

## Modeling Factors Influencing Purchase Intention of Eco-Friendly Packaging in Malaysia

Wong Chee Hoo<sup>1</sup>, Ang Sin Lin<sup>2</sup>, Christian Wiradendi Wolor<sup>3</sup>, Aminath Shaznie<sup>4</sup>, Manoch Prompanyo<sup>5</sup>

### Abstract

*Consumer choices for environmentally friendly items have been affected by the increased global awareness of environmental sustainability. Theory of Planned Behavior (TPB) will be used for this research. Using a thorough consumer survey, this study looks at Malaysians' desire to buy environmentally friendly packaged goods, as well as the variables that affect their choices. This study aims to determine the causal relationship between the dependent variable (purchase intention) and the independent variables (attitude, subjective norm, and perceived behavioral control). The questionnaire distributed online to a total of 384 Generation Z individuals in Malaysia through Google Forms. SmartPLS 4 software used to analyze the data in this study which included measurement model and structural mode. It used to determine the relationship between dependent and independent variables. The results show that perceived of behavioral control, attitude, and subjective norm all affect purchase intention. However, this study has some limitations and it will be described in the following section. And some suggestions for further research recommended in the following section as well.*

**Keywords:** *Consumer Behaviour Eco-Friendly Packaging, Intention, Attitude, Subjective Norm, Perceived Behavioural, Malaysia.*

### Introduction

In the last few years, environmental sustainability and protection have received widespread global attention. This has encouraged consumers to reconsider their purchase decisions on eco-friendly products purchase. The packaging industry mostly uses non-biodegradable materials which have a serious impact on the environment (Ncube et al., 2020). The demand for eco-friendly packaging products is increasing. It is because consumers' increasing understanding of environmental issues and they want to make sustainable decisions.

Malaysia is a dynamic and multicultural country in Southeast Asia. It is currently experiencing high consumer preferences on environmentally friendly products. Malaysia offers an attractive market for companies that are looking to invest in sustainable packaging products. It is because of the rapidly growing middle-class population and economy in Malaysia. However, before companies enter this expanding industry, they must understand the factors that influence Malaysian consumers' willingness to purchase eco-friendly packaged goods. Many factors may significantly influence Malaysian consumers' perceptions and willingness to purchase eco-friendly packaged products. First, socio-demographic variables which include age, income level, education, and environmental awareness. These affect consumers' perceptions of eco-friendly packaging and their desire to purchase it (Kim and Lee, 2023). For example, younger generations may show greater environmental concerns and preferences for eco-friendly options than previous populations.

### Problem Statement

The idea of attitude toward the environment is related to how consumers assess the environment and value it according to their plans and intentions to take action (Liao et al., 2020). Similar to this, one of the most important factors influencing people's propensity to make green purchases is the impact of environmental concern on their environmental attitudes. An additional study revealed that consumers will

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<sup>1</sup> Faculty of Business and Communications, INTI International University, Malaysia, Email id: cheehoo.wong@newinti.edu.my, (Corresponding Author), Orcid id: <https://orcid.org/0000-0003-0691-4463>.

<sup>2</sup> Faculty of Business and Communications, INTI International University, Malaysia, Email id: i22023839@student.newinti.edu.my.

<sup>3</sup> Faculty of Economics, Universitas Negeri Jakarta, Indonesia, Email id: christianwiradendi@unj.ac.id.

<sup>4</sup> Faculty of Business and Communications, INTI International University, Malaysia, Email id: i24027132@student.newinti.edu.my.

<sup>5</sup> Faculty of Management, Shinawatra University, Thailand, Email id: Manoch.p@siu.ac.th, <https://orcid.org/0009-0006-9819-3163>

exhibit specific attitudes towards eco-friendly products, primarily influenced by their personal environmental beliefs. These beliefs will then impact the consumers' intention to make green purchases. It follows that it is hard to dispute that customers who have a strong connection to the environment and who believe strongly in buying environmentally friendly products would have a strong attitude toward the behavior and be motivated to do so (Zaremohzzabieh et al., 2021). In addition, the two biggest factors pushing modern consumers to adopt eco-friendly lifestyles are environmental harm and global warming. As a result, they began to concentrate on sustainable items and were prepared to pay more for them in order to protect the environment (De Canio et al., 2021).

