

MK008_2206

FACTORS INFLUENCING GENERATION Z's
PURCHASE INTENTION OF SECOND-HAND
CLOTHING IN MALAYSIA

BY

KHO WEN YI
NG TING XUAN

A final year project submitted in partial fulfillment of the
requirement for the degree of

BACHELOR OF MARKETING (HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE
DEPARTMENT OF MARKETING

APRIL 2023

Copyright @ 2023

ALL RIGHTS RESERVED. No part of this paper may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, graphic, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior consent of the authors.

DECLARATION

We hereby declare that:

- (1) This undergraduate FYP is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the FYP.
- (4) The word count of this research report is 10,256 words .

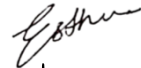
Name of Student:

Student ID:

Signature:

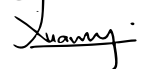
1. Kho Wen Yi

19ABB02641



2. Ng Ting Xuan

19ABB03196



Date: 26th April 2023

ACKNOWLEDGEMENTS

Firstly, we would like to express our heartfelt thanks to our supervisor, Dr. Lam Siew Yong, who has been a great mentor, advisor and best friend. Thanks for her invaluable support, patience and encouragement throughout the research. We are grateful to have Dr. Lam as our final-year project supervisor.

Moreover, we would also like to express our appreciation to our examiner of this final year research project, Ms. Mah Pei Yew. Her insightful suggestions and comments have helped us to refine and improve this research paper.

In addition, this research project could not be completed without the assistance of our survey respondents. Therefore, we would like to show our genuine gratitude to all the respondents for their valuable time and attention in helping us with our survey questionnaire. We would also like to thank our institution, Universiti Tunku Abdul Rahman, for providing a comfortable learning environment and the facilities and resources to conduct our research.

Finally, we would like to acknowledge the continuous support and encouragement from our family and friends, who have been our inspiration in our academic journey. We would also like to appreciate our collaboration and cooperation, leading to effective progress.

DEDICATION

We would like to dedicate this research paper to Dr. Lam Siew Yong, our beloved supervisor, whose passion and dedication have led us in our final year research project. Thank you for giving us insightful comments, assistance, guidance and support throughout the journey. Next, we are grateful to all the respondents who have participated in this research as well as the faculty and staff of Universiti Tunku Abdul Rahman (UTAR). Last but not least, this paper is dedicated to our loving family and friends who have given their unwavering support and encouragement.

TABLE OF CONTENTS

	Page
Copyright Page	ii
Declaration	iii
Acknowledgement	iv
Dedication	v
Table of Contents	vi - ix
List of Tables	x
List of Figures	xi
List of Abbreviations	xii
List of Appendices	xiii
Preface	xiv
Abstract	xv
CHAPTER 1 RESEARCH OVERVIEW	
1.1 Introduction	1
1.2 Research Background	1-3
1.3 Research Problem	3-5
1.4 Research Objectives	6
1.4.1 General Research Objective	6
1.4.2 Specific Research Objectives	6
1.5 Research Questions	6-7
1.6 Research Significance	7
1.6.1 To Academics	7
1.6.2 To Practitioners	7-8

1.7	Conclusion	8
CHAPTER 2 LITERATURE REVIEW		
2.1	Introduction	9
2.2	Underlying Theory - Theory of Planned Behaviour (TPB)	9-11
2.3	Review of Variables	11
2.3.1	Dependent Variable (DV) - Purchase Intention (PI)	11
2.3.2	Independent Variables (IVs) - Attitude (ATT)	12
2.3.3	Independent Variables (IVs) - Social Influence (SI) ...	12-13
2.3.4	Independent Variables (IVs) – Perceived Behavioural Control	13
2.3.5	Independent Variables (IVs) – Environmental Value	13-14
2.3.6	Independent Variables (IVs) – Economic Value	14
2.4	Conceptual Framework	14-15
2.5	Hypotheses Development	15
2.5.1	H1: Attitude positively influences Generation Z's purchase intention towards second-hand clothing	15-16
2.5.2	H2: Social influence positively influences Generation Z's purchase intention towards second-hand clothing	16
2.5.3	H3: Perceived behavioural control positively influences Generation Z's purchase intention towards second-hand clothing	16-17
2.5.4	H4: Environmental value positively influences Generation Z's purchase intention towards second-hand clothing	17
2.5.5	H5: Economic value positively influences Generation Z's purchase intention towards second-hand clothing	17
2.6	Conclusion	18

CHAPTER 3	METHODOLOGY	
3.1	Introduction	19
3.2	Research Design	19
3.2.1	Quantitative Research	19-20
3.2.2	Correlational Research Design	20
3.3	Sampling Design	20
3.3.1	Target Population and Sampling Frame	21
3.3.2	Sampling Technique	21
3.3.3	Sample Size	22
3.4	Data Collection Method	22
3.4.1	Questionnaire Design	22-23
3.4.2	Pre-Test and Pilot Test	23-24
3.5	Proposed Data Analysis Tool	24
3.5.1	Descriptive Analysis	24
3.5.2	Reliability Test	24-25
3.5.3	Pilot Test's Reliability Result	25-26
3.5.4	Inferential Analysis	26
3.5.4.1	Pearson's Correlation Coefficient Analysis	26-27
3.5.4.2	Multiple Regression Analysis	27
3.6	Conclusion	28
CHAPTER 4	DATA ANALYSIS	
4.0	Introduction	29
4.1	Descriptive Analysis	29
4.1.1	Demographic Analysis of Respondent Profile	29-33
4.2	Scale of Measurement	34

4.2.1	Reliability Test	34
4.3	Inferential Analysis	35
4.3.1	Pearson Correlations Coefficient Analysis	35
4.3.2	Multiple Regression Analysis	35-37
4.4	Conclusion	37
CHAPTER 5	DISCUSSION, IMPLICATIONS AND CONCLUSION	
5.1	Introduction	38
5.2	Discussions of Findings	38
5.2.1	H1: Attitude positively influences Generation Z's purchase intention towards second-hand clothing	39
5.2.2	H2: Social influence positively influences Generation Z's purchase intention towards second-hand clothing	39
5.2.3	H3: Perceived behavioural control positively influences Generation Z's purchase intention towards second-hand clothing	40
5.2.4	H4: Environmental value positively influences Generation Z's purchase intention towards second-hand clothing	40
5.2.5	H5: Economic value positively influences Generation Z's purchase intention towards second-hand clothing	41
5.3	Implications of the Study	41
5.3.1	Theoretical Implications	41-42
5.3.2	Practical Implications	42-45
5.4	Limitations of the Study	45-46
5.5	Recommendations for Future Researchers	46
5.6	Conclusion	47
References	48-55
Appendixes	56-70

LIST OF TABLES

	Page
Table 3.1: Pilot Test Reliability Result	25-26
Table 4.1: Reliability Test Result	34
Table 4.2: Pearson Correlations Coefficient Analysis Result	35
Table 4.3: Model Summary	36
Table 4.4: ANOVA Result Test	36
Table 4.5: Coefficients of Equation	37
Table 5.1: Summary of the hypotheses testing results	38

LIST OF FIGURES

	Page
Figure 1.1: Expected Growth of the Global Second-Hand Clothing Market	2
Figure 2.1: Theory of Planned Behaviour	9
Figure 2.2: Conceptual Framework	15
Figure 3.1: Rule of thumb of Cronbach's Alpha	25
Figure 3.2: Range of Correlation Coefficients	27
Figure 4.1: Respondent's gender	29
Figure 4.2: Respondent's age	30
Figure 4.3: Respondent's race	30
Figure 4.4: Respondent's location	31
Figure 4.5: Respondent's occupation	31
Figure 4.6: Respondent's current education level	32
Figure 4.7: Respondent's monthly income/allowance	32
Figure 4.8: Respondent's experience with buying second-hand clothing	33

LIST OF ABBREVIATIONS

ATT	Attitude
DV	Dependent Variable
ECV	Economic Value
ENV	Environmental Value
IV	Independent Variable
SI	Social Influence
SN	Subjective Norm
SPSS	Statistical Package for the Social Sciences
PBC	Perceived Behavioural Control
PI	Purchase Intention
UTAR	Universiti Tunku Abdul Rahman

LIST OF APPENDICES

	Page
Appendix 3.1: Questionnaire	56-66
Appendix 4.1: Respondent Demographic Profile	67-68
Appendix 4.2: Pearson Correlation Coefficient Analysis	69
Appendix 4.3: Multiple Regression Analysis	70

PREFACE

This project is completed as a fulfilment of the requirement for the pursuit of Bachelor of Marketing (HONS) of Universiti Tunku Abdul Rahman (UTAR). The title of this study is “Factors Influencing Generation Z’s Purchase Intention of Second Hand Clothing in Malaysia”. The research subject is chosen as the second-hand clothing industry is getting popular, especially among younger generation. Generation Z, born between 1997 and 2012, is one of the main driving forces behind this change as this group is more conscious about their impact on the environment and is more prone to purchasing affordable goods. On the other hand, Malaysia, a developing country in Southeast Asia, has seen a rise in second-hand clothing market in recent years. However, although the second-hand clothing industry is growing, little research has been done on Generation Z’s intention to purchase second-hand clothing in Malaysia. Therefore, this study aims to investigate the factors that influence Generation Z's purchase intention towards second-hand clothing in Malaysia, whereby it focuses on five independent variables, which are attitude, social influence, perceived behavioural control, environmental value, and economic value.

ABSTRACT

The fashion sector has a significant environmental effect which has encouraged second-hand clothing to be a solution to reduce the impact. As a result, thrifting has slowly become a trend worldwide, especially with Generation Z. As Generation Z is starting to be more conscious of sustainability issues, the chances of them purchasing second-hand clothing is higher. However, many factors can influence their motivation to purchase second-hand clothing. Therefore, this study examines the factors influencing Generation Z's purchase intention towards second-hand clothing in Malaysia.

The theoretical framework of this study, the Theory of Planned Behaviour, is used to investigate the intention to perform a certain behaviour, which includes 3 independent variables, which are attitude (ATT), social influence (SI), and perceived behavioural control (PBC). This study also considers environmental and economic values as two additional independent variables influencing the purchase intention towards second-hand clothing.

A questionnaire is employed in this study to obtain data from 385 respondents. Statistical Package for the Social Sciences (SPSS) software is then used to analyse the data obtained. This study performed a reliability test, Pearson's correlation coefficient analysis, and multiple regression analysis to demonstrate the relationship between the independent and dependent variables.

The results of this study show that 3 independent variables, which are attitude, social influence, and economic value, significantly influence the dependent variable. However, perceived behavioural control and environmental value do not significantly influence the dependent variable. This study's findings can help researchers understand the variables influencing Generation Z's purchase intention for second-hand clothing in Malaysia, and practitioners design effective strategies to market second-hand clothing and increase its attraction to the younger generation.

CHAPTER 1: RESEARCH OVERVIEW

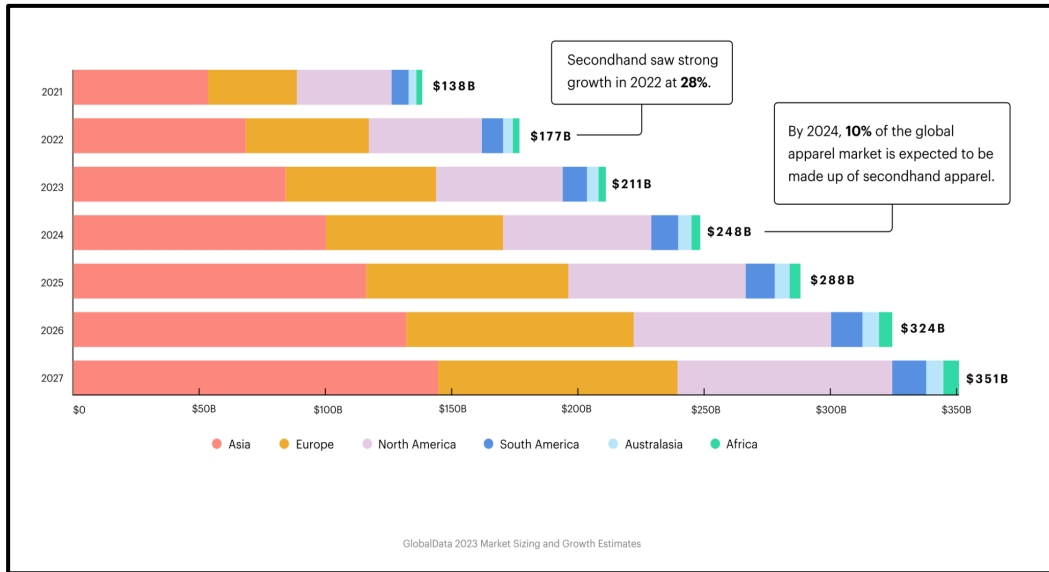
1.1 Introduction

This study aims to determine what factors influence Generation Z's decision to buy second-hand clothing in Malaysia. This chapter will cover the overview of this research from the research background to the research significance.

1.2 Research Background

Clothing is essential for everyone as it can protect individuals from hot or cold conditions. It could also insulate our body and skin from ultraviolet radiation and other infectious elements. People wear different clothes to represent themselves in the aspect of identity, personality, preferences and attitudes, expressing and differentiating themselves from others (Cham et al., 2018). In Western nations, second-hand clothes are widespread. Since the early 1990s, the second-hand clothes trade has grown significantly, and the US second-hand clothes market is expanding, in large part because of young buyers (Xu et al., 2014). Figure 1.1 shows the expected growth of the global second-hand clothing market. Asia will lead the second-hand clothing market by contributing much of the total market growth. Moreover, the global second-hand clothing market escalated by 28% last year, and it is expected to grow three times faster than the global apparel market, and the Global Data agency predicts that second-hand clothing will make up around 10% of the global apparel market (ThredUp & Global Data, 2023).

Figure 1.1:
Expected Growth of the Global Second-Hand Clothing Market



Adapted from ThredUp, & Global Data. (2023). *ThredUp resale report 2023*.

