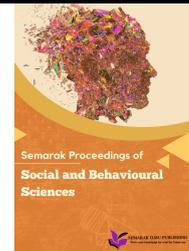




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# Determinant Factors of Consumer Purchase Intentions Towards Sustainable Products

Khaizuran Irfan<sup>1</sup>, Teh Zaharah Yaacob<sup>1,\*</sup>

<sup>1</sup> Department of Management and Technology, Faculty of Management, Universiti Teknologi Malaysia, Johor, Malaysia

### ABSTRACT

This study investigates the factors influencing consumer purchase intentions for sustainable products in Malaysia, focusing on eco-friendly packaging and its contribution to promoting sustainable consumption. Applying the Theory of Planned Behavior (TPB), the research analyses critical elements such as environmental concern, social influence (subjective norms), perceived control over behaviour, attitude, and willingness to pay, and how these factors affect consumer choices. The study context is Malaysia's ongoing struggle with plastic waste management, and it aligns with global sustainability objectives, notably Sustainable Development Goal 12 (SDG 12). Data were collected through online surveys targeting consumers in Kuala Lumpur and Selangor, and quantitative analysis was conducted using descriptive statistics, correlation, and multiple regression to explore the connections between these variables and purchase intentions. The results provide insights for businesses and policymakers to develop strategies that enhance sustainable product offerings while addressing environmental challenges. Additionally, this research fills a gap in the existing literature by examining sustainable consumer behaviour in Malaysia, offering actionable recommendations for encouraging green practices and minimizing environmental impact.

**Keywords:** Sustainable consumption; consumer purchase intentions; sustainable product; environmental concern; purchase behaviour; sustainable development goals (SDGs)

## 1. Introduction

Over the past decade, there has been an increasing focus on sustainable products due to consumer preferences and retailers' priorities. This trend is in line with consumers' growing awareness of environmental sustainability. Packaging is designed to protect the primary product and should also be environmentally friendly to reduce the impact of packaging waste on the environment. The business community must consider sustainable products as key to their competitive strategy. Malaysia, as an emerging market for green products and environmentally friendly packaging, should actively address this issue. Studies have shown that green packaging is an important issue for researchers and the industry [1]. Consumers respond positively to environmentally friendly packaging [2]. Green packaging has been found to be a key attribute that influences consumer evaluations and preferences [3]. In addition, Simmonds and Spence [4] showed that packaging not only protects the primary product, but also significantly influences consumer perceptions and purchasing behavior. This empirical evidence has prompted many national companies and

\* Corresponding author.

E-mail address: [tehzaharah@utm.my](mailto:tehzaharah@utm.my)

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governments to focus on promoting environmentally friendly packaging initiatives, such as reducing plastic waste and adopting recyclable packaging.

To identify the key factors that influence consumers' willingness to purchase sustainable product packaging, Prakash's study explored how sustainable packaging influences consumer behaviour using the Theory of Reasoned Action (TRA). Using structural equation modelling based on data from 204 young Indian consumers, the study highlighted the importance of personal norms, attitudes, environmental concern, and willingness to pay on consumers' willingness to purchase green packaging. To reduce the impact on the environment, marketers should use this data to promote sustainable packaging technologies and target young customers through marketing campaigns. The study also met established standards and ensured the robustness of the study by demonstrating convergent validity using measures such as composite reliability, factor loadings, and average variance extracted. To accurately understand young consumers' intentions towards eco-friendly packaging, this study applied the Theory of Planned Behaviour (TPB). The design of the study also took into account other factors such as willingness to pay and level of environmental awareness.

## 2. Literature Review

A literature review is an academic paper that analyzes and summarizes previous research on a specific topic or issue. It summarizes and reports on research on a specific topic. Based on the researchers' previous studies, there are different perspectives and explanations on the factors influencing customers' willingness to purchase sustainable products. The study "Is Eco-friendly Packaging Important as a Business Strategy?" "Studying Consumption among Young Consumers in Emerging Markets" examined the factors that influence the purchase intention of young consumers in Indonesia for eco-friendly packaging. The study analyzed data from 276 students using the theory of planned behaviour (TPB) and identified key determinants such as attitude, personal norms, perceived behavioural control, and willingness to pay. The results showed that these factors and attitude-mediated environmental concern significantly influenced young consumers' purchase intention for eco-friendly packaging. This highlights the importance of incorporating environmental sustainability into marketing strategies to attract young populations in emerging markets. Next, the study by Moorthy *et al.*, [5] examines the influence of sustainable product packaging factors on consumers' purchasing intentions in Klang Valley, Malaysia. Using a sample of 432 respondents, the study employs the Theory of Planned Behaviour (TPB) to analyze the impact of eco-friendly awareness, distribution, advertising, and packaging on consumer behaviour. The findings reveal that sustainable awareness, distribution, and packaging significantly influence purchasing intentions, while sustainable advertising does not significantly impact. This research highlights the importance of environmental awareness and sustainable practices in shaping consumer behaviour in an emerging market, providing valuable insights for businesses aiming to attract environmentally conscious consumers.

