



# Green Purchasing Trends: Insights from The Malaysian Community

Shawal Sahid Hamid @Hussain<sup>1</sup>, Wan Natasha Binti Wan Naziron<sup>2</sup>, Nor Ayuni Binti Mohd Suhaimi<sup>3</sup>, Noorliana Safian<sup>4</sup>, Azlina Mohd Hussain<sup>5</sup>, Norazlin Abd Aziz<sup>6</sup>, Nor Syamaliah Ngah<sup>7</sup>

<sup>1,4,6,7</sup>Fakulti Sains Pentadbiran & Pengajian Polisi, Universiti Teknologi MARA Cawangan Negeri Sembilan, Kampus Seremban, <sup>2,3</sup>Agensi Kaunseling & Pengurusan Kredit, Kuala Lumpur, <sup>5</sup>Fakulti Undang-Undang, Universiti Teknologi MARA Cawangan Negeri Sembilan, Kampus Seremban, <sup>3</sup>Kolej Komuniti Hulu Terengganu  
Email: shawalhussain@uitm.edu.my, wannatasha25@gmail.com, ayunisuhaimi001123@gmail.com, noorliana\_safian@uitm.edu.my, azlin072@uitm.edu.my, norazlin525@uitm.edu.my, syamaliah@uitm.edu.my  
Corresponding Author Email: syamaliah@uitm.edu.my

To Link this Article: <http://dx.doi.org/10.6007/IJAREMS/v13-i1/20724>

DOI:10.6007/IJAREMS/v13-i1/20724

Published Online: 11 February 2024

## Abstract

The adoption of green consumption practices among individuals represents a promising avenue for mitigating the adverse environmental impacts of consumption. In this context, our study places particular emphasis on fostering environmental consciousness, which is captured through key variables including environmental attitudes, self-efficacy, and perceived severity. This research assumes considerable significance as it endeavors to stimulate the uptake of eco-friendly products within daily consumption patterns, thereby promoting sustainability at the community level. Central to our methodology is a quantitative approach aimed at comprehensively assessing the factors influencing community intentions toward green purchases. A total of 354 communities participated in this research endeavor, facilitated by a convenience sampling method. By systematically investigating these factors, our study not only enriches the theoretical underpinnings of the subject matter but also provides practical insights conducive to societal progress. The findings of our study underscore the positive relationship between individual-centric factors—namely self-efficacy, environmental attitudes, and perceived severity—and the shaping of green purchase behavior. By elucidating these relationships, our research contributes meaningfully to the ongoing dialogue surrounding environmental awareness and conservation efforts. Ultimately, our findings hold potential for bolstering initiatives aimed at sustainable resource management and ecological preservation.

**Keywords:** Green Purchase Intention, Behaviour, Self-Efficacy, Environmental Attitude, Perceived Severity.

**Introduction**

In a broad sense, green purchases refer to the consumer-initiated procurement of environmentally friendly products and endeavours that conserve resources and safeguard the natural world (Zhang et al., 2024). Put simply, green purchasing, also known as environmental preference purchasing, pertains to the acquisition of products and services that serve the same function but have a diminished or negligible negative influence on the environment and human health when compared to alternative options (Maichum et al., 2016). Which of the following may be considered in this comparison: procurement of primary materials, manufacturing, packaging, distribution, reutilization, operation, maintenance, or disposal of services or products?

By engaging in this endeavour, Internet users have the potential to enhance their consciousness and sense of duty regarding environmental protection, as well as develop a pride or tranquility that is directly related to environmental protection (Zhang et al., 2024). Environmental catastrophes such as pollution and waste production, as well as the increasing international recognition of the importance of environmental sustainability, have increased public consciousness regarding environmental issues (Dalila et al., 2020). Products and services that introduce and promote reusable, high-quality, and durable items to reduce the presence of hazardous and toxic substances to life, conserve energy and water (e.g., by minimising waste generation) and reusable or recyclable materials to reduce greenhouse gas emissions—thereby posing no threat to human health or the environment—and occupying less space in landfills are examples of better environmental attributes.

