

ECO-FRIENDLY HOUSE PURCHASE DECISIONS AMONG GEN Z: IMPLICATIONS FOR POLICYMAKERS & HOUSING DEVELOPERS

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ABSTRACT

A greenhouse, better known as an environmentally friendly house, is a concept that has recently become increasingly popular in society. The innovative design of an eco-friendly house reduces the negative impact on the environment and provides comfort and a better quality of life to the house's occupants. Consumers are a fundamental element that supports the growth of the environmentally friendly home market. Thus, this research aims to discover the factors influencing Generation Z's intention to buy environmentally friendly houses. Using a quantitative approach and survey design, the respondents for this research were 384 prospective home buyers of Generation Z who resided in Negeri Sembilan, Malaysia. Correlational analysis and multiple regression are employed to analyze the final data. This study found that the advertising of eco-friendly houses, attitudes towards eco-friendly houses, perceived environmental responsibility, perceived economic benefits, and perceived social influence positively affect the intention to buy an environmentally friendly house, and the advertising of eco-friendly houses is the most significant predictor. As an implication, more incentives, awareness campaigns, attractive financing options, and effective waste management methods need to be introduced to promote the construction and purchasing of eco-friendly houses as a part of the environmental conservation efforts in Malaysia.



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INTRODUCTION

Housing has an important function and role in human life. The condition of housing in a place reflects the standard of living, well-being, personality, and human civilization of its inhabitants (Parekh & Smith, 2024). Developers should strive to create a friendly environment to maintain the residents' satisfaction (Zahan et al., 2020). The development of facilities in residential areas will increase property values. According to PropertyGuru Malaysia, based on the 2020 Consumer Sentiment Survey, many Malaysians consider sustainability and energy-saving factors when buying a house (Azmi et al., 2022). An eco-friendly home encourages improving human health and well-being. It also helps form and maintain a healthy environment (Tang et al., 2020). An environmentally friendly neighbourhood fosters a sensitive community and collective habits that better preserve the Earth (Sang et al., 2020). An example of an eco-friendly house is in the heart of Petaling Jaya; the Clay Roof is an excellent example of adaptive reuse. Before the renovation, this house was old, and the new owner wanted to turn it into a greenhouse. With rainwater harvesting systems, solar water heaters, and water-saving fixtures, these homes emphasize respect for water and its relationship with other natural elements (Parekh & Smith, 2024).

Some characteristics of eco-friendly houses are tangible and measurable structural efficiency in using resources such as energy and water and protecting the health and well-being of residents (Jose & Sia, 2022). Man and nature should not be separated (Yuting et al., 2024). Thus, architects, engineers, and developers try to incorporate the characteristics of nature into the projects they build (Mohd Noor et al., 2023). Among the things that are consistently implemented is to plant more trees in the municipal areas. Developers and engineers also began replacing toxic materials and upgrading ventilation systems to reduce the risk of asthma and lung cancer (Zahan et al., 2020). The most important objective is to reduce the impact on the environment. That is why erecting an eco-friendly house involves careful planning with the materials, facilities, and others (Jose & Sia, 2022). As is known, many benefits can be obtained from green development.

However, several studies describe the obstacles and challenges faced in implementing it.

The concept of green development is new, which oftentimes lead to difficulties in implementing it (Debrah et al., 2022). For instance, developers who have ideas about green development are not able to implement them due to the community's option for conventional development. These reasons are mostly caused by lack of understanding and outlook on green developmental concepts. Other reasons are due to the implementation of green development which requires higher expenses compared to conventional structures (Roslee et al., 2022). Supporting this statement are Zhang and He (2021), who states that the first concern in green development is the significant expenses compared to conventional structures. The resulting cost gap between these two structures is due to the use of green technology and capable elements, which affect the price (Debrah et al., 2022). This refers to the situation where contractors and developers must get materials from foreign countries because Malaysia lacks environmentally friendly products (Mohamad Tarmizi et al., 2023). Moreover, there are difficulties in managing and maintaining greenhouses or buildings (Abdulaali et al., 2020). The management should ensure that operations and maintenance staff perform their duties to maintain the designed green criteria (Roslee et al., 2022). Greenhouse maintenance requires expertise in management and using available resources to ensure it is environmentally friendly (Mustaffa et al., 2021; Zhang & He, 2021).