Subjective norms are determinations made by society that decide if a person's behavior is suitable and whether or not it has the power to put social pressure on that person (Liu et al., 2020). It is clear from that the majority of consumers regularly buy things to shape their social demands along with to their personal wants. Along with gaining additional social advantages like social standing, it will establish and maintain social ties. Numerous research have shown that the desire to buy eco-friendly products is correlated positively with subjective norms that are shaped by outside influences. Subjective norms are therefore seen as a type of social pressure that persuades people to buy ecologically friendly goods (Sun & Xing, 2022). One of the issues challenging businesses and marketers trying to get Malaysian consumers to embrace eco-friendly practices and products is the lack of green knowledge exchange. An individual's behavior can be influenced by green knowledge if it changes their desire to engage in eco-friendly behaviors such as recycling, purchasing eco-friendly items, and showing concern for the environment (Chang & Hung, 2021). Furthermore, not all consumers want to buy eco-friendly products, even if they showed a positive outcome in terms of their gain of green knowledge. This is because knowledge does not automatically translate into behavior. Customers make extensive use of social media platforms to share their product reviews and knowledge with other members of the community to inspire people to develop green product buying habits (Sun & Xing, 2022).

Real behavior can be easily managed and controlled by people who possess perceived behavioral control (PBC). Some studies show that some consumers purchase eco-friendly products difficultly due to high price and difficulty to get it although consumers have positive attitude towards environmental development (Afridi et al., 2021). Another study showed that PBC is a key factor of consumer's desire to purchase environmentally friendly products. It is because consumer with higher PBC about the environment are tend to feel that their behavior is in control and they act accordingly. Consumers will lead to higher PBC on purchase when they being provide more useful information of eco-friendly packaged products (Hui & Khan, 2022). In emerging countries, the more people are encouraged to buy environmentally friendly products and more environmentally friendly behaviors are seen (Ogiemwonyi et al., 2020). Green perceived quality refers to customers' judgments on how environmentally friendly a product is. One of the PBC characteristics that will affects consumers' intention and satisfaction to purchase eco-friendly products is green perceived quality (Riva et al., 2022). There are many studies that explore how customers' intention to purchase eco-friendly products is affects by perceived green quality. It is important to recognize how the perceived quality of eco-friendly products influences consumers' purchasing intentions to meet their needs. Thus, researchers concluded that green satisfaction and green trust have the biggest effects on the relationship between green perceived quality and buying intention.

This study aims to study the various complex aspects that influence Malaysian consumers' willingness to purchase environmentally friendly packaged goods in order to close this knowledge gap. This study target to offer useful information for companies, governments, and marketers. They may support eco-friendly consumption successfully by using these analysis information from these aspects. They also can use these information to promote the healthy development of the Malaysian market.

## Research Objectives

This paper aims to investigate Malaysian consumers' purchase intentions about environmentally friendly packaged goods and ascertain whether a relationship exists between the independent and dependent variables.

To examine the relationship between attitude and purchase intention of eco-friendly packaged products

To examine the relationship between subjective norm and purchase intention of eco-friendly packaged products

To examine the relationship between perceived behavioral control and purchase intention of eco-friendly packaged products

### *Significance of the Study*

The significance of the study lies in the factors that influence Malaysians' intention to buy of eco-friendly packaged items, given the expanding global trend towards environmentally friendly consumption and growing concerns about the environment. Given that Malaysia is a country that is developing quickly, it is important for businesses, politicians, and environmental advocates to understand the factors that influence customers' decisions when it comes to choosing eco-friendly packaged goods. It is important to encourage sustainable consumption habits and lessen the negative impact of traditional packing methods on the environment emphasizes the significance of this. It is important for business planning and market positioning of companies operating in the Malaysian consumer market by understanding the factors that affect consumers' intention on purchase eco-friendly packaged products. The findings of this study can guide the development of merchandise, advertising campaigns, and communication strategies that fulfilled environmental values and preferences. Companies can improve their competitiveness, increase customer loyalty and support sustainable development projects by satisfying consumers' growing demand for environmentally friendly choices.

## **Literature Review**

### *Underlying Theories*

Elisabeth (2023) cite Ajzen (1991) and mention the Theory of Planned Behavior (TPB) is the ideal psychological model for influencing the prediction of human behavior. The TPB is one of the most famous theories in behavioral decision-making. The Theory of Reasoned Action is the basic of the TPB explains how social environment and involuntary variables brings impact for intentions (Zhuang et al., 2021).

### *Purchase Intention*

Purchase intention, the dependent variable in the chosen articles, can be interpreted as consumers' readiness to participate in eco-friendly commodity consumption behaviors. The studies persistently show that things like attitude, subjective norm, perceived behavioral control indeed matter for the purchase intention of Gen Z Malaysians. However, the factors may vary from one study to another, such as eco-friendly packaging, green cosmetics, or clothes made of recycled materials, but the conclusion is the same. For instance, Imran et al. (2024) and Hasbullah et al. (2023) consider eco-friendly packaging and sustainable brand purchase intention, respectively, pointing to the beneficial effect of eco-friendly the practices on purchase intention. Likewise, Shi & Jantan (2023) look into eco-label purchasing behavior that aims to show how the positive factors influence on purchase intention. Naysary et al. (2020) examined the impact of the Shari'ah Governance Framework (SGF) on improving Shari'ah governance practices in Islamic banks in Malaysia and addressing associated issues. Xu et al. (2024) employ bibliometric analysis to examine historical and current research patterns in the areas of energy transition and green finance, while also projecting potential future areas of study.

