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INTENTION BEHAVIOUR IN PURCHASING GREEN PRODUCTWan Noranida Wan Mohd Noor¹, Nurul Alya Hamdan², Nur Badriyah Kamarul Zaman^{3*}, Nur Maizatul Idayu Othman⁴¹ Faculty of Plantation and Agrotechnology, Universiti Teknologi MARA, Melaka Branch, Jasin Campus
Email: noranida_mn@uitm.edu.my² Faculty of Plantation and Agrotechnology, Universiti Teknologi MARA, Melaka Branch, Jasin Campus
Email: 2021155913@student.uitm.edu.my³ Faculty of Plantation and Agrotechnology, Universiti Teknologi MARA, Melaka Branch, Jasin Campus
Email: badriyah@uitm.edu.my⁴ Faculty of Plantation and Agrotechnology, Universiti Teknologi MARA, Melaka Branch, Jasin Campus
Email: nurmaizatul@uitm.edu.my

* Corresponding Author

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This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Abstract:**

As the population grows, natural resources are overly consumed by activities such as deforestation, logging, fisheries, and mining, which are done to supply the world's demand. Hence, the purchasing of green products is crucial in reducing environmental degradation. Green purchasing behaviour can be referred as to the individual's purchasing behaviour of environmental-friendly products or products that will not inflict harm nor pollute or deplete the earth's natural resources, and products that are able to be conserved or recycled. It is a vital part of ensuring sustainable Development Goals (SDGs) is possible, which aim to minimize harmful environmental and health impacts through the promotion of an eco-friendly way of living. Social media in its existence has held a great influence on the consumer in terms of the purchasing process of not just being limited to green products. The use of social media as a marketing or promoting platform for green products holds great advantages in targeting a larger audience to promote these green products. This study was conducted to propose a new framework to assess the influence of social media on consumer intention behaviour in purchasing green products. The proposed model was developed by extending the Theory of Planned Behaviour with social media usage and social media marketing into the model to determine significant factors that influence consumer intention behaviour in purchasing green product.

Keywords:

Behavioral Intention, Green Product, Social Media

Introduction

Recent academic studies have shown that due to rapid population growth and socioeconomic development, the ecological environment and the consumption of natural resources have lost their balance (Nekmahmud et al., 2022). Natural resources are overly consumed by activities such as deforestation, logging, fisheries, and mining, which are done to supply the world's demand. As the population grows, all evidence points to the fact that human economic activities are leaving the world with severe environmental impacts such as ozone degradation, environmental pollution, and global warming (Rodgers et al., 2020).

Green purchasing behavior can be referred to as the individual's purchasing behavior of environmental-friendly products or products that will not inflict harm nor pollute or deplete the earth's natural resources, and products that are able to be conserved or recycled (Haslina Md Harizan et al., 2013). According to (Nekmahmud et al., 2022), the green product can be referred to as an environmentally-friendly product that is manufactured using natural, recycled, non-toxic, and uses eco-packaging. It is a vital part of ensuring sustainable Development Goals (SDGs) is possible, which aim to minimize harmful environmental and health impacts through the promotion of an eco-friendly way of living (Ramkissoon et al., 2013).

In Malaysia, green product purchases by consumers in Klang shows an increasing trend as reported by (Haslina Md Harizan et al., 2013). According to (Haslina Md Harizan et al., 2013), most respondents in Klang ranging from students to employees in various sectors show moderate to a high level of actual intention in purchasing green products. Similarly, according to a study by (Wong & Osman., 2021), which was conducted on 250 Malaysian consumers, majority of them have experience purchasing green products. The study also found that consumers were willing to pay more for green products, with 64% of respondents indicating that they are willing to pay a premium price for environmentally friendly products.

In the most recent studies, big firms and organizations have been held accountable for their continuous release of carbon dioxide and harmful chemicals to the environment (Farrukh et al., 2022). As a result, environmental activists and scientists are expecting organizations and individuals to take initiatives to reduce carbon footprints and pollution through the adoption of green and sustainable consumption practices (Farrukh et al., 2022).

