

Key Issues and Challenges of Green Consumer in Consuming Green Product an Insight from the emerging country: Malaysia

Osarodion Ogiemwonyi¹, Amran Bin Harun², Bestoon Abdulmaged Othman^{3*}, Darbaz Anwer Ismael⁴ and Raman Ali⁵

Abstract--- Climate change is a serious consequential threat which has been a serious concern among scholars and business clients. As such green behaviour on performing what, how, when, where and why to satisfy consumer need to encounter a function that plays an influential factor on the planet. Therefore, environmentally friendly consumption is an option to solves these issue bothering on environmental damage. This research study follows a systematic literature review based on the conceptual context. Therefore, we systematically explore key issues that trigger environmental problems specifically in Malaysia. The emergence of environmental-related issues or problems and increased awareness towards green consuming have received more attentions especially among consumers and enterprises who have demonstrated positive impact towards nature in the emerged nations, but the trends remain unobserved in a creating and emerging nation such as in the Malaysia context. Therefore, our study contributes to the growing literature on the sustainable planet by identifying major key issues and challenges that affect environmental friendly products and the natural environment. Besides, the implication and recommendations for further research are also discussed. Hence, this paper will provide valuable insights into the emerging society, especially in Malaysia with a view to restoring the planet for the benefit of all.

Keywords---Green product, issues and challenges, green consumer behaviour, green communication, green buying behaviour, social demographic.

I. INTRODUCTION

Promoting green consumptions is an influential factor as is expected to solve environmental issues and challenges on over-exploitation of natural environment and its resources as a result of the global population expansion [76,52] and the unequalled economic development in emerging countries, mostly in the Asia region [42]. Green consumption will contribute to alter environmental deterioration and become the incentives for a business client to refine their environmental staging [46]. The issues and challenges of green consumption have become an established topic at the top of different national-to-international public administrator and hence, it's being perceived as a long term communication to sustainable development [48,42].

¹PhD Candidate, Department of Technology Management, Universiti Tun Hussein Onn Malaysia, Parit, Raja 86400, Johor, Malaysia.

²Associate Professor, Department of Technology Management, Universiti Tun Hussein Onn Malaysia, Parit Raja 86400, Johor, Malaysia.

^{3*}Department of Business Administration, Erbil Polytechnic University, Erbil Iraq. E-mail: Bestoon2011@yahoo.com

⁴College of Administration and Financial Science, Knowledge University, Erbil Iraq.

⁵Department Business Administration, Technical College of administration, Sulaimani, Polytechnic University, Kurdistan Iraq.

Some research scholar has gone a greater distance to put forward that issues and challenges of green consumption of the green product can trigger a global green revolution [56,53]. Therefore, business clients globally are becoming re-shaping their strategies with a memorable phrase like "green growth and green marketing" to meet the increasing environmental issues and concern of the common consumers [53,42]. This drift is extremely notable and distinguished in the fast-growing economies of Asia where large numbers of the stable financial self-empowered consumer are ready to spend more than the previous generations on environmentally sustainable products [42]. Past literature study of green consuming may have searched or explored in the "inaccurate-and-wrong" place by just profiling green consumers [59]. Therefore, such exploration might not be effectual because all green consumers should be characterized as the green consumer who is facing the choice between green product identical specification differ only in some attributes of environmental performance [59]. Alternatively, trying to profile the green consumer, research scholars have screech for an effort to understand green behaviour[59,55]. Hence, past studies have focused more on understanding different eco-friendly behaviour with high environmental impact [60,53]. However, most recent scholars have just started to check the factors that will help to explain green behaviour.

Many past studies only focus on explaining purchasing intentions, among these explorers are [3,39,32,45]. In an effort to responding to a clarion call for further research on consumer who actually perform the green behaviour "actual behaviour", scholars now begin to explore the antecedents of the importance of green culture, values, social demographic character and attitude-to-perceived behavioural control among these explorers are [14,61,17,16, 41,76,52].