Thus, this study research objective is to examines the factors influencing Generation Z (Gen Z) intention to purchase eco-friendly houses. The factors includeVadvertising of eco-friendly houses, attitudes towards eco-friendly houses, perceived environmental responsibility, perceived economic benefits, and perceived social influence. In addition to being known as a technology-savvy generation, Gen Z is known for its tendency to be very concerned about environmental issues, such as global warming, air pollution, floods, and others (Parzonko et al., 2021). Hence, their concern for environmental issues is appropriate, considering the state of the world in which they live now is indeed being hit by a severe environmental crisis. Since Gen Zs are currently living in an era of globalization where information can be obtained widely and quickly, this also means that they have the capability in accessing information easily (D'Arco et al., 2023).

Thus, this study aims to validate the past findings and assess whether Malaysian Gen Z is concerned and interested in buying eco-friendly houses. Employing the theory of planned behavior (TPB), this study seeks to improve the existing theory or framework of thought by providing a specific enabler that could influence intention. Although the findings of previous studies could be more consistent, some may not be proven, and the samples used may also be generalized to other different populations that do not specifically focus on Gen Zs. Therefore, with the implementation of this research, the current study hopes to provide more context and opportunities for parties such as policymakers, project developers, NGOs, and relevant bodies who are interested in ensuring sustainable development for the local population, especially in the near future.

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

Eco-Friendly House

In recent years, the term greenhouse or eco-friendly house has become increasingly popular in the Malaysian real estate market. Many developments are promoted with the Green Building Index or GBI certification (Abdulaali et al., 2020). Builders construct eco-friendly houses sustainably, using energy, water, and materials efficiently (Wei et al., 2020). This house typically contains green architectural features and design elements, such as energy-efficient lighting, water-efficient plumbing systems, and heat-reflective materials (Tang et al., 2020). In addition, builders also consider sustainability practices during construction. In Malaysia, the GBI which is the country's first comprehensive rating system, rates eco-friendly houses to assess the sustainability of their design and performance, as well as that of buildings, cities, and factories (Mustaffa et al., 2021). Among the residential properties that received GBI certification are 1) Arnica @ Tropicana Gardens, Petaling Jaya; 2) the Establishment, Alila Bangsar, Kuala Lumpur; 3) the Treez Jalil Residence, Kuala Lumpur; 4) Verde Ara Damansara, Petaling Jaya, and 5) Setia Greens, Penang Residency 22 @ Mont Kiara, Kuala Lumpur.

Based on criteria determined by the GBI body, houses and buildings are rated Platinum, Gold, Silver, or Recognition. The GBI awards ratings based on the following points totals: 1) 86 to 100 – Platinum, 2) 76 to 85 – Gold, 3) 66 to 75 – Silver, and 4) 50 to 65 – Recognition (Mustaffa et al., 2021). The Association of Architects Malaysia and Consulting Engineers Malaysia created the GBI organization in 2009 to set standards and oversee GBI recognition. This organization also trains GBI facilitators and accreditors. The GBI rating system is strictly regulated by an independent committee called the GBI Accreditation Panel. A committee of experienced professionals in the construction sector will review and award GBI ratings to eligible projects (Mustaffa et al., 2021).

Among the characteristics of energy-efficient houses include the orientation for adequate lighting, the use of building materials that insulate heat, and the use of renewable energy such as solar energy (Wei et al., 2020). The interior of a greenhouse needs to function well in terms of air quality, acoustics, visual comfort, and temperature comfort (Tang et al., 2020). All this is achieved using low-volatile organic compounds and quality air filtration. Reasonable temperature control, air movement, and humidity are also important (Mustaffa et al., 2021). The building materials of an eco-friendly house are to be environmentally friendly and obtained from sustainable sources. Developers must implement good construction waste management and recycle or reuse materials (Mohamad Tarmizi et al., 2023). Developers need to avoid environmentally sensitive areas by redeveloping existing sites. They must implement good construction and rainwater management to protect the surrounding area and reduce the strain on existing infrastructure (Abdulaali et al., 2020). For example, planners should carefully organize and plan residential developments that include community facilities, open spaces, and good landscaping. This also includes the ease of walking from the house area to public transport, such as the MRT or LRT, to encourage residents to reduce their carbon footprint (Abdulaali et al., 2020).