In Malaysia, government has endorsed an official Malaysia's green recognition called the MyHIAU Mark (Figure 1). This scheme has enabled the standardization of all certified services and products that in line with the international environmental standards under one single mark.



Figure 1: MyHIJAU Mark

Source: MyHIJAU Mark Malaysia, 2023

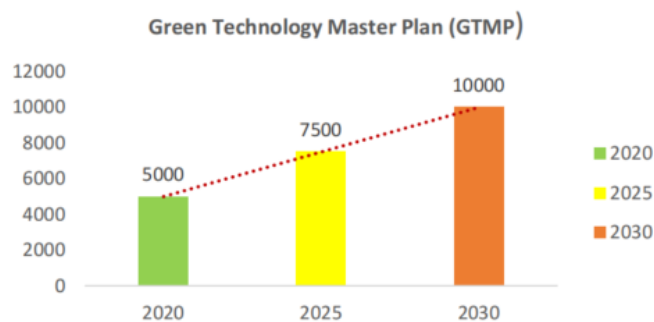


Figure 2: The Number of Registered Green Products Under MyHIJAU Mark

Source: MyHIJAU Mark Malaysia, 2023

Figure 2 shows that in the year 2020, there are over 5000 green products that has been registered under the MyHIJAU Mark. It is expected that in the year 2030, there will be around 10,000 green products that will be registered under the scheme (MyHIJAU Mark Malaysia, 2023)

The adoption of green product purchasing habit hold plethora of advantages since green product is produced using biodegradable and organic materials, it uses the least non-renewable resources and emits lower greenhouse gasses such as methane, chlorofluorocarbon (CFC), and ozone. It precludes resource overuse as green product promotes the production of energy from renewable resources and lessen the risk of resources and fossil fuel misuse. Many organizations have shown interest in marketing green product as it gives firms competitive advantages, great public image, while also promotes brand loyalty.

When there is plenty of green product placed on the market, consumers' awareness for the adoption of green products increases while all in all increasing the eco-friendly consumers. However, the level of acceptance between every one of the consumers differs greatly depending on their attitude, perceived behavioural control, subjective norm, social media usage and social media marketing. Consumer's positive attitudes towards green product and actual purchasing behaviour may have weak relationship. This statement can be translated as just because a consumer is supportive towards green product, it does not necessarily mean that they will purchase the said product. This inconsistency of attitude and behaviour can be referred as green attitude-behaviour gap (Joshi et al., 2021).

The green attitude-behaviour gap shows that there might be plethora of other variables that interferes with the sustainable purchasing attitude that need to be addressed. Various research conducted in developed countries has shown that individuals and social element may hold great influence on consumers' purchasing behaviour. Businesses and organization also play a vital role in encouraging the consumption of green products. This can be proved by the observation that consumers behaved more environmentally responsible when businesses use green marketing concept to attract customers. Thus, it is crucial to understand the factors that influence consumers' purchasing behaviour in purchasing green products.

Social media in its existence has hold a great influence in consumer in terms of purchasing process of in not just limited to green products, but as well as lines of product such as cosmetics, fashion, and textile. However, compared to any other platforms, social media is the most widely used platforms to promote green products. Table 1 shows that it is expected users of social media will increase from 3.6 billion in 2020 to 5.5 billion of users in 2025 (Yuen, 2022). This includes users from social media of Facebook, Twitter, Instagram, WhatsApp, Snapchat, YouTube, and LinkedIn.

