

ONLINE RETAIL FOR A SUSTAINABLE TOMORROW

Shafinas Sharifuddin¹

Nur Aulia Fahada Misaridin²

Wan Hashridz Rizal Wan Abu Bakar³

¹ Faculty of Language and Foundation Studies, Sultan Ahmad Shah Pahang Islamic University (UnIPSAS) KM8 Jalan Gambang, 25150 Kuantan, Pahang, Malaysian (E-mail: shafinas@unipsas.edu.my)

² Faculty of Management and Informatics, Sultan Ahmad Shah Pahang Islamic University (UnIPSAS) KM8 Jalan Gambang, 25150 Kuantan, Pahang, Malaysian (E-mail: fahada@unipsas.edu.my)

³ Faculty of Islamic Studies, Sultan Ahmad Shah Pahang Islamic University (UnIPSAS) KM8 Jalan Gambang, 25150 Kuantan, Pahang, Malaysian (E-mail: w.rizal@unipsas.edu.my) shafinas@unipsas.edu.my)

*Corresponding author: shafinas@unipsas.edu.my

Article history

Received date : 12-11-2025

Revised date : 13-11-2025

Accepted date : 22-12-2025

Published date : 29-12-2025

To cite this document:

Sharifuddin, S., Misaridin, N. A. F., & Wan Abu Bakar, W. H. R. (2025). Online retail for a sustainable tomorrow. *Journal of Islamic, Social, Economics and Development (JISED)*, 10 (79), 353 – 367.

Abstract: *As worldwide awareness of environmental concerns grows, customers are looking for more sustainable choices, with a focus on environmentally friendly items. The rise of e-commerce has accelerated this trend, giving customers easy access to a wide range of items, including those with environmentally friendly features. However, online purchases of green products might decline due to a variety of circumstances. Thus, the article examines crucial aspects influencing customer behaviour while purchasing green items online. Drawing on an integrated analysis of current research, the study identifies and analyses five critical aspects that influence customers' decisions to purchase environmentally friendly items in the online marketplace. These components include environmental awareness, eco-labelling, green advertising, attitudes, and trust. The study demonstrates that these characteristics not only have an individual influence on green product purchases, but also define the distinct landscape of online green product buying. The intricate interaction of these factors is investigated, emphasising their importance in the larger context of sustainable consumption, and offering insight on developing patterns in consumer behaviour online. The findings offer useful information for companies, legislators, and academics looking to improve sustainable practices in the digital marketplace and further our knowledge of the complex dynamics underlying the online purchase of green products.*

Keywords: *green products, online purchasing, sustainable consumption*

Introduction

Malaysia is a bright focal point for inquiry in the dynamic terrain of consumer behaviour and sustainable consumption. This conceptual paper takes a nuanced journey to unravel the complexities underlying green product acceptability and the factors affecting online shopping behaviours in the Malaysian setting. Natural resources are depleting rapidly due to activities such as tree cutting and fishing. Hence choosing sustainable or green items is critical to prevent further harm to our planet. This is consistent with our country's goal of minimising adverse and environmental and health impacts while assuring the achievement of the Sustainable Development Goals (SDGs) through the promotion of an eco-friendly way of life (Noor et al., n.d.). However, the problem of online fraud in green agricultural products substantially damages customer trust and is damaging to the long-term use of green agricultural products (Fu et al. 2023). In the contemporary landscape of consumerism, the digital era has brought about a radical shift in consumer behaviour, particularly in the field of online purchase (Ma, Li, and Zheng 2022). Simultaneously, a global consciousness of environmental sustainability has increased, prompting a growing interest in green products—those designed to have the least impact on the environment (Kirana, Qastharin, and Anggahegari 2022). The merging of online commerce and environmental responsibility has raised significant issues concerning the factors influencing consumer behavior in the field of online environmentally conscious purchasing (Aziz et al. 2023).

According to an analysis of the millennial generation's internet shopping behaviour, the millennial generation understands the necessity of environmental protection. They are not interested in shopping for environmentally friendly products or "green products" in online shopping due to the potentially high price of eco-friendly products for some people, the availability or lack of desired eco-friendly products on the online market, ignorance about where and how to buy these products, and the possibility that millennials prefer to shop online because it is easier and more convenient, even if the products purchased are environmentally friendly (Aziz et al. 2023). Online purchase of green products may experience a decline attributable to various factors. A contributing factor is the absence of trust in online vendors, which has the potential to erode consumer faith in the calibre of green agricultural commodities (Kirana, Qastharin, and Anggahegari 2022).

Therefore, the main aims of this conceptual paper are to address the following objectives:

RO1. To explore the factors lead to green products purchasing in Malaysia

RO2. To investigate factors related to online purchasing in Malaysia

RO3. To investigate factors related to green products online purchasing

The discussions from this conceptual paper will contribute to literature on the factors that are salient in green products online purchasing.

Definition of Green Product

Green products are not only those that are produced using components that are safe for the environment but they include services that encompasses the production and usage of the products as well. They distinguish themselves with an improved sustainability feature that makes use of pollution-free and resource-saving methods. Recycling methods could be used to produce green products at both the manufacturing and consumption stages. They may be disposed of or used again without harming the environment because they are specifically designed to require less water and energy when in use (Marcon et al. 2022; Hema and RENUKADEVI 2021).

In terms of health, Hema & RENUKADEVI (2021) asserts that a green product is one that has a lower environmental impact or is less harmful to human health because they are grown without the use of herbicides, insecticides, inorganic fertilizers, or harmful substances. In addition, it is also observed that green products provide physiological and emotional benefits to the consumers due to the low to no pesticides used in their production (Manunggal, 2022). In essence, it is suggested that Green products are healthier for the environment and safer to use. A co-benefit is a value that a recipient obtains in addition to the beneficial environmental impact of a product. Efforts in providing certifications and trademarks can help assure customers that the benefits offered by a green product are genuine (Hema and RENUKADEVI 2021).

