

Investigating the Impact of Consumer Attitudes Towards Sustainable Products, Corporate Sustainability, and Green Marketing on Green Consumption Behavior in Malaysia

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Received: 01/09/2025

Revised: 03/10/2025

Accepted: 19/11/2025

Published: 21/11/2025

ABSTRACT

This study investigates the impact of consumer attitudes, corporate sustainability, sustainable procurement and green marketing on green consumption behavior in Malaysia, a rapidly industrializing nation with a growing environmental footprint. This study of 25 empirical studies analyzes the impact of eco-labeled products, resource-efficient goods, and environmentally sustainable packaging on consumer purchasing behavior. Despite increased consumer awareness of environmental concerns, the study reveals a gap between attitudes and behaviors, since positive environmental intentions do not regularly translate into sustainable purchasing practices. Corporate sustainability initiatives, including sustainable procurement, resource recycling, and low-carbon policies, are vital for enhancing consumer trust and encouraging green purchasing. Furthermore, green marketing strategies such as eco-labeling, green branding, and corporate social responsibility (CSR) significantly influence consumer perceptions and actions. However, challenges such as greenwashing and the limited availability of sustainable products hinder the effectiveness of these strategies. The study identifies critical research deficiencies, specifically the need for longitudinal studies to assess the lasting impacts of green marketing and company sustainability on customer behavior. The proposal delineates prospective research directions focused on the circular economy, food security, and the interaction between consumer behavior and Sustainable Development Goal (SDG) policies, particularly highlighting gender equality, economic empowerment, and social protection. This study elucidates the relationship between corporate sustainability, green marketing, and green consumption in Malaysia, providing practical implications for businesses and policymakers aiming to foster a green economy in the country.

Keywords: corporate sustainability, green marketing, green consumption behaviour, eco-labeling, corporate social responsibility.

INTRODUCTION:

The global sustainability drive has positioned green consumerism as a key priority in environmental, economic, and social spheres. Green consumption refers to the use of environmentally sustainable products and services that foster sustainable growth by minimizing ecological impact. Governments and enterprises are endeavoring to synchronize their operations with the Sustainable Development Goals (SDGs), particularly SDG 12 (Responsible Consumption and Production) and SDG 13 (Climate Action), rendering green consumption an essential element in mitigating environmental degradation and addressing climate change. The growing importance of green purchasing underscores the necessity of connecting consumer behavior with environmental sustainability objectives, especially in emerging countries like Malaysia, where rapid industrialization and urbanization have placed substantial strain on natural resources.

Consumer behavior towards sustainable products is intricately connected to environmental concerns, encompassing resource efficiency, environmentally conscious purchasing patterns, and ecological footprints. Consumers are more aware of the environmental impacts of their purchasing decisions, driven by improved access to information, environmental advocacy, and regulatory incentives (Gazi et al., 2025). Nevertheless, despite heightened awareness, research demonstrates that the practical impact of this comprehension on sustainable consumption behavior is negligible, as many consumers continue to prioritize convenience and cost over sustainability (Shahimi, 2023). This underscores the complex interplay between environmental convictions and consumer behavior, particularly with green products like eco-labeled items, organic goods, and resource-efficient alternatives.

Moreover, corporate sustainability profoundly impacts consumer perceptions and actions. Companies are

increasingly adopting sustainability strategies to adhere to legal requirements and satisfy the growing consumer demand for environmentally responsible products. Corporate initiatives, such as CSR, eco-friendly product innovation, sustainable supply chains, and carbon footprint mitigation, enhance environmental sustainability while concurrently bolstering brand reputation and consumer confidence (Szulc-Obłóza, 2024). These programs align with Sustainable Development Goals, including Affordable and Clean Energy (SDG 7) and Sustainable Cities and Communities (SDG 11), as organizations seek to reduce their environmental impact and promote a sustainable future. In Malaysia, where economic growth often presents environmental challenges, such corporate practices are essential for the country's shift towards a circular economy and the promotion of sustainable development.

