

THE IMPACT OF ESG INITIATIVES ON GREEN
PRODUCT AND CONSUMER PURCHASE INTENTIONS

CHOI YOON QI

BACHELOR OF INTERNATIONAL BUSINESS
(HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

DECEMBER 2024

THE IMPACT OF ESG INITIATIVES ON GREEN PRODUCT
AND CONSUMER PURCHASE INTENTIONS

BY

CHOI YOON QI

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

BACHELOR OF INTERNATIONAL BUSINESS (HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

DECEMBER 2024

@ 2024 Choi Yoon Qi. All Rights Reserved.

This final year project report is submitted in partial fulfillment of the requirements for the degree of Bachelor of International Business (Honours) at Universiti Tunku Abdul Rahman (UTAR). This final year project report represents the work of the author, except where due acknowledgment has been made in the text. No part of this final year project report may be reproduced, stored, or transmitted in any form or by any means, whether electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the author or UTAR, in accordance with UTAR's Intellectual Property Policy.

DECLARATION

I hereby declare that:

- (1) This undergraduate FYP is the end result of my 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) Sole contribution has been made by me in completing the FYP.
- (4) The word count of this research report is 21766.

ACKNOWLEDGEMENTS

First and foremost, I would like to express my heartfelt gratitude to Dr. Foo Meow Yee, my project supervisor. I am deeply thankful for her expertise, dedication, and the time she generously provided throughout this journey. Her invaluable advice and encouragement were crucial in helping me successfully complete this research.

At the same time, I would also like to express my gratitude to my second examiner, Mr. Tamil Durai a/l Chelliah, for his detailed feedback and constructive suggestions, which played a significant role in enhancing the quality of my project.

Additionally, I extend my heartfelt thanks to all the participants who took part in the research by completing the online questionnaire. Their contributions and thoughtful responses were essential to the findings of this study.

Lastly, I am truly grateful for the support and contributions of all the individuals mentioned above, whose assistance was vital to the completion of this research.

DEDICATION

This accomplishment is dedicated with heartfelt gratitude to:

Dr. Foo Meow Yee

and

To my families and my loved ones,

Thank you for your unwavering support during my times of need.

TABLE OF CONTENTS

	Page
Copyright Page.....	ii
Declaration	iii
Acknowledgement.....	iv
Dedication	v
Table of Contents	vi
List of Tables.....	xi
List of Figures	xiii
List of Abbreviations.....	xiv
List of Appendices	xv
Preface.....	xvi
Abstract	xvii
CHAPTER 1: RESEARCH OVERVIEW.....	1
1.0 INTRODUCTION.....	1
1.1 RESEARCH BACKGROUND	1
1.2 PROBLEM STATEMENT.....	8
1.3 RESEARCH QUESTIONS	10
1.4 RESEARCH OBJECTIVES.....	10
1.5 SIGNIFICANCE OF STUDY	11
1.6 CHAPTER LAYOUT	12
1.7 CONCLUSION.....	14
CHAPTER 2: LITERATURE REVIEW	15
2.0 INTRODUCTION.....	15
2.1 UNDERLYING THEORIES	15
2.2 REVIEW OF THE LITERATURE.....	16
2.2.1 Dependent Variable.....	16
2.2.1.1 Consumer Purchase Intentions.....	16

2.2.2	Independent Variable	18
2.2.2.1	Environmental, Social, and Governance (ESG)	18
	• Environmental	19
	• Social.....	20
	• Governance	22
2.2.2.2	Green Trust	23
2.3	CONCEPTUAL FRAMEWORK.....	24
2.4	HYPOTHESES DEVELOPMENT.....	25
2.4.1	The Relationship between Environmental and Consumer Purchase Intentions	25
2.4.2	The Relationship between Social and Consumer Purchase Intentions	27
2.4.3	The Relationship between Governance and Consumer Purchase Intentions	28
2.4.4	The Relationship between Environmental and Green Trust	29
2.4.5	The Relationship between Social and Green Trust	30
2.4.6	The Relationship between Governance and Green Trust	32
2.4.7	The Relationship between Green Trust and Consumer Purchase Intentions	33
2.4.8	The Mediating Effect of Green Trust on Environmental, Social, Governance and Consumer Purchase Intentions	34
2.5	CONCLUSION.....	37
CHAPTER 3: METHODOLOGY		38
3.0	INTRODUCTION.....	38
3.1	RESEARCH DESIGN.....	38
3.1.1	Descriptive Research	38
3.1.2	Quantitative Research	39
3.1.3	Casual Research	40
3.2	DATA COLLECTION METHOD	40
3.2.1	Primary Data.....	40
3.3	SAMPLING DESIGN	41
3.3.1	Target Population	41
3.3.2	Sampling Location	42
3.3.3	Sampling Technique.....	42

3.3.4	Sampling Size.....	43
3.4	RESEARCH INSTRUMENT.....	44
3.4.1	Questionnaire Design	44
3.5	CONSTRUCT MEASUREMENT	45
3.5.1	Scale of Measurement	45
3.5.2	Origin of Constructs.....	47
3.6	PILOT TEST	48
3.7	DATA PROCESSING	49
3.7.1	Questionnaire Checking	49
3.7.2	Data Editing.....	49
3.7.3	Data Coding	50
3.7.4	Data Transcribing	50
3.7.5	Data Cleaning	50
3.8	DATA ANALYSIS	51
3.8.1	Descriptive Analysis	51
3.8.2	Scale Measurement.....	51
3.8.2.1	Reliability Test	51
3.8.3	Inferential-Analysis	52
3.8.3.1	Pearson Correlation Coefficient Analysis	53
3.8.3.2	Multiple Linear Regression	54
3.8.3.3	Sobel Test	55
3.9	CONCLUSION.....	56
CHAPTER 4: DATA ANALYSIS.....		57
4.0	INTRODUCTION.....	57
4.1	SURVEY DISTRIBUTION AND RETURN RATE	57
4.2	DESCRIPTIVE ANALYSIS	57
4.2.1	Respondents Demographic Profile.....	57
4.2.1.1	Gender	58
4.2.1.2	Age	59
4.2.1.3	Education Level.....	60
4.2.1.4	Occupation	61
4.2.1.5	Monthly Income.....	62
4.2.2	Respondent’s General Information	64
4.2.2.1	Understanding ESG Initiatives	64

4.2.2.2	Paying Attention to Companies' ESG News	65
4.2.2.3	ESG Standards in Ensuring Product and Quality	66
4.2.2.4	Awareness of Companies' ESG Practices	67
4.2.2.5	Stopping Supprt Due to Poor ESG Pratices	69
4.3	MEASUREMENT SCALE	70
4.3.1	Reliability Analysis.....	70
4.4	INFERENTIAL ANALYSIS	71
4.4.1	Pearson's Correlation Analysis	71
4.4.2	Multiple Regression Model	72
4.4.3	Sobel Test	79
4.5	HYPOTHESES TESTING.....	83
4.6	CONCLUSION.....	87
CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS.....		88
5.0	INTRODUCTION.....	88
5.1	DISCUSSION OF MAJOR FINDINGS	88
5.1.1	Environmental, Green Trust and Consumer Purchase Intentions	89
5.1.1.1	Environmental and Consumer Purchase Intentions	90
5.1.1.2	Environmental and Green Trust.....	91
5.1.1.3	Mediating Effect of Green Trust on Environmental and Consumer Purchase Intentions.....	92
5.1.2	Social, Green Trust and Consumer Purchase Intentions	93
5.1.2.1	Social and Consumer Purchase Intentions	93
5.1.2.2	Social and Green Trust.....	94
5.1.2.3	Mediating Effect of Green Trust on Social and Consumer Purchase Intentions.....	96
5.1.3	Governance, Green Trust and Consumer Purchase Intentions	97
5.1.3.1	Governance and Consumer Purchase Intentions	97
5.1.3.2	Governance and Green Trust	99
5.1.3.3	Mediating Effect of Green Trust on Governance and Consumer Purchase Intentions.....	100
5.1.4	Green Trust and Consumer Purchase Intentions	101
5.2	IMPLICATIONS OF STUDY	102
5.2.1	Practical Implications	102
5.2.2	Theoretical Implications.....	104

5.3	LIMITATIONS OF THE STUDY	105
5.4	RECOMMENDATION FOR FUTURE RESEARCH	106
5.5	CONCLUSION.....	107
	References	109
	Appendices	12

LIST OF TABLES

	Page
Table 3.1: Origin of Construct	47
Table 3.2: Cronbach’s Alpha Result	48
Table 3.3: Rules of Thumb for Cronbach’s Alpha Coefficient Value	52
Table 3.4: Rules of Thumb for Correlation Coefficient	53
Table 4.1: Gender	58
Table 4.2: Age	59
Table 4.3: Education Background	61
Table 4.4: Occupation	62
Table 4.5: Monthly Income	63
Table 4.6: Understanding ESG Initiatives	65
Table 4.7: Paying Attention to Companies' ESG News	66
Table 4.8: ESG Standards in Ensuring Product and Quality	67
Table 4.9: Awareness of Companies' ESG Practices	68
Table 4.10: Stopping Support Due to Poor ESG Practices	69
Table 4.11: Reliability Analysis	70
Table 4.12: Correlation Matrix	71
Table 4.13: Multiple Regression Analysis Model Summary (ESG components on Consumer Purchase Intentions)	73
Table 4.14: Table of ANOVA (ESG components on Consumer Purchase Intentions)	74
Table 4.15: Multiple Regression Analysis Coefficients (ESG components on Consumer Purchase Intentions)	74
Table 4.16: Multiple Regression Analysis Model Summary (ESG components on Green Trust)	75
Table 4.17: Table of ANOVA (ESG components on Green Trust)	76
Table 4.18: Multiple Regression Analysis Coefficients (ESG components on Green Trust)	77

Table 4.19: Multiple Regression Analysis Model Summary (Green Trust on Consumer Purchase Intentions)	78
Table 4.20: Table of ANOVA (Green Trust on Consumer Purchase Intentions)	78
Table 4.21: Multiple Regression Analysis Model Summary (Green Trust on Consumer Purchase Intentions)	79
Table 4.22: Sobel Test (Green Trust on Environmental and Consumer Purchase Intentions)	80
Table 4.23: Sobel Test (Green Trust on Social and Consumer Purchase Intentions)	81
Table 4.24: Sobel Test (Green Trust on Governance and Consumer Purchase Intentions)	82
Table 5.1: Summary of Hypothesis Testing Results	88

LIST OF FIGURES

	Page
Figure 1.1: Comparative importance of key purchasing criteria between Asia-Pacific and Western countries	2
Figure 1.2: Drivers of Sustainable Purchasing Decisions	4
Figure 1.3: Percentage of respondents identifying one of four sectors as primarily responsible for aiding consumers in purchasing sustainable products	5
Figure 1.4: Consumer Behavior Related to Sustainability in Malaysia	6
Figure 2.1: Conceptual Framework of The Study	23
Figure 3.1: Sobel Test	55
Figure 4.1: Gender	58
Figure 4.2: Age	59
Figure 4.3: Education Background	60
Figure 4.4: Occupation	62
Figure 4.5: Monthly Income	63
Figure 4.6: Understanding ESG Initiatives	64
Figure 4.7: Paying Attention to Companies' ESG News	66
Figure 4.8: ESG Standards in Ensuring Product and Quality	67
Figure 4.9: Awareness of Companies' ESG Practices	68
Figure 4.10: Stopping Support Due to Poor ESG Practices	69
Figure 4.11: Mediation Model for Green Trust on Environmental and Consumer Purchase Intentions	81
Figure 4.12: Mediation Model for Green Trust on Social and Consumer Purchase Intentions	82
Figure 4.13: Mediation Model for Green Trust on Governance and Consumer Purchase Intentions	83

LIST OF APPENDICES

	Page
Appendix A: Questionnaire.....	120
Appendix B: Ethical Approval Letter	130
Appendix C: SPSS Output	134

LIST OF ABBREVIATION

ESG	Environmental, Social and Governance
ED	Environmental Dimension
SD	Social Dimension
GD	Governance Dimension
GT	Green Trust
CPI	Consumer Purchase Intentions
IV	Independent Variable
DV	Dependent Variable
SPSS	Statistical Package for the Social Sciences
ANOVA	Analysis of Variance

PREFACE

The integration of Environmental, Social, and Governance (ESG) initiatives is crucial for businesses seeking to build consumer trust and drive sustainable growth. ESG-focused companies not only contribute to environmental and social well-being but also foster stronger connections with consumers, ultimately leading to increased purchase intentions. Studies highlight that incorporating ESG elements enhances green trust, which is critical in influencing consumer decisions. However, recent years have shown an increase in skepticism about corporate sustainability claims due to instances of greenwashing, making consumers more cautious in their purchasing behavior. Recognizing the importance of ESG-driven trust emphasizes the need to determine the factors that can reinforce consumer confidence and loyalty. Additionally, the growing demand for green products and rising environmental consciousness present a competitive landscape, compelling companies to adopt genuine and impactful ESG practices that differentiate them in the market.

ABSTRACT

Environmental, Social, and Governance (ESG) initiatives are critical determinants of consumer purchase intentions, particularly in the context of green products. With the rising global and local emphasis on sustainability, it is imperative for companies to implement robust ESG strategies to stand out in the competitive market and foster consumer trust. The purpose of this research is to investigate the impact of ESG components such as environmental, social, and governance on green trust and their influence on consumer purchase intentions. An online survey using a structured questionnaire was distributed to 260 Malaysian consumers familiar with green products. The data were analyzed using the Statistical Package for Social Sciences (SPSS) version 30. Results indicate a positive relationship between all three ESG components and green trust, which in turn significantly impacts purchase intentions. Additionally, the mediating role of Green Trust was tested using the Sobel test, and the results show a positive and significant relationship between ESG components and consumer purchase intentions. The implications of the study were discussed for the public, companies, and governance, providing insights into practical implications and theoretical implications. The research also addressed its limitations and provided recommendations for future studies to enhance and expand upon the findings when researching the same topic.

Keywords: ESG, environmental, social, governance, green trust, consumer purchase intentions

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

Chapter One offers a comprehensive overview of the research background, outlining the problem statements that establish the foundation for this study. It then defines the research objectives and questions, providing clarity on the study's goals. Lastly, the chapter emphasizes the importance of the research, showcasing its potential contributions.

1.1 Research Background

This study aims to empirically examine the influence of Environmental, Social, and Governance (ESG) initiatives on consumer purchase intentions and the adoption of green products. This study offers a comprehensive insight into how different components of ESG initiatives influence both the trust in green products (Green Trust) and the subsequent purchase intentions of consumers.

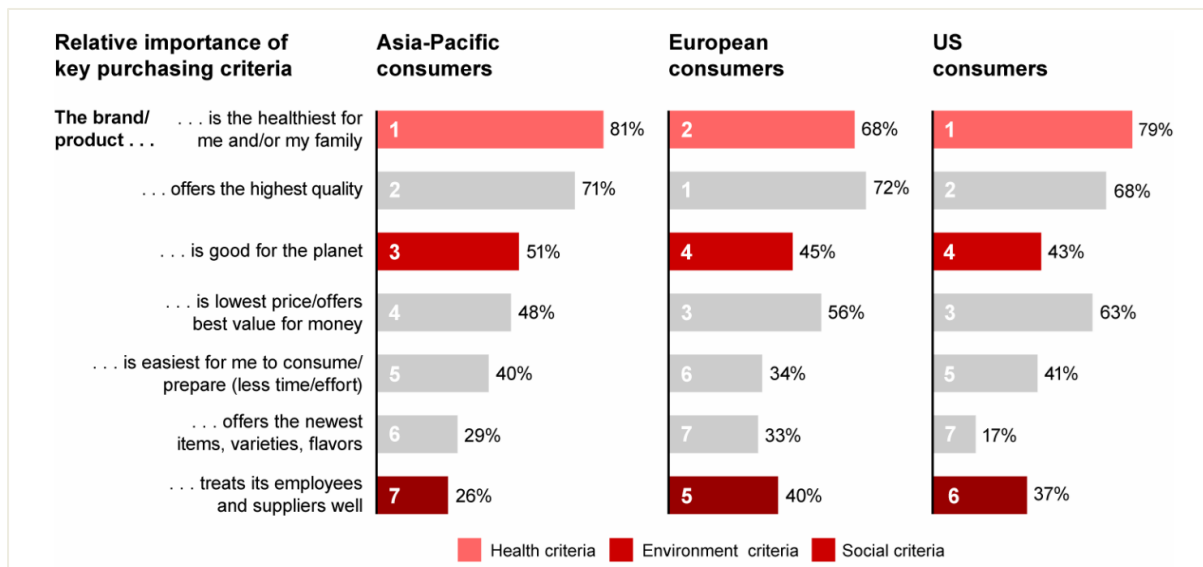
Environmental, Social, and Governance (ESG) principles are increasingly central to corporate strategies, indicating a move toward more sustainable and ethical business practices. These principles focus on reducing environmental impact, improving social equity, and enhancing governance and accountability within organizations (Muigua, 2022). As consumers and investors become more environmentally conscious, companies are prioritizing ESG metrics not only to comply with regulations but also to improve their market competitiveness (Sood et al., 2022).

There is a notable connection between ESG initiatives and consumer behavior, especially in relation to the purchase of green products. A heightened awareness of environmental and

social issues has spurred a growing interest among consumers to support brands with strong ESG commitments. Such behaviors are increasingly influencing consumer purchase intentions toward products that are environmentally friendly and ethically produced (Shapsugova, 2023).

As an indicator of growing consumer interest, Google searches for ESG-related terms have surged dramatically, increasing more than twentyfold in South Korea and over thirtyfold in Indonesia in the past five years (Lightowler et al., 2022). Additionally, Lightowler et al. (2022) highlight that consumer across Asia-Pacific, Europe, and the United States place significant importance on environmental sustainability when making purchasing decisions.

Figure 1.1: Comparative importance of key purchasing criteria between Asia-Pacific and Western countries (2022).



Source: Bain Asia-Pacific Environmental, Social and Corporate Governance Survey, January 2022.

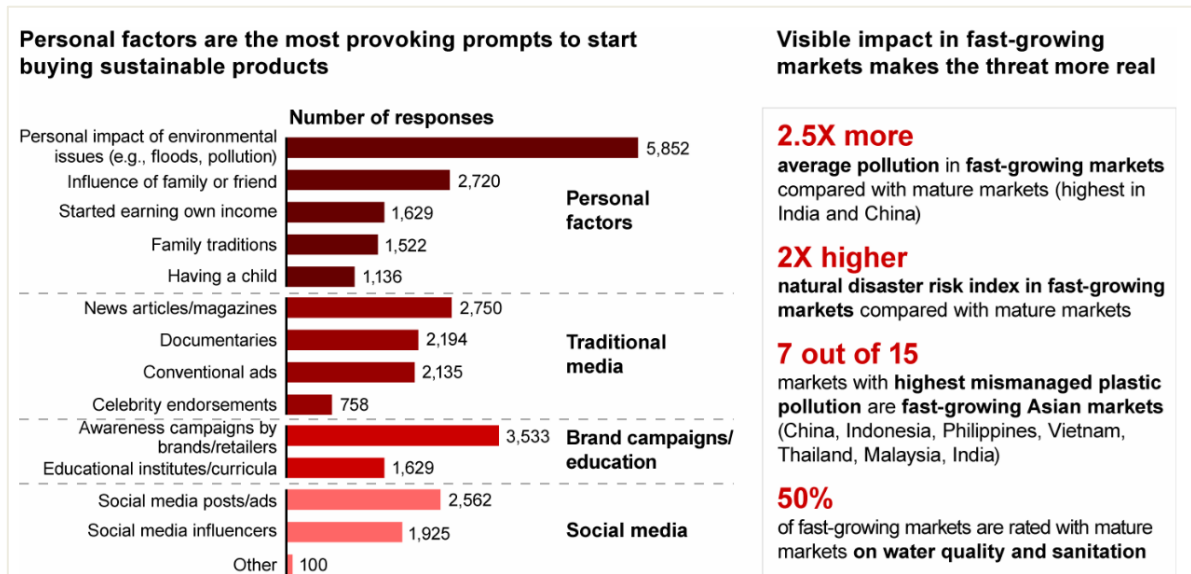
The graph offers a detailed comparison of the relative significance of different purchasing criteria among consumers in the Asia-Pacific, European, and US regions. In the Asia-Pacific

region, consumers prioritize health at 81%, quality at 71%, and environmental impact at 51% as their top three purchasing criteria, demonstrating a strong inclination towards products that promote well-being, high standards, and sustainability. European consumers similarly place high value on quality at 72%, but rank health at 68% slightly lower, with cost-effectiveness at 56% as their third priority, showing a balanced consideration for premium products that also offer good value. US consumers prioritize health at 79% the most, followed closely by quality at 68% and cost-effectiveness at 63%, indicating a strong preference for products that ensure personal and family health while also providing good value. Among these, the Asia-Pacific consumers show the most significant concern for environmental aspects, suggesting a region where products with strong ESG (Environmental, Social, Governance) credentials are likely to be especially favored, aligning with global trends towards sustainability (Lightowler et al., 2022).

From these results, these are the top priorities across all regions, with health being the most important for Asia-Pacific and US consumers, and quality leading in Europe. This emphasis suggests a strong consumer preference for products that directly affect personal and family well-being or are perceived as superior in quality. Moreover, the environmental impact, termed “is good for the planet”, ranks third and fourth across all regions, reflecting a significant, albeit secondary, consideration for consumers. This highlights a growing trend where environmental aspects of ESG are becoming more influential in consumer choices but still rank below personal health and product quality. Furthermore, while less prioritized overall, social criteria, which focus on how companies treat their employees and suppliers, still hold some relevance, particularly in Europe where it is slightly more important at 33% compared to the US at 17% and Asia-Pacific at 26%. This indicates a somewhat greater consideration for corporate social responsibility in European markets, potentially due to higher visibility of social issues or stronger regulatory and cultural pressures in these regions.

Besides, another impact of consumer purchase intentions is that feeling the effects of environmental issues can trigger sustainable purchasing behaviors.

Figure 1.2: Drivers of Sustainable Purchasing Decisions (2022).



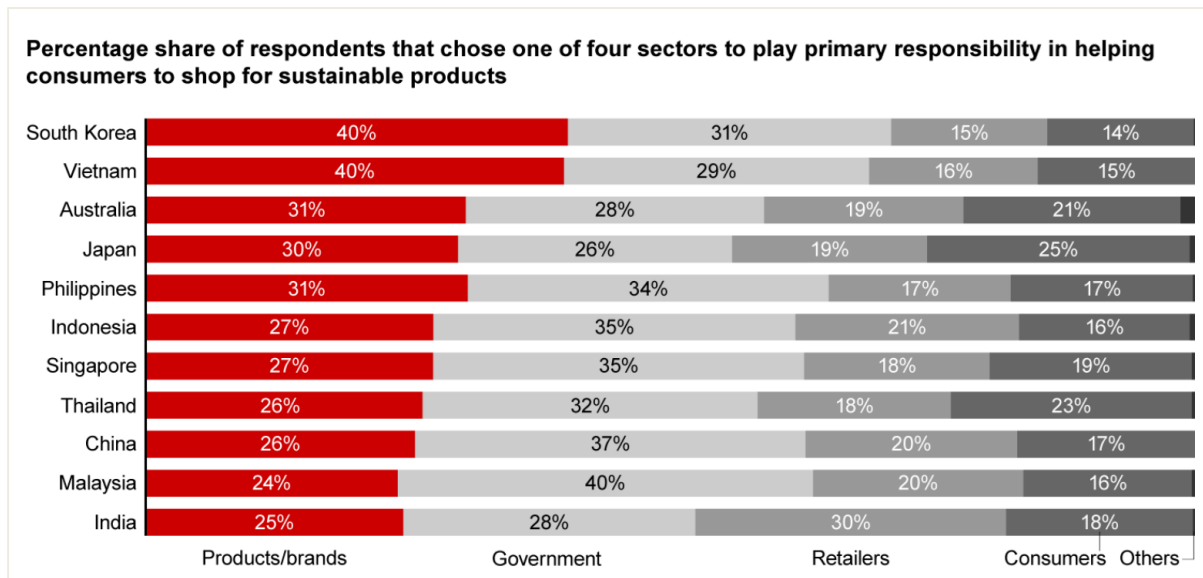
Source: Bain Asia-Pacific Environmental, Social and Corporate Governance Survey, January 2022.

The graph illustrates a detailed breakdown of the key factors that drive individuals to begin purchasing sustainable products. The most influential prompt, as shown, is the personal impact of environmental issues like floods and pollution, with 5,852 responses indicating this as a key driver.

The noticeable effects of environmental challenges in rapidly expanding markets underscores the reality of these threats. These regions experience pollution levels that are on average 2.5 times higher than those in mature markets, with the highest figures recorded in India and China. Additionally, fast-growing markets face a natural disaster risk index that is twice as high as that of mature markets. Additionally, seven of the fifteen markets most impacted by poorly managed plastic pollution are rapidly growing Asian economies, such as China, Indonesia, the Philippines, Vietnam, Thailand, Malaysia, and India. Despite these challenges, half of these fast-growing markets have achieved parity with developed markets regarding water quality and sanitation (Lightowler et al., 2022).

Besides that, according to Lightowler et al. (2022), in nearly every country, consumers anticipate that brand owners, in conjunction with governments, will spearhead efforts towards sustainability.

Figure 1.3: Percentage of respondents identifying one of four sectors as primarily responsible for aiding consumers in purchasing sustainable products (2022).



Source: Bain Asia-Pacific Environmental, Social and Corporate Governance Survey, January 2022.

