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(JTHER)**www.gaexcellence.com/jthem**THE ROLE OF SOCIAL MEDIA IN GREEN FOOD
PURCHASE INTENTION AMONG MALAYSIAN
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DOI:10.35631/JTHER.1145030**Abstract:**

This study aims to investigate the relationship between social media and the purchase intention for green food. It will also determine the factors affecting consumers' intention to purchase green food in Malaysia. Cross-sectional quantitative data were collected from participants via a survey, and IBM SPSS 26 was used to analyze the data. A total of 198 questionnaires were distributed via online platforms across Malaysia, to examine the significance of relationships using multiple regression analysis. The study's findings indicated that the primary variables influencing consumers' purchase intention of green food were derived from all elements of the Theory of Planned Behaviour (TPB), namely attitude (ATT), subjective norms (SN), and perceived behavioural control (PBC), along with two supplementary variables: social media usage (SMU) and digital marketing interactions (DMI). The multiple regression analysis revealed that attitude, perceived behavioural control, social media usage, and digital marketing interaction significantly and positively influenced consumers' green purchase intention. In contrast, subjective norm was not found to be a significant predictor of green purchase intention. These findings suggest that consumers' intentions to purchase green food are primarily shaped by individual evaluations, perceived behavioural control, and digital engagement rather than subjective norms.

Keyword:

Green Food, Social Media, Consumer Behaviour, Theory Of Planned Behaviour, Malaysia.



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Introduction

Green food is a kind of food product which is produced, processed and marketed in an environmentally friendly way without risk to the health of consumers and contributes to the improvement of social, economic welfare (Zhao et al., 2024). According to Bravo & Vieira (2021), green food products are natural, eco-packaged, recycled and considered as non-toxic and environmentally friendly. Green food focuses on supporting practices that are eco-friendly and resource efficient without compromising on quality of nutrition (Zhao et al., 2024). The market for green food is one that is growing in Malaysia, as consumers are increasingly concerned about issues of food security, food safety, and the environment (Suhaimi et al., 2024). The growing popularity of the sales of green foods in Malaysia can be attributed to the surge in the use of chemicals in foods (Jailani et al., 2021). Green food is finding greater voice as health-conscious consumers work to protect their health, improve their lives and reduce exposure to harmful chemicals. In addition, engaging with meaningful digital marketing efforts in favour of green food can put consumers in the driver's seat to make health decisions and contribute significantly to safeguarding the environment and eliminating harmful chemical contaminants (Armutcu, 2023).

To fully understand this study, it is a prerequisite to understand the role of social media in affecting green food consumers' purchase intentions and the influencing factors in Malaysia. The study adopts important theories and practices, and it involves three of the most important factors from the TPB, attitude (ATT), subjective norm (SN), and perceived behavioural control (PBC). Besides, it adds two extra factors: social media usage (SMU) and direct marketing interaction (DMI) to add a more comprehensive perspective of consumer intention in this context.

Furthermore, consumers are not only the current and future markets, but it is essential to inform them about the role of social media on their green food purchase intention (Zhou et al., 2025). This knowledge helps consumers to make informed choices and promotes sustainable practices (Chen, 2024). Moreover, the results of this study can be utilised by online advertisers, companies, and policy planners to gain a better insight into the motivators influencing consumers' decision to purchase green food online to design appropriate strategies that promote the consumption of green food (Chen, 2024).

In the current economic climate, different mass media including TikTok, Instagram, Facebook and television have been employed to promote green food products (Nekmahmud et al., 2022). Thus, the research found that most of the platforms in Malaysia have been leveraging the social media to market green products, due to their close relationship with the individuals. One study suggests that the use of social media to influence the users' purchase intention of buying green

food can be effective as it brings delight to the consumers in purchasing green food products (Rodrigo & Mendis, 2023).

As consumers engage in market activity they need to be pro-active in regulating their behaviours, by making informed choices, including buying green food freely and responsibly through social media platforms (Luo et al., 2021). In addition, social media can be used to encourage greater consumer interaction as a means of obtaining positive information about green food and understanding when buying green food (Armutcu, 2023). Social media has also been a powerful platform that allows consumers to delve into topical issues about green foods, green adverts and learn about the benefits of adopting green food to support their daily food choices, which help to promote health and sustainability (Coman et al., 2025).