Scenario of Green Product in Malaysia

Green products are intended to solve environmental problems, promote sustainability, and contribute to the general well-being of the world. Therefore, there are many studies conducted relate to green products purchasing and the researchers will explain about the situation in Malaysia.

Numerous inquiries have sought to unravel the determinants that impact the acquisition of environmentally friendly products. In the specific context of green product procurement in Malaysia, a frequently discussed element is the role of attitude. According to Basah and Basri (2022), consumer attitudes toward green products are intricately intertwined with the perceived qualities inherent in these products. In a similar vein, Ogiemwonyi and Harun (2020) contend that green behaviour is predominantly shaped by both attitude and adherence to a culture emphasizing environmental responsibility. Existing scholarly literature consistently underscores the central role of attitudes in influencing consumers' inclination toward the acquisition of green products (Saleki, Quoquab, and Mohammad 2020; Lestari, Hanifa, and Hartawan 2020; Al Mamun et al. 2020; Zaremohzzabieh et al. 2021; Siyal et al. 2021; Uddin and Khan 2016). Contributing to this discourse, Wong, Wong, and Wong (2020) assert that, beyond health consciousness and social influence, consumer attitudes toward green purchases and a broader environmental ethos significantly contribute to the decision-making process. However, a departure from this consensus is noted in the research conducted by (Tan, Ojo, and Thurasamy 2019), where attitude did not emerge as a statistically significant factor influencing the acquisition of green products. A parallel sentiment is echoed in the study by Joshi and Rahman (2015) which suggests that consumers, despite exhibiting positive sentiments toward green products, may refrain from selecting such items, particularly when alternative choices are available, due to a lack of robust personal commitment to environmental and societal betterment.

Besides attitude, environmental consciousness, eco labelling, and green advertising also were being stated as factors that influenced green products purchasing (Yahya et al. 2021). Eco-labels are symbols or logos on goods that indicate that they are ecologically safe and can be considered green (Sharma and Kushwaha 2019). According to the findings of Sharma and Kushwaha (2019), customers are willing to make any green buying decision based on three crucial factors: information, consumer knowledge, and trust in the eco-labelled goods. There are several sorts of ecolabels available based on their environmental criteria. Eco-labelling is becoming popular among most product makers as it allows consumers to learn more about the benefits of green products. However, a study conducted by (Sharaf, Md Isa, and Al-Qasa 2015) found that eco-label has no influence on intention of future green products purchasing among young Malaysian. Nevertheless, eco-labelling is advocated in Malaysia to shift client

preferences towards green products (Ghazali et al. 2021) and it is found that eco-label positively and significantly influence consumer to buy green product in recent years (Nguyen-Viet 2022; Choshaly 2019; Tan, Ojo, and Thurasamy 2019). The results in a study by Song, Qin, and Yuan (2019) statistically demonstrated the impact of eco-label mediated via product features on environmental attitude and concern, as well as how green buying behaviour was considerably impacted by this process.

Green advertising includes promotional actions that communicate the link between green products and the environment, promote green lifestyles, or portray a corporate image of environmental concern. In previous study by Soon and Kong (2012), green advertising has been found had no significant impact on green product purchasing. Yet, several studies have found that green advertising do influence green products purchasing (Leong and Mariadass 2019; C. Tan, Ojo, and Thurasamy 2019; Nguyen-Viet 2022) and could increase green purchase behaviour (Hussain, Haq, and Soomro 2020).

Other than that, environmental consciousness also has been explored as a variable that influence green product purchasing. Environmental consciousness indicates a person's understanding of environmental challenges and the significance of environmentally friendly actions in addressing such issues. Environmentally conscientious customers are more inclined to feel protective of the environment. As a result, they are prepared to alter their purchasing habits to reduce the negative impact of their activities on the environment. Studies have found that environmental consciousness has a significant influence on consumers intention to buy green products (Ayub, Naziman, and Samat 2020; Al-Kumaim, Mohammed, et al. 2021; Tan, Ojo, and Thurasamy 2019; Saleki, Quoquab, and Mohammad 2020; Uddin and Khan 2016) but did not influence consumers to eat green (organic food) (Tan et al. 2022).

Besides that, trust or green trust also has been found play an important role in influencing consumer intention to purchase green product (Asif et al. 2023). Green trust is a readiness to rely on a product or service based on the assumption or anticipation that it will perform well in terms of the environment (Chen and Chang 2013). The term "trust" refers to a consumer's willingness to purchase green food products as an outcome of his belief in its environmental trustworthiness, benevolence and ability (Leong and Mariadass 2019). Trust or green trust has been found positively influence green product purchasing (Alamsyah et al. 2020; Lian and Rajadurai 2020; Leong and Mariadass 2019).

Previous Studies of Online Purchase in Malaysia

The escalating shift observed among Malaysian consumers, transitioning from conventional in-person retail transactions to online purchases, has been instigated by the enforcement of lockdown measures and the imperative implementation of social distancing protocols. A discernible upward trajectory is evident in consumers' inclination toward digital transactions, attributable to the aforementioned imposed lockdowns and social distancing measures (Abd Rashid et al. 2023).

The research conducted by Adedoja, Hussin, and Yee (2022) has discerned a significant and affirmative correlation between key determinants such as website usability, expediency, aesthetics, and safety, and consumers' proclivity to engage in online purchases. Insights derived from the study by Ramli et al. (2022) elucidate the substantial impact of variables such as perceived simplicity of utilization, perceived value, and adherence to Islamic moral principles on the online purchasing inclination of Muslim internet users in Malaysia.