### *Attitude*

In the context of developing attitudes in the age group of Generation Z towards environmental friendly packaged products among Malaysian consumers, review of literature has yielded a distinctive finding that attitude is a pivotal factor in consumer behavior. However, the last construct owns the distinction of its adaptable content differing in the emphasis of its specific determinants. The cases of Saut & Saing (2021) and Munasinghe & Shantha (2021) are a good example as they highlight the importance of consumers' attitude impacting on environmentally friendly products and green packaging, respectively. As demonstrated by Soo and Gong (2023) and Sazali et al. (2023), attitude plays a complex role, both as a product feature adopted as well as a marketing tool, to facilitate green consumption, which indicates the multidimensionality of attitude. Through Swarnika (2022), consumers' approach towards eco-friendly packaging of the fast-moving consumer goods (packaging) is emphasized as well. Through this synthesis, one is able to identify that the manner in which eco-friendly products may be portrayed in various brands may differ; however, a positive feeling towards sustainability is consistently connected to high purchase intent by Malaysian Gen Z consumers. Hence, it can be concluded that adopting a positive mindset regarding green practices and goods plays a significant role in instigating an environmentally friendly conduct within this generation in Malaysia.

#### *Perceived Behavioral Control*

The literature review discloses persistent trends outlined by some literature suggesting a strong influence of perceived behavioral control on the purchase intention of Malaysian Gen Z alongside the variations of nuanced findings outlined by other literatures. While Wijekoon & Sabri (2021) have a wide idea of triggers that affects the environmental friendly packaged product purchase intention of the consumers, Choong (2023) and Lim (2023) study the conditional of green cosmetics and the university student's intention to buy environmentally friendly goods. Another interesting part of the literature review concerns eco-friendly products online buy, written by Velu et al. (2022), and also concerning sustainable packaging by Lisboa et al. (2022). Compiling all the data noted above demonstrates the fact that perceived behavioral control is a consistent attribute that has a tremendous impact on purchasing intent whatever is the kind of eco-product or the environment. While different influencing factors and habits are investigated, having in mind all the different ways in which young people make their decisions during the consumption process in Malaysia, this process collectively sketches the need to design interventions that target perceived climate control aiming to increase sustainable behaviors.

#### *Subjective Norm*

Showing how different reviews point to the same factor of subjective norm in purchase intention among Malaysian Gen Z matters and reveals their significance. But whereas the unwritten laws here are the particular contexts and highlighted factors. Anjum et al. (2023) and Lavuri et al. (2021) from the broader Orientation of Sustainable Marketing Influences and Green Sustainability highlight the significance of collective standards among Gen Z. Masukujjaman et al. (2022) and Kho & Ng (2023) point out the essentiality of attitudes in Buying Green Home Eco-friendly packaging of grain commodities FMCGs. This is given an extension which is included in the 2022 work (Swarnika & Rathnasiri, 2022). Observing the above findings the generalization we could make is that although subjective norms are the core part of the process of forming purchase intentions towards the investments among Malaysian Gen Z, the exact aspects being defined may be more specific. As a summary, all these areas remind us that social influences and perceptions are critical in keeping sustainable consumption strategies among Gen Z in Malaysia alive.

#### *Theoretical Framework*

Insert Figure 1 here

#### *Hypothesis Development*

The attitude of the consumer and their perception of the products as a whole influence their decision to act in a certain way. When people see a behavior as having a good attitude, consumers are going to take part in it and want to finish it (Kumar et al., 2021). One of the key factor that affect consumers purchase intention on environmental friendly packaged products is their good impression of green products. This study claims that attitude is an examination of the environmental concern's importance. It is also a motivating factor for ongoing involvement in environmental development and sustainability (He et al. 2019). Previous studies shows that attitude plays a key role in forecasting consumer's purchase intentions on environmentally packaged products. Additionally, many research show that's positive attitudes influence the purchase intention on eco-friendly packaged products when studies the relationship between attitudes and environmentally friendly products (Zhuang et al., 2021). Negative relationship between attitude and purchase intention on environmental friendly packaged product did not found by any researchers (Wijekoon & Sabri, 2021).

H1: There is relationship between attitude and purchase intention of eco-friendly packaged products.

