

## **Green product purchase intention: Impact of environmental concern, self-expressive benefits, and behavioral factors**

### **ABSTRAK**

The increased concerns on environmental issues have affected business activities and consumers' buying behavior. Responding to this, firms began to engage in green production as consumers purchased and embraced green products. therefore, this study aims to examine the influence of environmental concern, self-expressive benefits, and behavioral factors on purchasing behavior towards green cleaning brands. Behavioral factors include attitude, subjective norm, and perceived behavioral control on the purchase intention toward green cleaning attitude. A questionnaire was utilized to gather the data and a convenience sampling technique was used for this study. The model is based on the theory of planned behavior (TPB) and analyzed using the PLS-SEM approach from data collected from 289 young adult consumers. The findings revealed that purchase intention for green cleaning brands was significantly and driven by attitude towards green cleaning brands, perceived behavioral control, self-expressive benefits, and environmental concern directly and indirectly via the mediating role of attitude toward green cleaning brands. Subjective norm was found to be insignificant on purchase intention toward green cleaning brands. The article has shown that the extended TPB is applicable and provides valuable inputs to policymakers and marketers to design green marketing policies and strategies to promote green consumerism in Malaysia.