Environmental degradation has become a problem in the world because of the rapid growth of the economy, which causes over-exploitation of natural resources (Pettinger, 2021). The problems of ozone depletion, global warming, water and air pollution are all of increasing importance. Hence, the quality of green food has declined because of the lack of fresh and sustainable plants. Additionally, consumer decisions made relating to goods and services have also led to deleterious environmental consequences, which thus further compounds the environmental issues (Namakula, 2021).

Malaysia has been experiencing a decline in the quality of non-green food products and, as a result, there is a greater shift in consumer behaviour towards green food (Li, 2023). Social pressure has indirectly been recognised to impact consumer actions and purchasing decisions for green food as awareness of environmental issues has increased (Zhuang et al., 2021). This study delves into the role of social media in shaping consumers' purchase intention toward green food, shedding light on how social platforms can impact consumer choices in favour of more green food options.

Literature Review

Green Food

Due to the growing interest and awareness about health issues in recent years, consumers have started considering purchasing green products, and as a result, consumers' purchasing intentions have significantly changed towards green products in Malaysia (Dong & Zhang, 2020). Moreover, consumers' intention to buy organic food is also getting higher as time passes (Kamboj, 2023). Green food yields the lowest GHG emissions which minimises the harmful effects on the environment (Buzby, 2024).

Theory of Planned Behaviour

Theory of Planned Behaviour (TPB) suggested by Ajzen (1991) is one of the popular theories in the field of explaining and predicting human behaviour. TPB has three important constructs, namely attitude (ATT), subjective norms (SN), and perceived behavioural control (PBC), which influence an individual's behavioural intention. Subjective norms refer to perceived social pressure from important others; attitude is a positive or negative evaluation of the individual in relation to performing the behaviour and perceived behavioural control is the individual's subjective ease or difficulty in relation to performing the behaviour. These three

factors interact with and influence behavioural intention, an immediate precursor of behaviour (Ajzen, 1991).

TPB serve as the theoretical basis to understand Malaysian consumers' purchasing intention for green food in this study. The original TPB model is comprised of ATT, SN, and PBC, in this research we followed the original model but added two more constructs, social media usage (SMU) and digital marketing interaction (DMI). The incorporation of such constructs indicates the increase in importance of digital technologies and online communication in influencing consumers' purchase decisions, primarily for environmentally friendly products.

A considerable number of studies have used TPB to explain consumers' purchasing behaviours in various contexts (Rozenkowska, 2023), such as green food purchasing intention. This study combines these two constructs (SMU and DMI) with the original TPB framework to gain a deeper insight into the influences towards Malaysian consumer green food purchase intentions. As economic development and internet accessibility have increasingly developed, consumers are able to acquire information about products in more efficient ways (Li, 2023). Social media platforms including TikTok, Instagram, Facebook, YouTube, and X, (previously known as Twitter), have become a significant digital marketing channel for promotion of green food products and shaping consumers' purchasing decisions (Srivastava & Mittal, 2025). The positive effect of the interactive variable, dissemination speed, and accessibility of social media shapes consumer perceptions and behavioural intentions (Ausat, 2023). In addition, green product promotion campaigns by digital marketing interventions can increase environmental awareness of consumers and make them more inclined towards environment-friendly products and buying behavior (Majeed et al., 2022).

