brand or a company should consider the environmental issue at the strategies level to develop a product that genuinely contributes to a better environment and can create valid promotional messages to the consumers.

### **2.1.2 Factors of environmental communications**

According to Polonsky (1994), there are four factors that drive the environmental practices in the company as follows;

1. Social responsibility refers to the need of an industry or a company to conform with environmental trends as perceived trends among consumers by acting as a socially responsible company. The company will either promoting its green practices via marketing tools or doing it without promoting.
2. Government pressure refers to official regulations regarding an environmental issue that has been announced by the government, causing a company to comply with. The regulations are designed to protect both consumers, the company, and society regarding the use of environmental resources and related marketing claims.
3. Competitive pressure refers to the need to maintain a good reputation in environmental-related areas among competitors.
4. Cost or profit issues refer to a cost-saving or profit benefit resulting from adopting environmental marketing practices, e.g., replacing single plastic use with biodegradable packaging, showing that the company is concerned about the environment, which also saves the production cost.

Chen (2010) divided the factors that force companies to adopt environmental practices as one of their strategies into four types of pressure including law and regulations, stakeholders, ethical, and environmental. All these factors act as a pressure for the company to perform as socially responsible in every business process from production, consumption, and disposal.

In conclusion, there are two significant factors of internal and external pressure forcing a company to perform as a good citizen by doing business that positively impacts society and the environment and lessens the negative impact. Being a socially responsible corporation can ensure a positive reputation that will enhance competitiveness for the company.

### **2.1.3 Environmental marketing strategies**

Unlike the typical marketing strategies that emphasize the competitive advantage in sales, environmental communication focuses on the environmental-related advantage. To clearly understand environmental marketing communication, delving into the strategies level of this practices is crucial. The strategies were divided into four types by the marketing and communication tools of advertising, sales promotion, public relations, and customer affairs (Coddington, 1993).

1. Environmental advertising refers to the promotion of green content, which can be divided into four minor types of public service announcement, green image advertising, labeling design, and product-related advertising.
  - 1.1. A public service announcement refers to a company attempting to promote the environment's notion to the consumers without presenting the product. The practice aims to gain a positive reputation and

consumers' awareness of the environment and the company's standpoint rather than sales.

- 1.2. Green image advertising refers to promotional messages of a product or brand in environmental-related areas. The messages can be communicated in two approaches of aggressive; presenting company green practices, e.g., forest restoration, dam building, and passive; presenting a product that has been developed from the green initiative, e.g., recyclable package. The difference between these two approaches is the presentation of products that affect consumer perception. Aggressive approaches talk about the green action without mentioning the product, which green consumers perceive as unsustainable. The action is not part of the production strategy; the root cause of the environmental problem. The passive approach presented a product on green angles, which was perceived better than aggressive in terms of an environmental claim. However, a passive approach might be drawn back if the company fails to act as promising in the claims.
- 1.3. Labeling design helps consumers to recognize brands, distinguish one brand from others and provide product information. Designing labels to promote green angles must avoid overclaim and exaggeration that led to a misunderstanding about the product in environmental benefit. Apart from specifying environmental claims on the label design, there is a symbolic label called Green label or Eco-label; attached to the product verified as a green product.



Green label design varies by countries as shown in figure 2.1. For Thailand, the green label was first initiated by Thailand Business Council for Sustainable Development (TBCSD) in 1993 for the purpose of lessening environmental pollution, encourage an organization to practice a green manner, and let consumers aware of the green product (Thailand Environment Institute [TEI], 2019).

Figure 2.1

Green label



Source: TEI (2021). *GEN and the Opportunity of Ecolabel in Thailand*. Retrieved September 4, 2021, from [http://www.tei.or.th/th/blog\\_detail.php?blog\\_id=65](http://www.tei.or.th/th/blog_detail.php?blog_id=65)

- 1.4. Product-related advertising, Coddington (1993) describes the practices for advertising the product using green claims that companies have to be clear on the messages by providing truth information in an

understandable manner about the product and how it can make the environment better. At the same time, companies have to encourage and support consumers' green practices by providing the product that contributes to the green action.

2. Sales promotion in terms of green environment refers to the promotion with an objective of generating consumers' awareness and interest in purchasing green products, while for organization level, the promotion aims to encourage other businesses to participate in socially responsible business practices.
3. Public relations practices consider all stakeholders of the product cycle from production to disposal. Because environmental issues are related to everyone in society, this strategy aims to generate collaboration from all sectors to drive sustainable business.
4. Consumer affair or consumer relations aims to satisfy consumers' concerns or need for information regarding the environmental issue of the company. This strategy is to prepare to respond to consumers' questions and concerns as this is the first channel that consumers will reach when they have questions or complaints. Thus, building the same understanding between consumer and company is an essential task for this strategy.

In addition to Coddington's suggestion of environmental marketing strategies, Smith and Brower (2012) stated about the advantage of aligning the packaging design with green context as it contributed to the consumers' perception and attitude towards the brand because the packaging is the first thing consumers are exposed to when approaching the product. Thus, consumers can assume whether the product is good for the environment or not by the look of its package.

#### 2.1.4 Green content

Since green consumers are concerned with both their own consumption and corporation practices, providing an opportunity for a company to promote their socially responsible standpoint to appeal to the consumer by communicating environmental-related content, also called green content (Minton et al., 2012).

Even environmental marketing trend is an interesting topic for a marketer to adopt as one of their marketing plans, Zinkhan and Carlson (2013) reported that green consumers' attitudes and behavior are not always consistent. In other words, even they report themselves as a socially responsible consumer who is conscious about the environmental impact; they are not always acting in a sustainable way when selecting the product to consume.

Kim and Cha (2021) suggested that the attributes of green advertising consist of reliability, attractiveness, and informativity. These attributes have a positive effect on consumer purchase intention in which the attractiveness attribute has the greatest influence on purchase intention among the other two attributes.

Ottman et al. (2006) suggested that green content messages are usually associated with five benefits: cost-effectiveness, product safety, product performance, product identity, and product utility. All of these benefits can effectively appeal to both green consumers and non-green consumers if it is aligned with the product design and consumers' value. For example, green products that promote cost-saving can attract consumers who consider cost-efficiency.

Carlson et al. (2013) classified types of green claims into four types: product-oriented, process-oriented, image-oriented, and environmental fact. First, product-

oriented refers to the promotion of the green aspects of a product as a more sustainable alternative than other product. Second, process-oriented is to promote green technology in production and disposal processes. Third, images-oriented aims to promote the corporate images regarding socially responsible areas, also called corporate social responsibility program or CSR, e.g., promoting green projects of the company such as encouraging employees to reduce the use of plastic, using the sensor lighting in the workplace, and participating with local people to improve the environmental areas. Lastly, the environmental fact is to provide general knowledge about the environment.

Zhu (2012) categorized green advertising into two types of content: educational-based and commercial-based. The first type refers to advertising that promotes environmental knowledge with an intention to enhance consumers' awareness and understanding. The other type refers to the promotion of a company in regard to environmental aspects in order to enhance the company/brand's image and reputation.

The green claims can also be divided into two more types of specific claims and vague claims. The specific claim refers to the message that states about the fact with strong support information regarding environmental benefits of the advertised product, e.g., the product was produced by cleaner technology which saves the energy from a production process of over 50%. The vague claim refers to the message that broadly presents the green benefit without any supporting information, e.g., this product is good for the earth and is recyclable (Davis, 1993).

Understanding types of environmental claims is essential for marketers for planning the marketing, advertising, and content messages as per Davis (1993)'s study about the relationship between green advertisement claims towards consumer attitude and intention to purchase shown that consumers prefer specific claims rather than vague claims as it helps they form knowledge and understanding about the product benefit and how that product is good to an environment which also helps them in evaluating the product and making a better decision. Moreover, specific claims also transfer to a positive attitude towards the advertiser and the product, which is a desirable outcome for the marketer.

In addition to the use of specific claims, the longitudinal study from 2009 to 2011 by Smith and Brower (2012) of green marketing strategies that influence Millennials on US students ages between 19 and 23 suggested that consumers will consider purchasing green products by the sustainability reputation of the company as they saw on an advertisement, thus investing the budget on producing green-related content would benefit the company in terms of generating and maintaining a positive reputation as a sustainability company.

### **2.1.5 Green content on social media**

Social media is a digitally connected channel that allows individuals to virtually meet, connect, and share their common interest together. This provides the benefit for a green marketer to share and discuss their green position with an online green consumer who is interested in the environmental issue (Wigder, 2007). In addition, previous research has shown that green consumers aged between 16 to 64 search about the brand and products via social media (Valentine, 2019). Similar to a

report from Trim (2020), stated that public is now seeking the brand that contributes to a better environment. Thus, it can be said that social media is a major channel for the brand to communicate their environmental standpoint and initiative to reach the green consumers.

For Facebook as a social media platform that will be studied in this paper, there are several pages and groups promoting the environmental-related content and advertising in this platform, e.g., Environman, Greenery, Greenative, etc. In which the content on Facebook is presented in three types of photos, video, and text (Wishpond, 2014).

An example of an oil and gas business Facebook fan page that promotes green content is PTT station, Bangchak, ExxonMobil Thailand, etc. A green content posted on the page was presented in three types per Wishpond (2014)'s suggestion of photos, video, and text. In which each post will contain two types of content, either photo, and text or video and text with an intention to promote the green product and knowledge as well as encouraging people to change their consumption behavior to be socially responsible manner, e.g., using fuel that meets with the standard to help reduce the pollution, using an eco-friendly product, reducing, and reusing the plastic package, managing the waste from own consumption. An example of green content on the oil and gas business Facebook fan page can be referred to in Figures 2.2 - 2.4.

In conclusion, the knowledge gained from the above review of the literature regarding green communications, green content strategies, green content on Facebook will be utilized to develop the questionnaire for this study.

Figure 2.2

Example of green content on oil and gas business Facebook fan page: photo and text type

**แก๊สโซฮอล์ และ ไบโอดีเซล**  
คูปูน้ำมันผสม ช่วยโลก ช่วยเกษตรกร

**แก๊สโซฮอล์**  
"ขบ" "ข้าวโพด" "บีบีพี" "ข้าว" "ถั่วเหลือง"

**ไบโอดีเซล**  
"ขบ" "ข้าวโพด" "บีบีพี" "ข้าว" "ถั่วเหลือง"

**We Love PTT**  
October 20 · 🌐

Update: แก๊สโซฮอล์ และ ไบโอดีเซล  
คูปูน้ำมันผสม ช่วยโลก ช่วยเกษตรกร

ทุกวันนี้ หลายคนอาจได้ยินชื่อ "ไบโอดีเซล" กับ "แก๊สโซฮอล์" กันจนคุ้นหู เพราะมีใช้ในประเทศไทยมานานแล้ว แต่ก็อาจจะมีคนนึกว่าน้ำมัน 2 ชนิดนั้นเป็นน้ำมันประเภทเดียวกัน หรือเข้าใจสลับกัน เรียกผิดๆ ถูกๆ หรือยังสงสัยว่า น้ำมัน 2 ชนิดนี้ผลต่างกันอย่างไร วันนี้จะมาไขข้อข้องใจกันนะ

📖 Gasohol = Gasoline + Alcohol  
"แก๊สโซฮอล์" คือน้ำมันเบนซินที่มีการนำแอลกอฮอล์มาผสม โดยแอลกอฮอล์นำมาใช้ผสมก็จะเป็น เอทิลแอลกอฮอล์ หรือเอ... See more

👍 188      16 Shares

Source: We Love PTT (2021). *We Love PTT Facebook Page*. Retrieved November 10, 2021, from <https://www.facebook.com/WeLovePTT>

Figure 2.3

*Example of green content on oil and gas business Facebook fan page: video and text type*

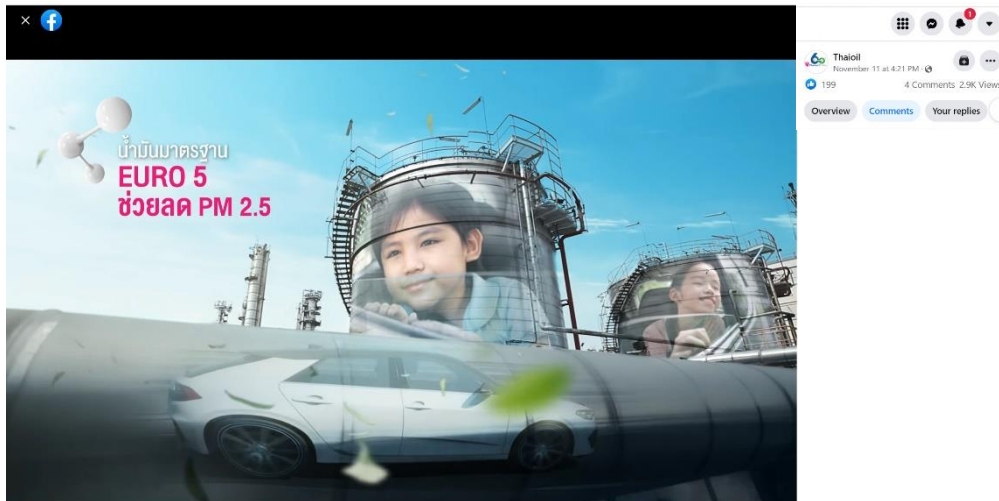


Source: Bangchak (2021). *Bangchak Facebook Page*. Retrieved November 10, 2021, from <https://www.facebook.com/Bangchak>



Figure 2.4

*Example of green content on oil and gas business Facebook fan page: video type*



Source: Thaioil (2021). *Thaioil Facebook Page*. Retrieved December 5, 2021, from <https://web.facebook.com/ThaiOilPCL>

## 2.2 Media exposure

Today, almost everyone can access the internet where there is various information available to be consumed, opposite to people's attention span and the ability to process as reported by McClinton (2019) as people's attention is getting shorter, especially for long-detailed information due to the surpass amount of information on online platforms. In addition, exposure is one of the crucial steps in the consumer decision-making process as exposure to the media can help them form an understanding, support an alternative evaluation stage which will lead to the purchase decision.