Moreover, the inquiry carried out by Chelvarayan et al. (2022) has exhibited the significant impact of trust, customer contentment, and punctuality of delivery on the intention to participate in online purchases, specifically among respondents who belong to the Generation X demographic in Malaysia. The scholarly contribution of Zahari, Bilu, and Said (2019) thoroughly explores various factors that contribute to the phenomenon of online transactions in Malaysia, encompassing dimensions such as trust, familiarity, and awareness. The article hypothesizes that individuals with higher levels of familiarity, confidence, and dependence tend to demonstrate increased levels of legitimacy within the realm of online commerce.

The examination conducted by Shariff and Abd Hamid (2021) has concluded that factors such as convenience, product variety, trust, and promotional efforts wield a noteworthy influence on the purchasing patterns of Malaysian consumers, particularly amid the COVID-19 crisis. Nuzulan et al. (2023) findings unequivocally demonstrate that perceived utility, trustworthiness, and perceived vulnerability significantly impact the intention to make online purchases within the cohort of Commerce students.

Moreover, Zhao (2023) study establishes that the perception of usefulness and ease of use markedly influences buyers' readiness to engage in online shopping. The findings by Francis et al. (2023) highlight that autonomous factors, including trust, attitude, perceived relevance, and quantity of information, exert a profoundly affirmative and meaningful impact on the dependent variable of purchase intention, as evidenced by the accumulation of 387 reactions.

Conclusively, insights garnered from Sarangapani et al. (2023) investigation reveal that perceived benefits, perceived risks, hedonic motivation, and the structural aspects of the website bear substantial importance in shaping the online buying behaviour of consumers.

Previous Studies of Green Product Online Purchase

Online shopping has currently opened up alternatives and variations to distribution channels, resulting in more flexible and better chances for customers to access digital materials and acquire from suppliers all over the world. Online purchasing has narrowed the distance and brought the buyer and vendor closer together than ever before. The Internet's rapid adoption as a distribution method has affected many traditional retail operations. Indeed, with the fast expansion of online platforms and rising consumer acceptance of green products, many green product manufacturers are creating online stores to market their goods (Lian and Rajadurai 2020). Furthermore, the online selling of green products can assist producers in gaining the benefits associated with increased demand for their products.

However, there are small number of studies have been conducted regarding green products online purchasing. According to the findings of this study, societal influence, willingness to pay higher costs for green items, and government activities all have a positive and significant impact on Gen Y online green purchase decisions (Lian and Rajadurai 2020). In a study conducted by (Ramesh and Samudhra Rajakumar 2019), several variables includes green advertising and eco-label have been found positively influence consumers online purchase decision. Another research by (Irawan et al. 2023) have found that attitude and environmental consciousness are positively influence online purchasing of green products. In a research by Tariq et al. (2019), it stated that social media discussion boards, rankings, and reviews impact Chinese customers' attitudes about organic food and favourably influence their online impulsive purchases in this market. Nutritional content, production and processing processes, and environmental

friendliness are all information signals that impact customers' views and, as a result, their purchasing decisions.

Trust has also been found being investigated as a variable that play an important role in online purchasing of green products. Chakranarayan (2023) and Hisam, Sanyal, and Singh (2022) have stated that perceived trust has influence consumers' intention to make an online purchase of green products. In contrast, Khan, Hashim, and WeiYing (2023) stated that among Gen Y respondents, product trust was determined to be insignificant but web-vendor trust is significant influencing green product online.

Critical Elements of Green Products Online Purchasing

Considering the extensive exploration conducted in previous studies, five pivotal elements have emerged as crucial determinants influencing the online purchase of green products. These elements, namely environmental consciousness, eco-label, green advertising, attitudes, and trust, have been identified as essential factors with significant impact not only on green products purchasing in a broader sense but also specifically on online purchasing and the nuanced domain of green products online purchasing. The recognition of these elements as influential across varied contexts underscores their pervasive significance in shaping consumer behaviour, affirming their collective importance in the complex landscape of sustainable and online shopping practices.

Environmental Consciousness

Environmental consciousness stands out as a critical factor influencing both the purchase of green products (Al-Kumaim, Shabbir, et al. 2021; Saleki, Quoquab, and Mohammad 2020) (and the online purchase of green products (Az-Zahra 2021; Irawan et al. 2023)). This construct denotes an individual's awareness of environmental challenges and the perceived significance of engaging in environmentally friendly actions to address such challenges. Conceptually, environmental consciousness is a multidimensional construct, encompassing an individual's mental state ranging from a basic level of broad concern for the environment to a more specific level manifesting in product-specific behaviours. It is characterized as a complex system comprising cognitive, attitudinal, and behavioural components. At the cognitive level, environmental consciousness pertains to the consumer's subjective understanding of the environmental repercussions of their activities. The attitudinal level encompasses environmental perceptions and value perspectives, while the behavioural level involves environmentally friendly actions and intentions. This intricate interplay of cognitive, attitudinal, and behavioural aspects within the construct of environmental consciousness underscores its multifaceted nature and its profound influence on consumer behaviour in the context of both general and online green product purchases.

Eco-Label

In addition to environmental consciousness, the presence of an eco-label emerges as a significant influencer in the realm of green products online purchases, akin to its impact on conventional green product purchasing behaviour (Kumar and Basu 2023; Nyremo and Widerberg 2020; Panopoulos et al. 2022). Eco-labels, in the form of labels or certificates, serve to communicate a product's environmental attributes or sustainability credentials. These labels play a crucial role in educating consumers about various aspects of a product's environmental impact, including energy efficiency, carbon footprint, or the utilization of recycled materials. The strategic placement of eco-labels on products enhances consumers' perceptions of their environmental friendliness and their efficacy in promoting sustainability. Importantly, eco-

labels serve as indicators to customers that a product aligns with specific environmental criteria, empowering them to make informed choices that align with their environmental values and concerns. This underscores the pivotal role of eco-labels in influencing consumer decision-making in the context of online green product purchases.

