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GREEN CONSUMERISM: ADOPTION OF ECO-FRIENDLY BAGS AMONG UNIVERSITY STUDENTS

Che Faridah Che Mahmood¹, Juliana Mohamed Abdul Kadir^{2*}, Azila Jaini³, Faridah Najuna Misman⁴

¹ Faculty of Business and Management, Universiti Teknologi MARA, Segamat Campus, Johor
Email: cfc104@uitm.edu.my

² Faculty of Business and Management, Universiti Teknologi MARA, Segamat Campus, Johor
Email: julia593@uitm.edu.my

³ Faculty of Business and Management, Universiti Teknologi MARA, Segamat Campus, Johor
Email: azilajaini@uitm.edu.my

⁴ Faculty of Business and Management, Universiti Teknologi MARA, Segamat Campus, Johor
Email: farid978@uitm.edu.my

* Corresponding Author

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Abstract:

Factors influencing the use of eco-friendly bags among Malaysian university students are examined, with a focus on attitudes, subjective norms, and perceived behavioral control using the Theory of Planned Behavior framework. Despite various initiatives to reduce plastic waste and promote sustainability, the adoption of eco-friendly bags among young Malaysian consumers remains low. Persistent challenges, including limited awareness, cost sensitivity, and the widespread availability of plastic bags, continue to impede broader acceptance of sustainable alternatives. Data were analyzed using SmartPLS, revealing that subjective norms and perceived behavioural control significantly influence students' eco-friendly bag usage. These results highlight the critical role of social influence and perceived behavioral ease of behavior in fostering sustainable consumption. This study offers valuable insights for policymakers and retailers seeking to enhance green consumerism among younger populations. By addressing social influences and perceived control factors, more effectively strategies can be designed to encourage eco-friendly practices. This study contributes to the broader literature on sustainable consumption by offering empirical evidence from an emerging market and providing actionable recommendations to promote environmental responsibility among youth.

**Keywords:**

Awareness, Eco-Friendly Bags, Green Consumerism, Sustainability, Theory of Planned Behavior

Introduction

Green consumerism refers to the practice of purchasing and using products and services that are environmentally friendly, sustainable, and ethically produced products and services. It involves conscious buying decisions aimed at minimizing negative environmental impacts. However, Malaysia lags behind many countries in adopting eco-friendly bags, despite global efforts to promote biodegradable and reusable alternatives to reduce plastic waste (Buchholz, K., 2021). According to the Malaysian Plastics Manufacturers Association, an estimated nine billion plastic bags are used annually (Mohd Reda, 2023, Bernama). Additionally, in 2019, Malaysia recorded the highest annual per capita plastic usage, at 16.78 kg per person (World Wildlife Fund, WWF).

Various awareness campaigns have been conducted throughout the year to support environmental sustainability and resilience by banning plastic bags and polystyrene food packaging. For example, to discourage the use of plastic bags for transporting products purchased from retail establishments, Malaysia implemented the No Plastic Bag Day (NPBD) initiative in 2011. However, due to low demand and high production costs, producers are hesitant to continue manufacturing them, as the number of individuals transitioning away from standard plastic remains well below expectations (Moshood et al., 2023). A random survey indicated that out of approximately 100 shoppers surveyed, fewer than 10 brought their shopping bags. Such a trend is seen due to some retailers still offering free plastic bags or providing them at minimal charges to retain customers.

The Malaysian government has invested in a stronghold of commitment towards strengthening green consumerism in consumption and production. As a strategic move, the Ministry of Natural Resources and Environmental Sustainability (NRES) has strategized green growth as one of the key thrusts to stay ahead of environmental challenges in the 11th Malaysia Plan. The utilization of green products can minimise pollution as the products use natural resources, whereas non-biodegradable products such as plastic bags are non-recyclable which gradually harms the environment. As such, the plastic-based product contributes to air, water and soil pollution and will take a long time to degrade in long time to degrade in the soil as well as harm aquatic animals in rivers and waterways (Smuni et al., 2015). Thus, NRES has taken the initiative to ban plastic and polystyrene food packaging to support environmental sustainability and resilience. Malaysia is the first in Southeast Asia to implement this zero-waste plan, aiming to abolish single-use plastic by 2030.

