

YOUNG CONSUMERS' PURCHASE INTENTION
TOWARD GREEN PRODUCTS IN MALAYSIA

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BY

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I hereby declare that:

- (1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Sole contribution has been made by me in completing the FYP.
- (4) The word count of this research report is 11,422 words.

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DEDICATION

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LIST OF ABBREVIATION

IV	Independent Variables
DV	Dependent Variable
H	Hypothesis
ABC	Attitude–Behaviour–Context
TGPB	Theory of Green Purchase Behaviour
PI	Purchase Intention
EA	Environmental Awareness
GME	Green Marketing Efforts
PV	Perceived Value
PCE	Perceived Consumer Effectiveness
PB	Purchase Barriers
VIF	Variance Inflated Factors

PREFACE

The purpose of this study is to examine the factors influencing purchase intention toward green products among young consumers in Malaysia, particularly university students and young working adults. This research was conducted due to the increasing environmental issues and the growing awareness of sustainability among consumers. Although many companies have introduced environmentally friendly products and green marketing campaigns, the actual adoption of green purchasing behaviour remains relatively inconsistent among consumers. Therefore, this study aims to better understand the factors that influence young consumers' intention to purchase green products.

This report discusses the overall development of the study, including the research background, problem statement, objectives, literature review, methodology, data analysis, findings, and recommendations. Descriptive and inferential analyses were used to interpret the collected data and identify the factors influencing young consumers' purchase intention toward green products in Malaysia. The findings of this study may provide useful insights for businesses, marketers, policymakers, and future researchers in encouraging green purchasing behaviour and promoting sustainable consumption.

Overall, it is hoped that this study will provide useful insights for future research on green purchasing behaviour in Malaysia and contribute to the promotion of sustainable consumption.

ABSTRACT

This study examines the factors influencing purchase intention toward green products among young consumers in Malaysia, particularly university students and young working adults. In recent years, increasing environmental concerns such as climate change, pollution, and sustainability issues have encouraged the growth of green products in the market. However, despite the rising awareness of environmental issues, a gap still exists between consumers' positive attitudes and their actual purchasing behaviour. This study adopts a quantitative research approach, and data were collected through a structured questionnaire distributed to young consumers in Malaysia. The collected data were analysed using Jamovi statistical software, including descriptive analysis, reliability testing, correlation analysis, and multiple linear regression. The study examines the influence of environmental awareness, green marketing efforts, perceived value, perceived consumer effectiveness, and purchase barriers on purchase intention. The findings reveal that environmental awareness and perceived value have significant positive effects on purchase intention, while green marketing efforts, perceived consumer effectiveness, and purchase barriers were found to be insignificant. These results highlight the importance of internal factors in shaping consumers' purchase intention toward green products. Overall, this study contributes to a better understanding of green consumer behaviour among young consumers in Malaysia and provides useful insights for businesses and policymakers in promoting sustainable consumption.

Keywords: Green Products, Purchase Intention, Environmental Awareness, Perceived Value, Young Consumers

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This chapter introduces the background and research problems of the study, which aims to explore the factors that affect purchase intention toward green products among young consumers, specifically university students and young working adults in Malaysia. The demand for green products has been growing, especially among the younger generation. However, despite the increasing global awareness, consumer behaviour does not always translate into actual purchasing behaviour. This chapter also presents the research objectives and research questions.

1.1 Research Background

In recent years, the world has been moving towards a greener lifestyle. Due to the growing environmental challenges of climate change, pollution and excessive waste, the conversation around sustainability has become more important. As a result, many global brands have been moving towards offering green product ranges, minimising waste and protecting the environment. Due to increasing environmental awareness, demand for green products has grown, especially among young consumers such as university students and young working adults, who show a high level of concern and acceptance of environmental issues, thereby creating new opportunities for the green consumer market (Borah et al., 2024).

Additionally, numerous studies have found a significant gap between consumers' green attitudes and their actual purchasing behaviour. This indicates that even when

individuals support environmental values, it does not always lead to the purchase of green products, making this attitude–behaviour inconsistency one of the key challenges affecting their purchase intentions (Zhuo et al., 2023). Consumers are often unwilling to purchase green products due to various barriers such as high prices, limited availability, lack confidence in green claims, and uncertainty regarding product effectiveness. These barriers may reduce consumers' purchase intention even if they have positive attitudes toward environmental sustainability.

Furthermore, external factors such as government policies and the encouragement of green activities can also affect consumers' perceptions and decision-making processes, sometimes making it harder for consumers to engage in sustainable buying behaviours (Yusoff et al., 2023). However, these influences are not always sufficient to overcome practical constraints, highlighting the importance of individual and contextual factors in purchase intention is emphasized. Finally, the analysis of the green purchasing behaviour of young consumers is based primarily on the Attitude–Behaviour–Context Model and supported by the Theory of Green Purchase Behaviour.

The Attitude-Behaviour-Context Model emphasizes that positive attitudes do not necessarily result in action unless they are reinforced by favourable contexts (Cheung & To, 2019). Chin et al. (2025) found that environmental attitude, awareness of environmental consequences and social norms are important factors in consumer green purchasing. This perspective provides a comprehensive approach to understand the influence of personal attitudes, situational factors and green judgements on consumer intentions and actual purchase behaviour. However, previous studies have shown that despite the increasing environmental awareness and growing promotion of green products, the actual adoption of green purchasing behaviour in Malaysia remains relatively low (Rosli et al., 2024).

Many consumers demonstrate positive attitudes towards environmental sustainability, but these attitudes do not always translate into real purchasing

decisions. This intention-behaviour gap may be affected by several factors such as environmental awareness, perceived value, green marketing strategies, and various constraints in the purchasing process (Jusoh & Mahalingam, 2023). As these consumers represent an important segment of future sustainable markets, understanding their purchasing behaviour is essential. Accordingly, this study intends to analyse the factors influencing young consumers, especially university students and young working adults' purchase intention toward green products in Malaysia and provide a clearer understanding of the existing intention-behaviour gap.

1.2 Research Problems

According to Varah et al. (2021), young consumers' purchase behaviours remain inconsistent and difficult to anticipate in the rapid growth of the green product sector. Although numerous brands have launched sustainable options and marketing campaigns that are focused on sustainability, the percentage of younger consumers who have switched to these products remains relatively low in comparison with the level of awareness. Recent studies reveal that although many young Malaysian consumers express intentions to purchase green products, their positive attitudes do not always translate into actual buying behaviour. This indicates the presence of a significant intention-behaviour gap between consumers' positive attitudes and their actual purchase of green products (Yuan et al., 2023). There exists a disparity between consumers' positive intentions and their actual purchase of green products, often stemming from a lack of knowledge. In other words, individuals are unlikely to choose products they do not fully understand (Maduku, 2024).

In addition, studies that have been conducted on young consumers such as university students and young working adults have shown that other factors such as perceived high prices, lack of product information, and distrust in environmental claims also act as a deterrent to the adherence to green purchasing behaviour, even

among those who are highly environmentally conscious (Zhuang et al., 2021). Therefore, Malaysian tertiary students also provide empirical evidence that even ESG-conscious young people fail to translate their environmental concern into actual green purchasing in the presence of monetary value and trade-offs, which supports the continuation of the intention-behaviour gap (SHAHIMI et al., 2025). This suggests that various internal and external factors continue to weaken consumers' purchase intention toward green products despite high environmental awareness. The rising phenomenon of greenwashing is the second biggest problem that causes the inconsistency in the green purchasing behaviour of young buyers (Netto et al., 2020). As sustainability gains ground as a marketing strategy, a lot of companies start to classify their products as "green," "eco-friendly," or "environment-safe," even if such claims are not entirely true or credible evidence is lacking (Ling et al., 2021). This intentional or unintentional misrepresentation confuses consumers considerably, as they are not only inundated with a vast amount of sustainability-related information online but also find it difficult to discern its truthfulness.

This reduced trust negatively affects consumers' purchase intention toward green products. Furthermore, the lack of a common environmental certification system and the different messages from various brands make it difficult for younger consumers to identify truly sustainable products from those exploiting the greenwashing trend. Hence, the effect of green marketing on purchase intention is minimal when it does not create confidence or communicate meaningful value (Srivastava, 2025). This implies that there is a necessity of more open, youth-focused, and evidence-based marketing strategies to impact the decision of green purchasing (Verrus et al., 2025). The scepticism has serious behavioural consequences, as uncertainty caused by inconsistency or false claims of being green even among the youths who have good environmental concern and have high levels of sustainability awareness reduces their confidence in the market, ultimately weakens their purchase intention toward green products.

Additionally, the growing awareness of environmental issues has resulted in a growing level of green fatigue among consumers, with the feeling of being overwhelmed by sustainability messages and messages of powerlessness (Meng et al., 2023). Even though these messages are supposed to promote responsible consumption, the overwhelming volume and intensity of the environmental information may cause emotional burnout, a sense of powerlessness, and a lack of motivation to adopt sustainable behaviours (Hickman et al., 2021; Kanti Paul, 2025). When individuals start to believe that their personal efforts are not important in the context of the large-scale environmental crises, they may develop a passive or apathetic approach to sustainable consumption (Gifford, 2011). In such circumstances, they may buy green products more for their emotional connection or empathy with the environmental problems (Chen et al., 2024). However, such behaviour is often not consistent over the long term, reflecting a weakened purchase intention despite initial positive attitudes. This behaviour reflects a low level of perceived consumer effectiveness, where individuals feel that their actions have limited impact on environmental outcomes, which in turn weakens their purchase intention.

Moreover, previous study has shown that the higher cost of eco-friendly alternatives compared with conventional options may reduce consumers' purchasing capacity and willingness to buy (Narayanan et al., 2024). Consumers may also lack confidence in the quality, durability and functional performance of green products, which reduces their perceived value and influences their decision-making (Testa et al., 2024). Therefore, the higher price, lack of availability, and lower perceived value of green products remain the key factors that negatively affect consumers' purchase intention. Despite the growing popularity of eco-labels, sustainability claims, and advertisements with a green theme, many of them fail to provide sufficiently clear, credible, and relevant information to young consumers, which reduces their intention to buy green products (Shojaei et al., 2024). Some marketing campaigns are either generic or overly technical that young consumers struggle to make sense of or lack enough information to substantiate environmental claims, thereby lowering the overall trust (Verleye et al., 2023).

In conclusion, although environmental awareness has increased, there is still a lack of a clear understanding of green products among Malaysian youth, and actual green purchasing remains relatively low due to barriers such as price sensitivity, distrust in green claims, and greenwashing. However, the combined impact of these factors on the intention of young Malaysian consumers, particularly university students and young working adults, toward green products has not been sufficiently examined in previous studies. This highlights the importance of examining the key factors influencing purchase intention to better understand and address the intention–behaviour gap.

1.3 Research Objective

1.3.1 General Objective

This research aims to examine the factors influencing purchase intention toward green products among young consumers, particularly university students and young working adults in Malaysia, focusing on environmental awareness, green marketing efforts, perceived value, perceived consumer effectiveness, and purchase barriers.