Table 1: Social network users worldwide, by Platform 2021-2025

Social network users worldwide, by platforms 2021-2025 (Millions)					
Platform	2021	2022	2023	2024	2025
Facebook	2048.1	2098.1	2143.7	2184.4	2217.2
Instagram	1212.4	1282.8	1347.1	1398.1	1441.3
TikTok	655.9	755.0	834.3	900.7	955.3
Snapchat	428.4	464.9	492.8	513.2	531.1
Twitter	338.6	345.4	350.8	355.7	360.3
Total					5505.2

Source: M. Yuen, "Social Media Users in The World (2021-2025)."

Therefore, the use of social media as a marketing or promoting platforms for green product holds great advantages. It is also far more cost effective and easier to conduct than any other marketing platforms. Firms that use social media as a marketing medium can directly interact with their consumer more directly and frequently. Therefore, the objective of this article is to proposed new framework to assess the influence of social media on consumer intention behaviour in purchasing green product.

Literature Review

Green Product Purchase Intention Behavior

According to (Wu et al., 2011), purchase intention defined as "the probability that customers will aim or be disposed to buy any product and service later". Purchase intention is an important step before real purchasing behavior. As according to (Bai et al., 2008), final purchasing behavior is consumer cognitive behavior that will influence the final decision of the user. While according to (Morwitz et al., 2007) the data obtained from the results of the purchase intention study is important to make expectations for production volume, production schedule, advertising, and budget planning. Therefore, from the definition of purchase intention behavior, green purchasing intention can be defined as the willingness of an individual to buy green product in the decision-making process (Aman et al., 2012)

The Theory of Planned Behavior (TPB) is a theory that explains the relationship between variables and purchase intention behavior towards green product. TPB explains the basic concept of a person's attitude towards a certain object, social influence, and perceived behavioral control (Ajzen., 1991). The Theory of Reasoned Action (TRA) (Staats, 2004) and the TPB by Ajzen (1991) were the two vastly used theoretical approaches by the majority of studies in explaining consumer behavior in purchasing green products. This study will propose a model that was developed by extending the Theory of Planned Behavior with social media usage and social media marketing into the model. Therefore, there are five variables that will be included in the model to assess the relationship with consumer purchase intention to buy green product, namely attitude towards green purchasing, perceived behavioural control, subjective norm, social media usage, and social media marketing.

Attitude Towards Green Purchasing

Attitude explains on the length to which the purchasing attitude of a particular individual towards product or service is negatively or positively evaluated. Attitude is influenced by psychological path that affect the persons' favour or disfavour onto a specific product or object (Nekmahmud et al., 2022). It can also be referred as to individual cognitive observation on sustainable purchasing behaviour. Previous studies has led variety of results that shows positive and negative relationship between consumer's green purchasing attitude and their green purchasing behaviour (Joshi & Rahman, 2017). A study from (Sauer & Wood, 2018) shows weak relationship between consumer's green product attitude and their actual green purchasing behaviour. While in the other hand, (Yadav & Pathak, 2017) in their studies shows that attitude is positively correlated with green purchasing intention.

In a research done by (Sreen et al., 2018), Indian consumers' green purchasing intention is examine and the results shows attitude has the highest effect in green purchasing intention. This finding indicates that developing a favourable attitude towards green products could assist in promoting consumer's interest and provide to the global sustainable future. Positive relationship between consumer's attitude and behaviour are also found in several studies in fair-trade purchasing. Consumer's sustainable purchasing behaviour and pro-environmental behaviour is found to be correlated in a study done by (Panzone et al., 2016). Thus, it is hypothesized,

H1: Consumers' attitudes towards green purchasing will have positive influence on their green purchasing behaviour.

Perceived Behavioral Control

Perceived behavioral control (PBC) can be referred as the apparent difficulty or simplicity of carrying out a specific behaviour (Ajzen., 1991). PBC is an outcome from perceived power and constraint beliefs. Constraint beliefs such as those related to price, effort, availability, and time may help or impede consumer' purchase intention (Pelsmacker, 2016). However, individual often put past experience and expected problems into considerations prior to taking a particular action. Prior studies has show support in the significant and positive impact on green purchasing intention (Chang et al., 2019). Consumers are adopting more environmentally friendly behaviour as a result of growing consumer knowledge of the negative effects on non-eco-friendly items. As a result, we suggest the following:

H2: There is a positive relationship between perceived behavioral control and consumers' intention behaviour in purchasing green products.