Despite numerous government and retailer-led campaigns to promote eco-friendly bags and ban plastic bags for environmental preservation, their adoption among Malaysians - particularly college students, remains low (Ishak et al., 2023). The study found that Gen-Z shoppers lack awareness of reusable eco-friendly shopping bags, and their use of such bags is influenced by factors such as the price charged at checkout counters and the design of the bags.

There is a lack of empirical evidence on the factors that influence college students' behavior regarding the use of eco-friendly bags.

The primary issue lies not in consumers' ignorance of the disadvantages of using plastic bags, but rather in their lack of dedication to practicing green consumerism through the utilization of eco-friendly bags, which would promote environmental sustainability. As younger generations will soon become the labour force and major purchasers who play a role in green consumerism, there is a need to understand their favourable intentions and behaviour toward eco-friendly products. This study focuses on whether they have adopted eco-friendly bags during young adulthood, as their intentions and behaviour at this stage will eventually shape their perspective on green consumerism.

Therefore, the objectives of the study are to determine the attitudes, subjective norms, and perceived behavioural control that influence university students' behavior to use eco-friendly bags when shopping. Specifically, it seeks to answer the following questions: (i) Do attitudes influence students' behavior to use eco-friendly bags? (ii) To what extent do the opinions and expectations of peers and social circles influence students' decisions to use eco-friendly bags? (iii) To what extent do individuals' self-assessments of their ability to control their behaviour affect their choice to use eco-friendly bags?

Promoting the widespread adoption of green products requires a deeper comprehension of the current state of green consumption and the interplay between environmental literacy, attitude, subjective norms, and perceived behaviour control. The findings of this research will provide valuable insights for policymakers and retailers to design effective strategies to promote the use of eco-friendly bags among college students in Malaysia. Moreover, the study will contribute to the existing literature on the adoption of eco-friendly bags, particularly in an emerging country context. Finally, the study will provide empirical evidence of the relationship between attitudes, subjective norms and perceived behavioural control to use eco-friendly bags among college students.

This paper is organized into six sections. Section 1 introduces the study, followed by Section 2, which explores the theoretical background and conceptualization of attitude, subjective norm, and perceived behavioral control. Section 3 outlines the research methodology, while Section 4 presents the analysis and key findings. Section 5 offers an in-depth discussion of the results, and finally, Section 6 concludes the paper by addressing the study's limitations and offering suggestions for future research.

Literature Review

Green consumerism has emerged as a critical global agenda, with Malaysia actively participating in efforts to promote sustainable practices. One visible initiative has been the widespread encouragement of eco-friendly bags, which has raised public awareness about the importance of protecting the environment. The shift towards biodegradable and reusable products, particularly in reducing plastic waste, is not just an option but a necessity as global greenhouse gas emissions continue to rise. Plastics, derived from petroleum byproducts like oil, coal, and natural gas, which offer flexibility, affordability, and durability, making them ideal for diverse applications, especially packaging (Andrady, 2011). Despite their benefits, plastics pose significant environmental and health risks, persisting in landfills, ecosystems, and oceans for centuries (Orenia et al., 2018). In response to plastic pollution concerns, innovations

in biodegradable and compostable plastics aim to reduce harm by replacing conventional plastics, which degrade faster in the atmosphere (Hall, 2019). Biodegradable plastics, exemplifying green products, decompose with microbial and sunlight assistance (Heidbreder et al., 2019).

The environmental costs of plastic pollution and its contribution to climate change have pushed governments and consumers alike to explore more sustainable alternatives. In Malaysia, the promotion of green consumerism goes beyond eco-friendly bags, extending to other initiatives such as waste segregation, recycling programs, and support for sustainable products. These efforts reflect the growing understanding that the reduction of plastic use is crucial in mitigating the environmental damage associated with plastic production and disposal. Encouraging the use of biodegradable materials and reusable alternatives is a critical step towards reducing the country's carbon footprint and promoting a more sustainable future.