In this study, the perceived behavioral control (PBC), one of the hypothesis has a beneficial impact on purchase intention. PBC is a consumer's assessment of how easy or difficult it is to perform a specific actions (Wijayaningtyas et al., 2019). Research shows that PBC has a significant impact in forecasting consumers' purchase intention on environmental friendly products as Gen Z is forced to make eco-friendly purchases (Shukla, 2019). External PBC refer to consumer's ability to overcome external limitation factor such as income and time. However, internal resources are often referred to as internal PBC and also includes confidence, planning and ability (Saut & Saing, 2021). Therefore, the perceived internal and external PBC complexity or simplicity may have an influence on purchase intentions on environmental friendly products. In addition, higher PBC will result in higher engagement among individual who are ready for a specific activity. However, PBC has little impact on trends to purchase environmentally friendly packaged products claimed by some researchers (Zhang et al., 2019).

H2: There is relationship between perceived behavioral control and purchase intention of eco-friendly packaged products.

Subjective norms are the social pressures that consumers face from their significant others. They included family, friends, and coworkers who's whether or not to perform a particular act (Al Zubaidi, 2020). Several studies demonstrate that buying intention is significantly influenced by subjective norms. The impacts of subjective norms on the propensity to purchase green products were also found in these studies (Alalei & Jan, 2023). Consumers are impacted by the unpleasant experiences of their sources with a product, and this causes them to change their decision to purchase the product. Some research have suggested that consumers will be influenced by subjective norms as a result of the sources' information sharing, which will cause them to experience pressure from society. Additionally, the purchasing intention for environmentally friendly products will be significantly affected by the subjective norms created by external factors, such as the economic, social, and natural (Sun & Xing, 2022).

H3: There is relationship between subjective norm and purchase intention of eco-friendly packaged products.

## Research Methodology

A research design is a framework for a study that outlines the methods and resources needed to carry out the investigation. It can deal with issues that come up throughout the study process. It is a crucial stage in the process of gathering and analyzing data to improve knowledge about the research issue. Creating questionnaires, gathering data, and responding to inquiries are the three main steps of the research process. This is as a result of the participant being given 384 questionnaires to complete. This report investigates Malaysians' willingness to purchase environmentally friendly packaged goods among Generation Z.

### *Target Population*

Since Generation Z is one of the largest age groups and makes up 29% of Malaysia's population of 32.6 million people, it is the generation that this research focuses on. Members of Generation Z rely heavily on their cellphones and actively involved in social media, where they readily get news from around the globe (Tjiptono et al., 2020). In addition, Generation Z represents the next generation of leaders who will create and carry out sustainable policies.

### *Sample Frame and Sampling Location*

The group of people selected from a population to serve as a sample for the study is known as the sampling frame. The respondents to the questionnaire will be selected from Generation Z, which is defined as those born between 1997 and 2012. Students will make up the majority of respondents because Generation Z spans the age range of 12 to 26. Students are also more likely to respond since they are more likely to be reached and have a deeper understanding of environmental issues. For the sampling location, the survey is being gathered by accessed through Google form that is distributed via link which is being send with social media.

### *Sample Size*

Most statisticians agree that in order to get results that are relevant, a sample size of at least 100 must be obtained. As long as the final sample size is under 1000, 10% of the population's size is usually a reasonable upper limit for the sample size (Bullen, 2022). The analysis found that most studies should use sample sizes of at least 30 and no more than 500. Excessive sample sizes (more than 500) can result in type II errors, where researchers may accept research findings that we would normally reject. This happens because a high sample size can make weak relationships which like a correlation of 0.10 between two variables—statistically significant. As a result, although they might not be accurate for the full population, researchers may assume that certain remarkable connections discovered in the sample are. Thus, 384 responders will make up the sample size for this study. Four hundred virtual questionnaires were sent via Google Form to Generation Z consumers in Malaysia to investigate their likelihood to purchase environmentally friendly packaged goods.

### *Sampling Technique*

In this research, non-probability sampling is the method being implement. Snowball sampling, for instance, usually begins with early contacts who accept an invitation and fulfill the study's eligibility requirements. After agreeing to participate, the willing subjects were invited to suggest connections who also fit the study's criteria and could be open to taking part. These contacts were then asked to suggest further possible subjects.

### *Research Instrument*

A research instrument is a tool that researchers use to collect, measure, and analyze data related to their study topics. Research instruments include tests, questionnaires, checklists, and interviews, to name a few. The researcher usually chooses the study instrument and bases their decision on their approach. In order to carry out the study and gather primary data from the people who responded regarding their desire to purchase environmentally friendly packaged goods in Malaysia, a structured questionnaire will be chosen as part of a Google Forms survey. Self-administered questionnaires, a technique for collecting data in which the researcher remains totally absent while the participants fill out the survey, were used in the study (Minhaz, 2022).

### *Design of Questionnaire*

Creating a well-thought-out questionnaire is essential to successfully and quickly collecting primary data. The questionnaire was written in English, which is thought to be appropriate for efficiently interacting with those taking part. The study used options-based, closed-ended questions to better accomplish its objectives. The purpose of conducting this survey and a brief introduction are included in the questionnaire's form.