In Malaysia, a recent study has confirmed that 38,000 tonnes of environmental waste have been generated every day without considering the labour cost, social cost and environmental cost [44,27]. Malaysia imported ½ million metric tonnes of environmental waste from the United State between January to July 2018 Greenpeace Malaysia (2019), and Ananthalakshmi and Chow (2018) because of it a source of revenue for the government according to Greenpeace East Asia [4, 27]. Malaysia do not have an adequate system to deal with environmental waste generated from consumers [28]. Only 9 per cent from environmental waste has been recycled, 12 per cent incinerated and 79 per cent end up in landfills and natural environment according to [44,34,28,27]. As such this has led to an increase in illegal dumping site and open-air burning thereby causing environmental and health issues among the nationals. Therefore, Malaysia nation has been ranked eighth in the world for contributing to environmental waste according to a study in academic journal science cited in [28].

However, the government is coming up with implementing policies coupled with a greater awareness campaign to stimulate sustainable consumption among its nationals and consumer have begun to notice their purchasing behaviour is having a direct impact on environmental challenges [77]. Malaysia is faced with challenges in ensuring sustainable consumption, and solid waste pollution is one of the major environmental issue being faced. Solid waste pollution relating to products buying by consumers for household use and other discarded materials. According to Rezai, Teng, Mohamed and Shamsudin (2013) by 2020 Malaysia aim to increase the recycling quota between 5 to 22 per cent and continue to promote awareness through recycling but whilst, deforestation is among the key issue which has endangered "flora and fauna" and this is as a reason for massive economic development and gains, for

example, housing development, constructions of rail, dams and roads, the expansion for oil palm which has to endanger animal kingdom as they have lost their natural homes leading to animal extinction [63].

Massive urbanization and vehicle usage polluting the air are other causes of for environmental issues et cetera. Concerning the Environmental Performance Index [21] Malaysia is ranked 75th (score: 59.22) out of 180 countries for the overall environmental performance index. Despite its scorecard, at the level of environmental performance, we can say that Malaysia is still far from achieving the international target for the total environment or environmental protection. Based on these issues and challenges, there exists a gap in environmental and awareness issues among the Malaysian people. As a result, there is need to address the gap between public awareness of environmental biodiversity and the importance of the role of the policymaker-to-business client is to use its policy to regulate the development of green sustainable consuming or consumption as most consumer and business client see recycling as an option. Recycling is the process of reprocessing and regenerating old contents into new products with the aim to prevent wastage whilst, energy is required and this process doesn't support energy reduction usage oftentimes. Also, extracting and processing raw resources such as wood, ore and oil, to make usable household materials such as clothes, paper, plastic and metal, requires a lot of energy. Although, some recycling process often saves energy, because the products being recycled may or usually require much less processing to turn or reproduce them into usable materials or new products. Therefore, recycling should be considered the last option or recourse in order to encourage reuse and reduce which doesn't require any form of energy usage nor energy consumption.

A shift in the attitude level and awareness level has to exist first in order to implement a swift in green behaviour. Hence, this study makes key contributions to existing literature by explaining the behaviour, value, communication, buying pattern, social demographic, awareness gap et cetera and why consumers may have the intention to be green but then do not translate such greenness and engaged in the actual green behaviour [60,32]. Therefore, identifying these factors green consumer faces in consuming the green product in an emerging country like Malaysia will make some adjustments for marketing policies and strategy for a green product. Secondly, this can also make larger contributions to the literature on the issues and challenges been faced in other emerged and emerging countries since green consumption and sustainability issue is now a global issue among nations.

II. ISSUES AND CHALLENGES OF GREEN CONSUMING IN MALAYSIA

In this paper, the researchers identified several issues and challenge green consumer face in consuming the green product.