Besides, the apparel and clothing industry in Malaysia is growing rapidly with a high expansion rate because of the increasing demand, increasing income and customer's confidence to express themselves through fashion apparel; despite the influence caused by the covid-19 pandemic, Malaysia's apparel and clothing industry has become the tenth highest earner among the export industries (Farhana et al., 2022). While the apparel and clothing industry in Malaysia is growing, the production and consumption rate of new clothing is also accelerating; however, Malaysia's textile-generated waste is steadily rising and already reaches approximately 1,000 metric tonnes per day (Mohammad et al., 2020). On the other hand, the awareness of purchasing second-hand clothing products has increased among Malaysians, more people are using different platforms, including social media, online marketplaces, and thrift stores, to sell their second-hand clothing, and they are getting to exchange money from selling the second-hand clothing (Laitala & Klepp, 2018). Second-hand clothing means that the second-hand owner reuses the worn clothing, providing a new life and purpose to the worn clothing instead of being discarded.

Increasing preference towards retro environmentally friendly fashion clothing has become one of the driving forces of the growth of the second-hand clothing industry.

People are worried about the environment and are interested in extending the life of clothing products (Paco et al., 2021). It is proven that purchasing second-hand clothing could protect the environment and preserve rare resources by reducing the number of new clothes produced (Rausch & Kopplin, 2020). It could also reduce textile waste and cut the cost of producing new clothes. The awareness of reusing and recycling second-hand clothing should be increased and become a new phenomenon in the 21st century as the reuse of second-hand clothing promotes sustainability and provides consumers with socioeconomic, environmental, psychological and financial benefits (Nawaz et al., 2021).

1.3 Research Problem

In the Western world, buying used clothing is viewed as an experience where one will feel excited when they are able to discover anything affordable and high value. Clothes repurposing is also correlated with lowering the environmental pollution. However, although there is a big consumer market in the second-hand clothing industry, several worries about acquiring and wearing second-hand clothing have arisen. Those worries include contamination and germs, illness transmission, and misfortune related to the former owner, who may have passed away (Liang & Xu, 2018). Besides that, non-second-hand clothing consumers express their worry about used clothing by demonstrating poor perception of the quality and hygiene, the inability to enhance and express themselves, as well as the fear of having an image from a society that regards second-hand clothing as low socioeconomic status and low social approval (Geegamage et al., 2021). According to Liang and Xu (2018), although buying used apparel is widely practised in the Western world, Chinese buyers despise wearing the clothes of others. The cause of second-hand clothes purchasing among young Chinese consumers was due to high environmental concerns and sensitivity to subjective standards. Therefore, this has caught our interest in understanding Malaysian consumers' views on second-hand clothing and how their attitude towards the sustainability of second-hand clothing can affect their intentions to buy it.

Generation Z is often said to be raised with the advancement of current technology, and they are also described as digital-centric as they receive information mainly from digital tools (Gaidhani et al., 2019). Through the aid of the Internet and modern technology, Generation Z enjoys learning independently and are self-starters who will do research with little direction from peers and superiors (Moore, 2019); they are empowered and are more likely to take risks. Moreover, Generation Z is easily affected by information from the Internet and can react to and analyse fast-changing multimedia. Hence, due to their constant pursuit of the newest trends, Gen Z is the group that purchases fast fashion products the most frequently (Williams & Hodges, 2022). Furthermore, purchasing second-hand clothing may cause a sense of loss of control among consumers because they are facing high uncertainty about the condition of the products, especially how the first-hand owner treats the product (Peña-García et al., 2020). Hence, in our research, we will investigate the PI of second-hand clothing when consumers have PBC towards their buying behaviour.

On the other hand, Generation Z is more sensitive towards environmental issues as they are the ones who will face severe ecological impacts. Hence this group of people favour creating and maintaining a more sustainable world (Saut & Saing, 2021). With the constant push toward sustainability and waste reduction, buying second-hand clothing is becoming more popular (Purinton et al., 2019), especially among Generation Z. Therefore, our research will investigate how environmental awareness affects Generation Z's decision to buy second-hand clothing.

While businesses that practise localised sustainable clothing production are also becoming more popular, purchasing second-hand clothing is generally considered suitable because local, sustainable brands are usually considered pricier than fast-fashion companies (Rendel, 2021). According to Xu et al. (2014), low pricing has been a big motivator for consumers to purchase second-hand apparel. Hence, the second-hand clothing industry is fast expanding as there is growth in demand and supply as the low costs of used clothes attract customers, and sellers may make money from selling second-hand clothing (Koay et al., 2022). Consumers have generally searched for second-hand clothes due to cheaper costs. Buying second-hand clothing is considered an adventure with the joy of seeking something worth

at a low price (Lang & Zhang, 2019). Hence it is crucial to understand why ECV encourages the intention of consumers to purchase second-hand clothing.

Purchase intention is the willingness and probability that a consumer will buy or gain access to a certain product or service (Morwitz, 2014). The PI of sustainable products such as second-hand clothing affects the actual purchase decision of the consumers; customers are more committed to the products when they have favourable purchase intentions, which in turn encourages them to have actual purchase action (Mahmoud, 2018).

Although there is increasing awareness about purchasing second-hand clothing among Malaysians, research about the factors affecting their PI is still scarce, as too many determinants will affect the customer's purchase intention (Rausch & Kopplin, 2020). While the Theory of Planned Behaviour considers normative influences, the theory fails to consider the environmental and economic elements that can impact an individual's desire to engage in a behaviour (Rendel, 2021). Hence, to provide a better and complete understanding of Generation Z's purchase intention of second-hand clothing, this research employs two additional independent variables: ENV and ECV.

Several studies have been conducted on second-hand clothing consumption in Malaysia. For example, Mohammad et al.'s (2020) research focuses on how electronic word-of-mouth influences people's purchases of second-hand clothing. Another research done by Koay et al. (2022) studies the general Malaysian consumers' PI of second-hand clothing. Meanwhile, Rachel (2020) examines the trend of second-hand clothing shopping in Malaysia caused by conspicuous consumption. In contrast, these studies have focused on the perspective of general Malaysian consumers regarding second-hand clothing. Nonetheless, our study aims explicitly at Generation Z's PI of second-hand clothing in Malaysia. Hence, this will provide more insights into the Generation Z consumers of Malaysia instead of the overall general consumers as compared to the previous study.

1.4 Research Objectives

1.4.1 General Research Objective

The objective of this research is to examine the factors influencing Generation Z's PI towards second-hand clothing in Malaysia.

1.4.2 Specific Research Objectives

1. To examine the positive influence of ATT on Generation Z's PI towards second-hand clothing.
2. To examine the positive influence of SI on Generation Z's PI towards second-hand clothing.
3. To examine the positive influence of PBC on Generation Z's PI towards second-hand clothing.
4. To examine the positive influence of ENV on Generation Z's PI towards second-hand clothing.
5. To examine the positive influence of ECV on Generation Z's PI towards second-hand clothing.

1.5 Research Questions

1. Does ATT positively influence Generation Z's PI towards second-hand clothing?
2. Does SI positively influence Generation Z's PI towards second-hand clothing?
3. Does PBC positively influence Generation Z's PI towards second-hand clothing?
4. Does ENV positively influence Generation Z's PI towards second-hand clothing?

5. Does ECV positively influence Generation Z's PI towards second-hand clothing?

1.6 Research Significance

This research attempts to investigate the PI of Generation Z towards second-hand clothing and the development of the second-hand clothing industry in Malaysia.

1.6.1 To Academics

Theoretically, this study will be very helpful for future researchers. Future researchers can use the research findings to predict consumers' future purchase behaviour of second-hand clothing. As this study employs the Theory of Planned Behaviour as its theoretical framework, future researchers can learn about the importance of each independent variable when linked to the PI of second-hand clothing and the relationship of each independent variable with the dependent variable. This study may also help them to understand the significance of environmental and economic aspects of the second-hand industry.

1.6.2 To Practitioners

Due to the rise in second-hand clothing buyers, this research is essential for thrift stores to know better about the suitable target market for the business and ways they can attract more customers. By understanding the consumer's PI of second-hand clothing, thrift stores can tailor their marketing activities to their target audience based on the research findings such as budget and convenience factors. Aside from that, the newer generation of consumers, such as Generation Z, are more knowledgeable on fashion issues as they can easily learn about the news on social media platforms. This has increased

the number of sustainability-concerned consumers. Therefore, upon knowing the reasons behind consumers' choice to buy second-hand clothing, fast fashion retailers such as H&M or Uniqlo can identify ways to maintain existing customers and attract new customers. This could mean that fast fashion retailers may utilise recyclable materials to satisfy consumers' priority and/or create more clearance sections to reduce the number of garments thrown away. Not only that, but this research is also vital for aspiring entrepreneurs to understand the second-hand fashion industry better, which can assist them in making a viable business idea that supports sustainable fashion.

1.7 Conclusion

An overview of this research was provided in Chapter 1, it serves as a helpful way to define its goals and scope as well as to highlight its uniqueness and significance. The relevant previous research and theoretical models will be thoroughly reviewed in the next chapter.

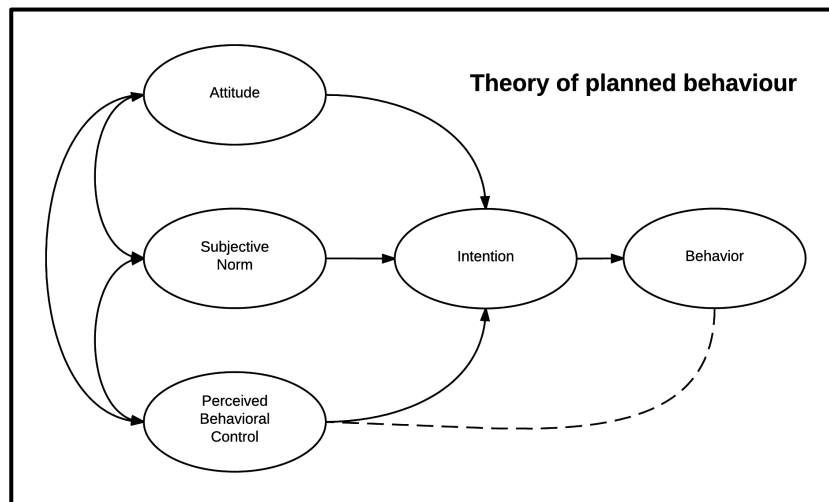
CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The Theory of Planned Behaviour (TPB) and relevant literature will be reviewed and accessed in depth in Chapter 2. To investigate the relationship between the dependent and independent variables, 5 hypotheses will be developed, and a conceptual framework will be constructed.

2.2 Underlying Theory - Theory of Planned Behaviour (TPB)

Figure 2.1:
Theory of Planned Behaviour



Adapted from Ajzen, I. (1991). The Theory of Planned Behaviour. *Organizational behaviour and human decision processes*, 50(2), 179-211.

The theoretical framework applied for this research is the Theory of Planned Behaviour, a social-psychological model of customer behaviour that suggests that a collection of cognitions, including attitudes (ATT), subjective norms (SN), and perceived behavioural control (PBC), are the critical determinants of an individual's

behavioural intents, and hence their behaviour. The theory is an expansion of the Theory of Reasoned Action imposed by the constraints of the previous model in responding with behaviours beyond which individuals possess the insufficient ability to exercise control (Ajzen, 1991). The Theory of Planned Behaviour contains three elements in its framework: ATT, SN, and PBC.

An individual's ATT represents his or her judgement of the behavioural intention as positive or negative. It is generally a biased psychological response toward a specific item, topic, or individual (Aboelmaged, 2021). SN refers to the perceived social push to do or not do an action (Ajzen, 1991). It is interpreted as group influence inside a social circle, involving family, friends, lovers, and co-workers to behave in accordance with group standards (Zahid et al., 2022). PBC refers to consumers' judgments of easiness in performing the desired action (Tran et al., 2022). The three components of the model have an effect on behavioural intention, which in turn influences customer buying behaviour (Silva et al., 2020).

Since its introduction over thirty years ago, the Theory of Planned Behaviour has been widely used to investigate the determinants driving numerous pro-environmental behaviours (Yuriev et al., 2020). Therefore, the theory has been recognized as a relevant theory for environmental practices, and it has been applied and expanded in several past researches, most noticeably on sustainable fashion purchases (Brandão & da Costa, 2021). As such, the three elements of ATT, SN and PBC will be adopted to study the PI of Generation Z towards second-hand clothing.

ENV refers to a viewpoint on the connection of humans with the earth and the natural environment (Kim et al., 2021). Nowadays, the effects of garment manufacturing on consumers' wellness, the environment, and the community as a whole is becoming more concerning (Medalla et al., 2020). People's attitudes about the environment are changing, as are the things they buy. Consumers are more inclined to be involve in environmental conservation, and their behaviour is more environmentally conscious (Liu et al., 2020). Therefore, we adopt ENV as one of the additional independent variables as it will provide a more thorough knowledge

of consumer decision behaviour regarding second-hand clothing and analyse the influence of environmental issues in consumer purchases (Khan & Mohsin, 2017).

ECV is adopted in this research as an additional variable because financial reasons are one of the most important elements that encourages consumers to purchase second-hand clothing; consumers also wish that the quality and durability of the product that they have purchased is worth the economic value of the product (Machado et al., 2019). Second-hand clothing is usually less expensive than new clothing, and its condition is usually still good to wear; thus, consumers are concerned about the ECV of second-hand clothing as one of their factors of PI.