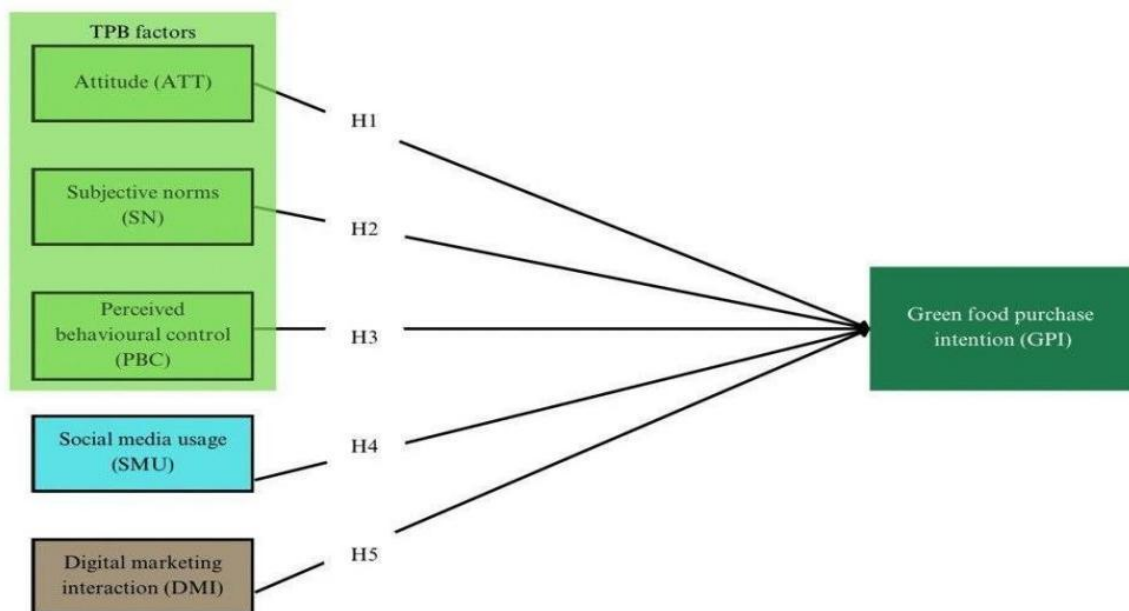


Figure 1: Conceptual Research Model

Based on the literature studied and the proposed conceptual framework, the following hypotheses were drawn up:

H1: Attitude positively influences consumers' purchase intention towards green food

H2: Subjective Norms positively influence consumers' purchase intentions towards green food.

H3: Perceived Behavioural Control positively influences consumers' purchase intention towards green food.

H4: Social Media Usage positively influences consumers' purchase intentions towards green food.

H5: Digital Marketing Interaction positively influences consumers' purchase intention towards green food.

Methodology

Data Collection and Sampling

The design implemented to analyze the study is the causal research design. The causal design has been used to find the relation between the factors and effects among variables (Em, 2025). The main function of this design is to explain the independent variables and study the changes in the dependent variables (Em, 2025). The study adopted a questionnaire designed to measure factors influencing consumer purchase decisions regarding green food with the variables borrowed from the Theory of Planned Behaviour (TPB) and two additional factors incorporated in the model.

Convenience sampling was conducted to obtain the data with 198 respondents from all 14 states in Malaysia, with an estimated population of 34.4 million people (Department of Statistics Malaysia, 2025). Faul et al. (2009) performed an a priori power analysis in G*Power 3.1.9.7. With an effect size (f^2) of 0.15, significance level (α) of .05 and statistical power of .95 and five predictors, there was a projected minimum sample size of 138 respondents. Further responses have been gathered to allow for the possibility of incomplete responses to expand the range of the analysis. We received a total of 198 valid responses; more than the minimum number required for the sample size. Following data screening by IBM SPSS, no irrelevant data, outliers or data entry errors were found. All the answers were acceptable and responses were confidential.

The data were collected using a standardized online questionnaire which included 19 questions, translated from English to Malay to make it easy to understand and respond. IBM SPSS 26 was used to analyze the data and assess the model's performance. The respondents were informed that the study was only for scientific purposes and their information was confidential. The survey was disseminated through the use of WhatsApp, thereby minimising the costs and increasing the speed of response. This was an efficient way to collect the needed data and analyze it correctly, which gave valuable information on the purchase intentions of consumers for green foods. The study was conducted within the research guidelines of the UiTMCT State Research Committee, having obtained ethical approval.

