

The Effect of Environmental Awareness on Consumers' Attitude and Consumers' Purchase Intention to Eco-friendly Products: A Study on Bachelor Students at Strategy First International College

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Abstract

This study explores the influence of environmental awareness on consumers' attitudes and purchase intentions towards eco-friendly products among bachelor students at Strategy First International College in Myanmar. As the global problem of the environment continues to intensify, sustainable practices in terms of consumption—specifically among youths in the developing economies in Myanmar—should be understood. Based on the Theory of Planned Behavior (TPB), the mediating influence of consumers' attitudes between environmental awareness and purchasing intentions is examined in this study. Based on stratified sampling, the quantitative survey included 199 participants from the business and computing fields. Analytical procedures included simple linear regression to test direct relationships and Hayes' PROCESS Macro to conduct strong mediation analysis. The findings demonstrate that environmental awareness has a significant positive effect on attitudes towards green products, which in turn result in purchase intentions. While environmental awareness directly affects purchasing decisions, consumer attitudes are a significant partial mediator through which a great portion of its total effect is mediated. Most respondents indicated that environmentally friendly products would be purchased where males indicated being more likely than females. Environmental education in influencing sustainable practices emerges as essential from this study. It also highlights the potential among youths in shaping environmentally friendly consumption in Myanmar.

Keywords: Environmental Awareness; Myanmar; Consumers' Attitudes; Consumers' Purchase Intentions; Eco-friendly Products.

1. Introduction

The increasing global focus on sustainability has significantly reshaped consumer behavior, compelling individuals, businesses, and policymakers to adopt eco-friendly solutions in response to environmental crises like climate change and pollution (Joshi & Rahman, 2015). Consequently, understanding how environmental consciousness influences attitudes and purchase intentions toward green products has become critical for fostering sustainable consumption.

Environmental awareness—defined as an individual's knowledge of ecological issues and willingness to act (Kollmuss & Agyeman, 2002)—shapes consumer behavior by driving preferences for products designed to minimize environmental harm (Ottman et al., 2006). Businesses increasingly leverage this trend by highlighting sustainability in marketing, yet gaps persist between awareness and action. The Theory of Planned Behavior (TPB) explains this dynamic: while attitudes, social norms, and perceived control predict intentions (Ajzen, 1991), barriers like cost, availability, and distrust of green claims often hinder actual purchases (Gleim et al., 2013).

Young consumers, particularly university students, are pivotal to advancing sustainable consumption. As future decision-makers, their behaviors signal broader societal shifts (Nguyen et al., 2017). Educational institutions play a key role in this process by integrating environmental education into curricula, fostering eco-consciousness that aligns with global sustainability goals (Cotton et al., 2007). In contemporary society, ecological consciousness has emerged as a crucial element of sustainable development and consumerism, particularly among youth. Such a trend is also evident at educational institutions, where curricula emphasize teaching a sense of eco-consciousness. Such a demographic is a strong force behind sustainable consumerism, emphasizing the necessity for curricula to include ecological consciousness for responsible purchasing behavior (Andrews et al.).

There has been an increased interest in consumer behavior convergence with environmental awareness, particularly with regard to sustainable consumption behavior. In Myanmar, private university students in Yangon exemplify this trend, demonstrating heightened sensitivity to environmental issues through academic campaigns and exposure to sustainable practices. However, economic constraints and limited access to green markets remain critical challenges (Oo, 2022). Despite growing awareness, research on young consumers in Myanmar is scarce, creating a gap this study addresses.

The impact of increased environmental awareness on purchasing behavior among students cannot be overestimated, especially among private university students in Yangon, Myanmar. With increased consciousness among students about environmental issues, their demand for eco-friendly products is increased, motivated by a sense of what their actions mean for themselves as well as for the planet. Research highlights that health concerns, product quality, and ethical considerations strongly influence purchasing intentions (Win, 2022), suggesting that environmental awareness alone is insufficient without addressing practical barriers.

This study investigates how environmental awareness shapes attitudes and purchase intentions toward eco-friendly products among bachelor students at Strategy First International College, Myanmar. The research will contribute to consumer behavior and sustainability marketing knowledge, particularly among students as consumers in higher learning institutions. The college's emphasis on global citizenship and sustainability initiatives—such as waste reduction and eco-friendly operations—provides a unique setting to explore how institutional and educational factors interact with individual awareness. Bachelor students at Strategy First International College are a diverse group with varying degrees of exposure to sustainability efforts and environmental education, and as such, provide a helpful sample for examining the relationship among environmental awareness, consumer attitude, and purchasing intentions.