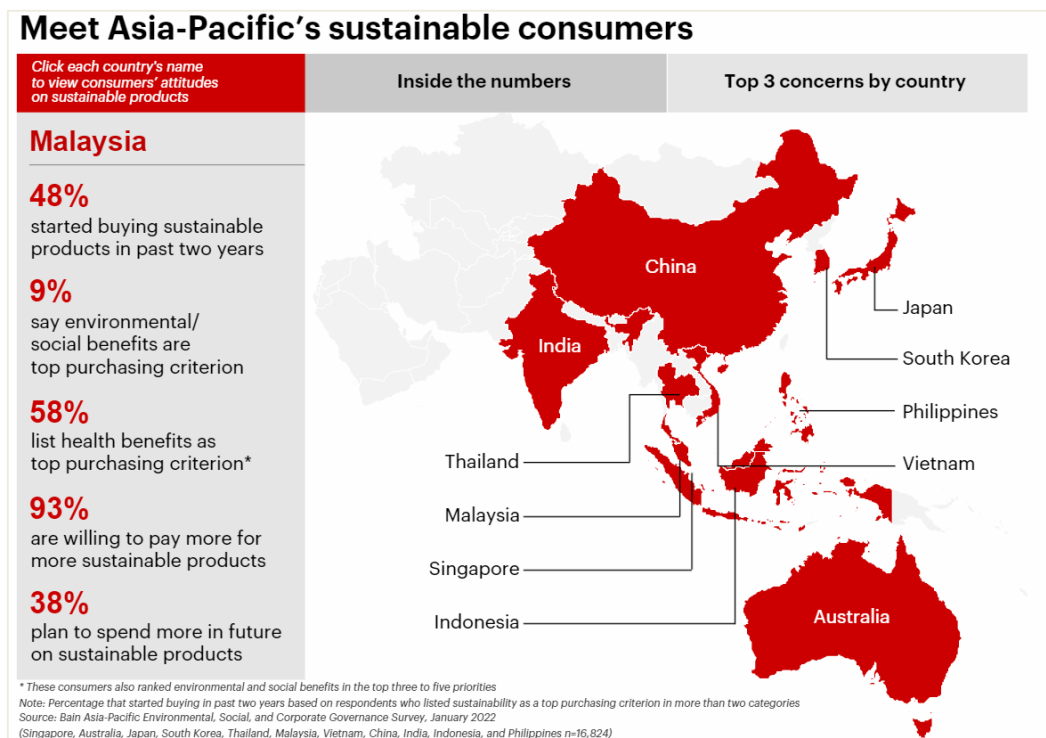
The graph highlights that both brands and governments are viewed as primary drivers for promoting sustainable consumer shopping, with brands being seen as more responsible in 4 out of 11 countries surveyed. This underscores a significant expectation for corporate leadership in sustainability. In addition, with government viewed as key contributors in Malaysia at 40%, China at 37%, Indonesia and Singapore, each at 35%. These figures reflect a belief that regulatory frameworks and policies significantly impact sustainable consumer behaviors. Moreover, in India where 30% of respondents feel retailers are crucial. This emphasizes the role of retailers in providing sustainable options and information to consumers. Furthermore, In Thailand, 23% of respondents believe that the primary

responsibility lies with consumers themselves, suggesting a recognition of the power of individual choices in driving sustainability (Lightowler et al., 2022).

Building on this regional perspective, in Malaysia, there is a particularly strong expectation for the government to lead in sustainability initiatives. Notably, 40% of respondents in Malaysia indicate that the government should assume primary responsibility. This is the highest percentage among the countries listed for government responsibility, underscoring a strong belief in governmental leadership in sustainability efforts within Malaysia. This data highlights Malaysian public showing a notable reliance on governmental initiatives over other sectors.

Furthermore, Lightowler et al., (2022) to show the overview captures the current landscape of consumer behavior towards sustainability in Malaysia, providing key insights into their purchasing habits and preferences.

Figure 1.4: Consumer Behavior Related to Sustainability in Malaysia (2022).



Source: Bain Asia-Pacific Environmental, Social and Corporate Governance Survey, January 2022.

The infographic provides sustainable consumer behaviors in Malaysia, revealing that 48% of respondents have started purchasing sustainable products within the last two years, although only 9% prioritize environmental and social benefits as their top purchasing criteria. The majority (58%) place a higher value on health benefits as their primary purchasing driver. Despite this, a significant 93% are willing to invest more in sustainable products, and 38% intend to increase their spending on such items in the future. This data not only underscores a growing trend towards sustainability among Malaysian consumers but also highlights the primary motivations and potential areas for increased consumer education and marketing efforts to further integrate ESG considerations into purchasing decisions (Lightowler et al., 2022).

This study primarily focuses on the Asia-Pacific region, with a particular emphasis on Malaysia. The Asia-Pacific region is chosen due to its significant and varied consumer responses to ESG initiatives, which present a unique opportunity to explore regional differences in ESG impact. Within this broader context, Malaysia represents a critical case study due to its high consumer responsiveness to governmental leadership in sustainability efforts and its rapidly growing market for green products. By narrowing the focus to Malaysia, this research aims to provide detailed insights into how specific local ESG policies and corporate practices influence consumer purchase intentions, offering a nuanced understanding of regional ESG dynamics.

This study, “The Impact of ESG Initiatives on Green Products and Consumer Purchase Intentions”, seeks to explore the relationship between ESG initiatives and consumer behaviors specifically within the Malaysian context. By synthesizing empirical data with theoretical frameworks, it evaluates how environmental, social, and governance factors influence Malaysian consumers’ preferences and their intentions to purchase green products. The research seeks to emphasize the role of ESG strategies in building consumer trust and influencing purchasing decisions. Findings from this study are anticipated to provide crucial

insights for companies looking to integrate sustainable practices into their business models and for policymakers aiming to reinforce a regulatory environment that promotes sustainable consumer behaviors in Malaysia.

1.2 Problem Statement

This study seeks to fill research gaps by exploring the effect of Environmental, Social, and Governance (ESG) initiatives on consumer intentions to purchase green products. Specifically, it seeks to understand how these initiatives influence consumer behavior. By bridging these gaps, this research contributes to understanding the connection between ESG efforts, green trust, and consumer purchase intentions, focusing specifically on the perspective of Malaysian consumers.

From a theoretical perspective, earlier studies have emphasized the significance of ESG initiatives in enhancing a company's brand image, brand credibility, brand choice, brand trust, brand loyalty, and customer engagement (Nugroho et al., 2024; Lee & Rhee, 2023; Bae et al., 2023; Koh et al., 2022; Tripopsakul & Puriwat, 2022). These findings highlight the significant impact of ESG efforts in driving brand value and fostering consumer relationships from a company perspective. Beyond companies, industries represent the second most extensively studied topic within ESG research. Beyond companies, many industries have also placed a strong emphasis on ESG practices, recognizing their potential to shape market dynamics and consumer behavior. Sectors such as automotive (Byambajav, P., 2024; Pan et al., 2024), cosmetics (Svarc et al., 2023), and fashion (Park & Heo, 2022) have been extensively studied in relation to ESG initiatives.

As noted by Boufounou et al. (2023) and Duan et al. (2023), Environmental, Social, and Governance (ESG) initiatives play a vital role in shaping corporate strategies and driving consumer behavior. Despite significant efforts to explore consumer perspectives, much of the research has predominantly focused on investors. ESG has primarily been leveraged as a tool to appeal to investors by promoting sustainability awareness and attracting investment

(Wang, 2024; Assaf et al., 2024; Krausz et al., 2023; Khalil & Khalil, 2022). There is a noticeable lack of focus on direct consumer insights.

In addition, ESG topics have been widely explored in areas such as greenwashing, carbon washing, green trust, and green innovation (Yu et al., 2020; In & Schumacher, 2021; Zhang, 2023; Baldi & Pandimiglio, 2022; Lin et al., 2023; Sirimon et al., 2024; Liu et al., 2023; Ma et al., 2024). As highlighted by Sood et al. (2022), consumers are becoming increasingly environmentally conscious, leading to heightened interest in ESG practices. However, this research specifically explores green trust as a mediating factor to analyze the relationship between ESG initiatives and consumer purchase intentions.

In conclusion, while prior studies have successfully underscored the role of ESG initiatives in improving corporate image and attracting investment, there remains a substantial gap in understanding how these initiatives directly influence consumer purchase decisions, especially regarding green products. This study aims to bridge this gap by examining green trust as a critical mediator in the relationship between ESG initiatives and consumer purchase intentions. By shifting the focus from investors to actual consumers, this research will contribute significantly to understanding the relationship between ESG initiatives, green trust, and consumer purchase intentions.

1.3 Research Questions

As previously discussed, numerous gaps in the research have been identified in understanding consumer behavior concerning ESG initiatives. Therefore, it is crucial to explore the impact of ESG initiatives on green products and their influence on consumer purchase intentions. This study aims to fill this gap by examining the relationship between ESG initiatives and consumer purchase intentions in the context of green products within Malaysia.

1. What is the relationship between ESG components (Environmental, Social, and Governance) and Consumer Purchase Intentions?

2. What is the relationship between ESG components and Green Trust?
3. What is the relationship between Green Trust and Consumer Purchase Intentions?
4. Does Green Trust mediate the relationship between ESG components and Consumer Purchase Intentions?

1.4 Research Objectives

The primary objective of this study is to investigate how ESG initiatives related to green products influence consumer purchase intentions.

The specific research objective is listed below:

1. To investigate relationship between ESG components (Environmental, Social, and Governance) and Consumer Purchase Intentions
2. To determine relationship between ESG components and Green Trust
3. To assess the direct impact of Green Trust on Consumer Purchase Intentions
4. To explore the mediating effect of Green Trust on ESG components and Consumer Purchase Intentions

1.5 Significance of The Study

Consumers today are increasingly concerned about the environmental and social impact of their purchases, making Environmental, Social, and Governance (ESG) initiatives more critical than ever for companies. These initiatives reflect a company's commitment to sustainable practices, which can significantly influence consumer behavior, especially when it comes to green products. Despite the growing interest in sustainability, the relationship between ESG initiatives, green trust, and consumer purchase intentions in the green product market remains underexplored.

Importantly, from a consumer behavior standpoint, this study is significant as it highlights how ESG initiatives empower consumers to make informed and ethical purchasing decisions by building trust in green products and offering transparency that helps prevent greenwashing. By providing measurable benchmarks and certifications, ESG efforts enable consumers to assess product sustainability and align their choices with personal values. This not only fosters confidence in companies' commitments to social and environmental responsibility but also drives long-term benefits for consumers through access to higher-quality, sustainable products and cost-effective solutions. Additionally, the study underscores how genuine ESG practices strengthen consumer trust, ensuring businesses can effectively communicate their sustainability efforts while enhancing consumer loyalty and market success.

In addition, from an academic perspective, this research adds to the expanding body of knowledge on consumer behavior and sustainability. It delves into the underexplored relationship between ESG initiatives and green trust, shedding light on how these elements collectively influence consumer purchase intentions for green products. By doing so, it bridges a critical gap in the literature, offering a nuanced understanding of the mechanisms through which sustainability initiatives drive consumer decisions. The findings aim to advance theoretical frameworks that link ESG practices with behavioral outcomes, providing a foundation for future research in sustainability marketing and consumer psychology.

Moreover, from a practical standpoint, the study is significant as it provides actionable insights for businesses on how ESG initiatives can effectively influence consumer trust and purchase intentions. By understanding how consumers perceive and respond to ESG efforts, companies can develop targeted strategies to prevent greenwashing, communicate sustainability authentically, and build credibility in the market. The study highlights the practical benefits of aligning ESG practices with consumer expectations, such as fostering loyalty, improving brand image, and driving higher sales of green products. Additionally, it offers guidance on leveraging measurable benchmarks and transparent reporting to enhance trust and ensure that sustainability claims resonate with increasingly eco-conscious consumers.

The research also emphasizes the importance of effective communication strategies for ESG initiatives. By understanding the factors that build green trust, companies can craft clear, transparent, and compelling messages that resonate with their target audience. This can lead to stronger consumer connections, increased purchase intentions, and greater success in marketing green products. The practical recommendations provided by this study can help companies refine their sustainability messaging, ensuring that it aligns with consumer expectations and fosters trust.

On a macro level, the study underscores the growing influence of consumer demand for sustainability on business practices across industries. It highlights how aligning ESG initiatives with consumer values not only drives individual purchase behavior but also shapes broader industry trends. The findings offer a roadmap for companies in various sectors to integrate sustainability into their operations and marketing strategies, ensuring long-term relevance in an increasingly eco-conscious market.

1.6 Chapter Layout

1.6.1 Chapter 1: Introduction

Chapter 1 serves as the introduction to this research, providing an overview by discussing the background of Environmental, Social, and Governance (ESG) initiatives, green trust and consumer purchase intentions, outlines the research problem, formulates the research questions, defines the research objectives, and highlights the significance of the study.

1.6.2 Chapter 2: Literature Review

Chapter 2 delves into the variables of this research by examining relevant literature on the three independent variables, one mediator, and one dependent variable. It reviews studies completed by previous researchers to establish a theoretical foundation for these variables. Following the literature review, the chapter presents the conceptual framework and develops hypotheses concerning the relationships among the variables.

1.6.3 Chapter 3: Literature Review

Chapter 3 explains the research methodology, providing a detailed account of the techniques utilized for data analysis. It encompasses the research design, sampling framework, data collection approaches, and the tools selected for analyzing the data.

1.6.4 Chapter 4: Data Analysis

Chapter 4 presents the results of the data analysis, utilizing tables, charts, and figures to clearly illustrate and summarize the findings. The chapter includes descriptive analysis, correlation analysis, multiple regression analysis, and the Sobel test. Each type of analysis contributes to a comprehensive understanding of the data collected for this study.

1.6.5 Chapter 5: Discussion, Conclusion, and Implications

Chapter 5 presents the key findings derived from hypothesis testing and explores the implications and limitations of the study. The chapter concludes by offering

recommendations for future research, paving the way for deeper exploration and enhanced understanding of the topic.

1.7 Conclusion

In conclusion, this chapter provides a summary of the research project. It discusses the background of the study, explains the research problem, outlines the research objectives and questions, illustrates the significance of the research, and presents the structure of the subsequent chapters.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In the literature review, the definitions of both the dependent variable (consumer purchase intentions), independent variables (environmental, social, and governance components of ESG) and mediating (green trust) will be explored. This exploration is crucial for understanding how the three ESG components influence consumer purchase intentions in the context of green products. Furthermore, the literature review will analyze the role of green trust as a mediating factor in this relationship, providing insights into its impact on the connection between ESG components and consumer behavior. Additionally, relevant theoretical models will be reviewed to support and establish the conceptual framework for this study.

2.1 Underlying Theories

In this study adopted the theory of stakeholder (Freeman, 1984) to examine the impact of Environmental, Social, and Governance (ESG) initiatives on consumer purchase intentions, particularly through the mediating role of Green Trust. According to stakeholder theory, stakeholders are defined as individuals or entities that can influence an organization's goals (Al-widi et al., 2022). Hence, consumers as key stakeholders, have the authority to hold directors accountable if they fail to adequately fulfill their responsibilities on behalf of the company (Khalil & Khalil, 2022). From this perspective, for companies to thrive, organizations must engage with their primary stakeholders, including consumers, by sharing information and aligning expectations (Hartmann et al., 2017). This approach ensures that stakeholders remain informed about the company's sustainability initiatives, which are aimed at promoting societal well-being (Huang et al., 2019). Research indicates that consumer awareness of a company's sustainability practices influences purchasing decisions, with 92%

of consumers being affected by such awareness (Herjanto et al., 2021). Additionally, 86% of consumers reportedly consider health and environmental factors when assessing products (Khalil & Muneenam, 2021). In alignment with these insights, stakeholder theory advocates for a balanced sustainability communication strategy through regular engagement and interactive collaboration with consumers.

In conclusion, this study utilized stakeholder theory to frame the research topic, which examines the impact of Environmental, Social, and Governance (ESG) initiatives on consumer purchase intentions, particularly through the mediating effect of Green Trust. This theoretical approach highlights the importance of consumers as key stakeholders who increasingly assess whether a company is acting responsibly based on its sustainability measures. When companies effectively communicate their ESG efforts, consumers are empowered to determine if a company is genuinely committed to positive environmental and social practices or simply pursuing profit. By addressing consumer expectations and providing transparency, companies can build stronger trust and loyalty, ultimately encouraging consumers to make informed decisions about which businesses they support, thus positively influencing their purchase intentions.

2.2 Review of The Literature

2.2.1 Dependent Variable

2.2.1.1 Consumer Purchase Intentions

According to Jauhari et al. (2019), consumer purchase intention is a facet of behavioral intention. Purchase intention is a form of consumer behavior triggered by external factors, where individuals decide to make a purchase

influenced by their personal attributes and decision-making processes. This intention involves attention directed toward a product, accompanied by feelings of pleasure towards the item. Such feelings then spark interest and the desire to own a product that either offers benefits or fulfils a desire, ultimately culminating in the decision to acquire the goods or product through purchase. In the same vein, purchase intention reflects the level of consumer confidence in their decision to buy a product or service. Consumers typically decide to purchase after gathering information to ensure the product meets their needs and desires (Moslehpour et al., 2021).

According to Bianchi et al. (2021), consumer purchase intention is described as an individual's intentional plan and readiness to exert effort to acquire a product or service. This definition emphasizes the intentionality and deliberateness involved, distinguishing purchase intention from impulsive or spontaneous behaviors. It represents deliberate and cognitive aspects of consumer decision-making, where purchase intention reflects the likelihood that a consumer will buy a product given their current preferences, attitudes, and situational factors. Similarly, Nursyirwan and Ardaninggar (2020) described purchase intention as the decision-making process in which consumers evaluate alternatives and form preferences before committing to a purchase. This explanation underlines the cognitive and evaluative nature of purchase intention, as consumers assess the compatibility of products or services with their needs, preferences, and resources.

Based on Mirabi (2021) defined as a consumer's decision-making process inclined toward buying a specific brand or product under certain conditions. The decision-making process involves stages such as awareness, interest, preference, persuasion, and purchase. However, according to Wong et al. (2022), purchase intention is a decision-making process in which consumers assess the reasons for choosing a particular brand. In other words, purchase intention determines whether products meet consumers' expectations and desires, guiding their evaluation of those products or services.

2.2.2 Independent Variable

2.2.2.1 Environmental, Social, and Governance (ESG)

The concept of ESG (Environmental, Social, and Governance) was first articulated in the 2004 report “Who Cares Wins—Connecting Financial Markets to a Changing World” by the UN Global Compact. This report highlighted the necessity for companies to systematically address non-financial factors to sustain growth. Later, in 2006, the United Nations Environment Program Finance Initiative (UNEP FI) further affirmed that corporate ESG concerns influence investment outcomes and should be a critical criterion in company selection. Building on this momentum, the International Organization for Standardization (ISO) introduced “ISO 26000:2010—Guidance on social responsibility,” which underscored the importance of ESG management and established it as an internationally recognized standard for corporate social responsibility (Bae et al., 2023).

According to Muigua (2022), Environmental, Social, and Governance (ESG) principles signify a shift towards more sustainable and ethical business practices. These principles encompass non-financial performance indicators such as sustainability, ethics, and corporate governance, with a focus on reducing environmental impact, improving social equity, and enhancing governance and accountability within organizations. Similarly, Lee and Rhee (2023) define ESG as the criteria for assessing the non-financial performance of companies, focusing on their contributions across various fields. ESG activities aim to achieve sustainable growth by minimizing the negative impacts that companies have on the environment and society while enhancing governance efficiency.

However, Koh et al. (2022) noted that the concept of ESG, often regarded as the new pillars of corporate social responsibility, encompasses a variety of definitions, including green, ethical, mission, impact, responsible, values, socially responsible, and sustainability. Each of these terms emphasizes creating a positive societal impact. ESG provides a holistic framework that encompasses environmental considerations such as resource conservation, social responsibility including community impact, and corporate governance such as compliance with ethical codes of conduct. Acknowledging the significance of ESG can enhance a company's reputation and build consumer trust, influencing consumer attitudes and purchase intentions in a positive manner through the implementation of effective ESG management strategies.

In the same vein, Feng (2021) defined strong ESG practices often reflect a company's commitment to corporate social responsibility (CSR) and enhance its business image. This positive image benefits both the company and its customers, leading to increased customer loyalty and greater trust from business partners. Effective ESG performance not only helps to increase a company's value but also mitigates the negative effects of managerial entrenchment.

2.2.2.1.1 Environmental

Environmental criteria, as detailed by Boufounou et al. (2023), evaluate whether business activities are aimed at safeguarding and managing the natural environment. This evaluation covers a number of topics, such as energy use, the use of renewable energy sources, pollution and greenhouse gas emissions, resource management, waste management, and climate change mitigation.

Muigua (2022) highlighted that the Environmental 'E' pillar of ESG stresses the need for businesses to align their operations with a low-

carbon transition. Critical environmental factors such as carbon emissions, severe temperatures, water scarcity, and climate risk are essential in influencing a company's competitive standing. Companies are expected to act as environmental stewards, responsibly managing natural resources while considering the local and global impacts of their operations. Notably, the United Nations Global Compact (UNGC) already has over 13,000 businesses and 3,000 non-business signatories from 160 nations. By 2030, this program helps companies achieve one or more of the 17 Sustainable Development Goals (SDGs) set forth by the UN.

Monsen and Heggen (2020) further underscored the significance of environmental issues within ESG, including biodiversity conservation, which requires companies to carefully select materials and explore environmentally friendly alternatives. Additionally, effective waste management, recycling, and effluent control are critical components. Water management is especially important in regions facing scarcity, and companies must prioritize reducing greenhouse gas emissions and energy consumption. Innovation is key to addressing these challenges, as new environmental technologies, processes, and eco-designed products are essential for achieving sustainability.

2.2.2.1.2 Social

According to Muigua (2022), the COVID-19 pandemic has highlighted the previously underemphasized 'S' pillar within Environmental, Social, and Governance (ESG) frameworks. Its widespread effects on areas such as healthcare accessibility, workplace safety, cybersecurity, and community challenges have reinforced the critical role of social responsibility. It has exposed and exacerbated existing inequalities, highlighting the need to address these challenges for those committed

to social responsibility. Businesses are increasingly acknowledging that social responsibility plays a crucial role in mitigating risks such as data breaches, labor disputes, litigation, and workplace accidents. Furthermore, the impact of work-related injuries and fatalities on families, particularly their financial stability, is acknowledged as directly influencing the United Nations Sustainable Development Goals (SDGs). These include goals related to eradicating poverty, ensuring food security, promoting health and well-being, and fostering decent work and economic growth, which align with the objectives of many investors.

Boufounou et al. (2023) explored the social "S" dimension focuses on examining a company's impact on society, human rights, and labor relations within the communities where it operates. This analysis covers aspects such as gender equality, equitable employment opportunities, fair compensation, employee education and development, community benefits, supplier assessments, health and safety issues, and data security and privacy considerations.

Similarly, Tripopsakul and Puriwat outlined the social pillar of ESG as encompassing a wide range of topics, including human rights, health and safety, ethics, indigenous reconciliation, and diversity and inclusion, all of which focus on the interactions between corporations and their surrounding communities. This pillar reflects a company's strengths and challenges in relation to political, labor, and social trends, suggesting that addressing social issues can enhance both profitability and corporate responsibility. Additionally, strong governance practices play a critical role in driving economic performance.

On the other hand, in the study by Monsen and Heggen (2020), they defined social issues in ESG revolve around stakeholders in both the

local community and the areas where raw materials are sourced. These concerns include human rights, the rights and protections of indigenous communities, and the prevention of child and forced labor. Additionally, health, safety, and environmental (HSE) measures are crucial, alongside fostering a positive working environment that promotes gender diversity and non-discrimination policies. In sectors like Consumer Staples, ensuring the safety of products by avoiding toxic ingredients and protecting personal information, such as credit card and address details, are vital aspects of social responsibility.

2.2.2.1.3 Governance

According to Muigua (2022), the “G” pillar of ESG is the most well-established, as governance has long been a cornerstone of sound investment practices. Over time, governance in ESG has evolved to emphasize compliance with legal and regulatory standards, transparency, corporate structures, and ethical conduct. This pillar also supports several United Nations Sustainable Development Goals (SDGs).

Boufounou et al. (2023) explored governance by analyzing elements like management practices, decision-making approaches, ethical business conduct, and corporate governance structures. This analysis includes elements like executive compensation, corruption, bribery, organizational accountability, and overall ethical behavior within companies.

As stated in Monsen and Heggen (2020), governance issues within ESG include anti-corruption measures and adherence to environmental and socioeconomic standards, emphasizing the responsibility of businesses to engage only with countries and companies that reject corruption.

Effective governance also involves management strategies that balance the interests of both shareholders and stakeholders. This includes implementing corporate social responsibility (CSR) strategies, which involve transparent disclosure of both financial and non-financial information and integrating these considerations into the decision-making process.

2.2.2.2 Green Trust

Green trust was first conceptualized within the realm of green consumption. According to Chen (2010), green trust is defined as the belief and expectation in green products, coupled with a tendency to rely on them due to their environmentally friendly and energy-saving attributes.

According to Chairy and Alam (2019) defined trust is a pivotal element in marketing products or services, playing a vital role in fostering long-term relationships between consumers and sellers. Trust in a consumer context is an expectation related to a product, which encompasses credibility and the consumer's willingness or intention to proceed with a purchase. It represents a commitment in a transaction, based on the confidence that the other party will fulfill their obligations as anticipated. Specifically, green trust refers to the intention to rely on a product, service, or brand, driven by beliefs or expectations formed from credibility, beneficial actions, and a focus on environmental achievements. Trust involves cognitive, affective, and conative dimensions, occurring between individuals who may initially be strangers, within the context of an interaction or transaction. Moreover, consumer trust can be broken down into two dimensions such as the trusting belief and the consumer's willingness to provide useful information to the seller.

Moreover, Alamsyah and Febriani (2020) describe green trust as the confidence in a product, service, or brand based on a foundational belief or

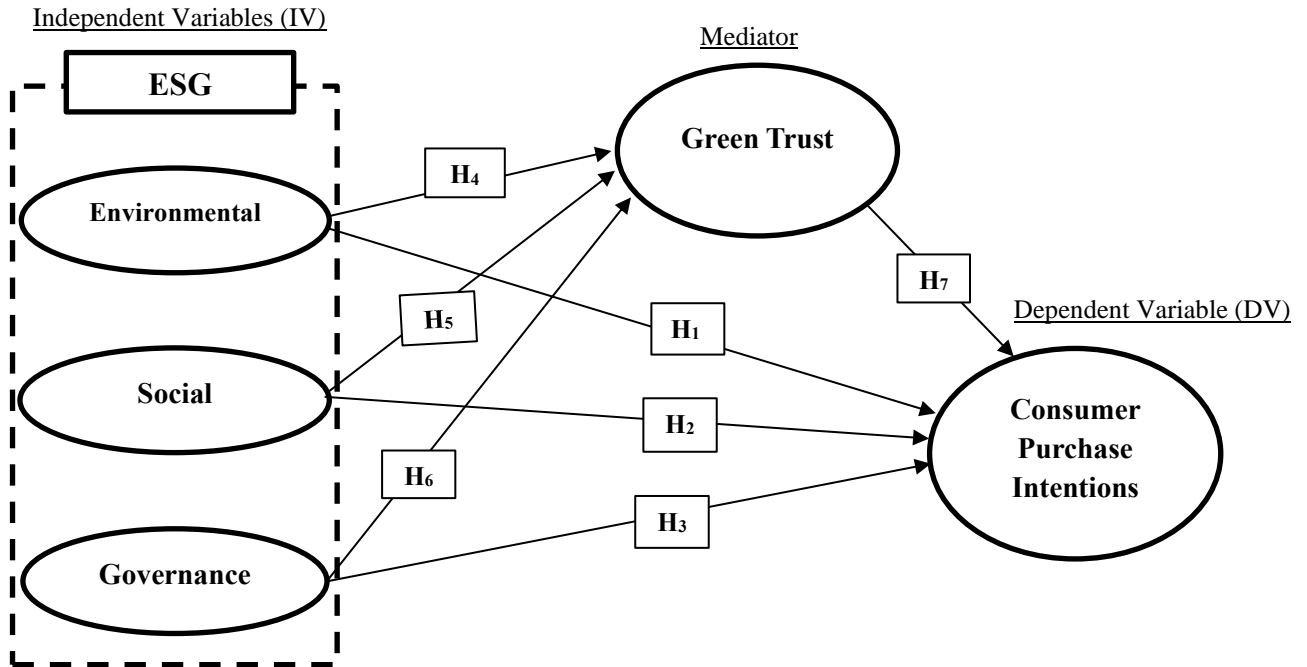
expectation related to its credibility, goodwill, and competence in environmental performance. When assessing trust in eco-friendly products, key factors include the product's environmental reputation, the reliability of its environmental performance, the credibility of its environmental claims, and its ability to meet environmental expectations. Additionally, the product's commitment to protecting the environment plays a significant role. Consumer trust in green products drives them to purchase items that are safe for the environment and contain non-harmful ingredients. Trust, in this context, reflects a willingness or readiness to rely on entities that have demonstrated trustworthiness in environmentally conscious exchanges.