Measurement Of the Instrument

The questionnaire included socio-demographic (part A), attitude (ATT) (part B), subjective norms (SN) (part C), perceived behavioural control (PBC) (part D), social media usage (SMU) (part E), digital marketing interaction (DMI) (part F), and green food purchase intention (GPI) (part G). Response options for each statement were on a five-point Likert scale, from strongly disagree (1) to strongly agree (5). The 19 measurement items of six variables were reorganized

from Armutcu (2023). Ordinal scales measured the frequency, purchase intention, satisfaction and enjoyment (Kemp, 2023).

Pilot Study

A pilot study was conducted prior to data collection to assess the reliability, clarity, and suitability of the research instrument. The pilot was conducted on a broad spectrum of 30 green food consumers aged 26 and above who are active social media users, have an income source and come from various states in Malaysia. A minimum of 30 respondents was decided as the sample size to conduct the preliminary assessment of the questionnaire while a pilot study should have a sample size of 20 to 30 participants as recommended by Bujang et al. (2024). The aim of the pilot study was to uncover any potential issues with the measurement items that might arise in the understanding of the wording and internal consistency of the questions. To determine the reliability of the constructs, this study employed Cronbach's Alpha coefficient which is known as the standard value for assessing the reliability where the values are above 0.70, which is considered as acceptable (Hair et al., 2022). Table 1 presented the results of a pilot study with acceptable reliability levels (Cronbach Alpha) of all constructs ranging from 0.87 to 0.91. The results of these supported the items on the measurement to be reliable and used in the main study Kennedy (2022). Some minor changes were made to the questionnaire based on feedback received in the pilot study to ensure that the respondents would have a clear understanding of the items when completing the questionnaire in the actual study.

Table 1: Reliability Test of Pilot Study

Construct	Number of Items	Cronbach's Alpha
Attitude (ATT)	3	0.91
Subjective Norms (SN)	3	0.89
Perceived Behavioral Control (PBC)	3	0.88
Social Media Usage (SMU)	3	0.90
Digital Marketing Interaction (DMI)	3	0.87
Green Food Purchase Intention (GPI)	4	0.92

Data Analysis and Statistical Measures

Data collected were analysed by descriptive and inferential statistical techniques using Statistical Package for the Social Sciences (SPSS) Version 26. Descriptive statistics were used to present the demographic variables of the respondents and the distribution of the study variables. Perhaps the most common statistics for describing characteristics and responses of the participants would be measures of frequency, percentage, the mean, and the standard deviation. Besides, the reliability and validity of the measures were assessed to make sure that the items of the measurements were consistent and appropriate before formal hypothesis testing.

Multiple regression was used to look at the predictive relationships among the study variables. The research model included five independent variables which were analysed as the predictors to a single dependent variable namely green purchase intention (GPI), attitude (ATT), subjective norm (SN), perceived behavioural control (PBC), social media usage (SMU) and digital marketing interaction (DMI). To determine the proportion of each independent variable to the increase in the scores of consumers' intention to purchase a green food product, a multiple regression analysis was performed. All the regression coefficient, t-test values, p-values and R^2 coefficient of determination were used as the basis to judge the significance of the hypothesized relationships. The data screening process involved careful monitoring and handling of missing data to ensure the accuracy and reliability of the statistical results.

Findings

Demographics Profile

A total of 198 responses were valid and analysed to uncover the impact of social media towards purchasing green food among Malaysian consumers. There were more female respondents than males (113, 57.1% and 85, 42.9%, respectively). Most respondents were aged 26-35 years (63.1%), followed by 18, 25 years (22.7%) and 36, 45 years (14.2%). Geographically, respondents were obtained from different states in Malaysia with other states (47.0%), Kelantan (24.2%) and Kuala Lumpur (20.7%) having the highest percentage. Income-wise, most of the respondents reported earning RM2,500 to RM4,999 per month (43.1%), while the highest education group were holders of degrees (43.9%) followed by those with diploma (34.3%).

In terms of social media use, Facebook, Instagram and TikTok were some of the most popular social media platforms and 77 (39.0%) of the respondents reported engaging with all three. 61 respondents (30.8%) used Instagram, 35 (17.7%) used TikTok and 25 (12.5%) used other platforms like YouTube and X (Twitter). The findings indicate that social media is perceived as having an important role to reach Malaysian consumers. The demographic profile of the respondents, especially females and respondents aged 26 to 35 years, aligns with the findings of Ilie et al. (2025) stating that this age group is an active group of social media users and sustainable products consumers. Likewise, the preference for Facebook, Instagram, and TikTok is echoed in Kemp's (2023) study that uncovered these platforms as the dominating ones in the Malaysian digital space.

