



# Factors Influencing Green Purchase Intention among Generation Z consumers

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## Abstract

Green products are particularly made to defend or improve the environment by preserving vitality and assets, whereas too minimizing or disposing of the era of poisonous squander, contamination, and hurtful substances. In Malaysia, driving companies have executed green activities to illustrate their devotion to natural supportability. The rapid pace of economic and industrial development has significantly increased individual purchasing power, resulting in greater environmental degradation. Nevertheless, many educated young consumers possess inadequate knowledge regarding green products. This study aims to assess the level of green purchase intention and to explore the relationship between green trust and green word of mouth on green purchase intention among Generation Z in East Coast Malaysia. A quantitative research methodology was utilized, with data gathered through a convenience sampling technique. The study included an overview of 365 members through a survey, and the information were analyzed utilizing SPSS computer program. Clear examination was utilized amid the information investigation stage. The discoveries demonstrated that both variables gotten tall scores based on central propensity measures. Relationship examination uncovered a positive relationship between all autonomous factors and green buy purposeful. The comes about concluded that green believe and green word of mouth displayed the most grounded affiliation with green buy deliberate.

## 1. Introduction

Green products focus on guaranteeing the security of both people and the environment. They are planned to moderate assets, minimize squander, and kill any shape of creature brutality (Nia *et al.*, 2018). A key characteristic of green items is their accentuation on the complete item life cycle, endeavoring to decrease unfavorable on nature (Nia *et al.*, 2018). These initiatives cultivate collective association within the advancement of naturally neighborly innovations (Nia *et al.*, 2018). Within the generation division, different methodologies can be utilized to make eco-friendly items, counting the appropriation of feasible green items standards (Nia *et al.*, 2018). By actualizing these standards, producers can back natural preservation and energize maintainable hones.

Green products are developed with the primary goals of minimizing waste during production, enhancing product quality, and complying with eco-friendly standards (Nia *et al.*, 2018). Durability is a significant feature of green products, as they are designed to resist damage and avoid the use of harmful toxins (Nia *et al.*, 2018). Additionally, they are made from recyclable materials and use minimal packaging. While these attributes are



highly beneficial, it is important to recognize that producing green products still involves energy and resource consumption, which can generate emissions (Nia *et al.*, 2018). Nevertheless, the overarching objective of green products is to reduce their environmental footprint as much as possible.

A recent study revealed that many developing countries in Asia, including Malaysia, are grappling with significant environmental challenges (Ogiemwonyi *et al.*, 2020). Solid waste production has steadily, particularly in urban areas, driven by population growth, rapid urbanization, economic advancement, and rising living standards (Mohd Noor *et al.*, 2023). The research indicates that Malaysians produce an average of 1.17 kilograms of waste per person daily, amounting to approximately 37,890 tonnes each day (Mohd Noor *et al.*, 2023). As consumption rises, its environmental impact intensifies, making Malaysia's environmental sustainability a growing concern (Zakaria *et al.*, 2023). The lack of sustainable consumption practices has led to severe environmental problems, including the acceleration of global climate change, evidenced by global warming, ozone layer depletion, and other critical challenges (Zakaria *et al.*, 2023). This highlights a significant knowledge gap among Malaysians regarding environmental issues (Zakaria *et al.*, 2023).

In Malaysia, most customers don't get it green items. This demonstrates that Malaysia's challenge is the stage of buyer utilization of green items (Ghazali *et al.*, 2021). This may be since Malaysia's green drift is still in its early stages (Tanwir & Hamzah, 2020). Hence, the buyer reaction to green items is extraordinary. Be that as it may, the move in customer intrigued towards receiving green purchasing eagerly isn't completely built up. Numerous customers still have an insensible demeanor when it comes to green items. Malaysian buyers have not investigated the benefits of green items in profundity since they need data around retailers that offer these items and are disheartened by the tall costs related with them (Al-Kumaim *et al.*, 2021). Therefore, it can be concluded that there's a need of mindfulness regarding green item obtaining behavior among Malaysian buyers and there's not sufficient data and inquire about on buy deliberate in favor of maintainable utilization or green items (Latip *et al.*, 2021).

