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RESEARCH ARTICLE

Sustainable consumption in practice: exploring green product purchase intentions among Malaysian adults

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ABSTRACT

Growing environmental challenges have intensified the need to understand the determinants that influence consumers' decisions to purchase green products, particularly in developing countries such as Malaysia, where sustainable consumption remains limited. This study examines the key predictors of green product purchase intention by extending the Theory of Planned Behavior (TPB) with two additional constructs: green awareness and environmental concern. A cross-sectional quantitative approach was employed, and data were collected from 302 Malaysian young adults using an online questionnaire. Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 was used to evaluate the measurement and structural models. Findings indicate that four constructs—attitude ($\beta = 0.168$, $t = 2.208$, $p = 0.014$), perceived behavioral control ($\beta = 0.180$, $t = 2.243$, $p = 0.013$), subjective norms ($\beta = 0.226$, $t = 4.438$, $p < 0.001$), and green awareness ($\beta = 0.225$, $t = 3.708$, $p < 0.001$)—positively support green product purchase intention. In contrast, environmental concern was not supported ($\beta = 0.104$, $t = 1.581$, $p = 0.057$), suggesting that general concern for the environment does not directly translate into intention unless reinforced by more immediate cognitive or social mechanisms. This study contributes to the green consumer behavior literature by integrating awareness-based constructs within the TPB framework, offering deeper insight into the psychological and social factors shaping green product purchase intention among Malaysian young adults. The findings provide practical implications for policymakers and marketers by emphasising the role of awareness, social influence, and perceived capability in strengthening sustainable consumption patterns. Recommendations for future research are also proposed.

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1. INTRODUCTION

Green products aim to reduce environmental impact by conserving resources and cutting down waste from the beginning (Ncube, Mtetwa, Bukhari, Fiorentino, & Passaro, 2023). They are recognised for supporting sustainable economic growth and improving the quality of life by boosting competitiveness and prosperity. Research shows that environmental challenges stem mainly from rapid population growth and excessive consumption (Kates, 2000; Chen & Hung, 2016). Many developing countries in Asia, including Malaysia, face serious environmental problems (Ogiemwonyi et al., 2020). In response, recent studies in Malaysia highlight the need for ongoing environmental monitoring, particularly regarding human-environment interactions (Moran, 2011), ecological behaviors, and natural sciences (Mohd Suki, 2013). Despite growing interest from scholars, public awareness of environmental preservation in Malaysia remains low (Ogiemwonyi & Harun, 2020).

Environmental protection involves the combined efforts of individuals, organisations, and governments to preserve nature for the benefit of ecosystems and human well-being. Today, environmental issues are a global priority, discussed frequently in both scientific and public domains (Alam et al., 2019; Lucchetti et al., 2019). Many of these issues arise from harmful human actions, such as pollution and the overuse of chemicals, which harm the natural world. Additionally, not all consumers are motivated to buy green products, often due to a lack of information or awareness. Key factors like environmental values, knowledge, and attitudes consistently influence the intention to purchase green goods (Ogiemwonyi et al., 2020).

Emerging literature has demonstrated that incorporating context-specific variables such as green awareness, environmental concern, and moral obligation can enhance the explanatory power of the TPB model in sustainability research (Yadav & Pathak, 2017; Nguyen, Lobo, & Greenland, 2017; Paul, Modi, & Patel, 2016). For example,

Yadav and Pathak (2017) found that environmental concern and perceived consumer effectiveness significantly strengthened green purchase intentions among young Indian consumers.

Similarly, Nguyen et al. (2017) revealed that the inclusion of environmental knowledge and eco-label trust improved predictive accuracy in green behavioral models within emerging Asian markets. These findings suggest that TPB remains relevant but benefits from adaptation to cultural, social, and environmental contexts, particularly in developing countries like Malaysia, where green product adoption is still emerging. By integrating these extended constructs, this study aligns with the evolving literature and aims to provide a more holistic understanding of Malaysian consumers' intentions toward sustainable consumption.

Although previous studies have examined green purchase behaviour in Malaysia and other emerging markets, most have focused either on general environmental factors or traditional TPB predictors alone, with limited integration of awareness-based constructs such as green awareness and environmental concern within an extended TPB framework (Ogiemwonyi & Harun, 2020; Wei et al., 2022; Ncube et al., 2023). This study advances the literature by simultaneously incorporating these two constructs to provide a more comprehensive understanding of Malaysian adults' sustainable consumption behaviour.