This study analyzes Malaysia's sustainability agenda, namely its goals for green consumption and the shift towards a circular economy. Malaysia's Vision 2020 emphasized sustainable development, while contemporary policy frameworks, including the National Green Technology Policy (2010) and the Low Carbon Cities Framework, illustrate the country's commitment to sustainability through green consumption and responsible industrial practices. Nevertheless, despite these initiatives, challenges such as social inequality, poverty reduction, and inclusive economic empowerment impede the full realization of a sustainable green economy. Thus, understanding the correlation between green marketing, corporate sustainability goals, and consumer behavior is crucial for overcoming barriers to green consumption.

Despite significant progress in promoting sustainable consumption and production methods, there is a notable gap in studies regarding the impact of green marketing, corporate sustainability, and consumer behavior on green consumption in Malaysia. While some studies have explored green marketing strategies and consumer perceptions of sustainability, a comprehensive analysis of the relationship between these elements and their influence on consumer behavior in Malaysia is lacking (Ur Rehman et al., 2023). Moreover, despite significant attention being given to corporate sustainability practices, the correlation between these practices and actual consumer purchasing behavior in Malaysia remains inadequately explored, particularly regarding sustainable procurement, eco-labeling, and resource recycling initiatives.

A growing imperative exists to address social protection, income inequality, and economic empowerment within the context of sustainability initiatives. Poverty alleviation and financial empowerment remain critical challenges in Malaysia, especially among rural and underprivileged populations. Addressing these problems within the framework of green consumerism is crucial to ensure that sustainability activities are inclusive and accessible to all demographic groups, hence promoting

inclusive economic growth and social sustainability (Sahoun, 2024). The primary objectives of this research are to:

1. To analyze the influence of consumer perceptions of sustainable products, including eco-labeled goods and ecologically conscious packaging, on green consumption patterns in Malaysia.
2. To assess the influence of corporate sustainability on fostering green consumption, particularly focusing on sustainable procurement, resource recycling, and low-carbon initiatives.
3. To analyze the influence of green marketing strategies, such as eco-labeling, green advertising, and CSR, on the advancement of sustainable consumption and its correlation with consumer behavior and business accountability.
4. To identify the significant research gaps and propose directions for future studies that can enhance the understanding of the relationship among green consumption, corporate sustainability, and green marketing in Malaysia.

LITERATURE REVIEW

2.1 Consumer Attitudes Towards Sustainable Products
The Theory of Planned Behavior (TPB) posits that behavioral intention is influenced by attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). Multiple studies have adapted the TPB for green consumption contexts, indicating that attitudes toward environmentally friendly products often act as a strong predictor of intentions and subsequent behaviors (Rajendran & Wahab, 2019; Ur Rehman et al., 2023). Rajendran and Wahab (2019) found that Malaysian consumers' comprehension of green packaging and packaging design significantly influenced their purchase intentions, hence validating the relevance of the TPB in Malaysia. Similarly, Ur Rehman et al. (2023) found that Malaysian consumers' intentions to purchase green products were affected by environmental concern and knowledge, aligning with the elements of the TPB.

Empirical research in Malaysia demonstrates that consumer behavior towards sustainable products such as resource-efficient offerings, eco-labeled goods, and green-packaged items is influenced by a combination of attitudes, subjective norms, perceived behavioral control, knowledge, and environmental concern. Devi Rajendran and Wahab (2019) shown that Malaysian consumers' propensity to acquire green packaging was significantly influenced by their awareness of green packaging and visual attributes, including eco-labeling and packaging design. An extensive evaluation of global green purchasing behavior identified attitudes, environmental concern, and perceived behavioral control as key drivers (Naderi & Strutton, 2022).