The Theoretical Background

Ajzen's (1991) Theory of Planned Behaviour (TPB) serves as a valuable framework for understanding how individuals develop pro-environmental behaviors, as it has been widely applied across various fields, including marketing, sports management, and environmental sustainability. Numerous studies, such as Yadav and Pathak (2017), have utilized TPB to explore the relationship between intention and green purchasing behavior, demonstrating that consumer decisions to buy eco-friendly products are largely shaped by their intentions. Similarly, personal attitudes, subjective norms, and perceived behavioral control - key elements of TPB - play a crucial role in shaping the intention to use eco-friendly practices, such as the use of biodegradable and reusable bags, as seen in this study of Malaysian university students. Therefore, the conceptual framework of the study has been developed as shown in Figure 1.

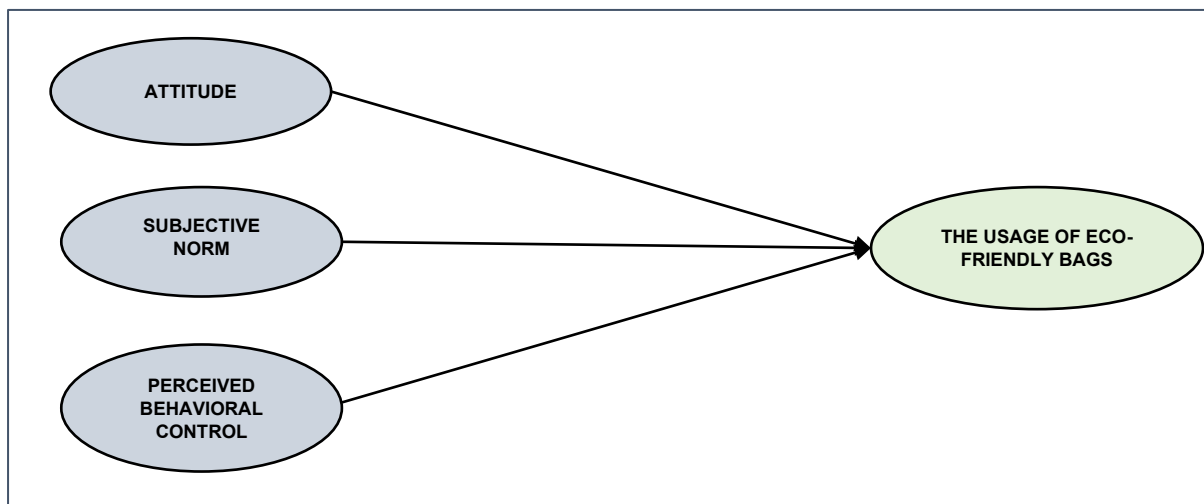


Figure 1: Conceptual Framework of the study

Recent studies have expanded on the Theory of Planned Behavior (TPB) to examine green consumerism. Rezai (2013) using this framework, suggested that positive attitudes toward green initiatives and perceived benefits drive consumers toward eco-friendly choices, motivating them to embrace sustainability practices. The relationships between intention and behavior in green consumerism have been investigated in detail. For example, few studies have revealed that there is a positive relationship between the intentions to purchase organic products

and behavior towards organic products purchase (Tarkiainen and Sundqvist, 2005; Kumar et al., 2017). Furthermore, Sharma and Joshi (2017) proposed a model incorporating environmental knowledge, attitude, and perceived consumer effectiveness as predictors of green purchase intention, mediated by environmental concern. While Liobikienė et al. (2017) employed the TPB to gauge green consumerism in European Union nations. According to the study, Denmark and Austria offer abundant eco-friendly options, while Sweden, Italy, and Czech Republic subsidize green products, making them affordable to by eco-friendly products.

Zaremozhzabieh et al. (2020) conducted a meta-analysis integrating TPB with the green purchase behavior model, confirming the mediating role of consumer attitude in developing green purchase intent. Zulfikar et al. (2023) reviewed TPB applications in green consumer behavior, highlighting its strengths in providing a structured framework and identifying behavioral influences, while noting limitations in explaining impulsive behavior. To address these limitations, extended TPB models have been developed. Wijekoon and Sabri (2021) identified numerous variables affecting green purchase intention and behavior through a comprehensive literature review, providing valuable insights for policymakers and marketers to promote eco-friendly purchasing.

