

Factors Influencing the Use of Face Masks in Terms of Aesthetic Value and Safety Aspect for Health Among Youth in Kajang During Endemic COVID-19

*Irwan Syah Md Yusoff, Azhari Md Hashim and Lee Hui Min*

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# THE RELATIONSHIP BETWEEN KEY DETERMINANTS AND GEN Z'S INTENTION TO PURCHASE SUSTAINABLE PRODUCTS

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## Abstract

Sustainable production and consumption have become top priorities for organisations, societies, and governments worldwide. Among consumers, Generation Z shows a growing interest in purchasing sustainable products. Therefore, this study aims to examine the relationship between key determinants: previous purchase experience, attitude, subjective norm, perceived behavioural control, and environmental concern with Gen Z's intention to purchase sustainable products. A structured questionnaire was distributed via Google Forms to respondents born between 1997 and 2005, resulting in 200 participants. The collected data were analysed using the Statistical Package for the Social Sciences (SPSS) version 26.0. Descriptive analysis, reliability analysis, and Pearson's correlation analysis were conducted. The findings reveal that all five determinants, previous purchase experience, attitude, subjective norm, perceived behavioural control, and environmental concern, are significantly associated with Generation Z's intention to purchase sustainable products. These results provide valuable insights for companies tailoring their marketing strategies to enhance Generation Z's willingness to purchase sustainable products. Overall, the study enhances the understanding of consumer purchase intentions for sustainable products and reinforces the applicability of the Theory of Planned Behaviour (TPB) in the sustainability context.

**Keywords:** Sustainable products, Generation Z, Purchase intention, Theory of Planned Behaviour (TPB), Environmental concern

## Abstrak

*Pengeluaran dan penggunaan lestari kini menjadi keutamaan utama bagi organisasi, masyarakat dan kerajaan di seluruh dunia. Dalam konteks ini, Generasi Z menunjukkan kecenderungan yang tinggi terhadap produk lestari. Justeru, kajian ini dijalankan untuk meneliti hubungan antara faktor penentu utama iaitu pengalaman*

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*pembelian terdahulu, sikap, norma subjektif, kawalan tingkah laku yang dirasakan dan keprihatinan alam sekitar terhadap niat Generasi Z untuk membeli produk lestari. Soal selidik telah diedarkan melalui Google Form kepada pengguna yang lahir antara tahun 1997 hingga 2005, dengan jumlah responden seramai 200 orang. Data yang dikumpul dianalisis menggunakan perisian Statistical Package for the Social Sciences (SPSS) versi 26.0 melalui analisis deskriptif, analisis kebolehpercayaan, dan analisis korelasi Pearson. Dapatan kajian menunjukkan bahawa kelima-lima penentu; pengalaman pembelian terdahulu, sikap, norma subjektif, kawalan tingkah laku yang dirasakan, dan keprihatinan alam sekitar mempunyai hubungan positif dan signifikan dengan niat pembelian produk lestari dalam kalangan Generasi Z. Dapatan ini dapat membantu syarikat menyesuaikan strategi pemasaran mereka bagi meningkatkan niat pembelian produk lestari dalam kalangan Generasi Z. Secara keseluruhannya, kajian ini menyumbang kepada pemahaman yang lebih mendalam mengenai niat pembelian pengguna terhadap produk lestari dan mengukuhkan lagi penggunaan Teori Tingkah Laku Terancang (TPB) dalam konteks kelestarian.*

**Kata kunci:** *Produk lestari, Generasi Z, Niat pembelian, Teori Tingkah Laku Terancang (TPB), Keprihatinan alam sekitar*

## **Introduction**

Malaysia has long faced various environmental issues, including water pollution, air pollution, and waste management problems (Global Environmental Forum, 2000). To address these challenges and align its national financial plans with Sustainable Development Goal (SDG)-related initiatives, Malaysia is moving in the right direction (Ministry of Finance Malaysia, 2021). The government has mapped all budget initiatives to the SDGs, which represent a global commitment to eradicating poverty, protecting the planet, combating climate change, and ensuring well-being and peace for all (Robert et al., 2005). Specifically, SDG Goal 12 emphasises responsible consumption and production to promote sustainable patterns of consumption and production. This effort is not limited to government actions; consumers are increasingly aware of how their purchasing behaviour affects the environment (Zhuang et al., 2021).

