



**E-PROCEEDING HOTWEC 6.0**

**THE GAME ON 2022:**

**THE FUTURE IS  
BRIGHT**

**Copyright: Faculty of Hospitality, Tourism and Wellness, UMK, 2022**

All rights reserved. No part of this publication may be reproduced, stored in production transmitted in any form, whether electronic, mechanical, photocopying, recording or otherwise, without having permission from the Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan.

Published by: Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan  
Kampus Kota, Pengkalan Chepa Karung Berkunci 36 16100 Kota Bharu, Kelantan

e ISBN 978-967-0021-47-8



## **Editors**

Aifa Rozaini Mohd Radzol, PhD

Ataul Karim Patwary, PhD

Nurul Aziah Binti Ahmad

Nik Alif Amri Bin Nik Hashim, PhD

## Determinants of Green Product Purchase Intention among Adults in Malaysia

Virachan Ai Leang, Nurul Atikah Syamimi Zaidi, Zainatul Huda Mohamad, & Nurul Hafizah Mohd Yasin\*

*Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan*

*Corresponding email: [hafizah.my@umk.edu.my](mailto:hafizah.my@umk.edu.my)*

---

### ABSTRACT

*Green products are among the most frequently purchased products in the world due to their environmental sustainability promise. However, there is a scarcity of data on consumers' intentions to buy green products in emerging nations. Thus, this study aims to investigate factors that influence intention to buy green products among adults in Malaysia. A total of 302 respondents who are Malaysian adults have participated in this study. The findings indicated that consumer attitude, subjective norm, perceived behavioral control and green awareness have positive impact on the purchase intention for green products. However, environmental concerns do not influence purchase intention for green products. The findings from this study contribute to improve the understanding of intention to purchase green products, which could play a major role towards sustainable consumption.*

**Keywords:** *Environment sustainability, Attitude, Green Awareness, Subjective Norm, Perceived Behavior Control, Purchase intention*

---

### INTRODUCTION

Green products are safe, have high quality and may lead to sustainable development (Lijuan, 2003). In recent years, there has been substantial growth in green products manufacturing around the world. These items do not contaminate the environment and may be recycled or preserved using non-toxic materials (Calkins, 2008). This has resulted in an environmental sustainability development, which has caused changes in consumer demand and behavior.

Environmental concerns and challenges are now a worldwide concern that can be seen and discussed generally (Alam et al., 2019; Lucchetti et al., 2019). The recent awareness of environmental concerns have doubled, leading to the increasing consumption of green product (Ogiemwonyi et al., 2020) As a result, it gave exposure to many people to express concerns about the environment issues and challenges, especially among Asian consumers (Lucchetti et al., 2019).

Even though green products are among the most frequently purchased products in the world as they promote environmental sustainability, there is a scarcity of data on consumers' purchase intentions of green products in Malaysia. Thus, this study aims to investigate the factors that influence the intention to buy green products among adults in Malaysia. This research carries five objectives:

1. To examine the relationship between the environmental concern and intention to purchase green products among consumers in Malaysia.
2. To identify the relationship between the attitude of people and intention to purchase green products among consumers in Malaysia.
3. To investigate the relationship between the perceived behavioral control and intention to purchase green products among consumers in Malaysia.