In addition, green purchasing can facilitate the mitigation of financial and environmental risks for businesses. Conversely, organisations might prefer to engage their suppliers during the design phase or establish a supplier qualification network utilising benchmarks and assessments to identify those who practice responsible environmental management. Furthermore, the promotion of government procurement as a means to safeguard the environment is referred to as "public procurement of environmental responsibility" (Dalila et al., 2020). Consequently, the government assumes a significant role in both influencing the purchasing decisions of consumers and promoting and encouraging the purchase of environmentally friendly products. This assertion is made due to the evident existence of numerous problematic issues in the present day, including the substantial issue of refuse dumping that results in the accumulation of garbage heaps throughout the nation. The Malaysia Investment Development Authority MIDA's official website predicts that 14 million metric tons of municipal solid waste will be collected annually through 2022. As a result, practitioners of green purchasing may experience significant advantages, including enhanced environmental performance, improved supplier relationships, risk management, and eco-efficiency.

Subsequently, in regard to the intention of the community to make green purchases, the majority of research suggests that specific individual factors serve as the most reliable predictors and should be regarded as the determining elements (Zhang et al., 2024). Self-efficacy is the initial individual factor that has been identified as being associated with green purchase intention (Sh. Ahmad et al., 2022). When self-efficacy is a perceived response, it pertains to an individual's convictions regarding their capability to regulate their own level of functioning and life-altering circumstances (Bandura, 1991). Perceptions of self-efficacy, as

defined at this overarching level, exhibit a marked divergence from perceived behavioural control, which centres on the capability to execute specific behaviours. Therefore, self-efficacy and green purchasing can be associated, as the former can influence an individual's conviction regarding the feasibility of a particular endeavour affecting them, such as purchasing environmentally friendly products that contribute to a sustainable environment.

In summary, it can be deduced that the aforementioned individual factors significantly influence the extent to which Malaysian consumers are inclined to make environmentally friendly purchases. This is because each of these factors—self-efficacy, environmental attitude, and perceived severity—contributes positively to the community's and government's perception and impact when it comes to educating netizens about a sustainable and healthy environment and raising national environmental awareness.

Malaysia is experiencing a significant increase in population. The population of the region experienced significant growth from 32.4 million in 2020, 34,308,525 in 2023 and 34,518,471 as of January 2024. Consequently, there has been a substantial escalation in solid waste disposal, with an estimated 38,427 metric tons per day in 2021, equivalent to 1.17 kg per person or capita. Of this waste, 82.5 percent is disposed of in landfills, which is in stark contrast to the 6.94 million tons of solid waste generated in Singapore, of which 3.83 million tons were recycled (MIDA, 2021). The Malaysia Investment Development Authority MIDA projects that by 2022, the quantity of municipal solid waste (MSW) collected will be sufficient to fill the PETRONAS Twin Towers every seven days, which is equivalent to 14 million metric tons. Moreover, in Malaysia, household waste constitutes the primary source of municipal solid waste (MSW), amounting to 6.1 million tons annually. This accounts for 44.5% of the total solid waste data, particularly during the Covid-19 pandemic, according to the Khazanah Research Institute (KRI) (Veknesh, 2021).

As a result, it is critical to address these escalating concerns and construct additional facilities immediately, as Malaysia's rate has surpassed the 30,000 metric tons per day in 2020 that the Japan International Cooperation Agency (JICA) study projected for the country. In contrast, the solid waste corporation (SWCorp) disclosed that the recycling rate attained in 2020 stands at 30.67%, which is comparatively diminished when compared to other developed nations like Singapore (59%), Korea (49%), and Taiwan (60%) as well. Similarly, the waste management system in Malaysia is inadequate to accommodate the quantity of plastic waste generated. Malaysia ranks second in terms of solid waste comprising plastic, with the Philippines being the sole producer of more. Malaysia generates a substantial quantity of improperly disposed plastic refuse annually, exceeding 0.94 million tons. This amount contributes to the discharge of non-recyclable waste and exacerbates the reduction in landfill capacity (Chen, 2021). Paper bags are recyclable and can aid in reducing the daily increase in the amount of plastic waste that enters the environment; therefore, it is strongly recommended that these products be promoted and sold. An example of such a product is the communal utilisation of paper sacks (Mahidin, 2022). Moreover, according to data published by the Department of Statistics Malaysia's Environmental Statistics, Selangor, 2021, Selangor's scheduled waste increased by 1,019,932 metric tons in 2019 and 2,048,558 metric tons in 2020.