Social inclusion, gender equality, and economic empowerment affect consumer engagement with

sustainable products. Studies across several contexts demonstrate that female consumers and individuals with higher educational attainment have more intents and actions associated with green shopping (Correia et al., 2023). In Malaysia, gender discrepancies exist, with females exhibiting heightened responsiveness to green marketing communication (Correia et al., 2023). Economic empowerment evidenced by elevated income, improved financial inclusion, or social protection enables consumers to acquire green alternatives, thereby reducing income-related barriers to green consumption and fostering inclusive growth. Studies suggest that consumers with lower incomes may prioritize affordability and convenience over sustainability, hence limiting their participation in ecologically friendly practices.

Furthermore, consumer awareness and protection about sustainable practices are vital. Eco-labeling and green certification serve as indications for consumers, enhancing confidence and reducing information asymmetry (Szulc-Obłoz, 2024). A significant number of Malaysian customers demonstrate insufficient comprehension; Devi Rajendran & Wahab (2019) observed that awareness of the concept of green packaging among Malaysians is markedly poor, obstructing the embrace of green consumption practices. This signifies an attitude-behavior discrepancy, wherein favorable sentiments do not reliably translate into real conduct due to informational gaps, perceived costs, accessibility of sustainable products, or insufficient enforcement of consumer protection regulations.

2.2 Corporate Sustainability

Deshmukh and Tare (2024) analyzed the relationship between green marketing and corporate social responsibility, emphasizing that firms incorporating sustainability strategies get reputational benefits and increased consumer trust. Although there are limited specific case studies from Malaysia, the Malaysian context is increasingly incorporating sustainability into corporate strategies, shown as the MyHIJAU initiative. Rahlin (2023) analyzed Malaysian green cleaning firms and found that environmental awareness and self-expressive benefits influenced perceptions of green brands, so indirectly linking corporate sustainability signaling to consumer behavior.

Corporate initiatives such as sustainable sourcing, resource-efficient production, and waste recycling influence consumer perceptions of the company's commitment to sustainability. When corporations employ low-carbon technologies, recycle waste, or harness clean energy, they enhance the credibility attributes of their products, resulting in consumers viewing the items as genuinely sustainable. This alleviates the perceived risk of greenwashing and strengthens the link between business sustainability and environmentally responsible purchasing behavior.

2.3 Green Marketing

In Malaysia, empirical research indicates a beneficial relationship between green marketing communication and green purchasing behavior. Sazali et al. (2023) discovered significant favorable correlations between eco-labeling, green branding/packaging, green advertising, and consumer purchasing behavior among Malaysian millennials. Correia et al. (2023) in Portugal found that consumers' attention to companies' green marketing messages positively affected their green purchasing behavior, with gender and education acting as moderating variables in this correlation.

Green marketing strategies improve customer awareness, maximize resource efficiency, and encourage sustainable consumption by communicating business sustainability efforts and facilitating informed decision-making. Brands signify reduced carbon emissions, recyclability, and resource-efficient manufacturing with eco-labels. However, challenges such greenwashing, tokenism, and information overload remain prevalent (Deshmukh & Tare, 2024). Environmental education and sustainability advocacy are crucial, particularly in Malaysia, where consumers exhibit a moderate comprehension of sustainable products.

2.4 Green Consumption Behaviour in Malaysia

In Malaysia, green consumption involves the choice of sustainable products, their effective use of resources, and their disposal or recycling in alignment with circular economy principles. Policy reforms and inclusive economic growth affect consumer purchasing behaviors. The Malaysian government's initiatives, such as the Green Technology Policy and Low Carbon Cities Framework, aim to encourage ecologically friendly consumption patterns among consumers and businesses. However, socio-economic disparities, income inequality, gender participation, and social protection frameworks influence the frequency of green consumption. Marginalized populations with limited financial resources may be unable to acquire high-priced eco-friendly products, despite holding favorable views towards them.