This gap emphasises the need for consumers who make responsible choices by actively selecting green products as part of the solution to environmental issues (Ogiemwonyi et al., 2020). The push for green products has resulted from increasing environmental damage and climate change problems. Environmentally aware consumers tend to be more conscious about how their buying choices affect the environment. These green consumers (GCs) vary in their sensitivity to ecological and product quality issues (Ogiemwonyi & Harun, 2020). A study in nine industrialised countries found that over half of consumers prefer sustainable brands, and around 24% are willing to pay more for environmentally friendly products (Chen et al., 2018). This indicates a growing market segment dedicated to eco-friendly purchasing, although some consumers still hesitate to embrace sustainable consumption (Afshar Jahanshahi & Jia, 2018). Increased environmental awareness has led to greater interest in green purchasing behavior (Fu et al., 2017). As a result, academics are focusing on how awareness and concern for the environment influence buying intentions.

However, there are still gaps in understanding how environmental awareness and concern affect purchasing behavior, highlighting the need for more research in these areas. In Malaysia, where green initiatives are expanding but consumer adoption of green products is still low, this study is significant. The majority of previous studies have been carried out in industrialised nations, with minimal attention paid to Malaysia. Furthermore, previous research frequently focuses on economic or environmental concerns, with less attention paid to cultural and social factors (Wei, Chin, Masod, & Mohamad, 2022).

Furthermore, previous studies have explored green purchase or consumption behaviour; however, their contributions remain limited in several ways. Research by Talukdar and Gupta (2023) focused on green fast-moving consumer goods in Assam, India, examining predictors such as environmental concern, product experience, health consciousness, and promotional activities, yet did not ground the research in the Theory of Planned Behavior (TPB). In Malaysia, Salleh et al. (2024) investigated consumers' intention to purchase green products in relation to the Sustainable Development Goals. Still, the study did not test theoretical predictors and mainly reported descriptive intention levels. Meanwhile, Rahman et al. (2022) tested multiple determinants of green product consumption using TPB-related constructs, yet the model did not specifically integrate green awareness as a predictor nor examine the interaction of environmental concern within an extended TPB framework. In contrast, the present study offers a novel contribution by simultaneously incorporating green awareness and environmental concern into an extended TPB model to more comprehensively explain Malaysian adults' intentions to purchase green products, addressing the limited integration of awareness-based variables in previous Malaysian studies and enhancing the model's contextual relevance in an emerging green economy.

Previous studies have explored green purchase or consumption behaviour; however, their contributions remain limited in several ways. Research by Brahma & Debnath (2023) focused on green fast-moving consumer goods in Assam, India, examining predictors such as environmental concern, product experience, health consciousness, and promotional activities, yet did not ground the research in the Theory of Planned Behavior (TPB). In Malaysia, Rehman, Abu Seman & Harun (2023) investigated consumers' intention to purchase green products in relation to the Sustainable Development Goals. Still, the study did not test theoretical predictors and mainly reported descriptive intention levels. Meanwhile, Shanmugam et al. (2022) tested multiple determinants of green product consumption using TPB-related constructs, yet the model did not specifically integrate green awareness as a predictor nor examine the interaction of environmental concern within an extended TPB framework. In contrast, the present study offers a novel contribution by

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simultaneously incorporating green awareness and environmental concern into an extended TPB model to more comprehensively explain Malaysian adults' intentions to purchase green products, addressing the limited integration of awareness-based variables in previous Malaysian studies and enhancing the model's contextual relevance in an emerging green economy.

Therefore, this study addresses these gaps by examining the factors influencing green product purchase intention among Malaysian adults, particularly through the integration of green awareness and environmental concern into the TPB model. The present study is grounded in the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), which remains one of the most influential frameworks for explaining consumer intentions and behaviors. According to TPB, an individual's intention to perform a behavior such as purchasing green products is shaped by three core determinants: attitude toward the behavior, subjective norms, and perceived behavioral control. These constructs collectively predict the likelihood of engaging in the behavior. However, while Ajzen's original model provides a strong theoretical foundation, recent research has refined and expanded its application in the context of sustainable and green consumption.

2. MATERIALS AND METHODS

2.1. Development of the research instrument

A research instrument is a critical device for gathering, assessing, and interpreting data in a study. In this research, a quantitative method was employed, using a structured survey questionnaire as the primary data collection tool. To ensure the reliability of the findings, the survey instrument was carefully refined and adjusted prior to distribution. A key factor in obtaining meaningful responses is designing the questionnaire at a suitable difficulty level for participants, as this helps maximise response rates (Sekaran & Bougie, 2016). Clarity and simplicity are also vital, as overly complex or ambiguous items may lead to misinterpretation (Blair & Piccinino, 2005).