Using a quantitative survey approach, the study assesses students' environmental awareness, attitudes, and purchase intentions. Understanding what motivates and discourages consumers' attitudes and purchase intentions will enable organizations to create more effective marketing campaigns and green products. Education institutions can also use these findings to create more effective environmental education programmes that encourage students' long-term pro-environmental behavior. Findings aim to inform strategies for bridging the attitude-behavior gap in sustainability marketing and education, with implications for emerging markets like Myanmar, where cultural and institutional contexts uniquely shape consumption patterns.

1.1 Problem Statement

The escalating global environmental crisis necessitates urgent shifts toward sustainable consumption patterns. While environmental awareness is recognized as a critical driver of eco-friendly purchasing behavior in developed economies, significant gaps persist in understanding these dynamics within developing contexts, particularly among youth populations. Myanmar, a nation grappling with rapid urbanization and environmental degradation, presents a unique setting where cultural, economic, and institutional factors may uniquely shape consumer behavior. Despite increasing academic and corporate interest in sustainability, limited empirical research exists on how environmental awareness translates into attitudes and purchase intentions toward eco-friendly products among university students in Myanmar—a demographic poised to influence future market trends and policy decisions.

The "value-action gap," where consumers express pro-environmental attitudes but fail to adopt corresponding behaviors, remains understudied in emerging markets. Barriers such as economic constraints, limited access to green products, and distrust of sustainability claims (greenwashing) may exacerbate this disconnect. Furthermore, the role of educational institutions in fostering environmental consciousness through curricula and campus initiatives remains underexplored. This study addresses these gaps by applying the Theory of Planned Behavior (TPB) to investigate how environmental awareness directly influences attitudes and purchase intentions among bachelor students at Strategy First International College, and whether consumer attitudes mediate the relationship between awareness and purchase intentions, thereby illuminating pathways to bridge the value-action gap. By elucidating these relationships, the research aims to provide actionable insights for policymakers, educators, and marketers to design targeted interventions that align environmental education with tangible behavioral outcomes, ultimately fostering sustainable consumption practices in Myanmar and similar emerging economies.

1.2 Research Questions (RQs)

By addressing these objectives, the research will answer key questions:

- RQ1: How environmental awareness influences the attitude of the consumers on the purchase of eco-friendly products?
- RQ2: What does customer attitudes role in shaping purchase intentions for eco-friendly products?
- RQ3: To what extent does environmental awareness directly drive consumers' intention to purchase eco-friendly products?
- RQ4: How do consumer attitudes mediate the relationship between environmental awareness and eco-friendly purchase intentions?

1.3 Research Objectives (ROs)

The primary aim of this research is to investigate the effects of consumers' awareness on their attitude and purchasing intention towards eco-friendly products, with a focus on bachelor students at Strategy First International College.

Guided by the aims of the research above, this study pursues four primary objectives:

- RO1: To examine the relationship between environmental awareness and consumers' attitudes toward environmentally friendly products.
- RO2: To investigate the relationship between consumers' attitudes toward environmentally friendly products and their purchase intention.
- RO3: To assess the direct effect of environmental awareness on consumers' intention to purchase environmentally friendly products.
- RO4: To determine whether consumer attitudes mediate the relationship between environmental awareness and purchase intention.

2. Literature Review

2.1 Environmental Awareness

Environmental awareness—defined as understanding ecological issues and their implications (Kollmuss & Agyeman, 2002)—drives pro-environmental behavior by motivating consumers to adopt sustainable practices like recycling and purchasing eco-friendly products (Cheung et al., 2015). Studies confirm its direct link to positive attitudes toward sustainability, as informed consumers prioritize products with lower environmental footprints (Joshi & Rahman, 2015; Gleim et al., 2013). Awareness is cultivated through education, media campaigns, and lived experiences, which shape perceptions of sustainability's societal and personal benefits (Kollmuss & Agyeman, 2002; Ottman et al., 2006). The Theory of Planned Behavior (TPB) further contextualizes this relationship, positing that awareness strengthens attitudes, subjective norms, and perceived control, collectively shaping intentions (Ajzen, 1991).