Thus, research has been conducted to identify social factors, including product attributes and marketing, social norms and social capital, and product attributes and marketing, that may

influence the community's intention to make green purchases (Zhang et al., 2024). Nonetheless, it is imperative to consider this matter from an individual standpoint as well, given that numerous studies demonstrate that these issues are predominantly attributable to individual factors or societal intentions and attitudes (Srun & Kurisu, 2019). Individual factors encompass an individual's distinct personal attributes, including but not limited to a proactive disposition and a goal-oriented approach to learning. This is due to the fact that an individual's conduct towards particular intentions and actions can be influenced by personal factors (Zia et al., 2020).

Furthermore, behaviour can be impacted by individual-related factors, including physical, personal, and emotional elements. Personal and emotional factors encompass elements such as life experiences, beliefs, expectations, emotions, mental health, and life circumstances, in contrast to physical factors which include age, health, substance abuse, and companions (Srun & Kurisu, 2019). As a result, the purpose of this research is to examine the individual determinants, including self-efficacy, environmental attitude, and perceived severity, that influenced the green purchasing intention of the Shah Alam community.

### **Literature Review and Hypothesis Development**

The term "green purchase" refers to the acquisition of products that are beneficial to the environment and are typically recycled (Mostofa, 2007). In addition, environmentally friendly products prevent damage to society and the environment. The assessment of customer green purchase behaviour frequently relies on customer intentions and willingness to acquire green products; this, in turn, impacts customer purchasing behaviour with regard to ecologically sustainable goods (Joshi & Rahman, 2015). More specifically, a sustainable product or green product is one that offers numerous advantages to both the environment and society. Green products consist of eco-friendly containers, recycled paper, and energy-efficient lamps, among others (Joshi & Rahman, 2015).

Presently, green purchasing has evolved into a crucial element in assisting individuals in leading healthier lives. Kashi (2019) defines green purchase intention as the inclination and capability of a consumer who is conscious of the significance of environmental sustainability and is concerned about environmental issues to choose environmentally friendly products over conventional ones. Currently, the production process of conventional goods tends to prioritise environmental impact and influence, such as waste generation and pollution. However, there is a growing global recognition of the critical nature of environmental sustainability. In addition, this has an impact on human behaviour, as consumers increasingly prefer eco-friendly products. Products with a focus on the market and minimal environmental impact are considered to be environmentally friendly (Slašánová, 2021). This is evidenced by the growing preference for environmentally favourable products among consumers, who are concerned with environmental preservation. Numerous studies in this domain have consistently shown that informed purchasers who incorporate environmental considerations into the procurement procedure possess the capacity to reduce or entirely eradicate waste and environmental repercussions, in addition to financial savings.

Rogers formulated the Protection Motivation Theory (PMT) in 1975 with the purpose of delineating indicators that characterise risk-averse conduct (Bockarjova & Steg, 2014). In order to elucidate the process of behavioural choice, PMT effectively integrates social and

personal constructs (Raineart & Christensen, 2017). Janmaimool (2017) posits that the PMT operates under the assumption that individuals engage in risk prevention behaviours due to their intrinsic motivation to safeguard themselves against potential dangers. The protection motivation theory examines an individual's coping mechanisms and decision-making processes during periods of peril or turbulence in life. These decisions are executed in self-defense against perceived dangers. The theory attempts to forecast and explain why individuals alter their behaviour in the future.

This study is relevant to the Protection Motivation Theory due to its objective of delineating the behavioural aspect of individuals in relation to the environment and their intention to make green purchases. Janmaimool (2017) posits that the PMT presupposes that individuals engage in risk prevention behaviours due to their intrinsic motivation to safeguard themselves against potential hazards. This is because continued usage of a harmful product would require individuals to consider the long-term environmental consequences. Individuals must modify their conduct in order to preserve the environment for future generations.

### **Self-efficacy and Green Purchase Intention**

Self-efficacy, as defined by Tabernero and Hernandez (2011), is the conviction that one is capable of directing and carrying out the necessary actions to address a specific situation in the near future. Additionally, self-efficacy pertains to an individual's belief in their capacity to regulate their own motivations, actions, and social surroundings. Consumers who hold such beliefs and exhibit a positive attitude will be more inclined to purchase or utilise green products (Chaihanchai & Anantachart, 2023). The study conducted by Candrianto et al (2023) revealed a significant correlation between individuals' intentions to purchase green products and their environmental attitudes. Additionally, a number of studies have discovered that environmental attitudes have a positive impact on the purchasing intentions of the community with regard to green products. A variety of impacts are generated via four primary mechanisms: cognitive, motivational, affective, and selection processes. Moreover, a robust perception of efficacy can augment human accomplishments and individual welfare in a multitude of ways. Individuals who possess a strong sense of self-assurance perceive challenging tasks as opportunities for growth and improvement, rather than as threats to be evaded (Bandura, 1994).