However, awareness in Malaysia has improved and this is evidenced by a report by The Star News (2022) that Malaysian consumers often express their willingness to pay more for sustainable products. This includes the buyer's willingness to trust a green product based on their beliefs or expectations regarding the environmental and health performance of the green product, which conditions green purchase intention (Al Mamun *et al.*, 2018). Limited attention has been paid specifically to Generation Z. This study aims to fill this gap by examining the factors influencing green purchase intentions, specifically green trust and green mouth among Generation Z consumers in East Coast Malaysia. This understanding will help marketers identify where to allocate their marketing resources and help create products suitable for different generations (Chua *et al.*, 2020).

## 2. Literature Review

### 2.1 Green Purchase Intention

Green purchase intention is the probability and readiness to expend the item that has biodegradable and ecologically inviting characteristics (Zhuang *et al.*, 2021). It can moreover be characterized as the capacity of shoppers to buy green items based on natural necessities (Zhuang *et al.*, 2021). Customers with green buy eagerly characterized in this think about are customers willing to spend more on green items when they accept that the premium of green items is related with tall quality and moo natural affect (Sun & Wang, 2020). Green buy deliberate can be measured by considering the buy of economical items, green brands, or eco-friendly bundling (Zhuang *et al.*, 2021). Green buys purposeful has been broadly analyzed among green items such as natural nourishment (Dangi *et al.*, 2020), (Rana & Paul, 2017), eco-friendly clothing (Nguyen *et al.*, 2019), eco-friendly wines (Pomarici, *et al.*, 2016), green items (Sobuj *et al.*, 2021) and green vehicle (Bhutto *et al.*, 2022). As with the other factors included in this ponder, it ought to be famous that buy purposeful was moreover examined from a green viewpoint, which permitted the definition of the concept of green buy purposeful as shopper intrigued, crave and probability of green items, whereas its affiliation with green believe and green mouth was moreover tried (Román-Augusto *et al.*, 2022).

#### 2.1.1 Intention

Intention refers to the motive at the back of a consumer's choice to buy environmentally pleasant or sustainable goods. It displays the individual's preference to make selections which have a nice effect at the environment, which include decreasing pollution, preserving natural resources (Ogiemwonyi *et al.*, 2020). Intention also can be defined as stands for a willingness and distinct kind of environmentally friendly behavior by individuals to give preference to green products compared to conventional products to express their concern to the environment (Tanwir & Hamzah, 2020).

### 2.1.2 Green Purchase

Nguyen *et al.*, (2019) stated that green purchase refers to the acquisition of eco-friendly products, which are characterized by low pollution, minimal harm to human health, use of recycled materials, and energy-efficient production methods. It also known as environmentally friendly or sustainable purchasing, involves acquiring products or services that have a lower environmental impact compared to conventional alternatives. These products are typically produced, packaged, and distributed in ways that reduce resource consumption, pollution, and waste generation (Román-Augusto *et al.*, 2022).

## 2.2 Factors influencing green purchase intention

According to Wang *et al.* (2021), green trust could be a green promoting variable that gives validity, generates loyalty and can impact buy purposeful. Within the case of green fulfillment, this variable has been broadly considered in green showcasing due to its solid effect on believe, dependability and buy deliberate for green items and due to its relationship with consumers' natural mindfulness (Román-Augusto *et al.*, 2022). In expansion, green word of mouth has been distinguished as a basic calculation impacting the deliberate to buy green items (Pandey & Khare, 2017). In any case, in spite of its significance in promoting green, the number of investigate studies that consider green word of mouth as an critical interface within the buy prepare is restricted. Hence, the comes about of this investigation can altogether contribute to this information from a hypothetical and down to earth.

### 2.2.1 Green Trust

In the realm of environmentally friendly products, including organic food, sustainable tourism, and renewable energy, the concept of green trust is defined as the willingness to rely on a product, service, or brand, influenced by beliefs or aspirations derived from the product's reliability, values, and performance in environmental matters (Guerreiro & Pacheco, 2021). Green trust is driven by the natural invitingness of items and administrations recognized by customers. Customers see that "green" highlights contribute to superior quality, decreased natural dangers, and expanded in general fulfillment. Green trust can increase consumers' connection to the green brand and, in this way, advance their purpose to buy green items. Finally, green customers will prioritize green items that have the slightest effect on the environment when choosing items (Lee, 2020). This choice behavior is impacted by consumers who believe in green products. When buyers have more belief in green products, ecologically cognizant customers take the activity to contact green products providers to pick up in-depth information of the items, create appropriate environmental mindfulness, and after that advance the buy of green products (Guerreiro & Pacheco, 2021). In this manner, ecologically cognizant shoppers who believe green items are more likely to consider acquiring green items for the environment and their claim

