

## **Media Exposure and Green Consumerism Behavior among Professional Women in Malaysia**

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### **Abstract:**

Despite increasing environmental awareness, the adoption of sustainable consumption practices remains inconsistent in Malaysia. Exposure to sustainability-related media content has been identified as a factor that may influence pro-environmental attitudes and behavioral intent. However, its specific impact on consumer behavior requires further empirical analysis. This quantitative study analyzes the relationship between media exposure and green consumerism behavior among professional women in Malaysia, a demographic with substantial purchasing power and social influence. The research is grounded in the Theory of Planned Behavior, which identifies attitudes, subjective norms, and perceived behavioral control as key predictors of behavioral intention. An online questionnaire was distributed via Google Forms to employed women across multiple sectors in Malaysia. The instrument measured levels of media exposure, green consumerism behavior, and the Theory of Planned Behavior constructs using validated multi-item scales. A total of 250 valid responses were collected, meeting the minimum sample size required for Partial Least Squares Structural Equation Modeling (PLS-SEM), based on the 10-times rule and power analysis recommendations. Data were analyzed using

SmartPLS version 4.1.1.3. The measurement model demonstrated strong internal reliability and construct validity. Path analysis revealed a statistically significant positive relationship between media exposure and green consumerism behavior. Respondents with higher engagement in sustainability-related media content reported stronger pro-environmental attitudes and increased participation in green purchasing behaviors. Media exposure demonstrated a moderate effect size, and the structural model explained a meaningful proportion of variance in the dependent variable. These findings underscore the influence of media exposure in driving sustainable behavioral change among professional women. The study offers interdisciplinary relevance by linking communication studies, behavioral science,

and environmental sustainability. It provides practical implications for policymakers, advertisers, and media strategists seeking to design targeted campaigns that foster eco-conscious consumer behavior. By focusing on professional women in Malaysia, this research contributes localized insights to the broader global discourse on media influence and sustainable consumption.

### **Keywords:**

Media exposure, green consumerism, professional women, theory of planned behavior, sustainable consumption