### 2.2.1 Definition of media exposure

Exposure refers to an initial process of information acquiring that consumer exposed to the external stimulus, including sight, sound, smell, taste, and touch, from sensory receptors which the level of attention and interpretation of each stimulus is subjective to each individual consumer (Solomon, 2019).

Lee and Cho (2020) describe the consumer exposure to environmental messages on media: the number of media and messages that individual consumers receive. The more they are exposed to such messages, the more they understand and are willing to participate in that kind of behavior. Consistent with Qader and Zainuddin (2006)'s study on the impact of media exposure on intention to purchase green electronics products amongst lecturers, they stated that frequent repetition of messages is related to change in consumer attitude and behavior.

According to Klapper (1960) explained the consumer exposure process as a selective process consist of four-step;

1. Selective exposure refers to the process that each consumer selects to expose to information that can serve their needs or satisfy their objectives from different types of media, e.g., online platform, print media, television, key opinion leaders, etc.
2. Selective attention refers to the process that consumer invests their attention on certain information which they prefer to receive information that is consistent with their knowledge or opinion and avoid information that contradicts with their knowledge and thought in order to avoid the dissonance; the inconsistency in the consumers' minds that happens when an individual receives information that is inconsistent with their knowledge or attitude.

3. Selective perception and interpretation refer to an individual perception and interpretation process based on their attitude, ability, experience, belief, etc. This varies by an individual; thus, the same information will be interpreted differently upon an individual's condition.
4. Selective retention refers to the process that consumers prefer to remember only the information that is relevant to their needs, knowledge, or attitude and ignore the other.

In conclusion, selective exposure is an exposure step when consumers encounter information they will select to focus on and remember only some information based on their own preference and condition.

### **2.2.2 Types of media**

The media can be categorized into three types by brand perspectives: paid, owned, and earned. First, paid media refers to the channel that brands have to pay for in order to communicate through that channel, e.g., television, radio, news website, sponsored post on social media. Second, owned media refers to the channel that is owned by the company itself, meaning that the company can generate, communicate, and control the message sending through this channel, e.g., the company's website or social media. Lastly, earned media refers to the message about a company that was generated, communicated, and controlled by other people outside the company, e.g., an influencer's post (Mattke et al., 2019).

In contrast, Henricks and Shelton (2016) specified social media and advertising as rented media due to the limitation of an individual's ability to control the platform. The media has been divided into three types of owned, rented, and

earned media. Owned media is the media that a person or a brand has full control over the media as they own it, e.g., website, blog, email, etc. Rented media is the media that a person or brand has a channel or account on that media, but they don't have full control over its system, also called an algorithm. These media are social media and advertising, both traditional and online, as we have to rely on the channel's algorithm, including suggestions on new feed or limitation of exposure on Facebook. Lastly, earned media is the media that is owned by others, including but not limited to the event, other people's social media accounts, or another news website.

Today, owned and earned media have played an important role for brands and marketers to consider dedicating much content on these two rather than paid media which was once a major form of media in the past (Chaffey, 2021). This is because people put their trust in these two mediums in terms of advertisement message (Nielsen, 2015).

Media can also be divided by its operating system into two types of mainstream media refers to all traditional media platforms, e.g., newspaper, radio, television., and digital media refers to media that operate on the internet, e.g., online news website, social media (Salaudeen & Onyechi, 2020).

### **2.2.3 Social media**

Social media refers to a digitally connected platform that allows group interaction and exerts the information exchange power to an individual who once was the receiver. After the emergence of social media, the well-known term is user-generated content, any type of content in any tone created by users or consumers, not

by a brand (Newberry, 2019). An example of user-generated content is consumers sharing their opinion about the product they used on their Facebook account.

User-generated content allows consumers to freely express their opinion, either positive, negative, or neutral, and expose them to others as well. Since the content was not created by the brand itself, it's enhancing the credibility and authenticity of the content influences consumer purchase decisions (Newberry, 2019). Thus, brands also get the benefit of the content is in a favorable tone.

Due to the ability to connect and interact, social media facilitates the two-way communication model by providing a virtual space where everyone with internet access can meet (Boardman et al., 2019). This allows an opportunity for brands to directly interact with their customers and potential customers and the ability for customers to engage with one another (Mangold & Faulds, 2009). As a result, today, many brands use social media such as Facebook and Instagram to communicate and advertise their product to consumers (Boardman et al., 2019). In addition to the product advertisement, brands also use social media to build and maintain positive relationships with their consumers and society as well (He et al., 2017). The research showed that nowadays, consumers trust the information shared on social media rather than those on traditional media as they can actively access other users' opinions rather than solely receive the brand messages (Boardman et al., 2019; Mangold & Faulds, 2009).

The advancement of technology enables and accelerates the use of social media around the world. A report from Hootsuite showed that in 2021 there was a huge increase in the number of global social media users by 13.2% or 490 million

people compared to the year 2020. Facebook was reported as the global most-used social media platform. For Thailand, there are three social media platforms that have been ranked as the most-used platforms: Youtube, Facebook, and Line, with a percentage of 94.4, 93.3, and 86.2 of the total internet users ages 16 and 64; 55 million people (Kemp, 2021).

#### **2.2.4 Measurement of media exposure**

There are two dimensions of consumer exposure on media suggested by McLeod and O'Keefe (1972, as cited in Thongkum, 2019), which have been used in many research studies about consumer exposure, including duration and frequency of exposure. The duration of exposure is to measure how long does consumer spends on exposing to the media or message, while the frequency of exposure is to measure how often does consumer expose to that media or message.

On the other hand, Salaudeen and Onyechi (2020) conduct research on the influences of media exposure and information preference as correlates of media credibility in which the exposure was measured by media types and frequency of exposure. Similarly, to Jakmongkolchai (2020) studied the exposure on social media by measuring the frequency and types of content presented on social media including photos, video, and text.

Media exposure is an essential variable to assess the consumers' attitude towards the green content on brand's Facebook fan page as per the previous empirical from Zhu (2012), studies on the impact of green advertising stated that consumers' attitude towards green advertising and the advertised product is formed after exposure to the green advertisement.

In addition, measuring frequency and duration of exposure have been mentioned by many researchers as its result benefit to marketer and media planners to ensure the effectiveness of the plan, in other words, knowing how often consumers expose to the media and for how long helps the marketer to decide the media choice to effectively reach the target audiences at the right place and in the right time.

In this paper, media exposure will be measured by using McLeod and O'Keefe (1972, as cited in Thongkum, 2019)'s dimension of exposure including; duration and frequency of exposure together with three types of contents as suggested in Jakmongkolchai (2020)'s paper. As the study aims to explore solely green content on oil and gas business Facebook fan page, media exposure will be measured only on Facebook as a media and will focus only on the post that is presented as an environmental communication.

### **2.3 Consumer attitude**

The way consumers react and interact with something is driven by two factors of internal and external stimulus. Each individual has their own way to perceive, think, and feel about the stimulus they face, e.g., communication messages they are exposed to or advertisements they see. It is crucial for marketers to investigate underlying factors in order to understand the consumer decision process (Solomon, 2019). However, the internal factors influence consumer behavior more than the external since it's psychological driven (Piligrimienè et al., 2020).

Furthermore, previous research suggests that attitude drives the actual behavior meaning that if a person likes the attitude objects, they are expected to behave in a favorable way (Casaló & Escario, 2018). Thus, understanding the concept

of attitude on what it is, how it works, and how it is formed is essential for a marketer to effectively create the marketing campaign and advertisement.

### **2.3.1 Definition of consumer attitude**

According to Solomon (2019), attitude is a general evaluation of a certain object, topic, issue, advertising, etc., which people will have either positive or negative evaluation based on various attributes. Consumer attitudes are lasting evaluations; thus, it is important for marketers to understand how consumer attitudes are formed.

Schiffman and Kanuk (2000) define attitude as a positive and negative feeling that consumers have on something which reflects on their behavior. However, an individual attitude is subjective and unobservable, which was influenced by individual experiences, learning, exposing, engaging with a related brand or product information.

Schiffman and Kanuk (2007, as cited in Manaskittikul, 2019) suggested that attitude has four characteristics:

1. The attitude must have an object. In terms of marketing, objects can refer to advertising, brand, product, influencer, marketing tools, etc.
2. Attitudes are formed by the learning process, meaning that consumers have to know or engage with the brand before they can form an attitude to the brand.
3. Attitude can be developed over time, and it is usually consistent with consumer behavior.



4. Attitude can be affected by the current situation, meaning that consumers may form an attitude on something that relates to their current situation or environment, which the attitude may change if the situation is changed.

For instance, during pandemics, people might view restaurants that use many plastic bags for one order as good because they believe it can prevent contamination; however, before the pandemics, this practice was viewed negatively as it caused more waste and a lot of impact on the environment.

### **2.3.2 The components of attitude**

Two concepts suggested about components of attitude will be presented in this topic: the Tripartite view of attitude and the Unidimensional view of attitude (Solomon, 2019).

#### The Tripartite view of the attitude

Regarding the Tripartite view of attitude, also known as the ABC model of attitude, suggested that attitude consists of three components: cognition, affect, and conation. These three components altogether are believed to contribute to one's attitude towards an attitude object.

First, cognition refers to consumers' belief or knowledge about attitude objects, so if they have a positive understanding of the attitude objects, they can form a positive attitude towards those objects. In the meantime, a negative understanding of attitude objects can cause a negative attitude towards the objects.

Second, affect refers to consumers' feelings toward attitude objects, so if consumers have positive feelings about a brand, they can have a positive attitude

towards that brand. Moreover, positive feelings towards a person, e.g., influencers, celebrities, peers, etc., can lead to a positive attitude on a product used by that person.

Third, conation refers to consumers' actions or behavior, meaning that consumers' actions represent their attitude towards an attitude object, situation, issue, etc. (Solomon, 2019).

Thus, if consumers view a certain product or brand positively per their knowledge about the brand, they might have a positive feeling about that product or brand, and it might influence them to perform a corresponding action.

The Tripartite view of attitude has one major concern since it's required that all three components altogether create the attitude; however, some element or information of these components can't be observed (Solomon, 2019).

#### Unidimensional view of the attitude

Unidimensional views of attitude were suggested by Fishbein (1967, as cited in Bagozzi & Burnkrant, 1979) to solve the concern of tripartite view. This concept suggested that attitude contains only one component: affection or feeling towards an attitude object. Another two components in tripartite views were proposed as a casual flow of knowledge and behavioral intention whereby cognition is inferred the affection and conation is consumers' action as a result of their attitude. Thus, a favorable feeling on a product leads to a positive attitude towards that product which is because consumers have knowledge about the product, and they are assumed to consume that product.

### **2.3.3 Attitude theory**

#### The functional theory of attitude

As suggested by Daniel Katz, psychologist, that individual formed an attitude as it provides some important function to them. There are four functions proposed by this theory: Utilitarian, Value-expressive, Ego-defensive, and Knowledge (Solomon, 2019).

Firstly, the Utilitarian function refers to the functional benefit of attitude objects. The functional value illustrates a concept of rewards or punishment effect on an individual. Thus, if a consumer like the performance of a certain fuel oil, they will have a positive attitude towards those types of fuel oil. The concept can be utilized for marketing and communication campaigns to appeal to the Utilitarian function by promoting the product benefit (Solomon, 2019).

Secondly, the Value-expressive function proposed that consumers buy the product or brand that reflects their images. The images refer to consumer self-images and ideal self (i.e., what they want other people to perceive about them). Consumers assign their attitude to an attitude object as it provides some identity and enhances an individual identity as well (Solomon, 2019). To market by considering value-expressive function, marketers must know what the consumer value is about (Carpenter, 2012). For example, if a company needs to market a product to green consumers, the messages should be about the company's green initiative or the green benefit that offered by the product.

Thirdly, the Ego-defensive function describes that individual assign an attitude to the objects as it helps prevent them from unwanted circumstances or feelings.

Consumers avoid unpleasant situations by conforming to behavior that society accepts (Solomon, 2019).

Lastly, the knowledge function refers to the need to form an attitude when consumers have little or no information about something (Solomon, 2019). This also refers to the situation when consumers encounter a product, brand, or advertisement for the first time (Solomon, 2019). The attitude performs as a frame of reference for consumers to interpret other similar stimuli that come to them.

In conclusion, the literature review suggested that attitude is a result of consumers' knowledge, belief, and feeling, which was influenced by many factors. Consumers' attitudes towards something can be changed from time to time as consumers receive new information, face different situations, or develop new preferences. Moreover, attitude contributes to consumer action or reflects the way consumers interact with something. Thus, this study will explore the consumer attitude and see if consumer attitude has a relationship with consumer purchase intention.



#### **2.3.4 Measurement of consumer attitude**

The attitude towards attitude objects can be measured by using Likert scale to rate the level of agreement or disagreement on a given statement about stimuli. The widely used Likert scale consists of five items: strongly disagree, disagree, neither agree nor disagree, agree and strongly agree (Malhotra, 2015).

### **2.3.5 Attitude towards green content**

Attitude towards green content and advertising has been studied by much previous marketing research (Haytko & Matulich, 2008; Jung et al., 2020; Yoon & Kim, 2016). The attitude towards green content is developed after consumers receive green messages (Zhu, 2012). Haytko and Matulich (2008) proposed four factors of attitude towards advertising, including cognitive and affective responses to green advertising, consumer responses to the companies and their product, consumers' specific behavior, and moral/ ethic impact of green advertising. Clearly, the factor illustrates the three dimensions of attitude: cognitive, affective, and conative, together with the ethical concern as an addition.

On the other hand, Ducoffe proposed a model of advertising attitude with a notion that advertising value and attitude are associated, meaning that if a person reported that advertising is valuable, they would be more likely to have a positive attitude towards that advertisement (Zhang & Wang, 2005). The model includes five factors that influence advertising attitude: entertainment, informativeness, irritation, credibility, and interactivity.