Attitude

Attitude can play a more significant role in determining natural food shopping behavior than values (Homer and Kahle, 1988). Attitudes are shaped by external stimuli, influencing behavior (Bamberg, 2003). Nagaraju and Thejaswini (2016) investigated environmental knowledge, concern, and consumer attitudes toward eco-friendly products, noting a preference for green goods due to their environmental safety and health benefits. Rezai (2013) proposed that socio-demographic factors like gender, age, location, income, and education enhance consumers' inclination towards adopting a green lifestyle, impacting their behavior. Kadir et al. (2020) found that Malaysian students' exhibit positive environmental attitudes and intentions towards biodegradable straws, yet their practices remain moderate, with a preference for plastic over reusable alternatives. Encouraging eco-friendly choices is vital, as highlighted by empirical evidence. This study underscores the importance of promoting green products for environmental protection, offering valuable insights for environmental policies and consumer behavior strategies among young consumers.

Building on this, recent research has expanded on the role of attitudes and external factors in shaping green consumer behavior among young people. Environmental knowledge and concern positively influence attitudes and purchase intentions towards eco-friendly products (Nanda H.S et al., 2023; Maichum K. et al., 2017). External stimuli, including peer influence and government initiatives, significantly impact environmental knowledge, concern, and perceived value, which in turn affect green attitudes and purchase intentions (Kumar R., et al., 2019). Factors such as consumer beliefs, social influence, and perceived quality of green products also predict green purchasing intentions among young consumers (Iravani M. R., et al., 2012). These findings highlight the importance of promoting environmental awareness and education to foster positive attitudes towards green products. Additionally, they underscore the potential for targeted marketing strategies and policy initiatives to encourage eco-friendly consumption behaviors among young consumers, contributing to environmental sustainability efforts (Maichum K., et al., 2017; Kumar R., et al., 2019). Hence, this study hypothesizes that: H1: There is a significant association between attitude and the usage of eco-friendly bags.

Subjective Norm

Furthermore, subjective norm, often shaped by perceived social pressures, plays a pivotal role in ethical decision-making, where personal benefit may influence choices (Tarkiainen and Sundqvist, 2005). Zukin and Maguire (2004) emphasize its significance in driving green consumption. Moreover, Maichum, Parichatnon, and Peng (2016) demonstrate that social norms play a significant role in promoting environmentally friendly behavior, especially within green purchasing practices. Studies by Sharaf et al. (2015) underscore its influence on purchase intention and consumer behavior, particularly among environmentally conscious individuals. Bamberg (2003) also supports this view, indicating that social norms significantly affect environmental concern.

Recent studies have continued to underscore the significant role of subjective norms in shaping green purchasing behavior. Alongside attitudes and perceived behavioral control, subjective norms have been found to positively influence consumers' intentions to purchase eco-friendly products (Chauhan and Bhagat, 2018; Sethi and Jain, 2020). Key components of subjective norms, such as word of mouth, motivation to comply, and social influence, impact green purchase intentions and behavior (Sethi and Jain, 2020). Additionally, personal norms have been identified as an important factor in explaining pro-environmental purchasing behavior, extending the traditional Theory of Planned Behavior model (Onel, 2017). Ham et al. (2015) further differentiated between social and descriptive norms, demonstrating that both types contribute uniquely to predicting green food purchasing intentions. These findings highlight the complex interplay of normative influences on environmentally conscious consumer behavior and provide valuable insights for marketers and policymakers seeking to promote sustainable consumption practices (Onel, 2017; Ham et al., 2015). Hence, this study hypothesizes that:

H2: There is a significant association between subjective norm and the usage of use eco-friendly bags.

Perceived Behavioral Control

Perceived behavioral control, shaped by control beliefs and perceived power, drives behavior. Easy access to recycling facilities and quality public transport encourages green lifestyles (Kumar et al., 2017). Liobikienė and Juknys (2016) affirm a link between green purchasing and eco-friendly behaviors, underscoring behavioral control's role in promoting recycling awareness. Respondents with environmental concerns adopt green lifestyles, believing they can make a difference. Malaysian inclination towards sustainability is influenced by behavioral control, which fosters awareness and environmental concern (Zuraidah et al., 2012). While many Malaysian consumers endorse government environmental policies, this support doesn't always translate into action (Zuraidah et al., 2012). Therefore, understanding students' intentions and behaviors regarding reusable bags usage is crucial to gauge the readiness of the younger generation towards environmental practices.