2.2 Consumers' Attitudes towards Eco-friendly Products

Attitudes are pivotal in sustainable consumption, influenced by environmental awareness, ethical values, and perceived product benefits (Chekima et al., 2016). The TPB and Theory of Reasoned Action (TRA) highlight attitudes as the strongest predictor of purchase intentions, especially when aligned with social norms and perceived behavioral control (Ajzen, 1991; Kim & Choi, 2005). While consumers increasingly value sustainability, barriers like price sensitivity and quality perceptions create a "value-action gap," where positive attitudes fail to translate into purchases (Gleim et al., 2013; Kollmuss & Agyeman, 2002). Effective green marketing strategies that emphasize tangible benefits (e.g., cost savings, health advantages) can bridge this gap by aligning product messaging with consumer values (Ottman et al., 2006).

2.3 Consumers' Purchase Intention to Eco-friendly Products

Purchase intention reflects the likelihood of adopting sustainable consumption, shaped by attitudes, social norms, and perceived control (Ajzen, 1991). Environmental concern amplifies intentions, particularly when consumers perceive efficacy in their actions (Kollmuss & Agyeman, 2002). However, structural barriers—high costs, limited availability, and distrust of green claims—often hinder follow-through (Gleim et al., 2013). While studies affirm the mediating role of attitudes between awareness and intention (Aman et al., 2012), contextual factors like cultural norms and product accessibility can alter this dynamic (Khaleeli & Jawabri, 2021).

2.4 Conceptual Framework

The conceptual model of this study is based on the previous research (Khaleeli and Jawabri, 2021) that environmental awareness influences consumers' attitudes towards green products, which in turn affects their intention to purchase them. Figure 1 illustrates the proposed research model.

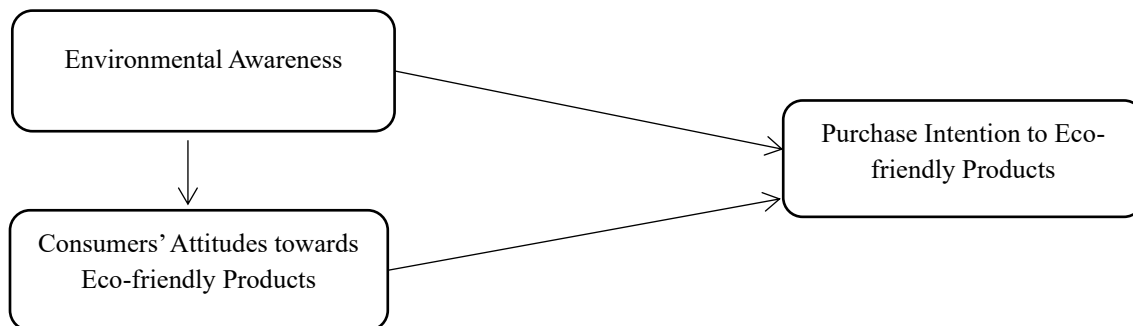


Figure 1. Proposed Research Model

2.5 Hypotheses

This research aims to examine how environmental awareness directly impacts both attitudes and purchase intention and the relationship between consumers' attitudes and their purchase intention. It also intends to test whether consumer attitudes mediate the relationship between environmental awareness and purchase intention. Four research hypotheses were developed as follows:

- H1: Environmental awareness has a positive and significant effect on consumers' attitudes toward environmentally friendly products.
- H2: Consumers' attitudes toward environmentally friendly products have a positive and significant effect on their purchase intention.
- H3: Environmental awareness has a positive and significant direct effect on consumers' intention to purchase environmentally friendly products.
- H4: Consumer attitudes mediate the relationship between environmental awareness and consumers' intention to purchase environmentally friendly products.