CIMB offers a 10-basis point (0.10%) lower interest rate for housing loan applications to purchase a GBI-certified property to support eco-friendly house purchasing. On the other hand, the Petaling Jaya City Council has become the first local council in Malaysia to offer rebates on assessment tax on houses with green initiatives. The maximum rebate

given is 100% or RM500, whichever is lower. Homeowners can apply only once for the following year's assessment unless there are improvements in any category. Houses are rated based on energy (solar panels, use of at least 70% LED lighting, use of five-star electrical appliances, or roof insulation), water (rainwater harvesting, wastewater recycling, or water-saving appliances), water composting and separation, transport (ownership and use of hybrid/electric cars, electric motorcycles; use of public transport) and biodiversity (more than 50% of real estate is covered with green plants or soft landscaping).

Factors Influence Intention to Buy Eco-Friendly House

Green advertising is defined as a promotional message that attracts the needs and desires of consumers through product campaign efforts that are given environmentally friendly elements (Kao & Du, 2020). Green advertising is considered an integral part of the company's overall environmental marketing strategy that can help the company gain a sustainable competitive advantage and achieve good performance (Yu, 2020). According to Tiwari et al. (2011), there are three types of green advertising. First, advertising discusses the relationship between products or services and the biophysical environment. Second, advertising that promotes an environmentally friendly lifestyle by highlighting products or services. Third, advertising displays the company's image of responsibility towards the environment. According to Nguyen-Viet (2022), green advertising is measured through several indicators of consumer comfort levels, such as the value of environmentally friendly product advertisements (pleasant), the level of consumer confidence in evaluating environmentally friendly product advertisements (convincing), the level of consumer confidence in evaluating environmentally friendly product advertisements (trusted), the level of consumer satisfaction evaluates advertisements for environmentally friendly products (profitable), and increases positive views for environmentally friendly products (sound).

Next, environmental attitudes could also influence environmental protection and green purchasing behavior (Amoako et al., 2020). Attitude towards behavior is an antecedent of behavioral intention. Attitude is defined as an individual's favorable or unfavorable level of behavior or an individual's overall evaluation of specific behaviors (Ajzen, 1991).

Kotler and Armstrong (2008) state that attitudes are evaluations, feelings, and tendencies toward an object or idea. Social psychology literature on behavioral research has established attitude as an important predictor of behavior, behavioral intention, and explanatory factor of variance in individual behavior. The attitude towards green housing is important to determine their purchase intention (Mohd Noor et al., 2023). Jose and Sia (2022) proved in their research that attitudes toward environmentally friendly homes have a significant relationship with purchase intention. Zaremozhzabieh et al. (2021) further support that individuals with a positive and beneficial attitude tend to buy more environmentally friendly products than those who do not have this attitude. Therefore, there is an assumption that prospective home buyers have a positive attitude towards environmentally friendly homes because the homes are designed to reduce the overall negative impact on human health and the natural environment (Chanda et al., 2023).

Moreover, past studies have also discovered that concern for the environment where someone expresses his/her concern for environmental issues could influence purchase intention and pro-environmental behavior (Eichner & Ivanova, 2020; Nesmith, 2022; Noor et al., 2024). Sang et al. (2020) think that environmental concern significantly impacts the extent to which individuals are motivated to change their behavior, thus trying to alleviate environmental problems. Humans are physically and emotionally dependent on nature, and on the other hand, the state of ecosystems and species is dependent on human actions (Noor & Nordin, 2023). Regardless of whether a person feels close to nature, they are interdependent with nature, where the well-being of nature affects the well-being of human life (Yuting et al., 2024). The current rapid development of modernization has given many changes and negative implications to the country's landscape (Nesmith, 2022). Human attitudes that are less concerned and responsible for preserving the environment have hurt nature and the quality of human life and green purchasing (Eichner & Ivanova, 2020; Noor et al., 2023). The responsibility towards the environment is related to individual actions and participation in public policy.