1.3.2 Specific Objectives

1. To examine the relationship between environmental awareness and purchase intention toward green products among young consumers in Malaysia.

2. To examine the relationship between green marketing efforts and purchase intention toward green products among young consumers in Malaysia.
3. To examine the relationship between perceived value and purchase intention toward green products among young consumers in Malaysia.
4. To examine the relationship between perceived consumer effectiveness and purchase intention toward green products among young consumers in Malaysia.
5. To examine the relationship between purchase barriers and purchase intention toward green products among young consumers in Malaysia.

1.4 Research Questions

The questions need to be explored and shown as follows:

1. What is the relationship between environmental awareness and purchase intention toward green products among young consumers in Malaysia?
2. What is the relationship between green marketing efforts and purchase intention toward green products among young consumers in Malaysia?
3. What is the relationship between perceived value and purchase intention toward green products among young consumers in Malaysia?
4. What is the relationship between perceived consumer effectiveness and purchase intention toward green products among young consumers in Malaysia?
5. What is the relationship between purchase barriers and purchase intention toward green products among young consumers in Malaysia?

1.5 Research Significance

The study aims to offer insights to understand the factors influencing purchase intention towards green products among young consumers in Malaysia. Environmental problems are still increasing, and sustainable consumption needs to be encouraged. However, despite growing awareness, the behaviour of green purchasing is still low. Therefore, this study aims to identify the key factors influencing consumers' purchasing decisions and provide practical implications for businesses and marketers involved in green products. By understanding environmental awareness, green marketing, perceived value, perceived consumer effectiveness, and purchase barriers, businesses can better understand the needs and expectations of young consumers and develop marketing strategies and products more efficiently. This can help to build consumer confidence, increase purchase intention and adoption of green products in the market.

Additionally, this study is significant for government and policymakers, as it highlights the barriers faced by young consumers in adopting green consumption behaviour. The findings may help to develop more effective awareness campaigns, policies, and educational initiatives that encourage environmentally responsible behaviour. From an academic perspective, this research is important as it provides further insights into green purchasing behaviour among young consumers, particularly university students and young working adults in Malaysia, especially in revealing the intention-behaviour gap in sustainable consumption. It also demonstrates the importance of psychological and contextual factors in shaping purchase intention, thereby contributing to a better understanding of sustainable consumption behaviour.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

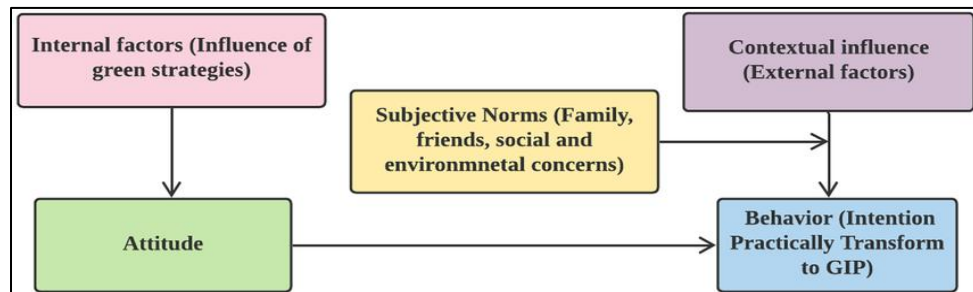
This chapter emphasizes the theories used in this study, which are the Attitude-Behaviour-Context (ABC) Model and the Theory of Green Purchase Behaviour (TGPB). Furthermore, it describes the theoretical framework development and provides a graphical illustration of the relationships between the independent variables (environmental awareness, green marketing efforts, perceived value, perceived consumer effectiveness, and purchase barriers) and dependent variable. These elements provide a clearer foundation for examining the factors affecting the intention to purchase green products.

2.1 Underlying Theories

The main theory applied in this study is the Attitude-Behaviour-Context (ABC) Model. This model describes the impact of internal attitudes and external situational factors on consumer behaviour. Furthermore, this study incorporates insights from the Green Purchase Behaviour Theory to better understand sustainable consumption behaviour. Therefore, it helps to explain and attain a clearer understanding of the key factors influencing green purchase intention of young consumers.

2.1.1 Attitude–Behaviour–Context (ABC) Model

Figure 2.1: Theory of Attitude-Behaviour-Context (ABC) Model.



Adapted from: Hayat et al., (2023).

The Attitude-Behaviour-Context (ABC) Model, proposed by Guagnano et al. (1995), explains that consumer behaviour is not just a function of attitudes but is influenced by the interaction of internal attitudes and external contextual factors. The model suggests that even when people have positive attitudes towards environmental protection, these attitudes may not be translated into behaviour unless supported by favourable situational factors.

As shown in Figure 2.1, the ABC Model emphasizes the internal factors, such as environmental awareness, perceived consumer effectiveness and perceived value, which affect consumers' attitudes and perceptions of green purchasing. However, the actual behaviour is also strongly influenced by external factors, such as green marketing efforts and purchase barriers, which represent contextual conditions that may facilitate or impede consumers' purchase behaviour (Khan et al., 2022). These factors affect the evaluation of perceived usefulness, value and benefits of purchasing green products among young consumers, especially university students and young working adults. Meanwhile, subjective norms, such as family, friends, and social expectations, may influence behaviour by creating social pressure and moral obligation (Al Zubaidi, 2020).

Furthermore, the ABC Model has been supported in previous research to explain environmentally responsible behaviour. For instance, Richter & Khattab (2025), noted that financial constraints and product availability are important contextual factors that determining whether consumers translate their environmental intentions into action. Although consumers are concerned about environmental issues, the adverse conditions such as high price, untrustworthy eco-labels, and misleading sustainability messages may prevent consumers from purchasing green products (Abdul Rahman, 2020). In the context of this study, the application of the ABC model enables to explain how internal attitudes and contextual factors interact to affect consumers' purchase intention and behaviour toward green products in Malaysia. Overall, this model provides a solid framework for understanding how internal mindsets and external environments shape consumer choices. Although this model does not explicitly specify the variables used in this study, these variables are closely related to the factors identified in the model. Hence, the model is considered appropriate as the main theoretical foundation in this study.

2.1.2 Theory of Green Purchase Behaviour (TGPB)

The Theory of Green Purchase Behaviour states that consumers' purchase decisions are driven by functional and economic benefits, as well as environmental beliefs and sustainability values (Suki, 2013). This theory suggests that consumers tend to purchase environmentally friendly products when they believe their purchase contributes to environmental protection and aligns with their personal values (Han, 2020). Therefore, green purchasing behaviour is influenced by rational evaluation and moral considerations.

In this theory, perceived value and trust are important in influencing purchase intention. It has been established that consumers prefer to select

green products when they perceive greater functional quality, emotional satisfaction or environmental benefits accompanied by credible sustainability information (Zhuang et al., 2021). However, misleading sustainability claims and greenwashing may lead to scepticism, lower perceived value and weaken purchase intention, especially when consumers lack trust in eco-labels or product claims (Braga Junior et al., 2019). In addition, high price sensitivity and uncertainty about product performance may further discourage the adoption of green products.

Furthermore, the TGPB is also relevant in explaining how consumers evaluate green products based on perceived value and trust (Lam et al., 2016). In the context of this study, consumers such as university students and young working adults may express positive attitudes toward sustainability, but practical challenges such as cost and distrust in environmental claims may influence their purchase decisions (Rehman, Seman, et al., 2023). Therefore, this theory complements the ABC Model by providing additional insights into the psychological and contextual factors influencing purchase intention toward green products.

2.2 Green Products

Green products are those produced, consumed and disposed of in ways that minimises negative environmental impacts, conserves natural resources, and reduces pollution. These products typically integrated recycled materials, reduce energy use, utilise biodegradable materials, or minimise carbon emissions during the lifecycle (Al-Kumaim et al., 2021). According to Malaysia context, green products are now positioned with governmental and industry agendas, especially following the Malaysia's Roadmap Towards Zero Single-Use Plastics and the expansion of eco- certification schemes such as MyHijau (Rahman, 2022).

Research in Malaysia shows that consumers relate green products with environmentally friendly packaging, chemical-free composition, and reduced waste. Malaysian consumers perceive green products based on environmental attributes and also in terms of lifestyle compatibility, brand image, and modernity (Han, 2020; Lee et al., 2025). Despite the growing consumer awareness of green products, the actual adoption rates are low due to price issues, lack of product knowledge, and doubt about the sustainability claims. This indicates that awareness and attitudes do not necessarily translate into purchase intention (Shi Wei et al., 2022).

2.3 Green Marketing Trends in Malaysia

In recent years, green marketing in Malaysia has experienced rapid growth as sustainability becomes more integrated into national environmental policies and consumer demands (Nor & Gualin, 2023). Government initiatives have encouraged businesses to adopt more environmentally responsible practices in response to regulatory requirements and increasing environmental awareness. As a result, more Malaysian companies are incorporating environmental messages into their advertisements, packaging, and corporate identity to attract socially responsible consumers (Hisan et al., 2024). The increasing exposure to global environmental issues and ESG discussions has further increased awareness among Malaysian consumers, especially university students and young working adults (Mohamad Saleh et al., 2024).

One of the key trends shaping the Malaysian market is the shift toward green communication driven by digital and social media. Malaysian brands are increasingly utilizing platforms like TikTok, Instagram and YouTube to create sustainability stories, educate audiences, and work with eco-influencers to enhance the effectiveness of the message delivery (Azhar et al., 2025). Today, green marketing strategies are not only having a recycling logo on the site, but they are also more focused on storytelling, presenting carbon reduction efforts, refillable

packaging, or community environmental programs (Hasbullah et al., 2023). Young consumers (university students and young working adults) are motivated by the digital-native behaviour, which means that online content, visual campaign, and peer opinion play a significant role in product discovery, brand evaluation and purchase intentions (Hidayana et al., 2023). Hence, the effectiveness of green marketing in Malaysia currently depends heavily on brands that can be perceived as authentic and engage consumers through credible digital interactions.

Moreover, the growing focus on transparency and certification-based marketing is another trend worth noting in Malaysia in response to growing scepticism of sustainability claims (Yahya et al., 2022). For instance, eco-labels such as MyHijau, Forest Stewardship Council (FSC), and third-party carbon footprint certifications are now being used by companies to authenticate environmental communications and minimize the sense of greenwashing. This indicates that the increasing demand for proof-based marketing, where consumers require verifiable information before accepting a premium price on green products (Teoh et al., 2022). On the other hand, businesses are also incorporating sustainability reporting and ESG disclosures among their marketing mix to attract investors and regulators, not only consumers (Mohammad & Wasiuzzaman, 2021). As a result, green marketing in Malaysia is shifting from its symbolic communication to evidence-based, transparent, and credibility-based marketing strategies, especially among the younger consumers who are environmentally responsible but are conscious of issues with trust, price, and performance of green products.