### 2.2.2 Green Word of Mouth

Word-of-mouth inquiry about has its roots in early investigations that investigated the relationship between client satisfaction and the probability that clients will recommend a product or service (Román-Augusto *et al.*, 2022). As of now, word-of-mouth is considered one of the foremost utilized factors by users when they have to be get data approximately items and/or administrations, as they see that word-of-mouth is in tune with them and is dependable, since there are individuals who incorporate those who have no coordinate relationship with the item (Simanjuntak *et al.*, 2023). Conceptually, word-of-mouth was initially characterized as communication approximately a brand, item or benefit between a beneficiary and a communicator (Guerreiro & Pacheco, 2021). Over time, the green slant started to be coordinates into the think about of word of mouth, giving rise to word of mouth (green WOM), characterized as the degree to which a client impacts their companions, family, or partners to spread positive natural messages almost a item, driving them to buy a green item more frequently (Mansoor & Noor, 2019).

## 2.3 Previous study on factors influencing green purchase intention among Generation Z consumers

The study conducted by Román-Augusto *et al.* (2022) pointed to highlight the variables that impact the purposeful to buy green items. The consider conveyed surveys to buyers of green items in Lima, Peru. The test comprised of 404 individuals, from whom 208 substantial reactions were gotten. Based on the think about, the comes about appeared that variables such as green believe and green mouth have a noteworthy relationship with green by deliberate. Moreover, the consideration conducted by Izzat Alhalalmeh *et al.* (2020) pointed to look at the variables that constitute green believe to extend green deliberate towards green items. The target population was buyers within the FMCG industry in Jordan. In this think about, it was found that green belief had more prominent impacts on green buy purposefully. This implies that green beliefs are the forerunner that can buy deliberate green FMCG items. Agreeing with Gil & Jacob (2018), the think about inspected green believe towards green buy deliberate of green products. For this think about, information was collected employing a survey from Indian

shoppers who had already obtained electrical and electronic items (EEP). The tests, which contained a add up to of 540 respondents, were collected from data innovation experts based in a metropolitan city in South India. In this study, we found that green trust contains a critical relationship with green purchase intention.

## 2.4 Research Framework

Based on the findings as discussed in the previous sub-section, the research framework is developed as shown in Fig. 1. The following hypotheses are aimed at being tested.

H1: There is a relationship between green trust and green purchase intention among Generation Z consumers in east coast Malaysia.

H2: There is a relationship between green word of mouth and green purchase intention among Generation Z consumers in east coast Malaysia.

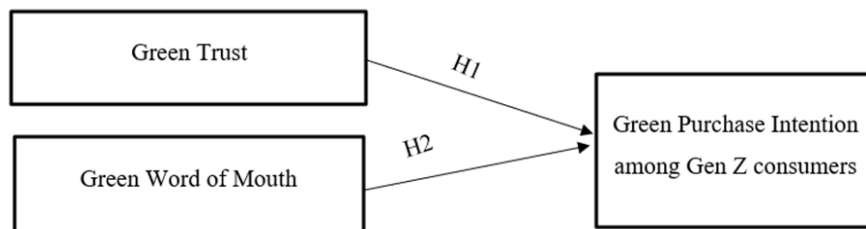


Fig. 1 Research framework

## 3. Research Methodology

### 3.1 Research Design

Research design is the term used to describe the process used to collect information from respondents. Information is collected to answer research questions and achieve the study objective. The main purpose of the deterministic research design is to report results that are generally evident from the study report. The research design of this study included quantitative methods. The reason is that the researcher can analyze the green purchase intention of Generation Z consumers through a quantitative method. To achieve the study objective, data collected from respondents among Generation Z consumers in the East Coast region were analyzed using SPSS software. Demographics were measured using a nominal scale, while independent and dependent variables were measured using a 5-point Likert scale.

