



# Turning Social Media Green Usage into Real-World Impact: How Green Psychology Fuels Green Purchase Behaviour

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## ABSTRACT

Through the use of the S-O-R framework as theoretical basis, this study aims to fill a void and clarify how green social media use informs consumers' behaviour and sustainability by way of psychological processes in the digitally developed but relatively unexplored contexts of Malaysia. Through empirical examination, this research investigates, in detail, the entire stimulus-orientation-response pathway through digital engagement, mediated by psychological factors, resulting in real green behaviors as seen in Southeast Asian consumers. Based on the results of structural equation modelling ( $n = 324$ ), it was determined that social media green use positively affects all four factors (green trust, green satisfaction, green word-of-mouth, and green perceived value), which further contribute to increased purchase intentions for green products, with purchase intentions being an effective predictor of actual green behaviours in the physical world. Specifically, green WOT does not directly nor indirectly affect purchase intentions indicating key contextual boundaries. These findings reinforce the importance of trust- and satisfaction-based mechanisms in bridging the intention-behavior gap. Limitations include the cross-sectional design of the study, and a sample that tends to be made up of young, well-educated users case limits generalizability; longitudinal studies with diverse populations are needed.

**Keywords:** Social Media Green Usage, S-O-R Framework, Green Trust, Green Satisfaction, Green Purchase Intention, Green Behaviour

**JEL Classifications:** M31, Q56, D91

## 1. INTRODUCTION

With increasing environmental crises and pressure for sustainable development worldwide, the need for governments, companies, and researchers to accelerate efforts to achieve sustainable consumption is greater than ever before (Hariram et al., 2023). "Green consumption" encompasses the use and acquisition of items with no environmentally damaging responsibility or an implication of such. It has become a fundamental component of international climate change initiatives as well as national development goals (Glavim, 2021). Increasing consumer consciousness, innovative regulation, and the fast-paced shift in digital technology are driving the push for sustainable markets in both mature and emerging economies (Tørstad et al., 2025).

Malaysia is at the forefront of the transformation of the developing markets in Asia. According to Nik Jaafar et al. (2021), the country

has seen a dramatic increase in its national internet coverage from 76.9% to 88.7%, with nearly 85.9% of internet users being under the age of 44 consistently using the internet. Moreover, during 2022, Chen et al. (2023) claimed that approximately 91.7% of individuals in Malaysia were active users of social media. Such extensive digital integration has dramatically transformed how people consume green products; social media has evolved from simply being a medium for exchanging information into a vibrant digital ecosystem where individuals can create green identities, communities, and consumer behaviours (Iqbal et al., 2025). In this context, brands and organisations have started to use engaging digital campaigns, peer endorsements, and real-time feedback regarding environmentally friendly products and lifestyles.

Nonetheless, the ongoing "intention– behaviour gap" continues to represent a crucial challenge for both research and practice

in green consumption, notwithstanding the increased interest in sustainability, and heightened digital engagement with sustainability-related issues. Survey data consistently report that consumers have strong pro-environmental attitudes and a willingness to pay more for green products, only for the adoption of green products to lag behind these measures (Mabaso et al., 2025). Various issues such as misinformation via digital channels, scepticism about green claims, greenwashing, and inconsistent eco-labelling, frequently undermine consumer trust and impact turning green intentions into actual choice in the real world (Kovač et al., 2025). These issues are even more pronounced within rapidly changing, non-Western environments where informational and institutional uncertainty intersects with different demographic and cultural contexts.

As outlined in the S-O-R (Stimulus-Organism-Response) theory by Mehrabian and Russell (1974), has become a more commonly referenced theoretical framework for understanding the psychological and behavioural processes related to sustainable action in the digital age. The S-O-R framework argues that external stimuli, in this case exposure to green content and social interactions on digital platforms, impact internal psychological states (e.g., trust, satisfaction, perceived value, and word of mouth), which in turn drive resultant behaviours (Román-Augusto et al., 2022). In the field of research for green consumption, there is an increase in understanding these pathways, and therefore, current research suggests that these digital engagements can be impactful on trust, satisfaction, and the mediating effects of brand communications and peer interactions, establishing green agreements and pro-environmental purchase/consumption (Kamalanon et al., 2022; Ahmad et al., 2023). Nevertheless, the majority of studies are situated in Western or developed markets, and the research often fails to recognize the social media engagement processes and the nature of the digital ecosystem to interact or co-create with peers related to the complex notions of digital contributions in Asia and other contexts.

Against this backdrop, the present study advances a novel empirical model grounded in the S-O-R framework to elucidate the mechanisms through which social media green usage translates into sustainable action among Malaysian consumers. Specifically, this research examines:

- (1) How social media green usage (stimulus) influences key psychological factors—green trust, green satisfaction, green word of mouth, and green perceived value (organism);
- (2) How these organismic states in turn drive green purchase intention and actual green behaviour (response);
- (3) Whether and how green purchase intention mediates the effects of psychological antecedents on real-world green behaviour;

This research will make important contributions by combining new digital and psychological variables into a credible theory. To begin with, there is a continuation of the S-O-R model to a relatively undeveloped digital emerging market, providing significant empirical insight about the established pathway from social media interaction to sustainable behavior. The second major aspect provides insight into why pro-environmental intentions often do not result in behaviour by systematically modelling both direct

and mediated effects and demonstrating the importance of trust and satisfaction-based mechanisms. Thirdly, regarding Malaysian context, the researchers have responded to the need for context-specific and culturally adaptable models of green consumer behaviour while taking into account the diverse challenges and opportunities created by rapidly developing digitised economies within SE Asia.

Overall, this study advances the theoretical understanding of the digital-behavioural interface related to sustainable consumption and produces specific recommendations for marketers, policymakers and social innovators wishing to address the intention-behaviour gap. Although this research builds on the existing S-O-R framework, it explicitly addresses the need for continued theoretical development of how changing consumer experiences and social influences, as well as digital affordances, are influencing consumer behaviour. In doing so, it offers a timely foundation for future inquiry into the interactive, multi-level drivers of green behaviour in the global digital age.

## 2. LITERATURE REVIEW

### 2.1. Green Consumption: Global Trends and the Digital Shift

Green consumption has become a foundational consideration in global sustainability initiatives, arising from increasing environmental pressures, and the imperative for low-carbon transitions, (Goyal and Goyal, 2021). Recent empirical evidence documents significant and sustained increases in global financing for green products and services globally, particularly in renewable energy, green bonds and public procurement. For instance, Demski et al. (2025), reported estimated green bonds issued from 2020 to 2023 of USD 1.4 trillion, while an estimated USD 700 billion of green bonds was projected to be issued in 2024. Green public procurement has also rapidly developed as a worldwide public policy mechanism—an act to require public procurement of goods and services to contribute to sustainable consumption—having estimated government procurement representing 15% of GDP in developed economies like the European Union and up to 30% in some developing states (Erizaputri et al., 2024). National level evidence more recently published shows a growing share of public spending on both green fiscal recovery from global economic shocks, with significant cross-country differences in quantitative green expenditures (Tørstad et al., 2025). These observed trends demonstrate accelerating growth and institutionalization of green public expenditure around the world related to financial innovation and shifting government regulatory frameworks. The significant and expanding growth of organic, recyclable, and ethically produced products creates not only new and expanded choices but also represents a transformation of consumer values and identities.