Furthermore, the wording of the questionnaire should match the respondents' proficiency, avoiding jargon, technical terminology, or vague statements. Since the study involves participants from diverse cultural backgrounds, the survey was provided in both English and Bahasa Malaysia to ensure accessibility and inclusivity.

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To reduce method bias caused by scale endpoint similarities, appropriate measurement scales were employed. A 5-point Likert scale ranging from 1 = "Strongly disagree" to 5 = "Strongly agree" was used to measure the study's independent variables. Previous findings suggest that 7-point scales may offer higher reliability; therefore, a 7-point Likert scale ranging from 1 to 7 was used to measure the dependent variable.

This study involved minimal risk and was conducted using an anonymous online questionnaire. No sensitive or personally identifiable information was collected. In line with ethical guidelines for social science research, studies that do not involve clinical procedures, vulnerable groups, or identifiable private data do not require formal ethics approval (Creswell & Creswell, 2018; Bryman, 2016). All participants were informed of the study's purpose, confidentiality assurances, and their right to withdraw at any time. Completion of the questionnaire indicated informed consent. The study followed standard ethical principles for voluntary participation and data protection, as outlined in ESOMAR's guidelines for social and marketing research (ESOMAR, 2017).

2.2. Research design

A well-structured research design enables researchers to meet study objectives effectively and efficiently. According to Akhtar (2017), research design encompasses the framework, strategy, and procedures used to guide data collection and control variables. A cross-sectional research design was adopted, involving data collection from a sample population at a single point in time without manipulation of variables. This design is appropriate for evaluating factors influencing green product purchase intention among Malaysian adults.

One advantage of cross-sectional design is its ability to compare differences across demographic groups or behavioural characteristics rather than observe changes over time. Given the study's focus, this design is suitable for capturing diverse views on sustainable consumption. To ensure confidentiality and convenience, data were collected using an online survey platform, providing respondents a secure and accessible method of participation.

2.3. Sample and procedures

Sampling is the process of choosing a group of individuals from a target population to analyse its characteristics and draw conclusions. Sampling methods fall into two categories: probability sampling, where every member of the population has an equal chance of being

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selected, and non-probability sampling, which does not use random selection. This study applied a non-probability purposive sampling method, also known as judgemental or selective sampling, allowing researchers to intentionally select respondents who meet criteria relevant to the study. This ensures that participants are well-suited to provide the required information regarding green product purchase intention.

2.4. Data analysis

This study used the statistical software IBM SPSS Statistics 22.0 and Smart PLS 3.0 for Partial Least Squares Structural Equation Modeling (PLS-SEM) (Ringle, Wende, & Becker, 2015). PLS-SEM is a multivariate analysis technique suited for research in social and behavioral sciences. It is particularly useful when working with latent constructs that cannot be directly observed. This method addresses the limitations of traditional regression analysis, such as Ordinary Least Squares (OLS), by evaluating the dimensionality, reliability, and validity of constructs.

The analysis process began with data screening to identify missing values and outliers. Next, we assessed normal distribution using measures of skewness and kurtosis. Descriptive statistics, including frequency distributions, means, and standard deviations, provided an initial overview of the data. We then evaluated the measurement model to confirm the validity and reliability of the constructs. Convergent validity was assessed through Average Variance Extracted (AVE), which should exceed 0.5. Construct reliability was determined through Composite Reliability (CR) with values above 0.7. Then, discriminant validity was tested using the Heterotrait-Monotrait (HTMT) ratio, which should be less than 0.9.

For the structural model, we evaluated path coefficients based on their significance through a bootstrapping procedure with 10,000 subsamples. The predictive power of the model was measured using the coefficient of determination (R^2). For data collection, this study used an online questionnaire distributed to adults in Malaysia. To follow research ethics, participants were provided with complete information about the study's purpose, assurances of confidentiality, and their right to withdraw at any time. The questionnaire was designed to minimise social desirability bias by providing clear instructions and emphasising that there are no right or wrong answers.

Common Method Variance (CMV) may arise due to the use of the same measurement instrument. We controlled for this through procedural and statistical measures. Procedurally, we created a psychological separation between demographic questions and key constructs and provided confidentiality assurances to reduce bias. Statistically, we used Harman's single-factor test and the marker variable technique to detect and correct any existing bias. These measures helped ensure the accuracy and reliability of the collected data and improve the internal validity of the study.