The purpose of this study on sustainable packaging and consumer purchasing behaviour is to examine the factors that influence consumer purchase decisions when purchasing products with eco-friendly packaging. This study examines the relationship between sustainable packaging characteristics and consumer purchase intention, with a particular focus on key factors such as environmental awareness, social norms, perceived ability to control behaviour, and willingness to pay. Examining these variables is intended to provide a comprehensive understanding of how sustainable packaging influences consumer behaviour and how businesses can use this understanding to promote sustainable practices in consumption and production. Specifically, the study aims to determine if consumers' awareness of environmental issues, social pressure, the ease

of obtaining eco-friendly products, and their willingness to pay more for such goods significantly influence their purchase intention. Researchers in this study will research sustainable product packaging and determine consumer purchase intentions for sustainable packaging. The study will also investigate how often consumers make sustainable purchases daily using eco-friendly packaging products.

### 2.1 Definition of Packaging

Packaging encompasses the activities involved in creating, manufacturing, and utilizing materials to wrap and safeguard goods for storage, transport, and use. It serves a vital function in maintaining product integrity, guaranteeing safety, and furnishing consumers with essential information. As Kirchherr *et al.*, [6] outlined, packaging is an essential element of the circular economy framework, underscoring the significance of employing sustainable approaches in packaging material design and handling to mitigate adverse environmental effects.

Packaging safeguards products from potential damage. According to the European Federation, packaging encompasses all items made from diverse materials for containing, shielding, and showcasing goods [7]. Packaging is crucial in promoting a product from a business standpoint, significantly impacting its sales [8]. The influence of eco-friendly packaging on what consumers prefer and how they intend to shop is enormous. Many companies in the industry go for plastic packaging without considering how it hurts the environment. This makes environmental problems worse. However, eco-friendly packaging is a game-changer, working to make things better for our world.

### 2.2 Definition of Sustainable Product

Sustainable packaging is designed to minimize environmental impacts throughout its life cycle, aligning with sustainability principles and aiming to reduce environmental harm caused by its production and disposal [9]. This packaging type typically utilises biodegradable, recyclable, or renewable resources, reducing dependence on fossil resources and lowering carbon footprints [9]. Eco-friendly packaging serves as a protective vessel for products. It conveys its environmentally conscious attributes through intrinsic and extrinsic features, appealing to consumers who prioritize sustainability in their purchasing decisions [10].

Sustainable packaging has replaced conventional and plastic packaging, which can reduce waste and landfill problems. This is because it is biodegradable and recyclable throughout its life cycle in production. Furthermore, Rajendran *et al.*, [8] explain that packaging marked with green signifies that minimal materials were utilised in its production and that it meets the necessary standards for performance and cost by being recyclable or reusable.

Consumers frequently perceive sustainable packaging as advantageous for the environment, potentially elevating their perceptions regarding the quality and taste of a product [11]. Popovic *et al.*, [11] observed that such packaging tends to cultivate positive associations among consumers. Moreover, Norton *et al.*, [12] emphasised that sustainable packaging often incorporates designs that explicitly convey or imply eco-friendliness. This design strategy aligns with current environmental norms and addresses the escalating consumer desire for environmentally responsible products.