Recent research supports that Malaysia now has essentially complete access to the internet, and this transformation in access has impacted the green consumer market ecosystem in significant ways (Department of Statistics Malaysia [DOSM], 2023). In early 2023, 97.7% of the individuals were described as users of the internet, and the household user penetration rate was 96.4% (Saleh et al., 2024). According to the 2024 Digital

report from Datar Portal, Internet penetration is around 97.4% while Social Media penetration is 83.1% (28.68 million users) (Kemp, 2024). There is clearly a digitally-enabled society where the use of various digital channels has a significant impact on raising awareness about products and influencing behaviours regarding eco-friendly products. Social media serves not only as a means to communicate information but also creates an interactive environment that influences, supports, and occasionally contests green identities, particularly for digital natives. While previous research has focused on green consumption primarily as an individual issue (Testa et al., 2021), recent literature highlights the importance of the socio-digital context, the role of peers, and the impact of communities as important motivations or hindrances to pro-environmental behaviours (Hashish et al., 2022; Ahmad and Zhang, 2020).

Nonetheless, the expectation of digital advancement is equal to many challenges that continue to exist. The continuing lack of belief in green initiatives, the distribution of false information digitally, green-baiting, and unevenly applied eco-labels are damaging consumer confidence and delaying the changing of consumer intentions into action (Kovač et al., 2025; Israfilova and Bian, 2025). Cross national studies reveal lots of diversity in people's attitude towards green and adopting green behaviours due to characteristics associated with each demographic, cultural, and market (Brnggemann et al., 2025). Emerging markets like Malaysia, have characteristics that make it a particularly interesting and neglected context for examining how digital engagement translates into real-world green behaviours because of its rate of digital adoption; increased emphasis on the environment; and lack of both institutional and informational knowledge.

In contrast to prior studies, which have largely centered on Western or developed countries and frequently ended with attitudinal or intention-based results, this research takes place in the unique context of post-pandemic, hyper-digitalised Malaysia. It also provides an empirical examination of the full psychological and behavioural pathways from social media usage through to actual green behaviour, while explicitly taking into account differences between groups of people. This provides an important contribution to the understanding of the digital-behavioural links between green purchasing in non-Western developing economies.

## 2.2. Theoretical Framework: S-O-R

The S-O-R model (Mehrabian and Russell, 1974) presents a systematic method for comprehending how environmental stimuli induce a reaction from the individual, which then leads to consumer behaviour. In digital transformation context, the S-O-R is a valuable way of explaining how exposure to green content and campaigns found on social media (stimulus) elicits strong thoughts and feelings related to trust, satisfaction, perceived value, and word of mouth (organism) that result in both intention to purchase green, as well as to engage in actual green behaviour (response) (Roma -Augusto et al., 2022; Hashish et al., 2022).

Recent studies have shown that the S-O-R model works well for green consumption through digital engagement leading to improved levels of green trust and satisfaction. The constructs of

value perceived and satisfaction provide important intermediary role between online engagement and sustainable consumption (Kamalanon et al., 2022). Nonetheless, a literature review identifies multiple theoretical and empirical issues that lack resolution. The S-O-R model is an effective means of mapping a linear relationship between stimulus and response, it has been critiqued for its inability to adequately account for both complex feedback loops as well as the multitudinous levels of influence and the dynamic interactions that are inherent in current digital environments (Xia et al., 2024). In practice, the “organism” is not merely a passive recipient but is dynamically co-constructed through dialogue, scepticism, and peer-driven social learning—phenomena that become especially salient in the presence of digital misinformation and greenwashing.

Additionally, S-O-R models have not been extensively researched in relation to new forms of digital economies in Asia, where social media use differs drastically from what is experienced in North America, both in terms of consumer culture and government regulations, resulting in less insight into how digital stimuli are processed or ignored among consumers.

In direct response to these gaps, this study extends the classic S-O-R framework by systematically incorporating demographic heterogeneity as a contextual moderator, modelling potential boundary conditions such as digital literacy and generational cohort, and foregrounding the context-specific factors of Malaysia's post-pandemic, hyper-digitalized market. Unlike previous studies that apply S-O-R in a generic or Western-centric fashion, this research provides novel evidence on how the digital-to-behavioural transition unfolds—and sometimes falters—in rapidly evolving, non-Western environments.

## 2.3. Green Purchase Intention

The intention to purchase green or environmentally friendly products requires motivation and will be influenced by numerous factors and individual dispositions (Kumar et al., 2021). In line with this perspective, Vu et al. (2022) and Xu et al. (2022) point out that environmental awareness, social norms, and perceived control are crucial in influencing individuals' green purchase intentions.

Nevertheless, studies conducted by various researchers have shown that boundaries and contextual aspects remain. The role of social influence and perceived control on green purchasing intention tends to be weak or highly dependent on context, which exposes cultural and generational depth of difference (Balaskas, 2024). For example, in Malaysia and other similar emerging markets, price sensitivity and willingness to pay could play a significant moderating role: for example, which consumers that have an environmental-oriented mindset may be deterred by price premium or limited in their willingness to pay given the market capacity (Lavuri, 2022). Most importantly, the “intention-behaviour gap” is well-documented in the literature suggesting that even with a high intention-level, consumers will still not act on that intention; barriers found in product availability, trust issues, and contextual limitations will still function as roadblocks to greens choices in real-world settings (Atabong Atem and Idelbi, 2025).

Moreover, while much of the existing literature emphasizes positive drivers, recent research has begun to interrogate the pervasive “optimism bias” in green intention studies. Digital fatigue, scepticism, and “green hush” can negatively affect intentions to purchase green products (Román-Augusto et al., 2022). It will go beyond past studies that have only looked at attitude-based drivers of green purchase intention in the West, and explore the facilitators, critical limits, vulnerabilities, and failure points for green purchase intention in the rapidly changing digital environment of Malaysia. Therefore, this study will provide much-needed empirical data on the unique combination of the psychological, economic, and digital influences on sustainable consumption in emerging markets.

#### 2.4. Green Behaviour

Green behavior involves the taking of environmentally-conscious purchasing practices and is a pivotal point at which there is a transfer of pro-environmental intention to pro-environmental behavior (Sukumaran and Majhi, 2024). Although there is widespread acknowledgement among scholars that intentions to purchase green are strong predictors of sustainable behavior, the conversion from intention to behavior is highly mediated. Numerous structural and situational factors impede the ability of intentions to be translated into action by limiting the consumer’s choices available to them (Fuzail, 2025). Furthermore, the impact of behavioural economics frameworks on present bias, bounded rationality and social signalling will promote, or inhibit, the adoption of sustainable behaviours (Hanlon et al., 2022).

The “last mile” problem is a significant issue, particularly with younger generations who have been raised in a digital age; while they may communicate pro-environmental values through social media, many of these individuals have difficulty translating their beliefs into action (Ruii and Ragnedda, 2024). Recent cross-cultural studies have identified that the movement from attitude to action characteristics within Asia differs greatly from those that are found within other countries. Research across different cultures demonstrates that the slope of attitudes versus actions is steeper in Asian contexts than in less developed markets, and this slope is impacted by market maturity, trust in eco-labeling, and the quality of social support systems (Carranza et al., 2023).