Descriptive Analysis

Descriptive statistics were then conducted on the data in Table 2 to find the mean and standard deviation of each of the variables. When measuring the mean scores for each item, the highest was seen in the statement of Perceived Behavioural Control (PBC), "I can decide whether or not to buy green food on social media" ($M = 4.09$, $SD = 1.075$), which means that respondents felt they had control over buying green food on social media. The Attitude (ATT) items likewise resulted in a positive score, varying from 3.47 to 3.71, indicating positive attitude towards buying green food via social media.

Means for Subjective Norms (SN), Social Media Usage (SMU), and Digital Media Influence (DMI) were in the range 3.34 to 3.94, suggesting moderate to high agreement among respondents. The item with the lowest mean value was "I use social media channels when I

need to buy green food” ($M = 3.34$, $SD = 1.287$) and the highest DMI was “I use social media channels to look up people’s comments about green food” ($M = 3.94$, $SD = 1.201$). Lastly for Green Food Purchase Intention (GPI), the mean score range from 3.34 to 3.95. The highest average score obtained was “I will recommend green food to other people” ($M=3.95$, $SD=1.192$). Overall, the results indicate that social media has an important influence on consumers’ purchase intentions of green food both as a source of information, reviews and recommendations.

Table 2: Descriptive Analysis for Social Media and Purchase Intention.

No	Question	Mean	Std Deviation
Attitude (ATT)			
1	It is smart to buy green food through social media platforms.	3.47	1.320
2	Buying green food through social media platforms is a good idea.	3.71	1.236
3	I like the idea of buying green food through social media platforms.	3.67	1.242
Subjective norms (SN)			
1	People around me encouraged me to buy green food on social media.	3.38	1.244
2	Some of my family members buy green food through social media platforms.	3.46	1.328
3	I use social media channels when I need to buy green food.	3.34	1.287
Perceived Behavioral Control (PBC)			
1	I have enough time, resources, money, and willingness to buy green food through social media channels.	3.55	1.240
2	I know how to purchase green food on social media platforms.	3.70	1.306
3	I can decide whether to purchase green food or not through social media channels.	4.09	1.075
Social Media Usage (SMU)			
1	My engagement on social media channels influences my green food purchases.	3.51	1.293
2	Contents about green food on social media channels are trustworthy	3.46	1.191
3	The content about green food on social media channels is believable.	3.51	1.174
Digital Marketing Interaction (DMI)			
1	I use social media to find information about green food.	3.75	1.387
2	I use social media channels to look up people’s comments about green food.	3.94	1.201
3	I use social media channels to find and discover people’s recommendations about green food.	3.93	1.160
Green Food Purchase Intention (GPI)			
1	I plan to purchase green food in the future	3.71	1.308
2	I am willing to pay more for green food	3.34	1.289

3	I intend to pay more for green food	3.43	1.295
4	I will recommend green food to other people	3.95	1.192

Model Summary

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	0.71	0.50	0.494	0.542
	2	7		

According to the model summary, the variance of the consumers' green purchase intention explained by the five independent variables was 50.7% ($R^2 = 0.507$). Following the adjustment of the number of predictors added to the model, adjusted R^2 equals 0.494 explaining that the model is still retaining great explanatory power. The resulting standard error of the estimate was 0.542 which indicated an acceptable level of accuracy of prediction.

Table 3: ANOVA Results for Multiple Regression Model

Model	Sum of Squares	df	Mean Square	F-value	Sig.
Regression	58.420	5	11.684	39.780	<0.001
Residual	56.410	19	0.294		
Total	114.830	19			
		7			

The ANOVA results showed that the overall regression model was statistically significant, $F(5,192) = 39.780$ and $p < 0.001$. The overall construct of five independent variables, attitude, subjective norm, perceived behavioural control, social media usage, and digital marketing interaction collectively explained the variance in consumers' green purchase intention in a significant degree.