Further expanding on this, the study by Li et al. (2021) introduced the concept of green trust was first introduced in relation to sustainable consumption. This term was defined by them as the belief and expectation that consumers hold towards green products, shaped predominantly by the products' sustainable and energy-saving characteristics. According to their research, this trust significantly impacts consumer behavior. It motivates environmentally conscious consumers to actively seek engagement with suppliers of green products to obtain a deeper understanding of these products, leading to the establishment of sound environmental attitudes. This engagement is further seen as a precursor to the promotion of purchasing behaviors focused on green products. Therefore, consumers who prioritize environmental concerns and have established a trust in green products are more likely to consider these products as viable purchasing options, driven by both environmental and personal benefits.

2.3 Conceptual Framework

Based on the literature review, Figure 2.1 presents the research framework.

Figure 2.1: Conceptual Framework of The Study



Source: Developed for the research.

The conceptual framework depicted in the figure examines the connection between Environmental, Social, and Governance (ESG) factors, which function as independent variables, and Consumer Purchase Intentions, the dependent variable, with Green Trust acting as a mediating variable. Furthermore, it is proposed that Green Trust mediates the link between ESG factors and Purchase Intentions. This model aims to analyze the influence of ESG initiatives on green trust and their subsequent effect on consumer purchase intentions.

2.4 Hypotheses Development

2.4.1 The Relationship between Environmental and Consumer Purchase Intentions

Environmental concern, defined as an individual's awareness of and attitude toward environmental challenges, significantly influences purchase intentions. Environmentally conscious consumers are more likely to prioritize purchasing products that align with their values and commitment to sustainability, such as eco-friendly or sustainably produced goods. Research shows that environmental concern is a strong predictor of pro-environmental behaviors, including purchasing eco-friendly products (Canio et al., 2021). Similarly, Kim and Lee (2023) stated that environmental factors influence purchase intentions by acting as psychological drivers that shape consumers' tendencies toward eco-friendly behavior. It refers to the willingness to recognize environmental issues, support initiatives aimed at addressing them and take personal responsibility by actively contributing to their resolution.

However, environmental factors, such as eco-friendly packaging, reduced carbon footprints, and green product labels, have been shown to significantly influence consumer purchase intentions. Studies have demonstrated that consumers, especially younger generations like Generation Z, are more inclined to purchase products from brands that align with their environmental values. This is often mediated by their knowledge of environmental issues and their attitude towards sustainability. Positive perceptions of a brand's environmental initiatives enhance brand image and credibility, which then boosts purchase intentions (Kim & Lee, 2023).

Furthermore, according to Jakubowska et al. (2024) defined environmental awareness often leads to stronger consumer attitudes toward purchasing green products. For instance, research on sustainable food products indicated that a positive environmental attitude significantly boosts purchase intentions by creating trust in eco-friendly claims and producers. Consumers who prioritize environmental sustainability are likely to make purchasing decisions that reflect their values, thereby supporting brands that demonstrate a strong commitment to green practices.

Based on these findings, it is proposed that:

H₁: There is a relationship between environmental and consumer purchase intentions

2.4.2 The Relationship between Social and Consumer Purchase Intentions

According to Nugroho et al. (2024) emphasized that socially responsible practices within companies can positively impact brand credibility and brand image, both of which are crucial mediators between ESG efforts and consumer purchase intentions. When consumers perceive a company as socially responsible such as engaging in fair treatment of workers, contributing to social causes, or practicing inclusivity. It boosts their trust in the brand, leading to higher purchase intentions. This effect is especially pronounced when consumers identify with the company's social values. In the same vein, research shows that social aspects of ESG, such as community welfare and employee well-being, directly enhance customer satisfaction. Customers who experience satisfaction are more inclined to demonstrate loyalty, share positive recommendations, and build lasting relationships with brands, which in turn fosters stronger purchase intentions. Consumers are more inclined to purchase from companies they perceive as socially equitable and ethically engaged (Koh et al., 2022).

Besides, studies demonstrate that consumers are increasingly driven by social responsibility when making purchase decisions. For example, companies that engage in socially responsible activities such as ethical labor practices and community involvement often see enhanced consumer trust, brand image, and ultimately, increased purchase intentions. This is because consumers are more likely to support brands that align with their values, particularly around issues of fairness, social justice, and corporate ethics (Zhuang et al., 2021).

Furthermore, Boufounou et al. (2023) argued that social factors in ESG are also tied to consumer trust. Studies indicate that social initiatives such as whether in the form of corporate social responsibility (CSR) programs or direct social engagement or create a sense of trust, which is a strong predictor of purchase intention. Consumers who trust that a company genuinely cares about social issues are more likely to support it through their buying decisions

In conclusion, it is proposed that:

H₂: There is a relationship between social and consumer purchase intentions

2.4.3 The Relationship between Governance and Consumer Purchase Intentions

Governance is a key component of ESG (Environmental, Social, and Governance), and it ensures that companies are operating with accountability and ethical standards. Research indicates that strong governance practices positively influence consumers' purchase intentions by increasing trust and reducing perceived risks. When consumers believe a company is governed responsibly, they are more inclined to engage in purchasing behavior, as they associate ethical governance with product quality, reliability, and corporate accountability (Lin, 2023).

Besides, according to Koh et al. (2022) defined that a company's ESG efforts, especially in governance, significantly enhance brand credibility, which positively impacts consumer trust and purchase intentions. Consumers are more inclined to trust a brand and support its products or services when they recognize that the company operates ethically and actively engages in environmental and social initiatives. In the same vein, another study highlighted that ESG activities, particularly those related to governance aspect, significantly boost corporate reputation, which directly influences purchase decisions. This relationship is mediated by factors like brand image and

perceived quality, reinforcing the idea that consumers prefer to buy from companies that align with their ethical and sustainability values (Puriwat & Tripopsakul, 2022).

Additionally, governance-related factors such as transparency in decision-making, anti-corruption practices, and clear communication about ethical operations have been shown to bolster corporate reputation. This enhanced reputation increases consumer confidence, leading to stronger purchase intentions. Companies with robust governance structures tend to be viewed more favorably, as they mitigate risks of unethical behavior, which could otherwise deter consumers (Dong et al., 2021).

Furthermore, according to Li et al. (2022) argued that governance factors also play a role in reducing perceived risk. Consumers often evaluate the risks associated with buying from a company based on how well it is governed. A company with robust governance structures, including transparent reporting and responsible management, can alleviate concerns about risks related to product quality or business practices, thus positively impacting consumer purchase decisions. Meanwhile, according to Zhuang et al. (2021) stated that governance factors also enhance the potential for building long-term relationships with consumers. Ethical governance not only draws customers initially but also encourages repeat purchases. Consumers tend to remain loyal to brands they perceive as being governed by strong, ethical principles, which align with their values.

In short, it is posited that:

H₃: There is a relationship between governance and consumer purchase intentions

2.4.4 The Relationship between Environmental and Green Trust

According to Bae et al. (2023), ESG comprises three key elements, with the environmental component (E) being the foremost. This pillar encompasses initiatives designed to positively impact the natural ecological environment surrounding a

company, addressing issues including topics such as climate change, carbon emissions, environmental pollution, regulatory adherence, ecosystem and biodiversity preservation, resource and waste management, energy efficiency, and ethical sourcing. Growing concerns about environmental pollution and global warming, especially in the wake of industrialization, have prompted many companies to adopt strategies aimed at reducing their carbon footprint.

The environmental (“E”) pillar has a strong and positive influence on green trust. This is supported by Zheng et al. (2023), who explored the symbiotic relationship between ESG performance and corporate green innovation. Their findings showed a bidirectional influence, with ESG performance significantly driving green innovation outputs. Similarly, Alderbesti (2024) highlighted that the environmental pillar of ESG provides critical insights into an organization’s management and sustainability-driven resilience, particularly when addressing physical environmental challenges in the pursuit of long-term value creation. According to the OECD, numerous businesses are now concentrating on strategies to minimize water usage, packaging, and waste in order to advance their environmental goals and meet their sustainability and ESG objectives. ESG rating agencies often include criteria related to environmental impacts, the reduction of climate risks, and the adoption of renewable energy technologies, further enhancing the importance of the environmental pillar in fostering green trust among consumers and stakeholders.

However, Ahmad et al. (2021) argued that when companies commit to meaningful environmental initiatives, such as reducing carbon emissions, managing waste responsibly, and enhancing energy efficiency, they signal to consumers their dedication to sustainability. This transparency and commitment contribute to building green trust as a key factor in consumer decision-making. Green trust is the assurance consumers have in a company’s environmental statements and sustainable practices. Companies that actively engage in environmental stewardship and demonstrate tangible results are more likely to earn this trust from their customers.

Thus, environment pillar is associated with green trust. It is posited that:

H₄: There is a relationship between environmental and green trust

2.4.5 The Relationship between Social and Green Trust

Neuvonen (2024) defines the “S” in the ESG framework as the social component, which entails a thorough assessment of a company’s relationships with its employees and customers, as well as its broader societal impact. This evaluation takes into account factors such as workplace conditions, diversity efforts, and the company’s commitment to upholding human rights standards. Similarly, the social pillar of ESG encompasses a wide range of topics, including human rights, health and safety, ethical practices, and Indigenous reconciliation, alongside diversity and inclusion efforts. Its primary focus is on how corporations interact with the communities and institutions around them. According to Tripopsakul and Puriwat (2022), the social pillar in sustainable investing evaluates a company’s strengths and weaknesses in relation to political, labor, and social trends, highlighting its role in shaping societal outcomes.

The social pillar positively impacts green trust by fostering transparency and protecting consumers from misleading claims. By emphasizing socially responsible practices, the social pillar encourages companies to adopt ethical behaviors and adhere to standards that promote fairness and integrity. This commitment to social responsibility helps build genuine green trust, as consumers feel confident that the company is not only environmentally conscious but also acting in the best interest of society. Through compliance with these socially responsible activities, companies can strengthen trust in their green initiatives. (Zheng et al., 2024). As argued by Garben et al. (2017) given that confidence consumers place in environmentally friendly practices or product. It’s influenced by both cognitive (rational) and affective (emotional) factors. Social elements like community well-being, social equity, and fair distribution of environmental benefits strongly impact this trust. When people feel that environmental initiatives also address social issues such as access to clean air, equitable resource distribution, or fair labor practices. Thus, their trust in these initiatives tends to increase. Studies highlight that socially responsible practices within companies, such as fair wages and safe working conditions, enhance consumer

trust in the company's green claims. The intersection between social equity and environmental protection is crucial for building long-lasting green trust, as people view these initiatives as not only environmentally but also socially sustainable.

Although specific studies on the direct connection between the "social pillar" and "green trust" are limited, the broader literature on sustainability consistently emphasizes that social fairness and inclusion are vital in fostering trust in green products and policies.

With the hypothesis proposed:

H₅: There is a relationship between social and green trust

2.4.6 The Relationship between Governance and Green Trust

According to Markopoulos et al. (2020) explained that the governance pillar, which focuses on transparency, accountability, and ethical decision-making, plays a critical role in shaping how companies' green claims are perceived and trusted by consumers, investors, and communities. Strong governance practices ensure that environmental commitments are credible, further enhancing trust in a company's sustainability efforts. Similarly, Mio (2023) contends that while governance (G) is one of the three pillars of ESG, it serves as the backbone for the successful implementation of both the environmental (E) and social (S) components. The governance pillar pertains to upholding honest and transparent accounting practices and ensuring regulatory compliance.

Good governance enhances green trust by ensuring transparency and accountability in environmental efforts. When companies have robust governance structures, they are better equipped to avoid greenwashing such as making false or exaggerated environmental claims. Effective governance ensures that environmental practices are clearly communicated, risks are managed responsibly, and sustainability goals are

integrated into corporate decision-making. This fosters confidence among consumers and stakeholders who increasingly value environmentally responsible businesses (Yu et al., 2020). In the same vein, Monteiro et al. (2021) defined that governance structures are also essential in preventing greenwashing. The act of providing deceptive information to stakeholders regarding the environmental advantages of a product or company. Strong governance helps ensure that sustainability claims are authentic and backed by data, which enhances green trust. By minimizing false claims through good governance, organizations can avoid reputational damage and build long-term trust with their stakeholders.

Furthermore, Zhang et al. (2023) emphasize effective governance does more than prevent greenwashing; it also promotes green innovation. Research has shown that companies with strong governance frameworks are more likely to invest in sustainable practices and green technologies. These investments, in turn, increase stakeholder trust, as they demonstrate a genuine commitment to environmental sustainability. Moreover, governance mechanisms such as environmental risk management and board-level involvement in sustainability strategies further reinforce this trust.

While direct studies linking the governance pillar and green trust are still developing, research on ESG and corporate governance consistently emphasizes the critical role that strong governance plays in fostering trust in green initiatives.

Therefore, the hypothesis posited that:

H₆: There is a relationship between governance and green trust

2.4.7 The Relationship between Green Trust and Consumer Purchase Intentions

According to Zhuang (2021), research has demonstrated that green trust exerts a strong positive influence on purchase intentions. When consumers believe that a product or brand is genuinely environmentally friendly, they are more inclined to make a purchase. This relationship is strengthened by the perceived authenticity and reliability of the brand's environmental claims. Companies that build trust through transparent and ethical environmental practices tend to foster stronger purchase intentions among consumers.

Additionally, according to Tan et al. (2022) found that research supports the significant role of green trust in shaping consumer behavior. Green trust refers to the belief consumers have in the environmental claims and integrity of a brand's eco-friendly practices. Studies show that when consumers trust that a product or brand adheres to genuine environmental standards, their purchase intentions increase. Green trust, driven by factors such as transparency and credible green marketing, directly fosters consumer loyalty and willingness to buy eco-friendly products.

Furthermore, green trust is influenced by factors such as the brand's transparency in its environmental initiatives, eco-friendly product features, and avoidance of greenwashing (false environmental claims). Research demonstrates that green trust acts as a mediator in the relationship between green perceived value (how much consumers value a product's environmental benefits) and green purchase intentions. When green trust is high, consumers are more inclined to believe that their purchase supports environmental sustainability, thus enhancing their purchase intentions (Asif et al., 2022).

Therefore, with the discussions above, it is posited that:

H₇: There is a relationship between green trust and consumer purchase intentions

2.4.8 The Mediating Effect of Green Trust on Environmental, Social, Governance and Consumer Purchase Intentions

The interplay between Environmental, Social, and Governance (ESG) factors, green trust, and consumer purchase intentions has significant, highlighting the intricate dynamics that influence sustainable consumer behavior. ESG factors are pivotal in shaping consumer perceptions and behaviors (Khalil & Khalil, 2022).

Dhir et al. (2021) asserted that environmental sustainability awareness is closely and actively linked to consumers' green trust. Green trust, in turn, enhances consumers' willingness to embrace eco-friendly products, which are essential for promoting environmental protection. Additionally, green trust serves as a crucial mediator, influencing consumer satisfaction derived from social and environmental sustainability awareness, as well as purchase intentions. For example, green consumers prioritize products with minimal environmental impact when making purchasing decisions. This behavior is deeply influenced by consumers' trust in green products. When trust in these products is higher, consumers are more inclined to actively interact with green product suppliers, seek a better understanding of the products, enhance their environmental awareness, and, in turn, promote the purchase of eco-friendly products. Consequently, environmentally conscious consumers who trust green products are more likely to opt for eco-friendly choices, motivated by their environmental concerns and personal values (Li et al, 2021).

Khalil and Muneenam (2021) defined practitioners and researchers increasingly focus on recognizing the importance of practices that promote social and environmental sustainability awareness. Social sustainability, in particular, has been conceptualized through various frameworks and approaches. Most definitions converge on the understanding that social sustainability is a human-focused framework built on a robust foundation of ethical values and principles, including trust, justice, fairness, and equity. These principles aim to establish and maintain conditions that support the well-being of individuals and humanity as a whole, with a special emphasis on protecting the most vulnerable populations. This perspective underscores the essential role of ethical considerations in fostering sustainable social systems that prioritize equity and inclusivity. In the same vein, Khan and Chang (2018) described social factor extends beyond the realm of luxury and comfort, focusing instead on ensuring

access to fundamental necessities that safeguard humanity from systemic crises and disruptions. Based these arguments, sustainability has emerged as a critical priority, not only in the context of luxury lifestyles but also at both the consumer and global scales. Previous research highlights that consumers increasingly prioritize product features that carry meaningful social impact, reflecting a shift toward more socially conscious purchasing decisions (Khan et al., 2019).

From a social system perspective, social sustainability underscores trust as the most influential factor within a thriving human system. Consumers tend to be more attuned to attributes associated with social sustainability compared to other domains. This heightened awareness fosters consumer trust and interest, often leading them to pay a premium for socially sustainable products. Kim (2019) found that exposure to social sustainability practices positively impacts consumer trust and their perception of a company's reputation, which, in turn, strengthens consumers' buy-back intentions. Similarly, Sila (2018) emphasized that integrative social contract theory plays a critical role in motivating consumer behavior by highlighting the responsibilities of corporate entities to meet societal obligations. The theory supports prosperity-driven initiatives, such as providing access to quality education, enhancing healthcare, and engaging in philanthropic activities, to build stronger connections between businesses, society, and consumers. Consumer trust is further enhanced when firms focus on community social development, significantly influencing purchasing behavior and often leading to impulsive buying.

Other than that, governance domain. Transparent and credible ESG reporting enhances brand credibility, fostering green trust among consumers, which in turn positively affects their purchase intentions. For example, a study revealed that consumers' perceptions of a company's ESG activities significantly influence their overall ESG impressions and purchase intentions, underscoring the critical role of effective ESG communication (Song et al., 2024). However, the prevalence of greenwashing where companies falsely claim environmental benefits can erode green trust and diminish purchase intentions. Research indicates that greenwashing negatively affects consumers' trust in green brands, thereby reducing their intention to purchase such products (Isac et al., 2024).

Therefore, with the discussions above, it is posited that:

H₈: There is mediating effect of green trust on environmental and consumer purchase intentions

H₉: There is mediating effect of green trust on social and consumer purchase intentions

H₁₀: There is mediating effect of green trust on governance and consumer purchase intentions

2.5 Conclusion

Chapter two comprehensively examines the literature pertaining to the theoretical framework, focusing on the dependent and independent variables and mediator, which consumer purchase intentions, ESG and green trust. Additionally, the conceptual framework for this research was presented in Chapter Two, along with evidence that supports the development of the hypotheses.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

Chapter Three provides a structured framework for the research conducted in this study. It begins by describing the research design, methods for data collection, and sampling techniques. The chapter then elaborates on the research tools and construct measurements incorporated into the questionnaire. Finally, it offers a comprehensive overview of the data processing and analysis approaches applied in the study.

3.1 Research Design

Research design functions as a strategic blueprint crafted to address the research problem and manage variance effectively (Helen, 2015). Ling (2006) similarly characterized research design as the collection of methods used to conduct research in response to a specific question or inquiry. Abutabenjeh and Jaradat (2018) further highlighted that choosing the appropriate research design is a crucial decision for researchers, made after identifying the research topic and formulating research questions. They also highlighted that research design includes decisions regarding the type of study, the timing and frequency of data collection, and the level of control the researcher exerts over the factors influencing the research.

3.1.1 Descriptive Research

This descriptive study seeks to examine the relationship between Environmental, Social, and Governance (ESG) factors, Green Trust, and Consumer Purchase Intentions. The study investigates how different ESG components, such as

environmental sustainability practices, social responsibility, and governance transparency, influence consumer perceptions and their trust in brands, with Green Trust acting as a mediator. Specifically, it examines how consumers' trust in a brand's sustainability efforts (mediated by Green Trust) impacts their intention to purchase products or services from companies that demonstrate strong ESG commitments. By employing a descriptive approach, this research will provide insights into how ESG factors shape consumer attitudes, identify the role of Green Trust in bridging the gap between corporate sustainability efforts and consumer behavior, and contribute to understanding the drivers of green purchasing intentions in the context of a growing focus on sustainability.

3.1.2 Quantitative Research

Quantitative research is developed based on existing theories and plays a crucial role in investigation and analysis. It is used to seek interpretations and predictions that can be applied to other contexts and populations, while also building, verifying, or validating relationships and contributing to theoretical development (Williams, 2007). Additionally, this method analyzes relationships between variables using techniques such as interviews, experiments, or questionnaires, and is typically conducted with a larger respondent base compared to qualitative research. It gathers both descriptive and analytical data, combining them to create comprehensive summaries (Abdullah & Raman, 2000).

This quantitative study aims to empirically investigate the relationship between Environmental, Social, and Governance (ESG) factors, Green Trust, and Consumer Purchase Intentions. The study will use a survey-based approach to collect numerical data from consumers, focusing on how perceptions of ESG practices—such as environmental responsibility, social impact, and governance transparency—affect their level of Green Trust. Furthermore, the research will assess the mediating role of Green Trust in influencing consumer purchase intentions. To achieve this, researchers will collect a large number of responses to determine how relationships among

variables are established and verified, using an online questionnaire. Consequently, quantitative research methodology is selected for this study as it is necessary for gathering numerical data on all variables.

3.1.3 Casual Research

This causal study seeks to examine the cause-and-effect relationships between Environmental, Social, and Governance (ESG) factors, Green Trust, and Consumer Purchase Intentions. The study will explore how specific ESG practices, including environmental sustainability efforts, social responsibility, and effective governance, directly influence Green Trust among consumers, and how this, in turn, affects their purchase intentions. By employing experimental or longitudinal designs, the research will seek to establish causal links, testing whether enhanced ESG activities lead to increased Green Trust, which subsequently drives higher consumer purchase intentions. This approach will help identify the direction and strength of these causal relationships.

3.2 Data Collection Method

The data collection method is a critical component of the research design, and there are various approaches to gathering data (Kara, 2023). In this study, primary data collection was utilized, with questionnaires serving as the main tool for gathering information.

3.2.1 Primary Data

This research employed a survey approach, utilizing questionnaires to gather data from participants. Questionnaires were chosen for their simplicity and cost-

effectiveness (Ajayi, 2017). Written in English, the questionnaires were distributed via various online platforms, including WhatsApp, Facebook, WeChat, Instagram, email, and other social media networks, to reach the target audience. Social media proved to be an efficient tool for reaching specific groups, fostering connections, and disseminating information (Taherdoost, 2021). The collected responses were compiled into a dataset, which was then analyzed using statistical models and methods to draw new conclusions, address the research questions, and validate the hypotheses (Tran & Khuc, 2021).

3.3 Sampling Design

Sampling design refers to the techniques used to select the primary units for data collection and analysis that best address a specific research question (Rahi, 2017). Additionally, Mohsin (2021) describes sampling as the process of selecting a representative subset from a larger population. Similarly, it is the process in which a researcher intentionally selects a certain number of individual items from a larger group of interest for detailed examination, utilizing either probabilistic or non-probabilistic methods (Lohr, 2021).

3.3.1 Target Population

The target population for this study comprises consumers residing in Malaysia. This study focuses on a target population consisting of individuals from Generation X, Generation Y (Millennials), and Generation Z, which are demographically significant cohorts each showing distinctive responses to ESG initiatives and sustainable consumer behaviors. Generation X (born approx. 1965-1980), this demographic is increasingly adopting sustainable buying habits, influenced partly by the environmental enthusiasm of younger generations. Recent trends indicate a marked increase in spending on sustainable products among Generation X consumers, with a willingness to spend more on such products than in previous years. Generation Y

(Millennials, born approx. 1981-1996), millennials have been at the forefront of sustainable investing and consumption, driven by a strong alignment with ESG values. This group has shown a robust inclination towards brands that prioritize sustainability, and their consumer behavior has significantly contributed to the growth in ESG investing over recent years. Generation Z (born approx. 1997-2012), known as digital natives, Gen Z has a profound influence on other generational groups, especially regarding sustainable consumption. They prioritize sustainability over brand loyalty and are more likely to buy from brands that are transparent about their sustainable practices. Gen Z's preferences are reshaping market trends, leading to an overall increase in the market demand for sustainably produced goods (Casalegno et al., 2022).

3.3.2 Sampling Location

In this study, the sampling location, where the sampling selection will be taken place in Klang Valley (Kuala Lumpur and Selangor). Klang Valley is a significant economic region encompassing Kuala Lumpur and its suburbs, characterized by a diverse and economically active population. This area is home to a variety of consumer types, providing a rich context for studying varied responses to ESG initiatives. The region's mix of urban and suburban settings will allow to capture a broad spectrum of consumer behaviors and purchase intentions related to green products, making it an ideal location for gathering impactful and relevant data in this study.

3.3.3 Sampling Technique

In this study, a non-probability sampling technique was employed due to the lack of a proper sampling frame. Non-probability sampling, which does not depend on a sampling frame, offers a practical advantage by allowing researchers to save time and reduce costs associated with data collection.

A convenience sampling technique will be used to select participants. Convenience sampling entails choosing participants who are readily available and willing to take part in the research. This approach is suitable for gathering data quickly and efficiently, particularly when time and resources are limited (Zikmund et al., 2009). In this case, the sample will consist of consumers aged 18 to 50 years who can be reached through online surveys, social media platforms, or other accessible channels. Although this approach may not guarantee a completely representative sample of the entire target population, it facilitates the gathering of relevant data from a practical and easily accessible group, offering valuable insights into the connections between ESG factors, Green Trust, and Consumer Purchase Intentions.

