

**MORAL VALUE AFFECT PURCHASE INTENTION OF  
SUSTAINABILITY CLOTHES: A SURVEY ON  
SELANGOR'S UNIVERSITY STUDENTS**

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FACULTY OF BUSINESS AND FINANCE  
DEPARTMENT OF MARKETING**

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SUSTAINABILITY CLOTHES: A SURVEY ON  
SELANGOR'S UNIVERSITY STUDENTS**

**BY**

**LIM HAO LIANG  
SOO HUI YING**

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

**BACHELOR OF MARKETING(HONS)**

**UNIVERSITY TUNKU ABDUL RAHMAN**

**FACULTY OF BUSINESS AND FINANCE  
DEPARTMENT OF MARKETING**

**OCTOBER 2025**

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## DEDICATION

We would like to dedicate this research project to our supervisor, Dr. Gengeswari a/p Krishnapillai whose essential advice has had a significant impact on our work. Her continuous backing has not only inspired us but also profoundly influenced the focus of this inquiry. We will always remember your extra commitment and hard work during the research process. Additionally, we would like to dedicate this work to our examiner, Dr. Chim Weng Kong whose input was crucial in strengthening the quality of this research by offering helpful criticism. Finally, we would like to express our gratitude to the participants for helping to make this study project a reality by providing the data and information that was required.

## PREFACE

This final year project was established to achieve the criteria for a Bachelor's degree (Hons) in Marketing from Universiti Tunku Abdul Rahman (UTAR). The research title is "Moral Value affect Purchase Intention of Sustainability Clothes: A survey on Selangor's University Students". In current trend, there is an increasing focus and awareness on environmental sustainability. Sustainable fashion, which can be identified by moral and environmentally friendly production methods is becoming more and more popular globally. Nevertheless, customer purchasing intentions may not necessarily correspond with favorable sentiments, even in the face of sustainability awareness. Therefore, this study looks at how moral values shape students' decisions to buy environmentally friendly clothes by acting as a mediator between environmental concern, social media influence, and perceived financial affordability.

The goal of the study is to provide insight into the social and psychological factors that influence young Malaysians' sustainable consumption. It will be expected that the findings would advance both scholarly research and real-world applications for marketers, legislators, and business professionals in encouraging Generation Z students to purchase sustainable clothes.

## ABSTRACT

In recent years, the increasing of the awareness about environmental issues has increased consumers' interest in sustainable fashion choices. Among the Malaysia university students particularly those in Selangor, the purchase intention of sustainable clothing is influenced by various factors. This study will ground in the Theory of Planned Behavior and tends to investigate the effect of environmental concern, social media influence, and perceived financial affordability on purchase intention for sustainable clothing, with moral value introduced as a mediating variable. Data were gathered quantitatively from 200 students via online surveys, and descriptive and multiple regression analyses were performed using IBM SPSS Statistics 30. The findings show that the three independent variables are significantly affect the purchase intention. Moral value plays a partial mediating role between perceived financial affordability and purchase intention and fully mediates the effects of environmental concern and social media influence. These results highlight that the importance of integrating moral considerations when encouraging sustainable purchase behavior.

**Keywords:** Sustainable Fashion, Purchase Intention, Moral Value, Environmental Concern, Social Media Influence, Perceived Financial Affordability, Theory of Planned Behavior

**Subject Area:** HF5410-5417.5 Marketing, Distribution of products

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## LIST OF ABBREVIATIONS

TPB	Theory of Planned Behaviour
PBC	Perceived Behavioural Control
GEN Z	Generation Z
EC	Environmental Concern
SMI	Social Media Influence
PFA	Perceived Financial Affordability
MV	Moral Value
PI	Purchase Intention

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## CHAPTER 1: RESEARCH OVERVIEW

### 1.0 Introduction

This research paper aims to study “Moral value affect the purchase intention of sustainability clothes: A survey on Selangor’s university students”. Chapter 1 will outline the research background, research problems, research objectives, research questions and research significance of this research.

### 1.1 Research Background

Fashion, as a product of popular culture and evolving societal trends in attire, aesthetics, and style, has grown into one of the most important global industry (Alizadeh et al., 2024). The global fashion industry is primarily influenced by fast fashion, which prioritises speed, price, and frequent style changes. However, there is an increasing global drive for circular slow fashion, which encourages reuse, second-hand retail, repair, and product-as-a-service models. Circular fashion desires to reduce waste by creating permanent, recyclable materials (Centobelli et al., 2022).

Sustainability includes three key elements which are social, environmental, and economic (Hariram et al., 2023). In response to increasing environmental concerns and the push for sustainable development, the idea of sustainable fashion has continuously become importance in transforming the global fashion sector (Bonelli et al., 2024). Sustainable fashion involves the use of environmentally friendly materials and circular economy strategies to reduce harmful effects on both the environment and society (Rehman et al., 2024). Governments, environmental organizations, and international bodies have introduced various policies and initiatives to encourage sustainability in the fashion industry (Krywalski-Santiago, 2024). As a result, the sustainable fashion industry has been expanding globally, with numerous brands implementing eco-friendly innovations such as eco-friendly

fabrics and extended producer responsibility initiatives to support international sustainability objectives (Wang et al., 2025).

In recent years, Malaysia's fashion industry has faced growing sustainability challenges due to its environmental impact and resource consumption. The clothing industry is possibly to yield a goods return from customers about 30 to 40 percent since the ill-fitting clothes issues (Wang & Zakaria, 2024). Even the sustainable fashion landscape in Malaysia is expanding slowly but shows commitment. In September 2015, Malaysia had joined 193 UN Member States and commit to the 17 Sustainable Development Goals (SDGs), reinforcing its pledge to sustainable economic and environmental development. The recently accepted 2030 plan stresses the importance of an integrated perspective to attain sustainable development for everyone (Hasbullah et al., 2020). Besides, the fashion industry in Malaysia adopts ISO criteria to optimize standards, safeguard, and observance to environmental regulations. Important guidance comprises ISO 9001 as Quality Management System for improved supplier assessment, personnel instruction as well as ISO 14001 which is Environmental Management System to comply with sustainability regulations (Salim & Ismail, 2024). The Malaysia External Trade Development Corporation (MATRADE) assigns significant concentration on incentivizing Malaysian enterprises via its press release to participate in sustainability efforts (Hasbullah et al., 2022). These achievements imply an effort of the Malaysian government in fostering sustainable expansion within the apparel business.

Moral values consist of the personal beliefs and principles that related with standards in terms of what is considered as good and bad behavior. . This concept can express as a faith held by the overall society regarding attitudes, conduct, act, responsibilities, morals, and politeness. If individuals perceive certain behavior as good, that means it aligns with his moral values as well (Sipahutar et al., 2021).