The scope of this study was focuses on the young consumers in east coast Malaysia, which is Generation Z who was born at Pahang, Terengganu and Kelantan. Choosing the East Coast region in Malaysia to study green purchase intention offers several compelling reasons. Previous studies have focused more on the more prosperous cities such as Selangor, Johor, and Malacca but seldom focus on east coast region (Amed *et al.*, 2019; Claveria, 2019). According to Mohd Johan *et al.* (2022) and Vazifehdoust (2013) have extensively said that east coast's prevailing economic sectors such as agricultural, fishing, and tourism that have strong linkages to environmental sustainability and provide unique perspectives on how these industries affect consumers' intents of purchasing green products. The East Coast's strong local customs and rich cultural legacy may influence customer behavior in a way that is distinct from that of other areas, thus it is critical to understand these unique cultural characteristics.

### 3.2 Target Population

Target population refers to the specific group of individuals or objects from which information is collected for a research study, which allows researchers to draw accurate conclusions and inferences. The study population consisted of Generation Z consumers from the East Coast of Malaysia. The population size of this study is 1,737,100 respondents including Kelantan, Pahang and Terengganu. The self-administered questionnaires were distributed via an online platform, where the population is denser and more accessible. This deliberate choice allows the researcher to gain a general overview of the opinions and perspectives of this specific demographic group in the region.

### 3.3 Sampling Method

This study uses a convenient sampling technique that facilitates obtaining samples. This sampling technique aims to obtain and record relevant information from the sample or study unit that is readily available (Zikmund, 2003).

In general, convenience sampling can be used to obtain a large number of completed questionnaires quickly and economically. This type of sampling is very inexpensive and widely used.

### 3.4 Data Collection

The data collection process encompasses the gathering and examination of information from diverse sources to identify solutions to research challenges, address inquiries, assess outcomes, and forecast trends and probabilities (Simplilearn, 2023). This process can be categorized into two primary types: primary data collection and secondary data collection (Harry, 2019).

#### 3.4.1 Primary Data

In this study, the researcher opted for the survey method, employing it within a descriptive research framework to gather primary data. A self-administered survey was utilized for this purpose. To facilitate the collection of primary data, a quantitative approach was adopted, involving a set of questionnaires designed as an online survey via Google Forms, which were disseminated to consumers through various online platforms. The data collection phase for the pilot study spanned one month, whereas the current study extended over two months, necessitated by the higher volume of respondents.

### 3.5 Pilot Study

For this pilot test, an additional up to of 30 respondents were chosen by the analyst and they were welcomed to take part within the survey investigation. To reach potential members, online stages like WhatsApp, Wire, and WeChat were utilized for survey dispersion. After analyzing the survey utilizing SPSS, it was found that the unwavering quality esteem, measured by Cronbach's Alpha, shown a amazing level of consistency for all the factors.

### 3.6 Research Instrument

This inquiry was conducted with a quantitative study strategy by employing a self-administered survey to gather the information from the respondents. This survey has been outlined in English adaptation. The survey was isolated into four areas which are Area A, Area B, Area C, and Segment D. Segment A comprises of respondent statistics. Area B point to survey green beliefs on green buy purposefully. Area C pointed to evaluate green word of mouth on green buy purposefully. Area D has explored the green buy purposefully among Generation Z customers. In Area B, Segment C, and Segment D, the analyst utilized a survey with 5-point Likert scale questions. The Likert scale comprises an arrangement of articulations that empower respondents to precise their level of assention or contradiction with the particular questions, extending from 1 for unequivocally oppose this idea to 5 for strongly agree.

### 3.7 Data Analysis

The analyst embraced clear examination and inferential examination to carry out the method of information examination. The primary investigates objective ought to utilize graphic investigation to assess the level of green buy purposeful among Era Z in east coast Malaysia. Relationship investigation can be connected to recognize the connections between green believe and green word of mouth on green buy purposeful among Era Z in east coast Malaysia. These investigations help in disentangling the examination handle and successfully communicating the comes about. All the measurable investigations such as expressive investigation, unwavering quality testing, ordinariness testing, and relationship investigation were performed by utilizing the Statistical Package for the Social Sciences (SPSS), a broadly utilized program program within the field of social sciences for information investigation. data analysis.