The role of perceived behavioral control in shaping environmental behaviors is particularly evident among Malaysian university students. Studies show that perceived behavioral control and issues of inconvenience significantly influence recycling behavior, highlighting the need for accessible recycling systems (Sudin M. A. F. et al., 2023). For low-income households in coastal Malaysia, perceived behavioral control positively affects recycling intention and behavior (Al Mamun A. et al., 2018). However, a study at Universiti Malaya found that while perceived behavioral control impacts intention, it doesn't significantly influence pro-

environmental behavior among students (Phang G., and Ilham Z., 2023). Nonetheless, perceived behavioral control, along with attitude, subjective norms, environmental involvement, and media exposure, positively correlates with green purchase behavior among young Malaysian consumers (Shaari H., and Abdul Basir N. A., 2024). These findings underscore the complex interplay of factors influencing environmental behaviors and suggest the need for multifaceted approaches to promote sustainable practices. Hence, this study hypothesizes that:

H3: There is a significant association between perceived behavioral control and the usage of eco-friendly bags.

Methodology

The present study employed a quantitative research approach, utilizing an online questionnaire as the instrument for data collection. The survey was distributed electronically using Google Form to gather response from public universities in Malaysia. The judgmental sampling technique under non-probability method was adapted where the researchers set a screening question to ensure only respondents who meet the criteria will able to respond to all questions. Therefore, the judgemental sampling technique is appropriate to be used since the study requires specific responses (Cavana et al., 2001). A total of 71 responses were collected but only 60 valid responses were analysed due to the screening question. The screening question was asked, "On a daily basis, how frequently do you use eco-friendly bags to carry your belongings?" Those who choose "Never" need to submit the survey and are not counted as valid responses in the study. All items measuring the independent variables—attitude, subjective norm, and perceived behavioral control—were adapted from previous studies and assessed using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The dependent variable, which is usage of eco-friendly bags, was measured using a seven-point Likert scale ranging from 1 (Strongly Disagree) to 7 (Strongly Agree).

Analysis and Findings

The Statistical Package for Social Science (SPSS) software version 22 was utilized for the data entry procedure and respondents' profiles. Later, data was analysed using the Structural Equation Modelling approach with SmartPLS version 4.0 for reliability, validity and hypotheses testing. With regards to respondents' profiles, Table 1 summarizes the results in terms of gender, age, race, education level and the frequency of students using eco-friendly bags while shopping. Therefore, the majority of the respondents were female which is 66.7 per cent. Then, 63.3 per cent of the respondents' age were between 21 and 24 years old and all of them were Malay. In terms of education level, most of the respondents had a Bachelor's Degree which is 66.7 per cent. Finally, 40 per cent of them were using eco-friendly bags once a week while shopping.

Furthermore, since the whole questionnaire was answered by a single source which is the students, there might be an issue with common method bias (CMB) (Podsakoff et al., 2012). Therefore, the present study conducted both procedural and statistical remedies to ensure the data gathered was free from bias. The procedural remedy was conducted where the title page of the questionnaire was explaining about anonymity response and no right and wrong answer. Furthermore, two different anchor scales were utilized in the questionnaire where Five-Likert scale for independent variables and Seven-Likert scale for dependent variable. Meanwhile, for statistical remedy, the study conducts a full collinearity approach as suggested by Kock (2015).

Table 2 presents the results of full collinearity testing. Hence, from the results it showed that all VIF values below 3.3 indicated the data had no CMB issue.