Thus, this paper will utilize the concept of consumer attitude to develop the questionnaire measuring consumer attitude towards green content on oil and gas business Facebook fan page. The attitude will be measured by dimensions of green advertising as suggested by Kim and Cha (2021) consists of reliability, attractiveness, and informativity.

## **2.4 Consumer purchase intention**

Consumer purchase intention is proposed as a substitute for actual behavior as its result provides a behavioral tendency of individuals as a result of their attitude. Therefore, these concepts can also be considered the consumer attitude's behavior or conation elements (Solomon, 2019). Due to the attitude-behavior relations, consumer attitude reflects the behavioral tendency; thus, understanding the purchasing intention is essential for a marketer to assess if the attitude on environmental communications relates to the intention to purchase the advertised product.

### **2.4.1 Definition of consumer purchase intention**

Zhang et al. (2020) defines consumer purchasing decision as a consumer attitude towards certain buying behavior that reflects the level of their purchasing tendency.

Furthermore, Peña-García et al. (2020) describe the measurement of purchasing decisions as the predictor of consumer actual purchasing behavior. Peña-García et al. (2020) also stated that consumer purchasing decisions are the indicator of their actual buying behavior on a certain product or brand.

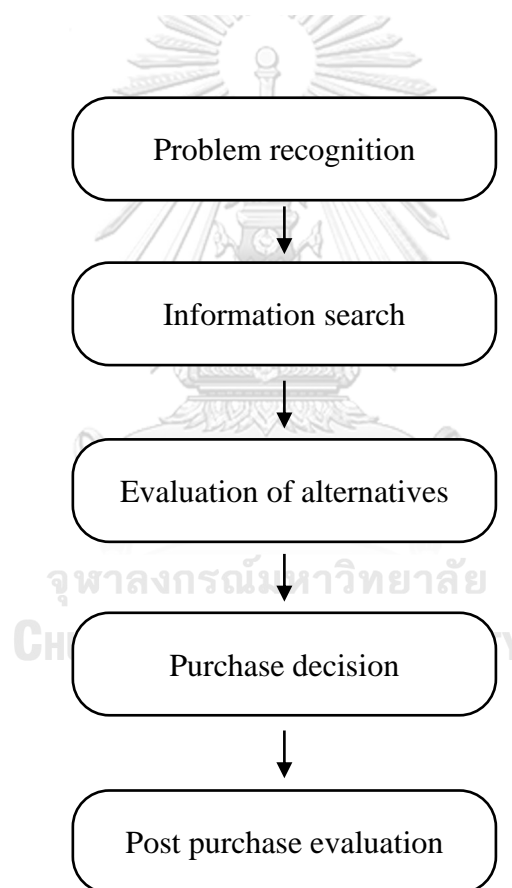
Consumer purchasing intentions are influenced by individual attitudes and experience with the product (Fitzsimons & Morwitz, 1996). For example, consumers A have bought and used one product and feel good about it, so they will buy it again next time. Various empirical studies on purchasing intention, as a result, reflect the possibility of actual behavior (Jaipukdee, 2017; Peña-García et al., 2020; Promsit, 2015).

### 2.4.2 Consumer purchase decision process

The consumer decision process is the process whereby consumers are faced with two or more alternatives so that they have to make a decision (Solomon, 2019). The process consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation.

Figure 2.5

*Purchase decision process*



Source: Adapted from Solomon, M. R. (2019). *Consumer behavior buying having, and being* (13th ed). Edinburgh Gate, England: Pearson Education

Firstly, problem recognition refers to the stage in which consumers recognize their needs and wants of the product as a result of encounters with external and internal stimuli.

Secondly, information search, in this stage, consumers will search for the related information from various sources and in various media, e.g., brand information, news, advertisement, direct experience, influencer review, peers opinion, or family. The information acquired in this stage will contribute to the evaluation of product choice in the next stage.

Thirdly, evaluation of alternatives occurs after the consumers have adequate information about the product. Consumers will compare each product by considering the information they have; thus, the most satisfied consumer criteria will be chosen.

Fourthly, the purchase decision stage refers to the stage in which consumers decide the product they will buy. Before making a real purchase, consumers will form an intention to buy or their degree of willingness to buy the product.

Lastly, the post-purchase evaluation stage refers to a comparison process of experience and expectation. Consumers will evaluate the product they bought by comparing the actual experience of using the product to their expectations of the product. Consumers will assign a favorable feeling towards the product if the experience and expectation are at the same level or higher. They will assign unfavorable feelings to the product that fails to meet their expectations. Even worse, in some cases, dissatisfaction leads to another action, e.g., complaining, negative social media reviews, or suing the company.



### 2.4.3 Types of decision process

The decision-making process can also be divided by the level of product involvement in figure 2.3 : Habitual decision making, Limited decision making, and Extended decision making (Solomon, 2019).

First, Extended decision-making is used when consumers buy high-involvement products. They will put a lot of effort into searching the information about the product they need from both internal and external sources. The evaluation is much more complex than previous decision-making types as the product is perceived as high involvement, so consumers will make a decision by overall criteria and choose the one that satisfies them the most.

Second, Limited decision-making is the decision process for a low-involvement product and happens when consumers encounter a change in the product or new situation. For example, new product launches, scarcity of the product, wanting to try something new. Due to the low involvement, consumers are passively learning new information rather than actively searching about it. The product that qualified in some criteria will be chosen.

Third, Habitual decision-making is the decision process in which people perceive a product as a low involvement product. Consumers will search for information about the product they need from their long-term memory and will not push an effort for searching for new information. The decision can be made upon two types: brand loyalty decision and repeat purchase loyalty decision. The first one refers to the purchasing decision based on the positive commitment between consumers and the product/ brand. Another one refers to the repeat purchase of the same product/ brand as it satisfied them to an acceptable level. This can also be called spurious

loyalty as consumers are not loyal to the product/brand; they buy the same product to save their cognitive energy in processing the information.

In conclusion, consumer decision-making is based on the level of involvement, consumers' effort, time, experiences, and process complexity (Solomon, 2019). It can be said that the consumer decision process is subjective by an individual. This is because the level of involvement varies from one to another due to individual preference and condition. For example, one person perceives a luxury bag as high involvement as she has to collect the money for several years to buy it, while another person perceives the bag as low involvement as she frequently buys it.

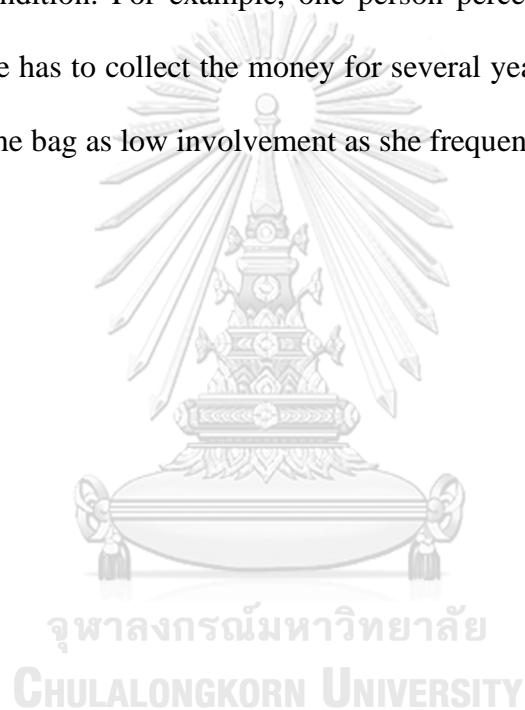
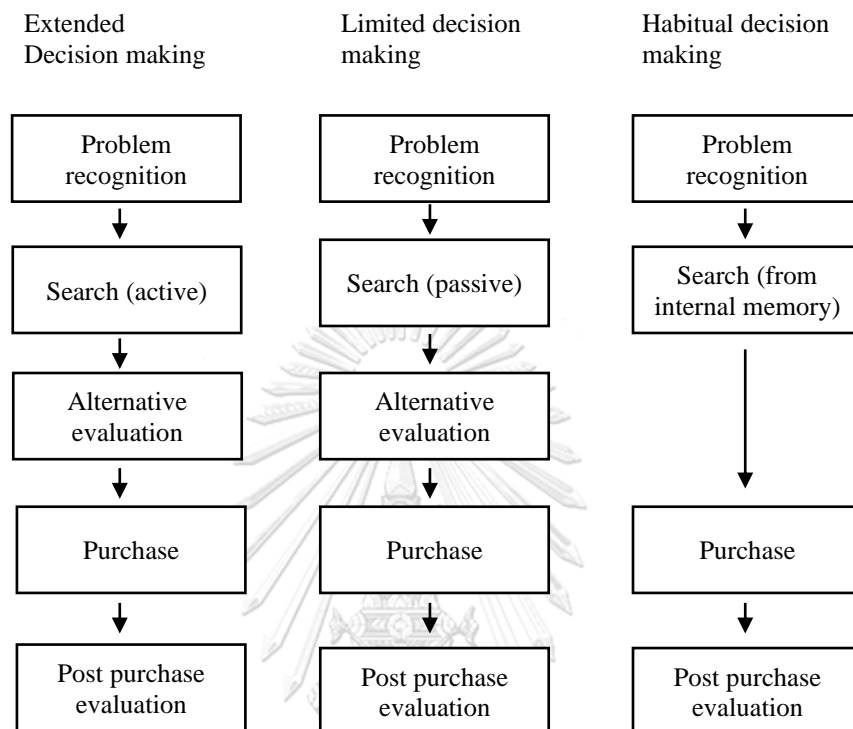


Figure 2.6

*Types of the decision process*

Source: Adapted from Solomon, M. R. (2019). *Consumer behavior buying having, and being* (13th ed). Edinburgh Gate, England: Pearson Education

All in all, as part of the consumer decision-making process, there is an intention to purchase antecedent the actual purchase. The buying intention reflects the level of willingness to perform an action that is contributed by experience and attitude. Meaning that if consumers have a good experience with the product/brand, they will have a positive attitude towards the product/brand, which influences their intention to buy the product/brand. Furthermore, O'Keefe (2002, as cited in Chekima et al., 2015) stated that purchasing intention is often used as a behavioral predictor in various conditions, including the environmental market.

In addition to that, according to Kim and Cha (2021)'s study proposed that green advertising attributes have an influence on purchase intention in which the intention was measured by asking respondents on the level of willingness to perform green purchase action such as recommend eco-friendly product to others, use eco-friendly product, purchase product that being advertised as a green product.

Thus this paper will utilize the concept of purchase intention suggested by Kim and Cha (2021) to develop questionnaire measuring consumer purchase intention towards green content on oil and gas business Facebook fan page.

## **2.5 Related research**

Liin (2015), studied the media exposure, attitude, behavior, and loyalty of consumers towards PTT life station with 400 respondents who are Thai ages 15-55 years old. The result indicated that respondents have the highest exposure to Line. In terms of attitude, respondents had a positive attitude towards the PTT service station where the exposure has a positive relationship with the attitude.

Srisawek (2014), studied the CSR innovation of Bangchak Petroleum Public Company Limited (the previous name of Bangchak Public Company Limited), suggested that the CSR innovation of Bangchak was developed at a strategic level with an aim to provide valuable impact to consumers and society. In which the company focuses on their stakeholder's needs and concerns by offering products and services that align with the needs. In addition, the company focuses on the long terms performance when performing a green initiative; thus, it's strengthened the good reputation of the company.

Tue (2018), studied the environmental awareness and behavioral tendency of Facebook users with Vietnamese respondents. Results indicated that respondents had a high level of environmental awareness in which they were mostly concerned about the waste issue. For behavioral tendency, respondents reported that they were most concerned with the alignment of business communication and its action regarding sustainability practices. In addition, the result showed that there is a relationship between awareness and behavioral tendency, meaning that the more environmental knowledge consumers have, the more level of willingness to perform a related action they are.

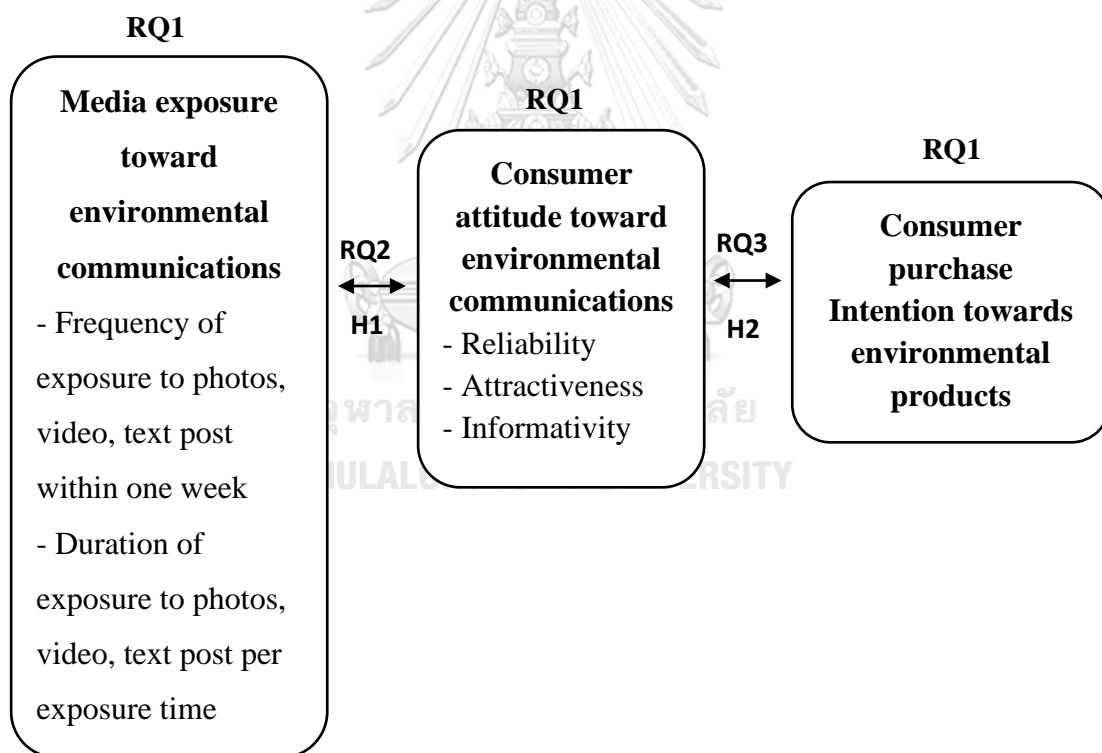
Huang et al. (2014), studied the effects of the green brand on purchase intention with 425 respondents from Taiwan's Lifestyles of Health and Sustainability (LOHAS) because they have a green lifestyle of using and buying products that cause less impact to the environment. Results indicate that green brand attitudes have an influence on purchase intentions. This was correlated with the finding from Chekima et al. (2015), which studied the motivational aspects that drive green purchase behavior with 405 respondents in Malaysia. The result indicates that green attitudes have a positive influence on green purchase intentions, meaning that if a person has a favorable green attitude, they are more likely to act in a green manner, e.g., purchase eco-friendly products. Similar to the finding of Liao et al. (2020), studied the effect of green marketing and green psychological benefits on customers' green attitude, value, and purchase intention with 319 respondents found that attitude towards green products has a positive influence on purchase intention. Furthermore, the higher level of exposure to environmental advertisement related to a more favorable attitude and a higher level of intention to purchase the green product Liao et al. (2020).