3.3.4 Sampling Size

The sample size refers to the number of participants the researcher plans to include in this study Sekaran and Bougie (2013). To determine the minimum sample size required for structural equation modeling (SEM), the formula recommended by Hair et al. (2010) was applied. According to their guidelines, the minimum sample size is calculated using the formula as Minimum Sample Size = (Number of Indicators + Number of Latent Variables) \times Estimated Parameters. For this study, which includes 21 measurement items (indicators), 5 latent variables, and assumes an estimated number of parameters (such as paths) to be 10, the minimum sample size is calculated as Minimum Sample Size = $(21 + 5) \times 10 = 260$. Therefore, the study requires a minimum of 260 respondents to meet Hair et al.'s (2010) criteria. This methodology aligns with best practices in SEM and ensures a robust analysis of the relationships between environmental, social, governance factors, and consumer purchase intentions.

3.4 Research Instrument

A research instrument serves as a tool designed to measure or evaluate a specific phenomenon. In this study, the questionnaire was crafted based on insights derived from the literature review, ensuring the questions were both relevant and well-constructed. Data collection was carried out using a self-administered survey questionnaire, allowing respondents to complete it independently without requiring the presence of a researcher.

3.4.1 Questionnaire Design

As noted by Taherdoost (2021), the core element of any survey is the questionnaire, which consists of a series of questions aimed at gathering data from participants. However, the effectiveness of a survey is heavily influenced by factors such as the type of questions, the language used, their sequence, and other specifics (Krosnick, 2017). Therefore, careful planning of the questionnaire design is essential to ensure the collection of valuable and relevant information (Lietz, 2010). Moreover, questionnaires are preferred for their efficiency in collecting data from a large number of respondents within a short timeframe. A well-designed questionnaire also ensures that the collected data is accurate, generalizable, and easy to interpret (Ornstein, 2014).

In this study, the first page of the questionnaire functions as a cover page, prominently displaying the researcher's identity, details about research topic, objectives, and an assurance of confidentiality. Additionally, a question is included to collect respondents' email addresses to verify the authenticity of their participation.

This research consists of three sections. Section A is dedicated to collecting the demographic information of respondents to gain insights into their background. It includes five questions covering age, gender, education level, occupation, and monthly income, along with four additional questions related to respondents' awareness and perception of ESG initiatives.

Section B of this study is designed to examine the relationship between the independent variables (Environmental, Social, and Governance—ESG factors, and green trust) and the dependent variable (purchase intentions). This section aims to gather data on the factors influencing respondents' attitudes and behaviors. It includes 21 questions, all structured using a five-point Likert scale, enabling respondents to indicate their level of agreement, ranging from "Strongly Disagree" to "Strongly Agree." According to Babakus and Mangold (1992), utilizing a five-point Likert scale can improve data quality and increase response rates by minimizing respondent fatigue during the survey process.

3.5 Construct Measurement

Construct measurement is employed to identify broad, conceptual attributes. Similar to variables in quantitative research, these measurements are employed in this study to achieve a thorough understanding of the constructs involved. Additionally, construct measurement is essential for ensuring the credibility and reliability of the study's results.

3.5.1 Scale of Measurement

According to Sekaran and Bougie (2013), measuring is the process of employing established principles to express an object's properties by giving symbols to phenomena, particularly numerical symbols. In this study, a scale of measurements was used to quantify and categorize the variables in the questionnaire. Nominal, ordinal, and interval scales are the three measurement scale types used in this investigation.

3.5.1.1 Nominal Scale

The nominal measurement scale, as outlined by Stevens, employs numbers qualitatively to classify events or observations according to shared characteristics (Idika et al., 2023). In this study, the nominal measurement scale was used to construct the questions in Section A, which are aimed at demographic profiling. Specifically, the scale was used to measure gender, following the suggestion by Forthofer et al. (2007), as categories such as male, female, and non-binary are not hierarchical in nature.

3.5.1.2 Ordinal Scale

The ordinal scale is a ranking system that organizes options or objects in a specific order without employing numerical values. While it shares some nominal scale characteristics, it is more advanced because it provides a ranking system. However, ordinal scales do not indicate the precise differences between two points, making it difficult to calculate the degree of difference between them. In simpler terms, the distances between the points are not equal. In this study, an ordinal scale was used to classify respondents' ages in Section A of the demographic profile, following the recommendations of Forthofer et al. (2007). Furthermore, the ordinal scale was utilized to evaluate respondents' income levels, as researchers often lack detailed information on actual income, so it can be organized in ranked categories (Mishra et al., 2018).

3.5.1.3 Interval Scale

The interval scale organizes objects in a sequential order while integrating characteristics of both nominal and ordinal scales. Unlike the ordinal scale, however, the interval scale ensures equal spacing between measurement points

(Sekaran & Bougie, 2013). In other words, it not only categorizes and ranks data but also maintains uniform gaps between values. In this study, the interval scale was employed in Section B to assess factors influencing respondents' opinions regarding the evaluation of ESG initiatives' impact on green products and consumer purchase intentions in Malaysia. The interval scale is particularly suitable for measuring opinions, such as through the Likert scale (Mishra et al., 2018). For example, this study employed a five-point Likert scale to measure responses, with options ranging from "Strongly Disagree" to "Strongly Agree," including "Disagree," "Neutral," and "Agree." While this application enables data ranking, the differences between units of measurement are not absolute.

3.5.2 Origin of Constructs

Table 3.1: Origin of Constructs

Variables	Sources
Environmental	Nugroho, D. P. D., Hsu, Y., Hartauer, C., & Hartauer, A. (2024).
Social	Nugroho, D. P. D., Hsu, Y., Hartauer, C., & Hartauer, A. (2024).
Governance	Nugroho, D. P. D., Hsu, Y., Hartauer, C., & Hartauer, A. (2024).
Green Trust	Khalil, M. K., & Khalil, R. (2022).
Consumer Purchase Intentions	Guerreiro, J., & Pacheco, M. (2021).

Source: Developed for the research.

3.6 Pilot Test

A pilot test is a preliminary trial conducted on a small scale before administering the main survey. Its key objectives are to enhance the questionnaire's validity, reliability, and feasibility. This step is especially crucial when the survey constructs are adapted from prior studies, as it ensures the reliability of the constructs and the effectiveness of the items measuring them (Wadood et al., 2021). For this research, an online questionnaire was distributed, gathering 30 responses for the pilot test. The results are summarized in the table below.

Table 3.2: Cronbach's Alpha Result

Variables	Cronbach's Alpha
Environmental	0.818
Social	0.743
Governance	0.901
Green Trust	0.812
Consumer Purchase Intentions	0.822

Source: Developed for the research.

Both the independent variables, mediator and dependent variable achieved a Cronbach's Alpha value exceeding the acceptable threshold of 0.70 in the pilot test. This result indicates that the scale and questionnaire are reliable, allowing the next stage of data collection to proceed.

3.7 Data Processing

Data processing is a critical step that enhances the accuracy and quality of the results derived from the questionnaire. This process ensures that the raw data is reliable and suitable for analysis. The key steps involved in data processing include questionnaire verification, data editing, coding, transcription, cleaning, and subsequent analysis. These procedures collectively contribute to refining the data for meaningful insights.

3.7.1 Questionnaire Checking

Reviewing and identifying issues in questionnaires is a critical step for detecting errors in question flow, content, or grammar. This process is essential to ensure the quality of the collected data and to confirm that the questions are clear and easily understood by respondents. By resolving potential issues, the research's overall reliability and validity are significantly improved.

3.7.2 Data Editing

As noted by Zikmund et al. (2013), the data refinement process addresses issues identified during data checking prior to entering data into the system. This involves making adjustments to improve clarity and accuracy, including resolving incomplete or inconsistent responses. Questionnaires with substantial errors may be excluded to maintain the reliability and integrity of the dataset. In this study, an online survey was utilized with settings configured to prevent respondents from skipping questions, thereby minimizing the chances of invalid responses.

3.7.3 Data Coding

Bourque (2004) describes data coding as the process of transforming verbal or textual information into numerical variables and categories, enabling its integration into computer systems for streamlined analysis. This step is crucial for utilizing statistical tools like SPSS effectively. For instance, researchers might assign the code "1" for male respondents and "2" for female respondents. Similarly, in a survey section such as Section B, responses could be coded numerically, with "1" for strongly disagree, "2" for disagree, "3" for neutral, "4" for agree, and "5" for strongly agree. This coding method simplifies data organization and analysis.

3.7.4 Data Transcribing

Following the coding process, the next step is data transcription. This step involves transferring and transforming the coded data from the original questionnaire responses into a format suitable for analysis, which can be efficiently performed using SPSS software (Zikmund et al., 2013). The key-punching method is commonly employed by researchers to input the coded data directly into the system. Once entered, the system is capable of automatically processing and analyzing the data.

3.7.5 Data Cleaning

Data cleaning entails examining, identifying, and rectifying missing or inaccurate responses (Zikmund et al., 2013). When using SPSS, the software assists researchers in identifying any incorrect values generated in the responses. When errors are detected, researchers must revisit the edited and coded questionnaires to pinpoint the origin of these errors, since missing or incorrect values may result in unclear or erroneous outcomes. If the missing value remains unresolved, researchers can opt to treat it using methods such as neutral value replacement, listwise deletion, or pairwise deletion. In this study, the researchers addressed omissions by using the neutral value as a solution.

3.8 Data Analysis

In this section, data analysis is conducted using the Statistical Package for Social Sciences (SPSS) software. This software assists researchers in identifying and evaluating significant relationships between the dependent variable and the independent variables.

3.8.1 Descriptive Analysis

Descriptive analysis involves summarizing respondents' demographic information using various visual tools such as tables, graphs, bar charts, and pie charts (Zook & Pearce, 2018). This analysis provides researchers with a comprehensive overview of the demographic data and deeper insights into the respondent group. In Section A, which contains five questions, the data will be presented using pie charts, as they effectively and clearly display the proportions of each segment, making the information easier to interpret.

3.8.2 Scale Measurement

3.8.2.1 Reliability Test

Reliability refers to the internal consistency of a measurement, which is crucial for assessing its dependability. A measurement is deemed reliable when repeated assessments of a particular attribute yield consistent results. The most widely used method for evaluating the reliability of a multi-item scale is coefficient alpha,

commonly known as Cronbach's alpha. Although it does not measure validity, many researchers use it as a key indicator of a scale's quality. Cronbach's alpha ranges from 0, representing no consistency, to 1, signifying perfect consistency. According to the "Rules of Thumb for Cronbach's Alpha Coefficient Value" in Table 3.1, coefficients between 0.80 and 0.95 indicate excellent reliability, values between 0.70 and 0.80 signify good reliability, and those between 0.60 and 0.70 reflect moderate reliability. A coefficient below 0.60, however, suggests poor reliability (Bilgin, 2019).

Table 3.3: Rules of Thumb for Cronbach's Alpha Coefficient Value

Alpha Coefficient Range	Strength of Association
Less than 0.6	Poor
0.6 to < 0.70	Moderate
0.7 to < 0.80	Good
0.8 to < 0.90	Very Good
0.90 and above	Excellent

Source: Adopted from Zikmund, Babin, Carr, & Griffin, (2010).

As shown in Table 3.0, reliability is categorized into five levels: values above 0.9 indicate excellent reliability, values between 0.8 and 0.9 are considered very good, values ranging from 0.7 to 0.8 are deemed good, values between 0.6 and 0.7 reflect moderate reliability, and values below 0.6 are classified as poor.

3.8.3 Inferential-Analysis

Inferential analysis is a widely used method for examining data in social and behavioral

research (Cohen & Manion, 1989; Oppenheim, 1992). This technique is primarily employed for hypothesis testing. In this study, data analysis was conducted using methods such as Pearson correlation, multiple regression, and multicollinearity testing.

3.8.3.1 Pearson Correlation Coefficient Analysis

Sekaran and Bougie (2013) state that the Pearson Correlation Matrix is used to measure the strength and direction of relationships between variables. A positive correlation coefficient (r) indicates a direct relationship, meaning that as one variable increases, the other also tends to increase. Conversely, a negative correlation coefficient ($-r$) signifies an inverse relationship, where an increase in one variable corresponds to a decrease in the other.

Table 3.4: Rules of Thumb for Correlation Coefficient

Coefficient Range	Strength of Association
± 0.91 to ± 1.00	Very high correlation
± 0.70 to ± 0.89	High correlation
± 0.50 to ± 0.69	Moderate correlation
± 0.30 to ± 0.49	Low correlation
± 0.00 to ± 0.29	Negligible correlation

Source: Adopted from Asuero, Sayago, and González (2006).

As shown in Table 3.1, a coefficient between +0.91 and +1.00 indicates a very high correlation. A coefficient within the range of +0.70 to +0.89 reflects a high correlation, while values between +0.50 and

+0.69 are considered to indicate a moderate correlation. Additionally, a coefficient from +0.30 to +0.49 represents a low correlation, and values between +0.00 and +0.29 suggest little to no correlation.

3.8.3.2 Multiple Linear Regression

Multiple regression analysis is a statistical method employed to determine the relationship between a single dependent variable and multiple independent variables (Sekaran & Bougie, 2013). In this study, this method enables the researcher to more comprehensively understand how four independent variables influence impulse buying behavior in social commerce. The formula applied in this research is outlined as follows:

Equation for This Study:

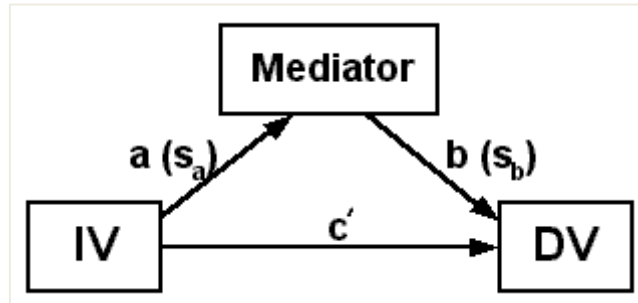
$$Y = a + b1X1 (E) + b2X2 (S) + b3X3 (G) + b4X4 (GT)$$

Whereby:

- Y = Dependent Variable
- X = Independent Variable
- E = Environmental
- S = Social
- G = Governance
- GT = Green Trust
- a = Beta Regression Coefficient Value
- b = Regression Constant Value

3.8.3.3 Sobel Test

Figure 3.1: Sobel Test



Source: Adopted from Abu-Bader & Jones (2021).

The Sobel test is a statistical test used in mediation analysis to determine whether a mediating variable carries the effect of an independent variable (IV) to a dependent variable (DV). It evaluates whether the reduction in the effect of the IV on the DV (when the mediator is included) is statistically significant (Abu-Bader & Jones, 2021).

Explanation of the required numerical values:

a = raw (unstandardized) regression coefficient for the association between IV and mediator.

s_a = standard error of a .

b = raw coefficient for the association between the mediator and the DV (when the IV is also a predictor of the DV).

s_b = standard error of b .

To obtain the necessary numbers:

1. Perform a regression analysis with the independent variable (IV) predicting the mediator. This analysis will provide the coefficients for a and s_a

2. Conduct a regression analysis with both the independent variable (IV) and the mediator predicting the dependent variable (DV). This will yield the coefficients for b and s_b

It is important to note that s_a and s_b should always be non-negative.

3.9 Conclusion

This chapter provides an in-depth overview of the research methodology, including the research design, data collection approaches, sampling methods, and research instruments such as questionnaire development and pilot testing. It further details the construct measurement process and the planned data analysis methods, which include descriptive analysis, reliability testing, Pearson's correlation analysis, multiple regression analysis and sobel test. The findings from these statistical analyses will be explored in the subsequent chapter.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

After collecting the necessary data, Chapter 4 will present the results with a detailed description, based on data analysis conducted using the 30th version of the Statistical Package for Social Sciences (SPSS). The outcomes of this chapter will include descriptive analysis, outlining the demographic characteristics of the respondents, as well as inferential analyses, including multiple regression analysis and correlation analysis.

4.1 Survey Distribution and Return Rate

A convenience sampling method was used to distribute 260 questionnaires via Google Forms. A total of 260 responses were received, with 241 sets deemed usable by the end of the data collection. The usable response rate is approximately 92.7%.

4.2 Descriptive Analysis

To clarify and present the demographic details of the respondents, the researcher performed a descriptive analysis. This method included the use of pie charts, bar graphs, and tables to offer a detailed summary of the data.

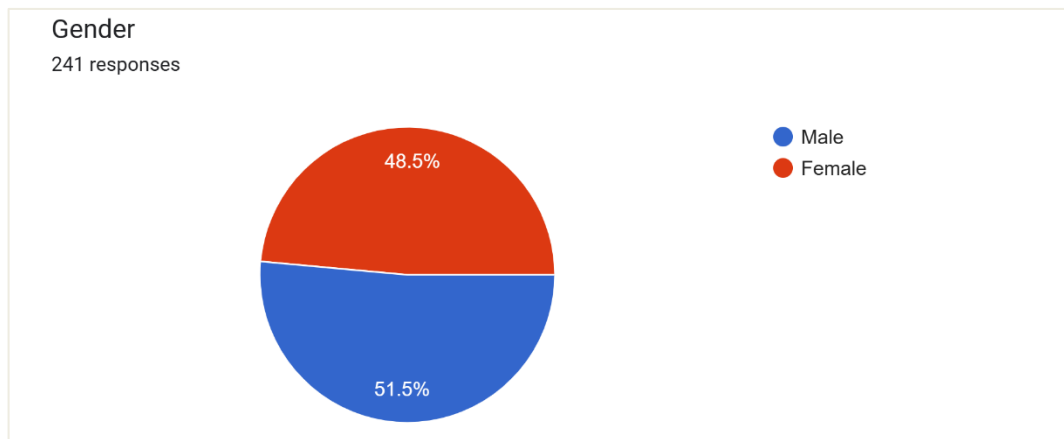
4.2.1 Respondents' Demographic Profile

This section includes demographic characteristics of the respondents, such as age, gender, educational background, monthly income, as well as the influence of ESG on green products.

4.2.1.1 Gender

According to Figure 4.1 below, among 241 respondents, 51.5% of respondents are male, which corresponds to 124 respondents. Meanwhile, females consist of 48.5%, which corresponds to 117 respondents.

Figure 4.1: Pie Chart of Gender



Source: Developed for the research.

Table 4.1: Descriptive Analysis of Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	117	48.5	48.5	48.5
	Male	124	51.5	51.5	100.0

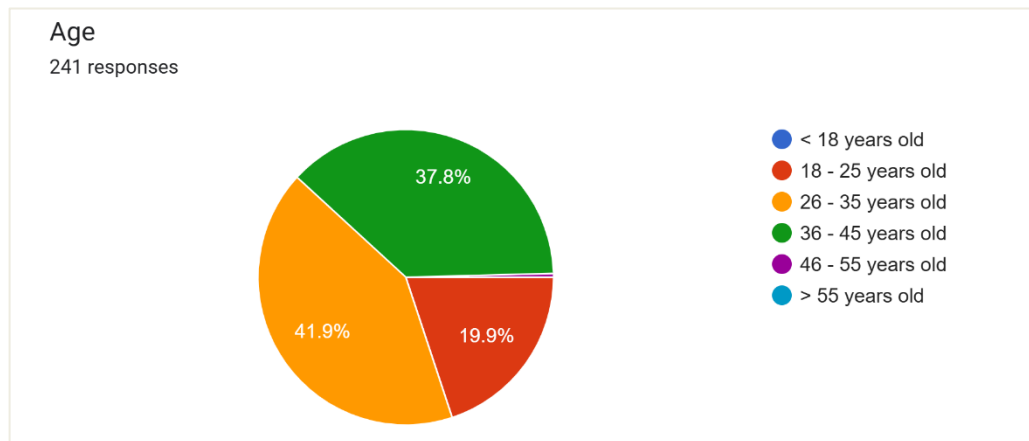
Total	241	100.0	100.0	
-------	-----	-------	-------	--

Source: Developed for the research.

4.2.1.2 Age

Based on Figure 4.2 below, 41.9% of respondents are aged between 26–35, which corresponds to 101 respondents. Meanwhile, 37.8% are aged between 36–45, which corresponds to 91 respondents. Additionally, 19.9% are aged between 18–25, which corresponds to 48 respondents, and 0.4% are aged between 46–55, which is 1 respondent. Age is crucial in this study to evaluate the influence of different age groups on attitudes, behaviors, and decision-making patterns regarding the topic under investigation.

Figure 4.2: Pie Chart of Age Group



Source: Developed for the research.

Table 4.2: Descriptive Analysis of Age Group

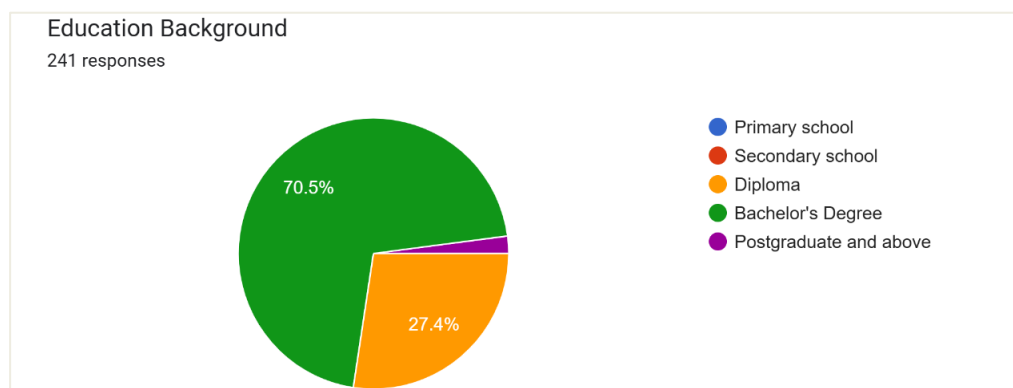
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 25	48	19.9	19.9	19.9
	26 - 35	101	41.9	41.9	61.8
	36 - 45	91	37.8	37.8	99.6
	46 - 55	1	.4	.4	100.0
	Total	241	100.0	100.0	

Source: Developed for the research.

4.2.1.3 Education Background

Based on Figure 4.3 below, 70.5% of respondents have a Bachelor’s degree, which corresponds to 170 respondents. Meanwhile, 27.4% have a Diploma, which corresponds to 66 respondents. Additionally, 2.1% have a postgraduate degree or above, which is 5 respondents. Education background is crucial in this study to evaluate the influence of educational background on respondents' understanding, awareness, and engagement with the subject under investigation.

Figure 4.3: Pie Chart of Educational Background



Source: Developed for the research.

Table 4.3: Descriptive Analysis of Educational Background

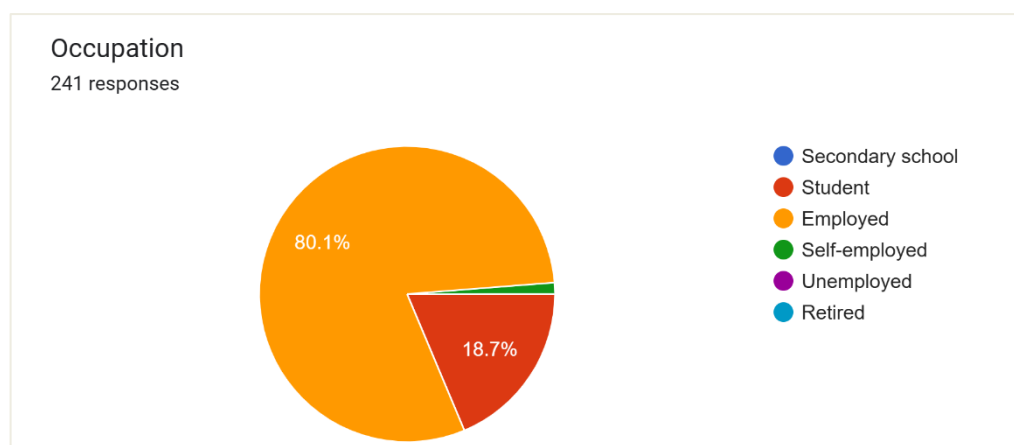
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Degree	170	70.5	70.5	70.5
	Diploma	66	27.4	27.4	97.9
	Postgraduate and above	5	2.1	2.1	100.0
	Total	241	100.0	100.0	

Source: Developed for the research.

4.2.1.4 Occupation

Based on Figure 4.4 below, 80.1% of respondents are employed, which corresponds to 193 respondents. Meanwhile, 18.7% are students, which corresponds to 45 respondents, and 1.2% are self-employed, which is 3 respondents. Occupation is important in this study to examine how different roles influence consumers' attitudes and behaviors towards the topic, particularly in terms of decision-making and engagement with relevant factors.

Figure 4.4: Pie Chart of Occupation



Source: Developed for the research.

Table 4.4: Descriptive Analysis of Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	193	80.1	80.1	80.1
	Self-employed	3	1.2	1.2	81.3
	Student	45	18.7	18.7	100.0
	Total	241	100.0	100.0	

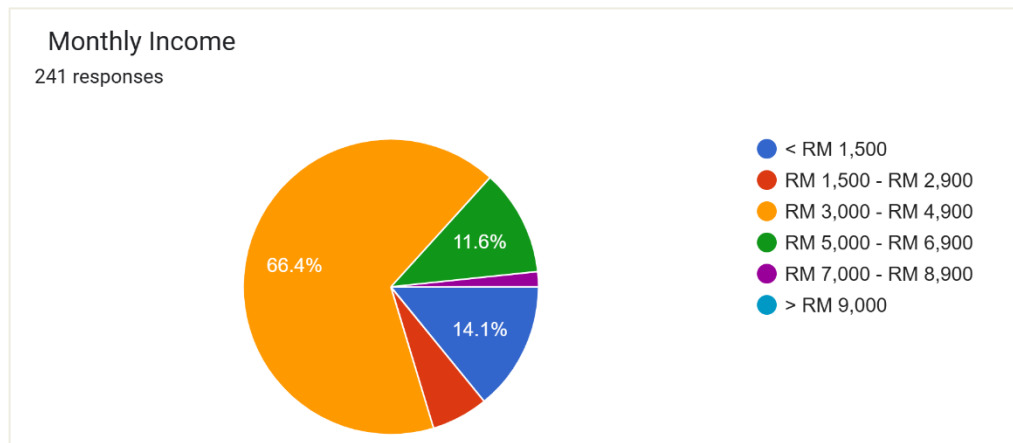
Source: Developed for the research.