Green Advertising

Green advertising stands out as a pivotal determinant influencing the online purchase of green products, as evidenced by findings in previous studies (Alamsyah et al. 2020; Luo et al. 2020; Hussain, Haq, and Soomro 2020). Firms employ green advertising strategies through product campaigns that highlight environmentally friendly components. The primary objective of such green advertising endeavours is to educate consumers about the inherent value of products, aligning with the criteria of environmental sustainability. In its essence, green advertising encompasses promotional efforts asserting that the advertised products are environmentally friendly or that their manufacturing processes contribute to resource or energy conservation. Information disseminated through green advertising may take two distinct forms: the "acquire frame," emphasizing the positive attributes of purchasing or consuming a product, and the "loss frame," underscoring the adverse consequences of not engaging in the specified consumption or behaviour. This nuanced communication approach in green advertising contributes to shaping consumer perceptions and preferences in the realm of online green product purchases.

Attitude

The investigation conducted by Hoang Yen and Hoang (2023) establishes that the consciousness of individuals regarding health and their concern for the environment play crucial roles in shaping their attitudes as consumers towards the acquisition of environmentally friendly products, ultimately exerting an influence on their intention to make a purchase. In a complementary manner, Durmaz (2023) research emphasizes the direct impact that attitudes towards green advertising have on the intention to obtain products that are environmentally friendly. Expanding the domain of inquiry to encompass products related to green personal care, the findings indicate the existence of a positive correlation between the consciousness individuals have regarding environmental matters, their awareness of body image, and their favourable attitudes towards such products. Furthermore, the work carried out by Kaur and Gupta (2022) introduces a nuanced perspective by revealing that the relationship between attitudes and intentions is influenced by perceived behavioural control, thus adding depth to our comprehension of the decision-making processes followed by consumers. This comprehensive examination of the multifaceted factors that contribute to the attitudes of consumers in the context of green products and online purchases.

Trust

The significance of trust in green products during online purchases is a crucial factor in promoting sustainable consumption and fostering the growth of the green agricultural sector. The inquiries made by Fu et al. in 2023 and 2022 accentuate the importance of trust in this particular context. In their article published in 2020, Ahmad and Zhang delve into the impact of trust in green products on consumers' intention to purchase eco-friendly items online, revealing a notable and favourable influence on consumers' inclination towards engaging in sustainable online shopping. Additionally, the research conducted by Hidayatullah and Sutarso in 2023 sheds light on the intricate aspects of consumer trust in online sellers. Their study identifies competence trust and benevolence trust as pivotal factors that influence consumer trust, providing valuable insights into the complex dynamics that contribute to the establishment

of trust in the online marketplace. Trust, particularly in sustainable products, plays a crucial part in motivating the intention to purchase eco-friendly items online.

Methodology

This article utilises document analysis to examine green product online shopping by investigating key elements such as environmental consciousness, eco-labelling, green advertising, attitude, and trust. This analysis draws on reputable research papers from Google Scholar, Scopus, Elsevier, SAGE Journal, and other sources. Keywords included in the article search include 'green items', 'online purchase', and 'sustainable consumption'.

Discussion

This conceptual research delves into the fundamental factors that drive the online purchasing of green products. Initial investigation encompassed factors potentially influencing both green product and online product purchases, subsequently identifying common ground in the form of attitude and trust (Elshaer et al. 2024). Furthermore, a comprehensive exploration of existing studies on green products online purchasing unveiled pertinent factors such as environmental consciousness, eco-labelling, and green advertising. Consequently, five pivotal elements have emerged as significant influencers in the realm of green products online purchasing: environmental consciousness, eco-labelling, green advertising, attitude, and trust. The consolidation of these factors contributes to a nuanced understanding of the intricate dynamics shaping consumer behaviour in the context of sustainable online shopping.

Consumers who care about the environment are more likely to buy green products online. They understand the impact of products on the environment. People with environmental consciousness also look for eco-labels on the products they buy. Eco-labels are important because they help consumers make informed choices about eco-friendly items. These labels make it easier for customers to tell if a product is environmentally friendly. Green advertising by companies can also influence consumers to buy green products online, as highlighted in a study by B. Kaur, Gangwar, and Dash (2022). Companies can use green advertising to talk to consumers about why it is important to buy green products online and how it can benefit them. This shows that environmental awareness, eco-labels, and green advertising all play a role in shaping what consumers choose when shopping for green products online.

Attitude has long been acknowledged as a significant variable influencing consumer buying intentions (Teixeira et al. 2021) and shaping online shopping behavior (Sutisna and Handra 2022; Misaridin, Mokhtar, and Wan Abu 2021). Pro-environmental attitudes, specifically, have demonstrated a substantial association with consumers' willingness to pay more for environmentally friendly products. In addition to attitude, trust emerges as a critical factor influencing the online purchase of green products (Hisam, Sanyal, and Singh 2022). Establishing trust is of utmost importance for companies seeking to encourage consumers to buy green products online, and this can be achieved through mechanisms such as eco-labelling and green advertising. Companies may further cultivate trust through engagement on social media platforms and collaboration with influencers. This underscores the interconnected roles of attitude and trust in shaping consumer behaviour in the context of online green product purchases.