In Malaysia, the corporate sector also plays an active role in promoting a green lifestyle and encouraging environmental protection. Consumers, therefore, need to be well informed about green-marketed products before purchasing sustainable alternatives. Marketers provide detailed product information to influence purchase decisions, highlighting the importance of developing environmental consciousness among consumers. In addition, the Malaysian government has introduced several programs to encourage sustainable consumption through incentives that promote the use of eco-friendly products (Roslee et al., 2014). For instance, the Ministry of

Energy, Green Technology, and Water (KeTTHA), established in 2009, aims to promote sustainable products and motivate consumers to adopt them.

In the Malaysian context, individuals born between 1997 and 2012 are classified as Generation Z, with the oldest being 26 years old and the youngest 11 (Salleh, 2017). Many members of this generation are now entering the workforce, completing higher education, or starting families. Representing approximately 29% of Malaysia's population, Generation Z forms the country's largest demographic group (Ewe et al., 2023). This generation is known for its independence, digital literacy, and strong consumer voice. According to Wood (2022), Gen Z consumers are particularly enthusiastic about purchasing green products that have minimal environmental impact compared to non-biodegradable or non-recyclable alternatives (Dangelico & Pontrandolfo, 2010). Hence, Gen Z presents a significant market opportunity for sustainable products.

The novelty of this study lies in exploring the relationship between previous purchase experience and purchase intention toward sustainable products, particularly among Generation Z consumers. Although prior purchase experience has been examined in consumer behaviour research, its connection with sustainable product intentions among Gen Z remains underexplored. This study focuses on Generation Z because they are financially independent, environmentally aware, and exposed to sustainability education at the university level (McNeill & Vaughn, 2012). Additionally, they face direct environmental challenges that shape their attitudes and behaviours. Understanding how knowledge, experience, and environmental concern influence their purchase intentions provides valuable insights for manufacturers and marketers. Ultimately, this study contributes to expanding knowledge on sustainable consumer behaviour and offers practical implications for enhancing marketing strategies targeting Generation Z consumers in Malaysia.

## **Literature review**

### **Theory of Planned Behaviour (TPB)**

The Theory of Planned Behaviour (TPB) developed by Ajzen (1991, 2002) is widely recognised as a practical framework for studying the cognitive factors that influence consumer intentions. According to TPB, behavioural success depends on both attitude (behavioural evaluation) and motivation (intention). The theory differentiates between three primary determinants of intention: attitude toward the behaviour, subjective norm, and perceived behavioural control.

These components collectively predict a wide range of pro-social and environmentally responsible behaviours, including the purchase of sustainable products (Mo et al., 2018) and engagement in eco-friendly practices such as dining at environmentally

friendly restaurants (Jang et al., 2014). TPB has been extensively applied by scholars to explain consumer decision-making and purchase intentions (Wong et al., 2018).

To strengthen the TPB model, this study integrates an additional construct, environmental concern, as a significant relationship with consumers' intention to purchase green or sustainable products (Kamalanon et al., 2022). Previous studies have also validated the TPB model's ability to predict consumers' intentions to purchase sustainable products (Nekmahmud et al., 2022).

## **Sustainable Product**

Sustainable consumption is built upon four main pillars: green, reasonable, civilised, and healthy consumption. A sustainable product is defined as one that adheres to environmental protection standards across all stages of its life cycle, from product design, production, packaging, and transportation to usage and post-use disposal, for ensuring minimal harm to the environment and promoting resource conservation (Xiong et al., 2020).

Sustainability encompasses three interrelated dimensions: economic, environmental, and social (Tarne et al., 2017). Sustainable product design strategically integrates these dimensions while maintaining product functionality and minimising environmental impact (Bereketli & Genevois, 2013). Such products utilise resources efficiently, reduce waste and pollution, and replace harmful materials.