2.3 Review of Variables

2.3.1 Dependent Variable (DV) - Purchase Intention (PI)

PI refers to customers' anticipated or planned future behaviour, which is their propensity to purchase a specific good or service in the future (Kim et al., 2021). By the operational definition of PI, it is described as the urge of a consumer to acquire a product. PI can be assessed using four indicators: consumers preparing to purchase, having money available to buy, contemplating purchasing, and having a strong desire to buy (Arifani & Haryanto, 2018). PI is regarded as a complicated process linked to consumer behaviour, attitudes, and perceptions, and this technique is effective for assessing the purchasing process (Cozer, 2018). Furthermore, according to the Theory of Planned Behaviour, PI is considered an adequate indicator of purchase behaviour, whereby a person's attitude and values influence purchasing intention (Leclercq-Machado et al., 2022). In our context, PI refers to Generation Z's planned future behaviour, which is the possibility that they will buy second-hand clothing in the future.

2.3.2 Independent Variables (IVs) - Attitude (ATT)

ATT is described as the fundamental orientation of subjective preferences and dislikes toward others, products, and events, implying that it serves as the foundation for consumer behaviour (Kim et al., 2021). ATT is also referred to as a belief, sentiment, or behavioural tendency regarding socially relevant topics, organizations, events, or symbols, in which it is a psychological inclination that manifests itself by favourably or unfavourably judging a certain entity (Zhang et al., 2021). In marketing, ATT is typically viewed as an evaluation of a product or service in a long-term period. Researchers will need to depend on measurements to investigate consumer attitudes since attitudes are unable to be instantly observed. Consumer attitude includes the variables customers consider while determining what to purchase, namely consumer preferences, acknowledgement, or product attributes' preference. This attitude defines how individuals make judgments based on their opinions and information (Leclercq-Machado et al., 2022). In our context, ATT refers to Generation Z's subjective preferences and dislikes towards second-hand clothing.

2.3.3 Independent Variables (IVs) - Social Influence (SI)

Subjective norm is the social pressure faced by an individual on whether to perform the behaviour or not, and the subjective norm becomes social influence which is known as the process by which an individual's behaviour is affected by the presence or actions of others (La Barbera & Ajzen, 2020). SI is everywhere in our daily life, and it reflects the situation when an individual's emotions, opinions and behaviours are affected by other individuals; it has become a prevalent yet complex force that influences people's decisions (Qiu et al., 2018). According to Burnkrant and Cousineau (1975), SI could be separated into informational and normative; informational influence refers to people who make decisions based on advice from others, whereas normative influence refers to people who make

decisions in order to live up to the expectations of their family, friends, or peers or to win approval (Hsieh & Tseng, 2018). Moreover, consumers are usually more willing to make a purchase decision with the experience of what their family members and peers have done; social comparison evaluation of a decision's suitability following advice or information from the social circle is another term for social influence. (Zollo et al., 2021). In our research, SI refers to how Generation Z adapts to the expectations of their social circle in the PI of second-hand clothing.

2.3.4 Independent Variables (IVs) - Perceived Behavioural Control (PBC)

PBC refers to a consumer's past experiences and future obstacles as the perception of ease or difficulty in performing a behaviour such as the purchase behaviour (Wei et al., 2021). PBC can also be thought as the degree of control a customer has over the outside forces influencing their purchasing decisions, and the consumer usually prefers to have control over a situation in order to perform any behaviour, especially buying behaviour (Peña-García et al., 2020). The concept also builds on perceived self-efficacy, which refers to how well the consumers could behave in dealing with the prospective situations (Frommeyer et al., 2022), and this research, it can reflect how likely a consumer will purchase second-hand clothing when they are given the opportunity. It could also reflect how a consumer will react if they know enough about second-hand clothing.

2.3.5 Independent Variables (IVs) - Environmental Value (ENV)

According to Kim et al. (2021), ENV is defined as perceived usefulness gained from the ability of an alternative to deliver favourable environmental results. ENV assesses consumer perceptions toward ecological concerns

such as population growth, pollution, energy efficiency, waste management, and hazardous effects of chemicals in the atmosphere and natural environment (Adhitiya & Astuti, 2019). Besides that, ENV impacts individual's perspectives about the environment and the way they judge the outcomes of their actions, shaping their environmental preferences and behaviours. It is also considered an element in determining environmental judgement, which means that people get concerned when environmental concerns challenge personal views (Zhao et al., 2022). In our context, ENV refers to Generation Z's perceived usefulness gained from purchasing second-hand clothing to deliver favourable environmental results.

2.3.6 Independent Variables (IVs) - Economic Value (ECV)

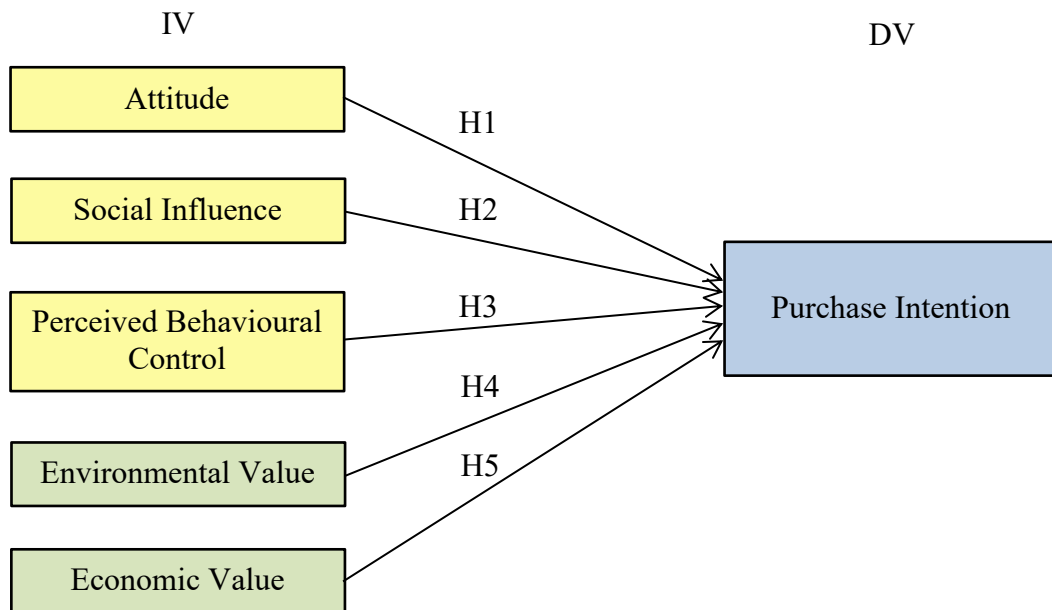
The ECV, also known as the value of money, refers to the willingness of customers to pay a reasonable price and not waste money to purchase a product (Padmavathy et al., 2019). Furthermore, Carvalho et al. (2019) relate the ECV of a product with the satisfaction the consumer gains from purchasing the product. ECV is sometimes referred to as the utility gained from a product as a result of a decrease in the perceived long and short-term costs of a product (Joshi et al., 2021), which could influence the consumer's purchase intention as it relates to the value of money. In our research, ECV refers to the worthiness and perceived monetary value of second-hand clothing.

2.4 Conceptual Framework

The framework is developed based on the Theory of Planned Behaviour. In the framework, there are a total of six variables, which include one dependent variable and five independent variables. The dependent variable is PI which reflects the behavioural intention to purchase second-hand clothing. The 5 independent variables are ATT, SI, PBC, ENV and ECV. The independent variables have an

influential relationship with the dependent variables, and the hypotheses explain the relationships between the variables. The figure below shows the relationship between the dependent and independent variables.

Figure 2.2
Conceptual Framework



Source: Created for research purpose

2.5 Hypotheses Development

H1: ATT positively influences Generation Z's purchase intention towards second-hand clothing.

Individuals who feel that behaviour will lead to beneficial results are likely to form positive attitudes toward it (Koay et al., 2022). Not only that but according to Ajzen (1991), a person's intention to be a part of behaviour is greater when their attitude to behaviour is more positive. There are several studies that have discovered that ATT plays an important part in influencing the purchasing intention of a consumer. A study by Rendel (2021) proved that people with a favourable attitude toward second-hand clothing have a better behavioural motivation to buy second-hand

clothing online. Besides that, Kaur and Bhardwaj (2021) also found that there is a huge influence of attitude on PI for ecologically sustainable apparel in a favourable way. Other than that, according to Kumar et al. (2021), several previous research has revealed that attitude, as a psychological feeling, is one of the major factors of sustainable purchases. Therefore, an individual's ATT about the behaviour is crucial when it relates to second-hand clothing, and we can expect that the ATT of consumers would affect their PI.

H2: SI positively influences Generation Z's purchase intention towards second-hand clothing.

Consumers who have a big social circle will usually have strong social influence; the perceived attitude of members in the social circle would strive the PI of the consumer to purchase second-hand clothing; some consumers also purchase second-hand clothing because of the expectations of the members in their social circle (Frommeyer et al., 2022). On the other hand, studies found that consumers who are interested in a product and have previous purchase experience will be more prone to influence novice consumers to purchase and engage in the product category because novice consumers are still seeking information about the product category (Ozuem et al., 2021). Chen et al. (2018) also found that SI has highly affected the PI of green and second-hand products; hence social influence is vital in affecting PI of a consumer in purchasing second-hand clothing. The higher the social influence, the more likely the consumer is to purchase second-hand clothing.

H3: PBC positively influences Generation Z's purchase intention towards second-hand clothing.

According to Tewari et al. (2022), the greater the PBC, the more likely the consumer is to purchase eco-friendly apparel such as second-hand clothing. They also observed that young consumers, especially Generation Z are more likely to purchase eco-friendly apparel if they have the resources and opportunities to purchase it. In addition, consumers usually prefer to have control over their behaviour, so consumers will prefer to be well informed with the knowledge of second-hand clothing before making a purchase decision, and they will be more

intended to purchase if they have previous experience or knowledge on the industry (Wang et al., 2019).

H4: ENV positively influences Generation Z's purchase intention towards second-hand clothing.

Individual values impact actual purchase behaviour. Hence, customers are getting highly aware of altruistic values, including environmental considerations. This shift in consumer perspective and the need to commit to general well-being encourages individuals to embrace self-restrictive behaviour and reuse items (Silva et al., 2021). In eco-friendly clothing, Generation Z consumers are critical due to their rising enthusiasm for sustainability and their value of environmental support. People from Generation Z are well-educated consumers who are knowledgeable about environmental concerns and items that are eco-friendly. As a result, they are ready to get involved by switching their consumption to ecologically friendly items (Tran et al., 2022). When eco-friendly consumers are concerned about environmental deterioration and develop a more competitive attitude regarding environmental conservation, their purchasing decisions will be influenced, and sustainable products that are very impactful towards the environment will be chosen (Wijekoon & Sabri, 2021).

H5: ECV positively influences Generation Z's purchase intention towards second-hand clothing.

Consumers are highly interested in the ECV of goods as they think it could help them save money. Many consumers will access the value of money for the high involvement products, and their economic value perception will enhance their purchase intention of green products such as second-hand clothing (Joshi et al., 2021). Since Generation Z are mainly university students or freshies to the working society, their purchasing power is usually lower than other generations. Hence they will prefer to purchase products that are of ECV and worth purchasing. Moreover, economic factors have a strong influence on consumers' purchase intention; consumers prefer to purchase products which are affordable and high in quality at the same time (Rausch & Kopplin, 2020).

2.6 Conclusion

This chapter reviewed the past relevant literature, explained the Theory of Planned Behaviour and proposed 5 hypotheses to examine the relationship between the variables. Moving on, Chapter 3 will focus on the research methodology and data analysis tools applied in this study.

CHAPTER 3: METHODOLOGY

3.1 Introduction

In Chapter 3, the study design and methodology are covered, outlining how the research will be conducted. The data analysis methods used to make sure the validity and reliability of this research will also be covered in this chapter.

3.2 Research Design

A research design describes the overall approach taken by researchers in response to the study's main objective, which is to try to answer either a series of research questions or a set of hypotheses; the research design chosen must reflect the objectives, questions, and hypotheses of the study (Novosel, 2022). This research focuses on the factors influencing Generation Z's PI towards second-hand clothing, and we have applied the quantitative research approach and the correlational research design to conduct our research analysis.

3.2.1 Quantitative Research

A quantitative research approach is conducted in this research. Quantitative approaches establish the relationships between the variables and explain the changes, and data are analysed in a deductive way, with a cause-effect approach (Silva, 2017). The quantitative technique is typically used by researchers when conducting experiments or surveys. In this study, target respondents were given survey forms to complete to collect data. Quantitative research is regarded as precise, dependable, and valid (Smith, 2021). A quantitative approach is used in this research rather than a qualitative research design because all the variables used in this study were

measured quantitatively using closed-ended questions in our questionnaire. Moreover, deductive research helps us to justify the validity of the theory chosen for this research by developing hypotheses (Görög, 2022). It also supports researchers to understand better the given theory or concept and generate explanations towards it, avoiding the bias created by a qualitative research approach (Bergdahl et al., 2019).

3.2.2 Correlational Research Design

Correlational research is applied as it helps to determine the variability between two existing variables (Asamoah, 2014). In our research, we have investigated the relationships between our independent and dependent variables by applying the correlational research design. A survey is done using questionnaires to collect data, and multiple regression analysis is used for correlation study. Since we are using a survey questionnaire, a cross-sectional study is also applied in our research as it could be easily modified to investigate multiple variables simultaneously; it is also suitable to apply to a broader group of target respondents, making it more effective for researchers to have a better understanding to their research topic (Wienclaw, 2021).

3.3 Sampling Design

Sampling refers to an array of techniques used to choose a sample from a larger population, allowing research to be undertaken on a manageable sample size and then extrapolated to the population as a whole (Wienclaw, 2021).

3.3.1 Target Population and Sampling Frame

Generation Z in Malaysia is this study's target population. The generation that came after the Millennials was born between 1996 and the present, and Generation Z is currently the largest age group in Malaysia. In this study, we have surveyed Generation Z individuals between the ages of 18 and 26.

A sampling frame is described as a list or other specification of the population's sampling units from which a sample may be drawn (Lohr, 2021). Unfortunately, the sampling frame is unavailable and inaccessible in this study because we lack the authority to access the list of Generation Z in Malaysia.

