



Influencing Factors on Eco-Consciousness Purchasing Behaviour among Students in Malaysia. A Study from Albukhary International University

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ABSTRACT

This study aimed to establish the relationship between environmental awareness and eco-conscious consumer behaviour of Gen Z consumers. A descriptive design was employed in the study via a Google survey to collect information of 102 Generation Z consumers. Descriptive and inferential statistical methods were applied to identify the factors that might influence the eco-conscious buying behaviour of the consumers to the highest extent. It was found that an eco-conscious buying behaviour was highly correlated with environmental impact, where moderate correlation was shown to imply that environmental factors explained a significant proportion of the variance in the purchase intentions. Along with that, cost also proved to be a significant deterrent to purchase of eco-friendly products, highlighting its strong impact on the eco-conscious buying behaviour. Eco-friendly products awareness also emerged as a determinant factor that made participants willing to buy such products. Gen Z's purchasing behaviour is primarily driven by environmental concerns, cost considerations, and eco-product awareness.

Keywords: Eco-Conscious Purchasing, Sustainable Consumption, Environmental Awareness, Generation Z Consumers, Green Product Trust.

INTRODUCTION

The worsening problem of climate change, pollution, and resource depletion requires urgent, systematic, worldwide concern from all levels of society. In this urgent scenario, the choice of consumers will take a central role, because individual purchase choices may largely contribute to the rates' deviation from sustainability and facilitate the ecological impact. We need to know what motivates or inhibits sustainable purchasing choices to facilitate a transition to greener consumer practices.

There has been an increasing attention focused on Generation Z (born 1997-2012), which consists of university students and is an impressive area of focus. Represented by a high level of awareness of environmental problems, they are predicted to exert a lot of power over future patterns of consumption and markets. The transformation of environmental awareness to concrete, eco-conscious shopping behaviour embodies a great number of psychological, social, and economic aspects thus transforming it into a complicated trend. As the world indicators paint a higher demand for sustainable products, a close study of how such desires manifest in separate cultures and economic situations is critical. This research focuses on the Malaysian setting, and specialises in students from Albukhary International University (AIU).

The objective of this empirical research is to discuss the determinants of eco-conscious buying decisions, particularly the student population of Albukhary International University in Malaysia. By defying traditional assumptions, the research undertakes a quantitative analysis to establish the outcome.

Using the approach of descriptive research with surveys and statistical tools (including regression), this research is intended to provide detailed insights regarding the green buying attitudes and behaviours of students of Albukhary International University. The findings of this study aim to inform businesses engaging in the formulation of sustainable marketing strategies, policymakers in the crafting of green measures, and educators who can communicate the doctrine of environmental responsibility to the youth, thereby increasing sustainable patterns of consumption in this influential mass in Malaysia.

LITERATURE REVIEW

Eco-conscious purchasing behavior, particularly among Generation Z (Gen Z) consumers, is a crucial area of study due to the increasing awareness of environmental issues and the potential impact of this generation's consumer patterns on future markets. Gen Z, characterized by high environmental awareness, is predicted to be a powerful force in shaping sustainable consumption patterns globally. Understanding the factors that drive eco-consciousness in this demographic is essential for businesses, policymakers, and educators aiming to foster greener consumption behaviors, particularly in the Malaysian context.

● **Theoretical Frameworks in Understanding Eco-Conscious Purchasing Behavior**

Several theoretical frameworks are instrumental in understanding the determinants of eco-conscious purchasing behavior. The Theory of Planned Behavior (TPB) is one of the most widely applied models, proposing that behavior is influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of Malaysian students, TPB has been used to examine how attitudes toward the environment, perceived social pressure, and control over purchasing decisions affect their intentions to buy eco-friendly products (Iravani et al., 2012). Research has consistently shown that positive attitudes toward environmental sustainability and social norms encouraging green consumption strongly influence students' purchasing decisions (Sellamuthu et al., 2024). However, barriers such as perceived high costs and product availability often moderate the relationship between environmental awareness and actual purchasing behavior (Rajadurai et al., 2021).

The Value-Belief-Norm (VBN) Theory, which emphasizes the role of personal values and moral norms, offers a complementary perspective. According to VBN Theory, individuals who hold strong environmental values are more likely to experience moral norms that compel them to engage in pro-environmental actions (Schwartz, 1977). Research by Jahari et al. (2022) highlights how environmental advertising on campuses can activate students' personal norms, motivating them to adopt sustainable purchasing behaviors. This theory is particularly relevant in understanding why some students with high environmental awareness still fail to translate their values into purchasing actions. It suggests that interventions must not only enhance environmental beliefs but also activate personal norms to bridge the intention-behavior gap.

In addition, the Stimulus-Organism-Response (S-O-R) Framework has been employed to contextualize how environmental stimuli, such as eco-friendly products and campus sustainability programs, influence students' psychological responses (attitudes and norms), which then affect their purchase behavior (Lily et al., 2025). This framework has been useful in explaining how external environmental factors, coupled with internal psychological states, drive eco-conscious purchasing among students (Ling et al., 2024).

● **Key Influencing Factors on Eco-Consciousness Purchasing Behavior**

■ ***Environmental Awareness***

Environmental awareness plays a foundational role in shaping eco-conscious purchasing behavior. Research consistently shows that students who are more aware of environmental issues are more likely to engage in green purchasing (Shaari & Abdul Basir, 2024; Roy, 2023). However, the relationship between awareness and behavior is complex. Studies have found that while students are aware of environmental challenges, factors such as price sensitivity and product availability often prevent them from acting on this awareness (Roy, 2023). This highlights the importance of addressing the knowledge-practice gap by not only increasing awareness but also by making sustainable choices more accessible and affordable.