### 2.3 Consumer Purchase Intention of Sustainable Products

According to Ajzen [13], intention is a signal that indicates a person's degree of readiness to exhibit behaviour and captures the components that inspire a behaviour. The intention to carry out

the desired behaviour is the initial cause of behaviour in the Theory of Planned Behaviour (TPB); the more significant the intention, the more probable the subsequent behaviour. However, unforeseen circumstances, a lack of funds, time, other resources, necessary skills, and other issues could keep people from following through on their plans. People's capacity to overcome such obstacles determines how much they genuinely manage their behaviour [13]. Ghazali *et al.*, [14] found that Muslim consumers' intention to purchase significantly drives their green purchase behaviour. Similarly, Gopal and Lian [15] discovered that the purchase intention among adult consumers in Malaysia significantly influences their decisions to buy organic food. Hao *et al.*, [16] also noted that consumers are willing to pay a premium for products with green packaging. Popovic *et al.*, [11] discovered a positive correlation between an individual's pro-environmental attitude and their intention to buy products with environmentally friendly products. Sustainable methods have favourably impacted consumer perceptions, relationships, attitudes, and loyalty to a shop [5]. Last but not least, Seo *et al.*, [17] examined the relationship between product features, the price premium for eco-friendliness, and customers' desire to buy, illuminating the complexity of consumer behaviour toward sustainable products.

These studies collectively advance our understanding of the complex relationship between sustainable product attributes and consumer purchase intentions. They highlight the importance of factors such as pro-environmental attitudes, brand familiarity, green consciousness, and the influence of sustainable practices on consumer behaviour. Synthesizing these findings reveals that consumer attitudes, values, and perceptions are pivotal in shaping purchase intentions towards sustainable products. This thesis will explore these dynamics in detail to provide a comprehensive view of the factors determining sustainable product purchasing decisions.

## 2.4 Factors Influencing Consumer Purchase Intention on Sustainable Products

### 2.4.1 Environmental concern

Environmental concern can be succinctly described as an individual's recognition of environmental challenges [18]. According to Chen and Tung [19], it is closely linked with a person's stance on environmental conservation, motivating them towards eco-friendly behaviours cited by Auliandri *et al.*, [20]. Environmental considerations, particularly sustainable packaging, are increasingly influencing consumer purchase intentions. Studies suggest that individuals with greater environmental awareness are more inclined to buy sustainable products. For example, Dheepalakshmi and Geetha's study from 2024 examines the impact of environmental concerns in the Indian market and shows how these concerns greatly increase the desire of consumers to choose sustainable products, which in turn encourages sustainable consumer behaviour [21]. Pickett-Baker and Ozaki [22] emphasized that customers' environmental concerns influence environmentally friendly purchasing behaviour.

People's awareness of and intention to purchase sustainable brands are significantly shaped by their belief in the benefits of sustainable products and their desire to protect the environment [23]. Their dedication to environmental issues was evident through their participation in environmental protection efforts [24]. These individuals preferred purchasing products with eco-friendly packaging, aligning with their environmental commitment [25].

Environmental concern shapes consumer behaviour towards sustainable products, significantly influencing purchase intentions. According to the Theory of Planned Behaviour (TPB), environmental concern is a key determinant of attitudes towards environmentally friendly products, which in turn impacts purchase intentions [13]. Studies have shown that heightened awareness and concern for environmental issues positively correlate with a consumer's intention to purchase products with

green packaging. For instance, Prakash and Pathak [1] found that in India, young consumers' environmental concerns significantly influenced their attitudes towards eco-friendly packaging, leading to a higher likelihood of purchasing such products. This relationship suggests that as consumers become more aware of the detrimental impacts of non-eco-friendly packaging on the environment, their preference shifts towards sustainable options. Similarly, Auliandri *et al.*, [20] highlighted that in Indonesia, young consumers' environmental concerns significantly influenced their attitudes, which, in turn, impacted their willingness to pay a premium for green packaging. This indicates that environmental concern can mediate the relationship between attitude and purchase intention, making it a pivotal factor in marketing strategies for green products. Companies can leverage this by promoting the environmental benefits of their packaging, thus aligning their brand with the values of environmentally conscious consumers. This alignment helps build brand loyalty and contributes to broader environmental sustainability goals by reducing packaging waste and promoting recyclable materials [1,20]. Therefore, environmental concerns can be critical for eco-friendly packaged products influencing consumer purchase intention. Table 1 shows the dimension of environmental concern.