Another factor influencing people to purchase eco-friendly houses is perceived economic benefits. A greenhouse will provide various benefits throughout its life cycle (Dell'Anna & Bottero, 2021). It can reduce

electricity consumption and greenhouse gas emissions and minimize the release of toxic materials (Spash, 2020). Moreover, it saves water through rainwater collection and efficient use of fixtures. Green buildings are designed to minimize energy consumption by applying energy efficiency technologies, such as LED lighting, efficient heating and cooling systems, and renewable energy, such as solar panels (Keena et al., 2024). The final factor that influences the purchase intention is the influence of subjective norms. Subjective norms can be defined as social pressure a person feels related to other people's expectations regarding behavior in performing specific actions (Ajzen, 1991; Liu & Li, 2021). Therefore, subjective norms can influence a person's choices, including green building or house purchasing (Mohd Noor et al., 2023). Subjective norms can be formed by family members, peer groups, close friends, and co-workers, impacting a person's choice or desire to buy an eco-friendly house (Correia et al., 2022; D'Arco et al., 2023). Based on the above discussion, the following hypotheses are posited:

- H1: Advertising eco-friendly houses significantly influences Gen Z's intention to buy environmentally friendly houses in Negeri Sembilan.
- H2: Attitude towards eco-friendly houses significantly influences the intention to buy an environmentally friendly house among Gen Z in Negeri Sembilan.
- H3: Perceived environmental responsibility significantly influences the intention to buy an environmentally friendly house among Gen Z in Negeri Sembilan.
- H4: Perceived economic benefits significantly influence the intention to buy an environmentally friendly house among Gen Z in Negeri Sembilan.
- H5: Perceived social influence significantly influences the intention to buy an environmentally friendly house among Gen Z in Negeri Sembilan.

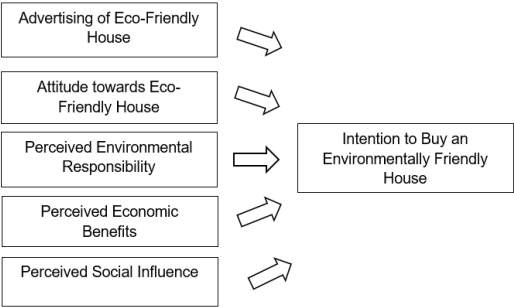


Figure 1: Research Model

Source: Author, 2025

METHODOLOGY

This type of research is quantitative explanatory, which aims to explain the causes and effects of a variable. This research uses six variables, namely five independent variables of advertising of eco-friendly houses, attitude towards eco-friendly houses, perceived environmental responsibility, perceived economic benefits, and perceived social influence, as well as one dependent variable, namely the intention to buy environmentally friendly products. The study has focused on Generation Z in Negeri Sembilan. Negeri Sembilan is in the middle of peninsular Malaysia between the borders of Selangor in the East and the borders of Pahang and Johor in the South. It has an area of 665,647.44 hectares covering seven districts, namely Jelebu, Jempol, Kuala Pilah, Port Dickson, Rembau, Seremban, and Tampin (see Figure 2). Its capital, Seremban, is only 60 kilometers from Kuala Lumpur and 40 kilometers from Kuala Lumpur International Airport (KLIA), Sepang. The population of Negeri Sembilan is 1,199,974 people. Generation Z (Gen Z) is the generation that grew up with the Internet all their lives—generally referring to those born between 1995 and 2010 (Seemiller & Grace, 2017). Gen Z has unique characteristics that distinguish them from the Millennials and Baby Boomers, and this generation is most interested in using environmentally friendly products. The sampling technique in this research is a non-probability sampling technique with a convenience sampling technique. This means the respondents are selected based on availability when data collection is done.



Figure 2. State of Negeri Sembilan

Source: Author, 2025

The total sample used is 350 Malaysian Gen Z in Negeri Sembilan (i.e., ages 18 to 29 years old). The determination of the number is based on the opinion of Roscoe (1975), who believes that a sample size greater than 30 and less than 500 is appropriate for any study. The questionnaire is a primary data collection tool, and the researchers distribute questionnaires that contain questions to respondents via a Google form. The items used in the survey were adapted from the previous study. A 5-point Likert-type scale is used where respondents agree or disagree with a question at five levels.