The Protection Motivational Theory posits that individuals' inclination to participate in risk prevention behaviours is driven by their inherent desire to safeguard themselves against potential dangers. The concept of the protective motive influences how individuals respond to and make choices in the face of hazardous or distressing life circumstances. The purpose of making these decisions is to safeguard oneself against perceived dangers. Singh and Khanwani (2023) discovered a noteworthy and favourable correlation between self-efficacy and green purchasing intentions via consumer effectiveness perceptions. According to TMP, self-efficacy may also serve as a predictor of attitudes and behaviours. Bandura (1994) found that individuals with a strong sense of self-efficacy are more inclined to exhibit superior levels of performance and a greater degree of dedication to their objectives. Self-efficacy has been proposed to have a positive impact on performance (Raharjo et al., 2023). Self-efficacy is a construct that is correlated with an array of behavioural outcomes; individuals who possess higher levels of self-efficacy are more likely to exhibit assurance in their capacity to generate and select ideas (Hmieleski & Baron, 2008).

**H1: There is significant relationship between self-efficacy and green purchase intention.**

**Environmental Attitude and Green Purchase Intention**

Attitude is a subjective sentiment that is both positive and negative in nature; it is formed in response to an individual's performance of a specific behaviour (Eagly Chaiken, 1993; Ajzen, 1991). In relation to environmental attitudes, the term "it" refers to a cognitive evaluation used to quantify the significance of safeguarding the environment (Lee, 2011). Taylor and Todd (1995); Chen and Tung (2014); Ajzen (1991) postulate that an individual's behavioural intentions are positively correlated with their attitude. Conversely, negative-directed attitudes are associated with more negative-oriented intentions. The intention of consumers to purchase green products is significantly influenced by positive attitudes and the green values associated with those products (Chaihanchai & Anantachart, 2023; Sh. Ahmad et al., 2022).

Awan et al (2022) provide evidence that individuals who have been exposed to more media are more enthusiastic and engage in a greater number of environmental protection activities. Upon closer inspection, it becomes apparent that the diffusion of ambient information is the underlying mechanism. Moreover, our findings withstand a diverse range of robustness assessments. By utilising instrumental variable estimates, causal evidence regarding the impact of media exposure on pro-environmental attitudes and behaviour is established at the individual level.

Motivating pro-environmental attitudes and behaviours in developing countries, the communication should centre on the potential for environmental knowledge dissemination via the media to foster a more sustainable society. Potentially applicable to future natural disaster researchers and administrators, the results of this study could enhance the effectiveness of typhoon response planning. In conclusion, governments around the globe may use the results of this study as a theoretical foundation for developing and implementing policies and programs to reduce the risk of natural disasters. Therefore, the following hypothesis was proposed for the study:

**H2: There is a significant relationship between environmental attitude and green purchase intention.**

**Perceive Severity and Green Purchase Intention**

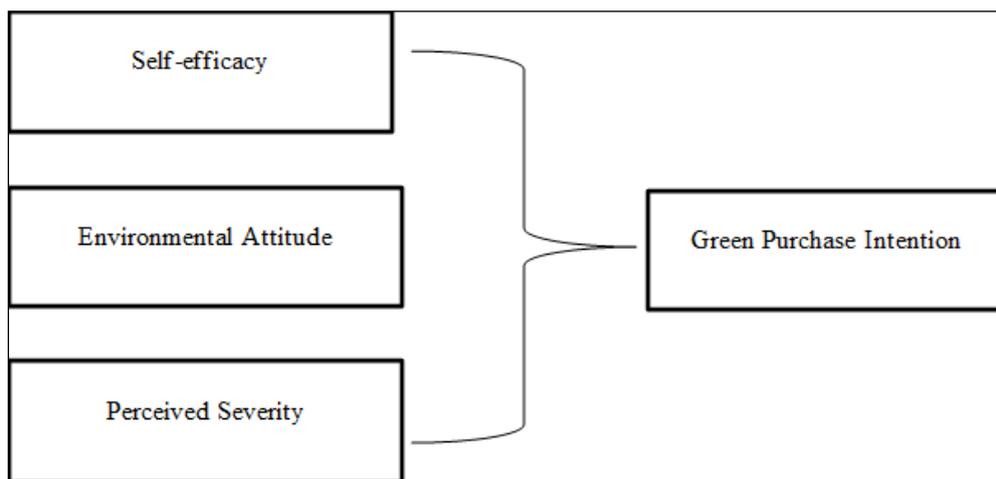
Perceived severity refers to the extent to which an individual considers the potential danger posed by an object in close proximity to themselves (Janmaimool, 2017). Furthermore, this perceived severity is employed to predict whether an individual's behaviour will alter or their level of intention to do so, as stated by (Weinstein and Neil, 2000). This is because certain individuals will not begin to change until they develop a suspicion that they are being affected by something severe. reduction in size. In tandem with the rise of a green consumer society that seeks environmentally friendly products with minimal harm to the planet, this has prompted numerous industries to incorporate environmental concerns into their operations, beginning with the evaluation of the environmental impact of each raw material. The awareness of returning to nature also exerts an influence on the development of green purchase intention (Kashi, 2020).