4.2.1.5 Monthly Income

As per Figure 4.5 below, the majority of respondents, 66.4%, have a monthly income between RM 3,000 – RM 4,900, which corresponds to 160 respondents. Additionally, 14.1% have an income of less than RM 1,500, which corresponds to 34 respondents, and 11.6% have an income of RM 5,000 – RM 6,900, which is 28 respondents. Meanwhile, 6.2% earn between RM

1,500 – RM 2,900, which corresponds to 15 respondents, and 1.7% have an income of RM 7,000 – RM 8,900, which is 4 respondents. Monthly income is important in this study to examine the financial capacity and consumption patterns of respondents.

Figure 4.5: Pie Chart of Monthly Income



Source: Developed for the research.

Table 4.5: Descriptive Analysis of Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< RM 1,500	34	14.1	14.1	14.1
	RM 1,500 - 2,900	15	6.2	6.2	20.3
	RM 3,000 - 4,900	160	66.4	66.4	86.7
	RM 5,000 - 6,900	28	11.6	11.6	98.3
	RM 7,000 - 8,900	4	1.7	1.7	100.0
	Total	241	100.0	100.0	

Source: Developed for the research.

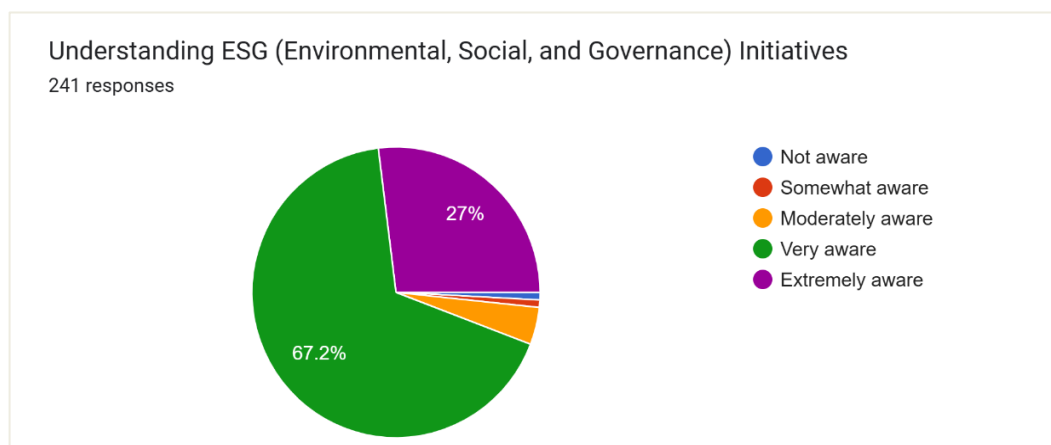
4.2.2 Respondents' General Information

This section describes the general awareness and behavioral attributes of the participants. It focuses on how their understanding of Environmental, Social, and Governance (ESG) initiatives influences their decisions to purchase green products.

4.2.2.1 Understanding ESG Initiatives

As per Figure 4.6 below, most respondents are very aware, with a total of 162 respondents or 67.2% of the sample. Additionally, 27% of respondents are extremely aware, which corresponds to 65 respondents. Meanwhile, 4.1% are moderately aware, which corresponds to 10 respondents, and both not aware and somewhat aware categories comprise 0.8% each, corresponding to 2 respondents for each category. Awareness levels are crucial in this study to assess the respondents' understanding and consciousness regarding the subject matter being investigated.

Figure 4.6: Pie Chart of Understanding ESG Initiatives



Source: Developed for the research.

Table 4.6: Descriptive Analysis of Understanding ESG Initiatives

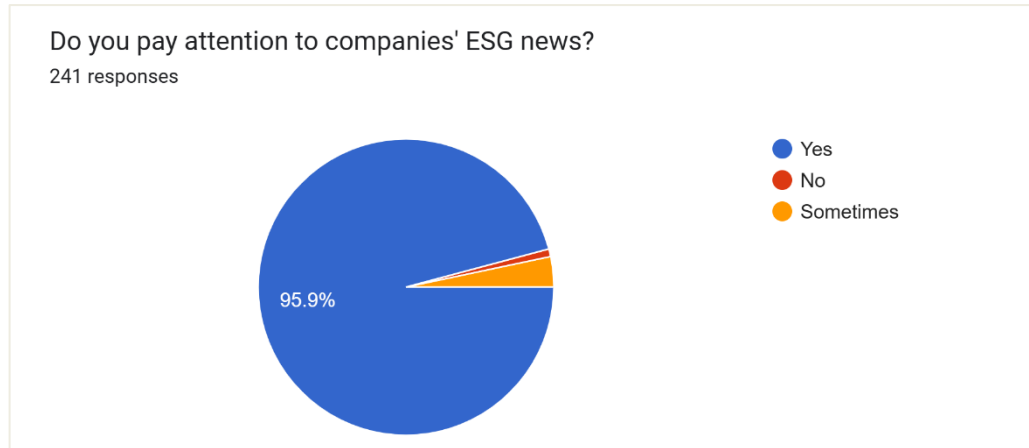
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Extremely aware	65	27.0	27.0	27.0
Moderately aware	10	4.1	4.1	31.1
Not aware	2	.8	.8	32.0
Somewhat aware	2	.8	.8	32.8
Very aware	162	67.2	67.2	100.0
Total	241	100.0	100.0	

Source: Developed for the research.

4.2.2.2 Paying Attention to Companies' ESG News

As per Figure 4.7 below illustrates, the majority of respondents, 95.9%, pay attention to companies' ESG news, which corresponds to 231 respondents. Meanwhile, 3.3% of respondents sometimes pay attention, which corresponds to 8 respondents, and only 0.8% do not pay attention, which corresponds to 2 respondents. Understanding the level of attention given to ESG news is vital in this study to gauge the respondents' engagement and awareness regarding corporate sustainability initiatives.

Figure 4.7: Pie Chart of Paying Attention to Companies' ESG News



Source: Developed for the research.

Table 4.7: Descriptive Analysis of Paying Attention to Companies' ESG News

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	.8	.8	.8
	Sometimes	8	3.3	3.3	4.1
	Yes	231	95.9	95.9	100.0
	Total	241	100.0	100.0	

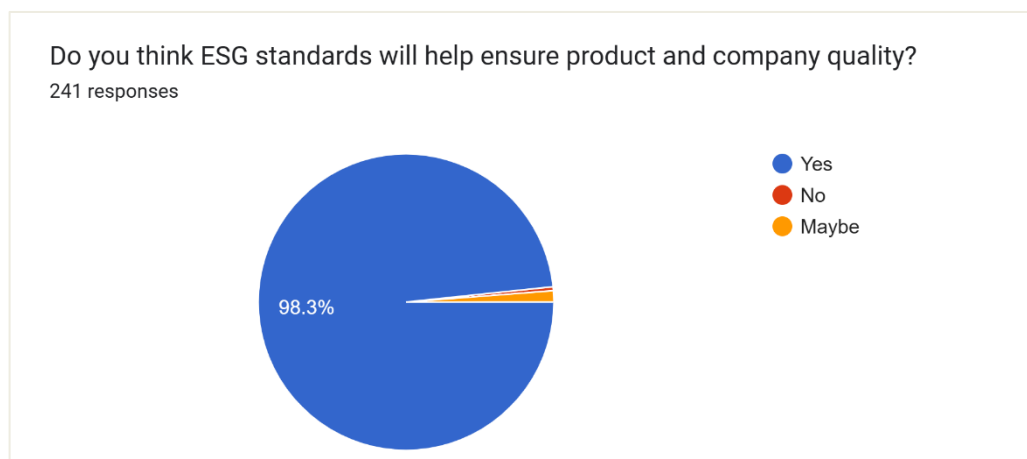
Source: Developed for the research.

4.2.2.3 ESG Standards in Ensuring Product and Quality

Based on Figure 4.8 below, the vast majority of respondents, 98.3%, believe that ESG standards will help ensure product and company quality, which corresponds to 237 respondents. Meanwhile, 1.2% of respondents think maybe, which corresponds to 3 respondents, and only 0.4% do not believe, which corresponds to 1 respondent. This data highlights a strong consensus on the

importance of ESG standards in ensuring quality and building trust in companies and their products.

Figure 4.8: Pie Chart of ESG Standards in Ensuring Product and Quality



Source: Developed for the research.

Table 4.8: Descriptive Analysis of ESG in Ensuring Product and Quality

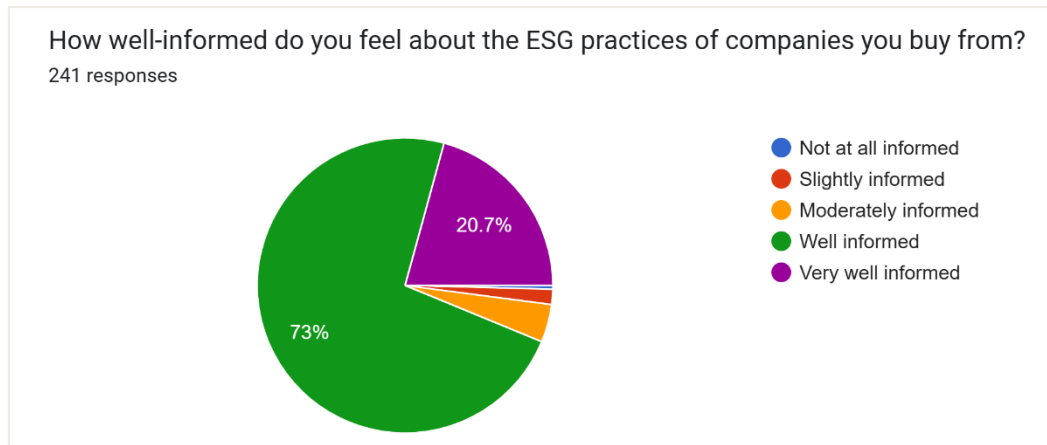
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	3	1.2	1.2	1.2
	No	1	.4	.4	1.7
	Yes	237	98.3	98.3	100.0
	Total	241	100.0	100.0	

Source: Developed for the research.

4.2.2.4 Awareness of Companies' ESG Practices

Based on Figure 4.9 below, the majority of respondents, 73%, or 176 respondents, feel well-informed about the ESG practices of the companies they purchase from. Meanwhile, 20.7% or 50 respondents are very well-informed, and 4.1% or 10 respondents are moderately informed. Additionally, 1.7% or 4 respondents are slightly informed, and only 0.4% or 1 respondent is not at all informed. This data reflects a generally high level of awareness among respondents regarding the ESG practices of the companies they support.

Figure 4.9: Pie Chart of Awareness of Companies' ESG Practices



Source: Developed for the research.

Table 4.9: Descriptive Analysis of Awareness of Companies' ESG Practices

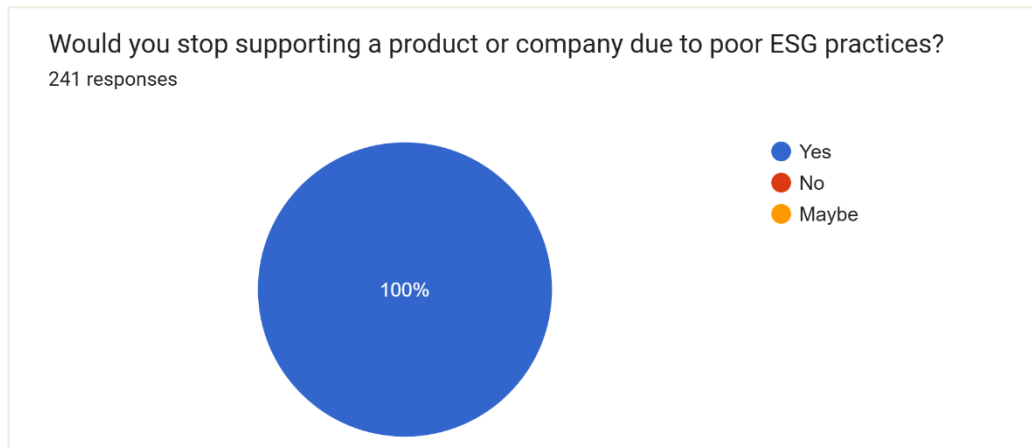
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately informed	10	4.1	4.1	4.1
	Not at all informed	1	.4	.4	4.6
	Slightly informed	4	1.7	1.7	6.2
	Very well informed	50	20.7	20.7	27.0
	Well informed	176	73.0	73.0	100.0
	Total	241	100.0	100.0	

Source: Developed for the research.

4.2.2.5 Stopping Support Due to Poor ESG Practices

Based on Figure 4.10 below, all respondents, 100.0 percent of 241 respondents, indicated that they would stop supporting a product or company due to poor ESG practices. This unanimous result highlights the critical importance of maintaining strong ESG standards to retain consumer trust and support.

Figure 4.10: Pie Chart of Stopping Support Due to Poor ESG Practices



Source: Developed for the research.

Table 4.10: Descriptive Analysis of Stopping Support Due to Poor ESG Practices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	241	100.0	100.0	100.0

Source: Developed for the research.

4.3 Measurement Scale

The researcher conducted a Cronbach's Alpha test to evaluate the internal consistency and reliability of the gathered data.

4.3.1 Reliability Analysis Test

Table 4.11: Reliability Statistics

No	Variables	No. of items	Cronbach's Alpha	Reliability Level
1	Environmental	4	0.746	Acceptable
2	Social	5	0.752	Acceptable
3	Governance	4	0.797	Acceptable
4	Green Trust	4	0.701	Acceptable
5	Consumer Purchase Intentions	4	0.746	Acceptable

Source: Developed for the research.

In interpreting the results of the Cronbach's Alpha reliability test, the following thresholds are commonly used: excellent (> 0.9), good (> 0.8), acceptable (> 0.7), questionable (> 0.6), poor (> 0.5), and unacceptable (< 0.5) (Schrepp, 2020). As shown in Table 4.11, all variables tested demonstrated reliability at an acceptable level, as their Cronbach's Alpha values ranged from 0.701 to 0.797. Specifically, the Environmental Dimension and Consumer Purchase Intentions both recorded a value of 0.746, the Social Dimension recorded 0.752, the Governance Dimension had the

highest reliability at 0.797, and Green Trust had the lowest acceptable reliability at 0.701. These results indicate that all the scales used in the study are consistent and suitable for further analysis.

4.4 Inferential Analyses

4.4.1 Pearson’s Correlation Analysis

Table 4.12: Correlation Matrix

		Correlations				
		Mean_ED	Mean_SD	Mean_GD	Mean_GT	Mean_CPI
Mean_ED	Pearson Correlation	1	.804**	.770**	.804**	.742**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	241	241	241	241	241
Mean_SD	Pearson Correlation	.804**	1	.787**	.798**	.730**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	241	241	241	241	241
Mean_GD	Pearson Correlation	.770**	.787**	1	.774**	.738**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	241	241	241	241	241
Mean_GT	Pearson Correlation	.804**	.798**	.774**	1	.776**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	241	241	241	241	241
Mean_CPI	Pearson Correlation	.742**	.730**	.738**	.776**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	241	241	241	241	241

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

Source: Developed for the research.

Note:

- i. Mean_ED: Environmental
- ii. Mean_SD: Social
- iii. Mean_GD: Governance
- iv. Mean_GT: Green Trust
- v. Mean_CPI: Consumer Purchase Intentions

The threshold for determining statistical significance in research is a p-value of less than 0.05, also known as the significance level. According to table 4.12 shows that the p-value is less than 0.001, which indicates that the correlation is statistically significant.

The Pearson correlation values between the independent and dependent variables are recorded as follows, where Environmental at 0.742, Social at 0.730, Governance at 0.738. This show that environmental has the highest correlation with consumer purchase intentions whereas social has the lowest correlation with consumer purchase intentions.

Moreover, the mediator, Green Trust, is strongly correlated with each of the independent variables including Environmental at 0.804, Social at 0.798, Governance at 0.774, Consumer Purchase Intentions at 0.776. This shows that the environment has the highest correlation with green trust, while governance has the lowest correlation with green trust.

In summary, the Pearson's correlation analysis reveals that all the variables including independent variables, mediator, and dependent variable are positively correlated with one another at a statistically significant level ($p < 0.001$). The strength of these relationships, particularly the strong correlation between the mediator and the dependent variable, highlights the importance of green trust as a key factor in the influence of the independent variables on the dependent variable.

4.4.2 Multiple Regression Analysis

4.4.2.1 Multiple Regression Analysis of ESG components on Consumer Purchase Intentions

Table 4.13: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796 ^a	.634	.629	.45043

a. Predictors: (Constant), Governance, Environmental, Social

Source: Developed for the research.

Note:

- a. Predictors: (Constant), Environmental, Social, Governance
- b. Dependent Variables: Consumer Purchase Intentions

From the table above, R equals to 0.796 demonstrates that the model is correlated with the data. For the R square, all the independent variables were explained 0.634 indicates that 63.4% in the dependent variables. The R-squared value indicates the proportion of variance, reflecting the extent to which the dependent variable is influenced by the independent variables (Chicco, 2021). Additionally, the adjusted R-squared value of 0.629 indicates that 62.9% of the variation in the dependent variable, which is consumer purchase intentions was influenced by the independent variables in the research. The remaining 37.1% of consumer purchase intentions is represented by other independent variables.

Table 4.14: ANOVA

		ANOVA^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.207	3	27.736	136.701	<.001 ^b
	Residual	48.085	237	.203		
	Total	131.292	240			

a. Dependent Variable: ConsumerPurchaseIntentions

b. Predictors: (Constant), Governance, Environmental, Social

Source: Developed for the research.

According to table 4.14, the F- statistics is recorded at 136.701 and the p-value at <.001, indicating a statistically significant model since the p-value is less than 0.05. When significant level at 1%, the entire multiple regression models is significant, it has significant relation on dependent variable (Consumer Purchase Intentions) and independent variables (Environmental, Social, Governance).

Table 4.15: Coefficients

		Coefficients^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.661	.181		3.654	<.001
	Environmental	.316	.071	.317	4.446	<.001
	Social	.248	.080	.229	3.100	.002
	Governance	.287	.063	.314	4.567	<.001

a. Dependent Variable: ConsumerPurchaseIntentions

Source: Developed for the research.

Under multiple regression analysis, a p-value of less than 0.05 implies that the hypothesis in the research is not rejected. According to Table 4.15 shows Environmental and Governance have a p-value at <0.001, while Social has a p-value of 0.002. Based on this data, it can be concluded that the hypotheses for Environmental, Social, and Governance are not rejected.

The beta value represents the influence on consumer purchase intentions, with a higher beta value indicating a greater influence. According to the table, Environmental has the highest beta value at 0.317, followed by Governance at 0.314, and Social at 0.229. In conclusion, all three ESG components positively and significantly influence purchase intentions, with Environmental has the greatest influence on consumer purchase intentions, while Social has the least influence.

4.4.2.2 Multiple Regression Analysis of ESG components on Green Trust

Table 4.16: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855 ^a	.732	.728	.35967

a. Predictors: (Constant), Governance, Environmental, Social

Source: Developed for the research.

Note:

- a. Predictors: (Constant), Environmental, Social, Governance
- b. Dependent Variables: Green Trust

From the table above, R equals to 0.855 demonstrates that the model is correlated with the data. For the R square, all the independent variables were explained 0.732 indicates that 73.2% in the dependent variables. Additionally, the adjusted R-squared value of 0.728 indicates that 72.8% of the variation in the dependent variable, which is green trust was influenced by the independent variables in the research. The remaining 27.2% of green trust is represented by other independent variables.

Table 4.17: ANOVA

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.681	3	27.894	215.626	<.001 ^b
	Residual	30.659	237	.129		
	Total	114.340	240			

a. Dependent Variable: GreenTrust

b. Predictors: (Constant), Governance, Environmental, Social

Source: Developed for the research.

As shown in Table 4.17, the F-statistic is 215.626, with a p-value of <0.001, indicating that the model is statistically significant since the p-value is less than 0.05. At a 1% significance level, the multiple regression model is significant, demonstrating a meaningful relationship between the dependent variable (Green Trust) and the independent variables (Environmental, Social, and Governance)

Table 4.18: Coefficients

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.628	.144		4.345	<.001
	Environmental	.336	.057	.361	5.926	<.001
	Social	.313	.064	.308	4.884	<.001
	Governance	.216	.050	.253	4.302	<.001

a. Dependent Variable: GreenTrust

Source: Developed for the research.

Under multiple regression analysis, a p-value of less than 0.05 implies that the hypothesis in the research is not rejected. According to Table 4.18, both Environmental, Social and Governance have a p-value at <0.001. Based on this data, it can be concluded that the hypotheses for Environmental, Social, and Governance are not rejected.

The beta value represents the influence on green trust, with a higher beta value indicating a greater influence. According to the table, Environmental has the highest beta value at 0.361, followed by Social at 0.308, and Governance at 0.253. In conclusion, all three ESG components positively and significantly influence purchase intentions, with Environmental has the greatest influence on green trust, while Governance has the least influence.

4.4.2.3 Multiple Regression Analysis of Green Trust on Consumer Purchase Intentions

Table 4.19: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.602	.601	.46738

a. Predictors: (Constant), GreenTrust

Source: Developed for the research.

Note:

- a. Predictors: (Constant), Green Trust
- b. Dependent Variables: Consumer Purchase Intentions

From the table above, R equals to 0.776 demonstrates that the model is correlated with the data. For the R square, all the independent variables were explained 0.602 indicates that 60.2% in the dependent variables. Moreover, the adjusted R-squared value of 0.601 indicates that 60.1% of the variation in the dependent variable, which is consumer purchase intentions was influenced by the independent variables in the research. The remaining 39.9% of consumer purchase intentions is represented by other independent variables.

Table 4.20: ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.084	1	79.084	362.036	<.001 ^b
	Residual	52.208	239	.218		
	Total	131.292	240			

a. Dependent Variable: ConsumerPurchaseIntentions

b. Predictors: (Constant), GreenTrust

Source: Developed for the research.

As presented in Table 4.20, the F-statistic is 362.036, with a p-value of <0.001, indicating that the model is statistically significant since the p-value is less than 0.05. At a 1% significance level, the multiple regression model is significant, showing a strong relationship between the dependent variable (Consumer Purchase Intentions) and the independent variable (Green Trust).

Table 4.21: Coefficients

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.680	.185		3.682	<.001
	GreenTrust	.832	.044	.776	19.027	<.001

a. Dependent Variable: ConsumerPurchaseIntentions

Source: Developed for the research.

Under multiple regression analysis, a p-value of less than 0.05 implies that the hypothesis in the research is not rejected. According to Table 4.21, Green Trust has a p-value at <0.001. Based on this data, it can be concluded that the hypothesis for Green Trust is not rejected.

The beta value represents the influence on consumer purchase intentions, with a higher beta value indicating a greater influence. According to the table, Environmental has the high beta value at 0.776. In conclusion, green trust positively and significantly influences consumer purchase intentions.

4.4.3 Sobel Test

4.4.3.1 Sobel Test for Green Trust on Environmental and Consumer Purchase Intentions

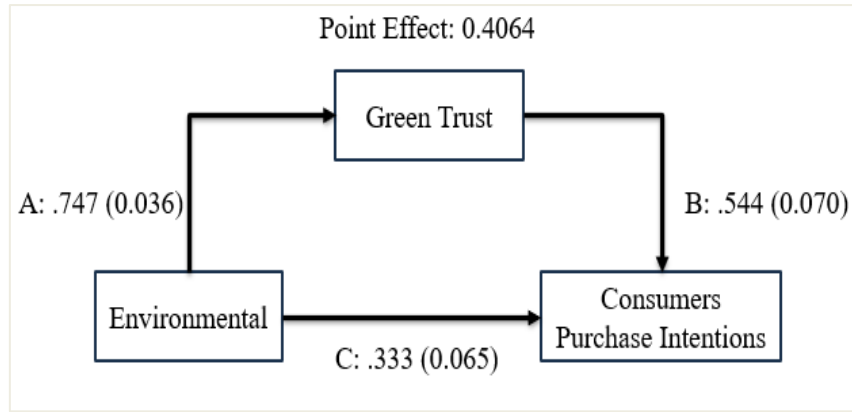
Table 4.22: Sobel Test

Input:		Test statistic:	Std. Error:	p-value:
a	0.747	Sobel test: 7.27774721	0.05583706	0
b	0.544	Aroian test: 7.27034672	0.0558939	0
s _a	0.036	Goodman test: 7.28517034	0.05578016	0
s _b	0.070	Reset all	Calculate	

Source: Developed for the research.

The analysis examines the mediating effect of green trust on the relationship between environmental and consumer purchase intentions using the Sobel, Aroian, and Goodman tests. The path coefficients from the independent variable to the mediator ($a = 0.747$) and from the mediator to the dependent variable ($b = 0.544$) are statistically significant, with small standard errors ($s_a = 0.036$, $s_b = 0.070$). The test statistics for all three methods (Sobel: 7.28, Aroian: 7.27, Goodman: 7.29), and the p-values are 0, confirming a significant mediation effect. Additionally, as shown in Figure 4.11, this results in an indirect effect estimate of 0.4064 ($a \times b$).

Figure 4.11: Mediation Model



Source: Developed for the research.

4.4.3.1 Sobel Test for Green Trust on Social and Consumer Purchase Intentions

Table 4.24: Sobel Test

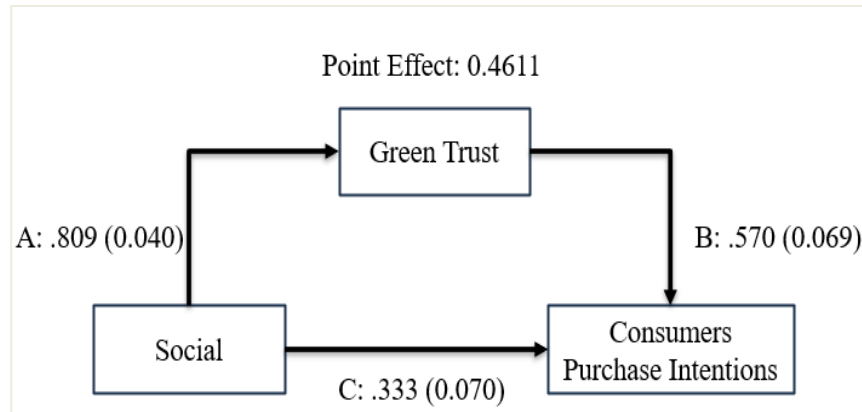
Input:		Test statistic:	Std. Error:	p-value:
a	0.809	Sobel test: 7.64754337	0.06029779	0
b	0.570	Aroian test: 7.63954456	0.06036093	0
s _a	0.040	Goodman test: 7.65556736	0.0602346	0
s _b	0.069	Reset all	Calculate	

Source: Developed for the research.