Subjective Norm

Subjective norm can be referred as the “perceived social power to carry out a specific behaviour” (Ajzen, 1991). In other words, it can be defined as an individual’s judgement of the social perception towards an action done or not done by the individual. It explains an individual’s feeling on what people around them would think of them if they did, or did not do something (Joshi & Rahman, 2017). It has been analysed that subjective norm hold a powerful impact on individual’s behaviour as in the pressure to act desirably, consumers tend to follow social norms (Joshi et al., 2021).

The social pressure in acting in a specific behaviour may lead consumers to arrive at a conclusive decision surrounding a particular action either to approve or disapprove the said action (Ajzen, 1991; Kumar et al., 2017). A higher degree of subjective norm can overpower the role of attitude towards a greener product purchase behaviour as social norms can supersede the knowledge in several circumstances (Kumar et al., 2017). Studies on subjective norms shows a positive impact on consumers green purchase behaviour (Chan, Ricky Y. K., Lau, 2002). Hence, a favourable norm in sustainable purchasing habit may hold a great influence over consumers’ green purchasing habit.

To this end, it is hypothesized that:

H3: Subjective norm has a positive impact on green purchasing behaviour.

Social Media Usage

Social media represent itself as a powerful platform in the context of consumer marketing. In its existence, social media has successfully transformed the method of interaction between sellers and consumers (Nekmahmud et al., 2022). Messages spread across social media can influence consumers to purchase, while the interaction done on the platform can directly affect consumer’s purchasing decisions by inspiring other consumers to imitate their mutuals (Pop & Zsuzsa, 2020). Purchasing decision consists of various consecutive steps and social media plays a vital role in influencing every step of it. The main reason for it is social media is deemed to be a trustworthy and useful source of information by its users. Social media in its function help in educating its users on sustainability and responsible environmental practice (Nekmahmud et al., 2022).

In promoting successful responsible entrepreneurship, social media is discovered to be a vital success element by Small and Medium enterprises (SMEs) for stakeholders (Pop & Zsuzsa, 2020). Pro-environmental behaviours on social media can positively affect sustainable behaviour including green purchases and the practice of reuse, reduce, and recycling of waste. For instance, the powerful impact of promotion done by social media celebrities in purchasing green products hold a significant effect on consumers’ intention and behaviour on purchasing organic cosmetics in Instagram (Pop & Zsuzsa, 2020). Therefore, the following assumptions are made:

H4: social media will positively influence consumers’ behaviour in purchasing green products.

Social Media Marketing

Consumer purchasing habits for the past decade has shown substantial shift to the digital realm (Giang Barrera & Shah, 2023). For instance, consumers throughout the world implies that interacting with brands using social media platforms are much easier. Social media includes wikis, pictures, videos, blogs, vlogs, podcasts, and ratings. Social media contain online

platforms and application that allows the facilitation of collaboration, interaction and sharing of contents (Wang et al., 2021). This has encourage organizations and firms to embrace social media platforms as a new method in interacting with existing and potential consumers, while getting live feedback in improving corporate performance (Wang et al., 2021).

Organizations that uses social media marketing to promote their green product will experience an easier market entrance and allow them to target more potential consumers via user-communications, networking, and interpersonal relationship (Nekmahmud et al., 2022). In the context of green purchasing, social media is deemed to be trustworthy and relevant as it increase knowledge development, to which will influence consumer's intention and behaviour towards purchasing green products (Nekmahmud et al., 2022). Thus, the following hypothesis is formulated:

H5: Social media marketing has a significant impact on green purchasing behaviour.