## 1.2 Research Problem

In the recent past, there seems to be an explosion of interest in sustainable clothing. Therefore, apparel manufacturers are making attempts to generate green clothing in reaction with the present rising awareness of sustainability (Holgate, 2019). Moreover, social media instruments are essential for disseminating information and comprehension about sustainability, impacting consumers to assimilate increasingly environmentally eco-friendly buying practices (Schiaroli et al., 2024). In recent years, green advertising has been growing in popularity. However, some of the messages could not have much of an impact on certain customers, particularly those who are less passionate about the environment. Even if they may agree with the content, some people may not intend to act in connection with it (Pittman et al., 2021). Despite the fact that an abundance of clients mention they are interested in purchasing clothes in a more environmentally friendly manner (Dangelico et al., 2022). However, only a handful of individuals truly comprehend environmental sustainability considered when deciding selections (Diddi et al., 2019). Several consumers discover that they can afford the higher cost of environmentally friendly clothing. Cost and accessibility are frequently regarded as facilitators, but they might not be sufficient on their own to influence real purchasing choices (Arora & Manchanda, 2022). This shows that even if people understand the benefits of sustainable clothing, they may not actually buy it (Jimenez-Fernandez et al., 2023).

TPB is accepted as a predominant framework in research studies on purchase intention, offering a strong understanding of purchasers decision-making processes (Ajzen, 1991). However, TPB has limitations as it does not specifically address moral standards. Instead, it concentrates on personal attitudes, subjective norms, and personal behavioral control (Zaikauskaitė, 2022).

Moral values apply to how individuals act in interaction to good and injustice. Purchasing sustainable apparel requires moral consideration since users need to take into consideration variables like destruction of the environment, appropriate labour costs, and rights for employees. The moral values and drive to protecting the environment and society are apparent in their actions (Celik & Ekici, 2024). This in

turn indicates that whereas clients have an excellent attitude toward environmentally friendly apparel, this attitude may not turn into purchasing intention or real purchasing actions. The outcomes demonstrate that even while consumers recognize the value of sustainability, they nevertheless give it less weight when choosing about what to buy (Mandarić et al., 2022). According to Campbell and Winterich (2018), individual purchasing intentions are significantly influenced by moral value, especially when it comes to sustainable spending. Moral values help customers make decisions by leading consumers towards options that are aligned alongside their moral standards.

As sustainability becomes a growing concern in the fashion industry, University students are emerging as key advocates for sustainable consumption (Coman et al., 2022). The average age of university students ranges from 19 to 28 years old (Fauzi et al., 2021). Generation Z is typically defined as those born from 1995 onward (Jayatissa, 2023). Therefore, university students can also be referred to as Generation Z because their age ranges are similar. They are trendsetters with high expectations for fashion and are particularly passionate about sustainable clothing (Najjuko, 2023). University students in this era commonly have considerable purchasing power, they are independent and have their own opinions (Ansue-Mensah, 2021). Their preference is primarily driven by an increased awareness of environmental issues, the influence of social media on their purchasing choices, demonstrating their commitment to sustainability through their conscious consumption habits (Rizomyliotis et al., 2024). In terms of aesthetics, they also have a strong voice as they not only care about fashion but also prioritize the quality and comfort of their clothing (Shorey et al., 2021). Unlike previous generations for whom fashion was not a necessity, Generation Z consider fashion an essential part of daily life (Wang, 2021).

According to Appendix 2 which is the data from Ministry of Higher Education, Selangor has the largest number of high education institution in Malaysia with a total of 159,034 students enrolled in public universities and 323,636 enrolled in private universities. This means that university students in Malaysia are more likely to choose Selangor to complete their university journey possibly because they

appreciate the state's environment or find its living standards appealing. Another reason we chose Selangor and its university students is that Selangor is the first state in Malaysia to produce a Sustainable Development Goals (SDG) report for the United Nations. This sets a great example for university students in Selangor (Bernama, 2024).

The earlier literatures have concentrated more on evaluating the factors which will affect the customers' purchase intention toward sustainable clothes (Nysveen, 2021; Thao et al., 2024; Arqam et al., 2024). Even though the previous studies have explored the consumers' attitude and behavior towards sustainable clothes (Leclercq-Machado et al., 2022; Stoian, 2025; Kovacs, 2021), the role of moral values in shaping purchase intention of sustainable clothes has received comparatively limited attention. Although the moral value have play an important role with the sustainability issue but unfortunately, they are not have many studies that address the integration between the moral value and sustainability clothes. Moreover, existing studies have largely focused on consumers in developed countries, whereas empirical research on Malaysian consumers, particularly university students in Selangor, remains scarce. Therefore, this study seeks to close this knowledge gap by investigating the influence of moral values on the purchase intention of sustainable clothing among university students in Selangor, Malaysia.

### **1.3 Research Objectives**

The objectives of our research project is to examine that the moral value affect the purchase intention of the sustainability clothes among the Selangor University students.

RO1: To determine the relationship between environmental concern and purchase intention.

RO2: To determine the relationship between environmental concern and purchase intention through moral value.

RO3: To determine the relationship between social media influence and purchase intention.

RO4: To determine the relationship between social media influence and purchase intention through moral value.

RO5: To determine the relationship between perceived financial affordability and purchase intention.

RO6: To determine the relationship between perceived financial affordability and purchase intention through moral value.

RO7: To determine the relationship between moral value and purchase intention.

## **1.4 Research Questions**

RQ1: Does the environmental concern have a significant effect on purchase intention?

RQ2: Does the moral value have a mediating role between environmental concern and purchase intention?

RQ3: Does the social media influence have a significant effect on purchase intention?

RQ4: Does the moral value have a mediating role between social media influence and purchase intention?

RQ5: Does the perceived financial affordability have a significant effect on purchase intention?

RQ6: Does the moral value have a mediating role between perceived financial affordability and purchase intention?

RQ7: Does the moral value have a significant effect on purchase intention?

## **1.5 Research Significance**

This study produces a notable academic contribution by expanding upon the Theory of Planned Behavior (TPB) by adding on the moral value together as a mediator. The study enhances the extensiveness of the TPB and provides a more

comprehensive context for understanding morale and sustainable consumption behaviour. New theoretical models of sustainable consumption and consumer behaviour can receive substantial scholarly development from this study. Through the execution of the mediating role of moral value, the obtained findings help scholars and researchers understand the mechanisms behind purchase intention for sustainable clothing and thereby facilitate the theoretical advancements.

From a commercial viewpoint, the significance of this research offers important perspectives for manufacturers, marketers, and retailers aiming to offer sustainable clothing. The research result can assist the marketers to address the customer demand through the integration of the moral and environment messages when construct the marketing plan. For example, brands can highlight moral and environmental messages in their marketing efforts, focusing on elements like eco-friendly ingredients, equal labor procedures to connect with consumers. Moreover, this research aids companies in fine-tuning their approaches for product positioning and branding. Companies can utilise clarity in their supply chains, adopt sustainability guidance, and implement recycling strategies to strengthen the confidence of those moral mindful buyers.

## CHAPTER 2: LITERATURE REVIEW

### 2.1 Review of Past Theory: Theory of Planned Behavior (TPB)

This research will apply the TPB as the main chosen theory because it is a famous social-cognitive concept developed to illustrate the purchase intention of consumers (Ahmed et al., 2025). The TPB model proposed by Icek Ajzen in the 1980s. TPB has been established based on the Theory of Reasoned Action (TRA) by adding perceived behavioral control into the framework (Ajzen, 1991). The TPB model is already proved that its theoretical strategy have relevance to the research of human behaviour (Al-Mamary & Alraja, 2022).