The questionnaire comprises four sections: Section A: Demographic Information which included respondent's gender, age, race and, occupation. Section B: Independent Variable (Attitude, Perceived Behavioral Control, Subjective Norm). Section C: Dependent Variable (Purchase Intention)

The information gathered from respondents as a consequence of the surveys will subsequently be used to evaluate the relationship between the independent variables and the dependent variable. In Sections B and C, a Likert scale set on "Strongly Disagree" to "Strongly Agree" was used to answer questions linked to each variable. Likert scale is used to gauge respondents' impressions of facts linked to their ideas, beliefs, and interests. 384 online questionnaires were distributed via a number of social media sites such as Facebook Messenger and WhatsApp. The participants were given the option to consent to participate in the survey and were told of its aims prior to the survey question being presented. The disclaimer was included in order to protect the privacy of survey respondents' personal information and to improve the accuracy and reliability of the data collected.

### *Structural Model*

The structural model comprises the system's elements and the static connections that interconnect them. Objects may be divided into packages or subsystems. Object model diagrams establish the structural representation. This section provides an explanation of the code that is produced based on the object model diagrams. This model delineates the postulated associations between latent components, offering a conceptual diagram of how various constructs exert effect on each other. The structural routes between constructs are well defined, with no arrows entering an external construct. Additionally, each hypothesized link is designed to account for one degree of freedom. The model may either be recursive or non-recursive. The last phase entails verifying the structural model. The last stage entails verifying the structural model. An optimal match is suggested by a statistically negligible chi-square test result and adequate performance on incremental fit indices and badness of fit indexes. According to (Bhale, 2024), the Structural Model serves as an effective instrument for the assessment of theoretical hypotheses regarding variable relationships, even when these variables are not directly observable.

## **Findings**

The results of a survey conducted online that examined Malaysians' intentions to purchase packaged goods that are environmentally friendly are essentially presented in this chapter. The questionnaire was carried out using Google Forms. It is distributed via link and is being send through multiple online platforms including Facebook Messenger, Instagram Messenger. Software called SmartPLS 4 was employed to examine and evaluate the information obtained. The data analysis will be covered in this chapter included demographic, measurement model, and structural model.

### *Descriptive Analysis*

The descriptive approach is frequently used to determine and describe the components of a dataset in research. In the case of the questionnaire, the descriptive approach was used to present the results in a way that was both appropriate and clear. A frequently used method for presenting descriptive data is a table. Tables are a straightforward and structured way to present numerical data so that people may understand the results more easily. Additionally, tables can be used to compare different variables and highlight any patterns or trends in the data. In conclusion, the results of questionnaire can be successfully defined using the descriptive technique. A suitable and understandable explanation of the data can be provided using tables, graphs, charts, and pictures.

This study only targets Generation Z aged between 12 and 26 years old in Malaysia. According to Table 4.1, 53.65% of the respondents (N=206) are female respondents, and the remaining 46.35% (N=178) are male respondents. Chinese respondents accounted for the largest proportion of 98.96% (N=380) among the 384 respondents, followed by Malay and Indian respondents with the same proportion (N=2) (0.52%). In addition, in term of occupation, 50.26% of the respondents (N=193) were employees, 48.18% of the respondents (N=185) were students, and 1.56% of the respondents (N=6) were unemployed. Furthermore, 57.03% of the respondents (N=219) were between 22 and 26 years old, 32.29% of the respondents (N=124) were between 17 and 21 years old, and 10.68% of the respondents (N=41) were between 12 and 16 years old.

Insert Table 1 here

#### *Measurement Model Assessment*

The measurement model was tested by: composite reliability (CR) to test internal consistency; external load to test reliability; average variance extracted (AVE) to test convergent validity; and heterogeneous trait-monogeneous trait correlation ratio (HTMT) to test discriminant validity.

#### *Composite Reliability*

Based on Table 4.2, the CR values of each variable range from 0.785 to 0.885. Since the values are more than 0.70 so considered that every variable has attained internal consistency reliability.

Insert Table 2 here

According to Table 4.5 below, all HTMT results in both models meet the specified criteria, i.e., they are within the range of -1 to 1. In addition, all HTMT values are less than 0.9, which indicates that all variables in my study are unique from each other.