2.4 Variables Review

2.4.1 Purchase Intention (PI) Toward Green Products

Purchase intention is determined by a consumer's evaluation of values, needs, and expectations, and it reflects the willingness to buy a product (Rehman, Aslinda, et al., 2023). It indicates that consumers are willing to choose sustainable alternatives, even when facing higher prices or behavioural changes in green consumption, as their purchase intention is influenced by environmental concern, trust in claims, perceived value, and marketing communications among Malaysian consumers (Gomes et al., 2023). Despite a positive attitude towards environmental responsibility, research also indicate a persistent gap between intention and action in Malaysia. Consumers may support sustainability in principle, but they still make purchases sometimes that contradict their stated values in practice (Sahid Hamid et al., 2024). Songyue et al. (2023) stated that purchase intention represents an important intermediary stage shaped by psychological motivation, but it also depends on factors such as trust, affordability, and market credibility before it translated into actual purchasing behaviour.

2.4.2 Environmental Awareness (EA)

According to Wardhana (2022), environmental awareness refers to the degree of knowledge and awareness that people have environmental issues, as well as their sense of responsibility towards sustainable consumption. Higher environmental awareness may increase the likelihood of adopting green products, as informed consumers are more capable of linking their consumption decisions to environmental consequences (De Jesus et al., 2024). The increasing concerns about environmental issues such as plastic

waste, flooding, and climate change in Malaysia have enhanced sustainability awareness among young consumers, particularly university students and young working adults who are frequently exposed to environmental information through education and social media (Radzi et al., 2025).

While environmental awareness is a key driver, it does not always lead to consistent and long-term purchasing decisions. This is usually subject to other external factors such as price, product availability and degree of trust in environmental claims (Najmi Binti Khuzaimah et al., 2020). Therefore, environmental awareness is significant in shaping positive attitudes but may require supporting conditions to effectively influence purchase intention toward green products.

2.4.3 Green Marketing Efforts (GME)

Green marketing efforts include eco-labels, green advertising, sustainable packaging, environmentally friendly product design, and clear communication of environmental benefits. These refer to the strategies used by firms to promote, communicate, and deliver environmentally conscious products and practices through the marketing mix (Dinh et al., 2024). The research states that successful green marketing does not only focus on informing the consumers about the eco-attributes but also on establishing trust and credibility among consumers, particularly in the markets where the issue of greenwashing remains prevalent (Hassan, 2025).

According to Lee et al. (2025), effective green marketing can positively influence consumers' attitudes and intentions toward green products. In the Malaysian context, young consumers, particularly university students and young working adults tend to be exposed to sustainability content and digital

marketing through green promotional strategies such as online platforms, social media campaigns, and sustainable packaging initiatives in response to rising environmental concerns. Therefore, effective marketing strategies are significant in shaping favourable perceptions and initial purchase intentions, which are necessary to translate intention into actual purchasing behaviour.

2.4.4 Perceived Value (PV)

Perceived value refers to the overall evaluation of a product's utility based on the balance between the benefits that a product offers and the costs incurred by consumers when acquiring it (Hasanah et al., 2025). Perceived value in green products includes not only functional and monetary evaluation but also emotional and environmental considerations, such as sustainability effects, health considerations, and contributions to environmental protection. Consumers are more likely to develop positive attitudes and intentions when they believe that green products provide higher value in terms of quality, environmental performance, or long-term benefits (Hassan et al., 2022). High perceived value may reduce the perceived risk of using green alternatives and increase consumers' confidence in the environmental claims. On the other hand, when green products are seen as overpriced or offering limited functional benefits, consumers tend to be less likely to develop favourable purchase intention, regardless of their environmental concern (Biao Luo et al., 2022).

In the Malaysian context, perceived value has become more important due to the price sensitivity of young consumers. Most of them tend to compare green products with conventional alternatives in terms of price, quality, and convenience, even though their level of sustainability awareness is increasing (Rehman et al., 2022). Perceived value tends to be lower when the environmental benefits are unclear or when price premiums are too high,

which may undermine the purchase intention. Therefore, perceived value is an important cognitive factor that helps to bridge the gap between the positive attitudes and actual purchase intention toward green products (Van et al., 2024).

2.4.5 Perceived Consumer Effectiveness (PCE)

Perceived consumer effectiveness refers to an individual's belief in their ability to positively influence environmental outcomes through their own consumption behaviour. It reflects how strongly consumers believe that their action, such as purchasing green products, can contribute to solving environmental issues. Consumers with higher perceived effectiveness are believe that collective environmental change is affected by individual decision, and they are more willing to promote environmentally friendly products and sustainable projects. According to previous studies, perceived consumer effectiveness is one of the strongest psychological predictors of green purchase intentions (Kim & Lee, 2023). Consumers are more willing to engage in green consumption when they believe their decisions can help to reduce pollution, conserve resources, or support environmentally responsible companies (Ali et al., 2022). Therefore, they tend to align their buying decisions with environmental values when they perceive their behaviour as meaningful.

In Malaysia, some consumers still feel uncertain about whether their individual efforts can make a difference, despite the increasing environmental awareness. Perceived consumer effectiveness plays an important role in strengthening personal responsibility and bridging the gap between environmental concern and behavioural intention. Therefore, this enhances consumers' purchase intention by increasing their confidence, although supportive market conditions are still necessary for this intention to convert into actual green purchasing behaviour.

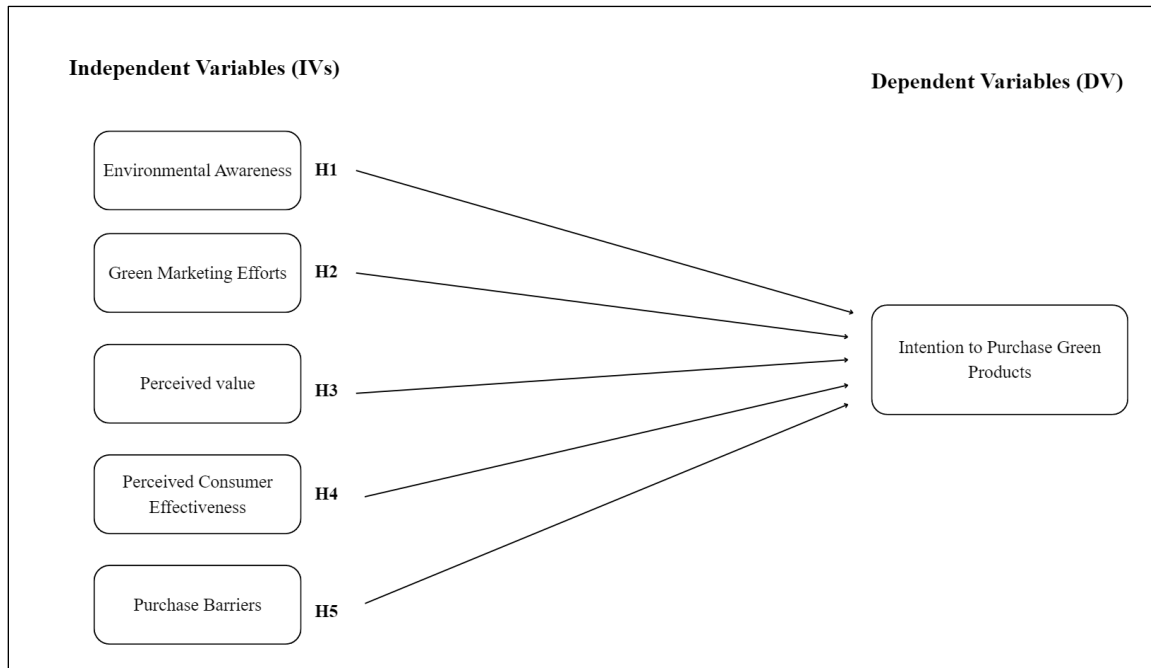
2.4.6 Purchase Barriers (PB)

Purchase barriers are the external obstacles that hinder consumers from translating their positive intentions into actual purchasing behaviour. Although consumers may be concerned about the environment or support sustainable products, they often encounter practical obstacles that make it difficult to act (Azli et al., 2025). These barriers may lead consumers to hesitate, reconsider, or postpone buying green alternatives, thereby weakening the relationship between purchase intention and actual behaviour. For instance, green products are typically priced higher, making them less appealing to price-sensitive consumers. Similarly, consumers may choose conventional alternatives for convenience when green products are difficult to find or only available in limited locations (Ansu-Mensah, 2021). Many consumers also perceive green products as prohibitively expensive and inconsistently available, which makes it difficult for them to adopt sustainable choices even when they are willing. In addition, misleading information and inconsistencies in labelling also contribute to this ambiguity, which makes consumers difficult to genuinely trust environmental products (Ng & Kamaruddin, 2025).

In Malaysia, these issues are relevant among young consumers, particularly university students and young working adults. Therefore, purchase barriers are external factors that may influence consumers from proceeding with their purchases, showing that attitudes and intentions are not sufficient to sustain green purchasing behaviour. Trust also plays an important role, as consumers may hesitate when they lack confidence in green product claims (Anuar et al., 2022). Overall, these barriers make it more difficult for consumers to act on their green intentions.

2.5 Theoretical Framework

Figure 2.2: Theoretical Framework of the Study



Source: Developed for this study

2.6 Hypothesis

2.6.1 EA

The studies from diverse markets demonstrated that the level of ecological knowledge and concern can directly translate into stronger preferences towards sustainable products (Moslehpour et al., 2023). Indicatively, a survey of young European consumers revealed that environmental awareness was the strongest predictor of green purchase intention, underscoring the importance of cognitive engagement for shaping eco-

friendly consumer behaviour (Liobikiene et al., 2016). Likewise, research in the developing Asian markets also shows that environmental awareness tends to increase purchase intention of green products, especially among younger and more educated consumers (Rizwan et al., 2024). These findings collectively indicate that young consumers' readiness to engage in green consumption increases as environmental awareness increases. Therefore, this study proposes the following hypothesis:

H1: Environmental awareness has a significant positive relationship with purchase intention toward green products among young consumers in Malaysia.

2.6.2 GME

According to Rossolini et al. (2021), consumers are increasingly responsive to clear and meaningful environmental information communicated through green marketing efforts. Rather than simply highlighting eco-friendly attributes, effective green marketing focuses on delivering transparent and credible messages that are relevant to consumers. Studies indicate that communication strategies, particularly using digital platforms, can enhance consumer trust and engagement, especially among university students and young working adults. When brands provide clear and evidence-based environmental claims, it can strengthen consumer confidence and positively influence purchase intention (Wu & Long, 2024). Therefore, effective green marketing is important for shaping young consumers' perceptions and encouraging green purchase behaviour. This study proposes the following hypothesis:

H2: Green marketing efforts have a significant positive relationship with purchase intention toward green products among young consumers in Malaysia.