3.3.2 Sampling Technique

Non-probability sampling is the technique we have employed for this study. Individuals in the non-probability sample are picked based on non-random characteristics. Out of the several methods under non-probability sampling, we chose a judgemental sampling method. In Judgemental sampling, researchers applied their own judgement when choosing a certain sample because they believed it would provide the required information as well as an identical copy of the area of the investigation (Deshpande & Girme, 2019). Therefore, for our study, we have chosen individuals that meet the characteristic requirement of our study, which are Generation Z consumers. Before distributing the questionnaire, we have set screening questions to filter out individuals that are not from Generation Z. This is to ensure that only Generation Z individuals are qualified as the respondents for our questionnaires.

3.3.3 Sample Size

Generation Z represents 29% of Malaysia's entire population of 32.6 million people (Tjiptono et al., 2020), which amounts to 9,454,000 people. We have used Andrew Fisher's formula to calculate the sample size for research. As we calculate the sample size with a Z-score of 1.96 and a confidence level of 95%, the optimal sampling size is 385 respondents, with a margin of error of 5%. A 5% margin of error suggests that 55% to 65% of the population are either accepting or against the survey. Therefore, the sample size for our research is 385 Generation Z individuals in Malaysia. The sample size formula is used to gather all the information we need for this study.

$$\begin{aligned}
 \text{Sample size} &= \frac{[(Z\text{-score})^2 \times \text{StdDev}(1-\text{StdDev})]}{(\text{margin of error})^2} \\
 &= \frac{[(1.96)^2 \times 0.5(1-0.5)]}{(0.05)^2} \\
 &= 384.16 \approx 385 \text{ Generation Z individuals}
 \end{aligned}$$

3.4 Data Collection Method

3.4.1 Questionnaire Design

In this research, all respondents have received one questionnaire containing a cover letter, a personal data protection form, 1 screening question and 2 sections: Section A includes 8 demographic questions; Section B includes 30 questions. To make sure the responses were from our target respondents, a screening question about the respondents' ages was asked. Furthermore, Section B is made up of 30 questions, and 5 questions are allocated to each variable which are ATT, SI, PBC, ENV, ECV and PI. Section B's main questions were based on the 5-point Likert scale. The respondents in this survey have to choose one between the five options given in each question which are "(1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly Agree". A Likert scale can be used to assess both the respondent's opinion of the rating topic (agree vs disagree) and the degree of the

assessment (strongly vs somewhat); additionally, researchers discovered that the Likert scale method is a great way to examine a customer's behavioural intention (Chyung et al., 2018). By using the English language for the questions, the questionnaire structure is intended to be jargon-free and to maximise the willingness of respondents to answer the questions (Krosnick, 2018).

The questionnaire was in a Google Form link during the actual study. We have sent out the Google Form link to the respondents from Generation Z through social media and online learning platforms. It could help us target and manage the sample size of 385 respondents effectively. Doing the survey through the Google Form link will also help us to get standardised survey results from our respondents. As a result, a total of 407 Google Form responses were collected, and 385 valid responses were used in the following data analysis.

3.4.2 Pre-Test and Pilot Test

Before conducting the pilot test, we sent our research questionnaire to 2 lecturers in UTAR for the pre-test. Suggestions were taken, and improvements were made before we sent out our questionnaire to our target respondents. For example, we added five demographic questions to better understand our target respondents. We have also changed some of the wording in our questionnaire into a more easy-to-understand way for the respondents to answer the questions.

A pilot test was conducted before we proceeded with our main study. A comprehensive pilot study was considered important before the main research to ensure trustworthiness and value (Malmqvist et al., 2019). Our target population is Generation Z individuals in Malaysia, as these individuals are more likely to purchase second-hand clothing than other generations. The acceptable minimum sample size suggested by Johanson

and Brooks (2010) for the pilot test is 30 participants representing the target population. Hence, we have selectively chosen 30 individuals from Generation Z in Malaysia. We surveyed 30 individuals about their second-hand clothing PI. Through conducting the pilot study, we can test the reliability of the existing questionnaire.

3.5 Proposed Data Analysis Tool

3.5.1 Descriptive Analysis

This study employs descriptive statistics as it assists in describing the characteristics of specific data, such as the demographic data that is collected from the survey. It is employed to describe the key elements of the research findings, presenting brief summaries of the sample and measurements (Mishra et al., 2019). It helps to summarise data into basic quantitative metrics such as means or percentages and graphical illustrations such as pie charts (Kaliyadan & Kulkarni, 2019).

3.5.2 Reliability Test

Reliability of a test score indicates that they are sufficiently consistent and clear of measurement mistakes to be effective. The commonly used unbiased assessment for reliability is Cronbach's Alpha. Cronbach's alpha is an internal uniformity evaluation used within the framework of multi-item measurement tools (Amirrudin et al., 2021). An instrument's reliability level is represented by Cronbach's alpha. Good reliability would have an Alpha Cronbach value of higher than 0.6, and a value that is below 0.6 is deemed poor. A moderate yet acceptable Alpha Cronbach value scores between 0.60 and 0.80. Whereas Alpha Cronbach values between 0.8 and 1.00 are deemed extremely good (Daud et al., 2018).

Figure 3.1
Rule of thumb of Cronbach's Alpha

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Adapted from Habidin, N. F., Zubir, A. F. M., Fuzi, N. M., Latip, N. A. M., & Azman, M. N. A. (2015). Sustainable performance measures for Malaysian automotive industry. *World Applied Sciences Journal*, 33(6), 1017-1024.

3.5.3 Pilot Test's Reliability Result

Table 3.1 shows the pilot test's reliability result obtained from 30 respondents. Referring to Cronbach's Coefficient Alpha, the alpha value for DV PI and IVs ATT, SI, PBC, ENV and ECV are above 0.8, which is considered excellent and highly reliable (Daud et al., 2018).

Table 3.1
Pilot Test Reliability Result

Variables		No. of Items	Cronbach's Coefficient Alpha	Results
Dependent Variable (DV)	Purchase Intention (PI)	5	0.901	Excellent
Independent Variables (IVs)	Attitude (ATT)	5	0.897	Excellent
	Social Influence (SI)	5	0.905	Excellent

Perceived behavioural Control (PBC)	5	0.917	Excellent
Environmental Value (ENV)	5	0.923	Excellent
Economic Value (ECV)	5	0.916	Excellent

Source: Created for research purpose

3.5.4 Inferential Analysis

We used inferential statistics to assist us in predicting the population based on the data in the sample and decide whether the survey findings confirm or reject the hypotheses proposed.

3.5.4.1 Pearson's Correlation Coefficient Analysis

Pearson correlation analysis is a data analysis tool that determines the likelihood that two variables predict one another. The coefficient of the relationship between the two variables is valid when the value is larger than -1 and smaller than 1 (at significant level of 0.05). The variables' correlations' strength, relativity, and direction are also determined. As a result, Pearson correlation assesses the similarity of variables in order to produce an alternate estimation and forecast properly. This approach may be used to assess variable-level agreement (Sensuse et al., 2015).

Figure 3.2
Range of Correlation Coefficients

Range of Correlation Coefficient Values	Level of Correlation	Range of Correlation Coefficient Values	Level of Correlation
0.80 to 1.00	Very Strong Positive	-1.00 to -0.80	Very Strong Negative
0.60 to 0.79	Strong Positive	-0.79 to -0.60	Strong Negative
0.40 to 0.59	Moderate Positive	-0.59 to -0.40	Moderate Negative
0.20 to 0.39	Weak Positive	-0.39 to -0.20	Weak Negative
0.00 to 0.19	Very Weak Positive	-0.19 to -0.01	Very Weak Negative

Adapted from Meghanathan, N. (2016). Assortativity analysis of real-world network graphs based on centrality metrics. *Comput. Inf. Sci.*, 9(3), 7-25.

3.5.4.2 Multiple Regression Analysis

We used multiple linear regression to examine relationships between more than 1 variable and to comprehend the relationship between the variables' impacts and consequences. We can use it to estimate the connections between the 5 independent variables and a dependent variable in our research, and analyse the strength of the relationship between variables and predict their future relationship. The equation of the multiple regression is as below:

$$Y = \beta_0 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \beta_5x_5 + \varepsilon \text{ (Uyanık \& Güler, 2013).}$$

To examine the relationship between the dependent and independent variables, the multiple regression formula is used. Based on the equation, Y is the dependent variable while X1, X2, X3, X4, and X5 are the independent variables, beta is the parameter, and E is an error.

3.6 Conclusion

In a nutshell, this chapter has covered all the research methods and tools used in this study, enabling a thorough comprehension of the data collection procedure. For the data analysis in Chapter 4 that follows, Chapter 3 will serve as guidance.

CHAPTER 4: DATA ANALYSIS

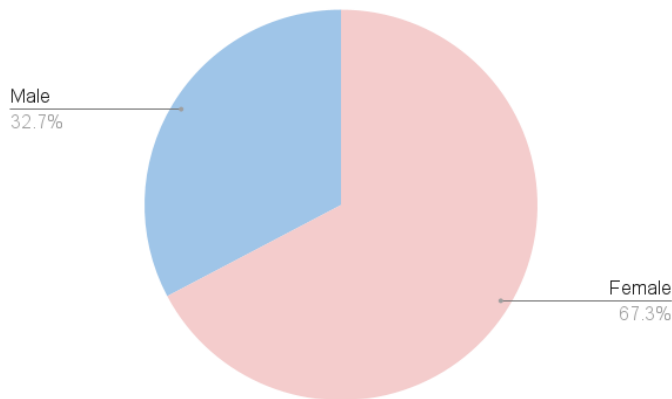
4.0 Introduction

The findings and information gathered from the questionnaire survey will be analysed and discussed in Chapter 4. A total of 407 responses were collected, and 385 valid responses were used in the data analysis. Version 29.0 IBM SPSS Statistics was used to evaluate and analyse the data gathered.

4.1 Descriptive Analysis

4.1.1 Demographic Analysis of Respondent Profile

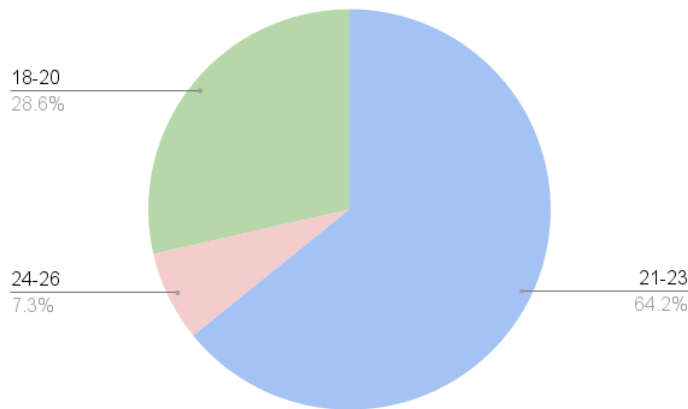
Figure 4.1
Respondent's gender



Source: Created for research purpose

Based on Figure 4.1 above, 32.7% (126 respondents) of male respondents and 67.3% (259 respondents) of female respondents participated in our study. The number of female respondents is shown to be higher than male respondents as women may be more interested in fashion-related topics than men, hence having a higher participation rate as compared to men.

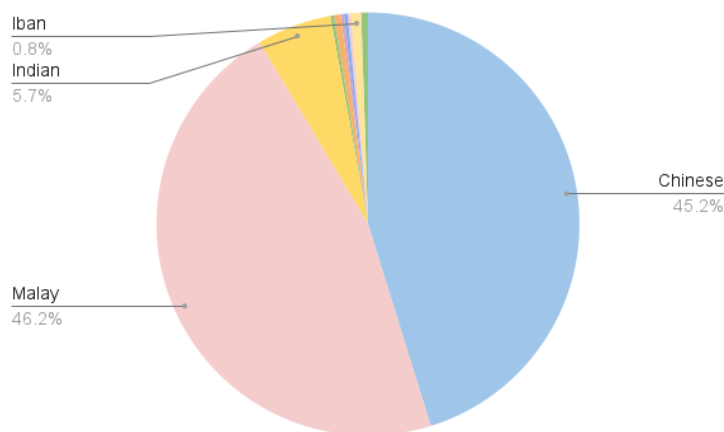
Figure 4.2
Respondent's age



Source: Created for research purpose

Figure 4.2 shows that respondents of age 21-23 years old stand the highest percentage, which is 64.2% (247 respondents) of all respondents, followed by 28.6% (110 respondents) of respondents aged 18-20 years old and 7.3% (28 respondents) of respondents aged 24-26 years old. Most of the respondents are at 21-23 years old because most are university students.

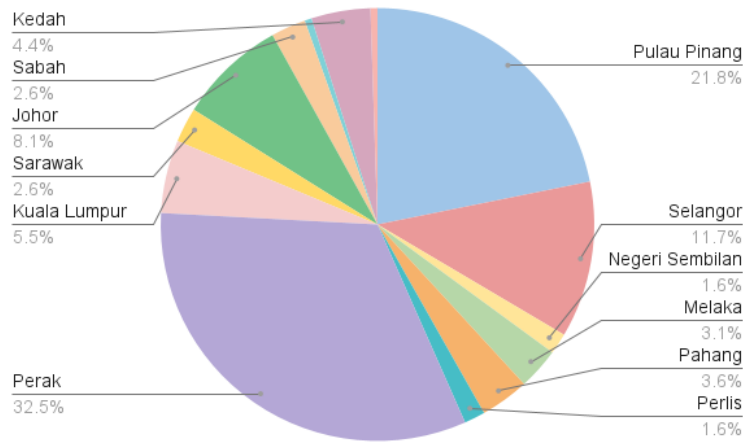
Figure 4.3
Respondent's race



Source: Created for research purpose

As shown in Figure 4.3, Malay respondents and Chinese respondents are almost equal percentages, with a percentage rate of 46.2% (178 respondents) and 45.2% (174 respondents), respectively. On the other hand, there are 5.7% (22 respondents) of Indian respondents and 2.9% (11 respondents) of other races.