The TPB model distinguishes three key factors that shape behavioural intention which include attitude, subjective norms, and perceived behavioural control. The beginning element, attitudes refers to how someone feels and the judgement of the effects that the action can produce. In other words, the degree to which a person has a favourable or detrimental view of certain behaviours (Ajzen, 1991). The term “subjective norm” refers to an individual's operation of the certain behavioral style based on the perception as well as follow the societal expectations such as from relatives, or close friends. Lastly, the notion of perceived behavioral control quantifies how simple or challenging for the persons believes it is to be involved in specific action based on their experience and ability (Brandão & Da Costa, 2021). The TPB model is thought to principally account for user conduct through the intention element. The intention is the primary direct reason of it that motive an actions, indicating that the individual is psychological ready to engage in such action (Parida & Gadekar, 2023). Consequently, PBC possibly have an immediate effect on actual behavior (Ajzen, 1991).

However, even though TPB framework include these 3 elements such as attitude, subjective norms, and PBC as the key anticipation of the purchase intention, these variables need take some modification to better match the research topic. In this

research, environment concern will represent attitude, social media influence will represent subjective norms, and perceived financial affordability will represent PBC.

Environmental attitudes combined basic features with other styles of attitudes. This means that while personal views on particular environmental issues are diverse in certain cases, they are mostly instances of an exclusive overarching environmental attitude, often called environmental concern (Cruz & Manata, 2020). Traditionally, subjective norms originate from closer social relationships such as family and friends (H. S. Park, 2000). However, due to the growth of social media, Gen Z is relying more and more on digital societies and influential people for direction. According to the result of previous study, it state that 82.4% of Gen Z purchasers recognize new commodities through social media and that influencers affirmations are a strong indicator of purchase intention (Li, 2025). Generally, sustainable clothes exists at a higher price criteria, and consumers typically will consider the economic affordability of buying it. When the customer evaluate the cost of buying the sustainable clothes are exceed their budget, they might restrain from buying. People typically will not take the action which they think that over their financial affordability (Rausch et al., 2021). Acquisition of sustainable clothing requiring moral value, as consumers must consider elements such as harm to social, environmental, and economic systems. Their conducts reveal the moral values. This suggests that although clients demonstrate a notable tendency toward eco-friendly clothing, this disposition does not necessarily translate into intentions to buy or actual purchases (Mandarić et al., 2022). Therefore, this study uses it as a mediator to explain how consumers form purchase intentions through their own moral consideration.

## 2.2 Review of Variables

### 2.2.1 Environmental Concern (Attitude)

Environmental concern is described as the degree of people's awareness of environmental problem, and willingness to aid in their solution (Hateftabar &

Hall, 2023). These concerns involve various issues, such as the reduction of natural resources, pollution, climate change, and the overall sustainability of products and services (Lopes et al., 2024). It means that people notice environmental problems, feel worried about them and are willing to take actions to help (Wang et al., 2024). Environmental concern of a person can be evaluated through environmental concern scales which consist of 12 items that assess three aspects which include biospheric concern, egoistic concern and altruistic concern (Zammiti et al., 2023). Egoistic concern refer to people care about the environment because it affects their personal interests, health, money or social image. The individuality is the focal point of the egoistic concern. For instance, someone might go green practices if it helps them stay healthy or look good in front of others (Lou et al., 2024). Altruistic concern involves caring about how environmental problems affect others. It means that individuals care for the environment not for their own benefit but because they wish to protect others, including the community and future generations (C. Chen et al., 2021). Biospheric concern refers to an awareness of how environmental damage affects all living things around the world. It reflects an individual's emotional and moral connection to nature based on their self-perception in relation to the environment (Mandić et al., 2023).

### **2.2.2 Social Media Influence (Subjective Norms)**

Social media influence can be defined as a type of social influence. It refers to the degree of online social communication impacts personal perception through the exchange of informative content and different personal opinions on something. This term of social influence can be understood as the outcome of social media interaction based on personal opinions towards their own expected social behavior and value systems (Usman & Okafor, 2019). Social media influence refer to the ability of someone on social media platforms to modify the perceptions or behaviors of others through content creation and digital conversations. This influence exists within a changeable environment formed by viewer interactions, content distribution, and involvement

measurements such as shares, comments, and likes on social media. Due to the content or persuasion of others in their network, individuals usually acting similarly, or embracing certain behaviors as a result of social media influence (Gammoudi et al., 2022). Social media influence has been described as behavioural change or social cognition, showing that changes in actions arise from the desire to follow the group's collective norms. The impact on online social media can expand in the same way with direct personal communication when the information has been transmitted and the influence power created (Johnson et al., 2021). Social media influence is identified by the capabilities of digital platforms to transform the norms, values, and behaviors of others by using content production and involvement. This impact is happened through provide particular subject matter based on different preference, the persuasive capability of social communities, and the easily of transferring messages through worldwide platforms (Grover et al., 2022).

### **2.2.3 Perceived Financial Affordability (PBC)**

Affordability perceptions are a mental expression of an economic variable. Measuring whether a person feels mentally able to spend avoids the problems of using actual income as a measurement. Understanding perceived financial affordability also requires considering attitudes, preferences, motivations, and perceptions of economic realities. For example, having enough money to afford a product should encourage someone to buy it, regardless of whether they think it is expensive or cheap (Notani, 1997). Furthermore, ability is crucial in determining whether consumers act on their intentions. Ability refers to an individual's capacity to perform a behavior, including sufficient financial resources to support a purchase decision (Hasbullah et al., 2022). Perceived financial affordability is not only based on a person's own beliefs. It is also shaped by their own beliefs, past experiences, how they compare themselves to others, and what they expect about their future income or spending (Ahamed & Limbu, 2024). It can also be defined as how a person feels about whether they can afford to buy something, based on how safe they feel about their money,

not just on their real financial situation. This feeling can change over time because of personal life changes, outside economic conditions, and their own thinking (Sajid et al., 2024).

#### **2.2.4 Moral values**

Morals are a part of values, relating to morality. Moral values consist of the personal beliefs and principles that relate with standards in terms of what is considered as good and bad. This can be shown with a people broadly recognized belief regarding attitudes, actions, responsibilities, ethics, and politeness. If an individual perceive certain behavior as good, that means it aligns with their moral values as well (Sipahutar et al., 2021). Moral values are the regulation that shape individual's identity and guide people to make decisions which align with their values (Hurst et al., 2022). The Moral Foundations Theory which was proposed by Jonathan Haidt and Craig Joseph suggests that people's moral values are built on multiple basic moral foundations. In order to achieve this goal, Haidt and Joseph utilized upon evolutionary methods to identify essential and general human moral systems to comprehend the moral systems employed by various cultures in the creation of their moral standards (Haidt & Joseph, 2004). According to this theory, moral values consist of five components which are care, fairness, loyalty, authority, and purity. The care and fairness factors are referred together as the individual foundations. They stress the importance of fairness and welfare to protect people and ensure their rights are respected in society. Besides, the factors of authority, loyalty, and purity are combined as the binding foundations because they serve to gather individuals into larger collectives and highlight the importance of the group's welfare (Goenka & Thomas, 2024).