All items were adopted from the established literature in the area of study. The exogenous variable representing the influencing factors was adopted from the original source by Sreen et al. (2018). The five-item scale was used to measure the factors influencing green product purchasing intention, with the responses ranging from 1 (strong disagreement) to 5 (strong agreement). To measure the endogenous variable, purchase intention, the authors adopted the instrument from Paul et al. (2016). The responses ranged from 1 to 7 to avoid the common method variance as proposed by MacKenzie and Podsakoff (2012) and Ngah, Gabarre, Eneizan, and Asri (2020).

3. RESULT AND DISCUSSION

3.1 Respondent's Profile

Table 1 presents the demographic characteristics of the 302 respondents in this study. The sample consisted mainly of females (73.5%), while males made up 26.5%. Most respondents were young adults, with 60.9% aged 20–25 years and 31.1% aged 18–20 years, followed by smaller groups aged 26–30 years (5.6%) and 31–35 years (2.3%). In terms of marital status, a large majority were single (86.4%), with only 13.2% married. More than half of the respondents held a degree qualification (54.0%), followed by diploma holders (28.1%), while a smaller proportion reported other qualifications (15.6%) or a master's degree (2.3%). The occupational distribution shows that most participants were students (78.8%), with the remainder being employed (17.5%), self-employed (1.7%), or unemployed (2.0%). Ethnically, the respondents were predominantly Malay (80.8%), with Chinese (8.6%), Indian (8.6%), and other ethnic groups (2.0%) represented in smaller proportions. Overall, the demographic profile indicates that the study largely reflects the perspectives of young, single, educated Malay students in Malaysia.

Descriptive statistics summarise how well respondents answer the questions presented in a questionnaire. As shown in this study, Table 2 presents the mean, standard deviation, and variance for each construct. The descriptive statistics reveal generally positive responses from participants across all measured constructs. Green Awareness recorded one of the highest mean scores of the independent variable (mean = 4.336), indicating that respondents possess a strong understanding of environmental issues and the importance of adopting

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sustainable consumption practices. Attitude (mean = 4.255) and Environmental Concern (mean = 4.176) also reflect favorable perceptions toward green products and environmental protection, showing that respondents value environmentally responsible behavior. Perceived Behavioral Control (mean = 4.044) suggests that respondents believe they have sufficient ability and resources to purchase green products when desired, while Subjective Norm (mean = 3.981) shows a moderate level of social encouragement or influence from family, peers, and society. Purchase intention reported a mean score of 5.793, indicating an extreme willingness among respondents to buy green products.

Table 1. Demographic profile.

Categories	Frequency (%)	Percentage (%)
Gender		
Male	80	26.5
Female	222	73.5
Age		
18-20 years	94	31.1
20-25 years	184	60.9
26-30 years	17	5.6
31-35 years	7	2.3
Marital status		
Single	261	86.4
Married	41	13.2
Level of education		
Diploma	85	28.1
Degree	163	54.0
Master	7	2.3
Others	47	15.6
Occupation		
Student	238	78.8
Employed	53	17.5
Self-employed	5	1.7
Unemployed	6	2.0
Race		
Malay	244	80.8
Chinese	26	8.6
Indian	26	8.6
Others	6	2.0

Table 2: Descriptive Analysis

Variables	Mean		Standard Deviation	Variance
	Statistic	Std Error		
Environmental Concern	4.176	0.030	0.526	0.278
Attitude	4.255	0.311	0.540	0.292
Perceived Behavioral Control	4.044	0.032	0.569	0.325
Subjective Norm	3.981	0.040	0.696	0.485
Green Awareness	4.336	0.033	0.584	0.341
Purchase Intention	5.793	0.053	0.932	0.870

3.2 Measurement Model Analysis

The measurement model can be confirmed as valid and reliable if the loading is higher than 0.5, the average variance extracted (AVE) is higher than 0.5, and the composite reliability is higher than 0.7, respectively (Hair et al., 2017). The summary of convergent validity is summarised in Table 3.