This research has more than one independent variable, so the Statistical Package for Social Science (SPSS) program uses multiple linear regression analysis. The reliability of the questionnaire was also assessed. According to Sekaran (2016), the instrument of a study is considered having an acceptable internal consistency if the value of Cronbach's alpha coefficient for each internal scale of the instrument exceeds 0.70 (α value > 0.70). To determine whether correlation and multiple regression could be used, the data normality test needs to be done to see if the data is normally distributed (parametric) or not normal (non-parametric). The skewness (± 3) and kurtosis test (± 10) were used to see the distribution of the data to determine the normality of the data (Kline, 2005).

FINDINGS

Demographic Profile

From 350 target respondents, the study successfully received back a total number of 329 returned responses. The data shows that among the respondents, 253 of them were females (76.9%) and 76 were males (23.1%). Regarding the age distribution, the largest group consisted of respondents aged between 18 to 24, accounting for 299 individuals or 90.9%. This was followed by the ages of 25 to 29 with 30 respondents (9.1%). Regarding educational attainment, the most significant proportion of respondents were among those with a bachelor's degree, representing 152 (46.2%). This was followed by respondents with SPM/STPM qualification with an amount of (28.3%), diploma holders (23.7%), and master's degrees, PhD, or professional certifications with an amount of 0.6%, respectively.

Table 1. Profile of Respondents

No.	Profile		Frequency (n)	Percentage (%)
1.	Gender	Male	76	23.1
		Female	253	76.9
2.	Age	18-24	299	90.9
		25-29	30	9.1
3.	Marital Status	Not Married	309	93.9
		Married	20	6.1
		Divorce/Widow	0	0
4.	Highest Education Level	SPM/STPM	93	28.3
		Diploma	78	23.7
		Bachelor's degree	152	46.2
		Master's degree	2	0.6
		PhD	2	0.6
		Foundation/Professional Certification	2	0.6

Source: Author, 2025

Preliminary Analyses

In this study, the questionnaire was evaluated using Cronbach's Alpha to determine the reliability value of all the items in the research construct. An alpha value of less than 0.60 shows a low level of reliability (Sekaran, 2016). Based on Table 2, the reliability of the instruments is assumed as Cronbach's Alpha values were more than 0.60. To determine whether correlation and multiple regression could be used, the data normality test needs to be done to see if the data is normally distributed (parametric) or not normal (non-parametric). The skewness (± 3) and kurtosis test (± 10) were used to see the distribution of the data to determine the normality of the data (Kline, 2005). Based on Table 2, the value of skewness and kurtosis meet the assumptions required.

Table 2. Mean, Normality, and Reliability Results

Variable	M	SD	Skewness	Kurtosis	Cronbach's Alpha
Advertising of Eco-Friendly House	3.762	0.815	-0.428	0.410	0.894

Attitude towards Eco-Friendly House	4.095	0.677	-0.632	0.985	0.901
Perceived Environmental Responsibility	4.299	0.633	-0.699	-0.023	0.866
Perceived Economic Benefits	3.675	0.673	0.415	-0.415	0.653
Perceived Social Influence	3.604	0.757	-0.097	0.268	0.784
Intention to Buy an Environmentally Friendly House	3.804	0.728	-0.029	-0.485	0.885

Source: Author, 2025

Correlation Analysis

Table 3. Correlation Results

		Intention to Buy an Environmentally Friendly House
Advertising of Eco-Friendly House	Pearson correlation	0.668**
	Sig.	0.000
	N	329
Attitude towards Eco-Friendly House	Pearson correlation	0.509**
	Sig.	0.000
	N	329
Perceived Environmental Responsibility	Pearson correlation	0.623**
	Sig.	0.000
	N	329
Perceived Economic Benefits	Pearson correlation	0.506**
	Sig.	0.000
	N	329
Perceived Social Influence	Pearson correlation	0.635**
	Sig.	0.000
	N	329

Source: Author, 2025

Based on Table 3, data clearly shows that there is a positive correlation between advertising of eco-friendly houses ($r=0.668$, $p<0.05$), attitude towards eco-friendly houses ($r=0.509$, $p<0.05$), perceived environmental responsibility ($r=0.623$, $p<0.05$), perceived economic benefits ($r=0.506$,

$p < 0.05$), perceived social influence ($r = 0.635$, $p < 0.05$), and intention to buy an environmentally friendly house among Malaysian Gen Zs in Negeri Sembilan. Therefore, H1, H2, H3, H4, and H5 were accepted.