## 2.2.5 Purchase Intention (Dependent Variable)

Purchase intention can be described as the customer concerns about purchasing, which are shaped by their principles regarding perceived values and benefits (Tjokrosoeharto & Paramita, 2021). Purchase intention also means that probability of which the consumer intends to buy something in the future. Purchase intention shows the self tendency to purchase a product or involve in a buying process. With product evaluation, a purchase intention capacity emerges as individuals utilization on their understanding and expertise, as well as information from external sources, to review the product (J. Li et al., 2022). Green purchase intention is exactly defined as the desire to acquire a merchandise or offering that is minimized damaging or less harmful to community and the environment. It may be further identified as a personal desire, motivation and willingness of to choose a product that is fewer damaging and environmentally friendly (Zaremohzzabieh et al., 2020). Sustainable clothes is characterized as apparel proposed for long-term application, and its production occurs within a moral system. It has a small or minimized effect on the environment and employs eco-labeled or renewable materials. Here, the term green apparel purchase intention symbolizes consumers' desires to buy eco-friendly or green clothing (Tewari et al., 2022).

## 2.3 Research Framework

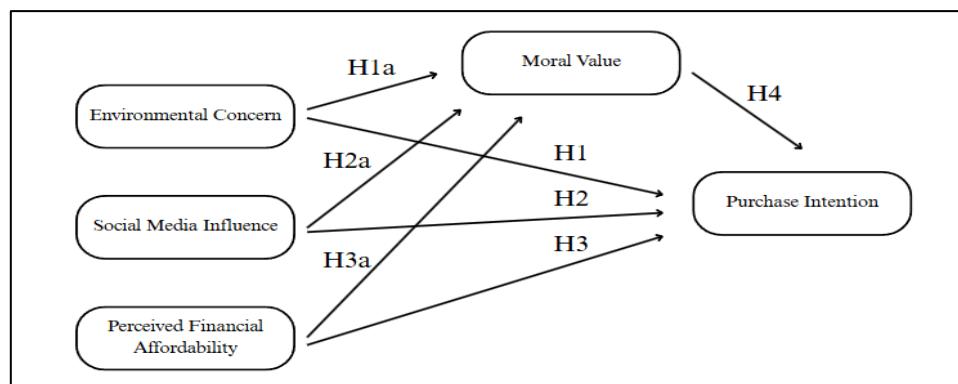


Figure 2.3: Research Framework

The figure 2.3 shows the conceptual framework proposed in this study based on the TPB and previous literature. It was found that the three independent variables, which include environmental concern, social media influence, and perceived financial affordability, will affect the purchase intention and also the mediator variable which is moral value will have the mediation effect between independent variables and dependent variable.

## **2.4 Hypothesis Development**

### **2.4.1 Relationship between Environmental Concern and Purchase Intention**

Environmental concern has been recognized as one of the significant anticipation for environmental friendly consumer behaviour. The destruction of the natural environment and the increase in damaging activities become the main issue which lead to increasing of environmentally conscious in consumer's mind (Aseri & Ansari, 2023). People who are knowledgeable and concern about environmental problems will examine the environment-related implications of products before the purchase intention appeared (Mongula et al., 2023). People who are aware for environmental issues often take the environment consequences into in mind when review the products. The primary drivers of sustainable purchasing behavior are consumers' enhanced concern for environmental and social issues, as well as the environmentally friendly attributes of products (Kim & Lee, 2023). According to Fauzan and Azhar (2020), environmental concern is one of the key variable which will affect the personal attitude and purchase intention about sustainable goods. Furthermore, individuals who consciously desire self-improvement and face the relating challenges often demonstrate an enhanced awareness of environmental problems and choose to live in an environmentally responsible style. Thus, customers with environmental awareness are more likely to engage in environment friendly purchasing habits (Rinaldi et al., 2024).

*H1: Environmental concern have a significant effect on purchase intention*

## **2.4.2 Relationship between Environmental Concern and Purchase Intention through Moral Value**

Environmental concern is positively associated with personal's moral values, especially regarding environmental responsibility. The research indicated that although a large percentage of the population purchases green products, but only a quarter are frequent purchasers of such products (Zhuo et al., 2022). This scenario will create the attitude-behaviour gap. The attitude-behavior gap in sustainability refers to the scenario where people show positive environmental attitudes toward sustainability but do not constantly convert these feelings into sustainable actions (Borges-Tiago et al., 2024). It is significant to highlight that the personal norm means a norm that has been adopted and that reflects an individual's own perception of moral obligation (L. Wang et al., 2023). Moreover, self-based moral obligation norms are important for enhancing each person pro-environment behaviors. Individuals are driven to act morally depending on their moral standards by using self-regulatory procedures. Individuals who carry a greater standard of moral value are more willing to act altruistically. That means that the moral value is the elements that which can resolve the attitude-behaviour gap (Liao et al., 2021). The Value-Belief-Norm (VBN) theory of environmentalism states that personal norms generate a sense of moral obligation in individuals to behave in an environmentally friendly way (Stern, 2000). The development of personal moral value is shaped by consumers' individual values, including altruistic, biospheric, and egoistic values (Hong et al., 2023). When individuals sense a threat to something significant, personal norms become active. A personal awareness of moral responsibility for the environment, in combination with positive environmental concern are essential for encouraging behavior (Vieira et al., 2023).

*H1a: Moral value have mediating role between environmental concern and purchase intention*

### **2.4.3 Relationship between Social Media Influence and Purchase Intention**

Consumers often rely on social media when making purchase decisions, showing the important role of social media influence. Among the various elements of social media marketing, entertainment and word of mouth have the strongest direct impact on purchase intention. Attractive and interesting social media content can spark consumer interest, increasing their purchase intention (Moslehpoor et al., 2021). In particular, several scenarios highlight how social media influences purchase intention. For instance, on Instagram, users interact with brand-related content through likes, follows and shares, strongly influencing their purchase decisions. Besides, information sharing about brand on social media positively impacts brand equity, boosting purchase intention. These actions show how social media directly affects consumer decision making (Majeed et al., 2021). When consumers perceive a brand positively due to good social media content or peer feedback, their chance of purchasing it increases (Hu et al., 2024).

*H2: Social media influence has a significant effect on purchase intention*

### **2.4.4 Relationship between Social Media Influence and Purchase Intention through Moral Value**

People now across more acts related to morality and experience stronger feelings of moral anger from online content than from print media, TV and radio combined. The speed and large reach of social media messages can speed up communication, conformity, and the enforcement of norms including moral norms (Van Bavel et al., 2023). While social media influence spread information

and empowers individuals, it can also lead to the spread of misinformation, reinforce narrow viewpoints and influence the public's moral values by shaping what is considered acceptable or unacceptable behavior (Rachmad, 2024). As the content shared aligns with consumer's moral values, it enhances their intention to purchase by making them feel their buying decision contributes to a greater good (Eunike et al., 2024). For instance, when someone who values the environment sees a social media post from a brand that uses recycled materials and supports sustainability, they may feel that the brand shares their values. This match in values and the strong influence of social media can make the person think that buying the product is not just shopping, but doing something good (Canduela et al., 2023).

*H2a: Moral values have mediating role between social media influence and purchase intention*

#### **2.4.5 Relationship between Perceived Financial Affordability and Purchase Intention**

Consumers' belief that they have enough money to purchase without facing economic strain is an important factor, especially in decisions that involve significant investment or long-term commitment. When consumers perceive a product as financially affordable, they are more likely to develop a stronger intention to purchase, as they feel they are making a valuable and cost-effective decision (Lou et al., 2022). The greater the perceived value of a product, the higher the purchase intention, with product price being a key factor in influencing this decision (Levrini & Santos, 2021). This reduces uncertainty and increases the chance of moving forward with the purchase. Therefore, perceived financial affordability is expected to have a positive influence on consumers' purchase intention (Islam et al., 2022).