From Table 4.24 analysis explores the mediating effect of green trust on the relationship between social and consumer purchase intentions. Using Sobel, Aroian, and Goodman tests, the results demonstrate a significant mediation effect, with test statistics (Sobel: 7.65, Aroian: 7.64, Goodman: 7.66) and p-values of 0. The path coefficients show a connection, with a = 0.809 (s_a = 0.040) and b = 0.570 (s_b = 0.069), resulting in an indirect effect estimate of

0.4611 ($a \times b$). The diagram highlights mediated relationship, emphasizing the critical role of green trust in linking social and consumer purchase intentions.

Figure 4.12: Mediation Model



Source: Developed for the research.

4.4.3.1 Sobel Test for Green Trust on Governance and Consumer Purchase Intentions

Table 4.26: Sobel Test

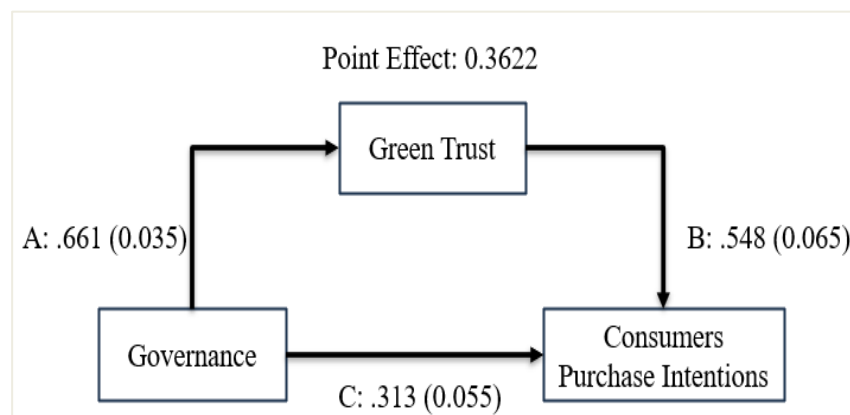
	Input:		Test statistic:	Std. Error:	p-value:
a	0.661	Sobel test:	7.69850836	0.04705171	0
b	0.548	Aroian test:	7.68952523	0.04710668	0
s _a	0.035	Goodman test:	7.70752305	0.04699668	0
s _b	0.065	Reset all	Calculate		

Source: Developed for the research.

Based on Table 4.26, the analysis investigates the mediating effect of green

trust on the relationship between governance and consumer purchase intentions. Using Sobel, Aroian, and Goodman tests, the mediation effect is confirmed as significant, with test statistics (Sobel: 7.70, Aroian: 7.69, Goodman: 7.71) and p-values of 0. The path coefficients indicate an indirect effect, with $a = 0.661$ ($s_a = 0.035$) and $b = 0.548$ ($s_b = 0.065$), resulting in an indirect effect estimate of 0.3622 ($a \times b$).

Figure 4.13: Mediation Model



Source: Developed for the research.

4.5 Hypotheses Testing

Hypothesis 1:

H₁: There is a relationship between environmental and consumer purchase intentions

Referring to Table 4.15, the p-value for the Environmental component is less than 0.001, indicating a statistically significant result as it is well below the 0.05 threshold. Therefore, H₁

is not rejected. This indicates that the Environmental has a statistically significant effect relationship with Consumer Purchase Intentions.

Hypothesis 2:

H₂: There is a relationship between social and consumer purchase intentions

Referring to Table 4.15, the p-value for the Social component is at 0.002, indicating a statistically significant result as it is well below the 0.05 threshold. Therefore, H₂ is not rejected. This indicates that the Social has a statistically significant effect relationship with Consumer Purchase Intentions.

Hypothesis 3:

H₃: There is a relationship between governance and consumer purchase intentions

Referring to Table 4.15, the p-value for the Governance component is < 0.001 , which is significantly lower than the threshold of 0.05. Therefore, H₃ is not rejected. This indicates that the Governance has a statistically significant effect relationship with Consumer Purchase Intentions.

Hypothesis 4:

H₄: There is a relationship between environmental and green trust

Referring to Table 4.18, the p-value for the Environmental component is < 0.001 , which is

significantly lower than the threshold of 0.05. Therefore, H4 is not rejected. This indicates that the Environmental has a statistically significant effect relationship with Green Trust.

Hypothesis 5:

H₅: There is a relationship between social and green trust

Referring to Table 4.18, the p-value for the Social component is < 0.001 , which is significantly lower than the threshold of 0.05. Therefore, H5 is not rejected. This indicates that the Social has a statistically significant effect relationship with Green Trust.

Hypothesis 6:

H₆: There is a relationship between governance and green trust

Referring to Table 4.18, the p-value for the Governance component is < 0.001 , which is significantly lower than the threshold of 0.05. Therefore, H6 is not rejected. This indicates that the Governance has a statistically significant effect relationship with Green Trust.

Hypothesis 7:

H₇: There is a relationship between green trust and consumer purchase intentions

Referring to Table 4.21, the p-value for the Green Trust is < 0.001 , which is significantly lower than the threshold of 0.05. Therefore, H7 is not rejected. This indicates that the Green Trust has a statistically significant effect relationship with Consumer Purchase Intentions.

Hypothesis 8:

H₈: There is mediating effect of green trust on environmental and consumer purchase intentions

Referring to Table 4.22, the mediating effect of green trust on the relationship between environmental and consumer purchase intentions for the p-value of 0, which is significantly lower than the threshold of 0.05. Therefore, H₈ is not rejected. This indicates that the Green Trust has a significant mediating effect of Green Trust on the relationship between Environmental and Consumer Purchase Intentions.

Hypothesis 9:

H₉: There is mediating effect of green trust on social and consumer purchase intentions

Referring to Table 4.24, the mediating effect of green trust on the relationship between social and consumer purchase intentions for the p-value of 0, which is significantly lower than the threshold of 0.05. Therefore, H₉ is not rejected. This indicates that the Green Trust has a significant mediating effect of Green Trust on the relationship between Social and Consumer Purchase Intentions.

Hypothesis 10:

H₁₀: There is mediating effect of green trust on governance and consumer purchase intentions

Referring to Table 4.26, the mediating effect of green trust on the relationship between governance and consumer purchase intentions for the p-value of 0, which is significantly lower than the threshold of 0.05. Therefore, H10 is not rejected. This indicates that the Green Trust has a significant mediating effect of Green Trust on the relationship between Governance and Consumer Purchase Intentions.

4.6 Conclusion

Overall, this chapter has examined the respondents' demographic profile and general information, conducted reliability analysis, Pearson's Correlation Analysis, Multiple Regression Analysis, and hypothesis testing. These analyses reveal that the findings support hypotheses H1, H2, H3, H4, H5, H6, H7, H8, H9 and H10.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

This chapter will provide a thorough analysis of the findings from Chapter 4, along with an exploration of the research's implications, limitations, and suggestions for future research.

5.1 Discussions of Major Findings

Table 5.1: Summary of Hypotheses Testing Results

Hypothesis	P-value	Result	Supported/ Rejected
H ₁ : There is a relationship between environmental and consumer purchase intentions	<0.001	Significant	Supported
H ₂ : There is a relationship between social and consumer purchase intentions	<0.001	Significant	Supported
H ₃ : There is a relationship between governance and consumer purchase intentions	0.002	Significant	Supported
H ₄ : There is a relationship between environmental and green trust	<0.001	Significant	Supported
H ₅ : There is a relationship between social and green trust	<0.001	Significant	Supported
H ₆ : There is a relationship between governance and green trust	<0.001	Significant	Supported

H ₇ : There is a relationship between green trust and consumer purchase intentions	<0.001	Significant	Supported
H ₈ : There is mediating effect of green trust on environmental and consumer purchase intentions	0	Significant	Supported
H ₉ : There is mediating effect of green trust on social and consumer purchase intentions	0	Significant	Supported
H ₁₀ : There is mediating effect of green trust on governance and consumer purchase intentions	0	Significant	Supported

Source: Developed for the research.

5.1.1 Environmental, Green Trust and Consumer Purchase Intentions

5.1.1.1 Environmental and Consumer Purchase Intentions

H₁: There is a relationship between environmental and consumer purchase intentions

The results of hypothesis testing confirm a significant relationship between environmental factors and consumer purchase intentions. This finding aligns with the previous research by Canio et al. (2021), which highlights the critical role of environmental factors in influencing consumers' intentions to buy eco-friendly products. Studies have demonstrated that individuals with heightened environmental concerns are more likely to trust sustainable producers and display stronger pro-environmental purchase intentions.

Another study found that environmental knowledge and perceived consumer

effectiveness have a significant impact on purchase intentions for green products. Consumers who possess a strong understanding of environmental issues and believe their actions can contribute to positive change are more likely to exhibit intentions to purchase eco-friendly products. However, environmental concern alone does not always directly influence purchase intentions, suggesting that knowledge and perceived effectiveness are critical factors (Kim & Lee, 2023). In addition, a research done by Li et al. (2024) proved that environmental regulations and green marketing strategies significantly influence consumers' intentions to purchase green products. Effective green marketing can bridge the gap between environmental regulations and consumer behavior, encouraging the adoption of eco-friendly products.

In summary, environmental factors influence consumer purchase intentions toward green products.

5.1.1.2 Environmental and Green Trust

H₄: There is a relationship between environmental and green trust

The results of hypothesis testing clearly indicate a significant relationship between environmental factors and green trust. The findings of this study align significantly with those of Vinoth et al. (2024), a strong sense of environmental concern often leads consumers to place greater trust in green products and brands. When people care deeply about environmental issues, such as deforestation or plastic pollution, they actively seek solutions and tend to trust companies offering sustainable alternatives. Studies demonstrate that environmental concern acts as a direct influencer of green trust, encouraging consumers to align their purchasing behavior with their environmental values. This highlights the importance of addressing consumer concerns authentically to build trust.

Besides, there is also study carried out by Chen et al. (2015) confirming consumers are more inclined to trust a company's eco-friendly products when they perceive the organization as environmentally friendly. This trust is strengthened by visible efforts toward sustainability, such as transparent eco-friendly policies, reduced carbon emissions, and adherence to environmental standards. A study highlights that the perception of environmental friendliness directly correlates with green trust, particularly when companies actively engage in sustainable practices. This finding underscores the importance of environmental credibility in building consumer confidence in green products.

Ahmad et al. (2021) also claimed that environmental quality awareness and green trust. Consumers who are aware of environmental quality issues tend to have a higher level of green trust. For instance, when individuals understand the detrimental effects of pollution and the benefits of sustainable practices, they are more likely to trust green products that claim to address these issues. This relationship was highlighted in a study where participants with heightened environmental awareness showed a stronger inclination to trust and purchase eco-friendly products. The finding emphasizes the role of environmental education in fostering green trust.

In addition, Asif et al. (2022) proved that environmental knowledge has been shown to play a critical role in building green trust. Consumers with a stronger understanding of environmental issues, such as climate change and biodiversity loss, are better able to evaluate the credibility of green claims made by brands. For instance, a study found that individuals with greater environmental literacy were more likely to trust and purchase eco-friendly appliances. This suggests that providing consumers with accurate and accessible environmental information can directly increase their trust in green products.

In summary, these findings collectively emphasize the importance of

environmental trust in shaping green trust.

5.1.1.3 Mediating Effect of Green Trust on Environmental and Consumer Purchase Intentions

H₃: There is mediating effect of green trust on environmental and consumer purchase intentions

The results of hypothesis testing indicate that green trust plays a significant mediating role in the relationship between environmental factors and consumer purchase intentions. This finding is consistent with previous research, such as the study by Li et al. (2021), further validating the importance of green trust in influencing consumer behavior. One study examined the impact of greenwashing where companies deceptively promote their products as environmentally friendly on consumer behavior. The findings revealed that greenwashing negatively affects purchase intentions by eroding green brand trust. This erosion is particularly pronounced among consumers with high environmental awareness, who are more adept at identifying insincere green claims (Isac et al., 2024).

Another investigation examined the connection between skepticism toward green advertising and the intention to purchase green food products. The study found that green trust fully mediated this relationship, indicating that skepticism leads to lower purchase intentions primarily through diminished trust. Conversely, perceived environmental knowledge was linked to higher purchase intentions through increased trust, underscoring the importance of credible environmental information in fostering consumer trust and encouraging green purchases (Sio et al., 2022). Further research explored how greenwashing perceptions influence green purchase intentions, with green trust and green word-of-mouth serving as mediators. The results demonstrated that greenwashing perceptions indirectly affect purchase intentions through

their impact on green trust and the subsequent spread of word-of-mouth. This highlights the critical role of trust in shaping consumer engagement and purchasing behavior in the context of green products (Guerreiro & Pacheco, 2021).

Collectively, these studies underscore the significant mediating effect of green trust on the relationship between environmental factors and consumer purchase intentions.

5.1.2 Social, Green Trust and Consumer Purchase Intentions

5.1.2.1 Social and Consumer Purchase Intentions

H₂: There is a relationship between social and consumer purchase intentions

According to the results of hypothesis testing, it is evident that significantly the relationship between social factors and consumer purchase intentions. This aligns with the findings of previous research where Cheng and Huang (2024) noticed that transparent ESG disclosures that highlight social dimensions such as fair labor practices, diversity, and community support improve brand credibility. Consumers view such companies as trustworthy and ethical, which influences their purchasing behavior positively. Research shows that social practices like fair treatment of employees, gender equality, and community engagement resonate strongly with consumers. These initiatives foster an emotional connection, leading to increased brand loyalty and higher purchase intentions.

While this factor was supported by the research from Boufounou et al. (2023)

proved the social aspect of ESG has a broad appeal across various demographic segments, making it a unifying factor in purchase decisions. Studies suggest that both younger generations including Millennials and Gen Z, and older consumers place a high value on socially responsible behavior. However, younger consumers are particularly likely to investigate a brand's social practices before purchasing. A multinational study revealed that consumers in urban areas prioritize brands that address social inequality, while suburban consumers tend to focus on community-centric practices. This universality underscores the significance of integrating social responsibility into ESG strategies.

Another study by Song et al. (2024) examined social dimension influences consumer purchase behavior, particularly when companies emphasize ethical sourcing, fair trade, and community support. For example, the products labeled as "fair trade" or "community-supported agriculture" attracted higher sales. Consumers preferred these products over others, even when priced higher, because they perceived them as aligned with social sustainability goals. Additionally, retailers investing in social initiatives, such as supporting local farmers or offering fair wages, experienced increased brand loyalty.

In addition, Catlin et al. (2017) found that social sustainability initiatives often evoke stronger emotional responses than environmental initiatives, which are perceived as longer-term and cognitive. Social initiatives including disaster relief contributions, supporting underprivileged communities create an immediate and personal impact on consumers. This emotional appeal directly translates into higher purchase intentions, as consumers feel they are indirectly contributing to social causes.

In conclusion, the social dimension of ESG significantly influences consumer purchase intentions.

5.1.2.2 Social and Green Trust

H₅: There is a relationship between social and green trust

Based on the results of hypothesis testing, it is evident that there is a significant relationship between social and green trust. The findings of this study align significantly with those of Pinto (2023), prioritize social aspects such as ethical labor practices, community engagement, and human rights tend to foster greater consumer trust in their environmental claims. This trust is built on the perception that a company committed to social responsibility is more likely to be genuine in its environmental efforts. For instance, a study highlighted that organizations focusing on social ESG factors strengthen stakeholder relationships and build trust, which can extend to their environmental initiatives.

Kulova and Nikolova (2023) also claimed that transparent disclosure of social ESG activities, including diversity initiatives and community engagement, positively affects consumer trust in a company's environmental commitments. Transparency in social initiatives assures consumers of the company's overall integrity, thereby enhancing green trust. The importance of transparent communication in building trust is underscored in discussions about the social dimension of ESG.

Another study by Maxime et al. (2023) examined that effective communication of social ESG efforts through social media platforms can enhance consumer trust in a company's environmental claims. Engaging stakeholders via social media about social initiatives fosters a positive image, which translates into increased green trust. The impact of social media on shaping shareholders' perception of ESG reputation highlights its role in building trust.

These findings collectively demonstrate that the social dimension directly

impacts consumer green trust.

5.1.2.3 Mediating Effect of Green Trust on Social and Consumer Purchase Intentions

H₉: There is mediating effect of green trust on social and consumer purchase intentions

According to the results of hypothesis testing, it is evident that green trust significantly mediates the relationship between social factors and consumer purchase intentions. This aligns with the findings of previous research where Cheng and Huang (2024), social practices must be genuine and clearly communicated to consumers to strengthen green trust, which subsequently enhances purchase intentions. Companies with strong social such as promoting workplace diversity, engaging in ethical labor practices, and contributing to community welfare build credibility and trust among consumers. Green trust, which refers to consumer confidence in the environmental integrity of a brand, serves as a bridge between the company's social ESG activities and the consumer's intention to purchase environmentally friendly products. For example, when a company actively engages in community projects or ensures equitable treatment of workers, consumers perceive the company as more authentic and are more likely to trust its green claims. This trust then directly influences their willingness to make green purchases.

As discussed by Song et al. (2024) in their research, greenwashing, where companies exaggerate or falsify their ESG claims, erodes green trust. This directly diminishes consumers' purchase intentions, as they are less likely to trust products or brands perceived as insincere. Conversely, companies that demonstrate authentic social ESG practices, such as providing fair wages and supporting local communities, rebuild this trust. Green trust acts as a mediator, where honest social ESG efforts can mitigate skepticism and increase the

likelihood of consumers purchasing green products.

Another study by Asif et al. (2022) examined that green trust plays a significant role in linking environmental concern with purchase decisions. Consumers with a strong sense of environmental concern are more inclined to trust companies that emphasize social ESG dimensions, such as promoting health and safety in their supply chains or investing in societal well-being. Green trust serves as a mediator, bridging the gap between environmental concerns and consumer purchase decisions. For instance, if a consumer cares deeply about sustainability, they will favor companies that are socially responsible and align with their values, thereby increasing trust in the company's green products and their willingness to purchase.

Ahmad et al. (2021) also claimed that social consumption values, such as supporting fair trade, equitable labor practices, and local communities, influence green purchase intentions. Green trust mediates this relationship by acting as a validating factor. For instance, a consumer who values socially responsible production is more likely to trust a company's green products if the company exhibits strong social ESG performance. This trust then translates into a higher likelihood of purchasing those products.

These findings demonstrate that green trust is a critical mediator in the relationship between the social dimension of ESG and consumer purchase intentions.

5.1.3 Governance, Green Trust and Consumer Purchase Intentions

5.1.3.1 Governance and Consumer Purchase Intentions

H₃: There is a relationship between governance and consumer purchase intentions

The results of hypothesis testing confirm a significant relationship between governance and consumer purchase intentions. This finding aligns with the previous study by Koh et al. (2022) examined ethical governance and transparent communication with stakeholders to influence purchase intentions positively. Governance practices, such as transparent board structures, anti-corruption measures, and accountability, significantly improve brand credibility. In a South Korean study, governance was found to directly enhance consumer perceptions of brand credibility and quality, which are essential precursors to purchase intentions. Consumers associate strong governance with reliable and ethical business operations, making them more likely to trust and buy from such companies.

Additionally, Cheng and Huang (2024) point out that governance reporting to gain consumer trust and encourage green purchasing behavior. Transparency in ESG governance disclosures is crucial for building consumer trust and influencing purchase intentions. A study found that consumers responded positively to companies that disclosed high-quality, transparent governance practices. This transparency enhances brand credibility and reassures consumers that the company operates ethically and sustainably, leading to stronger purchase intentions.

Another study by Puriwat and Tripopsakul (2022) examined that governance is not just about compliance but also about building a long-term, trust-based relationship with consumers to sustain purchase intentions. Companies with strong governance practices often enjoy an enhanced brand image, which translates into higher consumer purchase intentions. A study found that ethical corporate governance, including transparent decision-making processes and stakeholder accountability, positively influences brand loyalty and consumer

willingness to purchase. Consumers perceive such companies as trustworthy and aligned with their values, which drives purchasing behavior.

In conclusion, the governance pillar of ESG significantly influences consumer purchase intentions.

5.1.3.2 Governance and Green Trust

H₆: There is a relationship between governance and green trust

The results of hypothesis testing clearly demonstrate a significant relationship between governance and green trust. The findings of this study align significantly with those of Ruan et al. (2022) examined transparent governance practices not only fulfill regulatory requirements but also serve as a powerful tool for establishing direct consumer trust in green initiatives. Transparency in governance is a foundational factor in building green trust. A study found that companies that openly share their ESG goals, strategies, and progress reports are more likely to gain consumer trust in their green initiatives. Governance practices such as third-party audits, comprehensive sustainability reports, and clear communication about ESG performance ensure that consumers view the company's environmental efforts as credible. For example, governance frameworks that require regular ESG disclosures reinforce consumer belief in the company's commitment to sustainable practices, directly enhancing green trust.

Long and Chang (2023) conducted a study that proved direct relationship exists between corporate governance performance fosters green trust. Research analyzing companies across multiple industries found that those with robust governance structures, including well-defined board responsibilities and transparent risk management systems, demonstrated superior environmental performance. This strong environmental performance, enabled by governance,

directly builds green trust as consumers associate well-governed companies with authentic environmental stewardship. For instance, companies with diverse and independent boards are often perceived as more accountable and committed to ESG principles, enhancing consumer confidence in their green claims.

These findings highlight that governance practices directly impact green trust.

5.1.3.3 Mediating Effect of Green Trust on Governance and Consumer Purchase Intentions

H₁₀: There is mediating effect of green trust on governance and consumer purchase intentions

According to the results of hypothesis testing, it is evident that green trust significantly mediates the relationship between governance and consumer purchase intentions. This finding aligns with the conclusions of previous studies, such as those by Isac et al. (2024) proved implementing robust governance structures is essential for fostering green trust, which mediates the relationship between governance and consumer purchase intentions. Effective governance practices, such as transparency, ethical leadership, and accountability, are fundamental in building green trust among consumers. When companies demonstrate strong governance, consumers are more likely to trust their environmental claims, which in turn influences their purchasing decisions. For instance, transparent reporting on environmental performance and adherence to ethical standards can enhance consumer trust in a company's green initiatives.

In addition, Guerreiro and Pacheco (2021) examined that green trust through strong governance to positively influence consumer purchase intentions.

Green trust acts as a mediating factor between corporate governance and consumer purchase intentions. Research on the effects of greenwashing on consumer behavior revealed that green brand trust mediates the connection between perceived corporate governance and purchase intentions. This indicates that consumers' trust in a company's environmental claims, influenced by its governance practices, directly affects their intention to purchase.

Another study by Amin and Tarun (2020) proved the relationship between corporate governance and green purchase intentions is significantly mediated by green trust. Research indicates that consumers' trust in a company's environmental initiatives, fostered by transparent and ethical governance practices, leads to higher purchase intentions for green products. This underscores the importance of governance in shaping consumer perceptions and behaviors.

In summary, these findings highlight the pivotal role of green trust as a mediator between corporate governance and consumer purchase intentions.

5.1.4 Green Trust and Consumer Purchase Intentions

H7: There is a relationship between green trust and consumer purchase intentions

The results of hypothesis testing clearly indicate a significant relationship between green trust and consumer purchase intentions. This aligns with the findings of previous research where Guerreiro and Pacheco (2021), green trust is essential for fostering consumer confidence in green products, directly boosting purchase intentions. Green trust is defined as the confidence consumers place in the

environmental claims and practices of a brand or product. A study published in *Sustainability* revealed that consumers with higher levels of green trust are significantly more likely to demonstrate stronger green purchase intentions. The study highlighted that when consumers perceive brands as genuinely committed to environmental sustainability, they are more willing to engage in green purchasing behavior. Additionally, green trust mitigates the negative effects of greenwashing expectations, meaning that trusted brands are less likely to lose consumer confidence even in the face of greenwashing controversies.

Chen and Chang (2012) conducted a study that proved green trust significantly influences consumers' intentions to buy green products. Green trust has a positive impact on green purchase intentions, suggesting that when consumers have confidence in a brand's environmental claims, they are more inclined to engage in green purchasing behavior. This trust reduces perceived risks associated with green products and enhances perceived value, leading to higher purchase intentions.

Moreover, Li et al. (2021) investigated the influence of green trust on consumer purchase intentions, highlighting its pivotal role in shaping consumer behavior toward green products. Research indicates that consumers with higher green trust are more inclined to purchase environmentally friendly products, as trust mitigates concerns about product performance and authenticity. This trust is built through consistent and transparent communication of a company's environmental efforts and certifications.

In conclusion, these studies collectively demonstrate that green trust plays a pivotal role in shaping consumer purchase intentions.

5.2 Implications of the Study

5.2.1 Practical Implications

This research project is useful for consumers, businesses, and policymakers who seek to understand the growing importance of Environmental, Social, and Governance (ESG) practices in shaping consumer behavior and corporate performance. In today's market, where sustainability and ethical considerations are becoming central to purchasing decisions, this study provides crucial insights into how ESG efforts influence consumer trust and purchasing intentions. By examining the links between ESG practices and business success, the research aims to equip companies with the knowledge to adapt their strategies, inform policymakers on the role of governance in promoting responsible business behavior, and encourage consumers to make more informed choices that support sustainability and social responsibility.

To begin with, the results of this research show that the environmental, social, and governance (ESG) components, along with green trust, positively influence consumer purchase intentions. From the perspective of some consumers, there is already an awareness of ESG factors and green trust in relation to their purchasing decisions. Therefore, this study can play a crucial role in improving public awareness regarding the importance of Environmental, Social, and Governance (ESG) practices. By highlighting how companies' ESG efforts influence consumer trust and purchasing decisions, the study encourages the public to become more discerning in their choices. As consumers become increasingly aware of the ethical and sustainability practices of businesses, they are more likely to evaluate and support companies that prioritize these values. This shift towards more responsible consumerism not only promotes sustainable business practices but also pushes companies to align with the growing demand for ethical behavior, ultimately fostering a marketplace that values sustainability and social responsibility.

Secondly, this research concludes for companies, the findings of this study offer valuable insights into how various components of ESG impact consumer behavior, particularly Green Trust and Purchase Intentions. Understanding this relationship allows businesses to refine their sustainability strategies and tailor their practices to better meet consumer expectations. By integrating ESG principles into their

operations, businesses can strengthen the trust they build with their customers. This, in turn, has the potential to increase sales, enhance brand loyalty, and differentiate them from competitors. The study provides a roadmap for companies looking to enhance their reputation and align their objectives with consumer preferences for ethical and sustainable practices, thus fostering long-term success in an increasingly conscientious marketplace.

Last but not least, the research concludes that this research underscores the importance of strong governance frameworks and the role of regulatory bodies in promoting and enforcing ESG practices. Effective governance ensures that companies adhere to ethical standards, contributing to greater transparency, accountability, and sustainability in their operations. Regulatory bodies have a crucial role in establishing and monitoring these standards, helping to ensure that businesses act in ways that benefit both consumers and the environment. The study suggests that governments and industry regulators should continue to refine policies that encourage responsible corporate behavior and hold businesses accountable for their environmental and social impact. A robust governance system is essential for promoting sustainability across industries and ensuring that the benefits of ESG practices extend beyond individual businesses to society as a whole.