Conclusion

In conclusion, the process of green products online purchasing is influenced by a multitude of factors, with the ones delineated in this article which are environmental consciousness, eco-label, green advertising, attitudes, and trust, representing only a subset of the broader array. Numerous other elements likely play a role in influencing consumers to opt for sustainable products in the online domain. While the global green movement, including the procurement of green products, has been extensively investigated on a worldwide scale, studies specifically delving into the intricacies of green products online purchasing remain relatively underexplored, not only in the context of Malaysia but also on a global scale. Although the adoption of green products through online channels may present challenges in the short term, its long-term benefits for the sector are substantial. Consequently, there is a pressing need for future research endeavours to delve deeper into the myriad factors associated with green products online purchasing, thus contributing to a more comprehensive understanding of consumer behaviour in this evolving landscape.

Acknowledgements

This research was funded by a grant from Sultan Ahmad Shah Pahang Islamic University (UnIPSAS) (RUG-UnIPSAS-2023-03).

References

- Abd Rashid, Muhammad Hafiz, Nurhazirah Suhaimi, Norshima Humaidi, and Gita Gayatri. 2023. "Boosting the Intention to Purchase Online: An Analysis of e-Service Quality among Customers." *Environment-Behaviour Proceedings Journal* 8 (24): 13–21. <https://doi.org/10.21834/ebpj.v8i24.4676>
- Adedoja, Omololu Mariam, Siti Rahayu Hussin, and Wong Foong Yee. 2022. "Influence of Website Attributes on Consumer's Online Purchase Intention in Malaysia." <https://doi.org/10.6007/IJARBSS/v12-i11/15143>
- Ahmad, Wasim, and Qingyu Zhang. 2020. "Green Purchase Intention: Effects of Electronic Service Quality and Customer Green Psychology." *Journal of Cleaner Production* 267: 122053. <https://doi.org/10.1016/j.jclepro.2020.122053>
- Al-Kumaim, Nabil Hasan, Fathey Mohammed, Nadhmi A Gazem, Yousef Fazea, Abdulsalam K Alhazmi, and Omar Dakkak. 2021. "Exploring the Impact of Transformation to Fully Online Learning During COVID-19 on Malaysian University Students' Academic Life and Performance." *International Journal of Interactive Mobile Technologies* 15 (5). <https://doi.org/10.3991/ijim.v15i05.20203>
- Al-Kumaim, Nabil Hasan, Muhammad Salman Shabbir, Salman Alfarisi, Siti Hasnah Hassan, Abdulsalam K Alhazmi, Sanil S Hishan, Samer Al-Shami, Nadhmi A Gazem, Fathey Mohammed, and Hussein Mohammed Abu Al-Rejal. 2021. "Fostering a Clean and Sustainable Environment through Green Product Purchasing Behavior: Insights from Malaysian Consumers' Perspective." *Sustainability* 13 (22): 12585. <https://doi.org/10.3390/su132212585>
- Alamsyah, Doni Purnama, Y Udjaja Mulyani, Norfaridatul Akhmaliyah Othman, and Nik Rahila Wan Ibrahim. 2020. "Green Customer Behavior: Mediation Model of Green Purchase." *Int. J. Psychosoc. Rehabil.* 24 (05): 2568–77. <https://doi.org/10.37200/IJPR/V24I5/PR201956>
- Asif, Mirza Huzaifa, Tan Zhongfu, Muhammad Irfan, and Cem Işık. 2023. "Do Environmental Knowledge and Green Trust Matter for Purchase Intention of Eco-Friendly Home Appliances? An Application of Extended Theory of Planned Behavior." *Environmental Science and Pollution Research* 30 (13): 37762–74. <https://doi.org/10.1007/s11356-022-24899-1>
- Ayub, Aynul Haydirah, Yusrina Hayati Nik Muhammad Naziman, and Muhammad Faizal Samat. 2020. "Factors Influencing Young Consumers' Purchase Intention of Organic Food Product." *Advances in Business Research International Journal* 4 (1): 17–26. <https://doi.org/10.24191/abrij.v4i1.10074>
- Az-Zahra, Sayyidah Fatimah. 2021. "Factors Influencing Customer Buying Behavior toward Online Personal Care and Toiletries Environmentally Friendly Products." *Advanced International Journal of Business, Entrepreneurship and SMEs* 3 (9): 91–101. <https://doi.org/10.35631/AJBES.39007>
- Aziz, Abdul, Hafiz Rahman, Rida Rahim, Hendra Lukito, and Syafrizal Syafrizal. 2023. "Pengaruh Online Shopping Terhadap Peningkatan Kinerja Green Marketing Pada Kaum Milenial Di Beberapa Kota Besar." *Owner: Riset Dan Jurnal Akuntansi* 7 (2): 1294–1309. <https://doi.org/10.33395/owner.v7i2.1437>
- BASAH, Norliza HAMIR, and Syahirah Syuhada SOHIBUL BASRI. 2022. "FACTORS INFLUENCING CONSUMER INTENTION IN PURCHASING GREEN PRODUCTS IN MALAYSIA." In *PROCEEDING OF THE CONFERENCE ON BUSINESS MANAGEMENT BUSINESS OPPORTUNITIES AND CHALLENGES*, 75.
- binti Misaridin, Nur Aulia Fahada, Mohammad Zulfakhairi bin Mokhtar, and Wan Hashridz Rizal bin Wan Abu. 2021. "The Effects of Attitude on the Intention to Use Pahang Mart