Table 1: Respondents' Profile

Characteristics	Frequency	Percentage (%)
Gender		
Male	20	33.3
Female	40	66.7
Age		
18-20	22	36.7
21-24	38	63.3
Race		
Malay	60	100
Education Level		
Diploma	20	33.3
Bachelor Degree	40	66.7
Frequency using eco-friendly bag		
Rarely (once a week)	24	40
Sometimes (2-3 times a week)	21	35
Often (4-6 times a week)	11	18.3
Very often (daily)	4	6.7

Table 2: Full Collinearity Testing

ATT	PBC	SN	GCB
1.833	1.697	1.841	2.269

Measurement Model

The two-step approach was adapted that involves assessing the measurement model and assessment model in the SmartPLS software. The measurement model was used to test the ability of all indicators in measuring their constructs and the structural model was used to test the hypothesized relationship. In assessing the measurement model, there are two required assessments which are convergent validity and discriminant validity. The present study adapted reflective constructs. Therefore, the convergent validity involves assessing the outer loading with a threshold of higher or equal to ≥ 0.708 , composite reliability (CR) greater or equal to ≥ 0.8 and average variance extracted (AVE) higher or equal to ≥ 0.5 (Hair, 2017). Table 3 illustrates the assessment of the measurement model. From the results, it showed that SN4 loading was 0.538 and GCB5 loading was 0.679. However, these two loadings were not removed due to both AVE and CR values were acceptable which were higher than the required threshold. Considering this, all values were valid and confirming the convergent validity of the study.

The discriminant validity is required to ensure one construct differs from other constructs (Hair, 2017). Thus, to assess discriminant validity, an HTMT value of ≤ 0.85 is required to ensure all constructs are reliable and valid (Franke and Sarstedt, 2019; Henseler et al. 2015). Table 4 illustrates all the HTMT values were below the threshold ≤ 0.85 and thus confirms all constructs were reliable in the study.

Table 3: Measurement Model

Construct	Item	Loading	CR	AVE
Attitude	ATT1	0.826	0.925	0.711
	ATT2	0.855		
	ATT3	0.858		
	ATT4	0.818		
	ATT5	0.859		
Subjective Norm	SN1	0.875	0.851	0.595
	SN2	0.847		
	SN3	0.780		
	SN4	0.538		
Perceived Behavioral Control	PBC1	0.848	0.903	0.699
	PBC2	0.832		
	PBC3	0.831		
	PBC4	0.832		
Use of Eco-Friendly Bags	GCB1	0.789	0.888	0.615
	GCB2	0.831		
	GCB3	0.753		
	GCB4	0.858		
	GCB5	0.679		

Table 4: Discriminant Validity (HTMT Ratio)

Construct	ATT	GCB	PBC	SN
ATT				
GCB	0.581			
PBC	0.476	0.705		
SN	0.741	0.678	0.390	

Structural Model

Once all measurement model assessments were valid, then the analysis proceeded to assess the structural model to analyse the research hypotheses. By following the suggestion by Hair et al. (2019), the assessments of the structural model were based on the path coefficients, standard errors, t-value and p-value and effect size (f^2). With regards to the R^2 value, the value of 0.26 indicates substantial explanatory power, 0.13 is moderate explanatory power and 0.02 is weak explanatory power. According to Table 4, the of R^2 value is 0.559 for GCB indicating that 55.9% of the variance in GCB can be explained by all three variables (attitude, subjective norm and perceived behavioural control) and presents a substantial explanatory power of the model for all constructs.

With regards to effect size (f^2), the rules of thumb indicate 0.02 is a small effect, 0.15 is a medium effect and 0.35 represents a large effect size (Hair, 2019). Table 4 illustrates a small effect size for attitude (ATT) ($f^2= 0.037$), a large effect size for subjective norm (SN) ($f^2=0.373$) and a small effect size for perceived behavioural control (PBC) ($f^2=0.145$). Then, to analyse the studied hypotheses, the present study utilizes the bootstrapping procedure with 5000 re-samples with one-tailed. The hypotheses were accepted if beta (β) values followed the

direction of the hypotheses, t -value significant level ≥ 1.645 , p -value < 0.05 , and no zero (0) for confidence interval between lower level (LL) and upper level (UL) values. Therefore, based on the results, it showed that two hypotheses were supported between SN and GCB ($\beta = 0.321$, $t = 3.256$, $LL = 0.139$, $UL = 0.466$, $p < 0.05$) and between PBC and GCB ($\beta = 0.451$, $t = 5.257$, $LL = 0.010$, $UL = 0.288$, $p < 0.05$). Therefore, H2 and H3 were accepted. However, the results did not support the relationship between ATT and GCB ($\beta = 0.169$, $t = 1.464$, $LL = -0.009$, $UL = 0.355$, $p < 0.05$) thus, rejecting H1.