#### 3.7.1 Descriptive Analysis

Descriptive analysis alludes to the utilization of measurable methods to summarize and total a dataset. This expository approach is especially accommodating for analysts in rearranging and understanding huge sums of information. In this ponder, exploratory information from the survey was analyzed employing a factual computer program bundle like SPSS. Different characteristics of the information, such as recurrence, rate, cruelty, and standard deviation, were computed to supply graphic bits of knowledge into all factors. For case, in Segment A of the survey, statistic questions with respect to sex, age, ethnic, state and occupation were analyzed utilizing recurrence tests to depict the fundamental data of the respondents (Hussain, 2012; Clear Insights, 2020).

In addition, clear examination was moreover connected to analyze the information from Segment B, Area C and Area D which centered on the green believe and green word of mouth towards green buy deliberate among Era Z buyers in east coast Malaysia. Each thing inside these areas was evaluated utilizing recurrence, rate, cruel, and standard deviation calculations. These measures were utilized to compare and decide the generally cruel esteem,

as well as to recognize the questions with the most elevated and least cruel values. This handle permitted analysts to pick up experiences into the characteristics of the factors being inspected (Mizumoto & Takeuchi, 2010). The investigation included setting up distinctive levels of reaction based on the normal scores, with scores extending from 3.68 to 5.00 demonstrating a tall level and scores from 1.00 to 2.33 showing a moo level.

### 3.7.2 Correlation Analysis

Correlation analysis may be an instrument that analyzes the relationship between a subordinate variable and numerous autonomous factors. (Sentinathan, 2019). Relationship investigations are ordinarily utilized in inquire about incorporated Pearson and Spearman relationships. In this consideration, the Spearman relationship will be utilized to get it how to degree the quality of the affiliation between two positioning factors. Concurring Dudovskiy (2018), Spearman rank relationship requires that the information be sorted, and values are doled out a particular rank, with 1 being doled out the most reduced esteem. The closer the coefficient is to zero, the weaker the affiliation between the positions. Table 1 shows the quality of the Spearman's rho coefficient.

**Table 1** Correlation coefficient

Correlation Coefficient	Strength Description
$\pm 0.81 - \pm 1.00$	Strongest
$\pm 0.61 - \pm 0.80$	Strong
$\pm 0.41 - \pm 0.60$	Moderate
$\pm 0.21 - \pm 0.40$	Weak
$\pm 0.00 - \pm 0.20$	Weak to No Relationship

## 4. Results and Discussion

### 4.1 Reliability Analysis of Pilot Study

In this research, a pilot study was conducted to evaluate the questionnaire using SPSS. Table 2 shows the results of the reliability analysis of the pilot study. The reliability analysis was calculated on two independent variables, one dependent variable and overall reliability. First, Cronbach's alpha for the four-item green reliability is 0.951 and the result is considered excellent. So, the Cronbach's alpha for four green word-of-mouth items was 0.953, and the result is considered excellent. As for the dependent variable of green purchase intention, there are six items with a Cronbach's alpha value of 0.977. The result of this variable indicates that all the elements are good. This result shows that all the variables performed excellently in the pilot study.

**Table 2** Reliability test for pilot study

No	Variables	Number of items	Cronbach's Alpha ( $\alpha$ )
1.	Green Trust	4	0.951
2.	Green Word of Mouth	4	0.953
3.	Green Purchase Intention	6	0.977

### 4.2 Reliability Analysis of Actual Study

The primary study was conducted subsequent to the pilot study, which validated the reliability and validity of the questionnaires utilized. The findings of the reliability assessment for the main study are presented in Table 3. The Cronbach's alpha for the first variable, green trust, was recorded at 0.955, indicating that the four items associated with this variable are deemed to possess excellent reliability. Furthermore, the Cronbach's alpha for the green mouth variable, which also comprised four items, was 0.95, signifying a similarly excellent level of reliability. Lastly, the Cronbach's alpha for the green purchase intention variable, which included six items, was 0.978, reflecting an excellent rating for this dependent variable. These results underscore the high quality of all variables examined in the current study.