A. Issues of Social Demographic Character

Past literature studies concluded that the social-demographic profile of consumer has a moderate and significant effect on green behaviour such as gender Stern, Dietz and Kalof (1993), age, income, urban area and education Schultz, Oskamp and Mainieri (1995) [65, 70]. In Diamantopoulos, Schlegelmilch, Sinkovics and Bohlen(2003), and Kollmuss and Agyeman(2003) their studies concluded that social demographic factors appeared to be among the influencing variables affecting and influencing consumer to pro-environmental behaviour for instance, age groups of consumer, income level of consumer, gender level, educational level and occupational level [40]. Of this view is supported by [37,35,38]. In the Malaysia context, some social demographic character is an issue on consumer green

behaviour. The study of Sinnappan and Abdul Rahman (2011) submitted that consumers below the age group of 20 years played an important factor to another age group for instance 21 to 26 years, 27 to 31 years, 32 to 35 years and 36 and over et cetera on green sustainable consuming [69]. This implies that within a confine of same age group there exist a difference in behaviour and also the younger generation has shown greater need to solve the environmental issues and challenges thereby helping the environment. Another study conducted by Golnaz, Mohammed and Shamsudin (2011) submitted that female consumer is more likely to behave greenly and have the ability to solve environmental issues than the male consumer [23]. Therefore, the male consumer has more environmental footprint than female as indicated. Specifically, on the contradicting issues regarding educational level, educated consumer will purchase the green product to help nature testify that consumer who is educated has a positive behaviour towards green need and are will to purchase the green behaviour according to the studies of Ali, Khan, Ahmed and Shahzad, (2011) in another emerging country [6]. His view is supported by [35]. Therefore, the social demographic profile has an important role in environmental issues.

In another study from the Malaysian context submitted the social demographic factors influence green consuming behaviour. The study of Abdul Wahid et al (2011) submitted that consumer household income level has played a major role in influencing Malaysian consumer for expressing their readiness for consuming the green product as the most consumer see the product as highly-priced goods. This supports the view of [73]. Abdul Wahid et al (2011) further submitted that 61 per cent of the respondent consumer where female gender, 78 per cent where of Malaysian Chinese ethnicity, 50.5 per cent where neither married but still single, 48 per cent have received monthly gross income and 80 per cent have earned their Bachelor's degree. This further demonstrated that education level has a way of influencing the consumer in carrying out pro-environmental behaviour in Malaysia. Similarly, Alodini (2008) conducted a study among students in University Sains Malaysia on factors influencing students in paying for green products [5]. The findings show that student who is willing to pay more for the green product was more likely to be married. Consumer attitude and behaviour were the most consistent to predict readiness to pay more for environmentally friendly products. The study further submitted that local Malaysian student has shown more readiness to pay for the green product compared to other foreign and international students.

B. Issues of Green Consumer Behaviour

Environmental issues have advanced through different stages from the 1960s onward when the environmental movement focused on the intention of pollution and conservative energy [71]. From that time till now, the concern for environmental issues and challenges have double with each passing decade. Today, environmental sustainability is not only a topic of discussion among research scholars but also a key concern for the government at various level and the public in general and a matching factor for marketers on addressing the green marketing issues for the rapid market segment. According to Lee (2009) the perception that the planet is already reaching a high level of environmental pollution has continued to contribute to the rise and growth of movement towards environmental protection [43]. To this extent, a new parallel segment is observed to the rapid expansion in the new market and consumer are likely to engage in green behaviour[20]. The appropriation and adoption of green behaviour is a dimension to the attainment of sustainability whereby environmental issues and problem will be solved.

Green consuming, consuming goods that neither cause environmental pollution nor damage the natural environment in addition to acting with recognition of social awareness plus responsibility are all generally direct antecedent and linked with green behaviour. This also holds the agitation about the sustainability of resources for the generation yet to be born and avoiding excessive wastage of consumption through reusing and downcycling product with high quality that will further reduce consumption of resource and energy [19]. However, despite some aggressive effort, the green movement has not accomplished the desired aim and some expert evidence showed that the market share for the green product is declining due to the influential factor of green behaviour as the consumer cannot truly exhibit their will. In seeking to know and understand the green behaviour, the concept of ecological concern has featured in numbers of studies Lee (2008), do Paço, Alves, Shiel, and Filho (2013) in order to know what truly constitute the environmental concern and the effective predictive variables being it (demographics, values and awareness, communication, et cetera) and the linkage between behaviour and environmental concern [18,58]. Past research has shown that even when a consumer expresses environmental concern, such concern doesn't usually influence their attitude towards purchasing. Sometimes, there is proof to advocate that consumer who is more concern about environmental issues do hold greater temperament towards buying the green product to ease environmental need [11]. In support of these related studies, Malaysian consumers have shown little or no support for "green" as the issues of awareness still lingered as the majority don't truly know what constitutes green and this has dispersed the lack in green behaviour[1].