3. Research Methodology

3.1 Research Design and Sampling Strategy

This quantitative study examined relationships between environmental awareness, attitudes toward eco-friendly products, and purchase intention among Strategy First International College students. Data was collected via anonymous Google Form surveys targeting 408 students across Business Management (BM), Computing (DC), and Computing with Business Management (DCBM) programs. Using Yamane's formula (1967), a sample size of 202 was calculated (5% error margin). After adjusting for non-responses, 199 valid responses were analyzed (5.07% error). A stratified random sampling method allocated participants proportionally: BM (55%, n = 110), DC (27%, n = 54), and DCBM (18%, n = 35). Despite randomization, BM majors (55.3%) and female students (66.3%) were overrepresented. Surveys were distributed over one week, supplemented by in-class reminders and Telegram notifications to enhance participation. Key limitations include potential bias from demographic imbalances and restricted generalizability, as findings apply only to SFIC's 2024 in-person cohort. Results may not reflect online students or other institutions.

3.2 Variable Instruments and Scale Development

This study adapted scales from prior research (Akroush et al., 2018; Wang et al., 2019; Khaleeli & Jawabri, 2021) to measure three constructs: Environmental Awareness, Attitudes Toward Eco-Friendly Products, and Purchase Intention. A pilot test with 20 students refined wording clarity. Reverse-coded items were removed to simplify the survey. Each construct used 7 items (21 total) on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Environmental Awareness assessed knowledge of climate issues, Attitudes measured positive beliefs, and Purchase Intention evaluated future buying plans. Scales were validated for reliability while retaining conceptual focus.

3.3 Data Analysis

Data analysis used SPSS 27 and Hayes' PROCESS Macro (Model 4). Descriptive statistics summarized demographics, while Cronbach's Alpha assessed scale reliability. Simple linear regression tested direct relationships: environmental awareness → attitudes (H1), attitudes → purchase intention (H2), and environmental awareness → purchase intention (H3). For mediation (H4), 5,000 bootstrap samples with 95% CIs (Hayes, 2022) evaluated attitudes' role in linking awareness to purchase intent.

3.4 Ethical Considerations

The study adhered to ethical standards, prioritizing participant rights and research integrity. Participants received clear explanations of the study's purpose, procedures, and their freedom to withdraw at any time. Anonymous data collection safeguarded confidentiality, with information used solely for academic objectives. Rigorous measures prevented data fabrication or distortion, ensuring accuracy in analysis and reporting. These protocols upheld transparency and accountability, supporting credible insights into environmental awareness, eco-friendly product attitudes, and purchasing behavior.

4. Empirical Results

This section outlines the respondents' demographic characteristics and examines how these factors relate to environmental awareness, attitudes, and purchase intentions. Using frequency analysis and cross-tabulation, the study identifies patterns in gender, age, field of study, income, campaign participation, and past purchases. Statistical methods, including linear regression and Hayes' PROCESS Macro, reveal how awareness and attitudes influence the intention to buy eco-friendly products, highlighting key drivers behind sustainable consumer behavior.

4.1 Profile of the Respondents

The study conducted had 199 responses. The analysis accounts for demographic factors (e.g., gender, age, field of study, income level, past involvement in environmental campaigns, and past purchase behavior).

Table 4.1: Demographic profile of the Respondents

Category		Frequency	Percentage
Gender	Male	66	33.2
	Female	132	66.3
	Prefer not to say	1	0.5
Age	< 18 years	14	7.0
	18 - 21 years	147	73.9
	22 - 25 years	36	18.1
	> 25 years	2	1.0
Field of Study	Business Management (BM)	133	66.8
	Computing (DC)	3	1.5
	Computing with Business Management (DCBM)	63	31.7
Income Level	< 400,000 MMK	118	59.3
	400,000 MMK – 600,000 MMK	44	22.1
	600,001 MMK - 800,000 MMK	19	9.5
	800,001 MMK – 1,000,000 MMK	5	2.5
	> 1,000,000 MMK	13	6.5
Awareness Campaigns participation	Yes	90	45.2
	No	109	54.8
Prior Purchase of Eco-Friendly Products	Yes	155	77.9
	No	44	22.1
Intention to buy green products in future	Strongly Disagree	14	7.0
	Disagree	15	7.5
	Neutral	37	18.6
	Agree	66	33.2
	Strongly Agree	67	33.7
	Total		199

Table 4.1 presents the demographic characteristics and green product-related behaviors of 199 respondents. The majority are female (66.3%) and predominantly aged 18–21 years (73.9%). Most participants are from the Business Management field (66.8%), with a notable portion from Computing with Business Management (31.7%). Over half (59.3%) have a monthly income below 400,000 MMK. Regarding environmental engagement, 45.2% have participated in awareness campaigns, while 77.9% have previously purchased eco-friendly products. When asked about future intentions to buy green products, 66.9% agreed or strongly agreed, indicating a generally positive outlook toward sustainable consumption.