**Table 3** Reliability test for actual study

No	Variables	Number of items	Cronbach's Alpha ( $\alpha$ )
1.	Green Trust	4	0.955
2.	Green Word of Mouth	4	0.955
3.	Green Purchase Intention	6	0.978

### 4.3 Demographic Analysis

The findings indicate that there are 365 Generation Z consumers located on the East Coast of Malaysia. The demographic breakdown reveals that there are 185 males, constituting 50.70% of the total, and 180 females, making up 49.30%. Among the age groups, those under 15 years represent the smallest segment, with 55 respondents, or 15.1%. The age group of 15 to 18 years includes 64 respondents, accounting for 17.5%. The 19 to 22 years age group comprises 85 respondents, which is 23.3% of the total. The largest age group is that of 23 to 27 years, with 161 respondents, representing 44.1%. In terms of ethnicity, Malay respondents total 119, which is 32.6% of the sample, while Chinese respondents number 135, or 37%. Indian respondents are the least represented, with 111 individuals, corresponding to 30.6%. Geographically, Terengganu has 122 respondents, making up 33.4% of the total, while Kelantan has 123 respondents, or 33.7%. Pahang has the fewest respondents, totaling 120, which is 32.7%. Regarding occupation, 113 respondents, or 31%, are employed in the private sector, while 62 respondents, or 17%, work in the public sector. The majority of the respondents are students, with 154 individuals representing 42.2%. The number of unemployed respondents is 36, which is the lowest at 9.9%. A summary table detailing the demographic characteristics of the respondents is provided in Table 4.

**Table 4** Summary of demographic analysis

Demographic	Classification	Frequency (N)	Percentage (%)
Gender	Male	185	50.7
	Female	180	49.3
Age	Under 15	55	15.1
	15 – 18 years old	64	17.5
	19 -22 years old	85	23.3
	23 – 27 years old	161	44.1
Ethnic	Malay	119	32.6
	Chinese	135	37.0
	Indian	111	30.4
State	Pahang	120	32.9
	Terengganu	122	33.4
	Kelantan	123	33.7
	Occupation	Student	154
	Unemployed	36	9.90
	Public Sector	62	17.0
	Private Sector	113	31.0

### 4.4 Descriptive Analysis for Green Trust

The mean scores indicate strong positive beliefs about green products, with all statements receiving mean values above 4.00 on a scale suggesting agreement. Specifically, the highest mean (4.17) is observed for the statement, "I believe that green products live up to their promises to care for our health and the environment," indicating that respondents hold a high level of confidence in green products fulfilling their health and environmental claims. Close behind, the statement "I believe that green products are reliable" has a mean of 4.16, suggesting strong trust in the reliability of these products. The statement, "I believe in the brands that sell green and eco-friendly products," received a mean score of 4.15, reflecting a solid belief in the credibility of such brands. The lowest mean, though still high, is associated with the statement, "I believe green products have a good reputation because they help our health and the environment," at 4.14. The standard deviations for all statements range between 0.422 and 0.466, showing relatively low variability in responses, which suggests a consistent agreement among respondents about their positive views on green products. Therefore, the overall average mean score and standard deviation for green trust on green purchase intention is high ( $\mu=4.1534, \sigma=0.41115$ ).

**Table 5** Summary analysis of average mean

Item	Mean	Standard Deviation
I believe green products have a good reputation because they help our health and the environment.	4.14	0.466
I believe that green products are reliable.	4.16	0.435
I believe in brands that sell green and eco-friendly products.	4.15	0.422
I believe that green products live up to their promises to care for our health and the environment.	4.17	0.428

#### 4.5 Descriptive Analysis for Green Word of Mouth

The data suggests a consistent positive perception of green products due to their eco-friendly and health benefits. Specifically, all statements reveal high mean scores (ranging from 4.17 to 4.18), indicating that respondents generally agree that green products are well-regarded. These products are frequently recommended by others, as reflected by the means of 4.17 in both the first and second statements. Additionally, due to being environmentally friendly and healthy, green products have a good reputation, as supported by another high mean of 4.17. The highest mean of 4.18 highlights that, due to their environmental and health benefits, green products receive positive feedback from people. The standard deviations, which range between 0.424 and 0.441, show relatively low variability, suggesting a strong consensus among respondents regarding the positive image of green products. Therefore, as in Table 6, the overall average mean score and standard deviation for green word of mouth on green purchase intention is high ( $\mu=4.1712$ ,  $\sigma=0.40489$ ).