*H3: Perceived financial affordability has a significance effect on purchase intention*

#### **2.4.6 Relationship between Perceived Financial Affordability and Purchase Intention through Moral Value**

Price is an important part of a consumer's decision, especially when they think the product is affordable and within their budget. At the same time, moral values like caring for the environment also affect consumer choices, as many prefer brands that match their beliefs (Ayub & Mantilake, 2024). The low cost of fast fashion can attract consumers, but as awareness of its ethical and environmental impacts grows, more consumers are starting to consider moral values alongside affordability when deciding to buy sustainable fashion (Perry et al., 2024). When a product is both affordable and made ethically, people feel more encouraged to buy it because they believe they are making a smart and responsible choice (Ayub & Mantilake, 2024). Consumers usually want to feel that the products they buy not only match their moral values but also offer good value for money, making them willing to pay a higher price (Khan et al., 2024). Perceived value and moral beliefs strongly influence the decision to purchase green products (Tryphena & Aram, 2023). Besides, being willing to pay more for sustainable products shows a balance between economic, social, and moral values, especially when consumers feel good about their purchase and reflects who they are (Khan et al., 2024).

*H3a: Moral value have mediating role between perceived financial affordability and purchase intention*

#### **2.4.7 Relationship between Moral Value and Purchase Intention**

Personal norms refer to the perception of obligation that personnel experience when they feel responsible for taking action (Bašić & Eugenio, 2024). Social norms shaped environmentally friendly behavior. In addition, these social norms are adopted and transformed into personal norms. The VBN theory of environmentalism states that personal norms generate a sense of moral obligation in individuals to behave in an environmental responsibility way.

VBN theory proposes that environmental concern, including altruism, biospheric concerns, and egoism, is important in constructing individuals' belief systems. These beliefs affect the building of individual moral obligation, which subsequently leads to the intention to make environmentally friendly purchases (Kemal, 2022). Research into pro-environmental transport and energy-saving products has confirmed that personal norms have a beneficial effect on green purchase intention (Zhang et al., 2022). According to Tian et al. (2022), it has revealed that personal moral judgment influences moral intention or moral actions. For example, when consumers' positive moral judgement are strong then they will refused to purchase fake fashion apparel. As a result, someone who judges the act of buying a fake product to be morally wrong they will not potentially make that purchase. Therefore, it is an acceptable suggestion that consumers' moral judgment and green purchase intention will increase when the moral issues in relation with a product or service are more positive (D. Li et al., 2022).

*H4: Moral value have a significant effect on purchase intent*

## CHAPTER 3: RESEARCH METHODOLOGY

### 3.0 Introduction

In this chapter, the methodologies will be explained to conclude this study's objective. The chapter will include the research design, sampling design, and data collection procedures

### 3.1 Research Design

This study will apply descriptive analysis design to analyze the Moral value affect the purchase intention of sustainability clothes: A survey on Selangor's University Students. Demographic characteristics such as age, gender, current level of education, monthly allowance and financial support will be included as these elements are crucial for understanding the sample context and interpreting the results (Ghanad, 2023).

### 3.2 Sampling Design

In this section, we will outline the sampling design of the study, including the justification for the target population, sampling techniques, sample size and the procedures implemented.

#### 3.2.1 Target Population

The study aims to target university students who study in Selangor as they are considered trendsetters who are familiar with current fashion trends. As university students, majority of them have the purchasing power to buy clothing especially sustainable clothes. In the survey, they are expected to have better

judgement in selecting the appropriate level of satisfaction for each section which will enable the research to gain deeper insights into whether moral values influence their purchase intention toward sustainable clothing.

### **3.2.2 Sampling Frame**

The sampling frame in this study is available but not accessible. Based on the Higher Education Statistics, Selangor has the highest number of university students among all Malaysian states. There are 159,034 students enrolled in public universities, 323,636 in private universities, 7,121 in polytechnics and 3,112 in community colleges, with a total of 492,903 students (KPT - 2024, 2025). Moreover, university students are generally more aware of sustainability issues and have greater autonomy in their purchasing decisions, making them more suitable for this research (Lukacs et al., 2023).

### **3.2.3 Sampling Technique**

The sampling technique of this research is judgmental sampling technique which a type of non-probability sampling. The technique ensures that the sample includes university students from Selangor who have some understanding of sustainability and fashion, enabling the survey to gather meaningful insights into the relationship between moral values and the intention to purchase sustainable clothing.

Questionnaire will be designed as an online survey through Google Forms. Data collection will continue until the target sample size is reached. Facebook is considered more suitable as it allows targeted sharing in groups and make it easier to include clickable links and clear descriptions.

### **3.2.4 Sample Size**

Sample size of this research is determined based on **Green's rule of thumb**, which is a widely accepted guideline for estimating sample sizes in multiple regression analysis. Green's rule of thumb formula is  $N>104+m$ . Three independent variables and one mediator with a total of four predictors are included in this research. Therefore, based on the formula  $N>104+m$ , the minimum required sample size is 108 respondents, because  $N>104+4=108$  (Van Voorhis & Morgan, 2007). However, to increase the statistical power and accuracy of the findings, the sample size has been increased to 200 respondents. A sample size between 150 to 200 is generally recommended for models with moderate to complex structures especially those that include mediation effects (Hair, 2014).

## **3.3 Data Collection Method**

### **3.3.1 Primary Data**

In this research, the primary data will be chosen to become the data collection method. Though data is gathered to discover an alternative to the existing problem, primary data is real and unique (Ajayi, 2023). In the part of the data collection procedures, the questionnaire will be provided to public and conversation websites like Facebook groups, which have over 10,000 members who are engaged. The accuracy of each question will be evaluated in a pre-test and pilot study before the questionnaires are released to ensure there are no concerns before the whole study launches. This relates to whether the question is gathering the data that it is meant to determine. Appropriate statistical methods of analysis will be applied when analysing the data.

### **3.3.2 Questionnaire Design**

According to Appendix 3, a number of queries that serve as screening questions were developed in Section A of the questionnaire with the goal of obtain the appropriate target respondents.

Details about the respondent's demographic profile, including age, gender, education level, and monthly allowance is distributed in Section B.

In Section C, it consists of the measurable items for each variable by implementing 5 likert scale where 1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree. Each variable measurable item has been constructed through literature reviews of the variable which to suits and proper to the current study. The measurable item is listed in the Appendix 2

### **3.3.3 Pre-test Study**

The concept of "face validity" suggests that a measure intended for use in actual life situation which should not only possess statistical validity but also seem relevant with the test's objectives. When professionals examine a measure and determine its appropriateness based on their own observations, this is known as face validity (Allen et al., 2023). In pre-test study, four expert investigators and professionals in the fields of marketing and consumer behaviour were offered the questionnaires to improve the reliability of our data acquisition. This is due to their ability to provide comment on the metrics and instruments that were specially updated for this particular investigation. The goal of pre-test is to increase the standard information collected from the intended participants and strengthen the validity of the instruments used in this study by putting the experts' recommendations into practice.