4.2 Reliability Test for Variables

Cronbach's Alpha assessed internal consistency of variables (Environmental Awareness, Attitudes toward Eco-friendly Products, Purchase Intention). All scales demonstrated good reliability ($\alpha \geq 0.70$): Environmental Awareness: $\alpha = 0.774$ (7 items), Attitudes: $\alpha = 0.729$ (7 items), and Purchase Intention: $\alpha = 0.742$ (7 items). Results align with Zikmund's (2010) threshold ($\alpha \geq 0.70$) and prior studies (e.g., Smith et al., 2020: $\alpha = 0.72$ – 0.78), confirming survey instruments consistently measured constructs across 199 samples.

4.3 Overall Perception of Environmental Awareness, Attitudes, and Purchase Intention

The study assessed respondents’ perceptions of environmental awareness, attitudes toward eco-friendly products, and purchase intentions using a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Mean scores, interpreted using Bowling’s (1997) criteria (3.41–4.20 = “Agree”), revealed:

- Environmental Awareness: Highest agreement (Mean = 3.73, SD = 0.56), indicating robust awareness of environmental challenges.
- Attitudes Toward Eco-Friendly Products: Positive stance (Mean = 3.67, SD = 0.54), reflecting favorable beliefs about eco-products.
- Purchase Intention: Moderate willingness (Mean = 3.57, SD = 0.52), aligning with prior findings (e.g., Smith et al., 2020).

Standard deviations (0.52–0.56) showed moderate variability, suggesting consistent agreement among participants. The results highlight respondents’ environmental consciousness, supportive attitudes, and openness to adopting eco-friendly purchasing behaviors.

4.4 Analysis and Hypothesis Testing

Table 4.2: Simple Regression Analysis Between Environmental Awareness and Attitudes

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.660	.213		7.794	.000
	Environmental Awareness	.540	.056	.563	9.563	.000

a. Dependent Variable: Attitudes

The regression analysis (Table 4.2) supports the hypothesis that environmental awareness positively and significantly influences consumers’ attitudes toward eco-friendly products. The unstandardized coefficient for environmental awareness ($B = 0.540, p < 0.001$) indicates that a one-unit increase in environmental awareness corresponds to a 0.540-unit rise in positive attitudes. The standardized beta coefficient ($\beta = 0.563$) reflects a moderate-to-strong effect size. With a statistically significant t-value (9.563) and p-value (0.000), the results confirm that heightened environmental awareness is linked to more favorable attitudes, aligning with theoretical expectations. Thus, H1 is empirically validated.

Table 4.3: Simple Regression Analysis Between Attitudes and Purchase Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.189	.189		6.295	.000
	Attitudes	.647	.051	.672	12.725	.000

a. Dependent Variable: Purchase Intention

As shown in Table 4.3, attitudes toward eco-friendly products significantly predict purchase intention ($B = 0.647, p < 0.001$). The standardized beta coefficient ($\beta = 0.672$) indicates a strong effect size, supported by a statistically significant t-value (12.725). These results confirm that favorable attitudes correlate with stronger intent to purchase eco-friendly products. Thus, H2 is empirically supported.

Table 4.4: Simple Regression Analysis Between Environmental Awareness and Purchase Intention

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	1.829	.214		8.528	.000
	Environmental Awareness	.466	.057	.504	8.195	.000

a. Dependent Variable: Purchase Intention

Table 4.4 demonstrates a significant direct relationship between environmental awareness and purchase intention ($B = 0.466$, $p < 0.001$). The standardized coefficient ($\beta = 0.504$) reflects a moderate-to-strong effect, with a significant t-value (8.195). This validates that higher environmental awareness directly enhances intent to purchase eco-friendly products. Therefore, H3 is supported.

4.5 Mediation Analysis Using Hayes' PROCESS Macro

Mediation analysis using Hayes' PROCESS Macro (Model 4) supports Hypothesis 4, demonstrating that consumer attitudes partially mediate the relationship between environmental awareness (EA) and purchase intention (PI).