In essence, a sustainable product continuously delivers value with minimal environmental consequences while providing economic and social benefits to stakeholders (Shapira et al., 2017). Despite increasing awareness, many consumers still perceive that participating in environmental initiatives incurs higher costs compared to the uncertain benefits they may gain.

## **Previous Purchase Experience**

Previous purchase experience plays a vital role in shaping future consumer attitudes and behaviours. According to Norman and Smith (1995), past experiences can serve as indicators of future purchasing patterns. Consumers with prior experience tend to have greater product familiarity and knowledge than non-buyers.

Experience influences memory, engagement, and perception, shaping how consumers evaluate sustainable products. After using eco-friendly products, individuals often assess their performance and make informed decisions for future purchases, while also increasing their understanding of sustainability (Mishra & Kulshreshtha, 2023). Furthermore, as consumers gain personal experience, they share information, promote sustainable benefits, and advocate for environmental

protection among peers. Hence, previous purchase experience positively influences Generation Z consumers' intention to purchase sustainable products.

## **Attitude**

Understanding how purchase intentions are formed and why there is often an attitude-behavioural intention gap is essential, as consumers' sustainable beliefs do not always translate into actual purchasing behaviour (Carrington et al., 2014). The Behavioural Intention Gap Model for green products suggests that personal values, involvement, and social norms shape sustainable consumer behaviour (Vermeir & Verbeke, 2006).

Consumers with strong environmental consciousness are generally more willing to purchase sustainable products (Uberson, 2008). Research by Paul et al. (2016) revealed that environmental concern directly and indirectly influences purchase intention through the mediating role of attitude, underscoring its pivotal role in linking environmental awareness and purchasing behaviour.

## **Subjective Norm**

Subjective norm reflects the perceived social pressure individuals experience from significant others, such as family, friends, or the community, to engage in a behaviour (Ajzen & Fishbein, 1980). In environmental contexts, these reference groups often include neighbours, peers, and organisations that advocate sustainable practices.

Studies show that "heavy green consumers" are highly influenced by others' opinions, including those of friends, government bodies, and environmental organisations (Chan, 2001). Because sustainable behaviour often involves collective efforts, such as promoting, supporting, or providing feedback on environmental issues, subjective norms are expected to influence consumers' engagement in sustainable purchasing positively (Van et al., 2023). Thus, social influence plays a critical role in encouraging Gen Z consumers to purchase sustainable products (Shin & Hancer, 2016).

## **Perceived Behavioural Control**

Perceived behavioural control (PBC) refers to an individual's perception of the ease or difficulty of performing a behaviour, and the degree to which they feel it is under their control (Ajzen, 2006). Consumers who believe they can overcome external barriers such as cost, product availability, or information are more likely to purchase sustainable products (Xu et al., 2020).

Research by Carrión et al. (2023) indicates that the perceived ease of purchasing sustainable products strongly influences consumer behaviour. PBC encompasses

factors such as financial capability, product accessibility, and personal ability to make sustainable choices. Therefore, PBC positively affects Gen Z consumers' intention to purchase sustainable products.

### Environment Concern

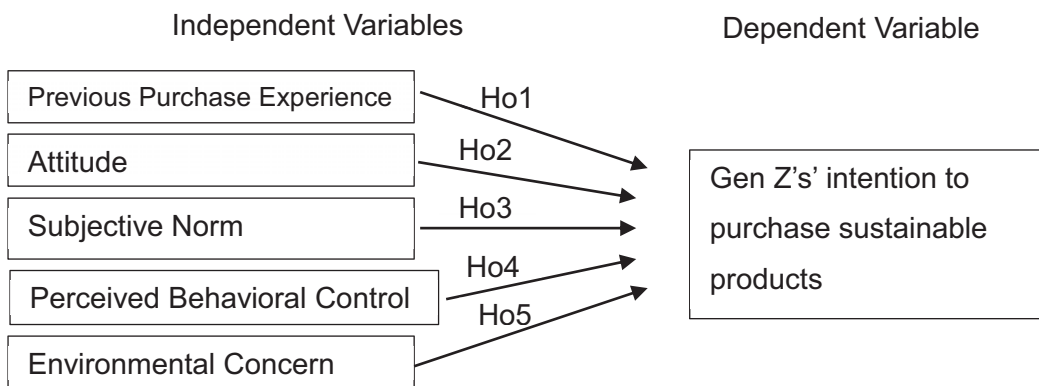
Purchase intention serves as an essential indicator of consumer behaviour and marketing effectiveness. It helps organisations identify consumer segments and tailor strategies accordingly (Morwitz et al., 2007).