Interestingly, a study conducted among Malaysian Muslims submitted that in Islam, the role of the human being is to protect and preserve the natural environment and practice the green behaviour[31,1]. However, little or no attention is given in regards to green products consuming behaviour with Islamic teachings. Harizan and Haron (2012) discussed the role of green products relevance for Muslims in reducing adverse environmental impacts with relations to Islamic teaching as indicated in Al-Quran. Harizan and Haron, study put forward a consideration that in Islam, the environment is highly valued and regarded as a mere gift from Allah to the human being for the wellbeing of every individual in the World to perform an act of worship (*ibadah*) to Allah. In this way, it is important to preserve the environment in every manner by practising and consuming the green product, exhibiting green consumer behaviour that is bestowed towards environmental advancement and performs worship (*ibadah*) to Allah. Therefore, human beings should have a rethink and reconsider their way of living in regards to recent environmental issues, challenges, problems and climate change.

C. Issues of Buying Behaviour

According to do Paço, Alves, Shiel, and Filho (2013) the buying behaviour of environmentally friendly product not only yield unequal benefit but contribute to the reduction of pollution and preservation of the natural environment hereby solving environmental issues and challenges. Green buying is generally associated with buying in a more ethical and sustainable environmental principle. The buying decision will also take the principles of supporting green firm and local communities on adopting sustainable consuming practices and being compared to utilize more on green product thereby helping the environmental challenges and issues. For example, Chan (1996) finds that consumers in local communities who are more concerned about the conservation of nature tend to exhibit more buying behaviour. However, despite the large numbers of consumer in the local communities who voices

concerns about the environmental challenges and issues, like the Malaysia case were consumers have noticed that their buying behaviour has a direct impact on ecological problems instead of blaming themselves for such act, yet blaming the Government and practitioners for no clear policies to solve such challenges aforesaid. It is also clear that these issues, challenges and concerns only translate into actions when there is no hard cost involved in making lifestyle sacrifices [19].

The issues of environmental challenges are usually no clear cut. Past literature study from Moisander (2007) submitted that consumers don't usually base their buying behaviour on their attitudes towards the natural environment. Whilst, some consumer who are doubtless are more aware in their buying behaviour influenced by environmental concern thereby checking for product composition and packaging thereby exemplifying a greener lifestyle [33, 51]. This shows that the individual tries to help in environmental issues and challenges. Apart from individual motivation, the availability and communication issues are a factor to explore because green claims and communications made by policymakers is a factor according to [19]. In support of the above studies, Mohd Din et al (2016) study conducted among generation Y to know the influence of buying behaviour towards green products found that environmental concern, green products label, health concern and green activism such as NGOs influence the buying of green products in Malaysia [50]. Despite that findings, the practices of buying the green product are still very low among the Malaysian people as they perceived the green product as highly-priced brands and this influences the buying decision [64,73]. Although some green activist and volunteers appeared to show some level of satisfaction with regards to environmental concern except relating to concern on the issues of waste management.