**Table 1**  
 Dimension of environmental concern

Dimensions	Description	Source
Awareness of environmental issues	Individuals are informed about environmental problems and their consequences. High awareness leads to greater concern for environmental sustainability and influences attitudes towards green packaging.	[20,23]
Behavioural intentions	Measures the willingness of individuals to engage in behaviours that mitigate environmental harm, such as purchasing eco-friendly products or adopting sustainable practices. It directly impacts their buying decisions.	[1]
Personal norms and values	Personal norms involve the moral obligations individuals feel to engage in pro-environmental behaviours. These norms are stronger predictors of green purchasing behaviours than general social norms.	[1]
Perceived behavioral control	Encompasses individuals' perceptions of their ability to perform environmentally friendly behaviours, affecting their engagement. Higher perceived control leads to a higher likelihood of adopting green behaviours.	[13]

#### 2.4.2 Subjective norms

Subjective norms assess the degree to which social influences motivate an individual to engage in a specific behaviour [13]. When the social environment positively endorses the intention to purchase green products, this intention is likely to increase accordingly cited by Prakash and Pathak [1]. Auliandri *et al.*, [20] emphasised the substantial influence of subjective norms on consumer behaviour and purchasing decisions, particularly regarding sustainable products. They identified subjective norms as a crucial determinant in shaping consumer attitudes and actions towards products with environmentally friendly products. Ringim and Reni [26] further supported this by highlighting a positive correlation between subjective norms and behavioural intentions, emphasizing the substantial influence of subjective norms on consumer purchase decisions related to skincare products.

Other than that, If an individual is surrounded by a social environment that positively values the purchase of green products, their intention to purchase such products is likely to be elevated. This assertion finds empirical backing in research conducted by [27]. Next, Fitriana and Kristaung [28] delved into how attitude, subjective norms, deal proneness, and reciprocity affect millennials'

purchase intentions. Their findings highlight those subjective norms, or how much individuals feel influenced by others, significantly affect whether they decide to buy something. This underscores the critical role of social influence in shaping how people choose what to buy. The study by Rosidah [29] explored the perception, knowledge, and behavioural tendency of Generation Z individuals towards using sustainable products, highlighting the significant influence of subjective norms on behavioural intention. Yoon and Joung [30] constructed a conceptual model outlining how subjective norms, combined with environmental awareness, affect attitudes and perceived control over buying sustainable items, ultimately influencing consumers' intentions to purchase. Their study underscores the significant impact of subjective norms on shaping consumer behaviour concerning environmentally friendly products, highlighting the vital role of social influences in guiding purchase decisions related to eco-conscious product features. Table 2 shows the dimension of subjective norms.

**Table 2**  
 Dimension of subjective norms

Dimensions	Description	Source
Social beliefs	The degree to which social environment and peer pressure affect an individual's intention to purchase sustainable products.	[1,13,20]
Normative beliefs	Beliefs about the expectations of others regarding one's behaviour, particularly in purchasing green products.	[20]
Motivation to comply	The extent to which individuals are motivated to adhere to the expectations of their social environment in their purchasing decisions.	[27]
Perceived social pressure	The perceived pressure from significant others (family, friends, community) to engage in environmentally friendly purchasing behaviours.	[29,30]

### 2.4.3 Perceived behavioural control

The study by Auliandri *et al.*, [20] stated that an individual's judgment of how simple or complex a certain activity is to carry out is known as perceived behavioural control (PBC). Among the three predictors of behavioural intention in the Theory of Planned conduct (TPB) model, Paul *et al.*, [31] claim that PBC is the most significant predictor of human conduct. Several empirical studies have shown that PBC positively influences buying intentions, particularly when it comes to the use of green packaging. Martinho *et al.*, [3] demonstrated that perceived behavioural control (PBC) positively impacts the intention to purchase green packaging. Similarly, Wang [27] found congruent results in their research, reinforcing the positive correlation between PBC and the inclination to choose environmentally friendly product options.

Perceived behavioural control pertains to how easy or challenging an individual finds it to engage in environmentally friendly actions. This concept is crucial in shaping whether someone believes their purchasing choices can impact the environment. Studies indicate that when consumers feel empowered to influence outcomes through their buying decisions, they are more inclined to opt for green products. For example, Van Hoang [32] address how customers' desire to purchase green may be considerably increased by their perceived behavioural control over environmental activities, particularly when they acknowledge the efficacy of their acts. Moorthy *et al.*, [5] discovered that eco-friendly packaging products positively affect purchase intentions, mediated by attitude and perceived behavioural control. This finding highlights the significant role of individuals' perceived ability to adopt environmentally friendly behaviours. Similarly, Nuryanto and Indriyani [33] found that perceived behavioural control substantially impacts behavioural intentions, emphasising its vital role in influencing consumer choices, especially regarding sustainable product purchases. Research by Moorthy *et al.*, [5] and, Nuryanto and Indriyani [33] emphasize how behavioural intentions are

positively impacted by perceived behavioural control, highlighting how this influence influences consumer purchase decisions. Table 3 presents the dimension of perceived behavioural control.