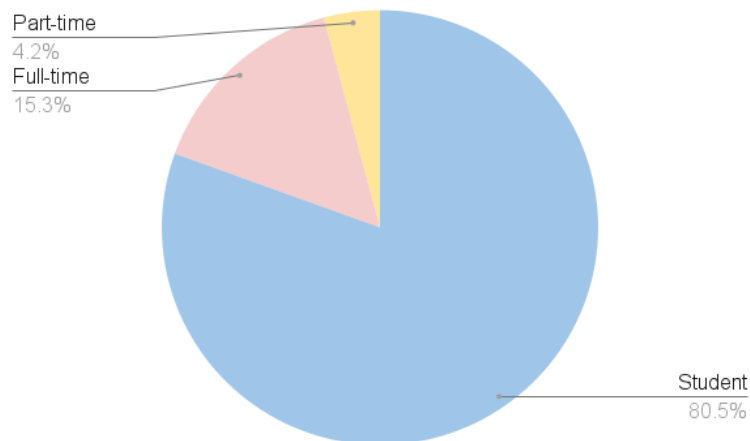
Figure 4.4
Respondent's location



Source: Created for research purpose

Figure 4.4 is a pie chart for the location of respondents. It is shown that Perak respondents had the highest percentage rate at 32.5% (84 respondents). Meanwhile, Kedah and Kelantan respondents have the lowest percentage rate of 0.45% (2 respondents).

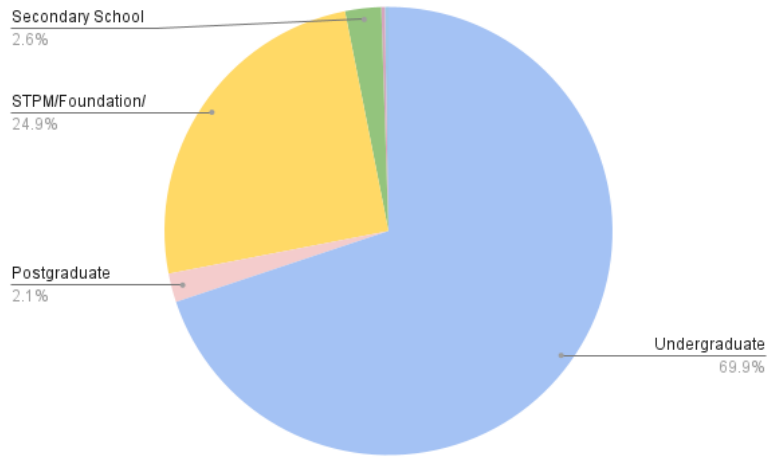
Figure 4.5
Respondent's occupation



Source: Created for research purpose

Based on the pie chart for the occupation of the respondents in Figure 4.5, most of the respondents are students at a percentage of 80.5% (310 respondents). On the other hand, 15.3% (59 respondents) of respondents work full-time, and 4.2% (16 respondents) work part-time.

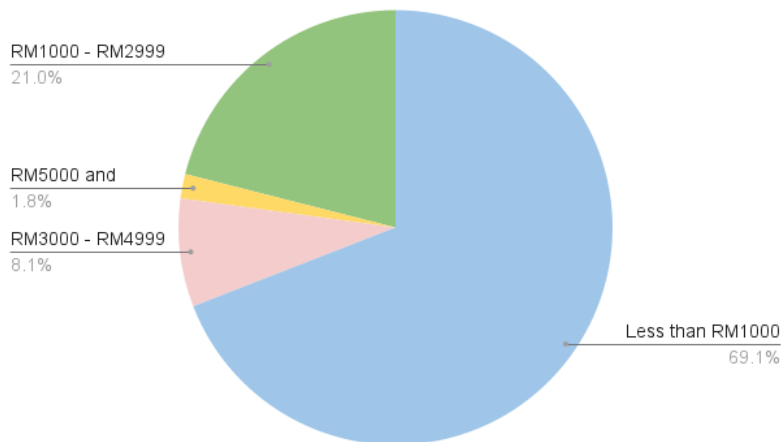
Figure 4.6
Respondent's current education level



Source: Created for research purpose

Figure 4.6 shows that most of the respondents in this study have a current education level undergraduate with a percentage of 69.9% (270 respondents), followed by respondents with STPM/foundation at 24.9% (96 respondents), secondary school at 2.6% (10 respondents), postgraduate at 2.1% (8 respondents), and 0.5% of A-level (1 respondent).

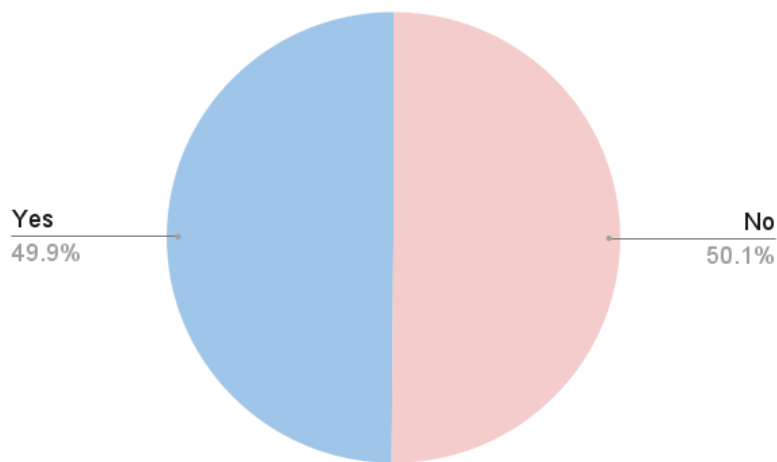
Figure 4.7
Respondent's monthly income/allowance



Source: Created for research purpose

As shown in figure 4.7 of monthly income/allowance of respondents, there is 69.1% (266 respondents) of respondents have monthly income/allowance lesser than RM1000, 21% (81 respondents) of RM1000-RM2999, 8.1% (31 respondents) of RM3000-RM4999, and 1.8% (7 respondents) of RM5000 and above.

Figure 4.8
Respondent's experience with buying second-hand clothing



Source: Created for research purpose

Based on Figure 4.8 above, almost half of the respondents have experience in buying second-hand clothing 49.9% (192 respondents), and another half 50.1% (193 respondents) of the respondents have no experience in buying second-hand clothing. This result shows that there are quite a number of Generation Z individuals that have experience with second-hand clothing.

4.2 Scale of Measurement

4.2.1 Reliability Test

A reliability test is conducted with the 385 responses collected, and the findings are summarised in Table 4.1. Based on Cronbach's Coefficient Alpha value, the dependent variable, which is PI, has an Alpha value of 0.876 and it is considered excellent and high reliability. Besides, the independent variables gained highly reliable results as well, with the result of ATT (0.878), SI (0.888), PBC (0.888), ENV (0.909) and ECV (0.885) (Daud et al., 2018).

Table 4.1
Reliability Test Result

Variables	No. of Items	Cronbach's Coefficient Alpha	Results	
Dependent Variable (DV) PI	5	0.876	Highly Reliable	
Independent Variables (IVs)	ATT	5	0.878	Highly Reliable
	SI	5	0.888	Highly Reliable
	PBC	5	0.888	Highly Reliable
	ENV	5	0.909	Highly Reliable
	ECV	5	0.885	Highly Reliable

Source: Created for research purpose

4.3 Inferential Analysis

4.3.1 Pearson Correlations Coefficient Analysis

Based on Table 4.2, the dimension of PI is positively correlated with ATT ($r = 0.790$), SI ($r = 0.672$), PBC ($r = 0.625$), ENV ($r = 0.521$) and ECV ($r = 0.730$). Results show that the Pearson correlation scores of ATT and ECV fall under a strong correlation with PI. On the other hand, SI, PBC and ENV has a moderate correlation with PI as their score is lower than 0.7 (Meghanathan, 2016).

Table 4.2
Pearson Correlations Coefficient Analysis Result

	ATT	SI	PBC	ENV	ECV	PI
ATT	1.0					
SI	.704	1.0				
PBC	.659	.750	1.0			
ENV	.466	.364	.451	1.0		
ENV	.643	.534	.573	.677	1.0	
PI	.790	.672	.625	.521	.730	1.0

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Created for research propose

4.3.2 Multiple Regression Analysis

According to Table 4.3, the variables of ATT, SI, PBC, ENV and ECV together exhibited a significant correlation of $R = 0.850$ and $R\text{ Square} = 0.723$. These five variables together explain 72.3% of the total variance in PI of second-hand clothing.

Table 4.3
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.850	0.723	0.719	2.72320

Source: Created for research propose

According to table 4.4, the F Value is 197.573 with the significant value < 0.001 is less than 0.05. Meaning that the five independent variables (ATT, SI, PBC, ENV & ECV) are able to predict the dependent variable (PI).

Table 4.4
ANOVA Result Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7325.828	5	1465.166	197.573	< 0.001
	Residual	2810.598	379	7.416		
	Total	10136.426	384			

Source: Created for research purpose

Based on the results from Table 4.5, standardised coefficients of the independent variables show that ATT has the strongest effect on the dependent variable ($\beta = .439$), which is followed by the ECV ($\beta = .338$) and SI ($\beta = .172$). When significance tests are considered, it is shown that ATT, SI and ECV ($p < .001$) exhibits a significant correlation on the PI of second-hand clothing. On the other hand, the significant value for PBC ($\beta = .975$) and ENV ($\beta = .510$), both of the independent variables do not show a significant correlation with the PI of second-hand clothing. Consequently, the following is the multiple regression equation:

$$PI = -2.445 + 0.507(ATT) + 0.192(SI) + 0.398(ECV)$$

Whereby,

PI = Purchase Intention

ATT = Attitude

SI = Social Influence

ECV = Economic Value

Table 4.5
Coefficients of Equation

		Coefficients						
Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Tolerance	Statistics VIF	
1	(Constant)	-2.445	.770		-3.176	.002		
	ATT	.507	.050	.439	10.171	<.001	.393	2.546
	SI	.192	.051	.172	3.794	<.001	.356	2.808
	PBC	.001	.047	.001	.032	.975	.379	2.640
	ENV	.033	.050	.024	.659	.510	.531	1.884
	ECV	.398	.051	.338	7.817	<.001	.391	2.559

a. Dependent Variable: PI

Source: Created for research purpose

4.4 Conclusion

In conclusion, Chapter 4's tests and analyses are used to examine and interpret the results of the data that had been collected. All of the tests and analyses were done using the Version 29.0 IBM SPSS Statistics and summarised in pie charts and tables.

CHAPTER 5: DISCUSSION, IMPLICATIONS AND CONCLUSION

5.1 Introduction

The discussions of the key findings, implications, and recommendations will be covered in this chapter. This research's theoretical and practical implications will be examined at, and recommendations will be made to improve the limitations in our research.

5.2 Discussions of Findings

The summary of the hypotheses testing was developed in table 5.1.

Table 5.1

Summary of the hypotheses testing results

Hypothesis	Significant Value	Result
H1: ATT positively influences Generation Z's PI towards second-hand clothing.	<0.001	Supported
H2: SI positively influences Generation Z's PI towards second-hand clothing.	<0.001	Supported
H3: PBC positively influences Generation Z's PI towards second-hand clothing.	0.975	Not Supported
H4: ENV positively influences Generation Z's PI towards second-hand clothing.	0.510	Not Supported
H5: ECV positively influences Generation Z's PI towards second-hand clothing.	<0.001	Supported

Source: Created for research purpose

H1: ATT will positively influence Generation Z's PI towards second-hand clothing.

Based on the findings, H1 is supported as H1's P-value is lesser than 0.05. This proves that ATT has an effect on Generation Z's PI towards second-hand clothing. This finding is compatible with past studies by Rendel (2021) and Kaur and Bhardwaj (2021), which found that attitude has a significant influence on a person's PI for second-hand clothing. This is because a person is more prone to purchasing second-hand clothing when they perceive it positively, especially those with experience in buying second-hand clothing and who have a good experience with it will have a higher chance of forming a positive attitude towards second-hand clothing (Silva et al., 2021). As more Generation Z's individuals are buying second-hand clothing, their ATT towards second-hand clothing improves consequently.

H2: SI will positively influence Generation Z's PI towards second-hand clothing.

The finding that SI's P-value is lower than 0.05 indicates that SI affects Generation Z's intention to purchase second-hand clothing. H2 is supported by a positive relationship between SI and PI. In addition, it is consistent with the findings of Koay et al. (2022), who found that when consumers are deciding whether to purchase second-hand clothing, they will consider what their social circle thinks about it. While the opinion given by the social circle will indirectly affect their attitude towards second-hand clothing, bringing a significant influence on the PI (Seo & Kim, 2019). Pujadas-Hostench et al.'s findings also support that SI has a significant relationship with the PI of second-hand clothing. Consequently, the peers' social influence will affect the consumer's PI if the peers of the consumers have a favourable view towards second-hand clothing and will encourage the consumers to buy.

H3: PBC will positively influence Generation Z's PI towards second-hand clothing.

The P-value for PBC is higher than 0.05, indicating that PBC does not significantly influence PI, hence H3 is not supported. It is a surprising result as it is contradictory to our assumption, and earlier studies have indicated that PBC and PI have a significant positive relationship (Tewari et al., 2022). From our results, although the respondents are aware of the information, and have the source and ability to purchase second-hand clothing, they did not show a strong intention to buy second-hand clothing. One contributing factor could be the second-hand clothing related information obtained and the perceived control of the customer could not overcome the negative thoughts towards second clothing, such as hygiene issues and the concern towards the previous owner of the clothing, although the customers are aware of the second-hand clothing's origin, their perceived barriers are restraining them from buying second-hand clothing (Wang et al., 2022). Thus, customers fail to convert their concerns into purchase motivations when considering the product's negative issues (Aitken et al., 2020). It is also supported by research done by Tran et al. (2022) on the PI of eco-friendly fashion; their study showed that perceived behavioural control only causes a moderate effect on PI, Generation Z might have enough knowledge of eco-friendly clothing, but only customers who have free time and extra financial resources are willing to purchase.