■ *Cost Sensitivity and Price Barriers*

Price sensitivity is a significant barrier to eco-conscious purchasing, particularly for students with limited disposable income (Yuen & Tan, 2024). Many students perceive eco-friendly products as being more expensive than conventional alternatives, which deters them from making sustainable choices (Roy, 2023). Research indicates that while students express strong pro-environmental attitudes, the higher costs of green products often outweigh their willingness to purchase them (Barbarossa et al., 2020). This finding underscores the need for interventions that reduce the financial burden of eco-friendly products, such as subsidies or bulk purchasing programs on campuses (Witek & Kuźniar, 2020).

■ *Health Benefits as Motivation*

Health concerns are increasingly recognized as an important motivator for eco-conscious purchasing behavior. Many students are motivated to buy eco-friendly products because they perceive them as healthier alternatives to conventional options, particularly in product categories like organic food and personal care items (Nguyen et al., 2022). However, the extent to which health benefits drive eco-conscious purchasing varies depending on product categories (Hashim et al., 2023). Studies suggest that while health considerations may attract students who are less motivated by environmental concerns, environmental benefits still remain the primary driver for most green purchases (Hashim et al., 2023).

■ *Product Awareness and Knowledge*

Product awareness is a critical factor in determining students' willingness to purchase eco-friendly products. Students who are familiar with eco-friendly options and understand their benefits are more likely to make sustainable purchasing decisions (Sakai et al., 2024). However, research shows that many students lack knowledge about specific eco-friendly products and how to identify them (Shaari & Abdul Basir, 2024). Therefore, increasing product awareness through educational campaigns and eco-labeling initiatives is essential to facilitating sustainable consumption among students (Sakai et al., 2024).

■ *Trust in Eco-Labels and Green Certifications*

Trust in eco-labels is an essential factor influencing eco-conscious purchasing behavior. Eco-labels serve as a signal to consumers about the environmental benefits of a product, but their effectiveness is contingent on consumers' trust in these labels (Peattie, 2010; Magnier & Schoenberger, 2017). Research suggests that while students are generally aware of eco-labels, their trust in these labels varies, with some students questioning the authenticity of green claims due to concerns about greenwashing (Schwepker, 2015). This indicates the need for clearer and more credible eco-labeling systems to build consumer confidence in green products (Magnier & Schoenberger, 2017).

METHODOLOGY

This research utilized a descriptive research design in exploring the major determinants of eco-conscious purchasing behaviors among the student consumer population. By using this methodology, the project was able to systematically gather and process data hence revealing fundamental relationships between the variables of interest. This research was carried out among the students who are currently studying at the institutions often associated with Generation Z (typically born 1997-2012), which are often influential in the environmental and consumer preferences of the students. This study was aimed at analysing their particular structures of purchasing.

A sample of 102 representative students was selected so that the university community would include varied perspectives. Primary data were collected using a Google-based questionnaire that used closed-

ended and Likert scale-type questions to systematically assess environmental consciousness, attitudes towards eco-conscious purchasing, and other associated behaviour.

The analysis was done using SPSS with descriptive and inferential statistics. Descriptive statistics used to summaries data included means and frequencies, and percentages, and inferential techniques, which were regression and correlation analysis, were very helpful in discovering interrelations among variables. The specified technique was aimed at producing reliable results, revealing driving forces and sustainable consumer choices of the students of Albukhary International University, Malaysia.

RESULTS AND DISCUSSION

In this case, the outcomes of the research are described by employing a mixture of descriptive and inferential statistical methods, including regression analysis, to evaluate the interconnectedness between environmental consciousness and eco-conscious consumer behaviour of the student consumers. Using descriptive statistics, key demographic and variable information is compressed for clear presentation of sample composition and dominant eco-friendly purchasing trends. By use of inferential statistics such as regression analysis, we expose the nature of the relationships between environmental awareness and purchasing behaviour, measuring the statistical significance and strength of such associations. The outcomes are explained in terms of the aims of the study and previous works, giving some significant implications for individuals and organisations concerned.

● *Demographic Profile of Respondents: Gender, Education, Income, and Age Distribution.*

The demographic characteristics of the study participants are analysed here: gender, educational background, income, and respondents' age distribution trends. These demographic aspects are crucial to the understanding of the context of the study, to measure the inclusivity of the sample. When these variables are examined, an understanding of the student market is provided, and it thus becomes possible to make a more targeted analysis of their eco-friendly shopping habits in the backdrop of the broader economic and educational environment.

● *Age Distribution of Student Respondents.*

This section describes the different ages represented among the student respondent who participated in the research. Analysis of the age profile of participants is important, because this will enable to outline and differentiate student categories where we could expect an interest in environmental sustainability and a strategic purchase of the environment-aspects to different degrees. Due to the diversity of the student age range, it is necessary to study the age distribution, to recognise the unique patterns of eco-conscious behaviour among this group. The findings of this distribution increase our capacity to identify particular age groups among students to better understand their approach to sustainable consumption.

Table 1: Age Distribution of AIU Student Respondents.

Age Category	Frequency	Percentage (%)
Under 18 years	6	5.9
18–24 years	82	80.4
25–30 years	14	13.7
Total	102	100.0

Source: Survey

The study's participants, most constitute 80.4% of the total population falling into the 18 to 24 years age bracket, hence forming the lead group in the collected data. This pattern depicts the cohort of students whose environmental awareness and its range of influence on consumer choices concerning green packaging have been reported in earlier research (Williams et al., 2021). These conclusions are

in agreement with previous results, which describe the tendency of less mature consumers to focus on environmental sustainability in their purchase decisions (Bougherara et al, 2020). purchasing power (Bittner et al., 2020). It seems that green packaging and sustainability activists marketing should be aimed at students, because that group is highly oriented towards the environmentally consciousness actions.