According to the Theory of Planned Behaviour (Ajzen, 1985), purchase intention is influenced by attitude, subjective norm, and perceived behavioural control. Motivational variables affect behavioural intention either directly or by reinforcing other predictors (Solomon et al., 2014).

Consumers' purchase decisions depend on their perceptions and evaluations of sustainable products (Hansen et al., 2004). With growing environmental concerns and the adverse effects of global warming, consumers are increasingly shifting toward eco-friendly alternatives (Moslehpour et al., 2023).

Thus, sustainable purchase intention represents consumers' willingness to select environmentally friendly products over conventional ones that harm the environment (Moslehpour et al., 2023).

### Research Framework and Hypothesis



**Figure 1.1: Research Framework and Hypothesis**

Figure 1.1 illustrates the research framework for this study, grounded in the Theory of Planned Behaviour (TPB) proposed by Ajzen (1991). The framework demonstrates the relationship between five independent variables: previous purchase experience, attitude, subjective norm, perceived behavioural control, and environmental concern and the dependent variable, consumers' purchase intention toward sustainable products.

According to TPB, an individual's behaviour is primarily driven by behavioural intention, which in turn is influenced by three core components: attitude, subjective norm, and perceived behavioural control. In this study, attitude refers to consumers' positive or negative evaluations of purchasing sustainable products; subjective norm represents the perceived social pressure from family, friends, or society to engage in such behaviour; and perceived behavioural control reflects the perceived ease or difficulty of purchasing sustainable products based on one's resources and abilities.

Additionally, two external factors, previous purchase experience and environmental concern, are incorporated into the model to extend the TPB framework. Previous purchase experience captures how past interactions with sustainable products influence future purchase intentions. At the same time, environmental concerns increase consumers' awareness and care for environmental issues, which may motivate sustainable purchasing decisions.

The framework proposes that these five variables collectively influence Gen Z consumers' purchase intention toward sustainable products. The hypotheses (Ho1–Ho5) are formulated to test the significance and strength of these relationships.

## Methodology

This study employed a quantitative research method to collect and analyse data from the target population. The research utilised a non-probability sampling technique, specifically snowball sampling, also known as referral sampling. Snowball sampling was adopted as the sampling technique because the target population lacked a clear sampling frame and was difficult to access directly. The process began with several initial participants who met the study's criteria. These participants were then asked to recommend other eligible individuals. This chain-referral process continued until the desired number of respondents was obtained. This technique enabled the researcher to reach relevant participants more effectively. In this approach, one respondent helps identify additional participants within the same target group. Initially, a few respondents were selected, who then referred other individuals who met the research criteria.

In this study, snowball sampling was used to identify Generation Z (Gen Z) consumers, those born between 1997 and 2005. A total of 200 respondents, spanning

various birth years within this range, were selected for the study. The research was conducted across Malaysia, focusing on Gen Z consumers who have purchasing power and awareness of sustainable products.

A structured questionnaire was developed as the primary data collection instrument. The questionnaire consisted of seven sections. Section A covers demographic information, including gender, race, year of birth, income level, highest education level, and employment status. Sections B to F; the items measuring the independent variables such as previous purchase experience, attitude, subjective norm, perceived behavioural control, and environmental concern. Section G: items measuring the dependent variable, which is Gen Z consumers' purchase intention toward sustainable products.