Perceived severity pertains to the degree of gravity that an individual considers to be the hazard posed to an object or environment in the vicinity of him or her (Janmaimool, 2017).

Consequently, this perceived severity is also utilised to forecast an individual's intention to modify their behaviour or alter their behaviour. This is due to the fact that certain people will only begin to change if they perceive that something significant can impact them. As a result, we generate the hypothesis that the intention of the community to purchase green products can be influenced by the perceived severity.

The most recent study discovered on perceived severity is comparable to our research. The study conducted by Hassan et al (2023) examined the relationship between the perceived severity of the crisis and satisfaction with governments' response to the pandemic, as well as protective behavioural modifications. Some individuals exhibited a reduced number of behavioural modifications when they had a strong optimism bias, while those who had a heightened level of anxiety and a greater perception of severity made more. Additionally, those who perceive government unfavourably and have low levels of severity make the least number of behavioural adjustments, while those who perceive government as having high levels of severity and satisfaction make the most. This investigation contributes to the collective understanding of psychological determinants that impact individuals' reactions to NPIs (Fragkaki, 2021). Therefore, the following hypothesis was proposed for the study:

**H3: There is a significant relationship between perceived severity and green purchase intention.**



*Figure 1.1: Conceptual Framework of Community Intention on Green Purchase.*

### **Methodology**

This study employs a quantitative approach to investigate the inclination towards environmentally conscious purchasing in Malaysia. A survey was administered to a convenience sample of 354 participants. The measurement items utilized in this research were drawn from existing literature. Self-efficacy was assessed using four items adapted from Shafiei & Maleksaeidi (2020), environmental attitude was gauged with five items adapted from Silva et al (2015), perceived severity was evaluated with three items from Shafiei & Maleksaeidi (2020), and green purchase intention was measured using four items from (Maichum et al., 2016).

Table 1  
*Reliability Test*

Variables	Cronbach's Alpha	Number of Items	Decision
<b>Dependent Variable:</b>			
• Green Purchase	• 0.931	• 4	Reliable
<b>Independent Variables:</b>			
• Self-Efficacy	• 0.896	• 5	Reliable
• Environmental Attitude	• 0.894	• 4	Reliable
• Perceived Severity	• 0.861	• 3	Reliable

Table 1 shows the reliability of the survey. The analysis shows a Cronbach alpha of all variables is above 0.7, thus, revealing a good reliability of the instrument chosen. Further analysis using SPSS is done to present findings to answer the research questions for this study.

## Findings

### *Demographic Profile*

In term of the gender in this research, there are 246 male respondents (69.5%) and 108 female respondents (30.5 %). For the age category, there are 5 category of ages which is 21-25, 26-30, 31-35, 36-40, and 41 years and above. The highest respondent for the age category is for the range of 21-25 years' old which is 255 respondents (72%) followed by the range of 26-30 years old which is 39 respondents (11%). Then, the third category of age is from the range of 31-35 years' old which is 22 respondents (6.2%), followed by the range 41 and above year old which is 23 respondents (6.5%). Lastly, the lowest category is 36-40 which is only 15 respondents (4.2%).

Table 2  
*Correlation between self-efficacy and green purchase intention*

	Self-Efficacy	Green Purchase Intention
<b>Pearson Correlation</b>	1	0.448**
<b>Sig.</b>		<0.001
<b>N</b>	354	354

The correlation between self-efficacy and intention to make green purchases is significant and positive, as shown in the Table 2 of correlation results above ( $r = 0.612$ ,  $p = 0.001$ ,  $p < 0.05$ ). As a result, H1 is accepted, which states that there is a significant and positive relationship between self-efficacy and the intention to make green purchases in the Shah Alam, Selangor community.