H4: ENV will positively influence Generation Z's PI towards second-hand clothing.

Due to the P-value > 0.05 , H4 is not supported. This means that ENV does not show a significant effect on the PI of Generation Z towards second-hand clothing. This finding does not support Tran et al.'s (2022) study, which indicated that Generation Z consumers are critical towards eco-friendly clothing due to their rising enthusiasm for sustainability and the value of environmental support. This is because, according to Wang et al. (2022), the overall environmental awareness and awareness of specific environmental concerns in the apparel sector are generally quite different. This means that a person who is aware of broad environmental issues might not be aware of the environmental issues produced by garment production and textile

waste. Hence, although Generation Z is aware of environmental issues in general, they may not purchase second-hand clothing to protect the environment but rather for other purposes such as value for money or need for uniqueness. This is true as Generation Z's consumers who may have lesser income may prioritise the monetary value of clothing over the environmental benefit.

H5: ECV will positively influence Generation Z's PI towards second-hand clothing.

Results show that H5 is supported as the P-value is lower than 0.05. Research shows the ECV of second-hand clothing tends to have the strongest influence on consumers' PI; consumers will be motivated when they can purchase more pieces of clothes or purchase at a lower price (Ek Styvén & Mariani, 2020). A similar study also showed a favourable correlation between price sensitivity and willingness to purchase eco-friendly goods (Walia et al., 2020). Therefore, we could explain that the ECV of second-hand clothing is essential for Generation Z since 69.1% of our respondents have less than RM1000 in monthly income. A study done by Cernicova-Buca (2022) also showed that the cost of products is very important for students as they have a tighter budget. Therefore, ECV will positively impact Generation Z's PI towards second-hand clothing, and our assumption is supported.

5.3 Implications of the Study

5.3.1 Theoretical Implications

Theory of Planned Behaviour is used as its theoretical framework in this research to study the factors influencing Generation Z's purchase intention of second-hand clothing in Malaysia. There are 5 independent variables employed in the study, which are ATT, SI, PBC, ENV and ECV, that influence the dependent variable, PI of Generation Z in Malaysia towards second-hand clothing. ATT, SI and ECV are shown to have a positive significant influence towards Generation Z's PI of second-hand clothing.

On the other hand, PBC and ENV have no significant influence on the PI of Generation Z in Malaysia.

The theoretical framework of this study can be a guide for future researchers to conduct their research on relevant topics. This study can provide insights into the Theory of Planned Behaviour's applicability in the context of Generation Z's PI towards second-hand clothing in Malaysia and the importance of each independent variable in predicting PI. Researchers can understand the reason why some independent variables have a significant influence on the PI of second-hand clothing, and some independent variables have no significant influence but may be significant in other contexts of another study. Besides that, due to previous research that only focuses on the PI of second-hand clothing for the general Malaysian population, the finding of this study may provide a more specific opinion on a certain generation.

5.3.2 Practical Implications

Since H1 is supported, it has been proven that ATT positively influences Generation Z's PI towards second-hand clothing in Malaysia. With the importance of attitude in mind, policymakers can encourage better attitudes regarding second-hand clothing by informing people about the benefits of buying and wearing second-hand clothing through awareness programs, workshops, and social media posts. Moreover, fashion industry practitioners may utilise this finding to customise their marketing tactics to Generation Z buyers. Practitioners can relate to the views of Generation Z customers and enhance their PI by stressing the good qualities of second-hand clothes, such as their affordability and sustainability. Companies can also provide loyalty programmes to promote repeat purchases and establish an enjoyable shopping experience that encourages favourable views regarding second-hand clothing. Not only that, but practitioners may guarantee that the second-hand clothes they sell are of great quality and fit the expectations of

this generation. This may be accomplished by employing quality control procedures such as thorough cleaning and fixing of clothing items and ensuring that the clothing is correctly displayed and promoted to catch Generation Z buyers' attention.

Besides, practitioners such as second-hand clothing sellers should be aware of the effect of SI towards the purchase intention of the customers, as the findings of this research show that SI positively affects the PI of second-hand clothing. Second-hand clothing sellers and marketers could use the word-of-mouth marketing technique to spread beneficial content to educate customers on the information and benefits of second-hand clothing, ultimately increasing customers' engagement. They could encourage their existing customers to create user-generated content (UGC) to share their experiences and opinions of second-hand clothing with their friends and family members and recommend them to purchase. Special referral promotions could be given to the customers if they recommend second-hand clothing stores to their friends. Word-of-mouth recommendations among customers will effectively create a positive attitude and attachment towards second-hand clothing. The government could also collaborate with the media and create educational content to spread the advantages of purchasing second-hand clothing and lower the negative thoughts of customers towards second-hand clothing.

Moving on, ECV of second-hand clothing also has a significant impact towards Generation Z's PI. Practitioners could utilise effective pricing strategies to quote the price for second-hand clothes. They could categorise the clothing according to the conditions and types of the clothes and use different tactics such as bundle pricing or second-item discount pricing to increase the perceived economic value for the customers. It is also critical to ensure that second-hand clothing is sold at an affordable price so that people on a budget can afford to purchase it. Moreover, policymakers could also encourage people, such as students and housewives, to sell their second-hand clothing by emphasising the economic value of the clothing. Government policies and regulations can also support the second-hand

clothing industry, such as providing tax incentives for companies that sell second-hand clothing to encourage more people who wish to establish second-hand clothing or item stores.

Contrarily, the findings in our study indicated that PBC and ENV have no significant effect on the PI of second-hand clothing; however, past research has indicated that these two variables have a considerable impact on the PI of second-hand clothing. Therefore, practitioners could implicate the PBC of the customers and the ENV of second-hand clothing.

To encourage more customers to purchase second-hand clothing, practitioners could leverage the PBC concept. Past literature showed that PBC strongly impacts the PI of second-hand clothing. Firstly, customers may feel more in control of their abilities to purchase second-hand clothing if second-hand clothing sellers provide them with sufficient information and services related to second-hand clothing. Sellers and marketers could post information about their store, such as an address, operating hours and photos related to their store, on social media or online so that customers can get the information quickly, consequently increasing the perceived control over their ability to purchase second-hand clothing. Moreover, practitioners could also enhance the customer's PBC by providing a great second-hand clothing shopping experience; sellers could provide services such as convenient in-store displays, fitting room, clothing alteration and styling advice to customers to reduce their perceived barriers to second-hand clothing and creating a welcoming atmosphere that customers would like to visit again. Collaborating with influencers will also be a good way for marketers to spread positive information about second-hand clothing and lower the perceived barriers of second-hand clothing of customers. Customers might feel more empowered and driven to purchase if the influencers they follow also encourage them to do so.

ENV is also an important aspect to consider when it comes to second-hand clothing. Policymakers and practitioners should take into account the importance of environmental awareness that may influence an individual's

PI of second-hand clothing. Policymakers and fashion industry practitioners should collaborate to expand the availability of high-quality second-hand clothing by establishing more second-hand clothing outlets, raising donation incentives, and introducing quality control procedures in an effort to reduce the amount of clothing that goes to waste. Other than that, a collaboration between businesses in the second-hand clothing sector, such as thrift stores, and other fashion industries, such as fashion designers or fast fashion retailers, should also be formed to produce more distinctive and sustainable clothing alternatives that appeal to the environmentally concerned. For example, fashion designers can design clothing that makes use of second-hand clothing. Fast fashion retailers may also produce clothing made out of recycled material.

5.4 Limitations of the Study

One of the limitations of the study is that it did not include independent variables that focus on lifestyle influence. According to the Theory of Planned Behaviour, ATT, SI and PBC are essential elements in predicting behaviour, and these variables were included in the study. Yet, lifestyle influence can also play a role in forming behaviour because it includes aspects such as personal beliefs, interests, and routines. For example, a Generation Z person who appreciates fashion trends and searches for distinctive clothing styles may have a higher intention to buy second-hand clothing to demonstrate their originality. Hence, the study's limitation of not incorporating lifestyle-related independent variables may restrict the study's generalisation ability and create an inadequate summary of the variables affecting Generation Z's PI of used clothing in Malaysia.

Another limitation is that most of the respondents are students. According to our descriptive analysis, 80.5% of the respondents are students, and most of them have income less than RM1000, while there are only 19.5% of full-time and part-time workers. Consequently, it might not be enough to represent the whole Generation Z population as a whole. Since the survey questionnaire was distributed among

university students in UTAR and through social media, it is unavoidable to reach more university students. Therefore, the focus of the respondents towards students will affect the outcome of the study because income level and occupation could be the crucial factors to affect the PI of second-hand clothing.

5.5 Recommendations for Future Researches

Since the study lacked independent variables related to lifestyle factors, future researchers should consider including independent variables such as personal beliefs, interests, and routines to provide a more complete understanding of the factors that influence Generation Z's PI of second-hand clothing. Besides that, future researchers can perform separate research on different independent variables to better understand their impact on PI towards second-hand clothing. For example, research may be done on fashion trend impact on second-hand clothing PI, which can be relatable to Generation Z as they are known to follow trends.

To overcome the second limitation, future researchers are urged to work harder to ensure that every group of individuals under Generation Z is targeted in the research survey. Future researchers should balance the proportion of respondents in each demographic group, such as full-time employees, part-time employees and students. Another strategy is only to target a particular group, such as students, who might have similar backgrounds and experiences. This would make it simpler to get data that is more accurate and reflective of the target population as a whole. Future researchers could improve their studies by ensuring that survey results are more accurate and that they provide a thorough picture of the purchase intention of the target population.

5.6 Conclusion

In a nutshell, the purpose of this study is to examine the variables affecting Generation Z's intention to buy second-hand clothing. The results of the study have been analysed, and we believe that they will help future researchers and practitioners gain a better understanding of what drives Generation Z to purchase second-hand clothing. The limitations and suggestions of this study were also provided in order to aid future researchers in improving their research.

References

- Aboelmaged, M. (2021). E-waste recycling behaviour: An integration of recycling habits into the Theory of Planned Behaviour. *Journal of Cleaner Production*, 278, 124182. <https://doi.org/10.1016/j.jclepro.2020.124182>
- Adhitiya, L., & Astuti, R. D. (2019). The effect of consumer value on attitude toward green product and green consumer behaviour in organic food. *IPTEK Journal of Proceedings Series*, (5), 193-202. <http://dx.doi.org/10.12962/j23546026.y2019i5.6299>
- Aitken, R., Watkins, L., Williams, J., & Kean, A. (2020). The positive role of labelling on consumers' perceived behavioural control and intention to purchase organic food. *Journal of Cleaner Production*, 255, 120334. <https://doi.org/10.1016/j.jclepro.2020.120334>
- Ajzen, I. (1991). The Theory of Planned Behaviour. *Organizational behaviour and human decision processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Amirrudin, M., Nasution, K., & Supahar, S. (2021). Effect of variability on Cronbach alpha reliability in research practice. *Jurnal Matematika, Statistika dan Komputasi*, 17(2), 223-230. <https://doi.org/10.20956/jmsk.v17i2.11655>
- Arifani, V. M., & Haryanto, H. (2018). Purchase intention: implementation Theory of Planned Behaviour (Study on reusable shopping bags in Solo City, Indonesia). In *IOP Conference Series: Earth and Environmental Science* (Vol. 200, No. 1, p. 012019). IOP Publishing. <https://doi.org/10.1088/1755-1315/200/1/012019>
- Asamoah, M. K. (2014). Re-examination of the limitations associated with correlational research. *Journal of Educational Research and Reviews*, 2(4), 45-52.
- Brandão, A., & da Costa, A. G. (2021). Extending the Theory of Planned Behaviour to understand the effects of barriers towards sustainable fashion consumption. *European Business Review*. <https://doi.org/10.1108/EBR-11-2020-0306>
- Bergdahl, E., Ternstedt, B. M., Berterö, C., & Andershed, B. (2019). The theory of a co-creative process in advanced palliative home care nursing encounters: A qualitative deductive approach over time. *Nursing open*, 6(1), 175-188. <https://doi.org/10.1002/nop2.203>
- Carvalho, J., Marnoto, S., & Sousa, C. A. (2019). Social and psychological product value perceptions: An exploratory study.
- Cernicova-Buca, M. (2022). An exploratory study into the Romanian students' motivations for online second-hand shopping. *PCTS Proceedings*

(*Professional Communication & Translation Studies*), 15, 10–18.
<https://doi-org.libezp2.utar.edu.my/10.59168/qxrs4678>

- Cham, T. H., Ng, C. K. Y., Lim, Y. M., & Cheng, B. L. (2018). Factors influencing clothing interest and purchase intention: a study of Generation Y consumers in Malaysia. *The International Review of Retail, Distribution and Consumer Research*, 28(2), 174-189. <https://doi.org/10.1080/09593969.2017.1397045>
- Chen, C. C., Chen, C. W., & Tung, Y. C. (2018). Exploring the consumer behaviour of intention to purchase green products in belt and road countries: An empirical analysis. *Sustainability*, 10(3), 854. <https://doi.org/10.3390/su10030854>
- Chyung, S. Y., Swanson, I., Roberts, K., & Hankinson, A. (2018). Evidence-based survey design: The use of continuous rating scales in surveys. *Performance Improvement*, 57(5), 38-48. <https://doi.org/10.1002/pfi.21763>
- Cozer, C. (2018). Consumer's perception and purchase intentions: a qualitative study on second-hand clothing stores.
- Daud, K. A. M., Khidzir, N. Z., Ismail, A. R., & Abdullah, F. A. (2018). Validity and reliability of instrument to measure social media skills among small and medium entrepreneurs at Pengkalan Datu River. *International Journal of Development and sustainability*, 7(3), 1026-1037.
- Deshpande, A., & Girme, A. (2019). Sampling techniques. *Advances and Applications in Mathematical Sciences*, 18 (10), 1055-1062.
- Farhana, K., Mahamude, A. S. F., & Mica, M. T. (2022). The scenario of textile industry in Malaysia: a review for potentiality. *Materials Circular Economy*, 4(1), 1-15. <https://doi.org/10.1007/s42824-022-00063-5>
- Frommeyer, B., Wagner, E., Hossiep, C. R., & Schewe, G. (2022). The utility of intention as a proxy for sustainable buying behaviour—A necessary condition analysis. *Journal of Business Research*, 143, 201-213. <https://doi.org/10.1016/j.jbusres.2022.01.041>
- Gaidhani, S., Arora, L., & Sharma, B. K. (2019). Understanding the attitude of Generation Z towards workplace. *International Journal of Management, Technology and Engineering*, 9(1), 2804-2812.
- Geegamage, T., Ranaweera, A., & Halwatura, R. (2021). Second-Hand Fashion Consumption: A Literature Review. *In ERU Symposium 2021*.
- Görög, M. (2022). Reflections on approaches to research strategies in management. *Dynamic Relationships Management Journal*, 11(2), 37-54. [doi:10.17708/DRMJ.2022.V11N02A03](https://doi.org/10.17708/DRMJ.2022.V11N02A03)