Descriptive analysis was used to summarise respondents' demographic information, providing an overview of the sample's characteristics. The mean and standard deviation were computed to assess the central tendency and variability of responses. Pearson's correlation analysis was performed to examine the relationships between the independent variables and the dependent variable (purchase intention).

## **Data Analysis**

### **Demographic Information**

Table 1 presents the demographic profile of the 200 Generation Z respondents who participated in this study. The findings reveal that most of the respondents were female (61.5%), while male respondents accounted for 38.5% of the total sample.

In terms of ethnic composition, Chinese respondents formed the largest group (56.5%), followed by Malay (33%), Indian (9.5%), and Others (1%). This distribution generally reflects Malaysia's multicultural demographic structure, although with a slightly higher representation of Chinese participants in this sample.

Regarding year of birth, the most significant proportion of respondents (30%) were born in 2000, followed by 15% in 1999 and 12% in 2005. This indicates that most respondents were aged 20-26, aligning well with the Generation Z cohort (born between 1997 and 2005).

Regarding income level, most respondents (64.5%) reported earning less than RM2,500 per month, reflecting their status as students or early-career individuals; meanwhile, 26% earned between RM2,500 and RM4,849, and 9.5% earned between RM5,850 and RM10,959. None of the respondents reported an income above RM10,960, further supporting the conclusion that most participants are still in the early stages of financial independence.

In terms of education level, the largest group (42%) held a bachelor’s degree, followed by Diploma/Foundation/STPM holders (34%). A smaller number had completed SPM (20%), while only 2% each held PT3/PMR or Master’s/PhD qualifications. This educational profile indicates that most respondents are either university students or graduates.

Finally, regarding employment status, 51.5% of respondents were employed, while 43.5% were students. A small proportion were entrepreneurs (3%) or unemployed (2%). This finding suggests that many Gen Z individuals in the study are either still pursuing higher education or are in the early stages of their careers, which may influence their purchasing behaviour toward sustainable products.

**Table 1 : Demographic Information (N=200)**

<b>Characteristics</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Gender</b>		
Male	77	38.5
Female	123	61.5
<b>Race</b>		
Malay	66	33
Chinese	113	56.5
Indian	19	9.5
Other	2	1
<b>Year of birth</b>		
1997	20	10
1998	19	9.5
1999	30	15
2000	60	30
2001	12	6
2002	17	8.5
2003	8	4
2004	10	5
2005	24	12
<b>Income level</b>		
Less RM 2,500	129	64.5
RM 2,500 - RM 4,849	52	26
RM 5,850 - RM 10,959	19	9.5
Above RM 10,960	0	0
<b>Highest education level</b>		
PT3/PMR	4	2
SPM	40	20
Diploma/ Foundation/ STPM	68	34
Bachelors’ Degree	84	42
Master/ PhD	4	2

**Table 1 (continued)**

<b>Characteristics</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Employment status</b>		
Student	87	43.5
Employed	103	51.5
Unemployed	4	2
Entrepreneurs	6	3

Overall, the demographic analysis indicates that most respondents are young, educated, and financially emerging consumers, characteristics that align with the defining traits of Generation Z. Their higher education levels and exposure to sustainability-related information through universities, social media, and digital platforms may contribute to a greater awareness of environmental issues and a stronger inclination toward sustainable consumption. Moreover, although many are students or early-career workers with limited income levels, their positive attitudes and openness to change make them a crucial target group for companies promoting sustainable products. Hence, understanding this demographic profile provides valuable insight into how marketers and policymakers can design effective strategies to strengthen Gen Z consumers' purchase intention toward sustainable products.

### **Reliability Analysis**

Reliability analysis is done through the measurement of Cronbach's alpha to test the internal consistency of a test or scale. A measurement is reliable when the value of Cronbach's alpha is equal to or higher than 0.7. Table 2 shows the Cronbach's Alpha for all variables.