2.6.3 PV

Research suggests that consumers evaluate products based on the overall value they expect to receive, while simultaneously weighing the associated benefits and costs. This mental evaluation is particularly significant in the context of green purchasing, where consumers often demonstrate sensitivity toward both value and price (Bingyu, 2024). While higher perceived prices are frequently cited as barriers that may discourage green purchasing, consumers tend to proceed with purchase decisions when they perceive that the benefits, such as environmental impact, product quality, and long-term value, outweigh the associated costs. For example, a survey on the willingness of millennials to pay more for green hotels found that although ethical preferences for environmentally friendly options were strong, actual booking behaviour depended heavily on whether the perceived value justified the price premium, indicating the existence of a 'green intention–action gap' (Ee & Seo, 2018). This means that young consumers are more likely to translate their positive attitudes into actual purchasing behaviour when they perceive superior value relative to cost. Therefore, perceived value will have a positive impact on purchase intention toward green products. Based on these findings, the following hypothesis is developed:

H3: Perceived value has a significant positive relationship with purchase intention toward green products among young consumers in Malaysia.

2.6.4 PCE

Studies have shown that consumers' willingness to engage in sustainable behaviour is closely related to their perception that personal behaviour can have a real environmental impact. This sense of personal agency, known as perceived consumer effectiveness, serves as an important motivator even when consumers face practical constraints (Hussain & Huang, 2022).

Higher levels of perceived consumer effectiveness positively associated with stronger green purchase intentions across various consumer segments, often enhancing the willingness to accept certain trade-offs such as higher cost or lesser convenience (Das & Ramalingam, 2019). Studies focusing on environmentally conscious consumers further indicate that although barriers such as price premiums, individuals with strong perceived consumer effectiveness tend to demonstrate actual green purchasing behaviour, thereby narrowing the intention–behaviour gap. Therefore, this gap is influenced not only by motivation but also by young consumers' perceived ability to make a difference (Munir et al., 2023).

The following hypothesis is formed:

H4: Perceived consumer effectiveness has a significant positive relationship with purchase intention toward green products among young consumers in Malaysia.

2.6.5 PB

Studies have shown that the relationship between positive green attitudes and actual purchase behaviour by consumers is often mediated by the existence of barriers (Joshi & Rahman, 2015). According to Barbu et al. (2022), perceived purchase barriers constitute a multi-faceted construct that significantly inhibits green consumption, which commonly include higher perceived costs, limited availability, perceived lack of product performance, and insufficient information. These results indicate that the intention-action gap is not mainly caused by a lack of motivation but is usually a logical reaction to the market shortcomings and situational limitations. When initial intentions are quickly overshadowed by more practical and immediate alternatives, sustainable options are viewed as less convenient, less accessible, or less economically efficient (Teixeira, 2020). Therefore, these findings indicate that purchase barriers may negatively influence the purchase intention of young consumers on green products.

Based on these findings, this study proposes the following hypothesis:

H5: Purchase barriers have a significant negative relationship with purchase intention toward green products among young consumers in Malaysia.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter outlines the research design and analytical tools to ensure credible and evidence-based results. It also covers the data collection methods, sampling approach, measurement of constructs, and data analysis techniques applied in this study.

3.1 Research Design

3.1.1 Quantitative Research

For this study, a quantitative research design was used to facilitate the collection of numerical data via structured instruments such as questionnaires and surveys. This method enables systematic analysis of relations among variables and supports the generalization of findings to a broader population, ensuring the credibility of the research methodology (Nwabuko et al., 2024). Therefore, it is used in this study to obtain measurable and objective data about those aspects that influence purchase intention of young consumers toward green products in Malaysia.

Furthermore, this study utilises a cross-sectional design where data are collected from the survey conducted at a single point in time to represent young consumers' attitudes and behaviours towards green products in

Malaysia (Megha, 2024). This approach was important as it allows the study to capture existing perceptions without manipulating the research environment. A structured questionnaire consisting of close-ended questions was used, with responses measured using a Likert scale to facilitate statistical analysis. This method allows the study to obtain measurable and objective data regarding the factors influencing purchase intention toward green products (Taherdoost, 2022).

3.2 Sampling Design

According to Gibbs et al. (2007), sampling can be defined as the method of selecting a group of people from a larger population that represent the characteristics of that population. An appropriate sampling technique ensures that data collected are both reliable and generalisable in quantitative research (Martínez-Mesa et al., 2016). This section discusses the target population, sampling frame, sampling technique, and sampling size applied in this study.

3.2.1 Target Population

The target population for this study are young Malaysian consumers aged 18 to 30, particularly university students and young working adults. For those under aged 18 were excluded as they generally lack independent purchasing power and often rely on parents or guardians to make buying decisions (Kalthom Yahya et al., 2022). Research indicates that they represent the most active and environmentally conscious segment of the market. This age group is also more likely to engage with green marketing campaigns and adopt sustainable consumption habits, making them highly

relevant for analysing green purchase intention (Mat'ová et al., 2024). Therefore, aged 18-30 of consumers were selected as the focus of study.

3.2.2 Sampling Frame

Sampling frame of this study focused on young Malaysian consumers who are accessible through online platforms. As the questionnaire was conducted via online Google Forms, the sampling frame was limited to young consumers who possess internet access and basic digital literacy skills, ensuring that they can understand the questionnaire.

3.2.3 Sampling Technique

This study employed the convenience sampling technique as it allows the researcher to collect data from respondents who are easy to reach and more willing to participate (Golzar et al., 2022). This method is considered appropriate due to the use of online questionnaires that are distributed through platforms such as Google Forms. Additionally, this technique is commonly applied in studies involving young consumers because this group is more conveniently reached via digital platforms and social networks (Shanmugam et al., 2022). Although this method may have limitations in terms of generalisability, it is appropriate in this study as it allows the collection of data efficiently within a limited time frame and resources. The approach also captures relevant insights into the behaviours and attitudes toward green products in Malaysia by targeting young consumers, particularly university students and young working adults.

3.2.4 Sampling Size

The sample size was set at 200 respondents in this study, which is considered sufficient for a quantitative descriptive study using survey data. This range aligns with common research practice, where a minimum of 150-200 participants is recommended for social science surveys to ensure statistical reliability and basic generalisability (Singh & Masuku, 2014). Therefore, this study focuses on young Malaysian consumers aged 18-30, especially university students and young working adults. The selected sample size is also constrained by time, resources, and accessibility, while still allowing for a meaningful analysis using quantitative methods (Ali Memon et al., 2020).

3.3 Data Collection Method

Data collection method refers to the process used by the researcher to collect information to answer research questions or test hypotheses (Alshenqeeti, 2014). A systematic data gathering procedures can ensure the validity and reliability of findings, testing hypotheses, evaluating outcomes, and achieving the objectives. In this study, primary data were used for analysis.

3.3.1 Primary Data

Primary data is the original data that is collected by the researcher in a particular study (Kornegay & Segal, 2013). In this study, primary data was obtained through online questionnaires for measuring the attitudes and

behaviours of young Malaysian consumers toward green products, particularly university students and young working adults. There were several constructs measured using Likert scale for questionnaire. Thus, the use of an online questionnaire allowed respondents to complete it conveniently, which helped to improve response rate and data collection efficiency.

3.4 Research Tools

The research tool refers to the instrument used to collect, measure, and evaluate data (Oben, 2021). A structured questionnaire was used as the primary research tool in this study. The questionnaire was distributed online using Google Forms to effectively reach the target respondents and ensure efficient data collection.

3.4.1 Questionnaire Design

The questionnaire used in this study consists of two parts, namely Section A and Section B. All questions are presented in English to ensure clarity and consistency. Section A focuses on respondents' demographic background, such as gender, age, education level, employment status, monthly income or allowance, and frequency of purchasing green products. Section B is intended to measure the main constructs in the study, including the independent variables (environmental awareness, perceived value, green marketing efforts, perceived consumer effectiveness, and purchase barriers), as well as the dependent variable (purchase intention). The items in Section B were measured using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) to measure the level of agreement.

3.4.1.1 Section A: Demographic Profile Questions

1) Gender
<ul style="list-style-type: none"> • Male • Female
2) Age
<ul style="list-style-type: none"> • 18–21 years old • 22–25 years old • 26–30 years old
3) Levels of education
<ul style="list-style-type: none"> • Primary Level • Secondary School • Pre-University / Diploma / Foundation • Bachelor's Degree • Master
4) Occupation
<ul style="list-style-type: none"> • Student • Employed • Self-employed • Unemployed
5) Monthly Income
<ul style="list-style-type: none"> • Below RM 1,000 • RM 1,001 – RM 2,500 • RM 2,501 – RM 4,000 • RM 4,001 – RM 6,000 • Above RM 6,000
6) How often do you purchase green or eco-friendly products?

- Never
- Rarely
- Often
- Always

7) Are you aware of the term “green products”?

- Yes
- No

8) Have you ever been influenced by a green marketing advertisement (e.g., eco-label, recycling logo, sustainable campaign)?

- Yes
- No

9) Where are you from?

- Johor
- Kedah
- Kelantan
- Melaka
- Negeri Sembilan
- Pahang
- Penang
- Perak
- Selangor
- Kuala Lumpur
- Terengganu
- Putrajaya
- Sabah
- Sarawak
- Labuan
- Perlis

3.4.1.2 Section B: Independent and Dependent Variable Questions

Variables	Items	Measurement Item	References
Environmental Awareness	EA1	I am aware of current environmental issues affecting the environment.	(Nedland et al., 2012)
	EA 2	I have good knowledge and understanding of green products.	(Ansu-Mensah, 2021)
	EA3	I can distinguish between green products and conventional products.	
	EA4	I am aware that purchasing green products contributes to environmental sustainability.	
	EA5	I am aware that green products help reduce pollution and protect the environment.	(Ying Ying Kiing et al., 2025)
Variables	Items	Measurement Item	References
Green Marketing Efforts	GME1	I learn more about green products through environmental advertisements.	(Adilah & Yusoff, 2015)
	GME2	I trust eco-friendly advertisements that promote green products clearly and honestly.	

	GME3	I can recognize brands that promote themselves as eco-friendly.	
	GME4	I believe eco-labels like the Malaysia Best logo represent trustworthy green products.	
	GME5	I feel that a company's environmental CSR (Corporate Social Responsibility) makes me more willing to buy green products.	(Suki et al., 2016)
Variables	Items	Measurement Item	References
Perceived Value	PV1	I feel that green products are worth the price for the quality they offer.	(Hudayah et al., 2023)
	PV2	I believe green products meet the quality I expect.	
	PV3	I feel good or satisfied when I choose to buy green products.	
	PV4	I'm glad to purchase green products because they are environmentally friendly.	(Mohd Suki & Mohd Suki, n.d.)
Variables	Items	Measurement Item	References
Perceived Consumer Effectiveness	PCE1	I believe that buying green products can help protect the environment.	(Munir et al., 2023)
	PCE2	I believe individual consumer choices can	(Shuqin et al., 2018)

		reduce environmental damage.	
	PCE3	I believe my purchase decisions affect the environment on a national level.	
	PCE4	I believe every consumer can positively impact the environment by choosing eco-friendly products.	
	PCE5	I believe individuals can improve environmental quality through thoughtful purchasing decisions.	
Variables	Items	Measurement Item	References
Purchase Barriers	PB1	I feel that the high price of green products prevents me from buying them.	(Peng Tan et al., 2016)
	PB2	I feel I cannot make a difference to environmental problems, so I don't buy green products.	
	PB3	I lack knowledge about green products, which makes me less likely to buy them.	
	PB4	I hesitate to buy green products because I am unsure whether their claims are reliable.	(Ogiemwonyi, 2022)
Variables	Items	Measurement Item	References

Purchase Intention	PI1	I choose to buy green products whenever I have the option.	(Abdullah Sharaf & Md Isa, 2017)
	PI2	I consider buying green products if they are reasonably priced.	
	PI3	I prefer buying eco-friendly products to reduce environmental pollution.	(Ansu-Mensah, 2021)
	PI4	I choose eco-friendly products over regular ones whenever possible.	(Ying Ying Kiing et al., 2025)
	PI5	I prefer green products if they offer good quality.	