This study will extend the current findings on intention, direct or indirect mediated relationships that extend from an intention to behavior through an explicit model that includes both contextual moderators (digital engagement, demographics, and market conditions) as well as an analysis of how, when, and to whom the various types of digital platforms will influence the initiation of environmentally responsible action in developing nations.

#### 2.5. Social Media Green Usage and Green Trust

Green use of social media to promote environmental initiatives is an important tool for organisations to show customers that they are committed- using transparent and interactive messaging helps organisations build trust between themselves and their customers (Jiang and Lyu, 2024). The S-O-R model illustrates that digital engagement may act as a stimulus or external factor that alters

consumer perceptions of brand credibility. According to Ahmad et al. (2023), person-to-person relationships between users and brands are positively influenced by the extent to which brands communicate using messages that align with their environmental values or priorities.

However, the relationship is complex; if green messaging is overdone, unauthentic, or overstated, it can cause consumers to distrust greenwashing and is especially pronounced for digitally-educated consumers (Román-Augusto et al., 2022; Hossain, 2025). Moreover, research demonstrates that trust depends on message transparency and personal involvement as moderating variables. While most researchers agree that green use of social media creates trust, little is known about the mechanisms and boundaries that may exist in rapidly changing digital marketplaces.

To respond to these unanswered questions, the present study examines how social media use impacts green environmental trust and the variables that will moderate or enhance this relationship, in the context of Malaysia. Consequently, the following hypothesis is advanced:

H<sub>1</sub>: Social media green usage has a positive effect on green trust.

#### 2.6. Social Media Green Usage and Green Satisfaction

Recent empirical evidence supports that consumer satisfaction is now a new key psychological outcome of social media engagement in the context of green consumption behaviour (Román-Augusto et al., 2022). According to the S-O-R model, social media engagement for green consumption provides more than just attention, it also provides superior and more accurate information allowing real-time interaction with brands and peers, shaping consumer emotion towards certain behaviours. Ahmad et al. (2020) and Román-Augusto et al. (2022) found that when consumers see green campaigns from social media as very relevant and credible, they are happier with their choice of environment and their overall decision making.

Notably, as Shams et al. (2025) observed, the association is far from guaranteed, as trivial, untrustworthy, or too commercialized messages reduce satisfaction, particularly for consumers who are more sensitive to authenticity and sincerity. As such, it is crucial to have alignment or misalignment between online green claims and the consumer’s actual interaction with the product. For instance, Arruda Filho and Barcelos (2021) state that any misalignment can disrupt satisfaction and result in negative word of mouth, and Pan et al. (2025) states that credible endorsement of peers and alignment with experience provides a significant boost in satisfaction.

Despite a growing breadth of academic research, there remains insufficient clarity in the literature with respect to the situated conditions in which use of social media interact to provide “real” green satisfaction, with a particular focus on emerging markets characterized by new digital literacy and distrust. To resolve this gap, the study engages the processes and situated conditions in which social media green use leads to consumer satisfaction in the digital context found in Malaysia. Accordingly, the following hypothesis is proposed:

H<sub>2</sub>: Social media green usage has a positive effect on green satisfaction.

### 2.7. Social Media Green Usage and Green Word of Mouth

Román-Augusto et al. (2022) indicated that social media green use offers a Green WoM (Word of Mouth) effect aside from creating trust and satisfaction. Social media provides a context to generate interaction and allows users to share and validate green information, increasing information effectiveness and credibility. This interaction, part of the S-O-R framework, begins with individual responses, but can also result in social contagion of interests, as peer recommendations are often more influential than communication from companies (Cheng et al., 2021; Román-Augusto et al., 2023).

There is evidence from different national contexts that participatory digital campaigns can produce elevated levels of user-generated green content and, subsequently, impact attitudes and behaviours more broadly (Teng and Halim, 2024; Sharma et al., 2024). However, as Mohammed et al. (2025) highlighted, the sustainability-related effects of WoM are not always good or beneficial. For example, strong, commercialised, or insincere messages may lead people to become sceptical, lessening the persuasive capabilities of WoM. Similarly, Hancock et al. (2023) note that mixed messages or discussions of inconsistent information may lessen WoM effectiveness. Xiao et al. (2023) further highlight that cultural context and digital literacy may be important moderating variables influencing consumer engagement and the overall effects of WoM, including sustainability-focused WoM conversations.

Addressing the nuances stated above, this study will examine how usage of social media in the green domain relates to the spread of green WoM and the perceived trustworthiness of green WoM with a focus on authenticity, community, and platform features, thereby resulting in the following hypothesis:

H<sub>3</sub>: Social Media Green Usage relates positively to Green Word of Mouth (Green WoM).

### 2.8. Social Media Green Usage and Green Perceived Value

Román-Augusto et al. (2022) and Safeer (2024) argue that green social media usage is an important factor in determining consumers' perceived value of green products, aside from trust, satisfaction, and information through word of mouth. Social media, as a stimulus in the S-O-R framework, allows consumers to consider all dimensions of product evaluation from green product's ecological, functional, social, and emotional benefits. Nazarenko and Saleh (2024) demonstrate that genuine green communication and timely feedback stimulate consumers' perceived value and willingness to pay a premium giving sustainable brands a competitive advantage.

Nevertheless, Liu et al. (2025) caution that this positive effect is neither universal nor unconditional. Information overload, inconsistent or exaggerated claims, and negative user-generated content can undermine—or even reverse—consumers' perceptions

of value. The authenticity of both brand and peer communications, as well as broader socio-cultural factors, play decisive roles in how consumers internalize and trust these value signals (Gurrieri et al., 2023). Thus, when and how the use of social media has increased the perceived value of green-related consumption is still not well established. This research was intended as a direct and indirect (via important moderators) study of the effect of social media on the perceived value of green-related consumption. Therefore, the following hypothesis will be proposed:

H<sub>4</sub>: Social media green usage exerts a positive impact on green perceived value.

### 2.9. Green Trust and Green Purchase Intention

Green trust is viewed as a critical element to encourage sustainable consumption by reducing perceived risk and increasing preferences towards environmentally friendly products. As Luo et al. (2023) conclude, trust is a key component to the S-O-R framework, which deals with contexts of information asymmetry as well as concerns about greenwashing that may undermine consumer trust. Empirical evidence, including studies conducted by Li et al. (2021) and Wasaya et al. (2021), shows that elevated green trust is usually a strong predictor of a positive intention to purchase green products across different markets or products, with many studies reporting no distinction between products. The role of trust is to predict stronger intentions to purchase green products, as well as to amplify the role of perceived value or satisfaction.

Despite this assertion, the extent of the trust-intention relationship is dependent on contextual and individual factors. For instance, Román-Augusto et al. (2022) mentioned that personal involvement, prior experience and the importance of green attributes could act as moderators. According to Forliano et al. (2025) trust is vulnerable to high levels of greenwashing and uncertainty in regulations. Verified certifications or institutional endorsement may strengthen trust (Nygaard, 2023). Also, trust will vary based on personal characteristics and consumer expectations related to the transparency of claims for the conversion of trust to purchase intent.