Table 5: Hypothesis Testing

Hypothesis	Relationship	Beta	SE	t - value	p - value	LL	UL	f^2	R^2	Decision
H1	ATT → GCB	0.169	0.115	1.464	0.072	-0.009	0.355	0.037	0.559	Not supported
H2	SN → GCB	0.321	0.098	3.256	0.001	0.139	0.466	0.373		Supported
H3	PBC → GCB	0.451	0.086	5.257	0.000	0.010	0.288	0.145		Supported

Discussion

The factors influencing the adoption of eco-friendly bags is important to study especially on university students to acknowledge their normality at early age when go for shopping hence the policy maker could strategies the best action for them. Using the Theory of Planned Behavior, the study found that subjective norms (SN) and perceived behavioral control (PBC) significantly affect green consumerism behavior (GCB), while attitude (ATT) did not significantly affect the GCB.

SN suggests that social influence plays an important factor in shaping students' behaviors to use eco-friendly bag. This finding aligns with Chauhan and Bhagat (2018), Sethi and Jain (2020) indicating that people intention for green choices influenced by peer, family and friends and societal expectations. Therefore, policymakers and retailers should promote this programme and encourage them to go for the sustainable choice as for the environmental protection strategy to reduce carbon at the atmosphere. Peer-driven campaigns, influencer endorsements and mass media are important for promoting eco-friendly bag adoption.

Likewise, PBC significantly impact GCB. Students are adopting sustainable behaviour when they feel it is convenient to use. When the things become ease for them, they afford to have it and it is within their control, they are easily to adopt to. It is highlighting the importance of PBC as when students in adopting sustainable behaviors. When students feel that using eco-friendly bags is convenient, affordable, and within their control, they are more likely to adopt the behavior. This highlights the need for strategies that enhance the perceived ease of access to eco-friendly alternatives, such as making reusable bags more affordable, widely available, and incentivizing their use through discounts or reward programs.

Conversely, ATT ($\beta = 0.169$, $p > 0.05$) did not have a significant impact on GCB, suggesting that favorable attitudes alone are insufficient to drive behavioral change. This finding contrasts with conventional TPB assumptions, which often posit attitude as a key predictor of behavior. The results indicate that while students may recognize the environmental benefits of eco-friendly bags, their actual usage is more strongly influenced by external factors, such as social norms and perceived control. This implies that awareness campaigns alone may not be effective

unless combined with structural and social interventions that enhance perceived behavioral control and normative pressures.

Conclusion

This study contributes to the growing body of literature on sustainable consumption by providing empirical evidence on the determinants of eco-friendly bag adoption among university students in Malaysia. The findings highlight the dominant role of social influence and perceived ease of behavior in driving green consumerism, while attitudes alone do not necessarily translate into action.

From a policy and practical perspective, interventions should focus on strengthening social norms and increasing perceived control over eco-friendly choices. Strategies such as university-led sustainability programs, social media campaigns featuring influential figures, and incentives for reusable bag usage can effectively promote behavioral change. Moreover, making eco-friendly bags more accessible, cost-effective, and convenient will further encourage adoption.

Future research could explore additional factors that may influence green consumerism, such as environmental awareness, personal values, and economic incentives. Longitudinal studies could also provide deeper insights into how behaviors evolve over time in response to policy changes and awareness campaigns. By addressing these key behavioral determinants, stakeholders can develop more targeted and effective strategies to foster sustainable consumption practices among young consumers, ultimately contributing to broader environmental conservation efforts.

Declaration to The Publisher Regarding the Application of Generative Ai Tools and Ai-Assisted Technologies in The Writing Process

While preparing this writing, the author utilized ChatGPT4.0, Quillbot Premium, and Grammarly to refine and complete the use of these applications/tools; the author conducted a review, refinement, and editing process to ensure full responsibility for the content of the writing and publication.

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