3.4.2 Pilot Test

A pilot test is used to conduct a small-scale trial of a questionnaire that is carried out before actual data collection. It helps to identify any issues with the clarity of questions, structure, or reliability, therefore allowing for improvements before the final survey is distributed (Tate et al., 2023). The reliability test of the questionnaire involved a sample of 30 respondents. As a result, Cronbach's Alpha values of 0.70 and above are considered acceptable, as values indicate that the measurement tool has sufficient internal consistency and reliability (Ahmad et al., 2024).

Table 3.1: Result of Pilot Test

Variables	No. of Items	Cronbach's Alpha Value	Result
PI	5	0.849	Good reliability
EA	5	0.778	Acceptable reliability
GME	5	0.782	Acceptable reliability
PV	4	0.816	Good reliability
PCE	5	0.840	Good reliability
PB	4	0.869	Good reliability

Source: Developed for the research by Jamovi

3.5 Construct Measurement

3.5.1 Scale of Measurement

Different measurement scales were adopted in this study depending on the nature of variables. Nominal scales were applied for demographic questions such as gender, level of education, and employment status, where responses are categorised without any inherent order. Ordinal scales were used for variables such as age, income level, and frequency of green product purchases, where the values can be ranked, although the interval between the categories are not equal (Stevens, 1946). In addition, the main constructs in this study, including independent variables, as well as the dependent variables, were measured using an interval scale through a 5-point Likert scale. The scale ranging from 1 to 5, where 1 represents Strongly Disagree and 5 represents Strongly Agree, allowing quantitative analysis such as correlation and regression to be conducted.

3.6 Proposed Data Analysis

This section describes the intended analytical tools and procedures that will be employed once the data is available. As data collection has not yet commenced, the analysis presented here outlines the proposed methods. This study will utilise an open-source statistical software called Jamovi to analyse the collected data.

3.6.1 Descriptive Analysis

According to Cooksey (2020), the purpose of descriptive analysis is to describe the basic features of the collected data. Frequencies and percentages are commonly employed for demographic data, whereas the mean and standard deviation are used to assess the central tendency and spread of replies to Likert-scale items.

3.6.2 Reliability Test

In Jamovi, a reliability test will be performed using Cronbach's Alpha to guarantee that the questionnaire items are internally consistent. This test is used to determine the reliability of the items in each variable for measuring the same underlying concept (Tavakol & Dennick, 2011). The acceptable value of Cronbach's Alpha is 0.70 or above in this study, as values of 0.70 or higher are generally regarded as indicating adequate reliability for research instruments (Hussey et al., 2025).

3.6.3 Inferential Analysis

Inferential analysis is utilised to examine the variables correlations and to evaluate the proposed hypotheses. It allows the researcher to make conclusions about the population using sample data (Field, 2024). In this study, it is used to examine the associations between independent variables and purchase intention for green products among Malaysian young consumers.

3.6.3.1 Pearson Correlation Coefficient

To measure the strength and direction of the linear association between variables, the Pearson correlation coefficient was used (Schober et al., 2018). The value of the correlation coefficient varies from -1 to +1, where values closer to ± 1 indicate stronger relationship, and value of zero means no correlation between the variables. However, correlation analysis only reflects the association between variables and does not confirm causation.

3.6.3.2 Multiple Regression Analysis

Multiple Linear Regression (MLR) is a method of statistics for investigating the association between variables. It is used to evaluate the effect of each independent variable on dependent variable and identifies their contribution to the overall regression model (Roustaei, 2024). In addition, multicollinearity among the independent variables will be assessed using the Variance Inflation Factor (VIF), which is used to determine whether the independent variables are strongly correlated with each other. A VIF value less than 5 indicates that multicollinearity is not a critical issue. However, a

VIF value greater than 5 indicates the presence of multicollinearity, which may affect the reliability of the regression results (Shrestha, 2020).

3.7 Ethical Considerations

During the data collection method, fundamental principles of ethical research were strictly followed to. Respondents were entirely voluntary and were informed about the purpose of the study before completing the questionnaire. Every participant gave their informed consent and was free to leave the survey at any moment. The questionnaire did not collect any personally identifiable information to guarantee anonymity and confidentiality. In addition, all collected data is used solely for academic purposes (BERA, 2024).

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter analyses the data collected in order to meet the research objectives and test the proposed hypotheses. A total of 190 respondents were collected through Google Form. The results aim to offer better insights into young consumers' behaviour regarding the consumption of green products in Malaysia.

4.1 Descriptive Analysis

4.1.1 Demographic Profile

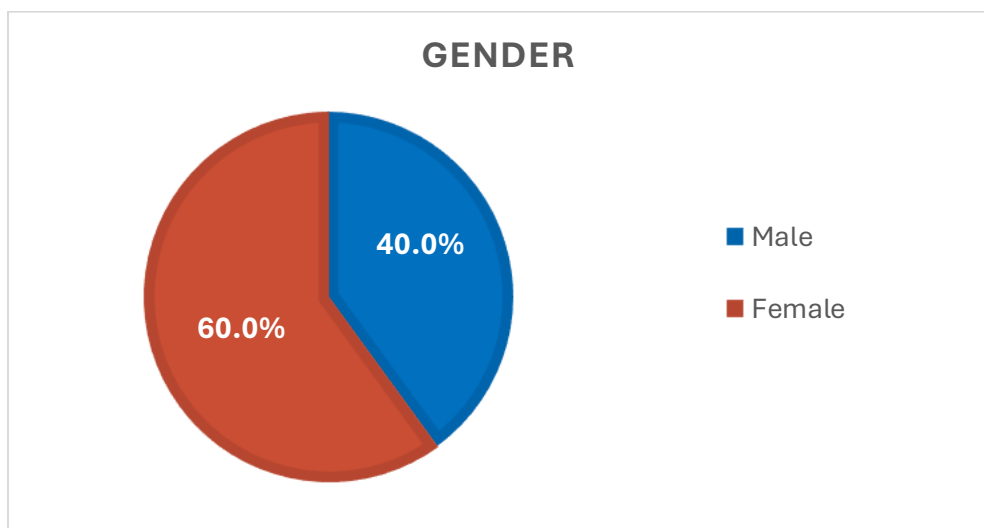
Table 4.1: Summarised of Respondents' Demographic Profile

Demographic Profile	Details	Frequency	Percentage (%)
Gender	Male	76	40%
	Female	114	60%
Age Group	18 - 21 years old	60	31.6
	22 - 25 years old	103	54.2
	26 - 30 years old	27	14.2

Levels of Education	Primary Level	1	0.5
	Secondary School	2	1.1
	Pre-University / Diploma		
	/ Foundation	69	36.3
	Bachelor's Degree	117	61.6
	Master	1	0.5
Occupation	Student	104	54.7
	Employed	65	34.2
	Self-employed	19	10
	Unemployed	2	1.1
Monthly Income	Below RM 1,000	50	26.3
	RM 1,001 - RM 2,500	50	26.3
	RM 2,501 - RM 4,000	59	31.1
	RM 4,001 - RM 6,000	18	9.5
	Above RM 6,000	13	6.8

Source: Developed for the research

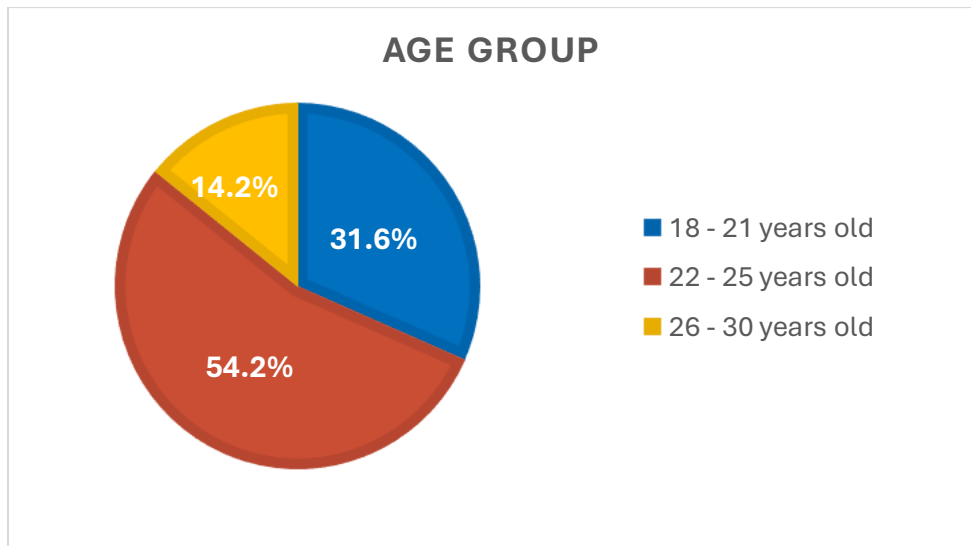
Figure 4.1: Gender



Source: Developed for the research

Figure 4.1 illustrates the gender distribution of the 190 respondents, with males representing 40% (76) and females 60% (114). Overall, there is a marginal female majority in the collected data.

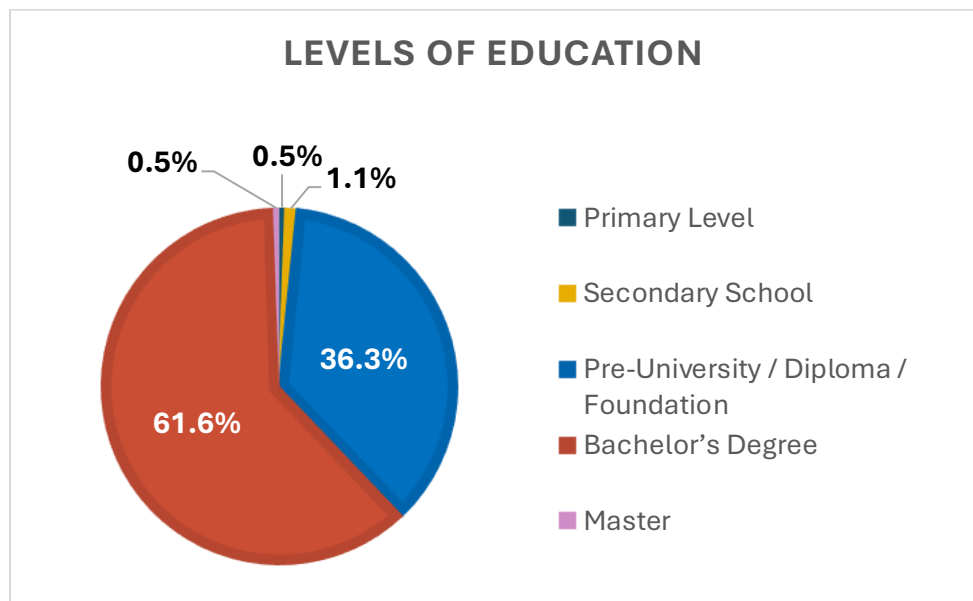
Figure 4.2 Age group



Source: Developed for the research

According to figure 4.2, most respondents were aged 22-25 years old, accounting for 54.2%. This was followed by respondents aged 18-21 years old at 31.6%, while those aged 26-30 years old represented the smallest group at 14.2%. This indicates that most respondents in this study were younger consumers.