To provide more specificity regarding what the Malaysian digital context is, this study examines when and to whom green trust acts as a predictor for intention to purchase green products. Based on the above, the following hypothesis is proposed:

H<sub>5</sub>: Green trust has a significant influence on green purchase intention.

### 2.10. Green Satisfaction and Green Purchase Intention

Green satisfaction differs from general satisfaction in that it is about how well green products or services fulfill consumer expectations for sustainability and social responsibility (Chen, 2010). The concept of "green satisfaction" is dynamic in nature and will therefore fluctuate with changing consumer expectations for sustainability and actual product performance in the marketplace, as indicated by Román-Augusto et al. (2022). Within the S-O-R model, satisfaction is an internal and psychological reaction, and the continuity and reliability of the experience will determine whether the consumer returns to purchase again (Vafaei-Zadeh et al., 2025).

Research studies by Ahmad et al. (2023) and Wang et al. (2023) indicate that if consumers feel an elevated level of satisfaction regarding “greenness”s following product effectiveness, environmental claims, and lifestyle experience positively, the probability of repeat purchases and providing a positive recommendation will increase. Conversely, Waheed et al. (2022) found that unmet expectations or a difference between the claimed benefit and consumer experience negatively affects continuing to consider purchasing or induces negative word of mouth. The strength of this association may also be affected by several variables such as consumer involvement, past experiences with exaggerated environmental claims, generation differences, and market maturation (Sun and Li, 2023).

While there is more awareness of these influences, research is lacking on how authentic green satisfaction results in, and continues to create, sustained purchase intention, as well as the contextual factors that may serve to mediate or moderate this effect. Therefore, the aim of this study is to investigate the impact of green satisfaction on purchase intention within the boundaries of Malaysia’s digital marketplace. Therefore, the study hypothesizes that:

H<sub>6</sub>: Green satisfaction exerts a positive effect on green purchase intention.

### 2.11. Green Word of Mouth and Green Purchase Intention

Green WoM is a significant driver of green consumption. Green WoM provides a vehicle for transmitting information and social proof around green behaviors (Romav-Augusto et al., 2022). The impact of WoM is amplified in the area of green consumption by value and norm based motivations, therefore enhancing the power of peer-to-peer communications. The narrative of peer-generated WoM acts as a strong internal stimulus within the S-O-R framework, thereby influencing evaluation and purchase intentions.

Research has shown that peer recommendations, online reviews and authentic testimonials impact the credibility of green messaging, as well as reduce the perceived uncertainty for consumers for purchasing green products (Ahmad et al., 2023; Luo et al., 2023). The effectiveness of green WoM depends on its authenticity, as described by Rompe-Augusto et al. (2022). Commercialized, fake, or exaggerated forms of WoM can damage consumer trust and therefore decrease the overall effectiveness of the green WoM. Other types of contextual and individual factors (for example, environmental attitudes and previous experiences) will also affect how effective WoM is as a persuasive social force (Waheed et al., 2022; Ahmad and Zhang, 2020). Additionally, the amount of digital content present today and the presence of competing messages will also impact how persuasive WoM is.

This research study aims to identify the conditions under which green WoM delivers the highest levels of purchase intentions, with particular attention to the role of authenticity, the variability of consumers, and the interaction of online and offline environments in this relationship. On this basis, the following hypothesis is posited:

H<sub>7</sub>: Green word of mouth (Green WoM) is positively associated with green purchase intention.

### 2.12. Green Perceived Value and Green Purchase Intention

Consumers’ total evaluation of positive and negative aspects of green products and services is referred to as green perceived value. Green perceived value includes attributes related to the environment and nonenvironmental attributes such as quality, economic benefits, convenience, social status, and emotional benefits (Walia and Kumar, 2022; Cheung et al., 2015). The S-O-R theoretical framework identifies perceived value as one internal evaluation component used to determine whether or not to purchase sustainability-related products (Ahmad et al., 2023).

Based on empirical research, considerable evidence exists that greater perceived green value and green purchase intention occur through a number of markets and consumer segments (Romsu-Augusto et al., 2022). Tangible and intangible (e.g., financial savings, health benefits and social status) benefit communications can have a significant impact on consumers’ willingness to buy (Ahmad et al., 2023). Consumer knowledge, prior experience, market maturity, and a credible value communication will moderate this relationship (Waheed et al., 2022). If consumers feel that the green claims are exaggerated or disconnected from actual performance, they may develop some suspicion, especially price-sensitive consumers or those that are less engaged with the product or service. Similarly, as noted by Pinkse and Bohnsack (2021), weight given to environmental versus functional value may vary seasonally and be determined by the specific market and cultural contexts.

In light of these issues, it is necessary to elucidate the mechanisms and context in which green perceived value influences purchase intention. Hence, this study posits the following hypothesis:

H<sub>8</sub>: Green perceived value has a positive influence on green purchase intention.

### 2.13. Green Purchase Intention and Green Behaviour

Generally understood to directly precede green buying behaviour, green purchase intention links the head and heart to sustainable action (Ahmad et al., 2023). Wang et al. (2024) note that even, in the S-O-R framework, intention is paramount for behaviour but transitioning behaviours frequently face individual and contextual barriers. According to Romor-Augusto et al. (2022), there is strong empirical support for a substantial positive relationship between green purchasing intentions and green behaviour across various market environments. Researchers and practitioners continue to grapple with the “intention-behaviour gap.” This difference can be increased by limited supply of the product, high pricing, and scepticism towards environmentally friendly claims (Wang et al., 2024). Other hindrances to transforming intentions into behaviour include perceived behavioural control, peer pressure, accessibility to the market, and the validity or trustworthiness of digital communications. Environmentally conscious consumers who are digitally engaged can also find ways to overcome barriers to sustainable purchasing, but there will be variation between consumer segments (Rom a-Augusto et al., 2022; Yao, 2024).

Considering the complex interactions, this research aims to find out how green purchasing intentions affect real green actions and how social support, market issues, and digital settings help mediate those actions in developing markets. Thus, this study proposes the following hypothesis: H<sub>3</sub>: Green purchase intention has a positive influence on green behaviour.

As a synthesis, Figure 1 visualizes the hypothesized relationships in the model.

### 3. RESEARCH DESIGN, DATA COLLECTION, AND MEASUREMENT

The aim of this study was to systematically explore, via a cross-sectional survey, the relationships between social media green use, green trust, green satisfaction, green word-of-mouth, green perceived value, green purchase intention, and green behaviour among consumers in Malaysia. Each of the variables has been measured with multi-item scales that were validated in earlier research and fit the Malaysian context of green consumption. The scales for social media green usage are adopted from Wu and Long (2024) and Xiaoqin (2025); the scales for green trust, green word-of-mouth, green perceived value, and green purchase intention are sourced from Ahmad and Zhang (2020); the scale for green satisfaction is from Hashish et al. (2022); and the scales for green behaviour are taken from Kamalanon et al. (2022). Responses from participants were all recorded using a five-point Likert Scale from 1 (strongly disagree) to 5 (strongly agree).