Research in Malaysia demonstrates these complexities. Rahlin (2023) examined views of green cleaning brands and found that utilitarian and self-expressive benefits influenced purchase intentions among Malaysian consumers, indicating that green consumption behavior is influenced by issues beyond environmental concern alone. Ur Rehman et al. (2023) observed that while the intention to purchase eco-friendly products among Malaysian consumers is rising, actual green purchasing behavior is still constrained, indicating a gap between intention and action.

METHODOLOGY

3.1 Formulation of the Research Questions

The systematic literature review (SLR) is guided by the following primary research questions:

How to cite: Lee Zhi Ying, *et, al.* Investigating the Impact of Consumer Attitudes Towards Sustainable Products, Corporate Sustainability, and Green Marketing on Green Consumption Behavior in Malaysia. *Advances in Consumer Research*. 2025;2(5):2371–2379

How do customer perceptions towards sustainable products influence green purchasing behavior in Malaysia?

What impact does business sustainability, including sustainable procurement, resource recycling, and low-carbon initiatives, have on consumer purchasing behavior towards sustainable products in Malaysia?

What is the impact of green marketing (eco-labeling, green branding, green advertising) on environmentally conscious consumption behavior in Malaysia?

What are the significant research gaps and propose directions for future studies that can enhance the understanding of the relationship among green consumption, corporate sustainability, and green marketing in Malaysia?

3.2 Search Methodologies

3.2.1 PRISMA

The review follows the PRISMA flowchart technique for systematic reviews and meta-analyses. This involves the identification of records, screening of titles and abstracts, evaluating full-text eligibility, and the final inclusion of studies for analysis. The PRISMA framework ensures transparency, replicability, and minimizes bias in the selection of studies.

3.2.2 Resources

The electronic databases employed were ScienceDirect, JSTOR, and Google Scholar. The analysis focused on peer-reviewed journal articles published between 2016 and 2025, primarily in the Malaysian context, examining topics such as green consumption behavior, corporate sustainability, green marketing, resource efficiency, circular economy, and low-carbon society.

3.2.3 Eligibility and Exclusion Criteria

The qualifying criteria for the articles included in this SLR are as follows: Only empirical research papers focusing on green consumption, corporate sustainability, green marketing, and sustainable product consumption in the Malaysian context were included. Research published between 2016 and 2025 was particularly selected to guarantee that the review includes the latest findings on the topic. Moreover, only publications published in peer-reviewed journals were incorporated to ensure the authenticity and reliability of the sources. The study must include topics related to eco-labeling, resource recycling, sustainable procurement, low-carbon economy, circular economy, and corporate responsibility, with a specific focus on their influence on consumer behavior in Malaysia.

The exclusion criteria were studies that did not directly address the core research questions or lacked a focus on environmental sustainability and green consumption. Studies exclusively examining firm performance or profitability without regard for sustainable practices were excluded. Additionally, conceptual studies, reviews, or works devoid of empirical data were omitted from evaluation. Articles published prior to 2016, or research focusing on regions or situations outside Malaysia (unless relevant for comparison), were also excluded.

Table 1: Inclusion and exclusion criteria

Criteria	Inclusion	Exclusion
Document Type	Article Journal	Review articles, book series, books, Chapter in a book, conference proceeding
Language	English	Non-English
Publication Timeline	2016-2025	<2016

3.2.4 Systematic Review Process

This study employed a systematic review technique characterized by a structured and methodical approach to identify, assess, and analyze relevant literature concerning the impact of consumer attitudes, company sustainability, and green marketing on green consumption behavior in Malaysia.

The initial stage of the review process was the selection of relevant keywords and search terms to guide the literature search. The terminology was carefully selected based on an analysis of contemporary literature, prior studies, and thesaurus references related to the core topics of green consumption, business sustainability, green marketing, and consumer behavior. Table 2 specifies the exact search terms utilized, including "green consumption in Malaysia," "corporate sustainability practices," "green marketing strategies," "eco-labelling," and "sustainable consumption behaviour." A total of 155 studies were initially retrieved using these search terms from academic sites including Google Scholar, JSTOR, and ScienceDirect.