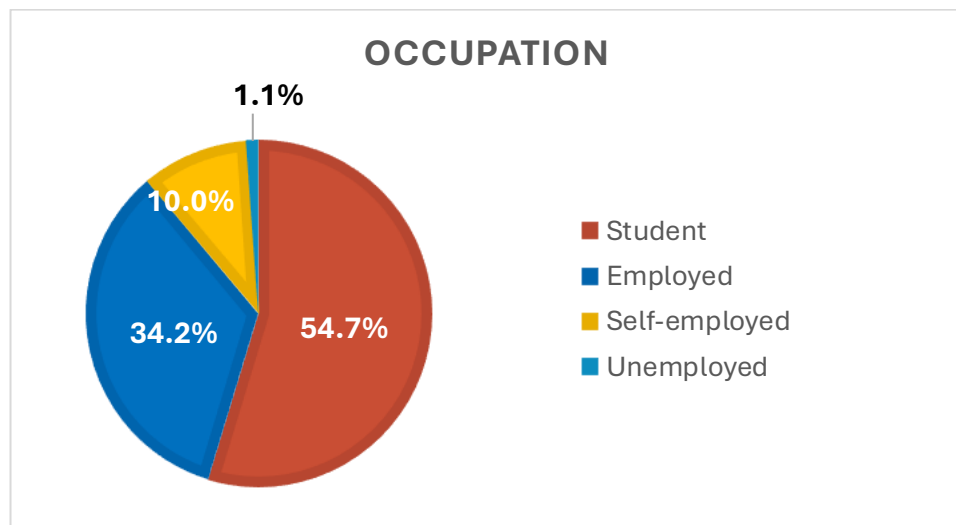
Figure 4.3: Levels of Education



Source: Developed for the research

Bachelor's degree holders formed the majority at 61.6% presented in Figure 4.3. This is followed by those with Pre-university / Diploma / Foundation qualifications, who represent 36.3% of the total sample. Individuals with master's degree constitute a very small proportion, contributing 1.1% to the overall distribution. In contrast, respondents with Primary level and Secondary School education represent the smallest segments of the study, each accounting for 0.5%. Overall, most of the participants have attained a tertiary level of education.

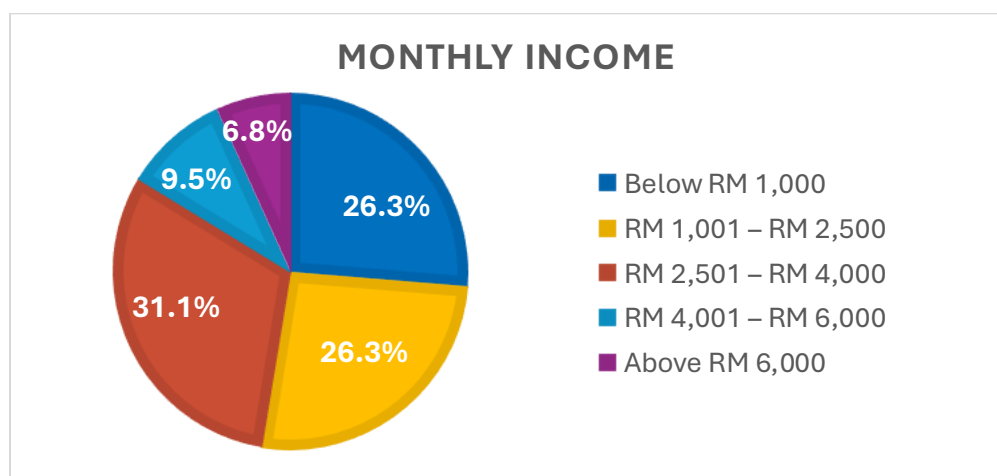
Figure 4.4: Occupation



Source: Developed for the research

Figure 4.4 shows that the sample consists of respondents from various occupational backgrounds, with students representing the highest percentage (54.7%), followed by employed individuals (34.2%), self-employed respondents (10%), and unemployed respondents (1.1%). This indicates that most respondents in this study are students, followed by a substantial proportion of young working adults.

Figure 4.5: Monthly Income



Source: Developed for the research

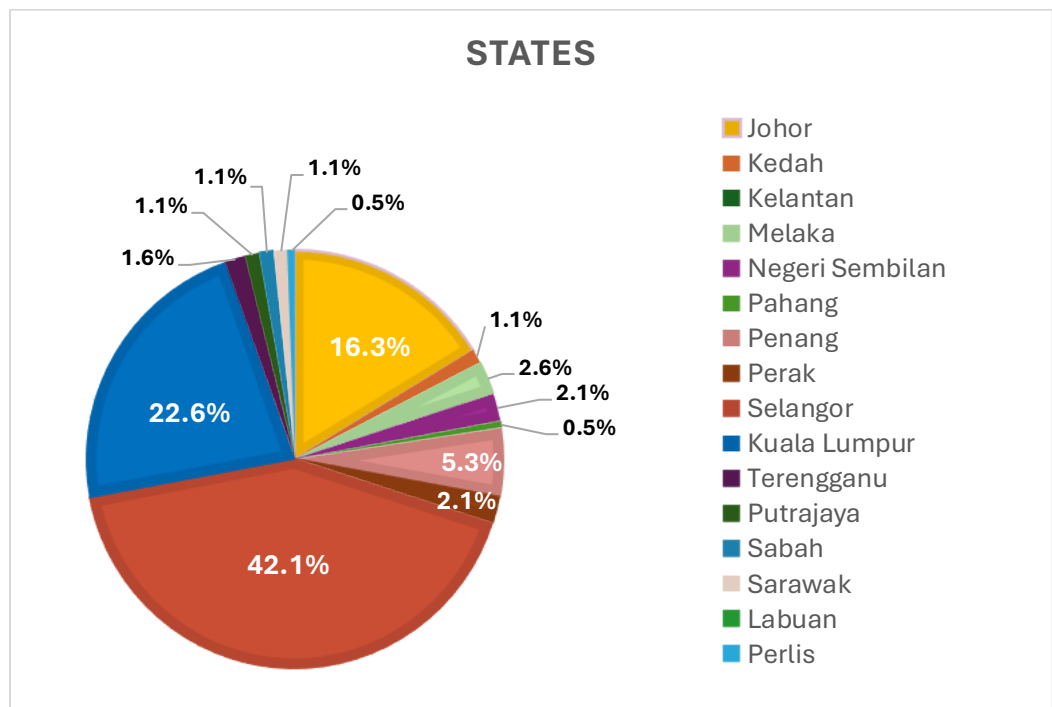
Figure above shows the sample is composed of respondents from different levels of income, with the highest percentage (31.1%) earned between RM 2,501 and RM 4,000, and roughly 26.3% earning less than RM 1,000. Meanwhile, 26.3% earned between RM 1,001 and RM 2,500, 9.5% earned between RM 4,001 and RM 6,000, and 6.8% earned RM 6,000 and above.

Table 4.2: Summary of States

States	Frequency	Percentage (%)
Johor	31	16.3
Kedah	2	1.1
Kelantan	0	0
Melaka	5	2.6
Negeri Sembilan	4	2.1
Pahang	1	0.5
Penang	10	5.3
Perak	4	2.1
Selangor	80	42.1
Kuala Lumpur	43	22.6
Terengganu	3	1.6
Putrajaya	2	1.1
Sabah	2	1.1
Sarawak	2	1.1
Labuan	0	0
Perlis	1	0.5

Source: Developed for the research

Figure 4.6: States



Source: Developed for the research

The states of the respondents were illustrated as in Table 4.2 and Figure 4.6. The results indicate that most respondents are from Selangor (42.1%). Secondly, it comes from Kuala Lumpur (22.6%) and Johor (16.3%). Other states like Penang (5.3%), Melaka (2.6%), Negeri Sembilan (2.1%), and Perak (2.1%) recorded lower percentages. Meanwhile, several states such as Kedah, Putrajaya, Sabah, and Sarawak each contributed 1.1% of the respondents, with the lowest percentage of 0.5% being recorded in Pahang and Perlis. No respondents were recorded from Kelantan and Labuan. Overall, the results show that the respondents are mainly concentrated in urban and highly developed areas, particularly Selangor and Kuala Lumpur.

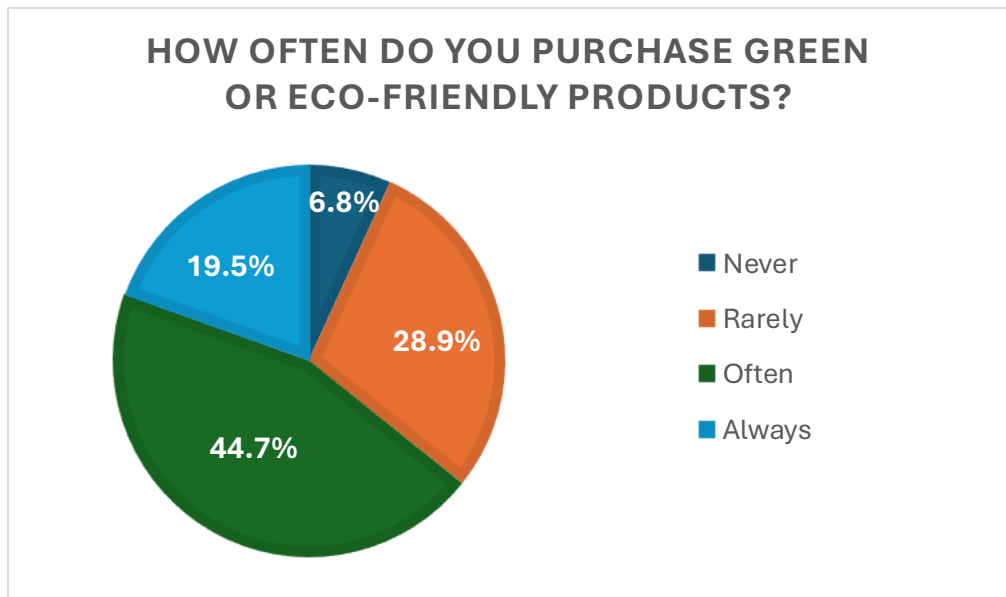
4.1.2 General Information

Table 4.3: Frequency of Purchasing Green or Eco-Friendly Products

General Information	Details	Frequency	Percentage (%)
How often do you purchase green or eco-friendly products?	Never	13	6.8
	Rarely	55	28.9
	Often	85	44.7
	Always	37	19.5