In fact, the study of Aman, Harun and Hussein (2012) submitted that inadequate information and knowledge relating to green practices among consumer has become a major impediment and barrier to both local and international marketers in the emerging nations most especially in Malaysia in implementing and developing a robust business and marketing strategies for environmentally friendly products and consuming the green products. Based on this, Aman, Harun and Hussein study investigated the influence of knowledge and concern on green intention among the consumers in Malaysia and examining the mediating impact of attitude simultaneously. Findings shows that environmental knowledge and concern have influenced green product buying. More importantly, attitude partially mediates the relationship between environmental concern and environmental knowledge. In contrast, the attitude was found to have no mediation on the relationship between environmental knowledge and green buying intentions. The research also provides a new path to enterprise and policymakers to develop a new marketing mix and recommendatory strategy in the green marketing industry and field. In view of Nielsen Global Corporate Sustainability Survey (2015) when it comes to sales target, commitment to the environment has the power to oscillate product buying for 57 per cent of consumers surveyed in Southeast Asia, and virtually half of Malaysian consumers support products whose companies are known for being eco-friendly 47 per cent and the packaging of their products are eco-friendly 43 per cent, above global average of 45 and 41 per cent, respectively. This can be seen as a change or petty cash in the ranking among drivers of consumer product performance committed to eco-responsibility in surpassing another transitional way for influencing consumer as such consumer product or brand that failed to review this run may face the risk of shillyshally or fall behind.

D. Issues of Product Availability

Scholars have opined that environmental products can ease consumer in helping the environmental issues, for instance, Peattie (2010) opined that green consuming is a choice for the consumer to choose between the availability of product based on a different level of environmental performance. Although the high cost of the environmental product may be sometimes considered as “being wrong” but the main cost may be significant for consuming the survival of the product or exists as their offering must be internalised in some market externalities. Therefore, the compromise is an important issue to bear in the green consumption and hence, the consumer will spend extra effort to sacrifice quality [68]. The consumer may not search for green product availability if they have perceived the total benefit to be lower than the total gains “cost” even if they have a strong will and intention to behave greenly [68, 69].

Green product availability should help decreases such cost thereby making the green offering more engaging [69,62]. Consumers usually have the desire to buy the green products however this desire is usually not translated in real action because of the unavailability and scarcity of these sustainable products. The study of Mainieri, Barnett, Valdero, Unipan and Oskamp (1997) went further to describe this issue by explaining that one main reason for consumer lagging eco-consciousness behind the green behaviour is the insufficient and inadequate or not enough availability together with poor marketing of green products [49]. Specifically, Seyfang (2006) submitted that the green product availability matrix plays an influential factor in encouraging consumer green sustainable consumption by helping environmental issues and problem [66]. Therefore, unavailability of green product supply can hinder green sustainable consumption and green behaviour among consumer [10]. In this case, availability of a green product can act as a situational cue which will help remind a consumer of their green behaviour as availability of the green product will help triggers consumer memory and the consumer will act in accordance to established the green behaviour[8]. Hence, most studies submitted that green product unavailability is the main reason for the consumer not to factor sustainable consumption leading to environmental damage [24, 25,57, 78].

Surprisingly, it has been observed in Malaysia that green product commercialization has limited the availability in some region and locations. The cost of green product in Malaysia has made the product inaccessible in some region whereby the consumer cannot afford the product and as such the product is meant and made available in the region and locational supermarket to target high net, worth consumers. This view was justified in the study of [67]. Based on this, the search for green product availability will be limited in some areas which will limit the supply chain of green product consumption in the Malaysia nation. Hence, the consumer will not fully exercise the green behaviour to help the environment and this will lead to a deplorable environmental uprising and decreases the ongoing green revolution which the Malaysian government is aiming to position among the nationals. However, if the green product is easily reached among the Malaysian consumer, it will make them socially and environmentally responsible towards the environment they live in. Haven realised that product availability can play a bigger role in affecting consumer decision-making process to buy the green product and behave greenly will be genuinely exercised by the consumer. In this case, even when the Malaysian consumer are inspired to buy a product that carries sustainable trademark and attribute, periodically product unavailability stands as a blockage limiting the consumers. Therefore, products should be made available and easily found whereby Malaysian consumers do not

need to spend extra pay nor effort to get the sustainable product as this will make a key role to target more willing consumers who want to participate in pro-environmental and pro-social ecological behaviour.