Insert Table 3 here

#### *Path Analysis*

Insert Figure 2 here

Table 4 shows the results of the VIF values, path coefficients, T statistics, and P values for each variable and hypothesis. All VIF values are within the acceptable range which less than 5 so there is no multicollinearity problem (Hair, et al., 2021). In addition, the two-tailed test in this study requires the t-value to be greater than 1.96 and the p-value to be less than 0.01. According to the results, the t-value of all hypotheses are greater than 1.96 and the p-value is less than 0.01. Therefore, all hypotheses are confirmed because the t-value and p-value are within the acceptable range. In summary, all hypotheses (H1, H2, H3) are supported by path analysis through SEM analysis

Insert Table 4 here

The R-squared value measures how much of the variance in the dependent variable can be explained by the independent variables. According to Table 4.7, the R-squared value of PI (0.846) indicates that the exogenous construction of the model has substantial predictive value. Furthermore, the effectiveness of each predictor variable in explaining the endogenous variable is determined by F-square. According to Table 4.8, H1 (0.799) and H3 (0.43) indicate a large effect size. In addition, H2 (0.053) is between 0.02 and 0.15. Therefore, they are considered to have a medium effect size.



## Discussion, Conclusion, And Implications

The statistical results have been compiled in this chapter, together with a discussion of the main research findings. Furthermore, the research's theoretical and practical consequences have been discussed, along with its weaknesses and recommendations for future research that will enhance it.

Insert Table 5 here

In Table 5, the results of all hypothesis testing (H1-H3) have been summarized and shown.

### *Discussion on Major Findings*

There is relationship between Attitude and Purchase Intention of Eco-Friendly Packaged Products.

Attitude refers to an individual's positive or negative emotions regarding the performance of the desired behavior (Saut & Saing, 2021). Attitude is a critical element of the theory of planned behavior, which involves the evaluation of an individual's behavior as either favorable or unfavorable (Soo & Gong, 2023). A critical component of the TPB is attitude (ATT), which can be used to evaluate the favorable or unfavorable nature of an individual's behavior (Sazali et al., 2023). The research's most important finding is the relationship between Malaysian Generation Z's attitude and purchase intention towards eco-friendly packaged goods. This correlation enables an understanding of customers' viewpoints on environmental sustainability in relation to their purchase decisions. The attitude of the consumer has a positive correlation with the desire to make a purchase. A consumer's attitude towards their desire to make a purchase is influenced by a variety of factors, including their health awareness, their knowledge, their concern for the environment, and their personal conventions. Moral intensity and perceived threat influence attitudes, which affect counterfeit products purchases.

There is relationship between Perceived Behavioral Control and Purchase Intention of Eco-Friendly Packaged Products.

Based on the research conducted by Wijekoon & Sabri (2021), purchase intentions can be used to evaluate the effectiveness of implementing a new distribution channel. This may assist managers in determining if the idea merits further development and in determining which geographic areas and customer categories to target via the channel. This relationship's importance is demonstrated by empirical analysis, which makes use of reliable statistical techniques like structural equation modelling. The results show that when Generation Z consumers believe they have more control over the process including overcoming both internal and external obstacles they are more likely to choose environmentally friendly products (Choong, 2023).

There is relationship between Subjective Norm and Purchase Intention of Eco-Friendly Packaged Products.

Research has demonstrated that one of the major factors that significantly influences consumers' desire to purchase eco-friendly products is subjective norm. According to Anjum et al. (2023), subjective norms have a considerable and beneficial influence on the purchase intentions of online consumers. The findings of the study indicated that there is a positive link between two dimensions. This is supported by the fact that the p value is less than the significant value, which is 0.05. Therefore, the null hypothesis (H2) is accepted. Based on the findings, it was discovered that there is not a single percentage of respondents who did not agree with the subjective norm on the intention of customers to make a purchase. With regard to the subjective norm that contributes to the customer's intention to buy, a significant number of respondents are in agreement. On the other hand, the direction is high moderate, which means that this element may be altered by the subjective norm in intention shown by individuals Masukujaman et al. (2022).

The study's implications should be taken into consideration by businesses, entrepreneurs, and marketing managers that want to run their operations with ecologically friendly items. Businesses can harness social influences by leveraging peer endorsements and social proof in their marketing tactics. In order to gain credibility and connect with Gen Z, sustainability-minded social media influencers and peer opinions are given top priority. Policymakers can impact social norms by introducing education and awareness programs that encourage sustainable consumption. Policymakers may encourage the adoption of green products and shape subjective norms by fostering a culture that values sustainability and highlights the positive societal benefits of environmentally friendly decisions. The potential of these techniques is to foster a supportive environment that promotes the widespread adoption of eco-friendly products among Generation Z and beyond.