Table 4.5: Direct Effect of EA on PI ($EA \rightarrow PI$)

Effect	B	SE	t	p	95% CI
Direct	0.171	0.058	2.944	.004	[0.056, 0.285]

As shown in Table 4.5, the direct effect of EA on PI remains significant even after accounting for attitudes ($B = 0.171$, $SE = 0.058$, $t = 2.944$, $p = .004$; 95% CI [0.056, 0.285]), indicating that EA influences PI through both direct and indirect pathways.

Table 4.6: Indirect Effect of EA on PI via Attitudes ($EA \rightarrow Attitudes \rightarrow PI$)

Effect	B	SE	95% Bootstrapped CI
Indirect	0.296	0.059	[0.184, 0.412]

The indirect effect, reported in Table 4.6, is also significant ($B = 0.296$, $SE = 0.059$), with a 95% bootstrapped confidence interval [0.184, 0.412] that excludes zero, confirming the mediating role of attitudes.

Total Effect = Direct + Indirect

$$= 0.171 + 0.296 = 0.467$$

The **total effect** of EA on PI, combining both pathways, is $B = 0.467$ ($p < .001$). This suggests that 63.4% of the total effect is mediated through attitudes, while the remaining 36.6% operates through other mechanisms. These results affirm that environmental awareness significantly enhances eco-friendly purchase intentions, primarily through the formation of positive consumer attitudes.

Table 4.7 Hypothesis Support Summary

Hypothesis	Key Finding	p-value	Supported
H1	EA → Attitudes	p<.001	Yes
H2	Attitudes → PI	p<.001	Yes
H3	EA → PI (Direct)	p=.004	Yes
H4	Attitudes mediate EA → PI (CI: [0.184, 0.412])	p<.05 ¹	Yes (Partial)

¹ Indirect effects do not use traditional p-values; significance is determined by the 95% CI excluding zero.

As indicated by Table (4.7), all hypotheses were supported. Environmental awareness (EA) highly contributed to consumer attitudes (H1: $p < .001$) and directly increased purchase intention (PI) (H3: $p = .004$). Attitudes considerably elevated PI (H2: $p < .001$) and partially mediated the EA-PI relationship (H4: 95% CI [0.184, 0.412]). The mediation was partial since EA retained a direct effect alongside the indirect pathway. Bootstrapping (5,000 samples) witnessed the mediation significance, where confidence intervals replaced traditional p-values for indirect effects.

5. Findings and Discussions

The study found strong evidence supporting the role of environmental awareness in shaping pro-environmental attitudes and purchase intentions among Strategy First International College bachelor students. Based on the Theory of Planned Behavior (Ajzen, 1991), results showed that environmental awareness positively influenced attitudes toward eco-friendly products ($\beta = 0.563$, $p < .001$), and attitudes, in turn, had a strong effect on purchase intentions ($\beta = 0.672$, $p < .001$). Environmental awareness also directly impacted purchase intention ($\beta = 0.504$, $p < .001$), highlighting its dual influence. Mediation analysis using Hayes' PROCESS Macro (Model 4) confirmed that attitudes significantly mediated the relationship between awareness and purchase intention, with the indirect effect ($B = 0.296$) accounting for approximately 63.5% of the total effect ($B = 0.467$), while the direct effect remained significant ($B = 0.171$, $p = .004$), indicating partial mediation. These findings address all research questions, affirming the predictive power of environmental awareness and attitudes in sustainable consumer behavior. Demographic analysis further revealed that prior green product purchases and campaign participation correlated with higher purchase intentions, and male respondents expressed slightly stronger intentions despite comparable awareness levels. Overall, the study underscores the importance of educational and awareness initiatives in fostering environmentally responsible consumption among youth in emerging markets like Myanmar.

This study offers both theoretical and practical contributions to sustainable consumer behavior, particularly in emerging markets like Myanmar. Theoretically, it reinforces the applicability of the Theory of Planned Behavior by confirming that environmental awareness and attitudes significantly predict purchase intention, with attitudes serving as a mediator. This adds depth to TPB by showing that cognitive awareness translates more effectively into action when supported by positive evaluation. It also enhances green marketing literature by showing how awareness influences behavior both directly and through attitude formation. Practically, the findings suggest educational institutions should integrate sustainability into curricula to cultivate eco-conscious attitudes. Marketers are encouraged to design campaigns that connect emotionally and ethically with consumers, while policymakers should implement supportive policies and awareness programs to bridge the gap between values and sustainable action. Collectively, the study highlights that informed and value-driven young consumers are key to advancing long-term environmental goals in developing regions.