E. Issues of Green Communication

The consumer in emerging nations reacts differently to environmental communication base on the degree on their level of receptiveness to green communication specifically to the green advertising set-out or way [9]. This implies policymakers need to show great efforts to convince the consumer through communication about the importance of green product as such product utilization reduced environmental challenges. This issue holds a particular level of significance in a different context where consumers are not easily convinced about green and social media advertisement. The past study noted that consumers' engrossment in buying green products were sceptical on advertising and despite the weak, female consumer was more disposed to buy the product and they find that such advertising communications sometimes mollify their intelligent [69]. On D'souza and Taghian (2005) view consumer who shows more environmental concern don't see advertising to be a convincing instrument to sustainable consuming as most communications have been communicating false claims leading to dramatization [15]. However, firms in emerging nations have communicated the environmentally friendly attributes of the green product to consumer through communicative advertising and this has led to a growth in nations whether or not this segment of consumer is well informed, firm should exert the pressure in making sure green communication is delivered and environmental issue is solved through this channel. In view of Nielsen Global Corporate Sustainability Survey (2015) more than one third, 35 per cent of Malaysian consumers emphasizes that communication advertisement via the television emphasizing on enterprise commitment to positive environmental impact and this have influence their path to purchase the product whilst, 30 per cent of the consumer base would only try environmental friendly product after seeing an ad on communication via the television. Specifically, while green communication is important, good deeds are expected from the consumer and emphases must be demonstrated to meet consumer demand. Green communication is an effective tool for communicating the real identity of the green product brand and proposed value through which the product equity may be developed [73]. Green advertisement includes promotional activities via communication that will convey the relationship between environmentally friendly product and the environment, and encourage the consumer to adopt a greener lifestyle with a corporate image on eco-responsibility [73]. Tan et al. (2019) studies on the determinate of green product decision among young consumers in Malaysia, further submitted that green advertising is a significant predictor for green buying product consuming and behaviour.

F. Issues of Green Consuming Value

According to Haws, Winterich and Naylor (2014) on the introduction of green consumption value stated that it's the tendency to explore environmental value protection through consumer purchase and consuming behavior [36]. Haw, Winterich and Naylor further develop a methodology for understanding consumers on what value they hold and what value they don't hold in conserving and preserving the natural environment within the framework of their consuming behaviour. The green consumption value contrasts the tendency to express the environmental value protection of consumer buying behaviour. Therefore, the consumer in with strong consumption value is more

disposed towards protecting the environmental resource and purchased more responsibly. In terms of issues and challenges on green consuming behaviour, past literature work of study has recounted that green consumer behaviour may result from both purchasing and non-purchasing activities [19]. For instance, Pickett, Kangun and Grove (1955) studies develop a scale with a focus on conservative activities and items on the scales includes dispositional activities, recycling of non-durable merchandise and their packaging, preservation of resources and attitude towards packaging [62].

The consumers less involved in such an act seem less affected by environmental pollution problems and less concern about social problems. Therefore, with the desire of consumer with strong green consuming value over the utilization of social-environmental resources, suggest that green consumer also values the conservation of their resources hence limiting issues and challenges on the environment for the economic wellbeing of every individual. Therefore, understanding the impact of green consuming value on consumer behaviour is critical as an increased number of policymaker and business client focus on a product designed to minimize environmental harm, issues and challenges. As this concept will be of great relevance to both research scholars, business clients, government and marketers interested in how to shape consumer response to the environment based campaign and action Haws, Winterich and Naylor (2014) and green marketing communications [9, 36]. In addition to the above empirical work, Suki and Suki (2015) examine consumption values and consumer environmental concern regarding green products among the Malaysian consumer. they stated that green products possess high quality and the consumption of such product will improved environmental quality. Surprisingly, it was recounted that However, there are only a few studies on environmental issues concerning green consumption value in the Asian region including Malaysia, hence the study examined consumption value among the Malaysia consumer based on environmental concern on green products. The study points out that green consuming value had the most significant effects on consumer environmental concern with regards to green product consumption. Importantly, significant the influenced of peer opinion relating to value on individuals' acceptance of green products and their impressions when purchasing the green products. Therefore, the result will provide narrative insight into consumer environmental agitation with regards to green product consumption value within the context of Malaysian consumer. more importantly, the enterprise will get a useful insight based on information that will be useful to encourage product value to boost consumer environmental agitation and sustainability on green product consumption among the Malaysian people.