Kim and Cha (2021), studied the green advertising attribute, consumer innovativeness, and purchase intention with 200 Korean respondents. The study was conducted in a quantitative approach using a questionnaire as a tool to collect the data. The result indicated that green advertising attributes have a positive relationship with purchase intention.

## 2.6 Conceptual framework and hypothesis

Figure 2.7

Conceptual framework



Based on the review of the literature and proposed framework, hypothesize are presented for this paper as following;

H1: There is a relationship between media exposure and consumer attitude towards environmental communications on oil and gas business Facebook fan page

H2: There is a relationship between consumer attitude and consumer purchase intention toward environmental communications on oil and gas business Facebook fan page



## **CHAPTER 3**

### **METHODOLOGY**

The study is based on a quantitative approach with an aim to examine consumers' exposure, attitude, and purchase intention toward environmental communications on oil and gas business Facebook fan page and to study the relationship between these three variables. An online questionnaire is being used as a research tool to collect data from the respondents. This chapter includes the details about the sample, sampling method, questionnaire format, measurement of variables, data collection, and data analysis.

#### **3.1 Research methodology**

A quantitative approach was used in this paper, with an online questionnaire distributed to 200 respondents. The sample of this study is Thai ages 18 to 34 because this is the major ages range of social media users in Thailand (Kemp, 2021), and they have been exposed to green content on oil and gas business Facebook fan page in the last three months.

The online questionnaire was created by Google form and distributed via an online platform including Facebook personal accounts and Facebook groups; Chula 57, Chula 63, Chula marketplace, and มหาวิทยาลัยธรรมศาสตร์และการฝึกบ้าน, to reach the target samples.



### **3.2 Population and sample**

The data was collected from 200 respondents who are Thai ages between 18 and 34 who have recently seen the green content on oil and gas business Facebook fan page in the last three months.

### **3.3 Sampling techniques**

The respondents in this study were drawn by purposive and convenience sampling. For the purposive technique, respondents were selected based on the requirements, including Thai, ages 18 to 34, who have recently been exposed to the green content on oil and gas business Facebook fan page in the last three months to ensure the qualified samples. For convenience technique, the online questionnaire was distributed through various personal accounts and groups on Facebook and other social media.

However, only those who qualified were included in the study as they were required to answer the screening question before entering the main part of the questionnaire.

### **3.4 Research instruments**

The study used online questionnaires via Google form as a tool to collect data from samples that are Thai; thus, the questionnaire was created and distributed in Thai. The questionnaire consists of five sections: screening question, media exposure, consumer attitude, consumer purchase intention, and demographic.

### **Section 1. Screening questions**

The first section is screening questions to ensure the relevance and ability to answer the question of samples. There are two screening questions to identify the respondents' ages and whether they have seen green content on the oil and gas business Facebook fan page in the last three months.

### **Section 2. Media exposure**

The second section is a question about media exposure with an aim to examine consumer exposure to green content on oil and gas business Facebook fan page. There are six items question based on McLeod and O'Keefe (1972, as cited in Thongkum, 2019)) 's dimension of media exposure and Jakmongkolchai (2020)'s questionnaires about media exposure, asking about duration of exposure and frequency of exposure in which the questionnaire was divided by types of contents: photo, video, and text.

### **Section 3. Consumer attitude**

The third section is a question about consumer attitude towards green content on oil and gas business Facebook fan page. There are 12 items asked in this section based on green advertising attributes suggested by Kim and Cha (2021); reliability, attractiveness, and informativity.

### **Section 4. Purchase intention**

The fourth section is focused on the intention to purchase with six items of question to examine the intention to purchase adopted from Kim and Cha (2021).

## **Section 5. Demographic**

The fifth section asks about the demographic of respondents. There are three questions asked in this part, including gender, educational level, and occupation.

### **3.5 Measurement of the variables**

The paper focuses on three major variables of media exposure, consumer attitude, and purchase intention.

**Variable 1:** Media exposure

**Variable 2:** Consumer attitude

**Variable 3:** Consumer purchase intention

The measurement of each variable is as follows;

The first variable, media exposure, is defined in this paper as consumers' exposure to green content presented on the oil and gas business Facebook fan page. There are two dimensions to measure media exposure, including the duration of exposure and frequency of exposure. Media exposure was measured as a frequency. The scale for frequency of exposure is scale 1 refer to less than once, 2 refer to 1-2 days, 3 refer to 3-4 days, 4 refer to 5-6 days, and 5 refer to every day. The scale for a duration of exposure is to measure how long consumers exposed to the green content on oil and gas business Facebook fan page per one time of exposure, where scale 1 refers to less than 1 minute, 2 refer to more than 1 - 5 minutes, 3 refer to more than 5 - 10 minutes, 4 refer to more than 10 - 15 minutes, and 5 refer to more than 15 minutes.

The second variable, consumer attitude, is defined as a favorable or unfavorable evaluation of consumers towards green content presented on the oil and

gas business Facebook fan page. The attitude towards green content was measured using a five-point Likert scale ranging from strongly disagree to strongly agree, asking the level of agreement or disagreement respondents have on the 12 statements created based on the green advertising attributes suggested by Kim and Cha (2021), including reliability, attractiveness, and informativity.

The third variable, consumer purchase intention, in this paper is defined as the possibility of individual consumers to purchase or prefer an eco-friendly products, that were presented on oil and gas business Facebook fan page, over another during the decision-making process. There are six items to measure the intention level using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). All questions are borrowed and adapted from Kim and Cha (2021).

### **3.6 Validity and reliability**

The questionnaires were tested before distributing to ensure validity and reliability. Since the questionnaires were adopted from previous related empirical studies with a high-reliability score, it can be ensured that all sections are valid and reliable. The questionnaire was examined and revised according to the project advisor's advice. In addition, the pilot study was conducted with the 30 qualified respondents who are Thai ages between 18 and 34 who have recently seen the green content posted by oil and gas business Facebook fan page in the last three months to ensure the reliability and validity of the questionnaire. The result from the pretest showed the high-reliability score of questionnaires as follows: media exposure at

0.761, consumer attitude at 0.826, and purchase intention at 0.810. In which the acceptance level of Cronbach's alpha value is 0.700 and above.

### 3.7 Data analysis

Data were collected during November 2021 via a Google online survey form. The collected data were coded and analyzed by using the Social Science Statistical Package (SPSS) program. To analyze the finding, descriptive statistics and inferential statistics were used to describe the data. Descriptive statistic was presented in mean and standard deviation with a confidence level at 95%. Inferential statistics were used to examine the relationship between two variables by using Pearson's Product Moment Correlation.

Table 3.1

#### *Likert Scale Interpretation*

Likert Scale	Description	Value of Allocation
1	Strongly Disagree	1.00-1.49
2	Disagree	1.50-2.49
3	Neither agree nor disagree	2.50-3.49
4	Agree	3.50-4.49
5	Strongly agree	4.50-5.00

Table 3.2

*Pearson Product Moment Correlation*

<b>Scoring Scale</b>	<b>Meaning</b>
1.00	Perfect positive association
1 - 0.76	Very strong positive association
0.75 - 0.51	Moderate positive association
0.50 - 0.26	Weak positive association
0.25 - 0.01	Negligible positive association
0.00	No positive association

The Pearson Product Moment Correlation will be conducted to explore the relationship between two variables in which the model was adopting from Okveja and Ongkrutraksa (2019, as cited in Jakmongkolchai, 2020) as shown in table 3.2.

## **CHAPTER 4**

### **RESEARCH FINDINGS**

This chapter describes the finding and results from the survey questionnaire, which was conducted with 200 respondents who are Thai ages between 18 and 34 years old and have recently seen the green content post on oil and gas business Facebook fan page in the past three months. The data were collected during November 2021.

The findings of this research were divided into five parts including:

**Part 1:** Demographic profile of the sample

**Part 2:** Media exposure

**Part 3:** Consumer attitude

**Part 4:** Purchase intention

**Part 5:** Relationship between media exposure and consumer attitude, and consumer attitude and purchase intention

#### **4.1 Demographic profile of the sample**

This section illustrated the demographic information of respondents, including ages, gender, educational level, and occupation.

Table 4.1 shows the ages range of respondents, which were divided into two groups of 18-25 years old and 26-34 years old, as shown in table 4.1. Respondents with 26 – 34 years were accounted for 121 individuals or 60.5%, whereas the rest, 79 individuals or 39.5%, were 18-25 years old.

Table 4.1

*Age range of the respondents*

<b>Age</b>	<b><i>n</i></b>	<b>%</b>
18-25 years	79	39.5
26-34 years	121	60.5
<b>Total</b>	<b>200</b>	<b>100</b>

Table 4.2 illustrates the gender of total respondents was separated into three groups of male, female, and others. Female respondents were accounted for 99 individuals or 49.5%. Male respondents were accounted for 85 individuals, or 42.5%, and 16 or 8% of respondents were others.

Table 4.2

*Gender of the respondents*

<b>Gender</b>	<b><i>n</i></b>	<b>%</b>
Male	85	42.5
Female	99	49.5
Others	16	8.0
<b>Total</b>	<b>200</b>	<b>100</b>

Table 4.3 shows the occupation of respondents, which were separated into six groups of students, employee, government employee, freelancer, business owner, and others. Over 53% of respondents were employees, which is accounted for 106 individuals. The second group with the most respondents was freelancers, with 40 respondents or 20%. The third group with the most respondents was students, with 30 individuals or 15%, followed by a government employee with 17 individuals or 8.5%



and business owner with 7 individuals or 3.5%. There are no respondents reported as other occupations.

Table 4.3

*Occupation of the respondents*

<b>Occupation</b>	<b><i>n</i></b>	<b>%</b>
Student	30	15
Employee	106	53
Government employee	17	8.5
Freelancer	40	20
Business owner	7	3.5
<b>Total</b>	<b>200</b>	<b>100</b>

Table 4.4 illustrated the educational level of respondents, which was divided into three groups of below bachelor's degree, bachelor's degree or equivalent, and higher than bachelor's degree. Mostly, respondents held bachelor's degrees or equivalent, with 159 respondents or 79.5% of the sample. The second group with the highest respondents was higher than bachelor's degree with 33 respondents or 16.5%, followed by below bachelor's degree with 8 respondents or 4% of the sample.

Table 4.4

*Educational level of the respondents*

<b>Education level</b>	<b><i>n</i></b>	<b>%</b>
Below Bachelor's Degree	8	4.0
Bachelor's Degree or Equivalent	159	79.5
Higher than Bachelor's Degree	33	16.5
<b>Total</b>	<b>200</b>	<b>100</b>

#### 4.2 Media exposure of green content on oil and gas business Facebook fan page

This section illustrated the media exposure variables on how often samples were exposed to the green content on the oil and gas business Facebook fan page and the duration of exposure based on the types of posts.

The Cronbach's alpha value for the media exposure scale is 0.770 to ensure the scale's reliability.

Table 4.5 shows the mean and standard deviation of media exposure on green content on oil and gas business Facebook fan page per week. Media exposure was measured as a frequency. The overall mean score of media exposure was 2.13 ( $SD = 0.48$ ). This result indicated that, on average, respondents were exposed to green content on the oil and gas business Facebook fan page 1-2 days per week and spent 1-5 minutes on the post per time of exposure.

For frequency of exposure, the scale ranged from 1 to five, where score 1 refers to less than once, 2 refers to 1-2 days, 3 refers to 3-4 days, 4 refers to 5-6 days, and 5 refers to every day. The result showed that samples had a low level of frequency in exposure to green content on oil and gas business Facebook fan page as the mean score given for the frequency of exposure was 2.45. The respondents were most frequently exposed to green content in text type ( $M = 2.71$ ,  $SD = 0.74$ ), followed by green content in photo type

( $M = 2.54$ ,  $SD = 0.76$ ). Samples are least frequently exposed to green content in video type ( $M = 2.10$ ,  $SD = 0.81$ ).

For the duration of exposure, the scale 1 refers to less than 1 minute, 2 refers to more than 1 – 5 minutes, 3 refers to more than 5 – 10 minutes, 4 refers to more than 10 - 15 minutes, and 5 refers to more than 15 minutes. The result showed that samples

had a low duration of exposure as the mean score was 1.81. The highest duration of exposure was green content in text types ( $M = 2.00$ ,  $SD = 0.72$ ), followed by green content in photo types ( $M = 1.87$ ,  $SD = 0.53$ ). Respondents had least duration of exposure on green content in video type ( $M = 1.57$ ,  $SD = 0.62$ ).