The survey was divided into two sections: Section I was the collection of demographic information (gender, age, education, and occupation) and Section II was made up of items measuring the constructs specified by the research. A pilot study (38 respondents) was conducted to examine the validity and reliability of the survey, and only a few minor changes were made to the survey after the pilot study. Online data collection was conducted using

**Figure 1:** Proposed S-O-R research framework illustrating the hypothesized relationships among social media Green Usage, Green Psychological Factors (Green Trust, Green Satisfaction, Green Word of Mouth, and Green Perceived Value), Green Purchase Intention, and Green Behaviour.

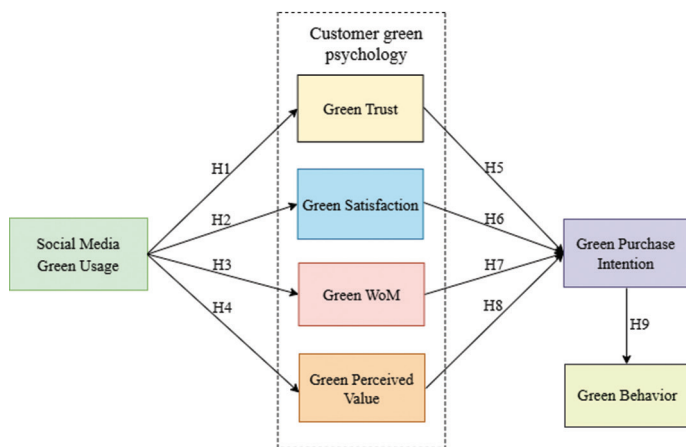


Figure created by the author

Wenjuanxing platform (www.wjx.cn). The link to the survey was communicated via WhatsApp and major social networking sites in Malaysia to maximize the sample diversity. Following thorough screening, a total of 324 valid responses were retained for analysis. Table 1 summarizes the demographic profile of the respondents. The complete set of measurement items and their corresponding sources are provided in the Appendix.

#### 3.1. Assessing Reliability and Validity

The evaluation of all latent variables - social media green usage, green trust, green satisfaction, green word of mouth, green perceived value, green purchase intention, and green behaviour - was completed for reliability and validity according to recommended practices. Table 2 demonstrates that each of the Cronbach’s alpha scores was significantly above the 0.70 minimum threshold and within an acceptable range of 0.790-0.885, indicating internal consistency of each construct. Each of the composite reliability (CR) values was more than 0.70 with a range from 0.876 to 0.912, representing the reliability of the measurement model. Furthermore, under an average variance extracted (AVE) measure, constructs strong above 0.60 allowed for the establishment of convergent validity as each construct accounted for sufficient variance in its respective indicators.

The reliability of the items was established, as all standardized outer loadings were above the acceptable threshold of 0.70 (between 0.756 and 0.869). SMC (squared multiple correlations) were >0.57 for each indicator, indicating an adequate degree of variance explained by each item. Moreover, the VIF (variance inflation factor) for all items, which ranged from 1.560 to 2.264 are not problematic in terms of multicollinearity.

Discriminant validity was ensured using both the Fornell-Larcker criterion and the heterotrait-monotrait (HTMT) ratio. The square root of the AVE for each construct was greater than its inter-construct correlations, while all HTMT values were between 0.302 and 0.584—well below the conservative threshold of 0.85 (Table 3).

**Table 1: Participant demographics**

Demographic factor (s)	Category	Frequency	Percentage
Gender	Male	153	47.2
	Female	171	52.8
Age range (years)	18-30	60	18.5
	31-40	121	37.3
	41-50	101	31.2
	51 and above	42	13.0
	Middle school	35	10.8
Educational attainment	High school	55	17.0
	Bachelor’s degree	145	44.8
	Postgraduate	89	27.4
Occupation	Office staff	220	67.9
	Self-employed	62	19.1
	Other	42	13.0
	Monthly income (RM)	≤3,000	28
	3,001-6,000	95	29.3
	6,001-9,000	83	25.6
	9,001-12,000	65	20.1
	>12,000	53	16.4

Source: Author’s survey data.

**Table 2: Construct reliability and validity statistics**

Construct	Item	Outer loading	SMC	CR	AVE	Cronbach's $\alpha$
Social media green usage	SMGU1	0.819	0.671	0.904	0.702	0.859
	SMGU2	0.836	0.699			
	SMGU3	0.842	0.710			
	SMGU4	0.854	0.729			
Green trust	GT1	0.810	0.656	0.892	0.673	0.839
	GT2	0.801	0.642			
	GT3	0.846	0.716			
	GT4	0.823	0.677			
Green satisfaction	GS1	0.850	0.723	0.884	0.657	0.827
	GS2	0.780	0.608			
	GS3	0.851	0.724			
	GS4	0.756	0.572			
Green word of mouth	GW1	0.836	0.699	0.884	0.656	0.826
	GW2	0.805	0.649			
	GW3	0.817	0.667			
	GW4	0.781	0.610			
Green perceived value	GPV1	0.845	0.714	0.876	0.703	0.790
	GPV2	0.799	0.638			
	GPV3	0.869	0.755			
Green purchase intention	GPI1	0.785	0.616	0.912	0.634	0.885
	GPI2	0.779	0.607			
	GPI3	0.831	0.691			
	GPI4	0.789	0.623			
	GPI5	0.799	0.638			
	GPI6	0.793	0.629			
Green behaviour	GB1	0.816	0.666	0.883	0.653	0.823
	GB2	0.796	0.634			
	GB3	0.803	0.645			
	GB4	0.815	0.664			

**Table 3: Model fit and construct validity: Summary of key assessment criteria**

Index	Threshold	Study value/range	Evaluation
Cronbach's $\alpha$	>0.70	0.790-0.885	Satisfied
Composite reliability (CR)	>0.70	0.876-0.912	Satisfied
Average variance extracted (AVE)	>0.50	0.634-0.703	Satisfied
Outer loadings (Standardized)	>0.70	0.756-0.869	Satisfied
SMC (Item-level R <sup>2</sup> )	>0.50	0.572-0.755	Satisfied
HTMT	<0.85	0.302-0.584	Satisfied
VIF	<3	1.560-2.264	Satisfied

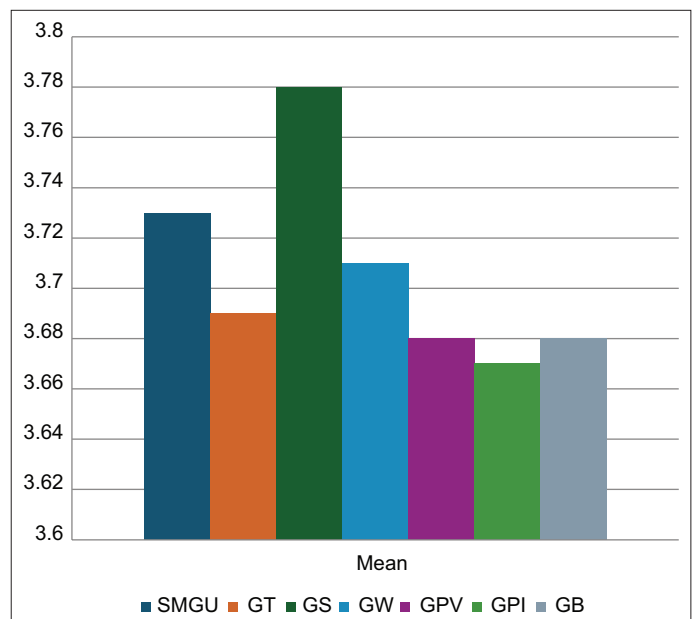
Taken together these results confirm that the measurement model exhibited strong reliability, convergent validity, and discriminant validity, creating a solid basis for testing the structural model. Statistics associated with construct reliability and validity can be found in Table 2, and a summary of key model fit and validity indicators is in Table 3.