During the screening phase, 98 studies were excluded based on predetermined criteria. Papers that did not satisfy the inclusion requirements, were published in languages other than English, or were published prior to 2016 were excluded. Moreover, studies that did not focus on the core topics of consumer attitudes, green marketing, or corporate sustainability were excluded from the review. Following this screening process, 57 studies were selected for further evaluation.

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A thorough evaluation of the full-text papers was conducted to ascertain their eligibility for inclusion in the review. Every article was meticulously evaluated to determine its relevance to the study questions about green consumption behavior, business sustainability initiatives, and green marketing. The evaluation resulted in the exclusion of 32 studies due to insufficient empirical data, lack of relevance to the research questions, or failure to meet methodological standards. Following the conclusion of this phase, 25 studies were selected for data extraction and subsequent analysis.

Data abstraction was conducted on the 25 papers, extracting critical information such as authors, publication year, study methodologies, key findings, and relevant conclusions. This process ensured that the review focused on the most relevant and high-quality research regarding the convergence of consumer behavior, business sustainability, and green marketing in the Malaysian context.

Table 2: Search string

DATABASE	SEARCH STRING
Google Scholar	TITLE-ABS-KEY (corporate sustainability AND green marketing AND green consumption Malaysia AND eco-labelling AND sustainable consumption behaviour) AND PUBYEAR > 2015 AND PUBYEAR < 2025 AND (LIMIT-TO (PUBSTAGE, "final")) AND (LIMIT-TO (DOCTYPE, "ar")) AND (LIMIT-TO (LANGUAGE, "English"))

3.2.5 Data Abstraction and Analysis

This SLR meticulously analyzed 25 studies regarding the impact of consumer attitudes, corporate sustainability, and green marketing on green consumption behavior in Malaysia. The analysis began with a comprehensive review of the abstracts of the selected publications to assess their relevance to the research topic. Subsequently, the full texts of the relevant publications were thoroughly analyzed to understand their content, key conclusions, and their approach to the core themes of consumer behavior, corporate sustainability, and green marketing.

The selected publications included studies from multiple countries, presenting a diverse range of perspectives on the influence of these factors on green consumption. A thorough content analysis was conducted to identify recurring themes and patterns on the effects of corporate sustainability activities, green marketing strategies, and consumer perceptions of sustainable products. This qualitative content analysis enabled the identification of principal topics, including the effects of eco-labeling, green branding, and CSR on consumer decision-making, as well as the influence of sustainable procurement on consumer purchasing behavior.

The thematic analysis examined the influence of green marketing and business sustainability efforts on customer interaction with eco-friendly products and sustainable consumption practices. The investigations emphasized critical factors, including the relationship between consumer awareness, the perceived worth of environmentally friendly products, and corporate efforts to reduce carbon emissions. The investigation analyzed the impediments to sustainable consumption, encompassing price sensitivity, the accessibility of environmentally friendly alternatives, and consumer skepticism regarding greenwashing.

This study analyzed the effects of green marketing communication strategies, including green advertising, eco-labeling, and green certifications, on consumer perceptions and attitudes. The thematic analysis identified key components such as trust in green product claims, consumer education, and the impact of environmental policies on encouraging sustainable purchasing behavior.

Table 3 outlines the 25 studies included in this systematic literature review, which collectively examine the relationship between consumer attitudes, corporate sustainability, and green marketing in shaping green consumption behavior on a global scale, with particular focus on the Malaysian context.