Table 3

*Correlation between environmental attitude and green purchase intention*

	<b>Environmental Attitude</b>	<b>Green Purchase Intention</b>
<b>Pearson Correlation</b>	1	0.670**
<b>Sig.</b>		<0.001
<b>N</b>	354	354

The correlation between environmental attitudes and green purchase intention is significant and positive, as shown in Table 3 of the correlation results above ( $r = 0.670^{**}$ ,  $p = 0.001$ ,  $p < 0.05$ ). Hence, H2, which posits a positive and statistically significant correlation between environmental attitudes and the intention to make green purchases within the community of Shah Alam, Selangor, is deemed valid.

Table 4

*Correlation between perceived severity and green purchase intention*

	<b>Perceived Severity</b>	<b>Green Purchase Intention</b>
<b>Pearson Correlation</b>	1	0.544**
<b>Sig</b>		<0.001
<b>N</b>	354	354

The correlation between environmental attitudes and green purchase intention is significant and positive, as shown in the Table 4 of correlation results above ( $r = 0.544^{**}$ ,  $p = 0.001$ ,  $p < 0.05$ ). As a result, H3 is accepted, which states that there is a positive and statistically significant relationship between the perceived severity and the intention to purchase green products among the residents of Shah Alam, Selangor.

In this study, the researchers employed multiple regressions to ascertain the factors of self-efficacy, environmental attitudes, and perceived severity that have the greatest influence on green purchase intention in the vicinity of Shah Alam, Selangor.

Table 5

*Result of Multiple Regression Analysis*

<b>Variable</b>	<b>Beta</b>	<b>Sig.</b>	<b>Tolerance</b>	<b>VIF</b>
<b>Self-efficacy</b>	0.365	0.001	0.735	1.361
<b>Environmental Attitudes</b>	0.405	0.001	0.367	2.723
<b>Perceived Severity</b>	0.103	0.061	0.430	2.325
<b>R<sup>2</sup></b>			0.550	
<b>Adjusted R<sup>2</sup></b>			0.547	
<b>F Change</b>			142.84	
<b>Sig.</b>			0.001	

As indicated in the aforementioned table, the adjusted  $R^2$  value of 54.7% for the regression analysis indicated that all factors served as predictors of green purchase intention. The ANOVA produced in this analysis demonstrates a statistically significant probability value ( $p=0.001$ ), indicating that with the exception of perceived severity ( $p=0.061 > 0.05$ ), all the factors of self-efficacy and environmental attitudes have a significant impact on green purchase intention. The aforementioned table also presents a significant beta value ( $B=0.405$ ,  $P=0.001$ ), indicating that environmental attitudes account for a substantial proportion or significantly influence green purchase intention. This indicates that influencing green purchasing behaviour positively and ensuring environmental attitudes are considered when determining whether an individual intends to make a green purchase is crucial.

### **Theoretical and Managerial Implications**

The result of this study will be a greater understanding, from both a practical and theoretical standpoint, of the various consumption values and their influence on the intention to purchase green products, which will ultimately result in the purchase of those products. The empirical findings of this study indicate that the majority of the constructs examined, including social and emotional value and green trust, exert a significant positive impact on the purchase intention and green purchasing behaviour of Malaysian customers. These results may serve as a foundation for future research in this area. In recent times, there has been an increased focus on environmental sustainability and research in emergent economies, including China, India, and Vietnam, owing to their substantial populations and the critical nature of ecological behaviour in those nations. The fact that the sample respondents were exclusively youthful, well-educated individuals from Malaysia complicates the generalizability of the current findings to other Asian nations or the entire world. Contrary to expectations. Nevertheless, when viewed through an academic lens, the present investigation examines a highly consequential emerging economy in South Asia and presents a pathway to a novel conceptual framework that may prove advantageous to subsequent researchers conducting research in the Asia-Pacific region. The empirical findings presented in this paper offer a comprehensive analysis of the relationship between consumption protection motivation theory and innovative approaches to sustainability and the global environment. They suggest that well-established instruments and research models can be fully adapted and utilised in this regard (Grunert et al., 2011). In general, academics, business owners, and policymakers will find the findings of the present study useful in developing novel strategies for green marketing practices in Malaysia and other Asian nations.