**3.2. Descriptive Metrics and Correlational Assessment**

Descriptive statistics and bivariate correlational analyses were run on all principal constructs included in this research study, which are social media green behaviour, green trust, green satisfaction, green word of mouth, green perceived value, green purchase intention and green behaviour. The means and interrelatedness of each construct are exhibited in Figures 2 and 3.

Representation of mean scores associated with every major

**Figure 2:** Mean scores of each major variable on a five-point Likert scale (n = 324)



construct from five-point Likert responses (n = 324) is shown in Figure 2. Mean scores for all variables ranged from 3.67 to 3.78; therefore, indicating moderate to moderately high levels among all measured variables. Green satisfaction (GS) had most average score (3.78), whereas green purchase intention (GPI) and green perceived value (GPV) were lower mean scores. This figure allows a relatively simple method for comparing

the central tendency between the measured constructs used in this study.

Illustrated in Figure 3 is the Pearson correlation matrix for all of the primary constructs, formatted with Excel’s conditional colour scaling to show the strength of each bivariate relationship. Correlation coefficients were between 0.32 and 0.58; Figure 3 displays all relationships either positive or neutral in expected direction. Darker hues represent stronger correlations and a lighter hue depict a weaker association. For example, the correlation between green trust (GT) and green behaviour (GB) was among the highest measured ( $r = 0.58$ ), whereby the correlations between green word of mouth (GW) and the other variable were more modest, respectively. This visual formatting quickens the process of identifying the strength and degree of association with the relationship between primary constructs.

Together, these descriptive and correlational analyses confirm the suitability of the data for further hypothesis testing and structural equation modelling, while also highlighting meaningful patterns in the relationships among the major variables. These findings provide a solid empirical foundation for examining the hypothesized paths in the following sections.

### 3.3. Hypothesis Testing

As shown in Table 4, the outcomes of the structural equation modelling include some noteworthy direct effects. Green trust ( $\beta = 0.257$ ,  $t = 4.719$ ,  $P < 0.001$ ), green satisfaction ( $\beta = 0.157$ ,  $t = 2.634$ ,  $P = 0.008$ ), and green perceived value ( $\beta = 0.211$ ,  $t = 3.362$ ,  $P = 0.001$ ) all had significantly positive effects on green purchase intention; therefore, we can conclude that our hypotheses regarding the determinants of purchase intention were supported. Social media green usage had strong positive effects on green trust ( $\beta = 0.433$ ,  $t = 7.810$ ,  $P < 0.001$ ), green satisfaction ( $\beta = 0.425$ ,  $t = 7.642$ ,  $P < 0.001$ ), green perceived value ( $\beta = 0.407$ ,  $t = 7.345$ ,  $P < 0.001$ ), and green word of mouth ( $\beta = 0.302$ ,  $t = 5.123$ ,  $P < 0.001$ ), reaffirming its role in the conceptual framework as the starting variable for subsequent variables. It is worth noting that green word of mouth did not have a significant direct effect on green purchase intention ( $\beta = 0.087$ ,  $t = 1.529$ ,  $P = 0.126$ ).

Green purchase intention represents a strong predictor of green

behaviour (reen behaviour ong preP < 0.001), thereby verifying the mediation of psychological antecedents with real-world pro-environmental behaviours. Bootstrapping-based indirect effect analysis supports the conclusion that green trust, green satisfaction, green perceived value, and green social media usage all significantly influenced green behaviour through green purchase intention (indirect effect of atisfaction, green perceived value,  $P < 0.05$ ). Additionally, the green word of mouth to green behaviour indirect effect via green purchase intention is statistically nonsignificant (nsignificanP = 0.151). These results highlight the importance of green purchase intention as the principal route connecting traditional antecedents to green behavioural outcome; while some traditional (social) or attitudinal antecedents do not necessarily have a direct or mediated effect on behaviour.

### 3.4. Chain Mediation Effect Testing

Bootstrapping was conducted using 5,000 resamples in SmartPLS to evaluate chain mediation effects (Table 5). Specifically, all four indirect effects (i.e., green trust, green satisfaction, green perceived value, and social media green use) on green behaviors through green purchase intention were statistically significant. For example, the indirect effect of green trust on green behaviour

**Figure 3:** Pearson correlation matrix among all primary constructs, visualized using Excel conditional colour formatting (N = 324). Colour gradients indicate the relative strength of the correlations, where red shades represent stronger correlations, yellow shades indicate moderate correlations, and green shades denote weaker correlations. In addition, darker colour intensity reflects stronger relationships overall.

	SMGU	GT	GS	GW	GPV	GPI	GB
SMGU	1	0.5	0.49	0.35	0.49	0.52	0.55
GT	0.5	1	0.52	0.3	0.5	0.5	0.58
GS	0.49	0.52	1	0.34	0.46	0.43	0.57
GW	0.35	0.3	0.34	1	0.42	0.32	0.35
GPV	0.49	0.5	0.46	0.42	1	0.48	0.54
GPI	0.52	0.5	0.43	0.32	0.48	1	0.43
GB	0.55	0.58	0.57	0.35	0.54	0.43	1

**Table 4: Structural equation modelling results: Direct and indirect effects**

Hypothesis	Path	$\beta$	t-value	P-value	Significance
H <sub>1</sub>	SMGU→GT	0.433	7.810	<0.001	Significant
H <sub>2</sub>	SMGU→GS	0.425	7.642	<0.001	Significant
H <sub>3</sub>	SMGU→GW	0.302	5.123	<0.001	Significant
H <sub>4</sub>	SMGU→GPV	0.407	7.345	<0.001	Significant
H <sub>5</sub>	GT→GPI	0.257	4.719	<0.001	Significant
H <sub>6</sub>	GS→GPI	0.157	2.634	0.008	Significant
H <sub>7</sub>	GW→GPI	0.087	1.529	0.126	Not Significant
H <sub>8</sub>	GPV→GPI	0.211	3.362	0.001	Significant
H <sub>9</sub>	GPI→GB	0.370	6.402	<0.001	Significant
Indirect	SMGU→GPI	0.290	6.790	<0.001	Significant
Indirect	SMGU→GB	0.107	3.598	<0.001	Significant
Indirect	GT→GB	0.095	3.322	0.001	Significant
Indirect	GS→GB	0.058	2.225	0.026	Significant
Indirect	GW→GB	0.032	1.437	0.151	Not Significant
Indirect	GPV→GB	0.078	2.763	0.006	Significant

**Table 5: Chain mediation effects (bootstrapping, n=5,000)**

Pathway	$\beta$	Boot SE	95% CI	P-value	Significance
GT→GPI→GB	0.095	0.029	(0.041, 0.153)	0.001	Significant
GS→GPI→GB	0.058	0.026	(0.010, 0.114)	0.026	Significant
GPV→GPI→GB	0.078	0.028	(0.022, 0.134)	0.006	Significant
GW→GPI→GB	0.032	0.022	(-0.009, 0.073)	0.151	Not Significant
SMGU→GPI→GB	0.107	0.030	(0.054, 0.167)	<0.001	Significant

via green purchase intention was  $\beta = 0.095$  (Boot SE = 0.029, 95% CI [0.041, 0.153],  $P = 0.001$ ); green satisfaction's indirect effect was  $\beta = 0.058$  (Boot SE = 0.026, 95% CI [0.010, 0.114],  $P = 0.026$ ); green perceived value's indirect effect was  $\beta = 0.078$  (boot SE = 0.028, 95% CI [0.022, 0.134],  $P = 0.006$ ); and social media green usage's indirect effect was  $\beta = 0.107$  (boot SE = 0.030, 95% CI [0.054, 0.167],  $P < 0.001$ ). For all the pathways examined, the confidence intervals were all significantly different from zero, supporting the idea that the mediation was strong.