**Table 6** Summary analysis of overall mean

No	Item	Mean	Standard Deviation
	Green Word of Mouth		
1	Due to their eco-friendly and healthy image, green products are recommended by other people.	4.17	0.424
2	Due to their environmental and health benefits, green products are positively recommended by other people.	4.17	0.435
3	Due to being environmentally friendly and healthy, green products have a good reputation.	4.17	0.441
4	Due to their environmental and health benefits, green products receive positive feedback from people.	4.18	0.426
		Average Mean 4.1712	0.40489

#### 4.6 Descriptive Analysis for Green Purchase Intention

The dependent variable, green purchase intention, encompasses six measured items. The statement with the highest mean score of 4.20 is, "I will keep myself updated about the benefits of using green products." Following this, three statements share a mean value of 4.19: "I intend to buy green products because of their environmental impact and health benefits," "I am happy to buy green products because of their respect for the environment and health," and "I will buy green products when I need to purchase healthy items." Additionally, two statements, "Because of my concerns about the environment and health, I will try to buy green products" and "I intend to buy green products due to their ecological and health performance," both received a mean score of 4.17. As shown in Table 7, the overall average mean score for green purchase intention is notably high, recorded at ( $\mu=4.1854$ ,  $\sigma=0.39498$ ).

**Table 7** Summary analysis of the overall mean

No	Item	Mean	Standard Deviation
	Green Purchase Intention		
1	Because of my concerns about the environment and health, I will try to buy green products.	4.17	0.428
2	I intend to buy green products due to their ecological and health performance.	4.17	0.420
3	I intend to buy green products because of their environmental impact and health benefits.	4.19	0.428
4	I am happy to buy green products because of their respect for the environment and health.	4.19	0.403
5	I will keep myself updated about the benefits of using green products.	4.20	0.412
6	I will buy green products when I need to buy healthy things.	4.19	0.406
		Average Mean 4.1854	0.39498

#### 4.7 Correlation Analysis Correlation Analysis

Table 8 presents the Spearman's Correlation Coefficient that examines the relationship between green trust and green word-of-mouth (WOM) in relation to green purchase intention among Generation Z consumers. The findings indicate a Spearman's Correlation Coefficient value of  $r = 0.891$ , suggesting a robust positive correlation between

green trust and green purchase intention within this demographic. The significance level for this relationship was found to be less than .001 ( $p < 0.05$ ), leading to the acceptance of the hypothesis. Additionally, the analysis reveals a Spearman's Correlation Coefficient value of  $r = 0.918$ , indicating a strong positive correlation between green WOM and green purchase intention among Generation Z consumers. The significance level for this correlation was also less than .001 ( $p < 0.05$ ), thus supporting the acceptance of the hypothesis.

**Table 8** Result of Spearman's correlation

Correlation Analysis		Adoption Intention	Result	Hypothesis
Green Trust	Correlation Coefficient	0.891**	Positive	Accepted
	Sig. (2-tailed)	< .001		
Green Word of Mouth	Correlation Coefficient	0.918**	Positive	Accepted
	Sig. (2-tailed)	< .001		
Green Purchase Intention	Correlation Coefficient	1.000		
	Sig. (2-tailed)	.		
	N	365		

\*\* Correlation is significant at the 0.01 level (2-tailed).

## 5. Conclusion

The aim of this research is to assess the extent of green purchase intention among Generation Z individuals in East Coast Malaysia. Additionally, the study seeks to explore the connection between green trust and green word-of-mouth in relation to green purchase intention among Generation Z consumers in this region. A quantitative research methodology was employed for this investigation. The targeted respondents for the survey were members of Generation Z residing in East Coast Malaysia. A total of 365 individuals participated in the online survey, resulting in a complete response rate of 100%. Consequently, the utilization of an online platform for survey administration significantly contributed to achieving a response rate that exceeded expectations. The data collected were analyzed using the Statistical Package for the Social Sciences (SPSS) and Microsoft Excel, facilitating the creation of quantitative reports that included frequency, percentage, mean, and standard deviation. Correlation analysis indicated that all variables exhibited a significant relationship with green purchase intention.