### **3.3.4 Pilot Test**

In the pilot study, 40 people which include family, friends and coursemates had been contributed in the pre-version questionnaire. The pilot study is conducted to determine the feasibility of a particular approach, whether it should be implemented by the researchers or not. However, pilot research also has a distinct design feature which it is conducted on a smaller scale than the full-scale study (Anupama.K Dayanand & Dr Priyanka Chaudhary, 2024).

Table 3.3.3.1 presents a summary of the Cronbach's alpha values for each measure in the pilot study, further confirming the overall reliability of the instruments.

Table 3.3.3.1

*Cronbach's alpha of pilot study of this research.*

<b>Measure</b>	<b>Cronbach's Alpha</b>
Environmental Concern	0.719
Social media influence	0.855
Perceived Financial Affordability	0.683
Moral Value	0.735
Purchase Intention	0.724

### **3.3.5 Actual Study**

In the actual study, it had achieved the target sample of 200 respondents. These 200 respondents have been screened to be the university students who are currently study in Selangor. Questionnaires which had been prepared as online questionnaires through Google Forms and the questionnaire had been spread by sharing on social media such as Facebook in a link or QR code style. On Facebook, the questionnaire had been posted to multiple social groups

concentrating on Selangor university students community that have more than 10,000 members. The groups that has been chosen is as below in Table 3.3.4.1.

Table 3.3.4.1

*Facebook Groups for questionnaire distribution*

Facebook Group	Number of Group Members
University of Malaya Students' Information Group	19000
Sunway University	More than 10000
Students Questionnaires Survey	More than 10000
UNIVERSITI TEKNOLOFI MARA (UiTM)	42000

## 3.4 Proposed Data Analysis Tool

### 3.4.1 Introduction

In this study, the IBM SPSS (Statistical Package for the Social Sciences) Statistic 30 will be carried out to become the data analysis tool. This software will be applied to elaborate the data which have been collected and explain how it make the contribution to the findings of the study through the multivariate tests. This study will apply the regression-based approach proposed by Baron and Kenny, which utilizes a series of multiple regression analysis in this study to access the mediation effect (Baron & Kenny, 1986). According to Preacher and Hayes (2004), it mentions that SPSS is one of the most popular choices to analyze the regression which based on the Baron and Kenny criteria.

### **3.4.2 Descriptive Analysis**

Data collection and summary from questionnaire are all part of descriptive analysis in this study. The objective is to present a brief and understandable synopsis of the information that can guide selections. After that, the data is shown using tools like tables, graphs, and charts in an understandable manner. It frequently serves as the initial phase of statistical analysis procedure. Giving an informative and straightforward overview of the data that may be utilized to guide selection is the objective of descriptive analysis (Wolniak, 2023).

### **3.4.3 Inferential Analysis**

The inferential analysis approach is applied to conclude a larger population with a small sample. In other words, an assumption about the nature of everything in existence is tested using data from a particular sample. This approach may be applied to cross-sectional temporal studies, retrospective data sets, and observational data sets (Taherdoost, 2022). The primary goal of inferential statistics is to use available sample data to conclude a population with a certain level of certainty. Inferential models such as those discussed in the “Linear Regression” are typically justified by the goals of the study in people analysis (Starbuck, 2023).

### **3.4.4 Multiple Regression**

The applying of multiple regression analysis enables the investigation of complex relationship between independent variables, mediator, and dependent variable. Multiple regression analysis enables researchers to evaluate both the direct and indirect effects among variables (Sun et al., 2023). Based on the purpose to test the mediation effects of moral values (MV) between the independent variables which include environmental concern (EC), social media influence (SMI), perceived financial affordability (PFA) and the dependent

variable which is purchase intention (PI), this study follows the regression-based approach proposed by Baron and Kenny. The following is the equation for multiple linear regression between variables:

$$Y' = A + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n + \epsilon$$

For the equation shown above,  $Y'$  represents the dependent variable, which is the PI. For the independent variables,  $X_1$  represents EC;  $X_2$  represents SMI;  $X_3$  represents MV. Therefore, the mediation effect will be examined through the following regression equations.

**Model 1 (Total effect):**

$$(PI) = A + \beta_1(EC) + \beta_2(SMI) + \beta_3(PFA) + \epsilon$$

**Model 2 (Effect on mediator):**

$$(MB) = A + \beta_1(EC) + \beta_2(SMI) + \beta_3(PFA) + \epsilon$$

**Model 3 (Direct and indirect effect):**

$$(PI) = A + \beta_1(EC) + \beta_2(SMI) + \beta_3(PFA) + \beta_4(MV) + \epsilon$$

- $Y'$  = Purchase Intention
- $A$  = Intercept
- $X_1$  = EC
- $X_2$  = SMI
- $X_3$  = PFA
- $X_4$  = MV
- $\epsilon$  = Error term

## CHAPTER 4: DATA ANALYSIS

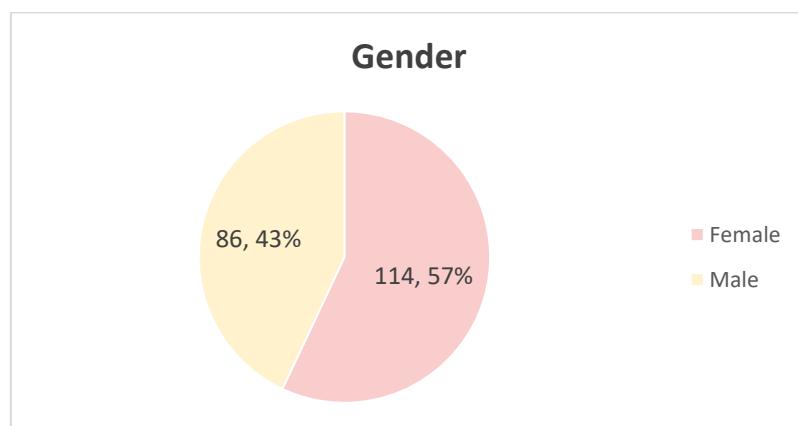
### 4.1: Introduction

This chapter will apply IBM SPSS Statistics 30 Software to analyze and comprehend the data which gather from the questionnaire for the research. Additionally, multiple items will be included in questionnaire to measure the key constructs in the research model as inferential analysis. In this study, we have successful collect 200 respondents by sending out 238 questionnaires to our target respondents and those 38 respondents were filtered out due to unable match the requirements.

### 4.2: Descriptive Analysis

#### 4.2.1 Gender

Figure 4.1 showing the amount of each gender among the respondents. There are a total of 57 % of respondents ( $N = 114$ ) who are female, while the rest of the respondents, which consist of 43% ( $N = 86$ ) are male.



*Figure 4.1 Gender of respondents*

#### 4.2.2 Age

Figure 4.2 shows the number and percentage of respondents from each age group. Most of the respondents in our research are between the ages of 20 and 24, which is 49% (N = 97), and the least of the respondents in our research are aged 40 and above, making up 3% (N = 6).