Table 3. Convergent Reliability

Construct	Items	Loadings	AVE	CR
Attitude	ATT1	0.624	0.536	0.902
	ATT2	0.778		
	ATT3	0.760		
	ATT4	0.810		
	ATT5	0.698		
	ATT6	0.701		
	ATT7	0.690		
	ATT8	0.776		
Environmental concern	EC1	0.663	0.501	0.875
	EC2	0.687		
	EC3	0.700		
	EC4	0.703		
	EC5	0.719		
	EC6	0.760		
	EC7	0.717		
Green awareness	GA1	0.824	0.678	0.894
	GA2	0.785		
	GA3	0.864		
	GA4	0.818		
Perceived behavioral control	PBC1	0.702	0.551	0.917
	PBC2	0.819		
	PBC3	0.764		
	PBC4	0.751		
	PBC5	0.816		
	PBC6	0.688		
	PBC7	0.633		
	PBC8	0.715		
	PBC9	0.746		
Purchase intention	PI1	0.883	0.806	0.926
	PI2	0.911		
	PI3	0.898		
Subjective norm	SN1	0.861	0.773	0.891
	SN2	0.861		
	SN3	0.845		

Note: CR = Composite Reliability; AVE = Average Variance Extracted

Discriminant validity was assessed using the Heterotrait–Monotrait ratio of correlations (HTMT), as recommended by Henseler et al. (2015). Table 4 presents the HTMT values for all constructs. All HTMT values were below the threshold of 0.90, indicating that each construct is empirically distinct from the others. Specifically, the HTMT values ranged from 0.378 to 0.879, demonstrating adequate discriminant validity for the measurement model. These results confirm that the constructs in this study measure unique conceptual domains without excessive overlap.

Table 4: Discriminant Validity (HTMT)

	1	2	3	4	5	6
Attitude						
Environmental concern	0.879					
Green awareness	0.879	0.718				
Perceived behavioural control	0.845	0.835	0.683			
Purchase intention	0.755	0.703	0.682	0.746		
Subjective norm	0.588	0.591	0.378	0.766	0.650	

Figure 1 shows the research model. It includes five independent variables: environmental concern, attitude, perceived behavioural control, subjective norm, and green

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awareness. These variables are expected to affect the dependent variable, purchase intention. Each construct is assessed with several questions, and the connections between the constructs are examined using the Partial Least Squares Structural Equation Modelling (PLS-SEM) method.

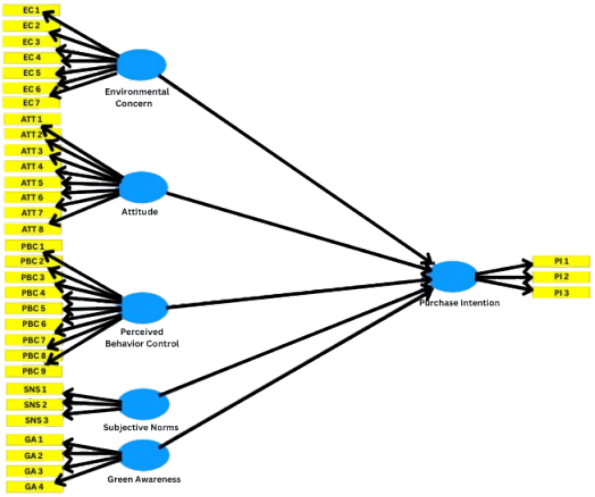

Figure 1: Research Model

The structural model was assessed using a bootstrapping procedure with 10,000 subsamples, following the guidelines outlined by Hair, Hult, Ringle, and Sarstedt (2021). Table 5 provides the outcomes of the hypothesis testing. The path from environmental concern to purchase intention (H1) was not supported (β = 0.104, t = 1.581, p = 0.057). The confidence interval crossed zero, indicating that respondents' general concern for environmental issues did not translate directly into a behavioural intention to purchase green products.

Recent studies report similar findings, suggesting that environmental concern often reflects broad personal values rather than a direct behavioural driver unless combined with stronger mediators such as awareness, perceived consumer effectiveness, or product-related trust (Ogiemwonyi & Harun, 2020; Zhang, Wang, & Zhou, 2021).

In contrast, the relationship between attitude and purchase intention (H2) was supported (β = 0.168, t = 2.208, p = 0.014). This outcome is consistent with the Theory of Planned Behavior, which posits that favourable evaluations of a behaviour contribute to stronger behavioural intentions (Ajzen, 1991). Prior research also confirms that consumers who believe green products offer value, quality, or personal benefit are more likely to intend to purchase them (Wei, Chin, Masod, & Mohamad, 2022; Yadav & Pathak, 2017; Yasin et al., 2023).