- Portal: An Evidence from Malaysia during MCO.” In Journal of Physics: Conference Series, 1874:12057. IOP Publishing. <https://doi.org/10.1088/1742-6596/1874/1/012057>
- Chakranarayan, V. 2023. “Factors Influencing Consumers’ Online Purchase Intention for Green Products.” *Int. J. Manage. Bus* 7 (2): 34–47.
- Chelvarayan, Anushia, Lim Fu Hao, Yeo Sook Fern, and Hazlaili Hashim. 2022. “Online Purchase Intention: A Study Among Gen X in Malaysia.” *International Journal of Entrepreneurship, Business and Creative Economy* 2 (1): 37–47. <https://doi.org/10.31098/ijebce.v2i1.735>
- Chen, Yu-Shan, and Ching-Hsun Chang. 2013. “Towards Green Trust: The Influences of Green Perceived Quality, Green Perceived Risk, and Green Satisfaction.” *Management Decision* 51 (1): 63–82. <https://doi.org/10.1108/00251741311291319>
- Choshaly, Sahar Hosseinikhah. 2019. “Applying Innovation Attributes to Predict Purchase Intention for the Eco-Labeled Products.” *International Journal of Innovation Science* 11 (4): 583–99. <https://doi.org/10.1108/IJIS-04-2019-0038>
- Durmaz, Yakup. 2023. “Exploring the Impact of Consumers’ Attitudes towards Green Advertisements on the Intention to Purchase Green Products: The Mediating Role of Environmental Responsibility.” *Electronic Green Journal* 1 (48). <https://doi.org/10.5070/G314857903>
- Elshaer, Ibrahim A, Mahmaod Alrawad, Abdalwali Lutfi, and Alaa M S Azazz. 2024. “Social Commerce and Buying Intention Post COVID-19: Evidence from a Hybrid Approach Based on SEM–FsQCA.” *Journal of Retailing and Consumer Services* 76: 103548. <https://doi.org/10.1016/j.jretconser.2023.103548>
- Francis, Annrita Anushia, Chew Yee Xain, Juliana Abd Kadir, and Luqmanul Hakim Jamil. 2023. “The Impact of Electronic Word-of-Mouth (E-Wom) on Purchase Intentions during Online Shopping: Exploring E-Marketing In Pengkalan Chepa, Kelantan, Malaysia.” *Universiti Malaysia Kelantan*.
- Fu, Shaoling, Xiaodan Liu, Abdesslam Lamrabet, Hua Liu, and Yatao Huang. 2022. “Green Production Information Transparency and Online Purchase Behavior: Evidence from Green Agricultural Products in China.” *Frontiers in Environmental Science* 10: 985101. <https://doi.org/10.3389/fenvs.2022.985101>
- Fu, Shaoling, Ruili Ma, Guangyao He, Zhiyi Chen, and Hua Liu. 2023. “A Study on the Influence of Product Environmental Information Transparency on Online Consumers’ Purchasing Behavior of Green Agricultural Products.” *Frontiers in Psychology* 14: 1168214. <https://doi.org/10.3389/fpsyg.2023.1168214>
- Ghazali, Ihwan, Salwa Hanim Abdul-Rashid, Siti Zawiah Md Dawal, Hideki Aoyama, Novita Sakundarini, Fu Haw Ho, and Safarudin Gazali Herawan. 2021. “Green Product Preferences Considering Cultural Influences: A Comparison Study between Malaysia and Indonesia.” *Management of Environmental Quality: An International Journal* 32 (5): 1040–63. <https://doi.org/10.1108/MEQ-11-2020-0245>
- Hema, G A, and M RENUKADEVI. 2021. “MARKETING OF GREEN PRODUCTS-CUSTOMER PERSPECTIVE.” *GLOBAL JOURNAL FOR RESEARCH ANALYSIS* 10 (01).
- Hidayatullah, Taufik Fajar, and Yudi Sutarso. 2023. “Peran Media Sosial, Ulasan Daring, Dan Kepedulian Lingkungan Pada Perilaku Pembelian Green Product.” *At-Tadbir: Jurnal Ilmiah Manajemen* 7 (1): 23–40. <https://doi.org/10.31602/atd.v7i1.9217>
- Hisam, Mohammed Wamique, Shouvik Sanyal, and Sandeep Singh. 2022. “Impact Of Societal Influence, Green Product Price Sensitivity And Green Trust On Online Purchasing Behavior Of Green Products By Generation Y Customers In Oman.” *Webology (ISSN: 1735-188X)* 19 (2).