Additionally, the research outcomes could provide organisations with the means to develop and market the consumption benefits of environmentally friendly products, thereby increasing consumers' intention to purchase such products as part of their green lifestyle. Practically speaking, in order to promote green purchasing behaviour, businesses and organisations should integrate functional, emotive, and social values into their products and services, as well as develop engaging marketing campaigns to increase customers' environmental consciousness. As part of their efforts to reduce the consumption of the world's resources, the study argues that corporations worldwide should educate the public about environmentally responsible conduct.

The present study's analyses will infuse renewed vitality into the plethora of diverse studies that have examined consumers' environmental behaviour, specifically in relation to their intention to purchase green products within the Malaysian context. Governments and organisations ought to consistently emphasise the significance of environmental

sustainability and promote green consumption in order to arouse public consciousness and emotionally engage consumers with regard to ecological sustainability.

### **Limitations of the Study and Future Research**

Despite the meticulous development of the present research design to address the research objectives and thereby minimise the research gap, the study has confronted only a few limitations. Consequently, numerous areas for enhancement in this study are proposed for subsequent researchers. Given that the sample for the present study was obtained from a particular geographic area (Selangor), the applicability of the results to a broader context will be called into question. The findings of this study may not be representative of all Malaysian consumers, as the sample size was limited to Selangor. Therefore, it is recommended that future researchers expand the geographical scope of their investigations to include both developed and developing countries, and utilise larger samples. Furthermore, it is crucial to exercise critical judgement when evaluating the generalizability of the results to different populations, as the majority of respondents are young, highly educated individuals pursuing post-graduate degrees. Incorporating a more diverse target sample could potentially enhance the analysis's validity.

Once more, convenience sampling was utilised in this investigation, potentially restricting the applicability of the study's findings. Subsequent investigations might broaden the study's scope by focusing on distinct categories of environmentally friendly products and by identifying consumers who are procuring particular green services and products. Moreover, this investigation solely examines green trust as a mediating variable; thus, there are numerous opportunities to expand the scope of the study. Further investigation could entail the inclusion of additional mediating and moderating variables in order to examine the extent to which a specific subset of the target market accepts and engages with environmentally friendly products and services.

### **References**

- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Awan, T. M., Zhang, X., Zhou, Y., & Zhou, Z. (2022). Does media usage affect pro-environmental attitudes and behaviors? Evidence from China. *International Review of Economics & Finance*, 82, 307–317. <https://doi.org/10.1016/j.iref.2022.06.022>
- Bandura, A., & Wessels, S. (1994). Self-efficacy (Vol. 4, pp. 71-81). na.
- Bockarjova, M., & Steg, L. (2014). Can Protection Motivation Theory predict pro-environmental behavior? Explaining the adoption of electric vehicles in the Netherlands. *Global environmental change*, 28, 276-288.
- Candrianto, C., Aimon, H., & Sentosa, S. U. (2023). The role of knowledge, awareness and environmental attitudes in green product management. *Global Journal of Environmental Science and Management*, 9(1), 101-112.
- Chaihanchai, P., & Anantachart, S. (2023). Encouraging green product purchase: Green value and environmental knowledge as moderators of attitude and behavior relationship. *Business Strategy and the Environment*, 32(1), 289-303.
- Chen, H. N. (2021). The plastic waste problem in Malaysia: management, recycling and disposal of local and global plastic waste. *SN Applied Sciences A Springer Nature Journal*, 2-3.