First research objective aims to determine the level of green purchase intention among Generation Z in east coast Malaysia. The overall mean value of 4.1854 and the standard deviation of 0.39498 indicate that the Generation Z consumers in east coast Malaysia have high level agreement of green purchase intention. The findings of this study align with previous research conducted by Al Mamun *et al.* (2018) and Dangi *et al.* (2020). Malaysian is willing to buy green products in their daily activities because they worried about environmental issues (Dangi *et al.*, 2020). Consumers with strong green purchase intentions play a vital role in promoting sustainability by prioritizing eco-friendly products. Their preference for such products directly contributes to reducing pollution, conserving natural resources, and minimizing carbon footprints, aligning with global efforts to combat environmental challenges. Moreover, these environmentally conscious consumers tend to support items made from renewable resources, thereby encouraging manufacturers to adopt sustainable practices. This shift not only helps preserve the planet's ecosystems but also fosters innovation in green technologies, driving long-term environmental and economic benefits.

The second objective in this particular study is to determine the level of factors influencing (green trust and green word of mouth) green purchase intention among Generation Z in east coast Malaysia. The result is consistent with studies by Román-Augusto *et al.* (2022) and Zhuang *et al.* (2021) found that Malaysian have a high level of green trust and green word of mouth towards green purchase intention. With the advantages of green trust, consumers will feel confident that the products they purchase truly meet eco-friendly standards. Green trust ensures that consumers believe in the authenticity of the product's environmental benefits, preventing skepticism that could deter them from making eco-conscious choices. Green trust helps reduce the cognitive dissonance that can arise when consumers are torn between their desire to act sustainably and the inconvenience or perceived cost of making green choices. If they trust that a brand's green claims are not exaggerated, they feel justified in their decision, and the emotional and mental barriers to adopting sustainable habits are lowered.

The third objective of this study aims to identify the relationship between green trust and green purchase intention among Generation Z in east coast Malaysia. Utilizing Spearman Correlation Analysis, the results reveal a significant relationship between green trust and green purchase intention among Generation Z in east coast Malaysia. This finding aligns with the research of Pandey & Khare, (2017) who reported green trust significantly enhances the perceived value of green products, as it reassures consumers about the authenticity of the brand's

environmental claims. When a brand is deemed trustworthy, consumers are more likely to believe that their purchase genuinely contributes to environmental preservation. This confidence stems from the assurance that the brand adheres to sustainable practices, uses eco-friendly materials, and upholds ethical production standards. Consequently, consumers perceive their purchase as not only a functional or aesthetic choice but also as a meaningful contribution to a larger cause—protecting the planet.

The fourth objective of this study aims to identify the relationship between green word of mouth and green purchase intention among Generation Z in east coast Malaysia. This result aligns with the study that conducted by Nguyen *et al.* (2024) highlights the positive relationship between green word of mouth (GWOM) and green purchase intention among consumers aged 18–55 in Vietnam's major cities, including Hanoi, Ho Chi Minh City, Hai Phong, Da Nang, and Can Tho. The research emphasizes that GWOM, where individuals share positive recommendations about eco-friendly products that significantly influence purchasing behavior, particularly in a culture where social trust and peer recommendations play crucial roles. The study notes that younger consumers are more responsive to environmental trends, while working professionals and middle-aged individuals tend to align their purchasing decisions with ethical values and health concerns. Businesses are encouraged to harness the power of GWOM through strategies like social media testimonials, community-driven campaigns, and referral programs to amplify demand for green products in Vietnam's increasingly environmentally aware urban markets.

The study successfully accomplished its four research objectives. It demonstrates a significant relationship between green trust, green word of mouth, and green purchase intention. Furthermore, the research assesses the levels of green trust, green word of mouth, and green purchase intention through mean score interpretation and correlation analysis, which reveals the strength of the relationship between the independent variable (IV) and the dependent variable (DV). The findings of this study can assist marketers in understanding the trends in green purchase intentions among Generation Z consumers in Malaysia. Additionally, the Malaysian government may utilize this information to anticipate the progression of environmental concerns. Notably, the study indicates that Generation Z consumers are conscious of environmental issues and are motivated to protect their surroundings by opting for eco-friendly products, thereby enhancing their current and future quality of life.

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## Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

## Author Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** Ng Wei Ting and Nor Kamariah Kamaruddin; **data collection:** Ng Wei Ting and Nor Kamariah Kamaruddin; **analysis and interpretation of results:** Ng Wei Ting and Nor Kamariah Kamaruddin; **draft manuscript preparation:** Ng Wei Ting and Nor Kamariah Kamaruddin. All authors reviewed the results and approved the final version of the manuscript.

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