In conclusion, this study highlights the pivotal role of ESG practices in shaping modern consumer behavior and corporate strategies. The findings underscore the need for businesses to align their operations with sustainable and ethical standards to build trust, enhance brand value, and meet the evolving expectations of conscious consumers. Additionally, the study emphasizes the importance of strong governance frameworks and regulatory oversight in ensuring companies adhere to responsible practices. Ultimately, the research suggests that fostering a culture of sustainability and ethics not only benefits businesses and consumers but also contributes to the broader goal of promoting social responsibility and environmental stewardship across industries.

5.2.2 Theoretical Implication

This current study also offers significant implications for academics. It expands the application of the Theory of Stakeholders in the context of ESG (Environmental, Social, and Governance) practices and consumer behavior. By focusing on the relationship between ESG initiatives and consumer purchasing decisions, this research provides a valuable examination of how businesses can manage their interactions with various stakeholders, particularly consumers, in the modern marketplace. Based on the findings, this study offers evidence confirming the relevance and applicability of the Theory of Stakeholders in understanding how ESG efforts influence consumer trust and purchase intentions. Though the research builds upon earlier studies, its updated statistics add a distinctive contribution, particularly considering the scarce research currently in this field within Malaysia. The study offers fresh insights into the dynamic between consumer behavior and corporate responsibility, filling an important gap in the literature. The study offers fresh insights into the dynamic between consumer behavior and corporate responsibility, filling an important gap in the literature. By exploring how ESG practices influence consumer decisions in a developing market, this research provides a more nuanced understanding of stakeholder theory's application in emerging economies. This contribution is significant, as it helps to further contextualize stakeholder theory in the context of sustainability and ethical consumerism, offering a broader scope for future academic exploration.

5.3 Limitations of the Study

This study has several limitations that should be acknowledged. Firstly, the sample size of 241 valid questionnaires, while providing useful insights, may not fully represent the entire population in Malaysia. Although the sample size is sufficient for preliminary analysis, a larger and more diverse sample would be necessary to generalize the findings across different consumer segments. The relatively small sample size may result in potential biases, and certain demographic or behavioral subgroups could be underrepresented, which could limit

the external validity of the findings.

Secondly, the study was conducted within the Klang Valley region of Malaysia, which further limits the generalizability of the findings. The Klang Valley is a highly urbanized and economically advanced region, which may lead to consumer behaviors, attitudes, and preferences that differ significantly from those in other areas of Malaysia. By focusing solely on this region, the study may not fully capture the perspectives of consumers states in Malaysia. This geographic limitation means the findings may not be applicable to the entire Malaysian population. Expanding the study to include respondents from other regions would provide a broader and more accurate understanding of how ESG practices influence consumer behavior across different demographic and cultural contexts.

Lastly, the study used a limited set of variables, primarily focusing on the direct relationships between ESG practices, consumer trust, and purchasing intentions. While these factors are central to the research, the complexity of consumer behavior suggests that additional variables could provide a more nuanced understanding of the dynamics at play. Consumer behavior is multifaceted and influenced by a variety of internal and external factors. By incorporating a broader range of variables, future research could uncover deeper insights into the mechanisms that shape consumer responses to ESG practices. Expanding the set of variables would allow for a more comprehensive exploration of the factors influencing purchasing decisions, ultimately enhancing the accuracy and depth of the findings.

5.4 Recommendations for Future Research

Building on the limitations highlighted in this study, several recommendations for future research can be made to further enhance our understanding of consumer behavior in relation to ESG practices.

Firstly, future studies should aim to increase the sample size to enhance the representativeness and generalizability of the findings. A larger and more diverse sample that

spans different demographic groups, including geographic location, would provide more reliable and generalized results. A broader sample could also help mitigate potential biases and ensure that the insights drawn are applicable to a wider array of consumers. In particular, including a more balanced representation of both urban and rural consumers would improve the external validity of the findings.

Secondly, expanding the geographical scope of future research is essential to gain a more comprehensive understanding of consumer behavior across Malaysia. Since this study was limited to the Klang Valley, which may not reflect the diversity of consumer attitudes in other regions, future research should include respondents from various states, urban and rural areas, and different socio-economic backgrounds. This would allow for a more holistic view of how ESG practices influence consumer behavior across Malaysia's distinct cultural, economic, and regional contexts, and enable researchers to explore potential regional variations in consumer attitudes towards sustainability. Future research could consider testing in Johor, as it is the second most populous state in Malaysia and has a strong economy.

Lastly, future studies should broaden the range of variables examined. This research primarily focused on the direct relationships between ESG practices, consumer trust, and purchasing intentions. However, consumer behavior is multifaceted and influenced by a wide array of both internal and external factors. Future research could benefit from incorporating additional variables that reflect the complexity of consumer decision-making. These may include psychological and emotional factors that could offer a more nuanced understanding of how and why consumers engage with ESG-related purchasing decisions. Additionally, the inclusion of impulse buying as a dependent variable could provide valuable insights, as impulsive purchases may be influenced by ESG. Furthermore, exploring alternative mediators and moderators, such as perceived value and brand credibility that may shape how ESG practices are interpreted and acted upon by consumers. Incorporating these factors could offer a more thorough understanding of the mechanisms by which ESG initiatives impact consumer behavior. By expanding the scope of variables, future research could yield richer, more accurate findings and contribute to a more holistic view of consumer responses to ESG practices.

5.5 Conclusion

In summary, this chapter presented the study's key findings, including the results of hypothesis testing, supported by insights from relevant academic literature. It also explored the research implications, acknowledged the limitations faced during the study, and offered recommendations for future research initiatives.

REFERENCES

- Abdullah, S. H., & Raman, P. M. (2000). Quantitative and Qualitative Research Methods: Some Strengths and Weaknesses. *Jurnal Pendidik dan Pendidikan*, 17, 120-134. <https://pdfs.semanticscholar.org/8da6/92b996f00e22dccb7f840986210d71db31.pdf>
- Abu-Bader, S., & Jones, T. V. (2021, March 6). *Statistical Mediation Analysis Using the Sobel Test and Hayes SPSS Process Macro*. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3799204
- Abutabenjeh, S., & Jaradat, R. (2018). Clarification of research design, research methods, and research methodology: A guide for public administration researchers and practitioners. *Teaching Public Administration*, 36(3), 237–258. <https://doi.org/10.1177/0144739418775787>
- Ahmad, S., F., Rosli, N. T., & Quoquab, F. (2021). Environmental quality awareness, green trust, green self-efficacy and environmental attitude in influencing green purchase behaviour. *International Journal of Ethics and Systems*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/ijoes-05-2020-0072>
- Ajayi, O. V. (2017). Distinguish Between Primary Sources of Data and Secondary Sources of Data. *Benue State University*, 1(1), 1–5. <https://doi.org/10.13140/RG.2.2.24292.68481>
- Alamsyah, D. P., & Febriani, R. (2020). Green Customer behaviour: Impact of green brand awareness to green trust. *Journal of Physics Conference Series*, 1477(7), 072022. <https://doi.org/10.1088/1742-6596/1477/7/072022>
- Alderbesti, N. K. (2024). *The Global and Islamic Representation of the Social Pillar in Environmental, Social, and Governance (ESG) - ProQuest*. <https://www.proquest.com/openview/e435509fc22afefcaad11e86b9130a55/1?pq-origsite=gscholar&cbl=2026366&diss=y>
- Amin, S., & Tarun, M. T. (2020). Effect of consumption values on customers' green purchase intention: a mediating role of green trust. *Social Responsibility Journal*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/srj-05-2020-0191>
- Asif, M. H., Zhongfu, T., Irfan, M., & Işık, C. (2022). Do environmental knowledge and

green trust matter for purchase intention of eco-friendly home appliances? An application of extended theory of planned behavior. *Environmental Science and Pollution Research*, 30(13), 37762–37774. <https://doi.org/10.3389/fpsyg.2021.644020>

Assaf, C., Monne, J., Harriet, L., & Meunier, L. (2024). ESG investing: Does one score fit all investors' preferences? *Journal of Cleaner Production*, 141094. <https://doi.org/10.1016/j.jclepro.2024.141094>

Babakus, E., & Mangold, W. G. (1992). Adapting the SERVQUAL scale to hospital services: An empirical investigation. *Health Services Research*, 26(6), 767-786.

Bae, G., Lee, S., & Luan, B. (2023). The impact of ESG on brand trust and word of mouth in food and beverage companies: Focusing on Jeju Island tourists. *Sustainability*, 15(3), 2348. <https://doi.org/10.3390/su15032348>

Baldi, F., & Pandimiglio, A. (2022). The role of ESG scoring and greenwashing risk in explaining the yields of green bonds: A conceptual framework and an econometric analysis. *Global Finance Journal*, 52, 100711. <https://doi.org/10.1016/j.gfj.2022.100711>

Bilgin, R. (2019). *Optimal Capital Structure for Maximizing the Firm Value*. 41–59. <https://doi.org/10.4018/978-1-7998-1086-5.ch003>

Boufounou, P., Moustairas, I., Toudas, K., & Malesios, C. (2023). ESGs and Customer Choice: Some Empirical Evidence. *Circular Economy and Sustainability*, 3. <https://doi.org/10.1007/s43615-023-00251-8>

Byambajav, P. (2024) The impact of ESG score on financial performance: Evidence from the automotive industry. <https://dspace.cuni.cz/bitstream/handle/20.500.11956/190608/130385406.pdf?sequence=1>

Canio, D, F., Martinelli, E., & Endrighi, E. (2021). Enhancing consumers' pro-environmental purchase intentions: the moderating role of environmental concern. *International Journal of Retail & Distribution Management*, 49(9), 1312–1329. <https://doi.org/10.1108/ijrdm-08-2020-0301>

Casalegno, C., Candelo, E., & Santoro, G. (2022). Exploring the antecedents of green and sustainable purchase behaviour: A comparison among different generations. *Psychology and Marketing*, 39(5), 1007–1021. <https://doi.org/10.1002/mar.21637>

Catlin, J. R., Luchs, M. G., & Phipps, M. (2017). Consumer Perceptions of the Social Vs.

Environmental Dimensions of Sustainability. *Journal of Consumer Policy*, 40(3), 245–277. <https://doi.org/10.1007/s10603-017-9356-x>

Chairy, C., & Alam, M. E. N. (2019). The influence of environmental concern, green perceived knowledge, and green trust on green purchase intention. *Jurnal Manajemen*, 10(2), 131. <https://doi.org/10.32832/jm-uika.v10i2.2431>

Chen Y., S. (2010) The drivers of green brand equity: green brand image, green satisfaction, and green trust. *J Bus Ethics* 93:307–319. <https://doi.org/10.1007/S10551-009-0223-9>

Chen, S., Song, Y., & Gao, P. (2023). Environmental, social, and governance (ESG) performance and financial outcomes: Analyzing the impact of ESG on financial performance. *Journal of Environmental Management*, 345, 118829. <https://doi.org/10.1016/j.jenvman.2023.118829>

Chen, Y.-S., Lin, C.-Y., & Weng, C.-S. (2015). The Influence of Environmental Friendliness on Green Trust: The Mediation Effects of Green Satisfaction and Green Perceived Quality. *Sustainability*, 7(8), 10135–10152. <https://doi.org/10.3390/su70810135>

Cheng, L. K., & Huang, H.-L. (2024). Influence of environmental, social and governance (ESG) disclosures on consumer brand perceptions and behavioral intentions. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/apjml-06-2024-0727>

Chicco, D., Warrens, M. J., & Jurman, G. (2021). The coefficient of determination R-squared is more informative than SMAPE, MAE, MAPE, MSE and RMSE in regression analysis evaluation. *PeerJ Computer Science*, 7, 1-24. <https://doi.org/10.7717/peerj-cs.623>

Cohen, L. and Manion, L. (1980). *Research Methods in Education*, London: Groom Helm Ltd.

Dhir, A., Sadiq, M., Talwar, S., Sakashita, M., & Kaur, P. (2021). Why do retail consumers buy green apparel? A knowledge-attitude-behaviour-context perspective. *Journal of Retailing and Consumer Services*, 59, 102398. <https://doi.org/10.1016/j.jretconser.2020.102398>

Dong, D., Malik, H. A., Liu, Y., Elashkar, E. E., Shoukry, A. M., & Khader, J. A. (2021). Battling for consumer's positive purchase Intention: A comparative study between two psychological techniques to achieve success and sustainability for digital entrepreneurs. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.665194>

- Duan, T., Li, F. W., & Michaely, R. (2023). Consumers' Reaction to Corporate ESG Performance. *SSRN Electronic Journal*. (page 1-5), https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=8358&context=lkcsb_research
- Feng, X. (2021). The role of ESG in acquirers' performance change after M&A deals. *Green Finance*, 3(3), 287–318. <https://doi.org/10.3934/gf.2021015>
- Forthofer, R. N., Lee, E. S., & Hernandez, M. (2007). Biostatistics (2nd ed.). <https://www.sciencedirect.com/book/9780123694928/biostatistics#bookdescription>
- Garben, S., Kilpatrick, C., & Muir, E. (2017). Towards a European Pillar of Social Rights: upgrading the EU social acquis. *ResearchGate*. https://www.researchgate.net/publication/312471049_Towards_a_European_Pillar_of_Social_Rights_upgrading_the_EU_social_acquis
- Guerreiro, J., & Pacheco, M. (2021). How Green Trust, Consumer Brand Engagement and Green Word-Of-Mouth mediate Purchasing Intentions. *Sustainability*, 13(14), 7877. <https://www.mdpi.com/2071-1050/13/14/7877>
- Hair, J. (2010). *Multivariate Data Analysis: A Global Perspective | Request PDF*. (n.d.). ResearchGate. <https://www.researchgate.net/publication/237009923>
- Hartmann, P., Eisend, M., Apaolaza, V., & D'Souza, C. (2017). Warm glow vs. altruistic values: How important is intrinsic emotional reward in proenvironmental behavior? *Journal of Environmental Psychology*, 52, 43–55. <https://doi.org/10.1016/j.jenvp.2017.05.006>
- Helen, L. (2015). Design: Descriptive Research Definitions of. *Journal of Pediatric Oncology Nursing*, 10(1), 154–157.
- Idika, D. O., Owan, V. J., & Agama, V. U. (2023). The application of the nominal scale of measurement in research data analysis. *Prestige Journal of Education*, 6(1), 190–198.
- In, S. Y., & Schumacher, K. (2021, April 25). *Carbonwashing: A New Type of Carbon Data-Related ESG Greenwashing*. Papers.ssrn.com. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3901278
- Isac, N., Javed, A., Radulescu, M., Cişmaşu, I. D., Yousaf, Z., & Şerbu, R. (2024). Is greenwashing impacting on green brand trust and purchase intentions? Mediating role of

environmental knowledge. *Environment, Development and Sustainability*.
<https://doi.org/10.1007/s10668-023-04352-0>

Jakubowska, D., Dąbrowska, A. Z., Pacholek, B., & Sady, S. (2024). Behavioral intention to purchase sustainable food: Generation Z's perspective. *Sustainability*, *16*(17), 7284.
<https://doi.org/10.3390/su16177284>

Jauhari, M., Kusumawati, A., & Nuralam, I. P. (2019). *THE IMPACT OF WEBSITE QUALITY ON CONSUMER SATISFACTION AND PURCHASE INTENTION (Study case of E-Commerce Lazada Indonesia in Malang City)*.
<https://repository.ub.ac.id/id/eprint/165367/1/M.%20Tantowi%20Jauhari.pdf>

Kara, H. (2023). Primary data collection: conventional methods. In *Policy Press eBooks* (pp. 135–154). <https://doi.org/10.51952/9781447366263.ch009>

Khalil, M. K., & Khalil, R. (2022). Leveraging Buyers' Interest in ESG Investments through Sustainability Awareness. *Sustainability*, *14*(21), 14278.
<https://doi.org/10.3390/su142114278>

Khalil, M. K., & Muneenam, U. (2021). Total Quality Management Practices and Corporate Green Performance: Does Organizational Culture. <https://doi.org/10.3390/su131911021>

Kim, N., & Lee, K. (2023). Environmental consciousness, purchase intention, and actual purchase behavior of eco-friendly products: The moderating impact of situational context. *International Journal of Environmental Research and Public Health*, *20*(7), 5312. <https://doi.org/10.3390/ijerph20075312>

Kim, S. (2019). The Process Model of Corporate Social Responsibility (CSR) Communication: CSR Communication and its Relationship with Consumers' CSR Knowledge, Trust, and Corporate Reputation Perception. *Journal of Business Ethics*, *154*(4), 1143–1159. <https://doi.org/10.1007/s10551-017-3433-6>

Koh, H., Burnasheva, R., & Suh, Y. G. (2022). Perceived ESG (Environmental, Social, Governance) and consumers' responses: the mediating role of brand credibility, brand image, and perceived quality. *Sustainability*, *14*(8), 4515.
<https://doi.org/10.3390/su14084515>

Krosnick, J. A. (2017). Questionnaire design. In *Springer eBooks* (pp. 439–455). https://doi.org/10.1007/978-3-319-54395-6_53

Kulova, I., & Nikolova-Alexieva, V. (2023). ESG strategy: pivotal in cultivating stakeholder

- trust and ensuring customer loyalty. *E3S Web of Conferences*, 462, 03035. <https://doi.org/10.1051/e3sconf/202346203035>
- Lee, H. J., & Rhee, T. (2023). How does corporate ESG management affect consumers' brand choice? *Sustainability*, 15(8), 6795. <https://doi.org/10.3390/su15086795>
- Li, G., Yang, L., Zhang, B., Li, X., & Chen, F. (2021). How do environmental values impact green product purchase intention? The moderating role of green trust. *Environmental Science and Pollution Research*, 28. <https://doi.org/10.1007/s11356-021-13946-y>
- Li, J., Guo, F., Xu, J., & Yu, Z. (2022). What influences consumers' intention to purchase innovative products: evidence from China. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.838244>
- Li, X., Wang, C., Li, D., Yang, D., Meng, F., & Huang, Y. (2024). Environmental Regulations, Green Marketing, and Consumers' Green Product Purchasing Intention: Evidence from China. *Sustainability*, 16(20), 8987. <https://doi.org/10.3390/su16208987>
- Lietz, P. (2010). Research into Questionnaire Design: A Summary of the Literature. *International Journal of Market Research*, 52(2), 249–272. <https://doi.org/10.2501/s147078530920120x>
- Lightowler, Z., Mattios, G., Yang, J., and Zehner, D. (2022) *Unpacking Asia-Pacific Consumers' New Love Affair with Sustainability. As interest grows for buying sustainable products, the "say-do gap" in purchasing looms large.* (2022, June 27).
- Lin, S. (2023). The Influential Factors on Consumer Purchase Intention: a case study on MINISO. In *Applied economics and policy studies* (pp. 1265–1277). https://doi.org/10.1007/978-981-19-7826-5_121
- Lin, X., Zhu, H., & Meng, Y. (2023). ESG greenwashing and equity mispricing: Evidence from China. *Finance Research Letters*, 58, 104606. <https://doi.org/10.1016/j.frl.2023.104606>
- Ling, T. (2006). Essentials of research design and methodology. In *Choice Reviews Online* (Vol. 43, Issue 09). <https://doi.org/10.5860/choice.43-5572>
- Liu, G., Hao, Q., Wu, Q., & Han, F. (2023). Research on the masking effect of vertical interlock on ESG greenwashing in the context of sustainable Enterprise development. *Corporate Social Responsibility and Environmental Management*. <https://doi.org/10.1002/csr.2562>

- Lohr, S. L. (2021). *Sampling*. <https://doi.org/10.1201/9780429298899>
- Long, H., Guo, F., & Chang, C.-P. (2023). *How does ESG performance promote corporate green innovation?*. <https://doi.org/10.1007/s10644-023-09536-2>
- Zheng, M., Feng, G., Jiang, R., & Chang, C. (2022). Does environmental, social, and governance performance move together with corporate green innovation in China? *Business Strategy and the Environment*, 32(4). <https://doi.org/10.1002/bse.3211>
- Ma, Y., Feng, G., Yin, Z., & Chang, C. (2024). ESG disclosures, green innovation, and greenwashing: All for sustainable development? *Sustainable Development*. <https://doi.org/10.1002/sd.3210>
- Markopoulos, E., Kirane, I. S., Gann, E. L., & Vanharanta, H. (2020). A Democratic, Green Ocean Management Framework for Environmental, Social and Governance (ESG) compliance. In *Advances in intelligent systems and computing* (pp. 21–33). https://doi.org/10.1007/978-3-030-44267-5_4
- Mio, C. (2023). *The G in ESG: an analysis of the impact of Corporate Governance indicators on firm performance*. <http://dspace.unive.it/handle/10579/26302>
- Mirabi, V. (2021). *A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran*. <https://www.semanticscholar.org/paper/A-Study-of-Factors-Affecting-on-Customers-Purchase-Mirabi/4518676346f0734f26d3915cd612f0e44f889df5>
- Mishra, P., Pandey, C. M., Singh, U., & Gupta, A. (2018). Scales of measurement and presentation of statistical data. *Annals of Cardiac Anaesthesia*, 21(4), 419–422. https://doi.org/10.4103/aca.ACA_131_18
- Mohsin, A. (2021). *A Manual for Selecting Sampling Techniques in Research*. University of Karachi, Iqra. University. *Munich Personal RePEc Archive*, 2016, 1–56.
- Monsen, S., & Heggen, H. (2020). The impact of ESG performance on Corporate Financial Performance. https://oda.oslomet.no/oda-xmlui/bitstream/handle/11250/2824071/Monsen_Sunniva-Heggen_Henrik.pdf?sequence=3
- Monteiro, G. F. A., Miranda, B. V., Rodrigues, V. P., & Saes, M. S. M. (2021). ESG: disentangling the governance pillar. *RAUSP Management Journal*, 56(4), 482–487. <https://doi.org/10.1108/rausp-06-2021-0121>

- Moslehpour, M., Ismail, T., Purba, B., & Wong, W. (2021). What makes GO-JEK go in Indonesia? The influences of social media marketing activities on purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89–103. <https://doi.org/10.3390/jtaer17010005>
- Muigua, K. (2022, December 27). *Embracing Environmental, Social and Governance (ESG) principles for sustainable development in Kenya*. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4312699
- Neuvonen, A. (2024). *Integrating ESG and corporate social performance*. Theseus. <https://www.theseus.fi/handle/10024/858571>
- Nugroho, D. P. D., Hsu, Y., Hartauer, C., & Hartauer, A. (2024). Investigating the Interconnection between Environmental, Social, and Governance (ESG), and Corporate Social Responsibility (CSR) Strategies: An Examination of the Influence on Consumer Behavior. *Sustainability*, 16(2), 614. <https://doi.org/10.3390/su16020614>
- Nursyirwan, V. I., & Ardaninggar, S. S. (2020). THE FACTOR ANALYSIS THAT INFLUENCE THE STUDENT PURCHASE INTENTION IN SHOPEE E-COMMERCE. *EAJ (Economics and Accounting Journal)*, 3(2), 118–129. <https://doi.org/10.32493/eaj.v3i2.y2020.p118-129>
- Ornstein, M. (2014). Designing a Questionnaire. *A Companion to Survey Research*, 1(1), 45–58. <https://doi.org/10.2501/s147078530920120x>
- Pan, Z., Sun, Y., Feng, W. F., Zheng, W., Li, J., Zhang, Z. S., Huang, H. X., Zhen, L., Zeng, Q. S., Ma, L., Liu, K. X. (2024). Straddling Mandatory Standardisation and Voluntary ESG Practices: A Sustainable Innovation Path for Vehicle Intelligence. <https://francispress.com/uploads/papers/fqbHL4VKjD1Uw1pNKjH1LVlkVQXFdk1z24AnuwCf.pdf>
- Park, K., & Heo, S. (2022). Analyzing ESG practices of fashion businesses in Korea. *The Research Journal of the Costume Culture*, 30(1), 102–120. <https://doi.org/10.29049/rjcc.2022.30.1.102>
- Puriwat, W., & Tripopsakul, S. (2023). Sustainability Matters: Unravelling the Power of ESG in Fostering Brand Love and Loyalty across Generations and Product Involvements

Sustainability, 15(15), 11578. <https://doi.org/10.3390/su151511578>

- Rahi, S. (2017). Research Design and Methods: A Systematic Review of Research Paradigms, Sampling Issues and Instruments Development. *International Journal of Economics & Management Sciences*, 6 (2). doi: 10.4172/21626359.1000403
- Ruan, H., Qiu, L., Chen, J., Liu, S., & Ma, Z. (2022). Government Trust, Environmental Pollution Perception, and Environmental Governance Satisfaction. *International Journal of Environmental Research and Public Health*, 19(16), 9929. <https://doi.org/10.3390/ijerph19169929>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Shapsugova, M. (2023). ESG principles and social responsibility. *E3S Web of Conferences*, 420, 06040. <https://doi.org/10.1051/e3sconf/202342006040>
- Sila, I. (2018). Linking Quality with Social and Financial Performance: A Contextual, Ethics-Based Approach. *Production and Operations Management*, 27(6), 1102–1123. <https://doi.org/10.1111/poms.12857>
- Sio, D., S., Zamagni, A., Casu, G., & Gremigni, P. (2022). Green Trust as a Mediator in the Relationship between Green Advertising Skepticism, Environmental Knowledge, and Intention to Buy Green Food. *International Journal of Environmental Research and Public Health*, 19(24), 16757. <https://doi.org/10.3390/ijerph192416757>
- Sirimon, T., Hwa, H., Thomsen, S., & Kyaw, K. (2024). Greenwashing, carbon emission, and ESG. *Business Strategy and the Environment*. <https://doi.org/10.1002/bse.3929>
- Song, P.-T., Batsuuri Oyunbazar, & Kang, T.-W. (2024). The Impact of Agricultural Food Retailers' ESG Activities on Purchase Intention: The Mediating Effect of Consumer ESG Perception. *Sustainability*, 16(19), 8376–8376. <https://doi.org/10.3390/su16198376>
- Sood, K., Pathak, P., Jain, J., & Gupta, S. (2022). How does an investor prioritize ESG factors in India? An assessment based on fuzzy AHP. *Managerial Finance*, 49(1), 66–87. <https://doi.org/10.1108/mf-04-2022-0162>
- Svarc, G., J., B., B., T., Dzedik, V., Rodrigues, F., Morais, S., & Delerue-Matos, C. (2023). ESG approach in the valorization of cocoa (*Theobroma cacao*) by-products by subcritical water: Application in the cosmetic industry. *Sustainable Chemistry and Pharmacy*, 31, <https://doi.org/10.1016/j.scp.2022.100908>

- Taherdoost, H. (2021). *Data collection Methods and Tools for Research; A Step-by-Step Guide to choose data collection technique for academic and business research projects*. <https://hal.science/Hal-03741847/>
- Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the impact of green marketing components on purchase intention: the mediating role of brand image and brand trust. *Sustainability*, *14*(10), 5939. <https://doi.org/10.3390/su14105939>
- Tran, T. & Khuc, Q. (2021). Primary data. OSF Preprints. 10.31219/osf.io/f25v7
- Tripopsakul, S., & Puriwat, W. (2022). Understanding the impact of ESG on brand trust and customer engagement. *Journal of Human Earth and Future*, *3*(4), 430–440. <https://doi.org/10.28991/hef-2022-03-04-03>
- Vinoth S, Srivastava, N., & Mittal, A. (2024). How does green trust mediate the relationship between environmental concern and green brand knowledge during green purchases? *Global Knowledge Memory and Communication*. <https://doi.org/10.1108/gkmc-04-2024-0229>
- Wang, H. (2024). ESG investment preference and fund vulnerability. *International Review of Financial Analysis*, *91*, 103002. <https://doi.org/10.1016/j.irfa.2023.103002>
- Wang, Z., Chu, E., & Hao, Y. (2024). Towards sustainable development: How does ESG performance promotes corporate green transformation. *International Review of Financial Analysis*, *91*, 102982. <https://doi.org/10.1016/j.irfa.2023.102982>
- Williams, C. (2007). Research Methods. *Journal of Business & Economic Research*, *5*(3), 65–72. <https://aardlink.wordpress.com/wp-content/uploads/2014/02/williams-2007-research-methods.pdf>
- Wong, W., Lau, V., Chin, C. H., & Ashman. (2022). The Influence of External and Internal Determinants on Generation Z's Purchase Intention for Sport Shoes: A PLS-SEM Approach. *International Journal of Academic Research in Business and Social Sciences*, *12*(6), 1001–1017. <https://doi.org/10.6007/ijarbss/v12-i6/13196>
- Yu, E. P., Luu, B. V., & Chen, C. H. (2020). Greenwashing in environmental, social and governance disclosures. *Research in International Business and Finance*, *52*(52), 101192. <https://doi.org/10.1016/j.ribaf.2020.101192>
- Zhang, C., & Chen, D. (2023). Do environmental, social, and governance scores improve

- green innovation? Empirical evidence from Chinese-listed companies. *PLoS ONE*, 18(5), e0279220. <https://doi.org/10.1371/journal.pone.0279220>
- Zhang, D. (2023). Does green finance really inhibit extreme hypocritical ESG risk? A greenwashing perspective exploration. *Energy Economics*, 121, 106688–106688. <https://doi.org/10.1016/j.eneco.2023.106688>
- Zheng, W., Liu, G., Wang, Z., Han, T., Pan, Z., Li, J., Zhang, Z., & Feng, W. (2024b). ESG in Modern Corporate Strategy: An Analysis and Discussion on Impacts towards Sustainable Development. *The Frontiers of Society Science and Technology*, 6(5). <https://doi.org/10.25236/fsst.2024.060510>
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers in Psychology*, 12 <https://doi.org/10.3389/fpsyg.2021.644020>
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2009). *Business Research Methods* (8th ed.). South-Western College Pub
- Zook, K. L., & Pearce, J. H. (2018). Quantitative descriptive analysis. In *Routledge eBooks* (pp. 43–71). <https://doi.org/10.1201/9781315137681-3>

APPENDICES

Appendix A: Questionnaire

The Impact of ESG Initiatives on Green Product and Consumer Purchase Intentions

Dear Participant,

I am Choi Yoon Qi, a final-year undergraduate student in the Bachelor of International Business (HONS) from Universiti Tunku Abdul Rahman (UTAR).