G. Social Norms

Social norms are common types of cultural values representing common consumer knowledge through shared integration of social group regarding what other consumers think or should do regarding environmental issues and challenges. This represents the social acceptance and unacceptance by identifying what must be done or not to be done against the repercussion of going against the norms that are disapproved by peers on the planet [12,72]. Social norms do exist in every aspect of human behaviour[13]. Scholars have constantly reported the impact of transmitting social norms across different stance by indicating social norms can impact changes to consumer sustainable behaviour for instance a case on the feasibility of energy consumption Allcott and Mullainathan (2010), a case of the feasibility to compost White and Simpson (2013), a case of the feasibility to reuse towel in a hotel Goldstein, Cialdini and Griskevicius (2008), a case of the feasibility to recycle among student Meng and Trudel

(2017), and a case of the feasibility on sustainable consumer behaviour [7, 26, 47, 74, 75]. Comprehensively, research scholars have shown that social norms are a powerful variable that influences consumer sustainable behaviour in regards to solving environmental problems and challenges. To be consistent with the discussion above and with regards to the Malaysian context-to-perspective. Harizan and Haron (2012) study submitted that social norms are related to religion and its roots which in turn influence human behaviour, it has some insight that consumer behaviour on green sustainable products can be altered or favourable towards performing the green behaviour due to the concept of religion and its root [1]. To be specific, human beings who are loyal, give more support and have a high doctrine on their religion can easily change to give and follow the new insight or things that are helpful to the society in accord with the related concept in the religion. To this end, it can be proven that human beings who don't pay loyalty to his/her religion will not exhibit the behaviour that the environment needs to prosper. Hence social norms are key values that would influence green consuming behaviour aforesaid. Given Nielsen Global Corporate Sustainability Survey (2015) submitted that over two in five consumers in Malaysia are either influenced by enterprises who are more committed to social norms and the communities they lived in, with 43 and 46 per cent respectively. Therefore, commitment to social and local communities has an influential factor among the Malaysian consumer.

H. Issue of Misperception of the Product Origin

Misperception is another possible issue and challenges consumer encountered to carry out their sustainable duties because most green products are attributed to product origin. Consumer nowadays are most cautions when choosing and buying green products because they face several eco-labelled products from the supermarket shelf and probably do not know which of the product is greenest; According to the European Commission in 2013, 59 per cent of Europeans consumer do not think current green product labels provide substantial information about their environmental impact, whilst two-thirds of the consumers are confident that green product label as indicted as environmentally friendly will cause less damage to the planet than other conventional product. Hence, the European consumer finds it demanding to "navigate the green maze"

Despite that, one out of every two European considered green product are good worth for money and 77 per cent were prepared to pay additional money for the green product since they believed the products solve environmental issues or challenges and environmentally friendly to the planet [22]. Additionally, consumer uncertainty often arises mainly from environmental label expansion or proliferation. The environmental label index identified 458 eco-labels in 197 countries and 25 industry sectors. According to Gruère (2013), the proliferation of environmental label and information programme since the '90s could contribute to consumer uncertainty and confusion [29]. Therefore, when a green consumer is unsure of labelling requirements, the proliferation or expansion of environmental labels decreases the information and informativeness of the label and as such put the consumer in the state of confusion or uncertainty [30]. When there is uncertainty or confusion among the consumer rating, it will be difficult for businesses to be green and this will hinder environmental sustainability thereby damage to planet and environment is opened. In the Malaysian context, Tan et al. (2019) suggest that when deciding on the purchasing of green products among young consumer in Malaysia, eco-labelling should be considered [73]. They further highlighted that eco-labelling has significant influence among younger consumer when buying the environmentally friendly products, in

which green product labelling reminds the consumer about the environmental friendly buying, which in turn may fashion the feeling of guilt if they do not purchase the green product. Therefore, by so doing the misconception regarding the green product will be surpassed if the product is properly eco-labelled. This can assist enterprises and business to implement a necessary action which might bring together an increase in buying the green product among Malaysian consumer. For instance, to avoid green product misperception, enterprises and businesses intending to venture into green product marketing will have to make possible green products are properly eco-labelled and positioned to attract the consumer interest.