Regression Analysis

Table 4. Regression Results

Variable	Beta	Sig.	Tolerance	VIF
Advertising of Eco-Friendly House	0.313	0.000	0.473	2.114
Attitude towards Eco-Friendly House	0.084	0.098	0.503	1.988
Perceived Environmental Responsibility	0.123	0.013	0.542	1.844
Perceived Economic Benefits	0.174	0.001	0.451	2.216
Perceived Social Influence	0.248	0.000	0.470	2.129
R ²	0.580			
Adjusted R ²	0.573			
F Change	89.147			
Sig.	0.000 ^b			

Source: Author, 2025

The multicollinearity test is done to ensure whether, in a regression model, there is intercorrelation or collinearity between independent variables. The intercorrelation can be seen in the variance inflation factor (VIF) and tolerance values. Most studies consider a VIF value less than ten as an indicator of the absence of multicollinearity, and the tolerance value needs to be more than 0.10. Based on Table 4, multicollinearity problems do not appear in the model. Next, regression analysis is used to measure the influence of the independent variable and the dependent variable.

From Table 4, the value of R² is a significant value of 0.580. Therefore, 58% of changes in intention to buy an environmentally friendly house among Malaysian Gen Z in Negeri Sembilan resulted from eco-friendly house advertising, attitudes towards eco-friendly houses, perceived environmental responsibility, perceived economic benefits, and perceived social influence. At the same time, another rate is influenced by other factors. The highest beta value of the regression coefficient for advertising eco-friendly houses is 0.313. The value shows a positive influence between advertising eco-friendly houses and the intention to buy eco-friendly houses. This means that if the advertising of eco-friendly houses experiences an increase of

1%, then on the other hand, the intention to buy eco-friendly houses will experience an increase of 0.313. The next significant predictor is perceived social influence ($\beta=0.248$, $p=0.000$). This is followed by perceived economic benefits ($\beta=0.174$, $p=0.001$) and perceived environmental responsibility ($\beta=0.123$, $p=0.013$).

DISCUSSION

Findings of this study clearly highlights that greenhouses are now becoming an increasingly popular trend in the modern society. The concept of greenhouse designs that emphasizes environmentally friendly and energy-efficient ideas offer various benefits that positively impact the environment and the well-being of its occupants (Abdulaali et al., 2020). This study found that the advertising of eco-friendly houses, attitudes towards eco-friendly houses, perceived environmental responsibility, perceived economic benefits, and perceived social influence positively affect people's intention in buying environmentally friendly houses. However, results of the study show that among these factors, advertising of eco-friendly houses were found as the most significant predictor. Indirectly, these findings show that environmental problems and climate change have affected every line of community life, from food availability and health quality to economic activity (Tang et al., 2020). People who understand climate change's impact are beginning to grow awareness of the influence of every activity they do, including housing (Nguyen-Viet, 2022). Environmentally friendly products will continue to increase in value because they will have a long-term positive impact. Therefore, house developers should implement an effective green advertising strategy to influence consumer purchase intentions. Green advertising also influences awareness (Kao & Du, 2020; Yu, 2020). Green awareness refers to how consumers behave when confronted with green advertising and the company's green brand image.