The path from perceived behavioural control to purchase intention (H3) was also supported (β = 0.180, t = 2.243, p = 0.013). This indicates that when consumers feel they have the ability, resources, or opportunity to purchase green products, their intention to do so increases. Similar findings are reported in earlier work emphasising that ease of performance and access to resources are instrumental in shaping sustainable consumption behaviours (Nguyen, Lobo, & Greenland, 2017; Paul, Modi, & Patel, 2016).

Subjective norms demonstrated the strongest effect and were supported (H4: β = 0.226, t = 4.438, p < 0.001). This underscores the influence of social expectations, peer behaviour, and family approval in motivating green purchase intention. In collectivist societies, social influence commonly emerges as a robust determinant of environmental behaviours, as shown in several recent studies (Chen, Chen, & Tung, 2018; Kumar, Garg, & Rahman, 2021; Yasin et al., 2025).

Green awareness also showed a supported relationship with purchase intention (H5: β = 0.225, t = 3.708, p < 0.001). Respondents who possess higher levels of knowledge about environmental issues and green products demonstrated greater intention to purchase them. Awareness contributes to stronger cognitive evaluations of environmental benefits, which has been widely observed in sustainability research (Ncube, Mtetwa, Bukhari, Fiorentino, & Passaro, 2023; Fu, Zhang, & Bai, 2017).

Taken together, the results indicate that while environmental concern alone does not drive green product purchase intention, the extended TPB model incorporating attitude, subjective norms, perceived behavioural control, and green awareness provides a more comprehensive explanation of behavioural intention in the Malaysian context. These findings support calls for context-specific extensions of behavioural models to better capture the psychological and awareness-driven factors influencing sustainable consumption (Nguyen et al., 2017; Yadav & Pathak, 2017).

In the Malaysian context, these barriers may be more pronounced due to inconsistent eco-labelling standards and varying levels of product trust. As a result, environmental concern may contribute to general environmental attitudes but may not directly predict behavioural intention without supporting mechanisms such as awareness, perceived efficacy, and stronger social signals. This finding suggests that interventions aimed at strengthening sustainable consumption should prioritise improving product knowledge, increasing product visibility, and addressing structural constraints that hinder green purchasing.

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Table 5: Hypothesis testing direct effects

	Relationship	Std Beta	Std Error	t value	p value	CI		Decision
						LL	UL	
H_1	Environmental Concern Purchase Intention	0.104	0.066	1.581	0.057	0.003	0.214	Not Supported
H_2	Attitude Purchase Intention	0.168	0.076	2.208	0.014	0.040	0.295	Supported
H_3	Perceived Behavioral Control Purchase Intention	0.180	0.080	2.243	0.013	0.052	0.331	Supported
H_4	Subjective Norm Purchase Intention	0.226	0.051	4.438	0.001	0.137	0.308	Supported
H_5	Green Awareness Purchase Intention	0.225	0.061	3.708	0.001	0.113	0.317	Supported

Note: CI=Confidence Interval, LL=Lower Limit, UL=Upper Limit

4. CONCLUSION

This study aimed to improve the understanding of the key factors that influence young consumers' intention to buy green products. It offers valuable insights for manufacturers of green products and policymakers, helping to strengthen the green market. The research model showed that consumer attitude, social norms, perceived ability to act, and green awareness positively impact the intention to purchase green products. However, surprisingly, environmental concerns did not have a strong effect on buying decisions. The non-support for environmental concern also highlights a potential value–action gap, where consumers express concerns about environmental issues but do not necessarily translate these concerns into behavioural intention. This gap has been widely observed in the sustainability literature and is often attributed to barriers such as price sensitivity (Joshi & Rahman, 2015; White, Habib, & Hardisty, 2019).

These findings have important practical implications. For manufacturers and marketers of green products, the results suggest that marketing strategies should focus on raising consumers' green awareness instead of only highlighting environmental issues. Campaigns could emphasise how green products match personal values (attitude), social expectations (social norms), and the perceived ease of adopting these products (behavioral control). Educational initiatives that clearly explain the practical benefits and accessibility of green products may be more effective than generic messages about environmental responsibility. For policymakers, these insights indicate that programmes designed to increase green consumption should include components that make sustainability personally relevant for young consumers. This could involve collaborations with schools, social media influencers, and retail channels to make green buying behaviors more common. The lack of significant influence from environmental concerns suggests that abstract ecological arguments may not strongly resonate with this group, highlighting the need for more personalised and practical messaging. By aligning marketing strategies and policy efforts with these evidence-based findings, stakeholders can more effectively promote sustainable consumption habits among younger generations. This will help grow and mature the market for green products.

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