Table 4: Multiple Regression Analysis Result

Hypothesis	Predictor	β (Beta)	t-value	p-value	Remark
H1	Attitude (ATT)	0.352	5.842	0.000	Supported
H2	Subjective Norm (SN)	0.098	1.846	0.066	Not Supported
H3	Perceived Behavioural Control (PBC)	0.221	2.913	0.004	Supported
H4	Social Media Usage (SMU)	0.318	5.176	0.000	Supported
H5	Digital Marketing Interaction (DMI)	0.287	4.672	0.000	Supported

*Dependent Variable: Green Purchase Intention (GPI)

Predictors: (Constant), Attitude (ATT), Subjective Norm (SN), Perceived Behavioural Control (PBC), Social Media Usage (SMU), Digital Marketing Interaction (DMI)

To analyse how attitude (ATT), subjective norm (SN), perceived behavioural control (PBC), social media usage (SMU) and digital marketing interaction (DMI) affect the green purchase intention (GPI) of consumers, a multiple regression analysis was used. Table 4 shows the result of the hypothesis testing where 4 out of 5 proposed hypotheses were accepted. The result shows that the path coefficient for $ATT \rightarrow GPI$ is significant ($\beta = 0.352$, $t = 5.842$, $p < 0.001$), thus,

H1 is accepted. In the same vein, perceived behavioural control (PBC) significantly predicted the intention to purchase green products ($\beta = 0.221$, $t = 2.913$, $p = 0.004$) thus supporting H3. There was also a significant positive relationship between social media usage (SMU) and digital marketing interaction (DMI) and green purchase intention (SMU: $\beta = 0.318$, $t = 5.176$, $p < 0.001$; DMI: $\beta = 0.287$, $t = 4.672$, $p < 0.001$), which supports H4 and H5, respectively. The subjective norm (SN) was, however, not significant with the intention of green purchase ($p = 0.066 > 0.05$, $\beta = 0.098$) and hence, H2 was rejected. In general, the results indicate that the personal evaluation, perceived behavioural control, and digital-related factors have more effects on consumers' green purchasing intentions than do perceived expectations of significant others.

Discussions

The results of this study offer valuable insights into the determinants of consumers' intention to buy green food in Malaysia by combining the Theory of Planned Behavior (TPB) model with digital-related factors. Furthermore, multiple regression analysis showed that attitude, perceived behavioral control, social media usage, and digital marketing interaction made significant and positive contributions to green purchase intention, but the subjective norm was not significant. The model accounted for 50.7% of the variance in green purchase intention, revealing that the proposed factors offer significant explanation of consumers' intentions for green food purchase. Each hypothesis is followed by a discussion that provides comparisons to existing literature and implications for the theory and practical application of the study.

Attitude (H1)

The result supported H1, indicating that the attitude of the consumers' significantly and positively influenced their green food purchase intention in Malaysia ($\beta = 0.352$, $t = 5.842$, $p < 0.001$). Attitude was found to be the most influential predictor of green purchase intention as compared to all predictors. This result indicates that consumers who have favourable perceptions, beliefs, and evaluations towards green food tend to have strong purchase intentions. This finding is in line with the finding of Nekmahmud et al. (2022) that attitudes have a significant shared variance in green food purchasing intention. In a similar vein, Majeed et al. (2022) revealed that positive attitudes towards green products lead to sustainable buying behavior among consumers. This discovery validates the Theory of Planned Behaviour (TPB) that sees attitude as a key element of behavioural intention (Ajzen, 1991).

Practically, food marketers aiming for green food should pay attention to improving positive consumer attitudes with effective communication strategies. Education programs that convey the environmental, health and social advantages of green food products can help increase consumers' positive attitudes. Furthermore, engaging digital content, consumer testimonials, and sustainability-focused campaigns might elicit positive evaluations and boost purchase intention among Malaysian consumers.