**Table 3**

Dimension of perceived behavioural control

Dimensions	Description	Source
Self-efficacy	Belief in one's ability to perform green behaviours.	Martinho <i>et al.</i> , [3] found that confidence in choosing green packaging increases purchase intentions.
Facilitating conditions	Availability of resources and support to perform green behaviours.	Moorthy <i>et al.</i> , [5] highlighted that easy access to sustainable products boosts purchase intentions.
Perceived control over outcomes	The belief that one's actions can positively impact the environment.	Wang [27] showed that believing in the positive impact of green choices increases the likelihood of buying sustainable packaging.
Situational constraints	External factors such as cost or social support can help or hinder green behaviours.	Nuryanto and Indriyani [33] discussed how higher costs and lack of social support can affect the intention to purchase sustainable packaging products.

#### 2.4.4 Willingness to pay

Willingness to pay is one of the factors that influences the consumer's intention to purchase sustainable products. The inclination to pay for sustainable products is shaped by several factors, among which subjective norms hold significant importance. According to Chhetri *et al.*, [34], subjective norms considerably impact people's attitudes toward green cosmetics. This, in turn, affects their purchase intentions and readiness to pay a higher price for environmentally sustainable products. Consumer perception of the prices and benefits of green products often influences their consumption [35]. This is understandable, as green products typically cost more than conventional ones. According to Biswas and Roy [36], consumers of green products are generally prepared to pay a premium compared to the cost of conventional alternatives as cited by Auliandri *et al.*, [20]. This willingness to pay more underscores a recognition of the added value or benefits associated with green products.

Many recent studies have demonstrated that young consumers' purchase intentions for sustainable products are favourably influenced by their willingness to pay for premium items [1]. Young consumers' purchasing intentions toward sustainable products are favourably influenced by their willingness to pay for premium items, as demonstrated by Prakash and Pathak [1] findings. The concept of willingness to pay is integral to marketing, particularly within the realms of pricing and consumer behaviour. It serves as a reliable predictor of customer behaviour, thereby aiding businesses in formulating effective pricing strategies [37]. According to Singh and Pandey [38], six distinct but interrelated factors influence consumers' willingness to pay a premium for sustainable packaging products. These factors are epistemological, functional, economic, symbolic, philanthropic, and biospheric influences. Furthermore, research by Hao *et al.*, [16] identifies four key variables—environment, quality of green packaging, commodity, and package pricing—that can impact customers' willingness to pay. Table 4 presents the dimension of willingness to pay.

**Table 4**

Dimension of willingness to pay

Dimensions	Description	Source
Social influences	Social influences affect consumers' attitudes and behaviours toward paying more for sustainable products. This includes the impact of peers, family, and societal expectations on their willingness to pay.	[1,34]
Benefit perception	Consumers' view of the benefits vs. the cost of sustainable products.	[20]
Environmental concern awareness	The extent to which consumers' awareness and concern for environmental issues drive their willingness to pay a premium for sustainable products.	[1,16]
Pricing	The higher price of eco-friendly products affects consumers' willingness to purchase them. This includes factors like economic considerations, perceived affordability, and price comparison with conventional products.	[16,37,38]

*2.4.5 Attitude*

Firstly, when it comes to sustainable products and sustainable consumption, attitude is a critical factor in determining the purchasing intentions of consumers. According to Ajzen [13], attitude in the context of consumer behaviour is the inclination or taught tendency to consistently appraise things, people, or issues positively or negatively. This psychological construct plays a crucial role in forecasting the probability that customers would engage in sustainable purchase behaviours since it has a major impact on decision-making processes and subsequent actions. Understanding the long-term benefits of sustainability, social responsibility, and the environment contribute to positive views toward sustainable products [39]. Consumers with favourable attitudes towards sustainability are more likely to translate these attitudes into actual purchase behaviours, thereby contributing to sustainable consumption patterns. The mindset of the individual is crucial when it comes to green purchasing. Prior research demonstrated that consumer attitudes regarding environmentally friendly packaged goods influence their buying intention. Positive attitudes toward environmentally friendly items increase consumers' propensity to purchase them [1].