Table 4.5

*Mean and Standard Deviation of media exposure of green content on oil and gas business Facebook fan page*

<b>Media exposure</b>	<b><i>M</i></b>	<b><i>SD</i></b>
<b><i>Frequency of exposure</i></b>	<b>2.45</b>	<b>0.68</b>
Green content in text type	2.71	0.74
Green content in photo type	2.54	0.76
Green content in video type	2.10	0.81
<b><i>Duration of exposure</i></b>	<b>1.81</b>	<b>0.43</b>
Green content in <b>text</b> type	2.00	0.72
Green content in <b>photo</b> type	1.87	0.53
Green content in <b>video</b> type	1.57	0.62
<b>Total</b>	<b>2.13</b>	<b>0.48</b>

### **4.3 Consumer attitude of green content on oil and gas business Facebook fan page**

This section illustrated the respondent's attitude towards green content on the oil and gas business Facebook fan page. Consumer attitudes were measured by using five-point Likert where the scale 5 refers to strongly agree with the statement and score 1 refers to strongly disagree with the statement.

To ensure the scale's reliability, the Cronbach's alpha score for the consumer attitude scale was 0.900.

Table 4.6 shows the mean and standard deviation of consumer attitude towards green content on oil and gas business Facebook fan page, with a mean score of 3.65 ( $SD = 0.47$ ). The result was divided by the dimension of green advertising, including reliability, attractiveness, and informativity. The overall score for the reliability dimension was 3.60 ( $SD = 0.52$ ). There are four statements measuring the reliability of the green content on the oil and gas business Facebook fan page. The statement with the highest score was 'I think green content presented on oil and gas business Facebook fan page is generally reliable' ( $M = 3.99, SD = 0.59$ ), followed by 'I trust the information of green content that presented on oil and gas business Facebook fan page' ( $M = 3.92, SD = 0.64$ ), and 'I think green content presented on oil and gas business Facebook fan page is sincere' ( $M = 3.56, SD = 0.69$ ). The statement with the lowest mean score was 'I think green content presented on oil and gas business Facebook fan page express the true nature of the product' ( $M = 2.94, SD = 0.70$ ).

The second dimension, attractiveness, had an overall mean score of 3.55 ( $SD = 0.54$ ). The attractiveness dimension was measured by five statements. The statement with the highest mean score was 'I think green content presented on oil and gas business Facebook fan page is interesting' ( $M = 3.72, SD = 0.66$ ), followed by 'I like green content that presented by oil and gas business Facebook fan page' ( $M = 3.63, SD = 0.63$ ), 'Green content presented on oil and gas business Facebook fan page catch my attention' ( $M = 3.56, SD = 0.70$ ), and 'I think green content presented on oil and gas business Facebook fan page is attractive' ( $M = 3.44, SD = 0.67$ ). The statement with the lowest mean score was 'I think green content presented on oil and gas business Facebook fan page is novel' ( $M = 3.40, SD = 0.83$ ).

The last dimension, informativity, had an overall mean score of 3.90 ( $SD = 0.57$ ). The informativity dimension was measured by three statements. The statement with the highest mean score was ‘I think green content presented on oil and gas business Facebook fan page is easy to understand’ ( $M = 4.40, SD = 0.75$ ), followed by ‘I think green content presented on oil and gas business Facebook fan page provide information on eco-friendliness’ ( $M = 4.34, SD = 0.69$ ). The statement with the lowest mean score was ‘I think green content presented on oil and gas business Facebook fan page give me the information I need’ ( $M = 2.98, SD = 0.68$ ).

Table 4.6

*Mean and Standard Deviation of consumer attitude towards green content on oil and gas business Facebook fan page*

<b>Consumer attitude</b>	<b><i>M</i></b>	<b><i>SD</i></b>
<b><i>Reliability</i></b>	<b>3.60</b>	<b>0.52</b>
I think green content presented on oil and gas business Facebook fan page is generally <b>reliable</b>	3.99	0.59
I <b>trust</b> the information of green content that presented on oil and gas business Facebook fan page	3.92	0.64
I think green content presented on oil and gas business Facebook fan page is <b>sincere</b>	3.56	0.69
I think green content presented on oil and gas business Facebook fan page express the true nature of the product	2.94	0.70
<b><i>Attractiveness</i></b>	<b>3.55</b>	<b>0.54</b>
I think green content presented on oil and gas business Facebook fan page is <b>interesting</b>	3.72	0.66
I think green content presented on oil and gas business Facebook fan page is <b>novel</b>	3.40	0.83
I think green content presented on oil and gas business Facebook fan page is <b>attractive</b>	3.44	0.67
I <b>like</b> green content that presented by oil and gas business Facebook fan page	3.63	0.63
Green content presented on oil and gas business Facebook fan page catch my attention	3.56	0.70

<b>Consumer attitude</b>	<b><i>M</i></b>	<b><i>SD</i></b>
<b><i>Informativity</i></b>	<b>3.90</b>	<b>0.57</b>
I think green content presented on oil and gas business Facebook fan page provide information on eco-friendliness	4.34	0.69
I think green content presented on oil and gas business Facebook fan page is easy to understand	4.40	0.75
I think green content presented on oil and gas business Facebook fan page give me the information I need	2.98	0.68
<b>Total</b>	<b>3.65</b>	<b>0.47</b>

#### **4.4 Purchase intention of eco-friendly products presented on oil and gas business**

##### **Facebook fan page**

This section illustrated the respondent's purchase intention on eco-friendly products that was presented on the oil and gas business Facebook fan page. The purchase intention was measured using a five-point Likert scale to measure the level of agreement on the statements where scale 5 refers to strongly agree and scale 1 refers to strongly disagree.

The Cronbach's alpha for the purchase intention scale was 0.811, ensuring the reliability of the scale.

Table 4.7 shows the mean and standard deviation score of purchase intention, which an overall mean score was 3.88 ( $SD = 0.48$ ). This part includes six statements regarding purchase intention. The statement with the highest mean score was 'I think using eco-friendly product presented on oil and gas business Facebook fan page relieves the guilt of environmental destruction' ( $M = 4.33$ ,  $SD = 0.75$ ), 'I will use eco-friendly product presented on oil and gas business Facebook fan page to help the environment' ( $M = 4.25$ ,  $SD = 0.70$ ), 'I can make a substantial contribution to the environment by using eco-friendly products presented on oil and gas business Facebook fan page' ( $M = 4.22$ ,  $SD = 0.75$ ), 'I am likely to purchase products

presented as green product on oil and gas business Facebook fan page' ( $M = 3.76$ ,  $SD = 0.61$ ), and 'I am willing to recommend eco-friendly product presented on oil and gas business Facebook fan page to others' ( $M = 3.61$ ,  $SD = 0.63$ ). On the other hand, the statement with the lowest mean score was 'I will definitely buy the product presented as green on oil and gas business Facebook fan page' ( $M = 3.11$ ,  $SD = 0.58$ ).

Table 4.7

*Mean and Standard Deviation of purchase intention of green content on oil and gas business Facebook fan page*

<b>Purchase intention</b>	<b><i>M</i></b>	<b><i>SD</i></b>
I am willing to recommend eco-friendly product presented on oil and gas business Facebook fan page to others	3.61	0.63
I will use eco-friendly product presented on oil and gas business Facebook fan page to help the environment	4.25	0.70
I am likely to purchase products presented as green product on oil and gas business Facebook fan page	3.76	0.61
I think using eco-friendly product presented on oil and gas business Facebook fan page relieves the guilt of environmental destruction	4.33	0.75
I will definitely buy the product presented as green on oil and gas business Facebook fan page	3.11	0.58
I can make a substantial contribution to the environment by using eco-friendly products presented on oil and gas business Facebook fan page	4.22	0.75
<b>Total</b>	<b>3.88</b>	<b>0.48</b>

#### 4.5 Relationship between media exposure and consumer attitude, consumer attitude and purchase intention

##### Media exposure and consumer attitude

This section illustrated the result for the correlation according to the two hypotheses of the relationship between media exposure and consumer attitude and consumer attitude and purchase intention.

Table 4.8 shows the correlation between media exposure and consumer attitude. By applying Pearson's Correlation, the results indicated that media exposure has a weak positive association with consumer attitude ( $r = 0.27, p < 0.01$ ). Thus, the result showed approval of the first hypothesis; there is a relationship between media exposure and consumer attitude towards environmental communications on oil and gas business Facebook fan page. The result can be implied that the more consumers are exposed to green content, the better their attitude level.

Table 4.8

*Correlation between media exposure and consumer attitude*

Relationship between	<i>r</i>
Media exposure and Consumer attitude	0.27* (Weak positive association)

\*Correlation is significant at the 0.01 level (2-tailed)



### Consumer attitude and purchase intention

Table 4.9 shows the correlation between consumer attitude and purchase intention. By applying Pearson's Correlation, the results indicated that consumer attitude has a moderate relationship with purchase intention ( $r = 0.70, p < 0.01$ ). Thus, the second hypothesis, there is a relationship between consumer attitude and consumer purchase intention toward environmental communications on oil and gas business Facebook fan page, was accepted. The result can be implied that the better level of consumers' attitude, the more purchase intention they have.

Table 4.9

*Correlation between consumer attitude and purchase intention*

Relationship between	<i>r</i>
Consumer attitude and purchase intention	0.70* (Moderate positive association)

\*Correlation is significant at the 0.01 level (2-tailed)

## CHAPTER 5

### SUMMARY AND DISCUSSION

This chapter will further discuss the findings of this paper by providing detail of summary, discussion, limitation of the study, direction for future study, and practical implications.

#### 5.1 Summary

This study aims to examine consumers' exposure, attitude, and purchase intention toward Environmental communications on oil and gas business Facebook fan page as well as explore the relationship between consumers' exposure and attitude and consumers' attitude and purchase intention toward Environmental communications on oil and gas business Facebook fan page. Thus, the finding provided in this paper will answer the following questions:

1. What are consumers' exposure, attitude, and purchase intention toward environmental communications on oil and gas business Facebook fan page?
2. What is the relationship between consumers' exposure and attitude toward environmental communications on oil and gas business Facebook fan page?
3. What is the relationship between consumers' attitude and purchase intention toward environmental communications on oil and gas business Facebook fan page?

There are two hypotheses aims to test in this paper including:

H1: There is a relationship between media exposure and consumer attitude towards environmental communications on oil and gas business Facebook fan page

H2: There is a relationship between consumer attitude and consumer purchase intention toward environmental communications on oil and gas business Facebook fan page

The research was conducted in a quantitative approach by using an online survey questionnaire as a tool to collect data. The data were collected during November 2021 from 200 respondents who are Thai ages between 18 and 34 who have recently seen the green content on the oil and gas business Facebook fan page in the last three months. The questionnaire consists of five parts which are screening questions, media exposure, consumer attitude, purchase intention, and demographics. With the use of screening questions, it can be ensured that those who are not qualified as a respondent will not be included in this paper. All data were computed by using SPSS (Statistic Package for Social Science) program and was analyzed based on the descriptive statistic and inferential statistics. The Cronbach's alpha was tested to ensure the reliability and validity of the scale.

### *Demographics*

From the total of 200 respondents, there were 60.5% of the samples aged between 26-34 years old which is accounted for 121 individuals, while the rest, 39.5% of the samples aged between 18-25. The female respondents were 49.5% of the samples or 99 respondents. At the same time, the second-largest group of gender was

male at 42.5% of the samples. In terms of occupation, over half of the samples were an employee, with a percentage of 53 or 106 respondents. For the educational level, the majority of the samples hold a bachelor's degree or equivalent at a percentage of 79.5 or 159 respondents.

### *Media exposure*

Media exposure was separated into two dimensions of frequency and duration of exposure, where each dimension was divided into three types of content: text post, photo post, and video post. According to the result, the mean score for overall media exposure was 2.13, which illustrated that on average, respondents were exposed to green content on oil and gas business Facebook fan page 1-2 days per week with an average of 1-5 minutes per time of exposure. To further discuss, the frequency of exposure and duration of exposure was explained. The mean score for overall frequency of exposure was 2.45 ( $SD = 0.68$ ), where samples had most frequently been exposed to green content in text type with a mean score of 2.7 ( $SD = 0.74$ ). Meanwhile, the overall score for the duration of exposure was 1.81 ( $SD = 0.43$ ). Respondents reported the highest duration of exposure on green content in text type with a mean score of 2.00 ( $SD = 0.72$ ).

### *Consumer attitude*

Consumer attitude was measured by 12 statements in which the statements were divided by green advertising dimensions, including reliability, attractiveness, and informativity. According to the result, the overall mean score for consumer attitude was 3.65 out of 5.00, representing that samples have a moderately positive

attitude towards green content on oil and gas business Facebook fan page. Of the three dimensions for consumer attitude, there were not many differences in reliability and attractiveness dimension. The reliability dimension received an overall mean score of 3.60 ( $SD = 0.52$ ). The statement with the highest mean score was ‘I think green content presented on oil and gas business Facebook fan page is generally reliable’ ( $M = 3.99, SD = 0.59$ ). The statement with the lowest statement was I think green content presented on oil and gas business Facebook fan page express the true nature of the product ( $M = 2.94, SD = 0.70$ ). At the same time, the attractiveness dimension received an overall mean score of 3.55 ( $SD = 0.54$ ). The statement with the highest mean score was I think green content presented on the oil and gas business Facebook fan page is interesting ( $M = 3.72, SD = 0.66$ ). The statement with the lowest mean score was ‘I think green content presented on oil and gas business Facebook fan page is novel’ ( $M = 3.40, SD = 0.83$ ). Lastly, the informativity dimension received the highest mean score at 3.90 ( $SD = 0.57$ ). The statement with the highest score was ‘I think green content presented on oil and gas business Facebook fan page is easy to understand’ ( $M = 4.40, SD = 0.75$ ). The statement with the lowest mean score was ‘I think green content presented on oil and gas business Facebook fan page give me the information I need’ ( $M = 2.98, SD = 0.68$ ).