- Hoang Yen, Nguyen Thi, and Dung Phuong Hoang. 2023. "The Formation of Attitudes and Intention towards Green Purchase: An Analysis of Internal and External Mechanisms." *Cogent Business & Management* 10 (1): 2192844. <https://doi.org/10.1080/23311975.2023.2192844>
- Hussain, Syed Asad, Mirza Amin Ul Haq, and Yasir Ali Soomro. 2020. "Factors Influencing Consumers' Green Purchase Behavior: Green Advertising as Moderator." <https://doi.org/10.21272/mmi.2020.4-11>
- Irawan, Damar A, R Nurcahyo, A A Djanwar, and W Nigel. 2023. "Online Purchase Intention of Green Products." In *AIP Conference Proceedings*. Vol. 2594. AIP Publishing. <https://doi.org/10.1063/5.0109496>
- Joshi, Yatish, and Zillur Rahman. 2015. "Factors Affecting Green Purchase Behaviour and Future Research Directions." *International Strategic Management Review* 3 (1–2): 128–43. <https://doi.org/10.1016/j.ism.2015.04.001>
- Kaur, Balween, Veer P Gangwar, and Ganesh Dash. 2022. "Green Marketing Strategies, Environmental Attitude, and Green Buying Intention: A Multi-Group Analysis in an Emerging Economy Context." *Sustainability* 14 (10): 6107. <https://doi.org/10.3390/su14106107>
- Kaur, Jatinder, and Meenu Gupta. 2022. "Consumer Buying Behaviour Toward Green Personal Care Products." In *2022 International Conference on Computational Modelling, Simulation and Optimization (ICCMO)*, 407–11. IEEE. <https://doi.org/10.1109/ICCMO58359.2022.00084>
- Khan, Md Ashraful Azam, Haslinda Hashim, and Lee WeiYing. 2023. "Effect of Perceived Risks, Perceived Benefits, Products Trust and Web-Vendor Trust on Online Purchase Intention of Green Personal Care Product among Gen Y in Malaysia." *Journal of International Business and Management* 6 (3): 1–15.
- Kirana, Shafa Puspa, Annisa Rahmani Qastharin, and Prameshwara Anggahegari. 2022. "Customer Purchase Intention in Online Green Product Brand Community." *Asian Journal of Research in Business and Management* 4 (3): 55–67.
- Kumar, Anil, and Rituparna Basu. 2023. "Do Eco-Labels Trigger Green Product Purchase Intention among Emerging Market Consumers?" *Journal of Indian Business Research* 15 (3): 466–92. <https://doi.org/10.1108/JIBR-09-2022-0248>
- Leong, Tan Poh, and Audrey Malenee Mariadass. 2019. "Factors Affecting Young Adults' Purchase Intention of Green Food Products in Malaysia." *Journal of Tourism, Hospitality and Culinary Arts* 11 (2): 20–45.
- Lestari, E R, K P U Hanifa, and S Hartawan. 2020. "Antecedents of Attitude toward Green Products and Its Impact on Purchase Intention." In *IOP Conference Series: Earth and Environmental Science*, 515:12073. IOP Publishing. <https://doi.org/10.1088/1755-1315/515/1/012073>
- Lian, Song Bee, and Kanesh Gopal Rajadurai. 2020. "Consumers' Knowledge, Perceived Quality, Trust of the Myorganic Logo, and Purchase Behaviour towards Organic Food in Malaysia." *Malaysian Journal of Consumer and Family Economics* 25: 1–27.
- Luo, Biao, Ying Sun, Jie Shen, and Lihui Xia. 2020. "How Does Green Advertising Skepticism on Social Media Affect Consumer Intention to Purchase Green Products?" *Journal of Consumer Behaviour* 19 (4): 371–81. <https://doi.org/10.1002/cb.1818>
- Ma, Longbo, Ziyu Li, and Dan Zheng. 2022. "Analysis of Chinese Consumers' Willingness and Behavioral Change to Purchase Green Agri-Food Product Online." *Plos One* 17 (4): e0265887. <https://doi.org/10.1371/journal.pone.0265887>
- Mamun, Abdullah Al, Noorshella Che Nawi, Naeem Hayat, and Noor Raihani Binti Zainol. 2020. "Predicting the Purchase Intention and Behaviour towards Green Skincare Products

- among Malaysian Consumers.” Sustainability 12 (24): 10663. <https://doi.org/10.3390/su122410663>
- Marcon, Arthur, José Luis Duarte Ribeiro, Rosa Maria Dangelico, Janine Fleith de Medeiros, and Erico Marcon. 2022. “Exploring Green Product Attributes and Their Effect on Consumer Behaviour: A Systematic Review.” Sustainable Production and Consumption 32: 76–91. <https://doi.org/10.1016/j.spc.2022.04.012>
- Nguyen-Viet, Bang. 2022. “Understanding the Influence of Eco-Label, and Green Advertising on Green Purchase Intention: The Mediating Role of Green Brand Equity.” Journal of Food Products Marketing 28 (2): 87–103. <https://doi.org/10.1080/10454446.2022.2043212>
- Noor, Wan Noranida Wan Mohd, Nurul Alya Hamdan, Nur Badriyah Kamarul Zaman, and Nur Maizatul Idayu Othman. n.d. “A MODEL OF FACTORS INFLUENCING CONSUMER INTENTION BEHAVIOUR IN PURCHASING GREEN PRODUCT.”
- Nuzulan, Ahmad Nur Izzat Ahmad, Aini Shathirah Kang Si Long, Abdul Rahman, Boon Chie Ying, and Hadaina Husna Normizar. 2023. “Factors Influencing Online Purchasing Intention among Entrepreneurship (Commerce) Students of Universiti Malaysia Kelantan during Post Covid-19.” Universiti Malaysia Kelantan.
- Nyremo, Hanna, and Anna Widerberg. 2020. “Eco-Labels: A Tool to Enhance Sustainable Consumption-A Quantitative Study about How Consumers Knowledge and Trust in Eco-Labels Can Affect Purchase Intention.”
- Ogiemwonyi, Osarodion, and Amran Bin Harun. 2020. “Consumption of Green Product as a Means of Expressing Green Behaviour in an Emerging Economy: With the Case Study of Malaysia.” Environment and Urbanization ASIA 11 (2): 297–312. <https://doi.org/10.1177/0975425320938538>
- Panopoulos, Anastasios, Athanasios Poulis, Prokopis Theodoridis, and Antonios Kalampakas. 2022. “Influencing Green Purchase Intention through Eco Labels and User-Generated Content.” Sustainability 15 (1): 764. <https://doi.org/10.3390/su15010764>
- Ramesh, M, and C Samudhra Rajakumar. 2019. “Determinants of Online Purchase Decision of Green Products.” International Journal of Engineering and Advanced Technology 9 (1): 1477–81. <https://doi.org/10.35940/ijeat.A1262.109119>
- Ramli, Mohd Safwan, Nur Hidayah Ayob, Nurul Zahidah Md Juperi, Nur Hanisah Mohamad Razali, Noorsa Riza Johari, and Muhammad Shakir Bin. 2022. “The Influences between Customer Behaviors, Islamic Ethics toward Online Purchase Intention among Muslim Netizen in Malaysia.” Sciences 12 (10): 409–20. <https://doi.org/10.6007/IJARBS/v12-i10/14839>
- Saleki, Reza, Farzana Quoquab, and Jihad Mohammad. 2020. “Factor Affecting Consumer’s Intention to Purchase Organic Food: Empirical Study from Malaysian Context.” International Journal of Business Innovation and Research 23 (2): 183–204. <https://doi.org/10.1504/IJBIR.2020.110096>
- Sarangapani, Subarna, Shanjit Singh Ranjit Singh, Amirtharaj Balasubramaniam, Wan Suryana Wan Hasan, Noorain binti Shaharuddin, and Kumaran Kanapathipillai. 2023. “A STUDY OF THE FACTORS INFLUENCING PURCHASING BEHAVIOUR OF ONLINE CONSUMERS IN KLANG VALLEY, MALAYSIA.” European Journal of Economic and Financial Research 7 (1). <https://doi.org/10.46827/ejefr.v7i1.1431>
- Sharaf, Muhammed Abdullah, Filzah Md Isa, and Khalid Al-Qasa. 2015. “Factors Affecting Young Malaysians’ Intention to Purchase Green Products.” Merit Research Journal of Business and Management 3 (3): 29–33.
- Shariff, Nurul Sima Mohamad, and Nur Hayani Izzati Abd Hamid. 2021. “Consumers’ Buying Behavior Towards Online Shopping During The Covid-19 Pandemic: An Empirical Study In Malaysia.” Malaysian Journal of Science, Health & Technology.