Subjective Norm (H2)

The findings did not support H2, since the subjective norm was not a significant predictor of consumers' green food purchase intention ($\beta = 0.098$, $t = 1.846$, $p = 0.066$). The relationship was positive, but not a desired significant relationship at 0.05. This shows that expectations, perceptions or influences from the important people in consumers' lives such as family, friends,

and social groups, may not be very strong to drive consumers' purchasing decisions towards green food in Malaysia.

This is consistent with Sharma et al. (2024), who suggested subjective norms might have a diminished impact when the consumer's decision regarding sustainable consumption is more driven by values, awareness and individual evaluations. The low level of subjective norms may also be linked to low-level social reinforcement of the practice of green food consumption in Malaysia. In some nations, which have strong sustainability push via social establishments and public marketing campaigns, green consumption may only be within the reliance of individual awareness and motivation (Mishra & Kulshreshtha, 2023). Thus, in order to stimulate green food consumption, it is advisable for the marketers to work hard on individual benefits, awareness of environment and personal responsibility than just on the social influence.

Perceived Behavioral Control (H3)

The results showed that the hypothesis H3 was supported with perceived behavioural control having significant and positive influence on green purchase intention ($\beta = 0.221$, $t = 2.913$, $p = 0.004$). This finding suggests that consumers' purchase intentions of green food products are stronger when they believe they have the ability, accessibility, and control over food products. The result supports that of Qi and Ploeger (2021) who reported that consumers' confidence in their ability to purchase green products leads to stronger behavioural intentions. Moreover, this finding is in line with Ajzen (1991) TPB framework in which perceived behavioural control is also recognized as one of the important determinants of behavioural intention.

Perceived behavioural control in the Malaysian context might be affected by product availability, cost, and consumers' knowledge. This could be due to consumers' lower confidence in buying green food products due to their higher cost compared to other food products in the market (Sharma et al., 2024). Hence companies should strive to make the products more accessible through increased green food supply, making product information more transparent and competitive pricing for increased adoption by consumers. Consumers' perceived control of green purchasing decisions can also be increased through government initiatives, including the promotion of sustainable agriculture and the availability of green food.

Social Media Usage (H4)

The findings supported H4, showing that social media usage significantly and positively predicted green purchase intention ($\beta = 0.318$, $t = 5.176$, $p < 0.001$). The result shows that the attitude of social media is significant in building awareness, knowledge, and perception of green food products among consumers. The findings are consistent with Armutcu (2023), who revealed that social media consumption is positively related to consumers' green purchasing intention. Social media is a powerful platform for disseminating sustainability information, showcasing their experience using a product and highlighting environmental awareness information, like Instagram, TikTok and Facebook.

Social media campaigns have been pointed out in previous studies as being able to foster sustainable consumption by making the information easily accessible and engaging to consumers (Ummar et al., 2023). Further, as more and more bloggers, influencers and brands take an eco-friendly stance, offering consumers tips on sustainability, health benefits and product reviews, this also helps to shape consumer perceptions about green products (Ilie et

al., 2025). Thus, green food companies have to adopt genuine approaches on social media, such as educational videos, collaborations with influencers, and interactive content, which can contribute to increased engagement and reinforced purchase intentions.

Digital Marketing Interaction (H5)

Results showed that H5 was supported as digital marketing interaction positively and significantly influenced the consumers' green purchase intention ($\beta = 0.287$, $t = 4.672$, $p < 0.001$). This finding indicates that engaging and relevant interactions between buyers and digital marketing channels, such as product reviews, sustainability-related content, and online advertisements, can lead to greater purchase intentions. The results are in line with Armutcu (2023) which has pointed out the fact that digital communication and product experiences in the online environment shape customers' purchase decisions.

Effective digital marketing strategies enable consumers to access product information, customer reviews and even sustainability certifications for different products, which could build up trust and decrease uncertainty when purchasing. Past studies have also pointed to the fact that carefully crafted digital marketing efforts can boost engagement levels and drive better consumer reactions with respect to sustainable products (Ghufran & Ahmad, 2024). Thus, it is crucial for green food brands to focus on a more interactive digital marketing strategy which includes personalised advertising, storytelling and online consumer engagement to enhance their connections with environment-conscious consumers.