#### *Purchase intention*

There are six statements used to measure the purchase intention in which the overall score for purchase intention was 3.88 out of 5.00, showing that respondents have a moderate level of intention to purchase the product that was presented in green content on oil and gas business Facebook fan page. The statement with the highest

mean score was 'I think using eco-friendly product presented on oil and gas business Facebook fan page relieves the guilt of environmental destruction' ( $M = 4.33$ ,  $SD = 0.75$ ). While the statement with the lowest mean score was 'I will definitely buy the product presented as green on oil and gas business Facebook fan page' ( $M = 3.11$ ,  $SD = 0.58$ ).

### *Inferential Statistics Analysis*

The correlation test was conducted by using Pearson's Correlation to explore if the variables are correlated. The result indicated that there was a weak positive relationship between media exposure and consumer attitude at a significant level of 0.01 with  $r = 0.272$ . This can be implied that if the respondents' score for media exposure increased, the score of attitudes would also increase.

In addition, the result also indicated that there was a moderate positive relationship between consumer attitude and purchase intention at a significant level of 0.01 with  $r = 0.693$ . This can be implied that if the score of attitudes increased, the score of purchase intention would also increase.

In conclusion, based on the results, it can be implied that male and female Thai consumers with an educational level of bachelor's degree or equivalent and is working as an employee have a low level of exposure to the green content in the oil and gas business. The average time of exposure is 1-2 days per week and 1-5 minutes per exposure time. However, they hold a positive attitude towards the contents as it portrays a piece of reliable information with an interesting visual element. In addition, the contents also offered environmental knowledge that is easy to read and

understand. Therefore, since consumers like the content, they are willing to buy, use, and recommend the products featured in the post to contribute to the environment.

## 5.2 Discussion

According to the result of the study, there are five parts explained in this section, including media exposure, consumer attitude, purchase intention, the relationship between media exposure and consumer attitude, and the relationship between consumer attitude and purchase intention.

### *Media exposure of green content on oil and gas business Facebook fan page*

Based on the results, green content in text type received the highest score in both frequency and duration of exposure, which aligns with the result from the previous study on environmental content on Facebook. Respondents were most frequently exposed to environmental-related posts in text type (Jakmongkolchai, 2020). Respondents also reported the longest duration of exposure on green content in text type. This might be because green content on the oil and gas business Facebook fan page in text type provides valuable and exciting information regarding the environmental issue; therefore, consumers spend more time focusing on the detail of the content. However, consumers exposure showed quite a low level might be because of the changed algorithm of the Facebook application as the current algorithm was limited the frequency of posts to be shown in news feed page of consumers based on the level of engagement of consumers with the page (Jakmongkolchai, 2020). In other words, if consumers engage with the green content post on the page more often, they will have more chances to see the related post in their feed. Therefore, the low level of

exposure illustrated that consumers might not be interested in current green content posted by the oil and gas business fan page.

#### *Consumer attitude towards green content on oil and gas business Facebook fan page*

The findings indicated that consumers agreed with attitude statements with a moderate mean score. The highest mean score was informativity dimension at 3.90, followed by reliability dimension at 3.60, and attractiveness dimension at 3.55. Therefore, it is suggested that consumers have a positive attitude towards the green content presented on oil and gas business Facebook fan page. To further discuss, the three dimensions of consumer attitude will be explained in this part.

#### *Reliability*

Based on the findings, it can be implied that the oil and gas business offered correct information where consumers can rely on. Consumers agreed that the business provides reliable and truthful information regarding environmental related. In addition, consumers perceived that the green content was presented sincerely. This might be because businesses usually offer a piece of information with valid empirical evidence from reliable sources. Also, the reliability of business in sustainability might be influenced by related awards issued by reputed institutes, e.g., SET sustainability awards. In addition, previous research indicated that for Bangchak company, they focused on the long-term sustainability performance as the green initiative was driven from the strategic level. Thus, they held a positive reputation for sustainability (Srisawek, 2014). However, consumers feel that some of the green content with a product featured did not express the true nature of the products. A plausible



explanation might be that consumers generally perceive that the oil and gas business products are harming the environment (EY, 2017).

#### *Attractiveness*

Among the three dimensions of attitude, consumers showed the least agreement on the attractiveness dimension's statements. This can be implied that respondents have a neutral feeling on the level of attractiveness of green content on the oil and gas page compared to the other two dimensions.

According to the result, it is suggested that consumers have a positive attitude on the level of attractiveness of the green content. They like the visual and information elements as it is novel and exciting. This implied that the business offers a variety of green content topics that are new to the consumers. In addition, respondents agree that the oil and gas business can provide attractive green content that catches their attention. This represented that the oil and gas business successfully presented appealing environmental-related content to the consumers.

#### *Informativity*

Of the three dimensions of attitude, consumers reported the highest level of agreement for the informativity dimension. Therefore, this can be implied that respondents have the most favorable feeling on the informativeness of the green content presented on the oil and gas business Facebook fan page.

The finding indicated that oil and gas businesses could provide adequate and helpful information related to the environment in an easy-to-understand context to the consumers. Consumers agree that green content presented in the oil and gas business

Facebook fan page provided information on eco-friendliness and easy-to-understand. Since the consumers have a highly positive attitude toward the green content in terms of informativeness, they might view the oil and gas business Facebook fan page as an informative source for environmental-related information. However, consumers feel that some of the current posts are not able to provide the detail they need. This might be because most of the green content provided by oil and gas businesses falls into waste management, carbon emission, pollution control, and renewable energy which might not align with consumers' needs or interests, thus they cannot relate to that topic. The previous study supported this suggested that consumers are more likely to have a positive attitude if they feel that the information offered is valuable for them (Zhang & Wang, 2005).

*Purchase intention of eco-friendly products presented on oil and gas business Facebook fan page*

According to the result of the study, it can be said that green content in the oil and gas business Facebook fan page is successful in strengthening the intention to purchase eco-friendly products presented on the page. Consumers agreed to recommend, use, and purchase eco-friendly products featured on the oil and gas business page. The result was supported by a previous study by Trim (2020), that consumers are now seeking a brand that supports the environment. This is because consumers feel that using the products offered by the page can help lessen the negative impact on the environment. Another plausible explanation is that consumers are aware that they are one of the factors that negatively impact the environment. Therefore, they prefer using eco-friendly products to relieves the guilt of

environmental destruction. In terms of eco-friendly products, the oil and gas business is now offering products that align with an environmental concept to meet the regulation, mission, also positioning themselves as a sustainability corporate that contributes to a better environment. The products are usually presented to reduce 80 pollution, which is one of the significant concerns in Thailand currently (Climate and Clean Air Coalition, 2021). In addition, the business is also promoting their initiative and progress about the intention and investment in new energy that will sustain the environment. Therefore, by perceiving the benefits of eco-friendliness products offered by the oil and gas business, consumers are more likely to purchase the products to make a substantial contribution to the environment.

*Relationship between media exposure and consumer attitude toward environmental communications on oil and gas business Facebook fan page*

According to the research findings from correlation analysis, there was a weak positive relationship between media exposure and consumer attitude. Therefore, the first hypothesis was accepted. This portrayed that the more consumers are exposed to green content offered by the business, the better attitude they have. The result was supported by the previous study that consumer attitude formed after being exposed to the related media (Zhu, 2012). To further discuss, green content in text types was reported as the most frequent type of media consumers exposed to. It was also indicated that text posts gained the longest duration of exposure.

Although the result accepted the first hypothesis, the correlation is low. This might be because consumers formed attitudes by being exposed to other touchpoints, e.g., directly experienced with the products or services. As a result from most admired

brand research conducted with Thai consumers on the most reliable oil and gas station showed that the consumers have quite different agreement on the specific brands in terms of best services station in which PTT station that operates by PTT Public 81 Company Limited received the highest score; almost twice as much than Shell as a second-place (P.Sininat, 2021). Moreover, a previous study from Liin (2015) conducted with different media types indicated that respondents have the highest exposure to Line. In addition, media exposure has a positive relationship with consumers' attitudes towards PTT service stations. Thus, it can be implied that apart from having direct experience with the product or services, consumers might form an attitude by exposing themselves to other media platforms as well. Therefore, it can be implied that consumers might form an attitude based on exposure to the media in a different channel and having direct experience at a service station or with the product!

*Relationship between consumer attitude and purchase intention toward environmental communications on oil and gas business Facebook fan page*

By using the inferential analysis to explore the correlation between consumer attitude and purchase intention, the result indicated that there was a moderate positive relationship between these variables. In other words, this result portrayed that the better level of attitude consumers has toward the green content offered on the page, the higher level of intention to purchase they are. It is also illustrated that businesses successfully present environmental communications to strengthen consumers' purchase intention.

The possible reason that consumer attitude toward environmental communications on oil and gas business Facebook fan page has a moderate

relationship with purchase intention is that business offers green content that meets the expectation of consumers in terms of reliability, attractiveness, and informativity of the content. Therefore, providing eco-friendliness information of the products can leverage consumers' knowledge in a related topic that contributed to their intention to purchase the products. This was supported by previous research regarding environmental topics that consumers' awareness has a positive relationship with a behavioral tendency (Tue, 2018). In other words, having more green knowledge can lead to a higher level of intention to perform a corresponding action. Therefore, it can be implied that the page successfully provided environmental-related information to consumers positively, which strengthened their level of intention to purchase the offered products.

The results are consistent with previous empirical regarding environmental communication topic that attitude correlates with the purchase intention meaning that it drives the consumer's behavior (Chekima et al., 2015; Huang et al., 2014; Liao et al., 2020; Zhu, 2012). Therefore, if consumers hold a positive attitude towards an attitude object, they are more likely to perform a correlated positive behavior (Casaló & Escario, 2018).

### **5.3 Limitation of the research**

Overall, the research was successfully conducted with a moderate mean score. The two hypotheses were accepted as aligned with previous empirical from a literature review. In which the paper can contribute to the body of knowledge regarding environmental communications and oil and gas business areas. However,

there is one limitation of the study that can be noticed for an improvement of future study as follow.

The paper was conducted on the oil and gas business in general only without a specific company mentioned. Therefore, information regarding findings and suggestions provided in this paper is based on the general oil and gas business. However, the paper can be improved by extending to specific oil and gas companies in the future.

#### **5.4 Direction for future research**

To gain more specific information regarding the topic, some suggestions as a direction for future research in a similar or related topic are as follows.

1. Since the research explored the media exposure, attitude, and purchase intention of the oil and gas business in general. To further the result and findings, future studies should explore a different brand in this business. This can help further the study in a specific brand which can contribute to the communication practices of the brand.

2. This study was conducted in a quantitative approach, which is beneficial for generalizing the result to the population. However, to leverage the result of future study, a qualitative approach could be considered by using in-depth interviews or focus groups as a method to collect data. A researcher can get more detailed information on why consumers expose, perceive, and hold the specific level of purchase intention by conducting an interview. This will help a researcher to leverage the knowledge and access to the reason behind consumers' thinking.

3. Future research can be conducted by expanding the notion to other social media platforms such as Line, as it was ranked as the second most used social media platform in Thailand, following Facebook (Kemp, 2021).

### **5.5 Practical Implications**

The finding of this paper provides various useful information that can contribute to environmental communications and especially for the oil and gas business. The result suggested that oil and gas businesses were successfully executed environmental communications on their Facebook page as respondents have a positive attitude and purchase intention towards the contents. Following are a suggestion of practical implications from this research.

1. Based on the result, it is suggested that consumers have the highest positive attitude towards environmental communications on oil and gas business Facebook fan page on informativity dimension. Communication practitioners can leverage consumers' positive attitudes by providing consistent and accurate eco-friendliness information aligned with consumers' interests. The green content should relate to consumers' preferences and should be presented in an easy-to-understand context with minimal use of the technical term.

2. The oil and gas business can strengthen the level of exposure to the green content of consumers by improving the visual elements of the post. This is because respondents reported second most frequently exposed to green content in photo type with a second-longest duration of exposure. The photo post should be distinguished from other green content presented by other pages to create a sense of newness that can catch consumers' attention.

3. To strengthen the trustworthiness of the products presented as environmental friendliness on the page, the oil and gas business should present the eco-friendliness products related to the business with real benefits and factual statements as a proof point. In addition, communication practitioners must avoid using overclaim and vague claims when presenting a green product. Also, an endorsement from a third party such as a professional or an expert in the related fields would help create a sense of reliability to the advertised products.

4. Another practical implication is that the oil and gas business should present the functional and psychological benefits of the eco-friendly products on the page to satisfy consumers in both aspects, increasing the level of purchase intention. An example of a functional benefit is the benefit of using eco-friendly products. In contrast, the psychological benefit is the good feeling of being a green consumer who contributes to a better environment.

5. Based on the findings, consumers have a high intention to purchase ecofriendly products presented on the oil and gas business Facebook fan page. Therefore, this provides an opportunity for the oil and gas business to expand the green market by launching a new eco-friendly product to this market.