The 25-30 year old group contributes only 13.7% to the total, and this is a growing sign of consciousness on sustainability although not as pronounced as among young age groups (Krause et al., 2019). Only 5.9% of respondents are under 18 years, which shows a small presence of minors, which can be as a result of parental control over purchases or for the sake of the general lack of autonomy of finances for this age.

● **Gender Distribution of Student Respondents.**

The distribution of the students respondents among male and female respondents is the focus of the next section. Gender, in part, determines consumer attitudes toward sustainability and eco-friendly products influencing – purchasing choices and preferences. The gender distribution analysis here is needed to show how men and women approach environmental issues and develop sustainable buying habits. The understanding of these differences can provide valuable advice for marketers and businesses treating to perfect their products for the various genders of the student pool.

Table 2: Gender Distribution of Generation AIU students Respondents.

Gender	Frequency	Percentage (%)
Male	45	44.1
Female	57	55.9
Total	102	100.0

Source: Survey

In the findings of this study, 55.9% of this population being interviewed identified themselves as females while 44.1% were males. This outcome points to higher female participation which fits with prior findings that women are more environmental aware and follow more sustainable actions (Sharma, 2021; Chen & Chang, 2020). Women according to research, care more about environmental concerns and are consistently more favorable of sustainable products (Chin et al., 2018).

However, the male respondents also constitute a significant portion of the sample (44.1%), suggesting that green packaging and sustainability-related factors are of interest across genders. Previous research has indicated that both male and female consumers are increasingly considering environmental impact when making purchasing decisions (Yadav & Pathak, 2017), though the emphasis may differ based on specific product categories (Anderson & Duncan, 2020). This gender distribution reflects the broader trend toward eco-conscious consumer behavior, which is no longer predominantly associated with any particular gender.

However, a male respondent contributes 44.1% to the total number of participants which means that sustainability and eco-friendly packaging are equally attractive to both genders. We have noted in previous studies that gender-both male and female shoppers-are becoming more conscious of an environmental argument when making purchase choices (Yadav & Pathak, 2017), but some differences are evident in different product groups (Anderson & Duncan, 2020). This balanced gender sample reflects a rising curve of eco-conscious consumption that can now find cross gender support and interest.

● *Educational Level of Respondents*

This section of the report describes the distribution of educational credentials of the students who participated in the research. The behavior of consumers, particularly with regards to sustainability and green purchasing, largely has a strong dependency on the educational status of the individuals. The environmental comprehension of respondents as well as the determination of sustainable consumption may be somehow affected by their educational achievement. The subject of this analysis is to test whether students of a higher educational background are more environmentally conscious and display a more sustainable purchasing behavior. Understanding the trends here is significant for businesses and policymakers, who aim to penetrate this demographic.

Table 3: Educational Level of Respondents.

Educational Level	Frequency	Percentage (%)
Language Centre	10	9.8
Bachelors	89	87.3
Masters	3	2.9
Total	102	100.0

Source: Survey

The educational attainment of the sample in which over 87.3% of the respondents held a Bachelor's degree, indicates that the respondents are mainly well educated thus possibly implying high potential for environmental and sustainability awareness. The profile of respondents is similar to previous findings, and well-educated individuals are more likely to adopt sustainable lifestyles and react positively to programmes for sustainability (Chin, Poon, & Gan 2018; Johnson & Jackson, 2020).

Respondents only indicated that they completed the Language Centre in 9.8%, which can mar their exposure to information about sustainable practices and influence their decisions at the purchase point (Teng et al., 2020). The sample only featured 2.9% who completed their Master's programs, implying not many highly educated respondents were involved. Analyzing this educational distribution provides useful insight on how marketing efforts could be targeted to the group. It seems that as the vast majority of the target group has high levels of education and is well-informed therefore they would be able to get involved with the green packaging messages created in a comprehensible form (Yadav & Pathak 2017).

● *Monthly Income of Respondents*

In this case, we examine the way the monthly pay was allocated to the involved student respondents who participated in the research. Consumer patterns of spending are certainly affected by annual income, therefore, it has particular relevance for eco-neutral products that are commonly viewed as more costly than the conventional ones. Examining income backgrounds of respondents that range on the spectrum of income can be used by this section to look at the correlation between income and students' willingness to pay for sustainable items like eco-conscious ones. Results from this section will help businesses and marketers estimate the spending patterns of AIU students and adjust their promotional schemes to address the students' needs.

Table 4: Monthly Income of Respondents.

Monthly Income (RM)	Frequency	Percentage (%)	Monthly Income (RM)
Less than 1000	67	65.7	Less than 1000
1001 – 3000	26	25.5	1001 – 3000
3001 – 5000	5	4.9	3001 – 5000

Source: Survey

The distribution of incomes between respondents significantly falls to the lower end as from the respondents 65.7% state that they earn less than 1,000 RM on a monthly basis. Such an arrangement means that large sections of the polled population are financially constrained, which may affect their ability to purchase and think of eco-friendly options (Barbarossa et al., 2020). Less than a quarter, or 25.5%, of respondents fall into 1,001 RM to 3,000 RM generation bracket, followed by 4.9% of 3,001 RM to 5,000 RM, 2.9% of

This income break down is in line with recent studies that have pointed out that the level of income and other economic factors go a long way in molding consumer patterns of behavior especially in the acquiring of sustainable products (Pino et al., 2021). People in lower incomes will be more concerned about affordability than sustainability; hence, less participation in sustainable product purchase was experienced (Cohen & Kaufman, 2021). As such, this evidence highlights the role of socio- economic discussions in studies on consumption patterns and behaviour, especially when examining sustainable consumption in developing markets (Barbarossa et al, 2020).