Theoretical support is provided additionally by the study for the earlier research that utilizes the TPB. In Malaysia, the theoretical implications of the relationship between Subjective Norm and Purchase Intention are very significant among Generation Z consumers for the promotion and comprehension of sustainable consumption behaviors. The acquisition of environmentally friendly products by consumers is substantially influenced by subjective norms, which are indicative of their expectations regarding social acceptability and the approval of others. The discovery of Planned Behavior can be supported by highlighting the social factors to an extent which influence behavioral intentions. By aligning messaging with social identities and peer influences, sustainability campaigns can be improved by marketers and policymakers who leverage subjective norms. Generation Z can be effectively engaged and long-term sustainable behaviors can be fostered through strategic communication that emphasizes social approbation for eco-friendly choices. Future research could investigate the evolution of subjective norms over time and across cultures, thereby enhancing the development of customized strategies to encourage sustainable consumption on a global scale. The study serves as a resource for future research and for next-generation students to consult their secondary sources for their own research (Saut & Saing, 2021).

The research has implications for interested businesses, entrepreneurs, and marketing managers who operates their operations in environmentally responsible products. Peer endorsements and social proof can be capitalized on social influences by businesses into their marketing strategies. Consumers who are from Generation Z prioritize peer opinions, and the utilization of testimonials and social media influencers who align with sustainability principles can enhance credibility and resonate with them. By implementing education and awareness campaigns policymakers have the ability to influence social norms to promote sustainable consumption. Fostering a culture that prioritizes sustainability and emphasizing the positive societal impact of eco-friendly choices, policymakers can encourage the adoption of green products and influence subjective norms. Furthermore, these endeavors can be improved more by forming partnerships with educational institutions, NGOs, and businesses also by supporting initiatives that educate consumers about the environmental benefits of their choices and promote sustainable practices which can strengthen the connection between social approbation and green purchase intentions. This has the potential to reinforce positive subjective norms. To cultivate a supportive environment that encourages the widespread adoption of eco-friendly products among Generation Z and beyond these techniques have the potential.

A number of suggestions for future research and practical applications can be suggested in light of the findings and limitations of this study. First and foremost, future research should explore the possibility of expanding the sampling methodologies beyond convenience sampling through the use of social media platforms. To enhance the generalizability of the results to the broader population of Generation Z in Malaysia, stratified or random sampling techniques could be implemented. In addition, longitudinal studies could offer valuable insights into the dynamics of attitudes and purchase intentions over time, thereby facilitating the establishment of causal relationships and the monitoring of changes in environmental consciousness among young consumers.

Quantitative surveys should be supplemented by qualitative research methods, such as focus groups or interviews, to obtain a more profound understanding of the motivations and perceptions that underlie eco-friendly purchasing behaviors. The examination of cross-cultural differences in environmental attitudes and behaviors could also enhance comprehension by emphasizing the ways in which subjective norms differ across various cultural contexts and influence sustainable consumer decisions.

## Conclusion

This investigation demonstrates a substantial correlation between attitudes, perceived behavioral control, subjective norms, and purchase intentions with respect to environmentally responsible packaged products among the Generation Z population in Malaysia. Purchase intentions are positively influenced by positive environmental attitudes, and perceived behavioral control is a significant determinant. Consumer behavior is also significantly influenced by subjective norms, which are indicative of societal pressures. Nevertheless, the research is constrained by its demographic focus and sampling method. The demographic scope should be broadened beyond convenience samples, and future research should employ a more diverse array of sampling techniques. Leveraging digital platforms and influencers, targeted educational campaigns and policy interventions could effectively encourage Generation Z to adopt eco-friendly purchasing habits. This research offers valuable insights into the factors that influence the purchase intentions of Generation Z in Malaysia with respect to eco-friendliness, emphasizing the necessity of strategic interventions and ongoing research to cultivate a sustainable consumer culture. Stakeholders can promote a more sustainable consumer culture and contribute to environmental conservation and societal well-being by addressing these factors through strategic interventions and ongoing research.

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## Appendices

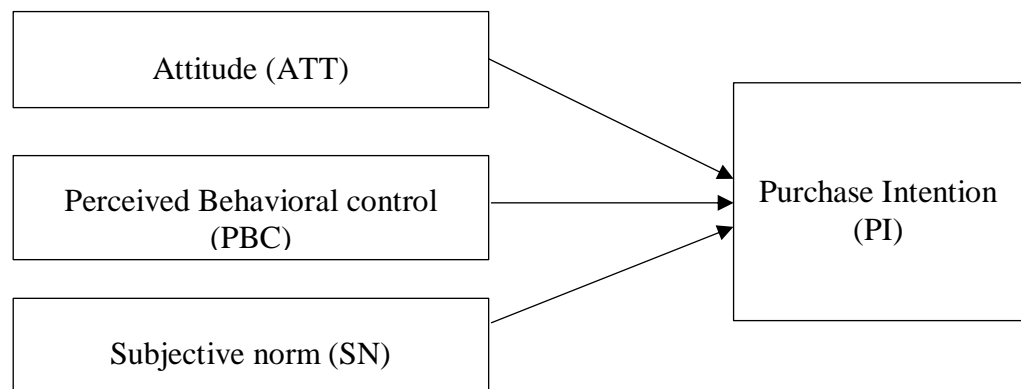


Figure 1: Theoretical Framework

Source: Ang (2024)