However, in terms of the indirect effect of green word of mouth on green behaviour through green purchase intention, the effect was non-significant ( $\beta = 0.032$ , Boot SE = 0.022, 95% CI [-0.009, 0.073],  $P = 0.151$ ) as the CI included zero. From these findings, it is clear that green purchase intention plays an important role in mediating the effect of the basic predictors on green behaviour, but not every social variable is producing a meaningful chain mediation in this situation.

## 4. CONCLUSION AND IMPLICATIONS

### 4.1. Theoretical Implications

This research builds on our understanding of sustainable consumption in new digital markets through empirical validation of an integrated model developed from the S-O-R (stimulus-organism-response) paradigm. Unlike many existing studies that focus on green consumption within Western or established economies (Román-Augusto et al., 2022; Kamalanon et al., 2022), this study examines the Malaysian economy, with its high level of digitality and diversity in demographics. To accomplish this, it extends prior SOR models by examining the entire journey from green social media use through accompanying psychological variables (trust, satisfaction, word-of-mouth, and perceived value) through green purchase intentions and ultimately to actual green purchase behaviours (Hashish et al., 2022; Ahmad and Zhang, 2020).

Importantly, these findings indicate both areas of agreement and disagreement with existing theory. Similar to cumulative research, the use of socially located media for greens has been found to significantly increase consumers' green trust, enjoyment, perceived value, and word of mouth (Romen-Augusto et al., 2022; Ahmad et al., 2023). However, the significant theoretical contribution is found in the nuanced mediation analysis of these results. Green trust, satisfaction, and perceived value are strong predictors of both green purchase intention and green behaviour, but green word of mouth (though it is a result of social media use) is not a direct or indirect predictor of purchase intention or behaviour among this sample. This observation challenges previous assumptions regarding the cross-cutting capability of peer-to-

peer communications (Cheng et al., 2021; Xiao et al., 2023) and suggests that both the perceived credibility and authenticity of digital WoM are subject to local context, especially in developing markets experiencing digital exhaustion and scepticism (Liu et al., 2025; Gurrieri et al., 2023).

By emphasizing how green purchase intention is a mediator and psychological processes are central to the theory underlying the "intention behaviour gap" (Mabaso et al., 2025; Wang et al., 2024), these findings contribute to understanding this phenomenon. The research presents valuable empirical evidence regarding the role of trust and satisfaction based processes in bridging the intention behaviour gap and suggests caution with using word-of-mouth without considering authenticity and context. Additionally, by modeling demographics and contextual contingencies in the S-O-R framework, the research supports the need for adaptive and culturally sensitive approaches to green consumer research (Breggemann et al., 2025; Tørstad et al., 2025).

### 4.2. Managerial Implications

The results provide practical guidelines for marketers, policymakers and social innovators who wish to enhance sustainable consumption through digital channels in Malaysia and other comparable emerging markets. Foremost, the empirical finding that social media green usage substantially boosts green trust, satisfaction, and perceived value highlights the critical need for brands to prioritize authentic, transparent digital engagement (Jiang and Lyu, 2024; Ahmad et al., 2023). Investments in interactive campaigns, credible green narratives, and real-time consumer engagement are more likely to foster the psychological states that underpin green purchase intentions and behaviour (Nazarenko and Saleh, 2024).

Importantly, the emergent limited effect of green word of mouth on purchase intention advises practitioners not to put undue faith in friend recommendations without trustworthiness or authenticity of the messages (Román-Augusto et al., 2022; Mohammed et al., 2025). Marketers should prioritize establishing strong trust and satisfaction with verified ecological claims, third-party certification, and product reliability, as opposed to solely relying on viral/influencer campaigns (Nygaard, 2023; Hossain, 2025). Furthermore, communicating green value (ecological, functional, emotional) is explicit and credible and will address local consumer wariness and prior information overload (Gurrieri et al., 2023; Pinkse and Bohnsack, 2021).

For policymakers, the findings suggest that digital infrastructure and literacy remain vital enablers of green behaviour adoption. Consumer protections against misinformation and greenwashing can be strengthened through strategic investments in digital education alongside regulations on online green claims (Kovačova and Srna, 2025). As a result of these actions,

the translation of green intentions into real-world impact will be improved.

### 4.3. Limitations and Future Research Directions

While the study's contributions are significant, its limitations should also be acknowledged. First, the cross-sectional design, although notably rigorous in measurement, restricts causal inference, and limits the ability to understand dynamic changes in green attitudes and behaviours over time. Future studies could adopt longitudinal or experimental designs to measure more directly changes in digital engagement and psychological mechanism that could vary over time or as a result of an external shock (Hanlon et al., 2022).

Second, although the study has integrated a whole of psychological mediators, it does not investigate other potentially important moderators, including digital literacy, generational cohort, or market maturity (Xia et al., 2024; Sun and Li, 2023). Multi-group and moderation analyses could provide valuable insights into the role of these contextual factors in shaping the pathways we observed. This would be especially relevant given the degree of significant demographic diversity present in Malaysia and other emerging economies (Brüggemann et al., 2025).

Third, although this study is among the first to fully model the chain from social media green usage to actual green behaviour in Malaysia, the context-specific sample limits generalizability. Replicating this analysis in rural areas, different regions, or other emerging markets—as well as comparative cross-national studies—would strengthen the external validity and theoretical reach of these findings (Tørstad et al., 2025).

Ultimately, although pro-environmental word-of-mouth did not strongly predict purchase intentions or behaviours; researchers of future studies should investigate possible boundary conditions and the authenticity of content as potential moderators of this relationship. Other possible antecedents warrant examination as well, including social-identities, regulatory contexts, and community norms (Ahmad and Zhang, 2020; Forliano et al., 2025).

The study provides both theoretical and empirical evidence for how sustainable consumption is connected to the digital-behavioural interface. Moreover, it calls for continued theoretical advances and context-based research to address the complex and changing environment of green consumer behaviours in the digital context.

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## APPENDIX

### English /中文 Questionnaire

This questionnaire survey has two sections. Please read it carefully before the completion and fill in as per the instructions. After the voluntary participation, your information will be kept confidential.