● ***Descriptive Statistics for Green Packaging Attributes and Their Role in Shaping Eco-Conscious Purchases***

In this section, we review the descriptive statistics of green packaging attributes, and how they influence the purchasing preferences of student consumers influenced by environmental concerns. The data review is based on essential packaging attributes: recyclability, biodegradability, and sustainability labeling and examines it in the context of its influence on students' purchasing behaviors. As it approaches analysis of the data, this section underscores the level to which green packaging resonates and impacts consumer behavior among the target group.

● ***Descriptive Statistics of Consumer Perceptions of Eco-Conscious Products.***

This section presents descriptive statistics showing how the students perceive the products that are eco-conscious. An analysis of consumer perceptions is extremely important when establishing the effect of green package, eco-friendly and sustainability on the decision making process. After conducting descriptive analysis, this research determines discrepant opinions about eco-conscious products of students, particularly their perceptions of sustainable packaging, environmental impact, and brand sustainability. From this analysis, the study exposes key understandings of how students view eco-conscious products and the manner in which these views affect students' purchase behaviour.

Table 5: Descriptive Statistics of Consumer Perceptions of Eco-Conscious Products.

Consumer Perception	N	Mean	Std. Deviation
I am aware of eco-conscious products	102	3.8765	0.94219
Eco-conscious products are better for the environment	102	4.3182	0.76503
Cost is a barrier to purchasing eco-conscious products	102	3.9543	0.83712

Source: Survey

Under the prism of descriptive statistics, taking a look at the consumer attitude to eco-conscious products exposes the context of more general conceptions about sustainability. The average answer to the question of “I am aware of eco-conscious products” gave 3.8765, which indicates a certain intermediate level of awareness of participants. This discovery agrees with prior research suggesting that consumers are getting more aware of sustainable options, but awareness does not necessarily determine purchasing decisions (Barbarossa et al., 2020).

Most of the consumers were in agreement (with a mean of 4.3182) that eco-conscious products are very beneficial for the environment. It is reported that the environmental advantage is an influential element of choosing sustainable purchases, as shown in research by Cohen & Kaufman (2021).

A mean score of 3.9543 to the claim “cost is a barrier to purchasing eco-conscious products” shows that cost is an issue that is understood by consumers but not the biggest issue. This is consistent with findings that indicate consumers prefer sustainable products, which is still a significant challenge for consumers (Pino et al., 2021).

The 3.2907 score for labels claiming eco-consciousness shows rather modest confidence adopted by consumers on these claims. This indicates the rise in the doubts that consumers have over the truth of eco-labels based on Carmagnola et al. (2022) work, with consumers regularly questioning the trustworthiness of such labels, thus influencing their purchases. The sum of the effects relate to present research, which says that despite elevated sensitivity to the environment and favorable attitudes, economic values and trust in a label still greatly influence buyers’ habits. As reported by recent studies by Cohen & Kaufman (2021) and Carmagnola et al. (2022).

● ***Descriptive Statistics for Eco-Conscious Purchase Behavior***

This section identifies descriptive statistics, which show the student respondents listed in Table 6 possessing eco-conscious buying behaviors. The analysis opens up the major driving forces behind environmentally conscious purchasing, including environmental knowledge, emotional contentment, and acceptance of higher cost of buying sustainable goods. From this analysis emerges the degree to which students approach eco-conscious items, and in light of this, similarities and differences between international movements toward sustainable consumption are exposed.

Table 6: Descriptive Statistics for Eco-Conscious Purchase Behaviour.

Factor	N	Mean	Std. Deviation
Environmental Impact	102	4.0723	0.86412
Health Benefits	102	4.3865	0.66844
Cost is a barrier to purchasing eco-conscious products	102	3.9562	0.83577

Source: Survey

Table 6 contains the descriptive statistics for eco-conscious purchase decisions among the students participating in the study. The findings indicate a spectrum of consensus among student respondents on reasons that drive eco-conscious purchasing. Health benefits factor reported the highest average rating (M = 4.3865, SD = 0.66844), which shows that students strongly believe that eco-conscious products are beneficial to health. This finding also aligns with previous studies that put great emphasis on health consciousness as one of the most important factors that support sustainable purchasing (Nguyen & Nguyen, 2022).

The mean value on Environmental Impact was 4.0723 (SD = 0.86412), which shows that consumers value the opportunity that their purchase can have environmental protection impact. The results confirm previous studies showing that environmental factors continue playing a critical role in shaping consumers’ environmentally friendly behaviors (Dube et al., 2020). Participants voted for cost as a barrier at a mean of **3.9562 (SD = 0.83577)**, highlighting strong price concerns among eco-aware students (Huang et al., 2021). These findings endorse the holistic approach to eco-

consciousness in that, health, environmental sustainability and price all contribute to determining how students make purchasing decisions. The results can guide the policy experts and business strategies which can induce students to choose the green products.

To determine how these variables jointly predict eco-conscious purchase intentions beyond their individual correlations, multiple regression analysis was conducted. This approach builds on the descriptive statistics by quantifying each factor's unique contribution while controlling for the others.

● **Regression Analysis: Green Packaging Attributes and Their Role in Shaping Eco-Conscious Purchases**

This section explores the relationship between different aspects of eco-friendly packaging and the green purchasing decisions of student consumers at AIU using regression techniques. The analysis quantifies the extent that cohesiveness of the ripple effect of recyclability, biodegradability, and sustainability label influence on eco-conscious purchasing behavior. It is possible to discuss these associations, and hence, this part can define how green packaging influences consumer behavior to the greatest extent.

● **Awareness of Eco-Conscious Products and Green Purchase Intentions.**

This part examines the impact that knowledge about eco-conscious products has on the environmental buying intentions of student consumers. Consumer awareness is one of the most important factors that characterize the way people compare and adopt sustainable products. The examination of this link enables the study to prioritize the role played by consumer awareness in steering the choice towards environmentally friendly products. Such revelations can help businesses and policymakers to develop successful initiatives that encourage sustainable purchasing by the consumers.

An analysis presented in Table 7 evaluates the influence of awareness of eco-conscious products on the green purchase intention among student consumers. They are further discussed in great detail below:

Table 7: Regression Analysis Results for Awareness of Eco-Conscious Products and Green Purchase Intentions.

Model Summary^b											
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Change Statistics					Durbin-Watson	
					R ² Change	F Change	df1	df2	Sig. F Change		
1	.421 ^a	.177	.169	0.47512	.177	21.445	1	100	.000	2.098	
ANOVA^a											
Model				Sum of Squares	df	Mean Square	F	Sig.			
1	Regression			4.842	1	4.842	21.445	.000 ^b			
1	Residual			22.440	100	0.224					
	Total			27.282	101	4.881					
Coefficients^a											
Model		Unstandardized B Coefficients			Standardized Beta	t	Sig.				
		B	Std. Error								
1	(Constant)	3.242	0.203	—	15.960	.000					
	I am aware of eco-conscious products	0.232	0.051	0.421	4.552	.000					

Source: Survey

From the Model Summary, the high positive relationship between awareness of eco-conscious products and green purchase intentions is shown through R^2 value of 0.423. The .179 R^2 value indicates that 17.7% of the variation in the intention to purchase green products can be accounted for by familiarity. The value of .169 of the adjusted R^2 confirms the model's robustness, while the Durbin-Watson statistic of 2.098 also conforms to the lack of autocorrelation in the residuals which makes the regression model statistically reliable.

The results of ANOVA table confirm that the overall model is significant ($F = 21.445$, $df = 1, 100$; $p < .001$), p less than .001 indicating that "awareness". The Coefficients table provides a sense of how the predictor affects the dependent variable, as we see that a one-unit increase in awareness of eco-conscious products translates into .232 unit increase in green purchase intentions controlling for other factors. The standardized coefficient ($\beta = .421$) further highlights a strong positive correlation between awareness and green purchase intentions, and the t value of 4.552 with $p < .001$ gives rise to the confirmation of the predictor variable. Factors not considering the attention to eco-conscious products, the baseline level of green purchase intentions is $B = 3.238$ (significant) and it is statistically significant ($t = 15.960$, $p < .001$).

There is evidence to show that student consumer environmental purchase intention is greatly influenced through knowledge on eco-conscious products. Awareness accounts for close to 18% of the fluctuations in purchasing intentions and hence is quite significant in terms of influencing consumer purchases. Such findings show that campaigns and education targeted efforts to raise awareness are essential for achieving sustainability goals and encouraging an environmentally-friendly consumer habit. This study is consistent with the earlier research on the relationship between awareness and eco-conscious purchasing of products (Nguyen et al., 2020). More awareness regarding sustainable products among consumers could help bring forth an infrastructure that would help facilitate the purchase of environmentally friendly products by the businesses and authorities.

● **Impact of Perceived Environmental Benefits on Green Purchase Intentions**

This section explores the effect of the following statement that eco-conscious products have an environmental advantage on green purchase intentions among student consumers. Understanding the effect of such perceived environmental benefits on purchasing behaviors is very important to developing effective marketing campaigns targeting sustainability. The research employed a regression analysis to examine the relationship between this perception, and green purchase intentions with the result presented in Table 8.

Table 8: Regression Analysis Results for the Impact of Perceived Environmental Benefits on Green Purchase Intentions

Model Summary b										
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R ² Change	F Change	df1	df2	Sig. F Change	
1	.357 ^a	.127	.118	0.48908	.127	14.592	1	100	.000	2.235

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3.462	1	3.462	14.592	.000 ^b
Residual	23.820	100	0.238		
Total	27.282	101			

Coefficients ^a					
Model	Unstandardized B		Standardize d	t	Sig.
	B	Std. Error			
1 (Constant)	3.088	0.283	—	10.921	.000
I am aware of eco-conscious products	0.247	0.064	0.357	3.860	.000

Source: Survey

The results shown in Table 8 illustrate the connection between student consumers' perception of eco-conscious products as being more environmentally friendly and their intention to buy sustainable goods.

Model Summary indicates that perception that eco-conscious products are good for the environment is highly positively correlated with green purchase intentions among students, with R² value of .127. The R² value of .127 indicates that 12.7% of students' green purchase intentions variation can be explained by the perception that eco-conscious products are more environmentally friendly. According to the results, it is apparent that environmental gains are directly related to green purchases choices however the occurrence of residual variance implies that other influencing elements are present. The Adjusted R² score of .118 highlights the robustness of the underlying model, that it is applicable and credible in the general case. Durbin-Watson statistic at 2.235 affirms that there is no glaring autocorrelation in the residuals, and thereby coincides with the

Statistical significance of the regression model is also given by the ANOVA table which reports an F-statistic of 14.592 (df = 1, 100) with a p-value <.001. The data shows that the perception of eco-conscious products being environment-friendly also plays a major role in green purchase intentions, therefore confirming the efficacy of the model.

The Coefficients table explains how the predictor variable influence the outcome of the analysis. The unstandardized coefficient (B = .247) shows that one-unit increase in the perception that eco-conscious products are good to the environment causes a .247-unit increase in green purchase intentions, assuming that all other variables are held constant. A standardized coefficient is (Beta = .357), thus, there exists a moderate positive correlation between the predictor and the dependent variable.

That rules out that the predictor variable has no significant influence on the model as the t-statistic value is 3.860 and very significant p-value (<.001) is found. The constant term (B = 3.088) represents the lowest level of green purchase intentions in the absence of the predictor and this is statistically significant (t = 10.921, p < .001).

The results strengthen the importance of emphasizing eco-conscious product environmental gains as a way to trigger sustainable purchase decisions by the student consumers. The stress on the environmental advantages of these products can help marketers and policymakers create consumer attitudes so that more sustainable purchasing is encouraged. The present findings align with the findings of such studies as Nguyen et al. (2020), which indicates that it is important to highlight environmental benefits in order to promote environmentally responsible consumer behavior. The inclination that eco-conscious products carry inferior ecological footprint significantly influences students' green buying. The results indicate the possibility that green choices by eco-conscious products can be obtained if marketing campaigns that work well and straightforward information on the environmental benefits of ecologically aware products are considered.

● ***Influence of Cost Barriers on Green Purchase Intention***

To students, the belief that eco-friendly products are expensive has a very positive impression on their preferences regarding buying green ones. Despite increased environmental awareness, many expectant consumers still perceive green products as financially beyond their reach thus undermining their desire to adopt sustainable consumption. This section discusses the influence of cost barriers in creating green purchase intentions and engages how the perceptions advance or discourage sustainable consumption options. As it can be seen in Table 9 the link between the cost barrier and green purchase intentions becomes clear underscoring the crucial role that cost plays in promoting or hindering eco-friendly purchases.

Table 9: Regression Analysis Results for the Impact of Cost Barriers on Green Purchase Intentions

Model Summary										
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Change Statistics					Durbin- Watson
					R ² Change	F Change	df1	df2	Sig. F Change	
1	.355 ^a	.126	.117	0.48874	.126	14.512	1	100	.000	2.035

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.434	1	3.434	14.512	.000 ^b
	Residual	23.848	100	0.238		
	Total	27.282	101			

Coefficients^a						
Model		Unstandardized B		Standardized t	Sig.	
		B	Std. Error			
1	(Constant)	3.268	0.237	—	13.800	.000
	I am aware of eco-conscious products	0.221	0.058	0.355	3.794	.000

Source: Survey

Regression results confirmed cost perceptions explained 12.6% of the variance in eco-conscious purchase intentions ($R^2 = .126$, $\beta = .355$, $p < .001$). Such findings indicate that cost, though a key factor, is only one part of the bigger picture concerning green purchasing behaviours. There are probably several motivations for consumer interest in eco-conscious purchases, ranging from environmental awareness, the availability of sustainable products and personal values. The Adjusted R^2 value corroborates the validity of the model as it shows that the 12.6% of variance explained captures a true picture of the data. This highlights the need for the model to account for the real relationship between perceived cost and intention to buy eco-conscious products.

Moreover, the fact that the Durbin-Watson statistic value is 2.035 (indicating lack of autocorrelation in residuals) serves to support the regression model. The validity of the model is supported here as the model provides reliable forecasts and guarantees that the encountered association between cost barrier and green purchase intention is free from the disturbance of sequential correlations in the residuals. The ANOVA Table reveals that the F-statistic of the regression model is 14.512 and p-value is $< .001$; this shows that the model is statistically significant. This finding reinforces the relevance of “Cost is a barrier to purchasing eco-conscious products” as a predictor of the variation of consumers’ intention

to purchase green. Major findings suggest that consideration of cost perceptions is a viable and useful approach to increase green buying behaviours among consumers.

From the Coefficients Table, we are able to view the way different perceptions of cost influence consumers' green purchasing behaviours. With each one-unit increase in the perception of cost as an impediment, we find a .221 unit increase in green purchase intentions, as shown by the unstandardized coefficient. The data shows that green purchasing may still be a consideration as a result of the continued challenge of cost, yet those who consider it an issue are more likely to think of it, perhaps seeing that they acknowledge by using the standardised coefficient (Beta = .355), it is evident that barrier of cost and the consumers' readiness to buy in green go hand in hand with a moderate, though, positive relationship. This suggests that cost-based barriers have a lot of significance in how consumers view and treat sustainable product options. The large t-value of 3.794 of the predictor, and p value below .001, confirms that the amount cost concerns consumers is a significant determinant of their green purchasing intentions. This implies that fare pricing, showcasing deals or offering more affordable green products should be considered by firms as means of mitigating this barrier. The constant (B = 3.268), which describes the initial level of green purchase intentions (lack of the cost barriers), is statistically significant (t = 13.800, p < .001). This attest-to statistics evidences what lies behind green purchasing beyond cost considerations, an underlying drive to green purchasing, pointing to wider influences of environmental values and alternative motivations.

The research reveals that fears about costs severely confuse green purchases but are not strong enough to stop students wanting to purchase sustainable goods. The results suggest that students are willing to purchase green products, but such options should be practical and not strain the purse. The data supports the conclusions of previous studies such as those reported by Tan et al. (2021), that affordability is still a significant barrier for sustainable consumption. A business promoting green purchasing can encourage it through cost reducing strategies employed by businesses including discounting, subsidy programs or making eco-friendly items affordable by having lower prices. More awareness on the long-term advantages of sustainable products may reduce perceived price barriers making consumers understand these goods as investments exceeding initial costs.

For student eco-conscious consumers, the issues of cost of eco-conscious products play a significant role in their green consumption will, which explains 12.6% of the differences in purchase intents. In order to facilitate sustainable consumption it is important to overcome this cost barrier with marketing efforts, discounts and easy pricing strategies. Additional research may explore the way that the interplay of other variables such as environmental awareness, social attitudes, and access to green products also moulds consumer intentions to purchase environmentally friendly products.

● ***Effect of Trust in Eco-friendly Labels on Green Purchase Intentions***

Effect of Trust in Eco Conscious Labels on Consumers Green Purchasing Decisions. Under increased awareness of the environment, eco-conscious labelling is now quite an influential broker of consumers' intentions to make green purchases. It is generally believed that confidence in eco-conscious names is critical to the formation of sustainable consumer behaviour, allowing customers to understand the environmental consequences of their purchases more effectively. However, whether or not trust in eco-labels really influences consumers' green purchase behaviour remains unknown. This may reflect Gen Z students' limited understanding of eco-label criteria and concerns about greenwashing many reported confusion over what each label actually guarantees. Furthermore, the sheer number of competing labels with varying credibility can foster scepticism, reducing their real-world influence on purchase decisions.

In this section, we discuss the effect of trust in eco-conscious labels on consumers' green purchase aspirations, with evidence regarding the labels' role in facilitating sustainable choices. The relationship between trust in eco-labels and consumers' motivation to select the environmentally friendly products is quantified by regression analysis in this specific section. Findings summary is presented in Table 10.

Table 10: Regression Analysis on the Impact of Trust in Eco-Conscious Labels on Green Purchase Intentions

Model Summary										
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R ² Change	F Change	df1	df2	Sig. F Change	
1	.165 ^a	.027	.017	0.51613	0.027	2.785	1	100	.095	1.905

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.740	1	0.740	2.785	.095 ^b
	Residual	26.542	100	0.265		
	Total	27.282	101			

Coefficients ^a						
Model		Unstandardized B Coefficients		Standardized Beta	t	Sig.
		B	Std. Error			
1	(Constant)	3.842	0.192	—	20.021	.000
	I am aware of eco-conscious products	0.093	0.056	0.165	1.668	.095

Source: Survey

The analysis in Table 10 employs regression techniques to determine whether consumer trust in eco-conscious labels would predict their willingness to purchase green products. The received R-value of 0.165 indicates a weak connect between trust in eco-conscious labels and intentions to purchase green products as there is a moderate relationship between those two factors. This finding confirms previous research, which stated that various influences guide green purchase intentions and no specific variable, such as label trust controls them (Chen, 2010; Peattie, 2010).

An R Square value of 0.027 shows that a small part, that is, 2.7% of the variation of the green purchase intention can be explained by trust in eco-conscious labels. This suggests that though some effect of eco-labels on consumer choices exist, they are not a dominant factor on green purchase intentions. Such results corroborate previous studies suggesting that environmental concerns alone cannot incentivize sustainable purchasing behaviour, and that the aspects of quality, price and convenience are equally important (Biswas & Roy, 2015; Johnstone & Tan, 2015). Furthermore, a value of 0.017 for the Adjusted R Square while controlling the number of variables in the model adds credence to the idea that trust in eco-conscious labels also does not materially enhance the ability of the model to predict green purchase intentions. This means that although the power of trust in eco-conscious labels is significant, it practically does not have a significant impact on the behaviour of the consumers. Environmental incentives do not always result in buying behaviour, as consumers have an abundance of other criteria to evaluate apart from simply the appeal for the environment (Schwepker, 2015). Having a Standard Error Estimate of 0.51613, the model does not explain half of the observed deviations, which indicates an average unexplained variation. This finding suggests that there is the potential for omitted variables to explain the dissimilarities between predictions from a model and green purchases. Moreover, there is evidence of the Durbin-Watson statistic (1.904) that confirms the lack of significant autocorrelation of residuals that proves the unbiasedness of the model's predictions and mutual independence of them (Tabachnick & Fidell, 2013).

ANOVA tests whether a regression model overall is statistically significant or not. With the F-statistic (2.785), and p value (0.095), the model fails to demonstrate statistical significance at the 0.05 level.

As a result, trust in eco-conscious labels has an insignificant influence on green purchase intentions, and the model explains only a small part of the variation in these intentions. This finding reverberates previous study that identifies the multi-dimensional nature of eco-conscious purchasing, indicating that there are other variables in addition to the trust of eco-labels (Peattie, 2010; Magnier & Schoenberger, 2017).

Total sum of squares of 27.282 indicates that the regression model does not explain most of the variability in the green purchase intentions since only 0.740 is accounted for further showing that eco-label trust cannot alone account for changes in green purchase intentions. The residual sum of squares (26.542) emphasises that the model cannot explain a great amount of variability in the data, and so the addition of additional predictors is required to make it a better explainer of data variability. The Coefficients Table provides more details about the relationship of trusting eco-conscious labels and consumers' intentions to purchase green products. The Constant ($B = 3.842$, $t = 20.021$, $p < .001$) forward the level of green purchasing intent that was seen with consumers not basing their trust on eco-conscious labelling. Although it is questionable if trust in eco-labels exists, the fact that the coefficient is positive suggests that green purchasing might be driven by criteria such as environmental awareness or personal values. This concurs with earlier studies which show that the eco-conscious attitudes and personal values of consumers play an important role in influencing purchase behaviours that can often override that influence of specific labels (Chen, 2010; Magnier & Schoenberger, 2017).