III. CONCLUSION

Based on the review of works of literature, this systematic study summarized by contributing to sustainable consumption as the need to preserve the planet for present and generation yet to be born. The researcher submitted that green sustainable consumption is a continuous process that required everyday input to save the planet. Hence environmental concerns involve all parties in the community. While taking account of the economic and environmental development so many issues and challenges will arise from changing the current world to a sustainable green economy. Some of the key issues highlighted are about Malaysian consumers not fully aware of their environment and instituting damage on the planet which has posed a serious challenge. Therefore, green behaviour should be infused in all aspect of living and policies should be strengthened to avoid further earth damage within the Malaysian nation. Furthermore, more systematic review research should be a channel in this direction to uncover other factors that cause environmental problems apart from the proposed highlighted in this study.


The media through social advertising can play an influential role in delegating awareness principles to educate and encourage environmental awareness-to-concern among the general public. Enforcement needs to be more aggressive in spreading the awareness and stakeholder must instil confidence in local communities at the grassroots level about the environmental issues and challenges the planet is facing. More active and leading roles are needed to encourage greater environmental responsibility among local communities in Malaysia. As this will bring about effective change in the behavioural approach and attitude of the public towards deposable goods and buying.

Education must be one of the strategies in fostering environmental awareness among the general public most especially the young consumer as they make up the largest cohort in the planet, thereby using them as agent of change to solve environmental issues and challenges being faced is vital because they can play a role in shaping the present-day lifestyle for the generation that would drive more sustainable design or consumption to make certain that sustainable practices work and come to stay. Also, deploying longitudinal and cross-sectional study analyses should be applied over time. Surprisingly, Malaysia as an emerging nation is aiming to be listed and fully transformed into a developed nation by the year 2020 [54,67]. Whilst, Malaysia is still struggling to implement and promote the green lifestyle among its nationals, despite being reported that the Malaysian government have spent over RM100 million approximately \$23.94 million every year for lifestyle campaign and medical essentials. The consuming behaviour and unhealthy living were viewed as the main factor for environmental issues and ecosystem destructions [2, 54]. Although, the Malaysian government is still striving to promote the greener lifestyle and green product consumption among the nationals. Yet the pollution still exists and the earth-wide natural resources are

depleting and draining every second [54,27,77]. Malaysian consumer has overlooked their consumption impact overtime irrespective of their consuming manner towards the environment despite the enforcement and discharged of government regulatory rules towards the environment and various NGOs activism directed towards the important and essentials for sustainable lifestyle but unfortunately the environmental problems, issues and challenges still exist and persist.

In light of these issues and challenges, enterprises in the Malaysia nation should be more proactive by helping the government in a more responsible way to implement green lifestyle among their corporate policies and when doing business. While the younger generation of consumer become a potential market target for green movement, mass media and social interaction should be encouraged with the view that this segment of individual have the power to propagate greener consumption in which they represent the highest generational segment in Malaysia and are obligated to reduce the environmental problems which Malaysia as a nation is currently facing. This study concluded that Malaysian marketers must know that young consumer act as the main drivers to influence the green consuming in addition to the highlighted factors in the works of literature.

ORCID

Osarodion Ogiemwonyi  <https://orcid.org/0000-0002-6738-0664>

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Further Reading

The Recycling Myth by Greenpeace Southeast Asia. Malaysia and the Broken Global Recycling System. <https://www.greenpeace.org/southeastasia/publication/549/the-recycling-myth/>

Full Report >

<https://storage.googleapis.com/planet4-southeastasia-stateless/2019/04/7c9f822c-7c9f822c-the-recycling-myth-malaysia-and-the-broken-global-recycling-system.pdf?_ga=2.85464985.1814910751.1561805467-1877495519.1561805467>.