As mentioned in many previous studies, this study once again highlights that individual's cognitive assessment of the value of environmental protection through eco-friendly houses as well as environmental values clearly affects their overall decision-making (Amoako et al., 2020; Eichner & Ivanova, 2020; Nesmith, 2022). Consumers seek high-quality, functional houses that positively impact the environment and society (Jose & Sia, 2022;

Zaremohzzabieh et al., 2021). Moreover, consumers also prefer to buy eco-friendly houses due to the economic benefits that influence their intention to buy eco-friendly houses. The energy savings of eco-friendly houses are higher than those of conventional homes (Dell'Anna & Bottero, 2021). In the rental sector, ecological homes also offer advantages to owners since they can receive higher rents because the tenants save energy and water consumption (Keena et al., 2024). Eco-friendly houses are a futuristic concept and a real solution to encourage urban energy transition. Moreover, those owning and supporting eco-friendly houses also become role models for the surrounding community (Ajzen, 1991; Liu & Li, 2021). By practicing a sustainable lifestyle, they can inspire others to participate in caring for the environment (Correia et al., 2022; D'Arco et al., 2023). By sharing their knowledge and experiences, they can drive positive change in society.

Therefore, various parties, including the government, housing developers, private institutions, consumer associations, and non-governmental organizations (NGOs), must increase awareness of eco-friendly houses among young consumers. The curriculum at both primary and secondary school levels should implement environmental education in the education system in the future. Education at this early stage is critical to shape individual behavior as adults. The housing developers must also intensify green advertising and campaigns to educate the public through various channels such as social media, newspapers, television, radio, and exhibitions. In addition, the government can also encourage eco-friendly housing purchases and development through legislation and tax exemption. For example, the Petaling Jaya City Council has launched its assessment tax rebate campaign for homeowners who adopt environmentally friendly and sustainable solutions. This effort needs to be followed by other local governments. The government also plays an important role in helping housing developers by subsidizing green production and technology research.

This research and development will therefore, encourage green innovation, which is very scarce in Malaysia. In addition, consumer associations and NGOs must be more proactive in promoting environmentally friendly products and eco-friendly houses among consumers. These associations must educate consumers on the long-term impact of purchasing eco-friendly houses. Housing developers must educate house owners and

occupants about environmentally friendly practices and the efficient use of facilities. Continuous training and information programs can help achieve sustainability goals. Moreover, private sector financial institutions play a huge responsibility in supporting the selling of eco-friendly houses. For example, IOI Properties Group Berhad (IOIPG) has entered a strategic partnership with Malayan Banking Berhad (Maybank) to offer housing financing of up to 95 percent with an additional five percent for homebuyers for selected green residential projects.

CONCLUSION

An environmentally friendly house is a concept of sustainable housing that utilizes the potential of nature to the maximum and considers the impact on the surrounding environment (Tang et al., 2020). This concept prioritizes energy efficiency, reducing carbon emissions, and preserving natural resources. In other words, an environmentally friendly house is helpful as one of the contributions to protecting the Earth and reducing the impact of damage to the environment, such as climate housing and global warming (Wei et al., 2020). Thus, the purpose of this study was to examine the determinants of the intention to buy an environmentally friendly house among Malaysian Gen Z in Negeri Sembilan, and the findings have revealed that the advertising of eco-friendly houses acts as the most significant predictor. This study found that the advertising of eco-friendly houses, attitudes towards eco-friendly houses, perceived environmental responsibility, perceived economic benefits, and perceived social influence positively affect the intention to buy an environmentally friendly house, and the advertising of eco-friendly houses is the most significant predictor. Thus, the study has provided new insights into the current literature in environmental studies and management. Based on the findings of the study, several limitations have been identified. First, this study only focuses on Malaysian Gen Z in Negeri Sembilan. Future studies can be conducted in different respondent contexts and other states. In terms of method, this study applies a survey method based on a questionnaire, which is likely to be stronger if integrated with other methods, such as interviews and observations.

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AUTHOR CONTRIBUTIONS

Nurul Izzah, Y. H. and Muhammad Mukhlis, A. T. conceived and planned the experiments. Nuradlin Balqis, S. contributed to interpreting the results. Nurul Hidayana, M. N. took the lead in writing the manuscript. All authors provided critical feedback and helped shape the research, analysis, and manuscript.

CONFLICT OF INTEREST

We certify that the article is the Authors' and Co-Authors' original work. The article has not received prior publication and is not under consideration for publication elsewhere. This research has not been submitted for publication, nor has it been published in whole or in part elsewhere.

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