The overall results show that personal attitudes, perceived behavioral control, and digital-related factors are the most influential factors in understanding consumers' green food purchase intention in Malaysia. The perception and involvement in the digital sector are becoming more relevant in determining sustainable consumption behaviour, while subjective norm remains an insignificant predictor, although the dimensions of the traditional TPB dimensions remain relevant.

Conclusion, Implications, Limitations and Future Research Directions

This study provides meaningful insights for businesses and policymakers seeking to promote the consumption of green foods in Malaysia. Improving consumers' attitude, mainly through market campaigns to help consumers to be aware of the green food benefits that can fulfil their needs including the sense of health, environmental protection and ethical consumption. Besides, social media has been highly impactful in terms of social media usage and digital marketing interactions. As a result, companies need to be leveraging "social" platforms like Facebook, Instagram, TikTok and YouTube. Purchase intention can be triggered by engaging content, targeted ads, and influencers. Then, perceived behavioural control is reinforced with companies providing the consumers with easy access to buying green food online and easy discounts. This is to make sure that green food will be seen by consumer as being affordable, accessible and very easy to buy and they will do it. Lastly, address the issue of misinformation and trust. For instance, the marketing campaigns in the digital landscape should be honest and give consumers clarity around certification, ingredients and sustainability. This is because many consumers are reluctant to purchase "green food" for fear of false claims.

The study provides valuable insights, though several limitations must be acknowledged. First, the generalizability of the study is restricted to Malaysia only and the findings might not necessarily transfer to other nations with different types of economic, cultural and regulatory context. In future studies, it is therefore recommended to conduct cross country comparative studies to find common and country specific determinants of green food purchases. Second, there are limitations due to self-reported data meaning that this is a survey study and may be subject to social desirability bias or an incorrect perception by consumers. Hence, future research is recommended where observational and actual purchase data could be used to validate the results.

Moreover, this study also focuses on the following factors: affordability, subjective norms, perceived behavioural control, social media and digital marketing interaction. Other factors can however have a considerable impact on the intention to purchase green food, such as price sensitivity, product availability, environmental awareness, personal values and trust in green food labels. Hence the other variables should be studied in future. In addition, the digital environment continues to evolve quickly, as new technology improves. Technology continually evolves and so do the habits and behaviours of consumers in social media. The new platforms and AI-powered marketing and personalized advertising may also impact the buying process for green food. Thus, future studies should examine the influence of these digital trends on consumer decisions regarding purchase in the sustainable food market.

There are several future directions to be explored in order to limit some of the issues that were found in this study, including conducting research on a larger scale with more diverse groups in nations and cultures. Of these, the intention-behaviour gap as examined by longitudinal studies can further research into purchase intentions and actual behaviours over time to see whether consumer intention is aligned with their actual purchase behaviour and also investigate barriers to behavioural change. Also, extension of the study to other countries would allow comparison of how the cultural differences can affect the green food purchase intention in other countries like North America and Europe. Secondly, it will be possible to identify the role of trust in green food certification, by means of in-depth research, focused on how trust in green food labels and green public policies might affect consumer decisions. In addition, personalized marketing based on AI, which was recognised by analysing how AI is used to make recommendations, act as influencers, and target ads, can also influence the green food purchase intention. Future research should also reflect aspects of sustainability education and its influence on purchase decisions, in the sense of examining how sustainability education campaigns have an impact on consumers' long-term attitudes towards the sustainable consumption of food. Lastly, make 'Price sensitivity' and 'Affordability' main consideration issues by identifying the economic impact, pricing of green food and financial incentives for consumer purchasing.

In a marketplace where green food consumption is also increasing, it is necessary to know the behaviour of these consumers to promote the trend towards sustainable consumption. Based on the result of this study, it is found that attitude, perceived behavioural control, social media usage and digital marketing interaction are important factors in green food purchase intention in Malaysia. The results offer valuable insights into business, research and policy for effective interventions to promote sustainable food choices and environmental awareness. Digital platforms and targeted educational campaigns can be particularly crucial in advancing consumer adoption of and awareness about green food. More studies can focus on strategies

that could be used to resolve the gap between consumers' intentions and behavior in actual purchasing behaviour.

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