- Sharma, Nagendra Kumar, and Gyaneshwar Singh Kushwaha. 2019. "Eco-Labels: A Tool for Green Marketing or Just a Blind Mirror for Consumers." *Electronic Green Journal* 1 (42). <https://doi.org/10.5070/G314233710>
- Siyal, Saeed, Munawar Javed Ahmed, Riaz Ahmad, Bushra Shahzad Khan, and Chunlin Xin. 2021. "Factors Influencing Green Purchase Intention: Moderating Role of Green Brand Knowledge." *International Journal of Environmental Research and Public Health* 18 (20): 10762. <https://doi.org/10.3390/ijerph182010762>
- Song, Yao, Zhenzhen Qin, and Qi Yuan. 2019. "The Impact of Eco-Label on the Young Chinese Generation: The Mediation Role of Environmental Awareness and Product Attributes In Green Purchase." *Sustainability* 11 (4): 973. <https://doi.org/10.3390/su11040973>
- Soon, Tian, and Wilson Kong. 2012. "The Influence of Consumer's Perception of Green Products on Green Purchase Intention." *Universiti Malaysia Sabah Malaysia*.
- Sutisna, Felix, and Tessa Handra. 2022. "The Theory of Planned Behavior Influences Online Shopping Behavior." *Aptisi Transactions on Management (ATM)* 6 (1): 52–61. <https://doi.org/10.33050/atm.v6i1.1691>
- Tan, Booi Chen, Teck Chai Lau, Abdullah Sarwar, and Nasreen Khan. 2022. "The Effects of Consumer Consciousness, Food Safety Concern and Healthy Lifestyle on Attitudes toward Eating 'Green.'" *British Food Journal* 124 (4): 1187–1203. <https://doi.org/10.1108/BFJ-01-2021-0005>
- Tan, Christine Nya Ling, Adedapo Oluwaseyi Ojo, and Ramayah Thurasamy. 2019. "Determinants of Green Product Buying Decision among Young Consumers in Malaysia." *Young Consumers* 20 (2). <https://doi.org/10.1108/YC-12-2018-0898>
- Tariq, Anum, Changfeng Wang, Yasir Tanveer, Umair Akram, and Zubair Akram. 2019. "Organic Food Consumerism through Social Commerce in China." *Asia Pacific Journal of Marketing and Logistics* 31 (1): 202–22. <https://doi.org/10.1108/APJML-04-2018-0150>
- Teixeira, Sandrina Francisca, Belem Barbosa, Hugo Cunha, and Zaila Oliveira. 2021. "Exploring the Antecedents of Organic Food Purchase Intention: An Extension of the Theory of Planned Behavior." *Sustainability* 14 (1): 242. <https://doi.org/10.3390/su14010242>
- Uddin, S M Fatah, and Mohammed Naved Khan. 2016. "Exploring Green Purchasing Behaviour of Young Urban Consumers: Empirical Evidences from India." *South Asian Journal of Global Business Research* 5 (1): 85–103. <https://doi.org/10.1108/SAJGBR-12-2014-0083>
- Wong, Jia Yii, Hui Shein Wong, and Winnie Poh Ming Wong. 2020. "Green Products Purchase Intention: A Study of Sibu Sarawak." *E-BANGI* 17 (1): 62–79.
- Yahya, Wan Kalthom, Norhusniyati Husin, Najihah Abdul Rahim, Nik Rozila, Nik Mohd Masdek, and Siti Rohana Daud. 2021. "Assessing Motivations towards Green Product Purchase Behaviour among Young Malaysia: Empirical Evidence." *International Journal of Academic Research in Business and Social Sciences* 11 (11): 222–37. <https://doi.org/10.6007/IJARBS/v11-i11/11182>
- Zahari, Afzal Izzaz, Redvin Bilu, and Jamaliah Said. 2019. "The Role of Familiarity, Trust and Awareness towards Online Fraud." *Journal of Research and Opinion* 6 (9): 2470–80.
- Zaremozhzabieh, Zeinab, Normala Ismail, Seyedali Ahrari, and Asnarulkhadi Abu Samah. 2021. "The Effects of Consumer Attitude on Green Purchase Intention: A Meta-Analytic Path Analysis." *Journal of Business Research* 132: 732–43. <https://doi.org/10.1016/j.jbusres.2020.10.053>

Zhao, Jianhao. 2023. "Factors Influencing Online Purchase Intention among Students in SEGI University." *Academic Journal of Business & Management* 5 (7): 67–77.
<https://doi.org/10.25236/AJBM.2023.050711>