### SECTION ONE

Please "TICK" the most appropriate box for the following questions: -

1. Gender 性别
 

<input type="checkbox"/> Male 男	<input type="checkbox"/> Female 女
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2. Age Group 年龄
 

<input type="checkbox"/> 18 to 30 years old	<input type="checkbox"/> 31 to 40 years old
<input type="checkbox"/> 41 to 50 years old	<input type="checkbox"/> 51 years old and above
3. Level of Education 教育程度
 

<input type="checkbox"/> Middle School Education 中学	<input type="checkbox"/> High School Education 高中
<input type="checkbox"/> Bachelor's Degree 本科	<input type="checkbox"/> Postgraduate Degree 研究生及以上
4. Occupation 职业
 

<input type="checkbox"/> Student □□	<input type="checkbox"/> Office Worker 上班族
<input type="checkbox"/> Entrepreneur □□□	<input type="checkbox"/> Other (Please specify) _____
5. Monthly income (RM, Malaysian Ringgit) 月收入
 

<input type="checkbox"/> 0- RM 3000	<input type="checkbox"/> RM 3001 - RM 6000	
<input type="checkbox"/> RM 6001-RM 9000	<input type="checkbox"/> RM 9001-RM 12000	<input type="checkbox"/> above RM 12,000
6. Have you ever purchased green products as a result of engaging with green content on social media?  
您是否曾因在社交媒体上接触绿色相关内容而产生绿色产品的购买行为?
 

<input type="checkbox"/> Yes 是 → If yes, how many times? 如果有, 购买过多少次?
<input type="checkbox"/> 1-2 times 一至两次
<input type="checkbox"/> 3-5 times 三至五次
<input type="checkbox"/> No 否 → I have never purchased green products through social media engagement. 我从未因社交媒体接触绿色内容而购买绿色产品。

Note: - If your answer is "No", please stop here. If your answer is "Yes", please continue the survey on the next page.  
注: 若您的回答为“否”, 请在此结束填写; 若为“是”, 请继续填写第二部分。

Please read carefully before responding to questions in Section 2

## SECTION TWO

There are 1 to 5 scales: - Strongly Disagree, Disagree, and Neutral (neither agree nor disagree), Agree and Strongly Agree. Please "CIRCLE" the following statement each:

Questions						
<b>Social media green usage (社交媒体绿色使用) (Wu &amp; Long, 2024; Xiaoqin, 2025)</b>						
1	I learned from social media that green products are good for environmental protection. 我从社交媒体了解到绿色产品有助于环境保护。	1	2	3	4	5
2	Through social media, I can interact with others to discuss information about green products. 通过社交媒体,我可以与他人一起讨论绿色产品的信息。	1	2	3	4	5
3	Using social media to search for information about green products is fashionable. 通过社交媒体查找绿色产品信息是一种时尚的行为。	1	2	3	4	5
4	Social media advertising can provide me with timely and effective information about green products. 社交媒体广告能及时有效地给我提供绿色产品的信息。	1	2	3	4	5
<b>Green trust (绿色信任) (Ahmad &amp; Zhang, 2020)</b>						
1	This product's eco-friendly claims are commonly reliable. 这个产品宣称的环保功能通常是可靠的。	1	2	3	4	5
2	This product fulfils commitments and promises environmental safety. 这个产品能够兑现其承诺,保证环保安全。	1	2	3	4	5
3	The eco-friendly reputation of green products is commonly trustworthy. 绿色产品的环保声誉通常值得信赖。	1	2	3	4	5
4	This product's eco-friendly concern meets my expectations. 这个产品对环保的关注达到了我的期望。	1	2	3	4	5
<b>Green satisfaction (绿色满意度) (Hashish et al., 2022)</b>						
1	Because of the green image presented on social media, you are happy with your engagement. 由于社交媒体上传达的绿色形象,您对自己的互动行为感到满意。	1	2	3	4	5
2	Due to the environmental functionality promoted on social media, you are willing to explore related products or services. 因社交媒体所推广的环保功能,您愿意进一步了解相关产品或服务。	1	2	3	4	5
3	Generally, you are pleased with the eco-friendly content and initiatives you encounter on social media. 总体而言,您在社交媒体上看到的环保内容和倡议感到满意。	1	2	3	4	5
4	Your overall satisfaction with social media engagement is attributed to the environmental performance it promotes. 您对社交媒体互动的整体满意度主要源于其所传播的环保表现。	1	2	3	4	5
<b>Green word of mouth (绿色口碑) (Ahmad &amp; Zhang, 2020)</b>						
1	Due to its environmental image, this green product is highly recommended by others. 因为这个产品有环保形象,其他人都很推荐它。	1	2	3	4	5
2	Due to its environmental functionality, this green product is positively recommended by others. 因为这个产品有环保功能,其他人都会给出正面推荐。	1	2	3	4	5
3	Due to its eco-friendliness, this green product has a good reputation. 因为这个产品环保,大家对它的口碑都很好。	1	2	3	4	5
4	Due to its environmental performance, this green product has received positive feedback. 因为这个产品的环保表现,大家都给出了正面反馈。	1	2	3	4	5
<b>Green perceived value (绿色感知价值) (Ahmad &amp; Zhang, 2020)</b>						
1	This product's eco-friendly functions deliver good value. 这个产品的环保功能让我觉得很有价值。	1	2	3	4	5
2	The eco-friendly performance of this product meets one's expectations and green needs. 这个产品的环保表现符合人们的期望和绿色需求。	1	2	3	4	5
3	I purchased this product because it has more ecological value than other products. 我购买这个产品,是因为它比其他产品更有生态价值。	1	2	3	4	5
<b>Green purchase intention (绿色购买意愿) (Ahmad &amp; Zhang, 2020)</b>						
1	Due to its environmental concerns, I will try to purchase the green product. 因为关注环保问题,我会尽量购买绿色产品。	1	2	3	4	5
2	I plan to purchase this product because of its eco-friendly performance. 因为这个产品的环保表现,我计划购买它。	1	2	3	4	5
3	I intend to purchase this product because of its environmental performance. 因为这个产品的环保性能,我有意愿购买它。	1	2	3	4	5
4	I am happy to purchase these products because of their eco-friendliness. 因为这些产品环保,我很乐意购买它们。	1	2	3	4	5
5	I will collect and comprehend information about eco-friendly products. 我会主动收集和了解环保产品的信息。	1	2	3	4	5
6	I will purchase eco-friendly products when I need to buy a green product. 如果需要买绿色产品,我会优先选择环保的产品。	1	2	3	4	5

(Contd...)

### Questions

Green behaviour (绿色行为) (Kamalanon et al., 2022)

- |  |           |
|--|-----------|
| 1 I try to buy green products.<br>我会尽量购买绿色产品。  | 1 2 3 4 5 |
| 2 I have switched to buy green products because of the environmental benefits.<br>出于环保的考虑, 我已开始转而购买绿色产品。   | 1 2 3 4 5 |
| 3 When I choose between the same types of products, I purchase the ones that are less harmful to the environment.<br>当我在同类产品中选择时, 会优先购买对环境危害较小的产品。 | 1 2 3 4 5 |
| 4 I buy green products even if they are more expensive than nongreen ones.<br>即使绿色产品比普通产品更贵, 我仍然愿意购买。  | 1 2 3 4 5 |
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