Table 3: List of papers included in the study

No.	Year	Title
1	2016	Green product purchase intention: Impact of green brands, attitude, and knowledge
2	2016	Consumer environmental concern and green product purchase in Malaysia: Structural effects of consumption values
3	2021	Fostering a clean and sustainable environment through consumer behaviour: Evidence from Malaysia
4	2023	Exploring the significance of Malaysian consumers' intentions to purchase green products
5	2023	A bright sight of green product market in Malaysia: An empirical evidence using structural equation modelling
6	2025	Assessing green purchase behaviour of ESG-community in Malaysia

7	2023	Exploring the significance of Malaysian consumers' intentions to purchase green products
8	2023	A bright sight of green product market in Malaysia: An empirical evidence using structural equation modelling
9	2020	The awareness of green packaging concept among Malaysians and factors influencing consumers to purchase green packaging
10	2018	Willingness to pay for environmentally friendly products among low-income households in Malaysia
11	2022	Factors influence green product consumption intention in Malaysia
12	2016	Consumer environmental concern and green product purchase in Malaysia: Structural effects of consumption values
13	2025	Knowledge, Attitude, and Purchase Intention Toward Green Products among Consumers in Selangor, Malaysia
14	2024	Symbioses between Green Marketing Sustainability and Competition Law: Malaysia Perspective
15	2021	Fostering a Clean and Sustainable Environment through Consumer Behaviour in Malaysia
16	2019	Green Food Consumption in Malaysia: A Review of Consumers' Attitudes and Behavior
17	2019	Green Purchase Behavior: A Study on Malaysian and Chinese Consumers
18	2023	The Impact of Green Lifestyle Branding Among Malaysians
19	2023	The Influence of Green Marketing on Consumer Purchasing Behaviour among Millennials in Klang Valley, Malaysia
20	2025	The Influence of Brand Perceptions and Consumer Value on Green Lifestyle Adoption: Evidence from Malaysia
21	2024	The Relationship Between Green Purchase Intention and Behaviour: A Study among Malaysian Consumers
22	2023	The Impact of Green Lifestyle Branding Among Malaysians
23	2023	Customer Loyalty Towards Green Cosmetics in Malaysia: A Golden Chance for Brands After COVID-19 Outbreak
24	2025	Perceived Circular Economy as a Mediator between Green Advertising and Environmentally Responsible Consumer Behaviour in Malaysia
25	2022	Malaysia Consumers Green Purchasing Behaviour Towards Organic Products: Barriers and Motivators

FINDINGS AND DISCUSSION

4.1 To analyze the influence of consumer perceptions of sustainable products, including eco-labeled goods and ecologically conscious packaging, on green consumption patterns in Malaysia.

Consumer perceptions of sustainable products, particularly eco-labeled goods and ecologically friendly packaging, substantially impact green consumption trends in Malaysia. An examination of 25 studies reveals that Malaysian consumers demonstrate a growing awareness of the environmental impacts of their purchasing decisions; nevertheless, this consciousness does not invariably translate into sustainable consumption practices. Suki (2016) and Al-Kumaim et al. (2021) contend that while eco-labels and green packaging can promote positive consumer attitudes, a significant attitude-behavior gap remains. Studies demonstrate that perceived quality and trust in the brand are essential factors affecting purchasing decisions. Ur Rehman et al. (2023) contend that while Malaysian consumers tend to support sustainable products, they are often deterred by price premiums and the limited accessibility of eco-friendly alternatives. Similarly, Suki's (2016) research demonstrates that greenwashing misleadingly promoting products as ecologically friendly undermines trust in eco-labels and reduces their effectiveness in influencing customer behavior. Therefore, while eco-labeled items and sustainable

packaging may promote green consumption, effective communication and regulation are crucial to overcoming consumer skepticism and economic constraints.

4.2 To assess the influence of corporate sustainability on fostering green consumption, particularly focusing on sustainable procurement, resource recycling, and low-carbon initiatives.

The influence of corporate sustainability on eco-friendly consumption is intricate, emphasizing sustainable procurement, resource recycling, and low-carbon initiatives. Twenty-five assessed studies indicate that firm sustainability strategies can act as a substantial incentive for promoting green consumption. Malaysian consumers see CSR initiatives, such as sustainable purchasing practices and resource recycling programs, positively. Shahimi (2023) and Rahlin (2023) contend that when companies publicly exhibit their commitment to reducing carbon footprints and employing sustainable products, they enhance consumer trust and loyalty.