- Habidin, N. F., Zubir, A. F. M., Fuzi, N. M., Latip, N. A. M., & Azman, M. N. A. (2015). Sustainable performance measures for Malaysian automotive industry. *World Applied Sciences Journal*, 33(6), 1017-1024.
- Hsieh, J. K., & Tseng, C. Y. (2018). Exploring social influence on hedonic buying of digital goods-online games/virtual items. *Journal of Electronic Commerce Research*, 19(2), 164-185.
- Johanson, G. A., & Brooks, G. P. (2010). Initial scale development: sample size for pilot studies. *Educational and psychological measurement*, 70(3), 394-400. <https://doi.org/10.1177/0013164409355692>
- Joshi, Y., Uniyal, D. P., & Sangroya, D. (2021). Investigating consumers' green purchase intention: Examining the role of economic value, emotional value and perceived marketplace influence. *Journal of Cleaner Production*, 328, 129638. <https://doi.org/10.1016/j.jclepro.2021.129638>
- Kaliyadan, F., & Kulkarni, V. (2019). Types of variables, descriptive statistics, and sample size. *Indian dermatology online journal*, 10(1), 82. https://doi.org/10.4103%2Fidoj.IDOJ_468_18
- Kaur, J., & Bhardwaj, N. (2021). Their control will make or break the sustainable clothing deal-a study of the moderating impact of actual behavioural control on the purchase intention-behaviour gap for sustainable clothing in India. *Australasian Accounting, Business and Finance Journal*, 15(5), 59. <https://dx.doi.org/10.14453/aabfj.v15i5.6>
- Khan, S. N., & Mohsin, M. (2017). The power of emotional value: Exploring the effects of values on green product consumer choice behaviour. *Journal of cleaner production*, 150, 65-74. <https://doi.org/10.1016/j.jclepro.2017.02.187>
- Kim, I., Jung, H. J., & Lee, Y. (2021). Consumers' value and risk perceptions of circular fashion: Comparison between secondhand, upcycled, and recycled clothing. *Sustainability*, 13(3), 1208. <https://doi.org/10.3390/su13031208>
- Koay, K. Y., Cheah, C. W., & Lom, H. S. (2022). An integrated model of consumers' intention to buy second-hand clothing. *International Journal of Retail & Distribution Management*, 50(11), 1358-1377. <https://doi.org/10.1108/IJRDM-10-2021-0470>
- Krosnick, J. A. (2018). Questionnaire design. *The Palgrave handbook of survey research*, 439-455. https://doi.org/10.1007/978-3-319-54395-6_53
- Kumar, A., Prakash, G., & Kumar, G. (2021). Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study. *Journal of Retailing and Consumer Services*, 58, 102270. <https://doi.org/10.1016/j.jretconser.2020.102270>

- La Barbera, F., & Ajzen, I. (2020). Control interactions in the Theory of Planned Behaviour: Rethinking the role of subjective norm. *Europe's Journal of Psychology, 16*(3), 401. <https://doi.org/10.5964/ejop.v16i3.2056>
- Laitala, K., & Klepp, I. G. (2018). Motivations for and against second-hand clothing acquisition. *Clothing cultures, 5*(2), 247-262. https://doi.org/10.1386/cc.5.2.247_1
- Lang, C., & Zhang, R. (2019). Second-hand clothing acquisition: The motivations and barriers to clothing swaps for Chinese consumers. *Sustainable Production and Consumption, 18*, 156-164. <https://doi.org/10.1016/j.spc.2019.02.002>
- Leclercq-Machado, L., Alvarez-Risco, A., Gómez-Prado, R., Cuya-Velásquez, B. B., Esquerre-Botton, S., Morales-Ríos, F., ... & Yáñez, J. A. (2022). Sustainable Fashion and Consumption Patterns in Peru: An Environmental-Attitude-Intention-behaviour Analysis. *Sustainability, 14*(16), 9965. <https://doi.org/10.3390/su14169965>
- Liang, J., & Xu, Y. (2018). Second-hand clothing consumption: A generational cohort analysis of the Chinese market. *International Journal of Consumer Studies, 42*(1), 120-130. <https://doi.org/10.1111/ijcs.12393>
- Liu, M. T., Liu, Y., & Mo, Z. (2020). Moral norm is the key: An extension of the Theory of Planned Behaviour (TPB) on Chinese consumers' green purchase intention. *Asia Pacific Journal of Marketing and Logistics, 32*(8), 1823-1841. <https://doi.org/10.1108/APJML-05-2019-0285>
- Lohr, S. L. (2021). *Sampling: design and analysis*. CRC press.
- Machado, M. A. D., de Almeida, S. O., Bollick, L. C., & Bragagnolo, G. (2019). Second-hand fashion market: consumer role in circular economy. *Journal of Fashion Marketing and Management: An International Journal, 23*(3), 382-395. <https://doi.org/10.1108/JFMM-07-2018-0099>
- Mahmoud, T. O. (2018). Impact of green marketing mix on purchase intention. *International Journal of Advanced and applied sciences, 5*(2), 127-135.
- Malmqvist, J., Hellberg, K., Möllås, G., Rose, R., & Shevlin, M. (2019). Conducting the pilot study: A neglected part of the research process? Methodological findings supporting the importance of piloting in qualitative research studies. *International Journal of Qualitative Methods, 18*. <https://doi.org/10.1177/1609406919878341>
- Medalla, M. E., Yamagishi, K., Tiu, A. M., Tanaid, R. A., Abellana, D. P. M., Caballes, S. A., ... & Ocampo, L. (2020). Modeling the hierarchical structure of secondhand clothing buying behaviour antecedents of millennials. *Journal of Modelling in Management, 15*(4), 1679-1708. <https://doi.org/10.1108/JM2-08-2019-0207>

- Meghanathan, N. (2016). Assortativity analysis of real-world network graphs based on centrality metrics. *Comput. Inf. Sci.*, 9(3), 7-25. <https://doi.org/10.5539/cis.v9n3p7>
- Mishra, P., Pandey, C. M., Singh, U., Gupta, A., Sahu, C., & Keshri, A. (2019). Descriptive statistics and normality tests for statistical data. *Annals of cardiac anaesthesia*, 22(1), 67. https://doi.org/10.4103/Faca.ACA_157_18
- Mohammad, J., Quoquab, F., & Sadom, N. Z. M. (2020). Mindful consumption of second-hand clothing: the role of eWOM, attitude and consumer engagement. *Journal of Fashion Marketing and Management: An International Journal*, 25 (3), 482-510. <https://doi.org/10.1108/JFMM-05-2020-0080>
- Moore, C. C. (2019). Engaging Gen Z. *The NCO Journal*.
- Morwitz, V. (2014). Consumers' purchase intentions and their behavior. *Foundations and Trends® in Marketing*, 7(3), 181-230. <http://dx.doi.org/10.1561/17000000036>
- Nawaz, S., Jiang, Y., Nawaz, M. Z., Manzoor, S. F., & Zhang, R. (2021). Mindful consumption, ego-involvement, and social norms impact on buying SHC: Role of platform trust and impulsive buying tendency. *SAGE Open*, 11(4). <https://doi.org/10.1177/21582440211056621>
- Novosel, L. M. (2022). Understanding the evidence: Quantitative research designs. *Urologic Nursing*, 42(6), 303–311. <https://doi.org.libezp2.utar.edu.my/10.7257/2168-4626.2022.42.6.303>
- Ozuem, W., Willis, M., Howell, K., Lancaster, G., & Ng, R. (2021). Determinants of online brand communities' and millennials' characteristics: A social influence perspective. *Psychology & Marketing*, 38(5), 794-818. <https://doi.org/10.1002/mar.21470>
- Paço, A., Filho, W. L., Ávila, L. V., & Dennis, K. (2021). Fostering sustainable consumer behaviour regarding clothing: Assessing trends on purchases, recycling and disposal. *Textile Research Journal*, 91(3-4), 373-384. <https://doi.org/10.1177/0040517520944524>
- Padmavathy, C., Swapana, M., & Paul, J. (2019). Online second-hand shopping motivation—Conceptualization, scale development, and validation. *Journal of Retailing and Consumer Services*, 51, 19-32. <https://doi.org/10.1016/j.jretconser.2019.05.014>
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behaviour online: A cross-cultural approach. *Heliyon*, 6(6), e04284. <https://doi.org/10.1016/j.heliyon.2020.e04284>

- Pujadas-Hostench, J., Palau-Saumell, R., Forgas-Coll, S., & Sánchez-García, J. (2019). Clothing brand purchase intention through SNS. *Online Information Review*. <https://doi.org/10.1108/OIR-02-2017-0042>
- Purinton, E. F., Diego-Moffit, Z., McKivergan, J., Soriano, C., & Todaro, M. (2019). Second-hand clothing: The male perspective. *Proceedings of the Northeast Business & Economics Association*.
- Qiu, J., Tang, J., Ma, H., Dong, Y., Wang, K., & Tang, J. (2018, July). Deepinf: Social influence prediction with deep learning. *Proceedings of the 24th ACM SIGKDD international conference on knowledge discovery & data mining*, 2110-2119. <https://doi.org/10.1145/3219819.3220077>
- Rachel, C. S. K. (2020). "Selam Bundle": Thrift shopping as Malaysian social class integration platform. *Jebat: Malaysian Journal of History, Politics & Strategy*, 47(3).
- Rausch, T. M., & Kopplin, C.S. (2020). Bridge the gap: consumers' purchase intention and behaviour regarding sustainable clothing. *Journal of Cleaner Production*, 278. 1-15. <https://doi.org/10.1016/j.jclepro.2020.123882>
- Rendel, E. V. (2021). Is second-hand the new black? understanding the factors influencing people's intention to purchase second-hand clothing through peer-to-peer sharing platforms (Bachelor's thesis, University of Twente).
- Saut, M., & Saing, T. (2021). Factors affecting consumer purchase intention towards environmentally friendly products: a case of Generation Z studying at universities in Phnom Penh. *SN Business & Economics*, 1(6), 1-20. <https://doi.org/10.1007/s43546-021-00085-2>
- Sensuse, D. I., Cahyaningsih, E., & Wibowo, W. C. (2015). Identifying knowledge management process of Indonesian government human capital management using analytical hierarchy process and pearson correlation analysis. *Procedia Computer Science*, 72, 233-243. <https://doi.org/10.1016/j.procs.2015.12.136>
- Seo, M. J., & Kim, M. (2019). Understanding the purchasing behaviour of second-hand fashion shoppers in a non-profit thrift store context. *International Journal of Fashion Design, Technology and Education*. <https://doi.org.libezp2.utar.edu.my/10.1080/17543266.2019.1611945>
- Silva, C. (2017). Research design-the new perspective of research methodology. *Journal of Education, Society and Behavioural Science*, 19 (2), 1-12. <https://doi.org/10.9734/BJESBS/2017/30274>
- Silva, S. C., Santos, A., Duarte, P., & Vlačić, B. (2021). The role of social embarrassment, sustainability, familiarity and perception of hygiene in second-hand clothing purchase experience. *International Journal of Retail & Distribution Management*, 49 (6), 717-734. <https://doi.org/10.1108/IJRDM-09-2020-0356>

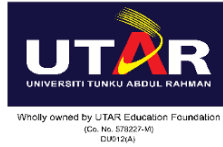
- Silva, C., Mccarver, M., Wang, C. H., Wang, T. Y., & Chi, T. (2020). US Generation Z consumers' motivations and purchase behaviour towards secondhand clothing. *International Textile and Apparel Association Annual Conference Proceedings*, 77 (1).
- Smith, T. (2021). Qualitative and quantitative research. *Salem Press Encyclopedia*.
- Tewari, A., Mathur, S., Srivastava, S., & Gangwar, D. (2022). Examining the role of receptivity to green communication, altruism and openness to change on young consumers' intention to purchase green apparel: A multi-analytical approach. *Journal of Retailing and Consumer Services*, 66, 102938. <https://doi.org/10.1016/j.jretconser.2022.102938>
- ThredUp, & Global Data. (2023). *ThredUp resale report 2023*. Retrieved from https://cf-assets-tup.thredup.com/resale_report/2023/thredUP_2023_Resale_Report_FINAL.pdf
- Tjiptono, F., Khan, G., Yeong, E. S., & Kunchambo, V. (2020). Generation Z in Malaysia: The four 'E' Generation. In the new Generation Z in Asia: Dynamics, differences, digitalisation. *Emerald Publishing Limited*, 149-163. <https://doi.org/10.1108/978-1-80043-220-820201015>
- Tran, K., Nguyen, T., Tran, Y., Nguyen, A., Luu, K., & Nguyen, Y. (2022). Eco-friendly fashion among Generation Z: Mixed-methods study on price value image, customer fulfillment, and pro-environmental behaviour. *Plos one*, 17(8). <https://doi.org/10.1371/journal.pone.0272789>
- Uyanık, G. K., & Güler, N. (2013). A study on multiple linear regression analysis. *Procedia-Social and behavioural Sciences*, 106, 234-240. <https://doi.org/10.1016/j.sbspro.2013.12.027>
- Walia, S. B., Kumar, H., & Negi, N. (2020). Impact of brand consciousness, perceived quality of products, price sensitivity and product availability on purchase intention towards 'green' products. *International Journal of technology management & sustainable development*, 19(1), 107-118. https://doi.org/10.1386/tmsd_00018_1
- Wang, B., Fu, Y., & Li, Y. (2022). Young consumers' motivations and barriers to the purchase of second-hand clothes: An empirical study of China. *Waste Management*, 143, 157-167. <https://doi.org/10.1016/j.wasman.2022.02.019>
- Wang, X., Pacho, F., Liu, J., & Kajungiro, R. (2019). Factors influencing organic food purchase intention in developing countries and the moderating role of knowledge. *Sustainability*, 11(1), 209. <https://doi.org/10.3390/su11010209>
- Wei, J., Zhao, X., & Yang, X. (2021). Measuring purchase intention towards green power certificate in a developing nation: Applying and extending the Theory

of Planned Behaviour. *Resources, Conservation and Recycling*, 168. <https://doi.org/10.1016/j.resconrec.2020.105363>