- Chen, M. F., & Tung, P. J. (2014). Developing an extended theory of planned behavior model to predict consumers' intention to visit green hotels. *International journal of hospitality management*, 36, 221-230.
- Dalila, D., Latif, H., Jaafar, N., Aziz, I., & Afthanorhan, A. (2020). The mediating effect of personal values on the relationships between attitudes, subjective norms, perceived behavioral control and intention to use. *Management Science Letters*, 10(1), 153-162.
- Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Harcourt brace Jovanovich college publishers.
- Fragkaki, I., Maciejewski, D. F., Weijman, E. L., Feltes, J., & Cima, M. (2021). Human responses to Covid-19: The role of optimism bias, perceived severity, and anxiety. *Personality and Individual Differences*, 176, 110781.
- Hmieleski, K. M., & Baron, R. A. (2008). Regulatory focus and new venture performance: A study of entrepreneurial opportunity exploitation under conditions of risk versus uncertainty. *Strategic Entrepreneurship Journal*, 2(4), 285-299.
- Janmaimool, P. (2017). Application of protection motivation theory to investigate sustainable waste management behaviors. *Sustainability (Switzerland)*, 9(7). <https://doi.org/10.3390/su9071079>
- Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. *International Strategic Management Review*, 3(1-2), 128-143. <https://doi.org/10.1016/j.ism.2015.04.001>
- Lee, K. (2011). The role of media exposure, social exposure and biospheric value orientation in the environmental attitude-intention-behavior model in adolescents. *Journal of environmental psychology*, 31(4), 301-308.
- Hassan, M. S., Al Halbusi, H., Razali, A., Ariffin, R. N. R., & Williams, K. A. (2023). The Swedish gamble: trust in the government and self-efficacy in the battle to combat COVID-19. *Current Psychology*, 42(21), 17935-17950.
- Maichum, K., Parichatnon, S., & Peng, K.-C. (2017). Developing An Extended Theory Of Planned Behavior Model To Investigate Consumers' Consumption Behavior Toward Organic Food: A Case Study In Thailand. *International Journal Of Scientific & Technology Research*, 6, 1. [www.ijstr.org](http://www.ijstr.org)
- Mahidin, D. S. (2022). *Environment Statistics Selangor 2021*. Malaysia: Department of Statistics, Malaysia.
- Malaysian Investment Development Authority. (2020). *Sustainable Waste Management in Malaysia : Opportunities and Challenges*. MIDA | Malaysian Investment Development Authority. <https://www.mida.gov.my/sustainable-waste-management-in-malaysia-opportunities-and-challenges/>
- Mostafa, M. M. (2007). A hierarchical analysis of the green consciousness of the Egyptian consumer. *Psychology & Marketing*, 24(5), 445-473. <https://doi.org/10.1002/mar.20168>
- Naalchi Kashi, A. (2020). Green purchase intention: A conceptual model of factors influencing green purchase of Iranian consumers. *Journal of Islamic Marketing*, 11(6), 1389-1403.
- Raharjo, I. B., Ausat, A. M. A., Risdiyanto, A., Gadzali, S. S., & Azzaakiyyah, H. K. (2023). Analysing the Relationship between Entrepreneurship Education, Self-Efficacy, and Entrepreneurial Performance. *Journal on Education*, 5(4), 11566-11574.
- Sh. Ahmad, F., Rosli, N. T., & Quoquab, F. (2022). Environmental quality awareness, green trust, green self-efficacy and environmental attitude in influencing green purchase behaviour. *International Journal of Ethics and Systems*, 38(1), 68-90.

- Singh, S., & Khanwani, G. (2023). Environmental Concerns, Communal Orientation, and Environmental Self-Efficacy as Predictors of Ecologically Conscious Consumer Behaviour Among Young Adults. In IOP Conference Series: Earth and Environmental Science (Vol. 1279, No. 1, p. 012030). IOP Publishing.
- Shafiei, A., & Maleksaeidi, H. (2020). Pro-environmental behavior of university students: Application of protection motivation theory. *Global Ecology and Conservation*, 22. <https://doi.org/10.1016/j.gecco.2020.e00908>
- Slastanova, N. (2021). The Benefits of Applying the Green Purchasing. *Globalization and its Socio-Economic Consequences 2020*, 4.
- Srun, P., & Kurisu, K. (2019). Internal and external influential factors on waste disposal behavior in public open spaces in Phnom Penh, Cambodia. *Sustainability*, 11(6), 1518.
- Taberner, C., & Hernandez, B. (2011). Self-efficacy and intrinsic motivation guiding environmental behavior. *Environment and Behavior*, 43(5), 658-675.
- Taylor, S., & Todd, P. (1995). Decomposition and crossover effects in the theory of planned behavior: A study of consumer adoption intentions. *International journal of research in marketing*, 12(2), 137-155.
- Veknesh, I. (2021). The Impact of COVID-19 on Solid Waste Generation in the Perspectives of Socioeconomic and People's Behavior: A Case. *Sustainability*, 2.
- Zhang, J., Islam, M. S., Jambulingam, M., Lim, W. M., & Kumar, S. (2024). Leveraging environmental corporate social responsibility to promote green purchases: The case of new energy vehicles in the era of sustainable development. *Journal of Cleaner Production*, 434, 139988.
- Zia, M. Q., Naveed, M., Bashir, M. A., & Shamsi, A. F. (2020). The interaction of situational factors on individual factors and self-development. *European Journal of Training and Development*, 44(4/5), 509-530.