Source: Developed for the research

Figure 4.7: Frequency of Purchasing Green or Eco-Friendly Products



Source: Developed for the research

Table and Figure above show that the distribution of consumers' purchasing frequency of green or eco-friendly products can be observed. The results indicate that a large proportion of respondents purchase such products frequently, with 44.7% reporting that they often buy green products,

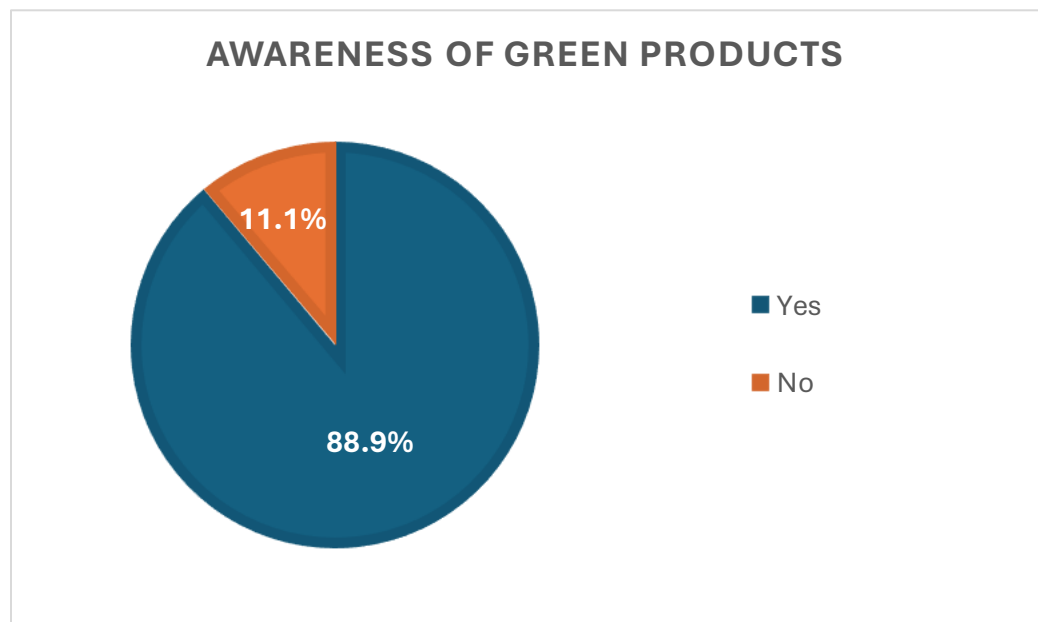
followed by 19.5% who always do so. Meanwhile, 28.9% stated that they rarely purchase green products, and only a small percentage (6.8%) reported that they never do so. Overall, the findings suggest that young consumers in Malaysia demonstrate a relatively high propensity to buy green or eco-friendly products, although the frequency varies among individuals.

Table 4.4: Awareness of Green Products

General Information	Details	Frequency	Percentage (%)
Are you aware of the term “green products”?	Yes	169	88.9
	No	21	11.1

Source: Developed for the research

Figure 4.8: Awareness of Green Products



Source: Developed for the research

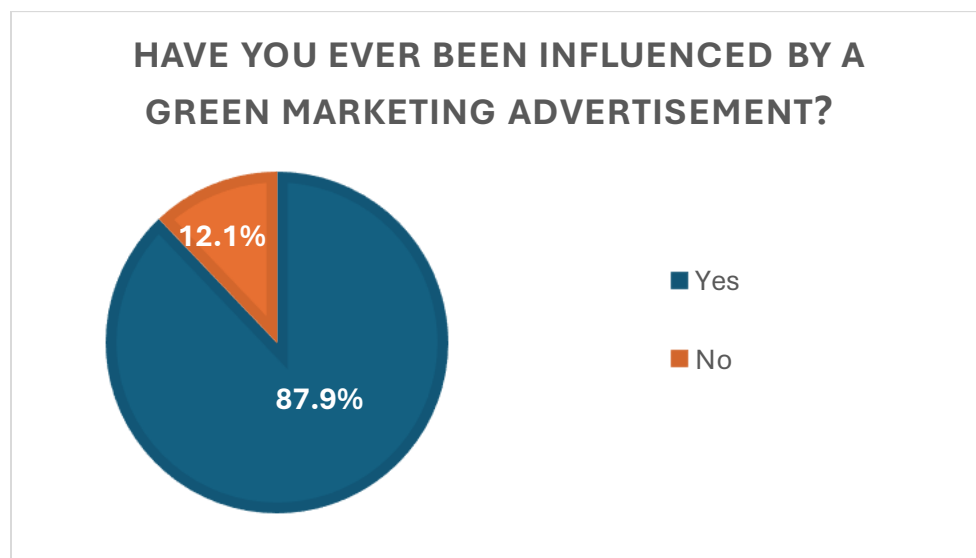
Based on the Table and Figure above, the awareness of the respondents on green products show that most respondents (88.9%) are aware with the term 'green products' with only a small percentage (11.1%) are not. This implies that the level of awareness of young consumers in Malaysia is usually high in relation to green products. As a result, the reason for the high awareness rate is due to growing exposure to environmental concerns, sustainability campaigns, and green marketing efforts in recent years.

Table 4.5: Influence of Green Marketing Advertisement

General Information	Details	Frequency	Percentage (%)
Have you ever been influenced by a green marketing advertisement (e.g., eco label, recycling logo, sustainable campaign)?	Yes	167	87.9
	No	23	12.1

Source: Developed for the research

Figure 4.9: Influence of Green Marketing Advertisement



Source: Developed for the research

Table 4.5 and Figure 4.9 present the influence of green marketing advertisements on consumers. The results show that many respondents (87.9%) reported that they have been influenced by green marketing advertisements, while only 12.1% indicated otherwise. This suggests that green marketing strategies, such as eco-labels, recycling logos, and sustainability campaigns, are effective in reaching and influencing young Malaysian consumers. The high percentage also reflects the growing impact of environmentally related promotions in shaping consumers' awareness and behaviour toward green products.

4.2 Inferential Analysis

4.2.1 Reliability Analysis

Table 4.6: Test of Reliability

Variables	No. of Items	Cronbach's Alpha Value	Result
PI	5	0.796	Acceptable reliability
EA	5	0.827	Good reliability
GME	5	0.802	Good reliability
PV	4	0.803	Good reliability
PCE	5	0.800	Good reliability
PB	4	0.838	Good reliability

Source: Results from Jamovi

Cronbach's Alpha was used to check the reliability of the constructs, as shown in Table 4.6. The results show that all variables reached acceptable to good levels of reliability, with values between 0.796 and 0.838, which is above the recommended value of 0.70. Specifically, purchase intention (PI)

indicated acceptable reliability, while environmental awareness (EA), green marketing efforts (GME), perceived value (PV), perceived consumer effectiveness (PCE), and purchase barriers (PB) showed good reliability. Overall, these findings suggest that each construct's measurement items are reliable and can effectively represent the underlying concepts. Therefore, all variables were retained for further analysis, and no items were removed. This indicates that the data is reliable and suitable for subsequent correlation and regression analyses.

4.2.2 Pearson Correlation Analysis

Table 4.7: Pearson Correlation Analysis

		PI	EA	GME	PV	PCE	PB
PI	Pearson's r	—					
	df	—					
	p-value	—					
EA	Pearson's r	0.724	—				
	df	219	—				
	p-value	< .001	—				
GME	Pearson's r	0.723	0.709	—			
	df	219	219	—			
	p-value	< .001	< .001	—			
PV	Pearson's r	0.692	0.573	0.782	—		
	df	219	219	219	—		
	p-value	< .001	< .001	< .001	—		
PCE	Pearson's r	0.593	0.601	0.699	0.671	—	
	df	219	219	219	219	—	
	p-value	< .001	< .001	< .001	< .001	—	
PB	Pearson's r	-0.463	-0.337	-0.534	-0.521	-0.404	—
	df	219	219	219	219	219	—
	p-value	< .001	< .001	< .001	< .001	< .001	—

Source: Results from Jamovi

As shown in Table 4.7, the Pearson correlation analysis was used to investigate the associations among all variables. The findings indicated that environmental consciousness ($r = 0.724$), green marketing activities ($r = 0.723$), perceived value ($r = 0.692$) and perceived consumer efficiency ($r = 0.593$) are positively correlated with purchase intention ($p < 0.001$). In contrast, purchase barriers ($r = -0.463$) are negatively and significantly related to purchase intention. Also, the correlations among independent variables range from moderate to strong ($r = 0.573$ to 0.782), indicating meaningful relationships without excessive multicollinearity. In general, the results suggest that the variables are significantly associated and suitable for further regression analysis.

4.2.3 Multiple Regression Analysis

Table 4.8: Model Summary

Model	R	R ²	Adjusted R ²
1	0.809	0.654	0.646

Note. Models estimated using sample size of N=221

Source: Results from Jamovi

Based on the table 4.8, obtained value of R is 0.809, it shows that there is a very strong relationship between the independent variables (environmental awareness, green marketing efforts, perceived value, perceived consumer effectiveness, and purchase barriers) and purchase intention. Moreover, the $R^2 = 0.654$ shows that around 65.4% of the variation in purchase intention can be explained by independent variables. Furthermore, the adjusted R^2 value indicated a good explanatory model of 0.646, demonstrates good

explanatory power after adjusting for the number of predictors included in the model.

Table 4.9: Coefficients

Predictor	Estimate	SE	t	p	Stand. Estimate
Intercept	1.0163	0.2676	3.798	< .001	
EA	0.3823	0.0532	7.187	< .001	0.4194
GME	0.1474	0.0773	1.906	.058	0.1514
PV	0.2564	0.0631	4.061	< .001	0.2771
PCE	0.0139	0.0656	0.212	.832	0.0127
PB	-0.0656	0.0350	-1.873	.062	-0.0909

Source: Results from Jamovi

Table 4.10: Collinearity Statistics (VIF) Analysis

	VIF	Tolerance
EA	2.12	0.472
GME	3.92	0.255
PV	2.89	0.345
PCE	2.21	0.452
PB	1.46	0.683

Source: Results from Jamovi

As shown in Table 4.9, environmental awareness ($\beta = 0.419$) and perceived value ($\beta = 0.277$) were found to have significant positive effects on purchase intention. This means that consumers are more willing to purchase green products when they have higher environmental awareness and perceive greater value in the products. On the other hand, green marketing efforts ($p = 0.058$), perceived consumer effectiveness ($p = 0.832$), and purchase

barriers ($p = 0.062$) have no significant impact because the p-values are greater than 0.05. However, the p-values for green marketing efforts and purchase barriers are close to the significance threshold, indicating that they may still have some influence on purchase intention. Consistent with theoretical expectations, purchase barriers are negatively correlated with purchase intention ($\beta = -0.091$), indicating that when consumers perceive more barriers, their willingness to buy green products may decrease.