6. Limitations and Recommendations for Further Research

This study has several limitations that suggest directions for future research. First, the sample was limited to bachelor students at one college in Myanmar, which restricts generalizability to broader populations such as professionals, rural consumers, or older adults. Future studies should use stratified or random sampling across diverse institutions and regions to enhance external validity. Second, reliance on self-reported questionnaires may introduce biases like social desirability, potentially inflating pro-environmental responses. Mixed-method approaches, including qualitative interviews and behavioral observations, are recommended to provide a richer, more accurate understanding

of consumer behavior. Third, the study focused on attitudes as a mediator but did not explore other important variables such as perceived behavioral control, social norms, or product attributes like cost and availability. Incorporating these factors could yield a more comprehensive model of sustainable consumption. Finally, the cross-sectional design limits causal inference over time; longitudinal research would better capture how environmental awareness, and attitudes evolve and influence behavior long-term, especially following interventions. Addressing these limitations will deepen insights into sustainable consumer behavior across different groups and contexts.

7. Conclusion

This research investigates how environmental awareness affects consumer attitudes and purchase intentions toward green products among bachelor students at Strategy First International College in Myanmar, using the Theory of Planned Behavior as its framework. The study tests four hypotheses and finds that environmental awareness positively influences attitudes, which in turn significantly impact purchase intentions. Moreover, consumer attitudes mediate the relationship between awareness and intention, highlighting the role of education and social engagement in promoting sustainable consumption among young consumers in developing markets. Analyzing survey data from 199 students with regression methods, the study also identifies factors like gender, prior green purchases, and campaign participation as influential. Despite its strengths, the study notes limitations related to sample scope, self-reported data, and cross-sectional design. Future research should include diverse populations, additional mediators, and longitudinal approaches to deepen understanding. Overall, the study contributes valuable insights for academics, marketers, educators, and policymakers aiming to foster eco-friendly consumer behavior in Myanmar.

8. Recommendations

Based on the strong positive relationship found between environmental awareness and consumer attitudes, it is recommended that educational institutions like Strategy First International College strengthen and expand their environmental education programs. Integrating sustainability topics into various courses and organizing awareness campaigns can further enhance students' environmental knowledge, which is shown to positively shape their attitudes towards green products. Given that consumer attitudes significantly mediate the impact of environmental awareness on purchase intentions, marketers should focus on developing campaigns that not only inform but also emotionally engage consumers. Highlighting the social and ethical benefits of eco-friendly products could strengthen positive attitudes and, in turn, increase purchase intentions. Marketers should also consider targeting segments identified in the study, such as those with prior green purchasing experience or participants in environmental campaigns, to maximize impact.

The finding that environmental awareness directly influences purchase intention suggests that raising general awareness through public initiatives and accessible information remains crucial. Policymakers and businesses should work to increase the visibility and availability of green products, reducing barriers related to cost and trust, thus enabling environmentally conscious consumers to act on their intentions. Additionally, since demographic factors like gender and past behavior showed variations in purchase intentions, tailored strategies addressing these differences could be beneficial. For example, campaigns targeting male consumers or encouraging first-time purchases could further boost eco-friendly buying behaviors.

Finally, considering the partial mediation by attitudes, future programs should not only focus on raising awareness but also on reinforcing positive attitudes through consistent messaging and practical experiences. Collaborative efforts between educators, marketers, and policymakers are essential to foster a sustainable consumer culture that can support long-term environmental goals in Myanmar.

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Appendix A

Reliability Test

Environmental Awareness

Reliability Statistics

Cronbach's Alpha	N of Items
.774	7

Attitudes Toward Eco-Friendly Products

Reliability Statistics

Cronbach's Alpha	N of Items
.729	7

Purchase Intention

Reliability Statistics

Cronbach's Alpha	N of Items
.742	7

Validity Analysis

Environmental Awareness

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.819
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.
	344.538
	21
	.000

Component Matrix^a

	Component	
	1	2
Environmental Awareness 1	.686	-.093
Environmental Awareness 2	.745	-.428
Environmental Awareness 3	.685	.339
Environmental Awareness 4	.710	-.487
Environmental Awareness 5	.581	.028
Environmental Awareness 6	.706	.255
Environmental Awareness 7	.566	.530

Extraction Method: Principal Component Analysis.
a. 2 components extracted.