Furthermore, subjective norms and perceived behavioural control often mediate the connection between attitude and purchase intention [13]. Subjective norms refer to the perceived social pressure to engage in or avoid a behaviour. In the context of sustainable consumption, social influences like family, friends, and societal expectations can reinforce positive attitudes toward sustainable products. When individuals perceive that significant others expect them to engage in sustainable behaviours, they are more likely to develop and maintain positive attitudes, subsequently enhancing their purchase intentions. Additionally, marketing communications and educational campaigns highlighting the benefits of sustainable products can effectively shape consumer attitudes. These strategies can foster favourable attitudes and drive sustainable consumption behaviours by emphasising the positive environmental and social impacts. An individual's tendency to behave in a particular way increases with how positively they see that attitude. Several empirical studies on using green products, particularly those with green packaging, indicated that purchasing intention was positively impacted [20]. Table 5 shows the dimension of attitude.

**Table 5**

Dimension of attitude

Dimensions	Description	Source
Marketing influences	Campaigns and educational efforts highlight environmental and social benefits to shape consumer attitudes.	[1]
Perceived behavioral control	Belief in the ease or difficulty of performing the behaviour, influencing positive attitudes towards sustainable products.	[31]
Subjective norms	Social pressure from family, friends, and society reinforces positive attitudes toward sustainable products.	[13]
Psychological determination	Learned tendency to evaluate objects, people, or issues positively or negatively, impacting decision-making	[13]

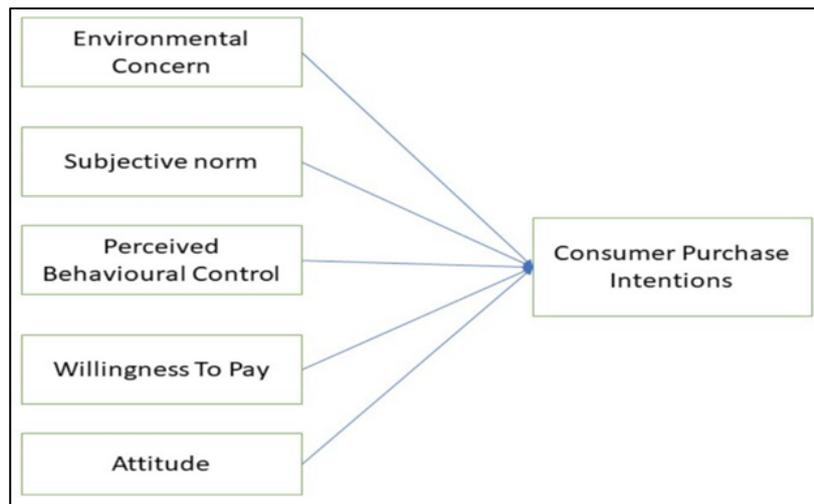
### 2.5 Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) is a fundamental framework for investigating the connection between pro-environmental consumer behaviour and pleasure-oriented and purpose-driven motivations. TPB provides a comprehensive approach to understanding and predicting human behaviour, incorporating critical elements such as attitudes, subjective norms, and perceived behavioural control. These components make TPB particularly effective for examining the intricate relationship between motivational factors and environmentally conscious decision-making [32]. Utilising the Theory of Planned Behaviour, researchers can systematically and reliably explore the cognitive processes that influence individuals' intentions and actions regarding sustainable consumption. This application of TPB provides valuable insights into the motivations driving pro-environmental behaviours, thereby enhancing our understanding of how to encourage sustainable consumer practices [32]. Summary of five independent variables in the literature review. A psychological framework called the Theory of Planned activity (TPB) is used to forecast a person's intention to carry out a certain activity. TPB, created by Ajzen in 1991 [13], builds on earlier theories by including extra explanatory factors that improve the capacity of researchers to interpret and forecast behavioural intentions [20]. In the realm of "Green" studies, many researchers have previously adopted the Theory of Planned Behaviour (TPB) [5]. This research uses the TPB model to examine how millennials' environmental concerns and knowledge influence their intentions and preferences for green packaging products. According to Uddin and Khan [40], Pickett-Baker and Ozaki [22] highlighted that the TPB incorporates an element of environmental concern, which affects individuals' purchasing decisions to lessen their environmental footprint. Conversely, other studies that have embraced the TPB suggest that environmental knowledge directly impacts green purchasing behaviours [40].