## REFERENCES

- Bagozzi, R. P., & Burnkrant, R. E. (1979). Attitude Measurement and Behavior Change: a Reconsideration of Attitude Organization and Its Relationship to Behavior. *ACR North American Advances*, 6(1), 295-302.
- Bangkokbiznews. (2021). *oil and gas business strategies 2021*. Retrieved November 10, 2021 from <https://www.bangkokbiznews.com/news/914825>
- Boardman, R., Blazquez, M., Henninger, C. E., & Ryding, D. (Eds.). (2019). *Social Commerce Consumer Behaviour in Online Environments*. Palgrave Macmillan. <https://doi.org/10.1007/978-3-030-03617-1>.
- Carlson, L., Grove, S., & Kangun, N. (2013). A Content Analysis of Environmental Advertising Claims: A Matrix Method Approach. *Journal of Advertising*, 22, 27-39. <https://doi.org/10.1080/00913367.1993.10673409>
- Carpenter, C. (2012). A Meta-Analysis of the Functional Matching Effect Based on Functional Attitude Theory. *Southern Journal of Communication*, 77, 438-451. <https://doi.org/10.1080/1041794X.2012.699989>
- Casaló, L. V., & Escario, J.-J. (2018). Heterogeneity in the association between environmental attitudes and pro-environmental behavior: A multilevel regression approach. *Journal of Cleaner Production*, 175, 155-163. <https://doi.org/https://doi.org/10.1016/j.jclepro.2017.11.237>
- Chaffey, D. (2021). *The difference between paid owned and earned media*. Retrieved September 10, 2021 from <https://www.smartinsights.com/digital-marketing-strategy/customer-acquisition-strategy/new-media-options/>
- Chahal, H., Dangwal, R., & Raina, S. (2014). Conceptualisation, development and

- validation of green marketing orientation (GMO) of SMEs in India. *Journal of Global, 5*(2), 312-337. <https://doi.org/10.1108/JGR-02-2014-0005>
- Chekima, B., Wafa, S., Igau, O., Chekima, S., & Sondoh Jr, S. (2015). Examining green consumerism motivational drivers: Does premium price and demographics matter to green purchasing? *Journal of Cleaner Production, 112*.  
<https://doi.org/10.1016/j.jclepro.2015.09.102>
- Chen, Y.-S. (2010). The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics, 93*(2), 307-319.  
<https://doi.org/10.1007/s10551-009-0223-9>
- Climate and Clean Air Coalition. (2021). *Thailand and the Climate and Clean Air Coalition begin a major new initiative to reduce air pollution, improve human health and mitigate climate change*. Retrieved November 25, 2021 from <https://www.ccacoalition.org/en/news/thailand-and-climate-and-clean-air-coalition-begin-major-new-initiative-reduce-air-pollution>
- Coddington, W. (1993). Environmental marketing's new relationship with corporate environmental management. *Environmental Quality Management, 2*(3), 297-302. <https://doi.org/10.1002/tqem.3310020310>
- Davis, J. J. (1993). Strategies for environmental advertising. *Journal of Consumer Marketing, 10*(2), 19-36. <https://doi.org/10.1108/07363769310039102>
- EY. (2017). *How can oil and gas fuel tomorrow as well as today?* E. Limited.
- Fitzsimons, G., & Morwitz, V. (1996). The Effect of Measuring Intent on Brand-Level Purchase Behavior. *Journal of Consumer Research, 23*, 1-11.  
<https://doi.org/10.1086/209462>

- Haytko, D. L., & Matulich, E. (2008). Green Advertising and Environmentally Responsible Consumer Behaviors: Linkages Examined. *Journal of Management and Marketing Research*, 1, 2-11. <https://www.researchgate.net/publication/237506901>
- He, W., Wang, F.-K., Chen, Y., & Zha, S. (2017). An exploratory investigation of social media adoption by small businesses. *Information Technology and Management*, 18(2), 149-160. <https://doi.org/10.1007/s10799-015-0243-3>
- Henricks, B. C., & Shelton, R. (2016). *Mastering the New Media Landscape: Embrace the Micromedia Mindset* (1st ed.). Berrett-Koehler Publishers.
- Huang, Y.-C., Yang, M., & Wang, Y.-C. (2014). Effects of green brand on green purchase intention. *Marketing Intelligence & Planning*, 32(3), 250-268. <https://doi.org/https://doi.org/10.1108/mip-10-2012-0105>
- Jain, S. K., & Kaur, G. (2004). Green Marketing: An Attitudinal and Behavioural Analysis of Indian Consumers. *Global Business Review*, 5(2), 187-205. <https://doi.org/10.1177%2F097215090400500203>
- Jaipukdee, P. (2017). *Brand communication, environmental concern and consumer behavior of generation Y towards green brands* [Master's thesis, Chulalongkorn University]. Chulalongkorn University Intellectual Repository. <http://cuir.car.chula.ac.th/handle/123456789/60244>
- Jakmongkolchai, P. (2020). *Consumers' exposure to Facebook pages regarding environment, environmental awareness, and behavioral tendency in Thailand* [Master's thesis, Chulalongkorn University].
- Jung, H. J., Choi, Y. J., & Oh, K. W. (2020). Influencing Factors of Chinese

Consumers' Purchase Intention to Sustainable Apparel Products: Exploring Consumer "Attitude–Behavioral Intention" Gap. *Sustainability*, 12(5).

<https://doi.org/10.3390/su12051770>

Kamolnoratep, P. (2020). *Green business trends*. Retrieved September 14, 2021 from <https://www.greenery.org/articles/trend-green-business/>

Kemp, S. (2021). *Digital in Thailand: All the Statistics You Need in 2021*. Retrieved September 14, 2021 from <https://datareportal.com/reports/digital-2021-thailand>

Kim, W., & Cha, S. (2021). How Attributes of Green Advertising Affect Purchase Intention: The Moderating Role of Consumer Innovativeness. *Sustainability*, 13(16). <https://doi.org/10.3390/su13168723>

Klapper, J. T. (1960). *Effects of Mass Communication* (1st ed.). Free Press.

Lee, J., & Cho, M. (2020). The Effects of Consumers' Media Exposure, Attention, and Credibility on Pro-environmental Behaviors. *Journal of Promotion Management*, 26(3), 434-455. <https://doi.org/10.1080/10496491.2019.1699629>

Liao, Y.-K., Wu, W.-Y., & Pham, T.-T. (2020). Examining the Moderating Effects of Green Marketing and Green Psychological Benefits on Customers' Green Attitude, Value and Purchase Intention. *Sustainability*, 12(18).

<https://doi.org/10.3390/su12187461>

Liin, S. (2015). *Media exposure, attitude, service behaviors and loyalty toward PTT life station* [Master's thesis, Thammasat University]. Thammasat University theses.

Louie, K. (2021). *Guide to environmental communication*. Retrieved December 5, 2021 from <https://www.mastersincommunication.com/features/guide-to-environmental-communication>

- Malhotra, N. (2015). *A Hands-On Orientation* (Global ed.). Pearson.
- Manaskittikul, T. (2019). *The influence of influencer on social network on exposure, perception, attitude and purchase decision of fashion amulet* [Master's thesis, Chulalongkorn University]. Chulalongkorn University Intellectual Repository. <http://cuir.car.chula.ac.th/handle/123456789/69870>
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357-365. <https://doi.org/https://doi.org/10.1016/j.bushor.2009.03.002>
- Mariano, J. B., & Rovere, E. L. L. (2017). *Environmental Impacts of the Oil Industry*. <https://www.eolss.net/sample-chapters/c08/e6-185-18.pdf>
- Mattke, J., Müller, L., & Maier, C. (2019). Paid, Owned and Earned Media: A Qualitative Comparative Analysis revealing Attributes Influencing Consumer's Brand Attitude in Social Media. *Proceedings of the 52nd Hawaii International Conference on System Sciences*, 802-811. <https://doi.org/10.24251/HICSS.2019.098>
- McClinton, D. (2019). *Global attention span is narrowing and trends don't last as long, study reveals*. Retrieved September 10, 2021 from <https://www.theguardian.com/society/2019/apr/16/got-a-minute-global-attention-span-is-narrowing-study-reveals>
- Minton, E., Lee, C., Orth, U., Kim, C.-H., & Kahle, L. (2012). Sustainable Marketing and Social Media. *Journal of Advertising*, 41(4), 69-84. <https://doi.org/10.1080/00913367.2012.10672458>
- Newberry, C. (2019). *A Marketer's Guide to Using User-Generated Content on Social*

- Media*. Retrieved September 14, 2021 from <https://blog.hootsuite.com/user-generated-content-ugc/>
- Nielsen. (2015). *Global Trust in Advertising*. Retrieved September 10, 2021 from <https://www.nielsen.com/us/en/insights/report/2015/global-trust-in-advertising-2015/>
- Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). Avoiding Green Marketing Myopia: Ways to Improve Consumer Appeal for Environmentally Preferable Products. *Environment: Science and Policy for Sustainable Development*, 48(5), 22-36. <https://doi.org/10.3200/ENVT.48.5.22-36>
- P.Sininat. (2021). *Thailand's Most Admired Brand 2021*. Retrieved November 25, 2021 from <https://www.brandage.com/article/23329/TMAB2021>
- Papadas, K.-K., Avlonitis, G. J., & Carrigan, M. (2017). Green marketing orientation: Conceptualization, scale development and validation. *Journal of Business Research*, 80, 236-246. <https://doi.org/10.1016/j.jbusres.2017.05.024>
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. 6(6). <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Piligrimienė, Ž., Žukauskaitė, A., Korzilius, H., Banytė, J., & Dovalienė, A. (2020). Internal and External Determinants of Consumer Engagement in Sustainable Consumption. *Sustainability*, 12(4). <https://doi.org/10.3390/su12041349>
- Polonsky, M. J. (1994). An Introduction To Green Marketing. *Electronic Green Journal*, 1(2). <https://doi.org/10.5070/G31210177>
- Promsit, S. (2015). *Exposure, attitude and behavioral intention in sharing information*

*relating the products on Facebook among generation Y* [Master's thesis, Thammasat University]. Thammasat University theses.

- Qader, I. K. A., & Zainuddin, Y. B. (2006). The Impact of Media Exposure on Intention to Purchase Green Electronic Products amongst Lecturers. *International Journal of Business and Management*, 6(3). <https://doi.org/10.5539/ijbm.v6n3p240>
- Ridder, T. D. (2019). *Brands that are an example for Green Marketing*. Retrieved August 14, 2021 from <https://medium.com/@deridder.ti/brands-that-are-an-example-for-green-marketing-e2d3e4acfb3d>
- Salaudeen, M. A., & Onyechi, N. (2020). Digital media vs mainstream media: Exploring the influences of media exposure and information preference as correlates of media credibility. *Cogent Arts & Humanities*, 7(1), 1837461. <https://doi.org/10.1080/23311983.2020.1837461>
- Sarapin, R. (2021). *Insight green trend in Thailand*. Retrieved September 10, 2021 from <https://www.thaipost.net/main/detail/109593>
- Schiffman, G., & Kanuk, L. (2000). *Consumer Behavior* (7th ed.). Prentice Hall.
- Smith, K. T., & Brower, T. R. (2012). Longitudinal study of green marketing strategies that influence Millennials. *Journal of Strategic Marketing*, 20(6), 535-551. <https://doi.org/10.1080/0965254X.2012.711345>
- Solomon, M. R. (2019). *Consumer Behavior: Buying, Having, and Being, Global Edition* (13 ed.). Pearson.
- Srisawek, W. (2014). CSR Innovation of Bangchak Petroleum PLC. *JOURNAL OF FINANCE, INVESTMENT, MARKETING AND BUSINESS MANAGEMENT*, 4(1), 366-378. <http://thaiejournal.com/journal/2557volumes1/20.pdf>

- Thailand Environment Institute [TEI]. (2019). *About green label*. Retrieved September 14, 2021 from <http://www.tei.or.th/greenlabel/en/about.html>
- Thongkum, K. (2019). *Exposure, engagement and knowledge of AOT official Facebook Fanpage's followers* [Master's thesis, Chulalongkorn University].  
Chulalongkorn University Intellectual Repository.  
<http://cuir.car.chula.ac.th/handle/123456789/69855>
- Trim, E. (2020). *Green Marketing: How Brands Can Stay Ahead*. Retrieved August 10, 2021 from <https://www.synthesio.com/blog/green-marketing-brands/>
- Tue, L. N. B. (2018). *The relationship between Facebook users' motivation on environmental issues, environmental awareness and behavioral tendency in Vietnam* [Master's thesis, Chulalongkorn University].  
Chulalongkorn University Intellectual Repository.  
<http://cuir.car.chula.ac.th/handle/123456789/62991>
- Valentine, O. (2019). *Social media's influence on green consumerism*. Retrieved September 17, 2021 from <https://wearesocial.com/blog/2019/11/social-medias-influence-on-green-consumerism>
- Ward, S. (2020). *What Is Green Marketing?* Retrieved September 14, 2021 from <https://www.thebalancesmb.com/green-marketing-2948347>
- Wigder, D. (2007). *Green marketing on social networks*. Retrieved September 17, 2021 from <https://www.greenbiz.com/article/green-marketing-social-networks>
- Wishpond. (2014). *Types of Content You Can Post on Facebook*. Retrieved September 14, 2021 from <https://corp.wishpond.com/facebook-marketing-resources/types-of-content-you-can-post-on-facebook/>



- Yoon, H. J., & Kim, Y. J. (2016). Understanding Green Advertising Attitude and Behavioral Intention: An Application of the Health Belief Model. *Journal of Promotion Management*, 22(1), 49-70.  
<https://doi.org/10.1080/10496491.2015.1107006>
- Zhang, P., & Wang, C. (2005). *An Empirical Study on Consumers Perceived Value and Attitudes toward Advertising* The 6th Global Information Technology and Management (GITM) World Conference, Anchorage, Alaska.
- Zhang, S., Zhou, C., & Liu, Y. (2020). Consumer Purchasing Intentions and Marketing Segmentation of Remanufactured New-Energy Auto Parts in China. *Mathematical Problems in Engineering*, 1-8.  
<https://doi.org/10.1155/2020/5647383>
- Zhu, B. (2012). The Impact of Green Advertising on Consumer Purchase Intention of Green Products. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2182906>
- Zinkhan, G. M., & Carlson, L. (2013). Green Advertising and the Reluctant Consumer. *Journal of Advertising*, 24(2), 1-6.  
<https://doi.org/10.1080/00913367.1995.10673471>

## APPENDIX A

### Research Questionnaire (Thai version)

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาเพื่อจัดทำโครงการวิชาชีพของนิสิตระดับมหบัณฑิตด้านการจัดการการสื่อสารเชิงกลยุทธ์ คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย เพื่อศึกษาการเปิดรับ ทักษะคิด และ ความตั้งใจของผู้บริโภคที่มีต่อการสื่อสารเพื่อสิ่งแวดล้อม ของเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ

โดยแบบสอบถามนี้จะใช้เวลาในการตอบทั้งหมดประมาณ 10 นาที ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามตามความเป็นจริงหรือตามความคิดเห็นของท่าน ทั้งนี้ ข้อมูลของผู้ตอบแบบสอบถามทั้งหมดจะถูกเก็บเป็นความลับ และจะนำไปวิเคราะห์ เพื่อนำไปใช้ประโยชน์ในเชิงวิชาการเท่านั้น

#### ส่วนที่ 1: คำถามคัดกรองผู้ตอบแบบสอบถาม

คำชี้แจง: กรุณาทำเครื่องหมาย ( ✓ ) ในช่องที่ตรงกับคำตอบของท่าน

1. ท่านเคยเห็นโพสต์เนื้อหาเพื่อสิ่งแวดล้อม ของเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) ในระยะเวลา 3 เดือนที่ผ่านมาหรือไม่
  1. ใช่
  2. ไม่ใช่ → จบการทำแบบสอบถาม
2. กรุณาระบุช่วงอายุของท่าน
  1. ต่ำกว่า 18 ปี → จบการทำแบบสอบถาม
  2. 18-25 ปี
  3. 26-34 ปี
  4. มากกว่า 34 ปี → จบการทำแบบสอบถาม

## ส่วนที่ 2: การเปิดรับ

คำชี้แจง: กรุณาทำเครื่องหมาย ( ✓ ) ในช่องที่ตรงกับคำตอบของท่าน

### ความถี่ในการเปิดรับ

การเปิดรับเนื้อหาบนเฟซบุ๊ก	ความถี่ในการเปิดรับเนื้อหาเพื่อสิ่งแวดล้อม ของเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) ใน 1 สัปดาห์				
กฏมาระบุความบ่อยครั้งในการเปิดรับเนื้อหาต่างๆ	ทุกวัน	5-6 วัน	3-4 วัน	1-2 วัน	น้อยกว่า 1 วัน
1. เนื้อหาเพื่อสิ่งแวดล้อมในรูปแบบ ตัวอักษร (text)					
2. เนื้อหาเพื่อสิ่งแวดล้อมในรูปแบบ รูปภาพ (photo)					
3. เนื้อหาเพื่อสิ่งแวดล้อมในรูปแบบ วิดีโอ (video)					

### ระยะเวลาในการเปิดรับ

การเปิดรับเนื้อหาบนเฟซบุ๊ก	ระยะเวลาในการเปิดรับเนื้อหาเพื่อสิ่งแวดล้อม ของเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) ต่อครั้ง				
กฏมาระบุระยะเวลาในการเปิดรับเนื้อหาต่างๆ	มากกว่า 15 นาที	10 นาทีขึ้นไป - 15 นาที	5 นาทีขึ้นไป - 10 นาที	1 นาทีขึ้นไป - 5 นาที	น้อยกว่า 1 นาที
1. เนื้อหาเพื่อสิ่งแวดล้อมในรูปแบบ ตัวอักษร (text)					
2. เนื้อหาเพื่อสิ่งแวดล้อมในรูปแบบ รูปภาพ (photo) ของ					
3. เนื้อหาเพื่อสิ่งแวดล้อมในรูปแบบ วิดีโอ (video)					

### ส่วนที่ 3 ทัศนคติ

คำชี้แจง: กรุณาให้คะแนนข้อความดังกล่าวตามที่ทัศนคติที่ท่านมีต่อเนื้อหาเพื่อสิ่งแวดล้อม บนเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) โดยทำเครื่องหมาย (✓) ตามหมายเลขในมาตราวัด 5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เห็นด้วยและไม่เห็นด้วย, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

ข้อความ		เห็นด้วยอย่างยิ่ง ←————→ ไม่เห็นด้วยอย่างยิ่ง				
		5	4	3	2	1
<b>ความน่าเชื่อถือ</b>						
1	ท่านคิดว่าเนื้อหาเพื่อสิ่งแวดล้อม บนเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) เชื่อถือได้					
2	ท่าน เชื่อมั่น ในเนื้อหาเพื่อสิ่งแวดล้อมที่นำเสนอผ่านเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas)					
3	ท่านคิดว่าเนื้อหาเพื่อสิ่งแวดล้อมบนเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) มีความจริงใจ					
4	ท่านคิดว่าเนื้อหาเพื่อสิ่งแวดล้อมบนเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) นำเสนอลักษณะที่แท้จริงของผลิตภัณฑ์					
<b>ความน่าดึงดูดใจ</b>						
1	ท่านคิดว่าเนื้อหาเพื่อสิ่งแวดล้อมบนเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) น่าสนใจ					
2	ท่านคิดว่าเนื้อหาเพื่อสิ่งแวดล้อมบนเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) มีความแปลกใหม่					
3	ท่านคิดว่าเนื้อหาเพื่อสิ่งแวดล้อมบนเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) มีความน่าดึงดูด					
4	ท่านชอบเนื้อหาเพื่อสิ่งแวดล้อมบนเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas)					
5	เนื้อหาเพื่อสิ่งแวดล้อมบนเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) ดึงดูดความสนใจของท่าน					

ข้อความ		เห็นด้วยอย่างยิ่ง <————> ไม่เห็นด้วยอย่างยิ่ง				
		5	4	3	2	1
<b>การให้ข้อมูล</b>						
1	ท่านคิดว่าเนื้อหาเพื่อสิ่งแวดลอมบนเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) ให้ข้อมูลความรู้ที่เป็นมิตรต่อสิ่งแวดลอม					
2	ท่านคิดว่าเนื้อหาเพื่อสิ่งแวดลอมบนเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) เข้าใจได้ง่าย					
3	ท่านคิดว่าเนื้อหาเพื่อสิ่งแวดลอมบนเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) นำเสนอข้อมูลที่ท่านต้องการ					



#### ส่วนที่ 4: ความตั้งใจซื้อ

คำชี้แจง: กรุณาให้คะแนนข้อความดังกล่าวตามความตั้งใจซื้อที่ท่านมีต่อสินค้าที่เป็นมิตรต่อสิ่งแวดล้อมที่นำเสนอผ่านเนื้อหาเพื่อสิ่งแวดล้อมบนเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) โดยทำเครื่องหมาย (✓) ตามหมายเลขในมาตราวัด 5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เห็นด้วยและไม่เห็นด้วย, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

ข้อความ	เห็นด้วยอย่างยิ่ง ←————→ ไม่เห็นด้วยอย่างยิ่ง				
	5	4	3	2	1
1 ท่านเต็มใจที่จะแนะนำสินค้าที่เป็นมิตรต่อสิ่งแวดล้อม ที่นำเสนอผ่านเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) ต่อผู้อื่น					
2 ท่านจะใช้สินค้าที่เป็นมิตรต่อสิ่งแวดล้อมที่นำเสนอผ่านเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) เพื่อเป็นการช่วยอนุรักษ์สิ่งแวดล้อม					
3 ท่านมีแนวโน้มที่จะซื้อสินค้าที่นำเสนอในแนวคิดเพื่อสิ่งแวดล้อมของเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas)					
4 ท่านคิดว่าการบริโภคสินค้าที่เป็นมิตรต่อสิ่งแวดล้อมที่นำเสนอผ่านเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) ช่วยลดความรู้สึกผิดต่อการทำลายสิ่งแวดล้อม					
5 ท่านจะซื้อสินค้าที่นำเสนอในแนวคิดเพื่อสิ่งแวดล้อมของเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas) อย่างแน่นอน					
6 ท่านสามารถช่วยรักษาสิ่งแวดล้อม ด้วยการบริโภคสินค้าที่เป็นมิตรต่อสิ่งแวดล้อม ที่นำเสนอผ่านเฟซบุ๊กแฟนเพจธุรกิจน้ำมันและก๊าซ (oil & gas)					

**ส่วนที่ 5: ข้อมูลทั่วไป**

คำชี้แจง: กรุณาทำเครื่องหมาย ( ✓ ) ในช่องที่ตรงกับคำตอบของท่าน

1. เพศ
  1. ชาย
  2. หญิง
  3. อื่นๆ
2. ระดับการศึกษาสูงสุด
  1. ต่ำกว่าปริญญาตรี
  2. ปริญญาตรีหรือเทียบเท่า
  3. สูงกว่าปริญญาตรี
3. อาชีพ
  1. นักเรียน/ นักศึกษา
  2. พนักงานบริษัท
  3. ข้าราชการหรือรัฐวิสาหกิจ
  4. อาชีพอิสระ
  5. เจ้าของธุรกิจ
  6. อื่นๆ (โปรดระบุ)



จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY

## APPENDIX B

### Research Questionnaire (English version)

This research project is conducted in partial requirement of a Professional project, enrolled by a student of M.A. Strategic Communication Management from Faculty of Communication Arts, Chulalongkorn University. The purpose of this questionnaire is to study media exposure, consumer attitude, and purchase intention towards environmental communications on oil and gas business Facebook fan page.

This questionnaire will take approximately 10 minutes. You may request to complete the questions based on your own opinion accurately. The data collected will be analyzed and used for educational purposes only.

#### **Part 1: Screening question**

*Instructions: please check ( ✓ ) the answer that best represent you*

1. Have you seen green content on oil and gas business Facebook fan page in the last three months?
  1. Yes
  2. No → stop the survey
2. Age
  1. under 18 yrs → stop the survey
  2. 18-25 yrs
  3. 26-34 yrs
  4. Over 34 yrs → stop the survey



**Part 2: Media exposure**

*Instructions: please check ( ✓ ) the answer that best represent you*

**Frequency of exposure**

<b>Facebook page exposure</b>	<b>Frequency of exposure to green content on oil and gas business Facebook fan page per 1 week</b>				
<i>Please rate how often you see the following</i>	everyday	5-6 days	3-4 days	1-2 days	Less than once
1. Green content in text type					
2. Green content in photo type					
3. Green content in video type					

**Duration of exposure**

<b>Facebook page exposure</b>	<b>Duration of exposure to green content on oil and gas business Facebook fan page per 1 time of exposure</b>				
<i>Please rate how much time you spend on seeing the following</i>	More than 15 minutes	More than 10 minutes - 15 minutes	More than 5 minutes - 10 minutes	More than 1 minutes - 5 minutes	Less than 1 minutes
1. Green content in text type					
2. Green content in photo type					
3. Green content in video type					

### **Part 3 Consumer attitude**

*Instructions: Please rate the statements below according to your attitude towards green content on oil and gas business Facebook fan page by putting a tick mark ( ✓ ) under the number, in the scale below: 5= Strongly agree, 4= Agree, 3= Neither agree nor disagree, 2= Disagree, 1= Strongly disagree*

<b>Statement</b>		Strongly agree $\longleftrightarrow$ Strongly disagree				
		5	4	3	2	1
<b>Reliability</b>						
1	I think green content presented on oil and gas business Facebook fan page is generally <b>reliable</b>					
2	I <b>trust</b> the information of green content that presented on oil and gas business Facebook fan page					
3	I think green content presented on oil and gas business Facebook fan page is <b>sincere</b>					
4	I think green content presented on oil and gas business Facebook fan page express the true nature of the product					
<b>Attractiveness</b>						
1	I think green content presented on oil and gas business Facebook fan page is <b>interesting</b>					
2	I think green content presented on oil and gas business Facebook fan page is <b>novel</b>					
3	I think green content presented on oil and gas business Facebook fan page is <b>attractive</b>					
4	I <b>like</b> green content that presented by oil and gas business Facebook fan page					
5	Green content presented on oil and gas business Facebook fan page catch my attention					

Statement		Strongly agree $\longleftrightarrow$ Strongly disagree				
		5	4	3	2	1
<i>Informativity</i>						
1	I think green content presented on oil and gas business Facebook fan page provide information on eco-friendliness					
2	I think green content presented on oil and gas business Facebook fan page is easy to understand					
3	I think green content presented on oil and gas business Facebook fan page give me the information I need					



#### **Part 4: Purchase intention**

*Instructions: Please rate the statements below according to your intention to purchase eco-friendly products presented by oil and gas business Facebook fan page by putting a tick mark ( ✓ ) under the number, in the scale below: 5= Strongly agree, 4= Agree, 3= Neither agree nor disagree, 2= Disagree, 1= Strongly disagree*

Statement		Strongly agree $\leftrightarrow$ Strongly disagree				
		5	4	3	2	1
1	I am willing to <b>recommend</b> eco-friendly product presented on oil and gas business Facebook fan page to others					
2	I <b>will use</b> eco-friendly product presented on oil and gas business Facebook fan page to help the environment					
3	I am <b>likely to purchase</b> products presented as green product on oil and gas business Facebook fan page					
4	I think using eco-friendly product presented on oil and gas business Facebook fan page relieves the guilt of environmental destruction					
5	I <b>will definitely buy</b> the product presented as green on oil and gas business Facebook fan page					
6	I can make a substantial contribution to the environment by using eco-friendly products presented on oil and gas business Facebook fan page					

**Part 5: Demographic**

*Instructions: please check ( ✓ ) the answer that best represent you*

1. Gender
  1. Male
  2. Female
  3. Others
2. Educational level
  1. Below Bachelor's degree
  2. Bachelor's degree or equivalent
  3. Above Bachelor's degree
3. Occupation
  1. Student
  2. Employee
  3. Government employee
  4. Freelancer
  5. Business owner
  6. Others (please specify)\_\_\_\_\_

## VITA

<b>NAME</b>	Pornswan Wutthirakkhajohn
<b>DATE OF BIRTH</b>	23 October 1995
<b>PLACE OF BIRTH</b>	Bangkok, Thailand
<b>INSTITUTIONS ATTENDED</b>	Faculty of Communication Arts, Chulalongkorn University



จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY