

MULTIDIMENSIONAL FACTORS INFLUENCING CONSUMERS' PURCHASE INTENTION OF GREEN PRODUCTS: A COMPANY'S STRATEGY STUDY

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Abstract

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This study examined the variables that affect consumers' intentions to purchase green products in Sarawak, Malaysia. The study proposed a conceptual framework that integrates key variables such as green product awareness, environmental attitudes, subjective norms, and price to investigate their impact on consumers' purchase intentions. The theory of planned behavior (TPB) (Ajzen, 1991) serves as the foundation for the study. The questionnaire was developed and adapted from previous studies to meet the specific objectives of the current research. Purposive sampling was used to select respondents. Data was collected from 380 respondents who lived in urban locations across Sarawak. The data was analysed using IBM SPSS 29.0. Variables such as environmental attitudes and price have a significant influence on consumers' purchase intention. The subjective norm has a moderate influence on consumers' purchase intention. However, green product awareness has the least influence on consumers' purchase intention in this study. These insights are essential for businesses and policymakers seeking to foster sustainable consumption in Sarawak, in accordance with the state's overarching sustainability goals. The study enhances the theoretical understanding of green consumer behavior in developing regions and provides practical recommendations for promoting the adoption of green products, thereby fostering sustainable growth in Sarawak's economy.

Keywords: Green Products, Green Product Awareness, Environmental Attitudes, Subjective Norm, Price, Purchase Intention, Sustainable Growth

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1. INTRODUCTION

Humanity has witnessed substantial economic growth and population increase, yet this expansion has resulted in environmental degradation and resource depletion (Organisation for Economic Co-operation and Development [OECD], 2012). Human behavior is the main contributor to environmental degradation issues (Schultz, 2011). Consequently, a change in individual consumption behavior is needed. Consumer behavior is crucial as sustainable purchasing decisions are key drivers to this change, and achieving this goal requires coordinated efforts (United Nations [UN], n.d.). Therefore, this generates interest in eco-friendly products, and the expanding literature on sustainable practices indicates this increase.

The increased focus on environmentally friendly products means consumers are aware of their responsibility towards the environment. Consequently, consumers begin to change to sustainable consumption behavior to minimize the environmental impact. Globally, studies show a relationship between consumers' lifestyles and green product consumption, leading to changes in lifestyles (Prasanth et al., 2018; Li et al., 2021). Studies in the business context show a positive relationship between sustainable purchase behavior and green marketing (Vazifehdoust et al., 2013). Consequently, this served as proof of the increase in green marketing and corporate social responsibility initiatives (Deshmukh & Tare, 2024). In Malaysia, the government's active participation in the Sustainable Development Goals (SDGs) (Yusof & Ariffin, 2020) affirms the government's commitments towards sustainability; including establishment of the Green Technology Master Plan (Speeda, n.d.), My Hijau program¹, public participations activities (Rahman, 2018) and tax incentives for businesses and industries (Rehman et al., 2023). Moreover, Malaysians are increasingly aware of eco-friendly products and are more willing than ever to support environmentally friendly concepts (Teng et al., 2021). Despite the extensive efforts to promote green products, it remains unclear whether these initiatives have effectively shifted consumer attitudes towards sustainable purchasing in Malaysia. In the worldwide context, research indicates that awareness of environmental issues doesn't always result in the intention to buy eco-friendly products. (Essoussi & Linton, 2010; Laureti & Benedetti, 2018). In Malaysia, studies found a slight increase in green purchasing among those having green product knowledge (Rashid, 2009). Previous literature suggests environmental knowledge, societal influences, and price affect consumers' intention to purchase green products (Khuzaimah et al., 2020). Research on green purchasing intentions has also been observed in various other disciplines in recent years (Begum & Kalpana, 2025; Tsai et al., 2025; Ji et al., 2025; Hou et al., 2025).

The conceptual framework of this study is constructed based on Ajzen's (1991) theory of planned behavior (TPB). Attitude, subjective norm, and perceived behavioral control have influenced the behavioral intention. Sarawak has recognized the importance of sustainability in its long-term development and committed to green initiatives investments (Aubrey, 2024). In 2020, the population of Sarawak was recorded at 2.9 million (Sarawak

Government, n.d.). However, it remains uncertain whether these efforts have significantly influenced consumer behavior towards green products. The significance of this study lies in its contribution to understanding the determinants of green purchase intention within the context of an emerging economy, specifically Sarawak, Malaysia. By extending the TPB to include green product awareness and price, the study offers a nuanced framework that captures region-specific consumer dynamics. The results offer useful guidance for policymakers and companies that encourage sustainable consumption and create specific green marketing approaches.

This study employed a quantitative research methodology using a structured questionnaire to collect data from urban consumers in Sarawak. Given this background, this research aims to examine the factors that drive sustainable consumption in Sarawak. Furthermore, this will help us better understand how to encourage green purchasing behavior. The research questions formulated for this study are:

RQ1: Does green product awareness influence consumers' purchase intention in Sarawak, Malaysia?

RQ2: Do environmental attitudes influence consumers' purchase intention in Sarawak, Malaysia?

RQ3: Does subjective norm influence consumers' purchase intention in Sarawak, Malaysia?

RQ4: Does price influence consumers' purchase intention in Sarawak, Malaysia?

The structure of this paper is as follows. Section 2 reviews the relevant literature. Section 3 covers the research methodology, which addresses the research objectives. Section 4 interprets the results of the research analyzed using SPSS software. Section 5 discusses the findings. Section 6 summarizes the study and presents the limitations and future research directions.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Theoretical background

Green products' main attributes include being grown locally, organic, using eco-friendly packaging, and supporting fair trade goods (Tanner & Wölfing Kast, 2003). Eco-friendly products have proven to be the most reliable method for attaining environmental sustainability in many developed countries (Zahid et al., 2017; Ramayah et al., 2010). In the current research, no distinct category of green products has been specified. Awareness of green products and environmental awareness are the key factors in decisions to buy green products. Bhardwaj et al. (2020) identified notable growth in green products beginning in 1964, spearheaded by the United States (U.S.). In developed nations, Ham et al. (2022) found differences in environmental values among generations in the U.S. Gomes et al. (2023) discovered that Generation Z tends to invest more in eco-friendly products in Portugal. Typically, environmental advocates prefer eco-friendly goods (Gan et al., 2008). In Indonesia, students displayed a low tendency for green purchases, even though they held a favorable attitude (Handoyo et al., 2021). In Hong Kong, the intention to purchase is affected by green values, trust, and satisfaction (Lam et al., 2016).

¹ <https://www.myhijau.my/who-we-are/>

2.2. Development of the hypotheses

2.2.1. Green purchase intention

Green purchase intention reflects an environmentally friendly behavior that shows a consumer's readiness to buy eco-friendly products. Intention is a strong behavior predictor of consumer decisions (Fishbein & Ajzen, 2010). Factors that affect consumers' intention to buy green products include environmental awareness, concern, favorable attitudes, age, educational level, and income (Pop et al., 2020; Li et al., 2021). Information on green products, their market availability, and consumer trust are factors that influence purchase intentions and can subsequently impact actual buying behavior (Dangelico et al., 2021; Wang et al., 2021). Nonetheless, applying these factors universally is not feasible. In this research, green purchase intention is defined as the process in which consumers buy, use, and throw away any eco-friendly products or services (Ahmad & Zhang, 2020).

2.2.2. The influence of green product awareness on green purchase intention

Details regarding eco-friendly products play a vital role in influencing consumer choices, as they impact their willingness to buy them. For consumers to make informed buying decisions, they need to first recognize the presence of green products. The implementation of labels, packaging, advertising, and green marketing can enhance product awareness (Wong & Tzeng, 2021). The emergence of "green consumerism" is attributed to the growing desire for eco-friendly products (Akhtar et al., 2021). Moreover, awareness of the ecological benefits of green products affects consumers' purchase decisions in renewable energy (Bang et al., 2020) and organic foods (Roh et al., 2022). Additionally, a lack of information regarding green products results translates to a negative relationship with behavior (Aertsens et al., 2011). The first hypothesis was formulated as follows:

H1: Green product awareness has a significant positive influence on purchase intention.

2.2.3. The influence of environmental attitudes on green purchase intention

Attitudes are a tendency to respond with preference or dislike toward a particular object (Fishbein & Ajzen, 2010), and consumers' environmental attitudes significantly influence their environmental behaviors (Gifford & Sussman, 2012). Attitudes as a mental and neutral state, shaped by experience, that influences how a person responds to various situations and objects (Malim & Birch, 1998). Similarly, Gracia and de Magistris (2007) affirm that positive attitudes towards green products and the environment often translate to consumers' intention to purchase them. More studies observed a similar relationship (Ogiemwonyi, 2022). The second hypothesis was formulated as follows:

H2: Environmental attitudes have a significant positive influence on purchase intention.

2.2.4. The influence of subjective norm on green purchase intention

Subjective norm refers to the convictions of important people in a person's life about whether

they should engage in a certain behavior (Fishbein & Ajzen, 2010). These norms are influenced by social pressure and the tendency to meet others' expectations. Subjective norm is a primary factor influencing green purchasing behavior, as supported by numerous studies. (Liu et al., 2020). However, Hasan and Suciarto (2020) and Al Mamun et al. (2020) found that external pressures have minimal influence on the purchase of green products. Previous studies have found that subjective norm does not have a significant impact on purchase decisions (Niloy et al., 2023). The third hypothesis was formulated as follows:

H3: Subjective norm has a significant positive influence on purchase intention.

2.2.5. The influence of price on green purchase intention

Consumers usually prefer lower-priced options when they are available, which makes it difficult to convince them to pay extra for eco-friendly products when there are more affordable options (Ogiemwonyi, 2022). Numerous studies have found a significant influence between product price and their purchase intention (Ye & Liu, 2021; Gomes et al., 2023). Zhao et al. (2021) assert that in case of conflicting priorities due to budget constraints, managers should prioritize pricing strategy before packaging strategy. Premium prices have been viewed as a barrier to green purchases. González-Viralta et al. (2023) reveal that consumers appreciate the implementation of green practices and are willing to pay more when they recognize these efforts. It was also found that high prices for green products can hinder decision-making (Dorsamy & Govender, 2023). The fourth hypothesis was formulated as follows:

H4: Price has a significant positive influence on purchase intention.

2.3. Research framework

This research focuses solely on urban consumers. This is because household consumption spending in Malaysian urban regions was 1.6 times greater than in rural areas in 2019, consistent with the rise in average household income for urban households. The Malaysian Statistics Department reported that the average income for urban households stood at RM 8,635, which is 1.7 times greater than that of rural households (RM 5,004) (Department of Statistics Malaysia, 2020).

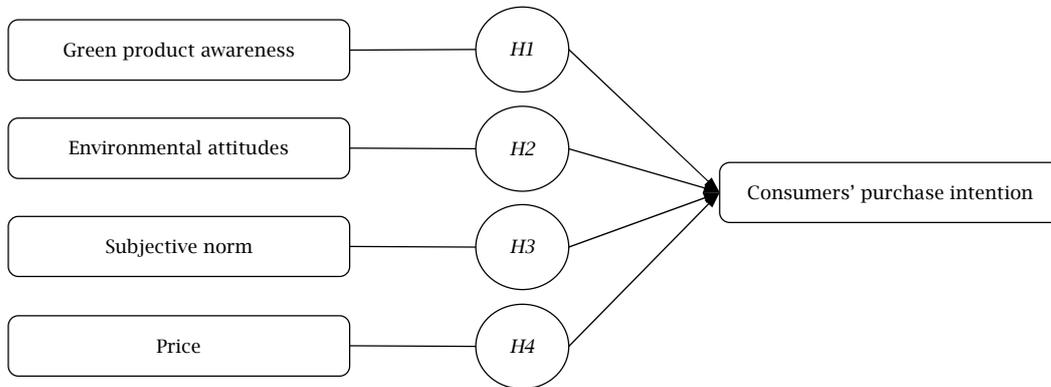
While education and culture are influential factors in shaping green purchase intentions, this study does not include them due to research design choices and scope limitations. Education has been found to impact organic product consumption by increasing awareness and accessibility (Dimitri & Dettmann, 2012), and culture plays a significant role in consumer behavior, particularly in online shopping contexts. However, this study focuses on other key determinants stated in the framework below, which align with the research framework. Measuring cultural influences typically requires cross-cultural comparisons, while education level analysis necessitates additional demographic segmentation, both of which are outside the study's analytical scope.

The conceptual framework is constructed based on Ajzen's TPB. Attitude, subjective norm, and perceived behavioral control have influenced

the behavioral intention (Ajzen, 1991). Although the TPB originated in the West and is widely used in Western studies to predict individual intentions and behaviors, the theory remains applicable in the Asian context (Bhutto et al., 2019). Many studies in behavioral science suggest that intentions are an antecedent to behavior (Fishbein & Ajzen, 1975). However, this study takes the approach that

intentions may not always lead to actual purchases, and this represents a limitation of our study. Therefore, this study used this modified TPB as the model to predict green purchase intention by examining factors of green product awareness, environmental attitudes, subjective norm, and price in the context of Sarawak.

Figure 1. Research framework



3. RESEARCH METHODOLOGY

A quantitative research method was used in this study to test the relationships among the variables. This study draws on the research practices in previous studies (Jiang et al., 2023; Wider & Wider, 2023). Quantitative approach gathers and examines information that can be quantified and represented numerically. The main tool for data gathering is using survey questionnaire. This study employed a five-point Likert scale, with 1 indicating “strongly disagree” and 5 indicating “strongly agree”. The Raosoft calculator helps determine appropriate sample sizes. The calculator applied a 95% confidence level and a 5% margin of error. Sekaran and Bougie (2016) highlight that Roscoe’s guidelines for determining sample size recommend selecting a sample between 30 and 500 participants, as exceeding 500 could potentially introduce errors. The target population for the study is consumers who were 18 years old (or older), with a minimum high school education level, and who resided in urban areas in Sarawak (Kuching, Sibu, Bintulu, and Miri). The measurement constructs associated with the purpose of this study were modified and refined according to the study’s objectives, following a comprehensive evaluation of relevant literature pertaining to the green products industry. A pilot test was conducted with 10% of the sample population to validate the measurement items. IBM SPSS 29.0 was employed for data analysis. The regression analysis was employed to ascertain whether there is an association between the dependent variable (DV), *Purchase intention*, and four independent variables (IVs): 1) *Green product awareness*, 2) *Environmental attitudes*, 3) *Subjective norm*, and 4) *Price*. The choice of SPSS was based on its robustness in conducting descriptive analysis, regression modelling, and hypothesis testing, which are appropriate for examining direct relationships between variables. This study examined the influence of the independent variables on consumers’ purchase intention for green products. Correlation analysis and reliability analysis were used in

the evaluation to test the hypotheses and assess the findings in accordance with the theoretical structure. This study adopted good methodological practices from previous studies (Liew et al., 2024). While this study adopts a quantitative approach, alternative methods such as interviews or focus groups could yield deeper insights. A mixed-methods design may also enhance both statistical validity and contextual understanding.

4. RESEARCH RESULTS

4.1. Pilot test

A pilot study with 43 respondents was conducted to examine the research instrument, procedures, and data collection methods (see Table 1). Hertzog (2008) suggests that a pilot test with 10% of the full study’s sample could be justifiable. For each factor examined in the present study, the Cronbach’s alpha was higher than 0.7.

Table 1. Pilot test results

Variable	Cronbach's alpha
<i>Purchase intention</i> (DV)	0.890
<i>Green product awareness</i> (IV1)	0.772
<i>Environmental attitudes</i> (IV2)	0.899
<i>Subjective norm</i> (IV3)	0.835
<i>Price</i> (IV4)	0.775

4.2. Reliability analysis

Reliability analysis is the key step for ensuring research quality and accurate interpretation of results. According to the Cronbach’s alpha general rule, a value ranging between 0.7 and < 0.8 shows an acceptable level of reliability, and a value of 8 or above signifies a high level of reliability (Malhotra, 2006). All variables in this study have Cronbach’s alpha values that are significantly higher than 0.7, with most above 0.80, indicating strong internal consistency (see Table 2). The scale exhibits a strong

internal consistency within this sample, indicating a connection and measurement of the same fundamental idea among the items assessing purchase intention.

Table 2. Reliability analysis results

Variable	Cronbach's alpha	Decision
Purchase intention (DV)	0.893	Very good
Green product awareness (IV1)	0.828	Very good
Environmental attitudes (IV2)	0.882	Very good
Subjective norm (IV3)	0.821	Very good
Price (IV4)	0.800	Very good

4.3. Multiple regression analysis

Regression analysis effectively examines the correlation between one or more independent variables (predictors) and a dependent variable (outcome). Table 3 shows the regression analysis results have a significant correlation between the predictors: *Green product awareness*, *Environmental attitudes*, *Subjective norm*, and *Price*, and the *Purchase intention* (dependent variable). The model's correlation coefficient *R* at 0.776 signifies a robust correlation between the predictors and the dependent variable. These variables account for around 60.2% of the variation in the purchase

intention, according to the R^2 value of 0.602. The adjusted R^2 value of 0.598 shows the value for the predictors in the model. An R^2 value of 0.776 indicates robust predictive capability (Lai et al., 2022).

Table 3. Model summary of regression

Model	R	R ²	Adjusted R ²	Std. error of the estimate
1	0.776	0.602	0.598	0.3901

Note: Predictors: (Constant), *Green product awareness*, *Environmental attitudes*, *Subjective norm*, *Price*.

Based on Table 4, *Environmental attitudes*, *Subjective norm*, and *Price* all significantly contribute to increasing *Purchase intention*. Specifically, *Purchase intention* increases by 0.514 units for every unit increase in *Environmental attitudes* ($\beta = 0.487$, $t = 11.257$, $p < 0.05$), by 0.253 units for every unit increase in price ($\beta = 0.269$, $t = 5.116$, $p < 0.05$), and by 0.127 units for every unit increase in subjective norm ($\beta = 0.143$, $t = 2.889$, $p < 0.05$). However, *Green product awareness* does not significantly affect purchase intention, as indicated by its negligible coefficient ($\beta = -0.003$, $t = -0.066$, $p > 0.05$).

Before this Section finishes, Table 5 shows the summary of the hypotheses testing results. The researchers have proved the results of the proposed hypotheses as discussed earlier.

Table 4. Coefficients of multiple regression

Hypothesis	Unstandardized B	Coefficient std. error	Standardized coefficients Beta (β)	t	Sig. (p-value)
Dependent variable: <i>Purchase intention</i>					
1	(Constant)	0.459	0.157	2.925	0.004
	H1	-0.003	0.045	-0.066	0.947
	H2	0.514	0.046	11.257	< 0.001
	H3	0.127	0.044	2.889	0.004
	H4	0.253	0.049	5.116	< 0.001

Table 5. Summary of the hypotheses testing results

Hypothesis	Std. β	t-value	p-value	Decision	R ²	VIF
H1	-0.003	-0.066	> 0.05	Not supported	0.602	2.043
H2	0.487	11.257	< 0.05	Supported		1.764
H3	0.143	2.889	< 0.05	Supported		2.299
H4	0.269	5.116	< 0.05	Supported		2.599

Note: VIF — variance inflation factor.

5. DISCUSSION

This Section provides a summary of the research process, emphasizing the key findings, their outcomes, and any challenges encountered. Additionally, it provides suggestions for future research to further expand the body of knowledge on this topic.

5.1. The impact of green product awareness on consumers' purchase intention in Sarawak

Ogiemwonyi (2022) emphasized that consumers' green product awareness has a positive influence on young consumers' environmental attitudes. Consequently, it affects their view on green products and influences their purchase intention towards these products. As consumers become more aware of green products and their impact on the environment, they are likely to change to sustainable purchasing habits. Knowledge and awareness about green products are often assumed to be the key drivers of green consumer behavior. Thus, a similar assumption was applied in this study. Consumers who are knowledgeable about

the benefits of green products may have a more positive attitude toward these products.

Contrary to the assumption and previous studies, this study revealed a non-correlation between green product awareness and purchase intention, with a standardized $\beta = -0.003$, $t = -0.066$, and $p \geq 0.05$. The possible explanation is that awareness of green products alone may not be sufficient to influence consumers' purchase intention, but must be moderated by other factors, such as green products' value. Thus, these findings offer a new perspective to the existing research on green behavior, specifically in Sarawak and more broadly in Malaysia. Hypothesis H1 was not supported — green product awareness has no influence on purchase intention.

5.2. The impact of environmental attitudes on consumers' purchase intention in Sarawak

Ajzen (1991) suggests that individuals with a positive attitude toward any behavior will tend to perform such behavior. Therefore, individuals with heightened environmental awareness are expected to

be more environmentally conscious consumers. Consequently, heightened levels of environmental concerns increase consumers' green purchases (Simanjuntak et al., 2023). The present study has empirically confirmed that environmental attitudes are the strongest variable to influence green purchase intentions among consumers in Sarawak, with standardized $\beta = 0.487$, $t = 11.257$, and $p \leq 0.05$. Consistent with previous studies, this finding confirms the relationship between positive environmental attitudes with green purchase intention (Bhutto et al., 2019). Thus, it reinforces the role of environmental attitudes as the key predictor of green behavior. The findings suggest that consumers in Sarawak might be influenced by the state's emphasis on green initiatives. Hypothesis *H2* was supported — environmental attitudes have a positive and significant influence on purchase intention.

5.3. The impact of subjective norm on consumers' purchase intention in Sarawak

Subjective norm, or social influence, is one of the predictors of behavior under the TPB framework. Social norm, when moderated by consumers' positive attitude, has a significant influence on green purchasing intention. Past studies have confirmed the positive association with collectivistic value and environmentally friendly attitudes (Ogiemwonyi & Jan, 2023). Grounded by this background, the role of subjective norm is predicted to have an influence on the purchase intention of green products in Sarawak.

With a standardized β of 0.143, subjective norm has the least influence among the variables on purchase intention for green products compared to environmental attitudes (standardized $\beta = 0.487$). Therefore, it can be suggested that family or societal influences may impact consumer behavior in Sarawak. The study's findings, with a standardized β of 0.143, $t = 2.889$, and $p < 0.05$, confirm the hypothesis *H3* that subjective norm positively and significantly influences purchase intention for green products in Sarawak. The hypothesis *H3* was supported — subjective norm has a positive and significant influence on purchase intention.

5.4. The impact of price on consumers' purchase intention in Sarawak

Price is a crucial factor that influences the purchase of green products, with high prices often acting as a barrier to such purchases. Therefore, high prices are not a hindrance to their purchase intention. González-Viralta et al. (2023) found that consumers are interested in purchasing green products provided the price is comparable to conventional products.

The empirical finding confirms that product pricing positively and significantly affects consumers' purchase intention, with standardized $\beta = 0.269$, $t = 5.116$, $p \leq 0.05$. This also indicates that high prices serve as a barrier to green purchases in Sarawak. Given the same geographical context, the present study anticipated a similar finding. Contrary to the prediction, the positive and significant influence of price on the purchase intention of green products was found to be the second most significant factor. So, conducting this study in the same state allows for updated insights into consumers' perspectives and their

acceptance of green products. The hypothesis *H4* was supported — price has a positive and significant influence on purchase intention.

6. CONCLUSION

In conclusion, the empirical findings revealed that consumers' environmental attitudes, price, and subjective norm positively and significantly influence purchase intentions for green products. However, consumers' green products awareness do not affect purchase intentions (Wangyanwen et al., 2023). The study analyzed the success factors for green consumption by using the TPB, which is a reliable and foundational model for consumers' behaviors. These findings provide an additional perspective on the predictors of purchase intention toward green products. Thus, this study provides theoretical implications to the body of knowledge about green purchase intention (Malarvizhi et al., 2024).

This research offers important insights into consumer behavior in Sarawak, presenting practical consequences for industry professionals and policymakers alike. It's suggested that green product marketers utilize a focused marketing approach that includes pricing, messaging, and social media channels. At the policymaker level, strategies at both macro and micro levels are recommended to encourage sustainable consumption. The research emphasizes that people's eco-friendly actions can aid in sustainable living, stressing the significance of the ongoing study.

The study has validated the key factors influencing consumers' purchase intentions and offers a comprehensive understanding of the evolving consumer perspective on green products in Sarawak. Additionally, it strengthens the theoretical foundations of green consumer behavior, as evidenced by the significant relationships found between environmental attitudes, price, subjective norm, and purchase intention. These findings provide a solid platform for further promoting sustainable consumption in Sarawak.

The limitations of this research can be outlined in four key points. This research was conducted with urban consumers in Sarawak. Therefore, the findings may reflect geographical bias and might not represent the perspectives of all consumers in Sarawak. The varying perspectives of consumers may stem from increased awareness of environmental issues as a result of government green initiatives in cities. Overall, the research focused solely on the intentional phase of green purchasing and did not examine actual buying behavior. Therefore, ongoing research is crucial to understand the factors affecting real green buying habits. Because a singular approach (survey questionnaire) is employed to evaluate the entire measurement construct, the potential for a common method bias must be considered. The research examines four factors that could affect green purchasing intentions, possibly neglecting another intricate element. For example, it might miss details that only qualitative methods or interviews can offer. This research was carried out over approximately three months, potentially resulting in a limited sample size or a more focused data gathering approach. The constraints of time and resources might have confined the extent and thoroughness of the research. This research also acknowledges that purposive sampling could cause

selection bias, resulting in limited representation of consumers who may show varying attitudes and behaviors regarding green product consumption.

Future studies ought to concentrate on varied consumer groups from various geographic regions. Research conducted on a larger scale increases the sample size and incorporates a wide range of consumer buying behaviors, preferences, and difficulties. Secondly, a longitudinal approach is proposed as one of the research methods for future studies to determine the shift in attitude and purchasing intentions. This method allows the study to track evolving trends in buying habits and identify shifts in consumer perceptions. A mixed methods approach might also aid in gaining a clearer insight into consumers' views on green products. Adding a quantitative survey to

a qualitative interview aids in grasping intricate factors, such as individual experiences, that a quantitative survey by itself may not fully reflect. Finally, research should look into exploring the possible mediating and moderating factors. Furthermore, research should broaden the scope of inquiry to encompass real purchasing behavior. Understanding the true purchase context might yield more practical insights into the elements that impact green product consumption. Ultimately, future studies ought to utilize randomized or stratified sampling methods for greater representativeness. Ultimately, subsequent studies could gain from employing structural equation modeling or partial least squares structural equation modeling for a thorough examination of latent variables.

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