Additionally, as shown in Table 4.10, the Variance Inflation Factor (VIF) was used to assess the multicollinearity of independent variables. The results showed that the VIF values in this study ranged from 1.46 to 3.92, all below the recommended threshold of 5 (Akinwande et al., 2015). This indicates that there was no strong correlation among the independent variables that could bias the regression results, thereby multicollinearity was not a major issue in this study. Therefore, the results of the multiple regression analysis offer some support for the hypotheses, H2, H4, and H5 are not supported, while H1 and H3 are supported.

CHAPTER 5: DISCUSSION, CONCLUSIONS AND IMPLICATIONS

5.0 Introduction

Table 5.1: Result of Hypothesis Test

Hypothesis	Result
H1: Environmental awareness has a significant positive relationship with purchase intention toward green products among young consumers in Malaysia.	Supported
H2: Green marketing efforts have a significant positive relationship with purchase intention toward green products among young consumers in Malaysia.	Not Supported
H3: Perceived value has a significant positive relationship with purchase intention toward green products among young consumers in Malaysia.	Supported
H4: Perceived consumer effectiveness has a significant positive relationship with purchase intention toward green products among young consumers in Malaysia.	Not Supported
H5: Purchase barriers have a significant negative relationship with purchase intention toward green products among young consumers in Malaysia.	Not Supported

Source: Developed for the research

5.1 Discussion of Major Findings

H1: Environmental awareness has a significant positive relationship with purchase intention toward green products among young consumers in Malaysia.

The findings show that among young Malaysians, environmental awareness and purchase intention are strongly positively correlated. According to (Boutaleb & Toukabri, 2026), which suggest that individuals who are more aware of environmental issues are more likely to purchase green products. When consumers are conscious about the effects of environmental problems including pollution and global warming, they become environmentally friendly in their consumption. In addition, increased awareness makes consumers more responsible for protecting the environment, it encourages them to choose green products. Furthermore, young consumers who are more conscious of the environment are more inclined to evaluate the long-term benefits of green products instead of focusing on short-term costs. Overall, this suggests that the awareness of environment not only influences attitudes but also strengthens behavioural intentions. Therefore, H1 is supported.

H2: Green marketing efforts have a significant positive relationship with purchase intention toward green products among young consumers in Malaysia.

The results show that young Malaysian consumers' buying intention is not significantly impacted by green marketing initiatives. It implies that marketing efforts might not be enough to effect consumers' decisions to buy green products. A possible reason is the growing problem of greenwashing, where consumers are doubtful about environmental claims made by companies. Consequently, the consumers may not believe in such information even though the marketing campaigns are advocating sustainability (Hossain et al., 2025). Furthermore, the effectiveness of green marketing may depend on the credibility, transparency, and consistency of the information provided. If consumers perceive the messages as exaggerated or misleading, it may reduce their confidence and willingness to

purchase the products (Mim et al., 2024). Moreover, today's young consumers are more exposed to digital information and are more critical of market information (Kalra et al., 2023). Therefore, green marketing efforts may require stronger authenticity and trust-building strategies to effectively influence consumers' purchase intention. H2 is not supported.

H3: Perceived value has a significant positive relationship with purchase intention toward green products among young consumers in Malaysia.

The findings demonstrate that the intention to buy is significant positively impacted by perceived value. It implies that when young consumers perceive green products as worth their price and beneficial, they are more willing to purchase them. Consumers tend to evaluate the trade-off between cost and benefits, and if the perceived benefits outweigh the cost, their purchase intention increases. Also, it highlights the importance of delivering value through product quality, performance, and environmental benefits (Shi et al., 2026). Additionally, perceived value may also include emotional and social value, where consumers feel satisfaction and pride when purchasing environmentally friendly products. This further strengthens their intention to engage in green consumption. The result indicates that value perception is a key determinant in influencing purchasing decisions, especially when consumers are willing to pay a premium for sustainable products (Parker et al., 2023). Therefore, H3 is supported.

H4: Perceived consumer effectiveness has a significant positive relationship with purchase intention toward green products among young consumers in Malaysia.

The results indicate that perceived consumer effectiveness does not significantly influence purchase intention. This suggests that young consumers may not strongly believe that their individual actions can make a meaningful impact on environmental issues. As a result, even if they are aware of environmental problems, they may not feel motivated to purchase green products. This lack of perceived impact may lead to passive behaviour and reduce engagement in sustainable

consumption (Yue & Nor, 2024). Furthermore, this finding indicates that consumers perceive environmental problems as collective issues that require large-scale actions rather than individual efforts. Therefore, even though they acknowledge environmental concerns, they may not translate this belief into actual purchase intention. This highlights the need for stronger communication strategies that emphasize the impact of individual actions in contributing to environmental sustainability. Therefore, H4 is not supported.

H5: Purchase barriers have a significant negative relationship with purchase intention toward green products among young consumers in Malaysia.

The findings show that purchase barriers have a negative but insignificant relationship with purchase intention. Although barriers such as high price, limited availability, and lack of trust exist, their influence is not strong enough to significantly affect consumers' intention. This may be because stronger factors such as environmental awareness and perceived value play a more dominant role in influencing purchase decisions (Tiwari, 2025). In addition, when young consumers perceive the advantages of green products, they might be more adaptable and willing to overcome certain barriers. For instance, they may still be willing to purchase green products despite higher prices if they believe the products provide sufficient value (Zheng et al., 2020). This suggests that while barriers exist, they do not necessarily prevent consumers from forming purchase intentions. Therefore, H5 is not supported.

5.2 Research Implications

5.2.1 Theoretical Implication

By applying the Attitude–Behaviour–Context (ABC) Model and the Theory of Green Purchase Behaviour, this study contributes to understanding young consumers' purchase intention toward green products in Malaysia. Results show that EA and PV have significant positive relationships with PI, which indicates that internal factors have a more dominant influence on consumers' behaviour. On the other hand, GME, PCE, and PB were found to be insignificant, suggesting that external and contextual factors may not directly influence purchase intention in this context. This partially supports the ABC Model, indicating that internal attitudes may play a more influential role than external conditions in driving green purchase behaviour among young consumers.

Furthermore, the results support the TGPB by emphasizing the importance of EA and PV in influencing consumer decisions. The significant impact of PV confirms that consumers are more likely to purchase green products when they perceive higher benefits. Hence, this study contributes to the existing literature by presenting findings from the Malaysian context and offers a clearer understanding of the factors affecting green purchase intention among young consumers, particularly university students and young working adults.

5.2.2 Recommendations of the Study

Based on the research, environmental awareness (EA) has a significant result on purchase intention (PI) toward green products. Therefore,

marketers should prioritize strategies that enhance consumers' EA through educational campaigns, sustainability initiatives, and informative marketing content that highlight environmental issues such as pollution and climate change. Young consumers should actively seek information about environmental issues and develop a stronger sense of responsibility toward sustainable consumption by making more environmentally conscious purchasing decisions. At the same time, the government should implement public awareness campaigns and environmental education programs to promote sustainable consumption and encourage environmentally responsible behaviour at a broader level.

In addition, green marketing efforts (GME) do not have a significant influence on PI. Hence, marketers should improve the effectiveness of their green marketing strategies by ensuring transparency, credibility, and authenticity in their environmental claims. Companies should avoid exaggerated or misleading information and instead provide clear, verifiable evidence about the environmental benefits of their products. Young consumers should become more critical and informed when evaluating green marketing messages to avoid being misled by false claims. At the same time, the government should strengthen regulations and monitoring mechanisms to reduce greenwashing practices and ensure that companies provide reliable and trustworthy environmental information. By improving trust and credibility, GME can become more effective in influencing consumers' PI.

Furthermore, perceived value (PV) significantly affects consumers' PI. Therefore, marketers should focus on improving the PV of green products by emphasizing product quality, safety, and environmental benefits, as well as communicating long-term value and durability to justify premium pricing. Young consumers should evaluate green products based on their long-term benefits rather than short-term costs, and consider the overall value delivered by sustainable products. Meanwhile, the government should

support businesses by promoting standards and certifications that ensure product quality and environmental credibility, which can strengthen consumers' confidence in green products.

Moreover, perceived consumer effectiveness (PCE) has no significant positive effect on PI. Therefore, marketers should design campaigns that emphasize the impact of individual actions, such as demonstrating how each purchase contributes to environmental protection and collective sustainability. Young consumers should recognize that their individual purchasing decisions, although small, can collectively contribute to meaningful environmental change. The government should implement programs that promote the power of the collective impact of individual actions, such as national sustainability programs and community-based environmental campaigns.

Finally, purchase barriers (PB) have a negative but insignificant effect on PI. Thus, marketers should reduce these barriers by offering competitive pricing, enhancing the product accessibility, and increasing availability through both online and offline channels. Young consumers should be encouraged to explore green alternatives and be willing to overcome minor barriers when they perceive the benefits of sustainable products. Meanwhile, the government should introduce a series of supportive policies by providing subsidies, incentives, or tax reductions for green products to reduce cost barriers and encourage wider adoption of environmentally friendly products.

5.3 Study Limitation

5.3.1 Sample Limitation

This study primarily focuses on young consumers in Malaysia, and the respondents are largely university students and young working adults. As a result, the results may not fully represent other demographic groups such as individuals from different employment backgrounds and age groups. Different age groups and employment statuses may have different purchasing behaviours, income levels, and environmental awareness, which can influence their intention to purchase green products. Therefore, the limited demographic scope may reduce the generalisability of the findings to the broader population.

5.3.2 Sample Design Limitation

This study used a cross-sectional design, which implies that the information was gathered all at once. This approach restricts the ability to observe changes in consumer behaviour over time and makes it difficult to establish causal relationships between variables. In addition, external factors such as economic conditions, cultural influences, and individual psychological traits may also affect purchase intention but were not fully captured in this study. As a result, the findings may not completely reflect the complexity of consumer decision-making behaviour.

5.4 Future Research Directions

5.4.1 Sample Improvement

It is suggested that the sample of young consumer group should be more diverse in future studies, by incorporating respondents from different educational backgrounds, income levels, and occupations. This would improve the generalisability of the results and provide a more comprehensive understanding of consumer behaviour. Furthermore, a more diverse sample would allow researchers to compare behavioural differences within the young consumer segment, thereby improving the external validity of the study.

5.4.2 Research Design Enhancement

Longitudinal research design can be adopted in future research to better observe the changes in consumer behaviour over time and to establish stronger causal relationships between variables. Unlike cross-sectional studies, longitudinal research allows for the observation of behavioural trends and patterns across different time periods, such as the fluctuations in income and exposure to sustainability campaigns, thereby providing deeper insights into how purchase intention evolves.

5.5 Conclusion

Overall, this study contributes to a better understanding of green consumer behaviour among young consumers in Malaysia by providing empirical evidence

on the key factors influencing purchase intention. These findings may also be useful for companies, policymakers and consumers in promoting sustainable consumption.

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