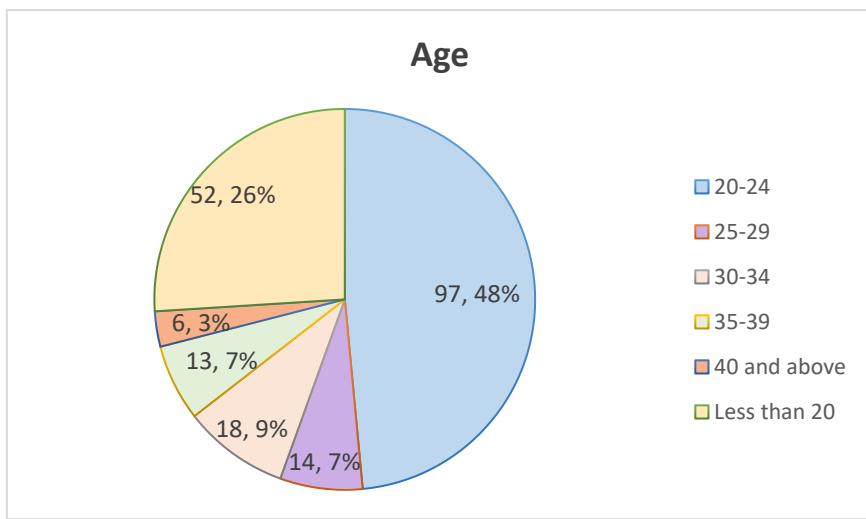


Figure 4.2 Age of Respondents

#### 4.2.3 Education level

Figure 4.3 demonstrates that most of the respondents are pursuing their studies for a bachelor's degree at a percentage of 51% (N = 102). The least of the respondents only 4% (N = 9) who are currently studying at the Doctor of Philosophy (PhD).

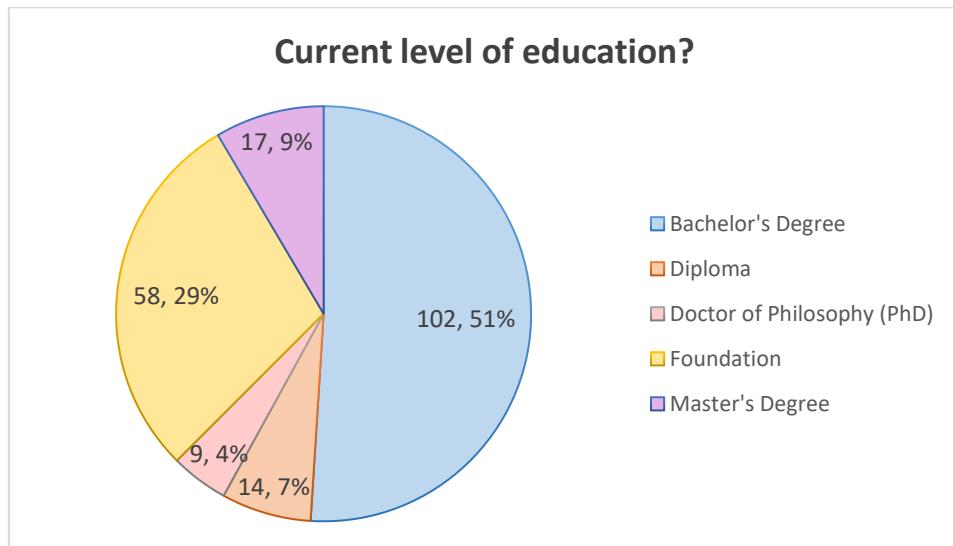


Figure 4.3 Education Level of Respondents

#### 4.2.4 Monthly allowance

Figure 4.4 illustrates the distribution of respondent's monthly allowance. The majority of respondents receiving a monthly allowance below RM1000 at a percentage of 40% (N = 80). The least of the respondents only 5% (N = 11) who are received the allowance above RM5000.

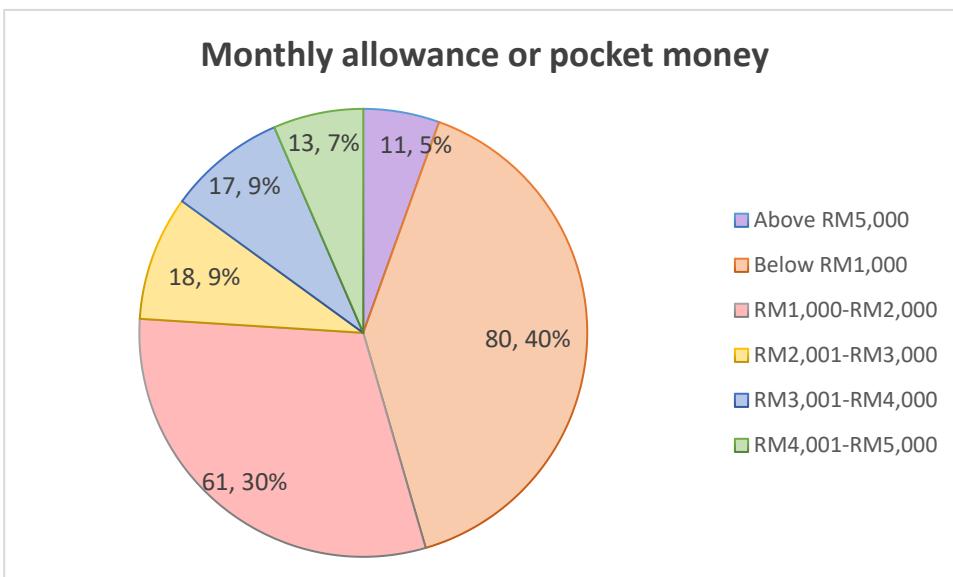


Figure 4.4 Monthly Allowance of Respondents

#### 4.2.5 Financial Support

Figure 4.5 shows the number and percentage of financial support from each respondents. Most of the respondents get their financial support from their parents or family, making up a majority of 62% (N = 124). The least of the respondents only 8% (N = 17) who are the respondents support by their own savings

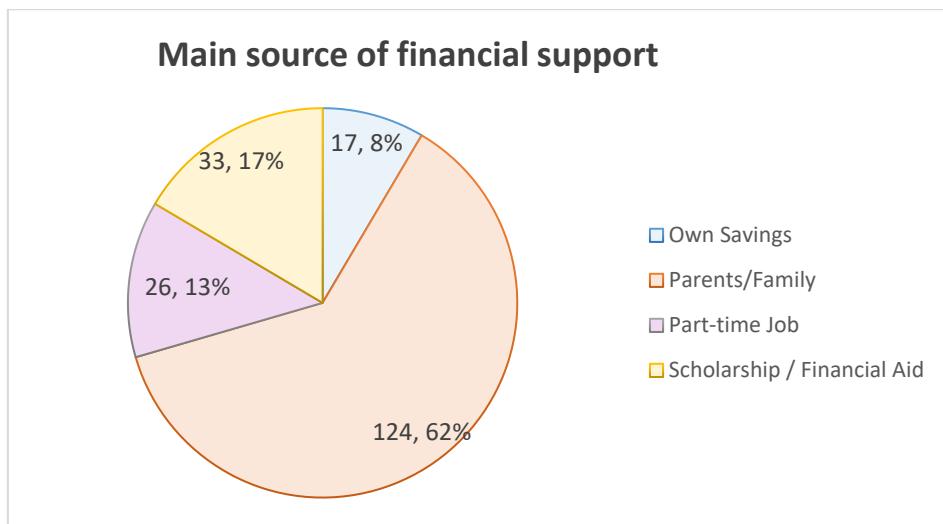


Figure 4.5 Financial Support of Respondents

#### 4.3 Reliability Test

In this research, 200 valid responses were gathered for the reliability test and the findings are shown in Table 4.3.1. According to the findings below, each variable is considered reliable because the Cronbach's Alpha values are higher than 0.7. According to Ahmad et al. (2024), the high Cronbach's Alpha suggests that the items in the instrument are closely connected and efficiently assess the same category. Appendix 4 shows the criteria of the reliability test.