- Wienclaw, R. A. (2021). Sampling. *Salem Press Encyclopedia*.
- Wienclaw, R. A. (2021). Quantitative and Qualitative Analysis. *Salem Press Encyclopedia*.
- Williams, A., & Hodges, N. (2022). Adolescent Generation Z and sustainable and responsible fashion consumption: exploring the value-action gap. *Young Consumers*, 23 (4), 651-666. <https://doi.org/10.1108/YC-11-2021-1419>
- Wijekoon, R., & Sabri, M. F. (2021). Determinants that influence green product purchase intention and behaviour: A literature review and guiding framework. *Sustainability*, 13(11), 6219. <https://doi.org/10.3390/su13116219>
- Xu, Y., Chen, Y., Burman, R., & Zhao, H. (2014). Second-hand clothing consumption: a cross-cultural comparison between American and Chinese young consumers. *International Journal of Consumer Studies*, 38(6), 670-677. <https://doi.org/10.1111/ijcs.12139>
- Yuriev, A., Dahmen, M., Paillé, P., Boiral, O., & Guillaumie, L. (2020). Pro-environmental behaviours through the lens of the Theory of Planned Behaviour: A scoping review. *Resources, Conservation and Recycling*, 155. <https://doi.org/10.1016/j.resconrec.2019.104660>
- Zahid, N. M., Khan, J., & Tao, M. (2022). Exploring mindful consumption, ego involvement, and social norms influencing second-hand clothing purchase. *Current Psychology*, 1-15. <https://doi.org/10.1007/s12144-021-02657-9>
- Zhang, B., Zhang, Y., & Zhou, P. (2021). Consumer attitude towards sustainability of fast fashion products in the UK. *Sustainability*, 13(4), 1646. <https://doi.org/10.3390/su13041646>
- Zhao, Z., Xue, Y., Geng, L., Xu, Y., & Meline, N. N. (2022). The influence of environmental values on consumer intentions to participate in agritourism—A model to extend TPB. *Journal of Agricultural and Environmental Ethics*, 35(3), 1-21. <https://doi.org/10.1007/s10806-022-09881-8>
- Zollo, L., Carranza, R., Faraoni, M., Díaz, E., & Martín-Consuegra, D. (2021). What influences consumers' intention to purchase organic personal care products? The role of social reassurance. *Journal of Retailing and Consumer Services*, 60. <https://doi.org/10.1016/j.jretconser.2020.102432>

Appendixes

Appendix 3.1: Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF BUSINESS AND FINANCE
BACHELOR OF MARKETING (HONS)
UNDERGRADUATE FINAL YEAR PROJECT [FYP]

Title of Topic: Factors influencing Generation Z's purchase intention of second-hand clothing in Malaysia.

Questionnaire

Dear Respondents,

We are the final year undergraduate students who are currently pursuing Bachelor of Marketing (HONS) from Universiti Tunku Abdul Rahman (UTAR). We are conducting a research project which is entitled "Factors influencing Generation Z's purchase intention of second-hand clothing in Malaysia.". This research aims to investigate the second-hand clothing industry in Malaysia and the factors influencing Generation Z's purchase intention of second-hand clothing.

This questionnaire consists of a total of 38 questions, 30 to investigate the purchase intention of second-hand clothing and 8 demographic questions will also be asked for assurance and to ensure the validity of the study. You will need to take around 10 minutes to complete the whole questionnaire. Please be assured that all personal information and responses will remain private and confidential. Your participation is highly appreciated. For further inquiries, please contact us via the email below.

Thank you in advance.

Sincerely,

Ng Ting Xuan, 19ABB03196

Kho Wen Yi, 19ABB02641

Research Title:

Factors influencing Generation Z's purchase intention of second-hand clothing in Malaysia.

Instructions:

1. There are **two (2)** sections in this questionnaire. Please answer all questions in all sections.
2. Completion of this form will take you around 10 minutes.
3. The content of this questionnaire will be kept strictly confidential.

Screening Question

1. Are you aged between 18 to 26?

Yes – Please proceed.	
No – End of survey, thank you for participating.	

Section A: Demographic Questions

Please tick the following answer box for each question.

1. **Gender**

Female	
Male	

2. Age

18-20	
21-23	
24-26	

3. Race

Malay	
Chinese	
Indian	
Other	

If Other, please specify: _____

4. Location (State)

Kuala Lumpur	
Labuan	
Putrajaya	
Johor	
Kedah	

Kelantan	
Malacca	
Negeri Sembilan	
Pahang	
Pulau Pinang	
Perak	
Perlis	
Sabah	
Sarawak	
Selangor	
Terengganu	

5. Employment Status

Full-time	
Part-time	
Student	
Other	

If Other, please specify: _____

6. Current Educational Level

Secondary School	
STPM/Foundation/Diploma	
Undergraduate (Degree)	
Postgraduate	
Other	

If Other, please specify: _____

7. Monthly Allowance/ Monthly Income

Less than RM1000	
RM1000 - RM2999	
RM3000 - RM4999	
RM5000 and above	

8. Do you have experience in buying second-hand clothing?

Yes	
No	

Section B: Factors influencing Generation Z's purchase intention of second-hand clothing in Malaysia

Please indicate your degree of agreement on the following statements by circling the numbers given ranging from: Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5

Attitude

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
ATT 1	I gain benefits from purchasing second-hand clothing.	1	2	3	4	5
ATT 2	I think that it is a wise decision to purchase second-hand clothing.	1	2	3	4	5
ATT 3	I have a favorable attitude towards second-hand clothing.	1	2	3	4	5
ATT 4	I believe that second-hand clothing is valuable.	1	2	3	4	5
ATT 5	I am satisfied when I purchase second-hand clothing.	1	2	3	4	5

Social Influence

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-----	-----------	-------------------	----------	---------	-------	----------------

SI1	My family encourages me to purchase second-hand clothing.	1	2	3	4	5
SI2	My friends encourage me to purchase second-hand clothing.	1	2	3	4	5
SI3	The experience of my peers will affect my decision to purchase second-hand clothing.	1	2	3	4	5
SI4	Social media will influence me to purchase second-hand clothing.	1	2	3	4	5
SI5	The trend of buying second-hand clothing among people around me is increasing.	1	2	3	4	5

Perceived behavioural Control

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PBC1	Online information has helped me to learn about second-hand clothing.	1	2	3	4	5
PBC2	I know the platforms to purchase second-hand clothing.	1	2	3	4	5

PBC3	I have the necessary knowledge to purchase second-hand clothing.	1	2	3	4	5
PBC4	I have the necessary skills to purchase second-hand clothing.	1	2	3	4	5
PBC5	I can make my own decision when purchasing second-hand clothing.	1	2	3	4	5

Environmental Value

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
ENV1	I believe that second-hand clothing helps to save natural resources.	1	2	3	4	5
ENV2	I believe that second-hand clothing has a positive impact on the environment as it lengthen the life of a clothing.	1	2	3	4	5
ENV3	I believe that second-hand clothing is environmentally friendly.	1	2	3	4	5

ENV4	I believe that purchasing second-hand clothing can reduce clothing waste.	1	2	3	4	5
ENV5	My purchase of second-hand clothing will positively affect the environment and other consumers.	1	2	3	4	5

Economic Value

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
ECV 1	I save money by purchasing second-hand clothing.	1	2	3	4	5
ECV 2	The price of clothing is an important factor for me.	1	2	3	4	5
ECV 3	I think that second-hand clothing is worth my money.	1	2	3	4	5

ECV 4	I can buy more things because I pay lesser when shopping for second-hand clothing.	1	2	3	4	5
ECV 5	I can purchase branded clothing with a lower price when it is second-hand.	1	2	3	4	5

Purchase Intention

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PI1	I consider to buy second-hand clothing in the future.	1	2	3	4	5
PI2	I intend to purchase second-hand clothing.	1	2	3	4	5
PI3	I consider purchasing second-hand clothing if I see them in stores.	1	2	3	4	5
PI4	I plan to visit thrift stores to purchase second-hand clothing in the future.	1	2	3	4	5

PI5	The probability that I will purchase second-hand clothing is high.	1	2	3	4	5
------------	--	----------	----------	----------	----------	----------

Appendix 4.1: Respondent Demographic Profile

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	259	67.3	67.3	67.3
	Male	126	32.7	32.7	100.0
	Total	385	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	111	28.8	28.8	28.8
	21-23	246	63.9	63.9	92.7
	24-26	28	7.3	7.3	100.0
	Total	385	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	178	46.2	46.2	46.2
	Chinese	174	45.2	45.2	91.4
	Indian	22	5.7	5.7	97.1
	Other	11	2.9	2.9	100.0
	Total	385	100.0	100.0	

Location

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kuala Lumpur	21	5.5	5.5	5.5
	Johor	31	8.1	8.1	13.5
	Kedah	17	4.4	4.4	17.9
	Kelantan	2	.5	.5	18.4
	Malacca	12	3.1	3.1	21.6
	Negeri Sembilan	6	1.6	1.6	23.1
	Pahang	14	3.6	3.6	26.8
	Pulau Pinang	84	21.8	21.8	48.6
	Perak	125	32.5	32.5	81.0
	Perlis	6	1.6	1.6	82.6
	Sabah	10	2.6	2.6	85.2
	Sarawak	10	2.6	2.6	87.8
	Selangor	45	11.7	11.7	99.5
	Terengganu	2	.5	.5	100.0
	Total	385	100.0	100.0	

Employment_Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time	59	15.3	15.3	15.3
	Part-time	16	4.2	4.2	19.5
	Student	310	80.5	80.5	100.0
	Total	385	100.0	100.0	

Current_Education_Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary School	10	2.6	2.6	2.6
	STPM/Foundation/Diploma	97	25.2	25.2	27.8
	Undergraduate (Degree)	269	69.9	69.9	97.7
	Postgraduate	8	2.1	2.1	99.7
	Other	1	.3	.3	100.0
	Total	385	100.0	100.0	

Monthly_Allowance_or_Monthly_Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM1000	265	68.8	68.8	68.8
	RM1000-RM2999	82	21.3	21.3	90.1
	RM3000-RM4999	31	8.1	8.1	98.2
	RM5000 and above	7	1.8	1.8	100.0
	Total	385	100.0	100.0	

Do_you_have_experience_in_buying_second_hand_clothing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	192	49.9	49.9	49.9
	No	193	50.1	50.1	100.0
	Total	385	100.0	100.0	

Appendix 4.2: Pearson Correlation Coefficient

		Correlations					
		Attitude	Social_Influence	Perceived_Behavioural_Control	Environmental_Value	Economic_Value	Purchase_Intention
Attitude	Pearson Correlation	1	.704**	.659**	.466**	.643**	.790**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	385	385	385	385	385	385
Social_Influence	Pearson Correlation	.704**	1	.750**	.364**	.534**	.672**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	385	385	385	385	385	385
Perceived_Behavioural_Control	Pearson Correlation	.659**	.750**	1	.451**	.573**	.625**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	385	385	385	385	385	385
Environmental_Value	Pearson Correlation	.466**	.364**	.451**	1	.677**	.521**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	385	385	385	385	385	385
Economic_Value	Pearson Correlation	.643**	.534**	.573**	.677**	1	.730**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	385	385	385	385	385	385
Purchase_Intention	Pearson Correlation	.790**	.672**	.625**	.521**	.730**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	385	385	385	385	385	385

** . Correlation is significant at the 0.01 level (2-tailed).

Appendix 4.3: Multiple Regression Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.850 ^a	.723	.719	2.72320	.723	197.573	5	379	<.001

a. Predictors: (Constant), Economic_Value, Social_Influence, Environmental_Value, Attitude, Perceived_Behavioural_Control

b. Dependent Variable: Purchase_Intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7325.828	5	1465.166	197.573	<.001 ^b
	Residual	2810.598	379	7.416		
	Total	10136.426	384			

a. Dependent Variable: Purchase_Intention

b. Predictors: (Constant), Economic_Value, Social_Influence, Environmental_Value, Attitude, Perceived_Behavioural_Control

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.445	.770		-3.176	.002		
	Attitude	.507	.050	.439	10.171	<.001	.393	2.546
	Social_Influence	.192	.051	.172	3.794	<.001	.356	2.808
	Perceived_Behavioural_Control	.001	.047	.001	.032	.975	.379	2.640
	Environmental_Value	.033	.050	.024	.659	.510	.531	1.884
	Economic_Value	.398	.051	.338	7.817	<.001	.391	2.559

a. Dependent Variable: Purchase_Intention