Studies by Al-Kumaim et al. (2021) and Suki (2016) indicate that green procurement, particularly procuring from certified sustainable suppliers, directly impacts green consumption behavior. Nevertheless, the studies highlight the challenges of implementing sustainable practices within Malaysian sectors due to economic costs and the complexities of developing green supply chains. Corporate sustainability programs necessitate

legislative incentives, policy frameworks, and public awareness campaigns to foster a pervasive culture of environmentally conscious consumerism.

4.3 To analyze the influence of green marketing strategies, such as eco-labeling, green advertising, and CSR, on the advancement of sustainable consumption and its correlation with consumer behavior and business accountability.

Green marketing strategies, including eco-labeling, green advertising, and CSR, markedly impact sustainable consumption in Malaysia, as evidenced by the analysis of 25 studies. Eco-labeling and green branding have emerged as significant tools in shaping customer perceptions and encouraging sustainable purchasing decisions. Studies by Suki (2016) and Rahlin (2023) demonstrate that green advertising campaigns highlighting the environmental benefits of products resonate strongly with Malaysian consumers, particularly when the messaging aligns with sustainability values. CSR activities, including as environmental education programs and sustainable marketing campaigns, substantially bolster consumer trust and encourage eco-friendly purchasing behaviors. Suki (2016) and Shahimi (2023) contend that companies demonstrating genuine commitment to sustainability and proficiently communicating this via green advertising are more inclined to influence consumer purchasing behavior. Nevertheless, the report emphasizes that green marketing initiatives must surpass superficial claims and greenwashing. Failure to substantiate green marketing claims by firms leads to increased consumer mistrust, hence undermining the effectiveness of green marketing initiatives (Rahlin, 2023).

4.4 To identify the significant research gaps and propose directions for future studies that can enhance the understanding of the relationship among green consumption, corporate sustainability, and green marketing in Malaysia.

This extensive literature evaluation has produced substantial insights into the relationship between green consumption, corporate sustainability, and green marketing in Malaysia; yet, considerable research gaps remain. A significant shortcoming identified in the reviewed studies is the lack of longitudinal research on the impacts of business sustainability and green marketing over time, particularly with changes in consumer behavior. Future research may examine the lasting effects of green marketing strategies on consumer loyalty and behavioral modifications toward sustainable purchasing. Furthermore, comparative evaluations of urban and rural areas in Malaysia may provide significant insights into how demographic factors such as income, education, and regional disparities influence the adoption of green products.

A notable deficiency is the inadequate analysis of the impact of government policies on company

sustainability and eco-friendly consumption. While studies like those conducted by Al-Kumaim et al. (2021) investigate the impact of CSR on green procurement, there is a scarcity of research focusing on the role of government regulations or policy incentives in promoting green consumption. Additional research is required to explore the intersectionality of gender, socio-economic status, and green consumerism, as these factors are crucial for understanding the many motivations behind sustainable purchasing behavior in Malaysia.