In terms of reliability, the highest reliability score was obtained for perceived behavioural control, boasting a Cronbach's alpha of 0.901. Following closely are consumers' purchase intentions toward sustainable products, achieving a Cronbach's alpha of 0.900. The result indicates that perceived behavioural control and consumers' purchase intentions toward sustainable product reliability were deemed high, ranging at or above 0.90. Attitude ranks as the third highest, with a Cronbach's alpha of 0.898, while previous purchase experience follows with a Cronbach's alpha of 0.894. Subjective norm attained a Cronbach's alpha of 0.872. On the other hand, environmental concern had the lowest reliability (Cronbach's alpha) at 0.832.

In summary, variables with Cronbach's alpha values exceeding 0.7 demonstrate strong reliability, according to the analysis.

**Table 2: Cronbach’s Alpha**

<b>Variables</b>	<b>Item (N)</b>	<b>Cronbach’s Alpha (Reliability) N = 200</b>
Previous Purchase Experience	8	0.894
Attitude	7	0.898
Subjective Norm	6	0.872
Perceived Behavioural Control	7	0.901
Environmental Concern	6	0.832
Consumers’ Purchase Intentions toward Sustainable Product	7	0.900

**Descriptive Analysis**

Table 3 presents the descriptive statistics for the main variables of the study, including previous purchase experience, attitude, subjective norm, perceived behavioural control, environmental concern, and consumer purchase intention toward sustainable products. The mean values for all variables range from 2.94 to 3.21, indicating that most respondents have moderate agreement with the statements for each construct on the five-point Likert scale.

Among the variables, attitude and subjective norm recorded the highest mean score of 3.21, suggesting that Gen Z consumers generally have a favourable attitude toward sustainable products and are influenced by social expectations or peer opinions in their purchasing decisions. The lowest mean score is observed for environmental concern (M = 2.94), suggesting that while Gen Z consumers are somewhat aware of environmental issues, their concern remains relatively moderate compared to other determinants.

The standard deviations range from 1.356 to 1.407, indicating moderate variation in respondents’ perceptions across all variables. This indicates some diversity in individual opinions but not extreme differences. Overall, the results suggest that Gen Z consumers in Malaysia exhibit moderate awareness and intention to purchase sustainable products, with attitude and social influence playing slightly stronger roles than environmental concern or perceived control.

**Table 3: Descriptive Statistics**

<b>Variable</b>	<b>Mean</b>	<b>Standard Deviation</b>
Previous Purchase Experience	3.16	1.356
Attitude	3.21	1.367
Subjective Norm	3.21	1.367
Perceived Behavioural Control	3.05	1.407
Environmental Concern	2.94	1.372
Consumer Purchase Intention	3.11	1.366

## Pearson Correlation Analysis

Table 4 presents the results of the Pearson Correlation analysis used to examine the relationships between the independent variables, such as previous purchase experience, attitude, subjective norm, perceived behavioural control, and environmental concern and the dependent variable, consumers' purchase intention toward sustainable products.

All correlation coefficients (*r*-values) are positive and statistically significant at  $p < 0.05$ , indicating that all five independent variables have a strong and positive relationship with consumers' purchase intention toward sustainable products.

The highest correlation is between attitude and purchase intention ( $r = 0.916$ ), indicating that attitude is the most influential factor in determining Gen Z consumers' purchase intentions for sustainable products. This finding supports previous studies that have highlighted that consumers with a positive attitude toward sustainability and environmental issues are more likely to buy green products (Vazifehdoust et al., 2013; Maichum et al., 2017; Nguyen et al., 2022).

The second highest correlation is between perceived behavioural control ( $r = 0.902$ ) and purchase intention, indicating that Gen Z consumers' confidence in their ability to access and afford sustainable products also enhances their purchase intention (Ko & Jin, 2017; Tewari et al., 2022).

Subjective norm ( $r = 0.894$ ) also shows a strong correlation with purchase intention, suggesting that social influence from family, friends, and peers significantly affects Gen Z's buying behaviour toward sustainable products (Chan, 1999; Van et al., 2023).