### 2.6 Conceptual Framework and Hypothesis Development

#### 2.6.1 Conceptual framework

The Business Research Method 2nd Edition book [41] states that a conceptual framework is created by retrieving variables from different models or frameworks and combining them into a logical structure. In this study, the variables affecting consumer purchase intentions towards sustainable product consumption and production are drawn from previous research and integrated to create a conceptual framework. Figure 1 illustrates the research model developed by the researcher.



**Fig. 1.** Conceptual framework in study

Based on Figure 1, this research investigates four key independent variables that influence consumer purchase intentions towards sustainable product consumption and production, aiming to achieve sustainable consumption and production on consumer purchase intentions. The consumer behaviour model is employed to understand consumer preferences and behaviours regarding sustainable products. This model is suitable as it examines how individuals choose, purchase, and use products to satisfy their needs and desires. This study identifies environmental concern, subjective norm, perceived behavioural control and willingness to pay as significant determinants influencing consumer purchase intentions towards sustainable products. Firstly, environmental concern is a pivotal factor in this study, reflecting the degree to which consumers are aware of and concerned about environmental issues. Consumers who exhibit higher levels of environmental concern are more likely to favour and select products with sustainable practices. This concern motivates their intention to purchase green products to contribute positively to environmental preservation.

Next, the subjective norm encompasses the social influence significant individuals exert in a consumer's life, such as family, friends, or societal norms. When these influential figures prioritise sustainable products, consumers tend to align their purchase intentions accordingly. This social pressure or endorsement can significantly enhance the intention to purchase products with sustainable aspects.

Thirdly, perceived behavioural control pertains to consumers' perceptions of their ability to purchase products with sustainable aspects. This includes these products' availability, affordability, and convenience. When consumers feel confident in their ability to access and purchase sustainable options, their intention to buy these products increases. This perception of ease and capability is crucial in driving consumer purchase intentions towards sustainable product consumption. Willingness to Pay assesses the extent to which consumers are willing to spend more on products with sustainable practices. It reflects consumers' value for sustainability and readiness to support it financially. When consumers are willing to pay a premium for sustainable products, their intention to purchase them is significantly enhanced. This indicates a positive correlation between willingness to pay and the intention to buy sustainable products.

When individuals perceive that others expect them to engage in sustainable behaviours, they are more likely to develop and maintain positive attitudes, enhancing their purchase intentions. Additionally, marketing communications and educational campaigns highlighting the benefits of sustainable products can effectively shape consumer attitudes. This indicates a positive correlation between attitude and the intention to buy sustainable products.

These independent variables collectively contribute to a comprehensive understanding of consumer purchase intentions regarding the consumption and production of sustainable products. By focusing on these factors, the study aims to identify strategies to increase the adoption of eco-friendly packaging, promote sustainable consumption and production, and ensure the sustainable use of natural resources and materials.

### 3. Conclusion

This review paper provides a comprehensive analysis of the key factors influencing consumer purchase intentions towards sustainable products, focusing on sustainable products within the Malaysian context. Applying the Theory of Planned Behaviour (TPB), the study identifies critical variables, such as environmental concern, subjective norms, perceived behavioural control, attitude, and willingness to pay, which significantly impact consumer behaviour. These insights are essential for businesses and policymakers aiming to promote sustainable consumption and align with international sustainability targets, including Sustainable Development Goal 12 (SDG 12). The study presents several advantages. It contributes to the existing literature on sustainable consumption by focusing on an emerging market, Malaysia, and providing empirical data on consumer behaviour. Additionally, using quantitative analysis ensures a rigorous approach to understanding the determinants of consumer purchase intentions. The research offers actionable insights for businesses to create products that resonate with environmentally conscious consumers and for policymakers to design effective campaigns that promote sustainable practices. However, this review also acknowledges certain limitations. Focusing on Kuala Lumpur and Selangor may not provide a fully representative view of consumer behaviour across Malaysia. Furthermore, relying on self-reported data from online surveys could introduce biases, such as inaccuracies in respondents' claimed behaviours. Despite these limitations, the findings offer significant implications for encouraging sustainable consumption in emerging markets.

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