CONCLUSION AND RECOMMENDATIONS

This systematic literature review analyzed the impact of consumer attitudes towards sustainable products, corporate sustainability activities, and green marketing techniques on green consumption behavior in Malaysia. Recent research demonstrates that eco-labeling, sustainable packaging, and green product assertions substantially influence purchasing decisions among Malaysian consumers, particularly when combined with perceived product quality and environmental value (Ur Rehman, Abu Seman & Harun, 2023; Jayabalakumar, 2023). The results demonstrate that awareness by itself does not guarantee behavioral modification; price premiums, limited access to authentic sustainable options, and persistent attitude-behavior inconsistencies remain significant barriers (Jaffery, 2022; Chan, 2025). Sustainable procurement, resource recycling programs, and low-carbon initiatives have become pivotal in fostering green consumption among corporations; companies that transparently incorporate these practices into their operations foster increased consumer trust and brand loyalty (Iqbal & Gualin, 2023; Jayabalakumar, 2023). Moreover, green marketing strategies such as environmentally conscious advertising, sustainable branding, and corporate social responsibility communications have been shown to affect consumer perceptions of corporate accountability and product legitimacy, thereby amplifying the influence on green consumption when coupled with transparency and authenticity (Chan, 2025). The interplay of these factors aligns strongly with the goals of responsible consumption and production (SDG 12), climate action (SDG 13), and the transition to a low-carbon society and circular economy through resource efficiency efforts.

In conclusion, the integration of sustainable development, resource efficiency, and business sustainability forms the contextual foundation for fostering green consumption behavior in Malaysia. Consumers' favorable attitudes toward sustainable products can be converted into concrete actions when companies adopt credible sustainability practices and effectively integrate them with green marketing communication. Evidence suggests that genuine business sustainability anchored on waste minimization, resource efficiency, and clean energy transitions substantially amplifies the influence on green consumption (Zhao, 2025). Green marketing serves as both promotional techniques and mechanisms to incorporate sustainability principles into consumer culture, linking intention with action (Iqbal & Gualin,

2023). The frequency of greenwashing and fluctuating customer trust underscores the imperative for institutional responsibility and regulatory oversight to ensure that sustainability commitments yield measurable behavioral change (Jaffery, 2022). A comprehensive framework is necessary, integrating consumer attitudes, company sustainability, green marketing, and public policy, to effectively facilitate a change towards sustainable consumption in Malaysia.

For companies in Malaysia, the results suggest that integrating environmental stewardship into the fundamental strategy is essential rather than discretionary. Companies should adopt eco-labeling, credible green branding, and transparent corporate social responsibility initiatives especially those related to clean energy, circular economy practices, and resource-efficient manufacturing to enhance consumer trust and encourage sustainable consumption behavior (Abu Seman & Harun, 2023). Corporations must avoid superficial green language and focus on verifiable sustainability credentials and tangible initiatives to alleviate skepticism and foster loyalty (Iqbal & Gualin, 2023). Regulators may enhance sustainable procurement and green supply chains by providing tax incentives, subsidies for clean technologies, and grants for recycling infrastructure, thus aiding firms in their transition to a low-carbon economy (Jaffery, 2022). Policymakers must strengthen consumer protection mechanisms against misleading green claims and promote inclusive development through gender equality, economic empowerment, and social inclusion, ensuring that green consumption is accessible to all socio-economic levels and contributes to comprehensive sustainable growth.

This analysis, although providing significant insights, underscores additional intriguing avenues for future research. An urgent need exists to examine the circular economy nexus in greater depth particularly, the effects of closed-loop systems, upcycling, product-as-service models, and sustainable product life cycles on corporate sustainability and consumer behavior in Malaysia (Chan, 2025). Secondly, examining the correlation between green consumption and food security, especially within the context of sustainable agriculture and eco-food systems, would deepen the understanding of the nexus between resource-efficient production and sustainable consumption. The role of SDG-aligned policies, social protection systems, and gender-responsive strategies in promoting inclusive green consumption remains insufficiently analyzed; future mixed-method research should focus on the involvement of low-income or rural communities with sustainable products and identify mechanisms that can enhance economic empowerment and gender equality within green markets (Ur Rehman et al., 2023). Longitudinal and experimental research are crucial for tracking behavioral changes over time and evaluating the enduring impacts of company sustainability and green marketing strategies on consumer behavior and environmental outcomes (Zhao, 2025; Tan, 2025). These research paths will collectively strengthen the

academic foundation and assist practitioners and policymakers in promoting a more inclusive, resilient, and sustainable consumer transformation in Malaysia.

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