Table 1: Demographic Profile

Variable		Count	Percentage
Gender	Male	178	46.35%
	Female	206	53.65%
Race	Malay	2	0.52%
	Chinese	380	98.96%
	Indian	2	0.52%
Occupation	Student	185	48.18%
	Employee	193	50.26%
	Unemployed	6	1.56%
Age	12-16	41	10.68%
	17-21	124	32.29%
	22-26	219	57.03%

Source: Ang (2024)

Table 2: Result of Reliability for Each Variable

Variables	No. Items	Composite Reliability	Reliability Level
ATT	5	0.857	Good

<b>PBC</b>	5	0.885	Good
<b>SN</b>	5	0.860	Good
<b>PI</b>	4	0.785	Acceptable

Source: Ang (2024)

**Table 3: Result of Variable Distinctiveness**

	<b>ATT</b>	<b>PBC</b>	<b>PI</b>	<b>SN</b>
<b>ATT</b>				
<b>PBC</b>	0.575			
<b>PI</b>	0.826	0.727		
<b>SN</b>	0.607	0.6	0.786	

Source: Ang (2024)

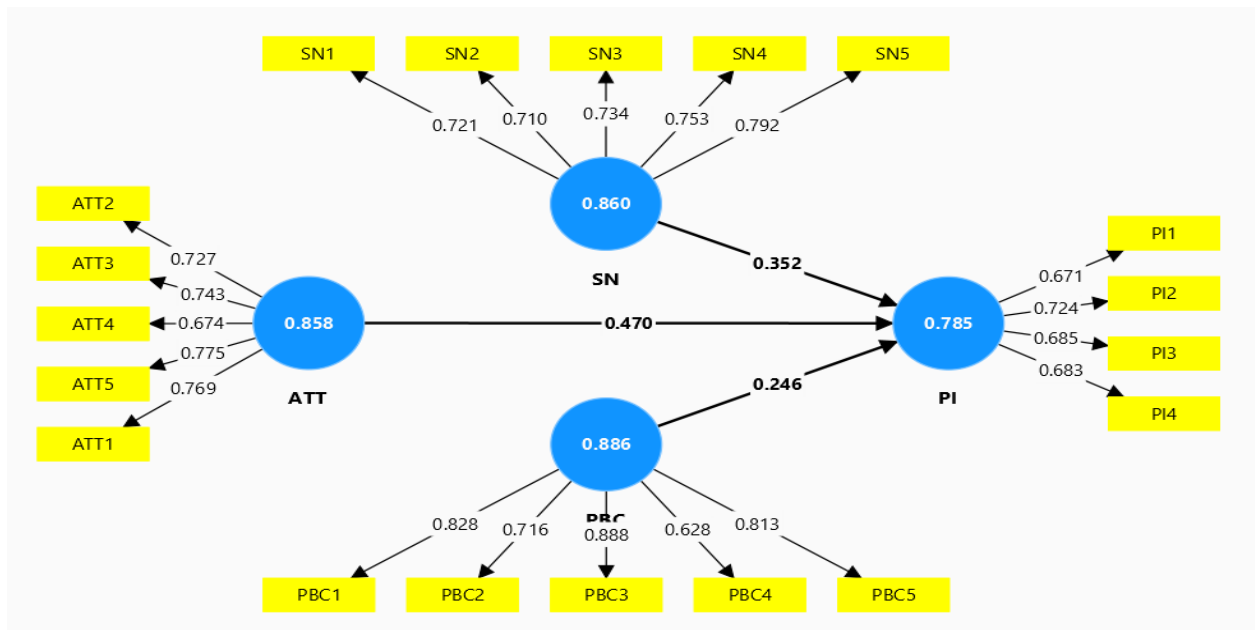


Figure 2: Path Analysis

Source: Ang (2024)

**Table 4: Result of Path Analysis**

	Path	VIF	T statistics	P values	Results
H1	<b>ATT -&gt; PI</b>	1.801	2.828	0.005	Support
H2	<b>PBC -&gt; PI</b>	1.777	2.056	0.04	Support
H3	<b>SN -&gt; PI</b>	1.868	2.509	0.012	Support

Source: Ang (2024)

**Table 5: Summary of Hypothesis Testing**

<b>H1</b>	There is significant relationship between attitude and purchase intention of eco-friendly packaged products.	Significant
<b>H2</b>	There is significant relationship between perceived behavioral control and purchase intention of eco-friendly packaged products.	Significant

<b>H3</b>	There is significant relationship between subjective norm and purchase intention of eco-friendly packaged products.	Significant

Source: Ang (2024)