Methodology

This systematic review's study aims is to focused on comprehending the most widely used and accepted theoretical concepts. In January 2023, a literature search was carried out. No time frame was given; nevertheless, the database search engine covers the years 2000 through 2022 in its entirety. The factors identified by different studies were then compiled for this review paper.

Proposed Model

Figure 2 shows the proposed model of factors influencing consumer intention behavior in purchasing green product. The factors proposed including attitude, perceived behavioural control, subjective norm, social media usage and social media marketing. The proposed model is a modification of the TPB where the extension has been done by including the factors of social media usage and social media marketing.

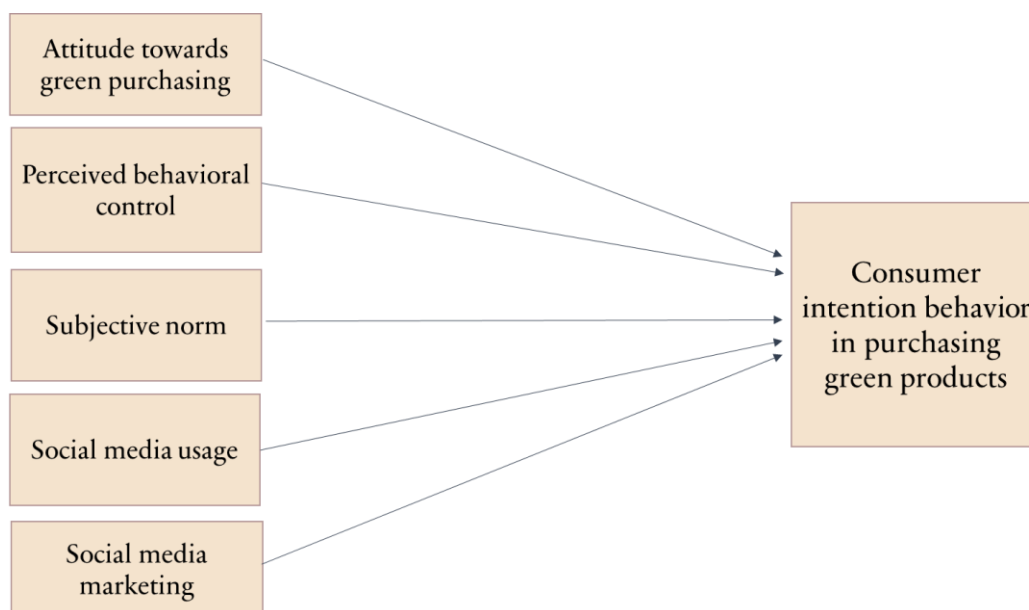


Figure 3 Proposed Model

Source: (Ajzen, 1991; Nekmahmud et al., 2022)

Conclusion

Green purchasing is a vital element in allowing a more sustainable world to be built. Consumer's impulse and unplanned behaviour in purchasing may lead to serious environmental, social, and economic degradation (Joshi et al., 2021). In understanding the severity of domestic purchasing on the ecological balance, various firms have now begun to take corporate social responsibility, where an increasing number of sustainable or green products are being produced. Throughout the years, it is also observed that the number of consumers that has started to embrace green product purchasing is increasing. The increase of social media usage and the influence that it holds on to its users is highlighted as to be one of the factors that led to the increasing interest from consumers in purchasing green products. Therefore, it is hoped that further research is conducted to understand factors that influence customers' green purchasing to allow firms and organization to attract more customers to purchase their green products. Transforming consumers behaviour towards green products purchasing behaviour will assist the communities to further shape a sustainable world, improve overall environment practice, and reduce waste productions.

The current study only utilizes five factors to determine the role of social media in influencing consumers intention behaviour in purchasing green product. Hence, future study must segregate the sample according to generation, considering all generations uses social media differently. Future studies must also heavily rely on literature to add more to the research to improve their comprehension on how green product purchase intention are developed, while taking into consideration to use social media as a method to raise awareness concerning environmental issues.

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