Similarly, prior purchase experience ( $r = 0.866$ ) shows a strong positive relationship, suggesting that consumers who have purchased sustainable products before are more likely to repurchase them, as they are familiar with their benefits and performance (Mishra & Kulshreshtha, 2023).

Lastly, environmental concern ( $r = 0.879$ ) also shows a strong positive correlation, confirming that environmentally conscious consumers are more willing to support sustainable products (Rusyani et al., 2021).

Overall, the findings indicate that all five variables have significant positive effects on consumers' purchase intention, leading to the rejection of all null hypotheses ( $H_{01}$ – $H_{05}$ ). Attitude emerges as the most dominant predictor, highlighting the importance of cultivating positive perceptions and awareness toward sustainable consumption among Gen Z consumers.

**Table 4: Pearson Correlation Analysis (N=200)**

Purchase Intention		
Variables	Pearson Coefficient (r-value)	Sig. (2-tailed)
Previous purchase experience	0.866	0.000**
Attitude	0.916	0.000**
Subjective norm	0.894	0.000**
Perceived Behavioural Control	0.902	0.000**
Environmental Concern	0.879	0.000**

*\*\*Significance at  $p < .01$  (2-tailed)*

### Conclusion

Based on the results of the Pearson Correlation analysis, all five independent variables, previous purchase experience, attitude, subjective norm, perceived behavioural control, and environmental concern, show strong and positive relationships with Gen Z consumers’ purchase intention toward sustainable products. All correlations are statistically significant at  $p < 0.01$ , indicating that these factors play a crucial role in influencing Gen Z’s purchasing decisions.

Among the five factors, attitude shows the strongest correlation with purchase intention ( $r = 0.916$ ), indicating that Gen Z consumers’ positive perceptions and evaluations of sustainable products are the most critical determinants of their purchase intention. This is followed by perceived behavioural control ( $r = 0.902$ ) and subjective norm ( $r = 0.894$ ), which suggest that consumers’ confidence in their ability to access sustainable products and social influence from peers and family both significantly affect purchase behaviour. Meanwhile, previous purchase experience ( $r = 0.866$ ) and environmental concern ( $r = 0.879$ ) also contribute positively, showing that familiarity with sustainable products and awareness of environmental issues drive repeat and conscious purchases.

Overall, the findings indicate that Gen Z consumers in Malaysia are becoming increasingly environmentally conscious and that both personal attitudes and social influences shape their purchasing decisions. Therefore, all five null hypotheses ( $H_{01}$ – $H_{05}$ ) are rejected, confirming significant positive relationships between each determinant and Gen Z consumers’ purchase intention toward sustainable products.

### Implications

The findings provide substantial theoretical and practical implications for policymakers, marketers, and future researchers:

### (a) Theoretical Implications

This study reinforces the applicability of the Theory of Planned Behaviour (TPB) in explaining sustainable purchasing behaviour among Gen Z consumers. By integrating environmental concern as an additional variable, the model provides a more comprehensive understanding of the cognitive, social, and environmental factors influencing purchase intention. The strong relationship between attitude and purchase intention supports previous empirical evidence that positive evaluations of green products are associated with stronger purchase intentions.

### (b) Practical Implications

From a practical perspective, the results highlight several strategic directions:

#### 1) Marketers and Businesses:

Firms should focus on shaping positive attitudes toward sustainable products through transparent communication, eco-labelling, and emphasising environmental benefits. Marketing campaigns should also leverage peer influence and social media platforms to engage Gen Z consumers, who are highly responsive to social endorsement.

#### 2) Government and Policy Makers:

The government should continue promoting sustainability awareness programs and incentives for eco-friendly consumption, ensuring accessibility and affordability of sustainable products. Policies that promote green innovation, certifications, and consumer education could further strengthen behavioural control and positive attitudes.

#### 3) Educators and Institutions:

Educational programs that enhance environmental literacy and encourage responsible consumption should be implemented to nurture pro-environmental mindsets among young consumers.

#### 4) Manufacturers and Retailers:

By providing positive product experiences, such as quality assurance and after-sales support, firms can enhance consumers' satisfaction and foster repeat purchases.

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