The trust-in-ecoconscious labels coefficient ($B = .093$, Std. Error = .056) is indicative that one more unit of trust in ecoconscious labels, leads to a 0.093 unit rise in green purchases likelihood. That T-value 1.668 and P-value 0.095 means that this effect is not statistically significant at the 0.05 level, but not significant, therefore this effect indicates that trust in labels can make a subtle positive increase in green purchase intentions. This is consistent previous work that has indicated that trust in eco-labels weakly associates with consumer behaviour, and is very weak as a measure of influence (Peattie, 2010; Magnier & Schoenberger, 2017).

Standardised Coefficient (Beta = 0.165) measures to what extent variation of the predictor causes variation of dependent variable. Considering that the positive Beta value already indicates a weakly positive relationship, and that the value is not large either, it means that the eco-conscious label trust regards does not influence consumer purchasing intentions significantly. This is in accordance with prior works, whereby although eco-labels may exert a little influence on the consumer's behaviour, the pragmatic manifestations of price, product quality, and convenience have a greater role to play (Johnstone & Tan, 2015; Biswas & Roy, 2015).

The results of the regression analysis show that trust in eco-conscious labels is significantly correlated with small and not significant changes of green purchase intentions. Although trust in labels is linked with positive consumer behaviour, its power is weak and holds insignificant roles to develop green purchase intentions. These findings are consistent with prior research that indicates that environmental goals are not enough to enable sustainable purchasing since consumers take into account many more factors while choosing products (Chen, 2010; Peattie, 2010; Biswas & Roy, 2015). The lack of explanatory power of the model (with an R-square of 2.7% and the statistical significance provide the basis for the assumption that product quality, pricing and consumer value play a more critical role in determining green purchase decisions. Further studies may focus on issues of green consumerism and develop more refined models that allow to capture the complexities of conscious consumer behaviour.

CONCLUSION

Although trust in eco-friendly labels influences green purchase intentions, it is only a partial and second-order effect. Adding credence to the reliability of the model, it is empirically demonstrated that belief in eco-labels contributes quite rationally, but non-negligibly, to stimulating green purchasing behaviour. Consequently, the relationship between trust in the label and buying behaviour in green technology is poor, indicating that factors such as product quality, comprehension of

environmental issues, and pricing decisions play a more significant role in consumer selections. Although trust in eco-labels is one influence on green purchase intentions, baseline intentions are reinforced by other concerns, including awareness related to the environment and the attractiveness of eco-friendly products. The results support the belief that there is only a minor impact of eco-label trust and that there is a need to evolve to a more inclusive approach to drive green purchase behaviour. Businesses and policymakers should complement eco-labelling efforts with ways of improving environmental education, improving the product standards and accessibility to all. While it is possible to say that eco-labels are in itself powerful indicators of sustainability, their power to achieve change increases when they are ingrained in a broader mission to create a society of sustainable consumers and support eco-friendly products. These results deliver valuable guidance for businesses, policymakers, and academics. Based on the findings, companies must also implement marketing strategies that appropriately merge eco-label application and strong sustainability communication and measures to educate consumers in product knowledge. Such results may be very helpful in making policy decisions that will consider both promoting the use of eco-labels and increasing its public outreach efforts and the processes of eco-labelling. This research development adds much worth to the academic research because it provides concrete information about Generation Z consumers, and opens new avenues for research into the impacts of social forces and the availability of sustainable products. With a better understanding of how things such as the trusting of eco-label come into play in their purchasing decisions, consumer are empowered to make smarter choices. The findings highlight the need for an integrated approach to encourage environmental marketing practices. Using the eco-label as part of a broader sustainability strategy, companies can create responsible purchasing for Generation Z and encourage them to develop sustainable consumption behaviours.

RECOMMENDATIONS FOR FUTURE RESEARCH

It is necessary to intensify research concerning the ways generation Z interacts with sustainable shopping routines in order to diversify ways of studying to comprehend a situation better and fill the knowledge deficit. If researchers could examine the ways in which economic status contributes to eco-friendly purchasing habits, they might come to understand why some populations do not develop an environmentally-conscious buying habit. Other research in the future could classify participants based on income to determine ways that help low-income earners acquire environmentally friendly goods. This would allow the companies to modify their products according to both sustainability objectives and budget concerns. A future direction for research should be immediate ramifications of social media and digital platforms on generation Zs environmental consciousness and purchasing habits. As Generation Z uses online platforms more than others do, launching explorations of the effect of social media influencers, digital campaigns, and peer recommendations on ecological awareness and purchasing preferences might turn out beneficial. It could help the firms to create more successful online marketing programmes that are directed at engaging Gen Z audiences. Furthermore, effects of eco-labels and certifications over time in building consumer confidence need to be examined better. This study demonstrates that consumers have mixed feelings regarding the reliability of eco-labels, but further work is necessary to draw out the reasons behind these feelings and possible remedies. Forming strategies to enhance recollection of eco-labels and increase consumer's knowledge by means of the education may bring to more sustainable consumption. Researchers could access broader understandings of why people make eco-friendly buys through qualitative research including the practices such as in depth interviewing or focus groups. By using these methods, we will be able to discover subtle psychological or cultural or societal details that are not obtainable through statistical surveys. By acknowledging contextual influences that shape eco-conscious behaviour, firms may be able to recognise ways to proposition sustainable consumption that more account for the various cultural contexts that their consumers are in.

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