I am conducting a survey for my Final Year Project, which is focused on exploring the impact of Environmental, Social, and Governance (ESG) initiatives on consumer purchase intentions towards green products. Your participation will provide valuable insights into how ESG factors influence consumer behavior and decision-making.

This questionnaire consists of TWO sections and will take approximately 5 to 8 minutes to complete. Your cooperation in answering this questionnaire is highly important to me as it will greatly assist me in the completion of my study and the achievement of its objectives.

All of the information obtained regarding this study will be kept **STRICTLY CONFIDENTIAL**. Your response will be solely used for academic purposes and not be identified in any data or report. Your time and effort to complete this survey is greatly appreciated.

[Sign in to Google](#) to save your progress. [Learn more](#)

* Indicates required question

Email *

Your email address

Personal Data Protection Statement

In accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to take notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

- (a) Name
- (b) Identity Card
- (c) Place of Birth
- (d) Address
- (e) Personal Information and Associated Research Data

2. The purposes for which your personal data may be used are inclusive but not limited to:

- (a) For assessment for any applications to UTAR
- (b) For processing any benefits and services
- (c) For communication purposes
- (d) For advertorial and news
- (e) For general administration and record purposes
- (f) For enhancing the value of education
- (g) For educational and related purposes consequential to UTAR
- (h) For replying any responds to complaints and enquiries
- (i) For the purpose of our corporate governance.
- (j) For the purposes of conducting research/collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security, and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

8. You may access and update your personal data by writing to us at yoongi025888@lutar.my

Thank you for your time and participation.

Acknowledgement of Notice *

- I have been notified and that I hereby understood, consented and agreed per UTAR above notice.
- I disagree, my personal data will not be processed.

Section A: Demographic Information

The following questions refer to the demographic profile of the respondents. Please provide the appropriate information by placing a (√) in the bracket provided to represent your answer.

Nationality *

- Malaysian
- Non-Malaysian

Gender *

- Male
- Female

Age *

- < 18 years old
- 18 - 25 years old
- 26 - 35 years old
- 36 - 45 years old
- 46 - 50 years old

Occupation *

- Secondary school
- Student
- Employed
- Self-employed
- Unemployed
- Retired

Education Background *

- Primary school
- Secondary school
- Diploma
- Bachelor's Degree
- Postgraduate and above

Monthly Income *

- < RM 1,500
- RM 1,500 - RM 2,900
- RM 3,000 - RM 4,900
- RM 5,000 - RM 6,900
- RM 7,000 - RM 8,900
- > RM 9,000

Understanding ESG (Environmental, Social, and Governance) Initiatives *

- Not aware
- Somewhat aware
- Moderately aware
- Very aware
- Extremely aware

Do you pay attention to companies' ESG news? *

- Yes
- No
- Sometimes

Do you think ESG standards will help ensure product and company quality? *

- Yes
- No
- Maybe

How well-informed do you feel about the ESG practices of companies you buy from? *

- Not at all informed
- Slightly informed
- Moderately informed
- Well informed
- Very well informed

Would you stop supporting a product or company due to poor ESG practices? *

- Yes
- No
- Maybe

SECTION B: Evaluation Of The Impact Of ESG Initiatives On Green Products And Consumer Purchase Intentions.

Note: Scale 1 indicates that you strongly disagree with the statement and 5 indicates you strongly agree with the statement

[Strongly disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly agree = 5]

Sub-section 1: Environmental Dimension

This section explores your perceptions of companies' environmental sustainability practices and their influence on your purchasing decisions.

ED1: Makes every effort to reduce or eliminate negative environmental consequences. *

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

ED2: Minimizes resource usage without causing danger to the environment. *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ED3: Uses environmentally friendly materials with a strong commitment. *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ED4: Focuses on the effective management of waste and recycling disposal activities. *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sub-section 2: Social Dimension

This part focuses on the social impacts of companies and how these influence your choice of products.

SD1: Respects culture, traditions, and social norms. *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SD2: Enhances societal well-being and people's quality of life over the long term. *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SD3: Aids in the growth of society and the economy. *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SD4: Supports charities that work to improve the lives of disadvantaged people. *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SD5: Company has no labor law violations. *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sub-section 3: Governance Dimension

This section examines your views on corporate governance and their effect on your trust in green products.

GD1: Strictly adheres to the law when conducting its business. *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

GD2: It is focused on fulfilling its obligations to its partners and stockholders. *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

GD3: Support an ethical standards policy that takes priority over financial performance. *

1 2 3 4. 5

GD4: Always avoid and prevent corruption in its dealings with the country. *

1 2 3 4 5

Sub-section 4: Green Trust

This section delves into your trust in the ESG claims made by companies and their influence on your purchasing decisions.

GT1: I believe that overall, the product's environmental claims are generally trustable. *

1 2 3 4 5

GT2: I believe that the brand's performance is per my ethical expectations. *

1 2 3 4 5

GT3: I firmly believe that an organization committed to sustainability should be fully transparent. *

1 2 3 4 5

GT4: If an organization actively supports social welfare and environmental improvement, *
I feel confident buying their products spontaneously.

1 2 3 4 5

Sub-section 5: Consumer Purchase Intentions

This section assesses how company-consumer interactions impact your engagement with products.

CPI1: I will buy the products of this company due to environmental concern and social *
issues.

1 2 3 4 5

CPI2: I am willing to buy the products of this company in the future due to their *
environmental performance and social responsibility.

1 2 3 4 5

CPI3: I am happy to buy the products from this brand due to its strong social, governance *
practices and environmentally friendly.

1 2 3 4 5

CPI4: I will continue purchasing products from this brand due to its strong social, *
environmental performance and governance practices.

1 2 3 4 5

Appendix B: Ethical Approval Letter


UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)

 Wholly owned by UTAR Education Foundation Co. No. 578227-M

Re: U/SERC/78-352/2024

9 September 2024

Dr Fitriya Binti Abdul Rahim
 Head, Department of International Business
 Faculty of Accountancy and Management
 Universiti Tunku Abdul Rahman
 Jalan Sungai Long
 Bandar Sungai Long
 43000 Kajang, Selangor

Dear Dr Fitriya,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your students' research project from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	Strategic Approaches to Enhance Consumer Engagement and Traction Through Livestreaming Content: A Comparative Analysis of Effective Tactics and Best Practices	Adeline Kong Qing Qing	Pn Ezatul Emilia Binti Muhammad Arif	9 September 2024 – 8 September 2025
2.	Factors Influencing Customers Acceptance of Malaysian Traditional Bank's Digital Channels	Chan Huey Teng	Dr Tee Peck Ling	
3.	Relationship Marketing Affecting the Customer Experience in Using AI-Chatbot	Chan Pei Yee	Dr Yeong Wai Mun	
4.	Factors that Influence Employee Performance in the Workplace	Chen Kar Him	Dr Komathi a/p Munusamy	
5.	Social Media Advertising Format that Affect Consumer Behaviour in Malaysia	Cheong Yi Qian	Dr Fok Kuk Fai	
6.	Consumer Intentions to Switch Accommodations from Traditional Hotels to Airbnb	Chia Rong Wei	Dr Law Kian Aun	
7.	Engulfed by Recommendation Systems: Walking Away Empty-handed Becomes a Challenge	Chin Kai Ning	Pn Ezatul Emilia Binti Muhammad Arif	
8.	The Interrelations Between Artificial Intelligence (AI) Usage and Academic Performance	Chin Wie Jane	Dr Low Mei Peng	
9.	Factor Affecting University Students' Behavioural Intention to Use ChatGPT for Academic Purpose	Chock Yee Fai	Pn Farida Bhanu Binti Mohamed Yousoof	
10.	The Impact of ESG Initiatives on Green Product and Consumer Purchase Intentions	Choi Yoon Qi	Dr Foo Meow Yee	
11.	Factors Influencing Gender Entrepreneurial Intention Among Malaysian Undergraduate Students	Chong Chean You	Dr Kalaivani a/p Jayaraman	
12.	The Influence of Technological Infrastructure on the Success of Digital Reading Platforms Globally Among Students	Chong Li Xian	Dr Komathi a/p Munusamy	

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia

Tel: (605) 468 8888 Fax: (605) 466 1313

Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia

Tel: (603) 9086 0288 Fax: (603) 9019 8868

Website: www.utar.edu.my



THE IMPACT OF ESG INITIATIVES ON GREEN PRODUCT AND CONSUMER PURCHASE INTENTIONS

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
13.	The Impact of Social Sustainability Awareness on Consumer Buying Behavior	Fang Yu Mei	Dr Komathi a/p Munusamy	9 September 2024 – 8 September 2025
14.	The Effect of Social Media Influencer Marketing on the Purchase Intention of Young Consumers in the Skincare Product Industry	Foh Zhi Hui	Ms Goh Poh Jin	
15.	University Student's Intention to Adopt Mobile Payments in Malaysia	Foo Yong Yi	Pn Farida Bhanu Binti Mohamed Yousoof	
16.	Modernisation and Transformation in SMEs: A Case Study Exploring Owner Perspectives on Process Transformation and Technological Adaptation	Grace Lim Wei Qi	Mr Lee Yoon Heng	
17.	Understanding the Influence of Greenwashing on Green Brand Equity and Green Purchase Intention Among Electric Vehicle Consumers in Klang Valley	Heng Xian Wei	Dr Tan Pei Meng	
18.	Adoption of Digital Marketing on SME Service Sector in Klang Valley	Jordan Wue Bin Hassan Wue	Ms Puvaneswari a/p Veloo	
19.	Exploring Determinants of Malaysian Purchase Intention for Electric Vehicles	Joyce Yap Jie Ni	Dr Malathi Nair a/p G Narayana Nair	
20.	Sustainable Shopper: Linking ESG with the Shopping Carts	Julia Look Hui Sian	Dr Abdullah Sallehuddin Bin Abdullah Salim	
21.	Investigating Influential Factors on Female Consumers' Purchase Behavior of Organic Perfumes in Malaysia	Kang Karen	Dr Ooi Bee Chen	
22.	Factors Influencing Consumer Purchase Intention Towards Green Household Products	Kok ZiLi	Dr Ooi Bee Chen	
23.	Winning in Cross-border E-commerce: Factors That Influence Strategic Platform-based Product Selection Among Sellers	Lai Kah Shen	Pn Ezatul Emilia Binti Muhammad Arif	
24.	Employee Retention's Impact Factors Within the Retail Industry	Lee Yee Hong	Dr Foo Meow Yee	
25.	Factors Influencing the Employee Turnover Rate Among Fresh Graduate Employees	Leong Weng Kent	Dr Kalaivani a/p Jayaraman	
26.	The Factors Influencing the Purchase Intention of Electric Vehicles Among Malaysian Young Adults	Lew Hui Ching	Dr Foo Meow Yee	
27.	Exploring Factors Influencing Customer Loyalty in Malaysia's Traditional Coffee Shop (Kopitiam)	Lew Zhi Qing	Dr Malathi Nair a/p G Narayana Nair	
28.	Green Purchase Intention Towards Reusable Shopping Bag in Malaysia	Lim Khang Xian	Ms Tai Lit Cheng	
29.	What Type of E-commerce Advertising Method Impact Customer Purchase	Lim Qi Yi	Pn Ezatul Emilia Binti Muhammad Arif	
30.	Unlocking Cross-Border Growth: Exploring Digital Free Trade Zones' Impact on International Trade	Lim Ying Ze	Pn Ezatul Emilia Binti Muhammad Arif	
31.	Consumer Behavior Trends and Preferences in the Malaysia Car Spare Parts Market: A Case Study of Perodua Bezza	Loh Eng Kang	Dr Fok Kuk Fai	
32.	Impact of Sustainable Packaging on Consumer Buying Behaviour in Malaysia	Loh Yan Min	Dr Fok Kuk Fai	
33.	Explicating the Influence of Artificial Intelligence (AI) Literacy on Employee Performance	Loke Li Ying	Dr Low Mei Peng	
34.	Leveraging Artificial Intelligence (AI) Competencies for Organisational Performance	Loke Xin Yu	Dr Low Mei Peng	
35.	The Influence of Culture on Consumer's Intention to Purchase Personalized Products	Loo Ci Ting	Dr Choo Siew Ming	
36.	Exploring The Financial Benefits and Risks of Allocating Additional Income Towards Investment Opportunities	Loo Su Yu	Dr Choo Siew Ming	
37.	Factors Influencing Consumer's Purchase Behaviour Towards Organic Food Among Malaysian University Students in Klang Valley	Low Chan Guan	Dr Ooi Bee Chen	
38.	Adoption AI in Logistics Industry: Improved Efficiency and Fault Tolerance	Low Sam Yee	Mr Khairul Anuar Bin Rusli	

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia
 Tel: (605) 468 8888 Fax: (605) 466 1313
Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia
 Tel: (603) 9086 0288 Fax: (603) 9019 8868
 Website: www.utar.edu.my



THE IMPACT OF ESG INITIATIVES ON GREEN PRODUCT AND CONSUMER PURCHASE INTENTIONS

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
39.	Impact of Digital Marketing Strategy on Purchase Intention	Lum Jia Mei	Dr Komathi a/p Munusamy	9 September 2024 – 8 September 2025
40.	Unveiling the Elements of Employee Motivation for Thriving Workplaces in Malaysia	Michelle Tan Hui Shan	Dr Kalaivani a/p Jayaraman	
41.	Women's Entrepreneurship Success in the Technological Industry	Ooi Xin Yi	Dr Law Kian Aun	
42.	Social Media Strategies for Business Success Maximizing Impact through Navigating Channels and Engaging Audiences	Poon She Kei	Pn Ezatul Emilia Binti Muhammad Arif	
43.	Measuring the Impact of Organizational Factors on Turnover Intention of Fast-Food Industry Employees in Malaysia	Rachel Ong Pei Lyn	Ms Puvaneswari a/p Veloo	
44.	Impact of Transformational and Authentic Leadership on Innovation in Higher Education in Malaysia: The Contingent Role of Trust in Leader	Robin Wong Woon Ping	Ms Puvaneswari a/p Veloo	
45.	Social Media Influencers on Consumer Purchase Intention: The Sportswear Products	Sam Yu Xiang	Dr Sia Bee Chuan	
46.	The Influence of Customer Relationship Management on Customer Loyalty in Insurance Sector	Seah Chee Keong	Dr Komathi a/p Munusamy	
47.	Impact of Social Media Influencers (SMIs) on Purchase Intention of Young Adults in Malaysia	Seow Gin See	Dr Foo Meow Yee	
48.	Understanding University Student's Behavioral Intention in using 'Smart Technology'	Sin Chee Leong	Ms Goh Poh Jin	
49.	The Challenge of Consumer Adoption of Battery Electric Vehicle (BEV) in Malaysia	Siow Huang Ming	Dr Sia Bee Chuan	
50.	Customer Motivation in Choosing Preferred Courier Service	Syamini Syazwani Devi A/P Muraleidaran	Dr Komathi a/p Munusamy	
51.	Digital Platform: Do Data Privacy Concerns and Transparency Affect User's Trust and Loyalty?	Tai Buo Ting	Pn Ezatul Emilia Binti Muhammad Arif	
52.	A Study of the Impact of Flexible Work Arrangement on Employees' Turnover Intention Among Generation Z in Klang Valley	Teh Jia Chuen	Dr Lee Siew Peng	
53.	The Role of E-training, E-compensation and E-recruitment in Enhancing Employee Productivity in International Companies in Malaysia	Teo Wen Ping	Dr Omar Hamdan Mohammad Alkharabsheh	
54.	Factors Influencing the Sustainable Tourism Intentions Among Generation Z in Malaysia	Tey Xin Tong	Dr Tiong Kui Ming	
55.	Motivation Factors Impact the Employee Performance in the Retail Industry in Malaysia	Thiang Zhen Wu	Dr Law Kian Aun	
56.	Factors Motivating Malaysian Consumers' Intention Using QR Code Payment when Purchasing Movie Tickets	Wang Kean Seng	Pn Faridah Hanum Binti Amran	
57.	Entrepreneurial Orientation Relationship with Firm Performance Among F&B Industry: Perspective of Malaysian SME	Wong Chean Huai	Mr Mahendra Kumar a/l Chelliah	
58.	Resilience of Global Challenges: A Study of Manufacturing Resilience in Malaysian Manufacturing Industry	Wong Jin Mun	Dr Law Kian Aun	
59.	Impact of Customer Service Automation on the Performance of Customer Relationship Management in the Retail Sector	Yap Pui Man	Dr Law Kian Aun	
60.	The Influence of Social Media Marketing on Purchase Intention of Sportswear Among Malaysian Youth	Yap Seng Fui	Ms Cheah Lee Fong	
61.	Impact of Social Media Marketing on Consumer Purchase Intention in Food and Beverage Industry in Malaysia	Yee Kar Hung	Dr Sia Bee Chuan	
62.	Exploring the Relationship Between Organizational Culture and Customer Retention in E-commerce: A Study of Online Shoppers	Yeoh Chin Hui	Dr Choo Siew Ming	
63.	Factors Affecting Patient Satisfaction on Service Quality: An Investigation of Government Hospital in Klang Valley	Yoong Pooi Lim	Dr Tey Sheik Kyin	

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia
 Tel: (605) 468 8888 Fax: (605) 466 1313
 Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia
 Tel: (603) 9086 0288 Fax: (603) 9019 8868
 Website: www.utar.edu.my



No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
64.	The Connection Between Gig-Economy Employees and Personal Well-Being	Yu Kay Ciek	Dr Law Kian Aun	9 September 2024 – 8 September 2025
65.	Role of Brand Communities in Building Brand Loyalty	Yuvarani a/p Suresh	Dr Komathi a/p Munusamy	

The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research;
- (2) Confidentiality of participants' personal data must be maintained; and
- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.
- (4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,



Professor Ts Dr Faiz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Accountancy and Management
 Director, Institute of Postgraduate Studies and Research



Appendix C: SPSS Output

1. Reliability Analysis Test

Independent Variable: Environmental

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.746	.745	4

Independent Variable: Social

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.752	.750	5

Independent Variable: Governance

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.797	.795	4

Mediator: Green Trust

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.701	.701	4

Dependent Variable: Consumer Purchase Intentions

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.746	.747	4

2. Pearson's Correlation Analysis

		Correlations				
		Mean_ED	Mean_SD	Mean_GD	Mean_GT	Mean_CPI
Mean_ED	Pearson Correlation	1	.804**	.770**	.804**	.742**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	241	241	241	241	241
Mean_SD	Pearson Correlation	.804**	1	.787**	.798**	.730**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	241	241	241	241	241
Mean_GD	Pearson Correlation	.770**	.787**	1	.774**	.738**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	241	241	241	241	241
Mean_GT	Pearson Correlation	.804**	.798**	.774**	1	.776**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	241	241	241	241	241
Mean_CPI	Pearson Correlation	.742**	.730**	.738**	.776**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	241	241	241	241	241

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

3. Multiple Regression Analysis

i. ESG components on Consumer Purchase Intentions

Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796 ^a	.634	.629	.45043

a. Predictors: (Constant), Governance, Environmental, Social

ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.207	3	27.736	136.701	<.001 ^b
	Residual	48.085	237	.203		
	Total	131.292	240			

a. Dependent Variable: ConsumerPurchaseIntentions
 b. Predictors: (Constant), Governance, Environmental, Social

Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.661	.181		3.654	<.001
	Environmental	.316	.071	.317	4.446	<.001
	Social	.248	.080	.229	3.100	.002
	Governance	.287	.063	.314	4.567	<.001

a. Dependent Variable: ConsumerPurchaseIntentions

ii. ESG components on Green Trust

Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855 ^a	.732	.728	.35967

a. Predictors: (Constant), Governance, Environmental, Social

ANOVA

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.681	3	27.894	215.626	<.001 ^b
	Residual	30.659	237	.129		
	Total	114.340	240			

a. Dependent Variable: GreenTrust
b. Predictors: (Constant), Governance, Environmental, Social

Coefficients

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.628	.144		4.345	<.001
	Environmental	.336	.057	.361	5.926	<.001
	Social	.313	.064	.308	4.884	<.001
	Governance	.216	.050	.253	4.302	<.001

a. Dependent Variable: GreenTrust

iii. Green Trust on Consumer Purchase Intentions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.602	.601	.46738

a. Predictors: (Constant), GreenTrust

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.084	1	79.084	362.036	<.001 ^b
	Residual	52.208	239	.218		
	Total	131.292	240			

a. Dependent Variable: ConsumerPurchaseIntentions
 b. Predictors: (Constant), GreenTrust

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.680	.185		3.682	<.001
	GreenTrust	.832	.044	.776	19.027	<.001

a. Dependent Variable: ConsumerPurchaseIntentions

4. Sobel Test

i. Green Trust on Environmental and Consumer Purchase Intentions

Input:		Test statistic:	Std. Error:	p-value:
a	<input type="text" value="0.747"/>	Sobel test: <input type="text" value="7.27774721"/>	<input type="text" value="0.05583706"/>	<input type="text" value="0"/>
b	<input type="text" value="0.544"/>	Aroian test: <input type="text" value="7.27034672"/>	<input type="text" value="0.0558939"/>	<input type="text" value="0"/>
s _a	<input type="text" value="0.036"/>	Goodman test: <input type="text" value="7.28517034"/>	<input type="text" value="0.05578016"/>	<input type="text" value="0"/>
s _b	<input type="text" value="0.070"/>	<input type="button" value="Reset all"/>	<input type="button" value="Calculate"/>	

ii. Green Trust on Social and Consumer Purchase Intentions

Input:		Test statistic:	Std. Error:	p-value:
a	<input type="text" value="0.809"/>	Sobel test: <input type="text" value="7.64754337"/>	<input type="text" value="0.06029779"/>	<input type="text" value="0"/>
b	<input type="text" value="0.570"/>	Aroian test: <input type="text" value="7.63954456"/>	<input type="text" value="0.06036093"/>	<input type="text" value="0"/>
s _a	<input type="text" value="0.040"/>	Goodman test: <input type="text" value="7.65556736"/>	<input type="text" value="0.0602346"/>	<input type="text" value="0"/>
s _b	<input type="text" value="0.069"/>	<input type="button" value="Reset all"/>	<input type="button" value="Calculate"/>	

iii. Green Trust on Governance and Consumer Purchase Intentions

Input:		Test statistic:	Std. Error:	p-value:
a	<input type="text" value="0.661"/>	Sobel test: <input type="text" value="7.69850836"/>	<input type="text" value="0.04705171"/>	<input type="text" value="0"/>
b	<input type="text" value="0.548"/>	Aroian test: <input type="text" value="7.68952523"/>	<input type="text" value="0.04710668"/>	<input type="text" value="0"/>
s _a	<input type="text" value="0.035"/>	Goodman test: <input type="text" value="7.70752305"/>	<input type="text" value="0.04699668"/>	<input type="text" value="0"/>
s _b	<input type="text" value="0.065"/>	<input type="button" value="Reset all"/>	<input type="button" value="Calculate"/>	