Attitudes Toward Eco-Friendly Products

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.745
Bartlett's Test of Sphericity	Approx. Chi-Square	360.974
	df	21
	Sig.	.000

Component Matrix^a

	Component	
	1	2
Attitudes Toward Eco-Friendly Products 1	.589	.587
Attitudes Toward Eco-Friendly Products 2	.675	.464
Attitudes Toward Eco-Friendly Products 3	.559	.193
Attitudes Toward Eco-Friendly Products 4	.686	-.578
Attitudes Toward Eco-Friendly Products 5	.683	.144
Attitudes Toward Eco-Friendly Products 6	.665	-.126
Attitudes Toward Eco-Friendly Products 7	.630	-.611

Extraction Method: Principal Component Analysis.
a. 2 components extracted.

Purchase Intention

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.777
Bartlett's Test of Sphericity	Approx. Chi-Square	259.345
	df	21
	Sig.	.000

Component Matrix^a

	Component	
	1	2
Purchase Intention 1	.701	-.290
Purchase Intention 2	.567	-.483
Purchase Intention 3	.589	-.397
Purchase Intention 4	.581	.574
Purchase Intention 5	.552	.359
Purchase Intention 6	.671	.210
Purchase Intention 7	.732	.053

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Regression Analysis

Environmental Awareness

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.563 ^a	.317	.314	.44606

a. Predictors: (Constant), Environmental Awareness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.196	1	18.196	91.455	.000 ^b
	Residual	39.196	197	.199		
	Total	57.393	198			

a. Dependent Variable: Attitudes

b. Predictors: (Constant), Environmental Awareness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.660	.213		7.794	.000	1.240	2.080
	Environmental Awareness	.540	.056	.563	9.563	.000	.429	.651

a. Dependent Variable: Attitudes

Attitudes Toward Eco-Friendly Products

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.672 ^a	.451	.448	.38537

a. Predictors: (Constant), Attitudes

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.046	1	24.046	161.915	.000 ^b
	Residual	29.256	197	.149		
	Total	53.302	198			

a. Dependent Variable: Purchase Intention
 b. Predictors: (Constant), Attitudes

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error				Lower Bound	Upper Bound
1	(Constant)	1.189	.189		6.295	.000	.816	1.561
	Attitudes	.647	.051	.672	12.725	.000	.547	.748

a. Dependent Variable: Purchase Intention

Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504 ^a	.254	.250	.44921

a. Predictors: (Constant), Environmental Awareness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.550	1	13.550	67.151	.000 ^b
	Residual	39.752	197	.202		
	Total	53.302	198			

a. Dependent Variable: Purchase Intention
 b. Predictors: (Constant), Environmental Awareness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error				Lower Bound	Upper Bound
1	(Constant)	1.829	.214		8.528	.000	1.406	2.252
	Environmental Awareness	.466	.057	.504	8.195	.000	.354	.578

a. Dependent Variable: Purchase Intention

Meditation Analysis (PROCESS Macro)

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
 Y : PI
 X : EA
 M : A

Sample
 Size: 199

OUTCOME VARIABLE:

A

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	.5631	.3171	.1990	91.4550	1.0000	197.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.6599	.2130	7.7940	.0000	1.2399	2.0799
EA	.5401	.0565	9.5632	.0000	.4287	.6515

OUTCOME VARIABLE:

A

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5631	.3171	.1990	91.4550	1.0000	197.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.6599	.2130	7.7940	.0000	1.2399	2.0799
EA	.5401	.0565	9.5632	.0000	.4287	.6515

OUTCOME VARIABLE:

PI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6887	.4744	.1429	88.4434	2.0000	196.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.9208	.2065	4.4593	.0000	.5136	1.3280
EA	.1705	.0579	2.9443	.0036	.0563	.2848
A	.5472	.0604	9.0606	.0000	.4281	.6663

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.1705	.0579	2.9443	.0036	.0563	.2848

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
A	.2955	.0590	.1836	.4120

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

----- END MATRIX -----