Table 4.3.1

*Reliability Test Results*

Variables		No of items	Cronbach's Alpha	Results
IVs	EC	5	0.800	Good
	SMI	5	0.827	Good
	PFA	5	0.795	Acceptable
Mediator	MV	7	0.842	Good
DV	PI	5	0.798	Acceptable

## 4.4: Inferential Analysis- Multiple Regression Analysis

### 4.4.1 Relationship between IVs and DV (Without Mediator)

#### Direct effects (without mediator)

According to the table 4.4.1, EC, SMI, PFA show a strong positive multiple correlation with PI with  $R=0.817$ . Besides, the R Square value is 0.668, indicating that 66.8% of the variance in Selangor university students' purchase intention toward sustainable clothing can be elaborated through three predictor variables.

Table 4.4.1

#### *Model Summary of the Relationship between IVs and DV (Without Mediator)*

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.817 <sup>a</sup>	.668	.663		.47294
a. Predictors: (Constant), Perceivedfinancialaffordability, Socialmediainfluence, Environmentalconcern					

According to the table 4.4.2, the F-value of this study is 131.475 and the significance level is lower than 0.001, which is less than 0.05. Consequently,

there is a statistically significant effect by three predictors variables on the purchase intention on sustainability clothes. The three IVs are considered suitable and significant to explain the impact on DV (PI). In other words, EC, SMI, and PFA all significantly affect the PI.

Table 4.4.2

*ANOVA Results of the Regression Model (Without Mediator)*

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	88.221	3	29.407	131.475 <.001 <sup>b</sup>
	Residual	43.839	196	.224	
	Total	132.060	199		

a. Dependent Variable: Purchaseintention  
b. Predictors: (Constant), Perceivedfinancialaffordability, Socialmediainfluence, Environmentalconcern

According to the table 4.4.3, the standard coefficients of the IVs presented indicate that PFA has the most significant impact on the DV ( $\beta = 0.472$ ), followed by EC ( $\beta = 0.278$ ) and SMI ( $\beta = 0.172$ ). According to the significance value, it can be seen that EC, SMI, PFA ( $p < 0.05$ ), which under the acceptable ranges, show a significant relationship on the EC, SMI, and PFA towards Selangor university students' purchase intention. Thus, the explanation of the multiple regression equation is as follows:

$$(PI) = 0.401 + 0.287 (EC) + 0.163 (SMI) + 0.469 (PFA)$$

Table 4.4.3

*Regression Coefficients for Predictors of Purchase Intention (Without Mediator)*

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1 (Constant)	.401	.180		2.225	.027	

	Environmentalconcern	.287	.065	.278	4.41 9	<.00 1
	Socialmediainfluence	.163	.049	.172	3.29 7	.001
	Perceivedfinancialaffordability	.469	.062	.472	7.57 1	<.00 1

#### 4.4.2 Relationships between IVs and Mediator (MV)

##### IVs affecting mediator (MV)

According to the table 4.4.4, EC, SMI, PFA show a strong positive multiple correlation with MV ( $R=0.831$ ). Besides, the R Square value is 0.691, indicating that 69.1% of the variance in moral value can be explained by the three predictor variables.

Table 4.4.4

*Model Summary of the Relationship between IVs and Mediator*

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831 <sup>a</sup>	.691	.686	.43848
a. Predictors: (Constant), Perceivedfinancialaffordability, Socialmediainfluence, Environmentalconcern				

According to the table 4.4.5, the F-value of this study is 146.239 and the significance level is lower than 0.001, which is less than 0.05. Consequently, there is a statistically significant effect of three predictor variables on the moral value. The three IVs are considered valid and significant to explain the impact on mediator (MV). In other words, EC, SMI, and PFA all significantly affect the MV.

Table 4.4.5

*ANOVA Results of the Regression Model (Without DV)*

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.351	3	28.117	146.239
	Residual	37.685	196	.192	
	Total	122.036	199		

a. Dependent Variable: Moralvalue  
b. Predictors: (Constant), Perceivedfinancialaffordability, Socialmediainfluence, Environmentalconcern

According to the table 4.4.6, the standard coefficients of the IVs presented indicate that EC has the strongest significant impact on the mediator ( $\beta = 0.401$ ), followed by PFA ( $\beta = 0.325$ ) and SMI ( $\beta = 0.184$ ). According to the significance value, it can be seen that EC, SMI, PFA ( $p < 0.05$ ), which under the acceptable ranges, show a significant relationship on the EC, SMI, and PFA towards MV. Thus, the explanation of the multiple regression equation is as follows:

$$(MV) = 0.352 + 0.401 (\text{EC}) + 0.184 (\text{SMI}) + 0.325 (\text{PFA})$$

Table 4.4.6

*Regression Coefficients for the relationship between IVs and mediator*

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.352	.167		2.109	.036
	Environmentalconcern	.401	.060	.403	6.653	<.001
	Socialmediainfluence	.184	.046	.202	4.016	<.001
	Perceivedfinancialaffordability	.325	.057	.340	5.657	<.001

a. Dependent Variable: Moralvalue

#### 4.4.3 Relationships between IVs and DV through Mediator

##### Indirect effect: IVs affect DV through the mediator

According to the table 4.4.7, EC, SMI, PFA show a strong positive multiple correlation with MV and PI ( $R=0.852$ ). Besides, the R Square value is 0.725, indicating that 72.5% of the variance in Selangor university students' purchase intention toward sustainable clothing can be elaborated by the effect of the three predictors and the mediator.

Table 4.4.7

*Model Summary of the Relationship between IVs and DV through mediator*

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852 <sup>a</sup>	.725	.720	.43123
a. Predictors: (Constant), Moralvalue, Socialmediainfluence, Perceivedfinancialaffordability, Environmentalconcern				

According to the table 4.4.8, the F-value of this study is 128.787 and the significance level is lower than 0.001, which is less than 0.05. Consequently, there is a statistically significant effect by four predictor variables including moral value on the purchase intention on sustainability clothes. The overall model including the mediator is statistically significant shows that the predictors collectively contribute to explain purchase intention.

Table 4.4.8

*ANOVA Results of the Regression Model*

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.798	4	23.949	128.787	<.001 <sup>b</sup>
	Residual	36.262	195	.186		
	Total	132.060	199			

a. Dependent Variable: Purchaseintention
b. Predictors: (Constant), Moralvalue, Socialmediainfluence, Perceivedfinancialaffordability, Environmentalconcern

According to the table 4.4.9, the standard coefficients of the IVs presented indicate that moral value significantly predict PI when MV was added into the regression ( $\beta = .431$ ,  $p < .001$ ). After the MV be added, EC and SMI become non-significant due to the p-value over than 0.05. However, PFA still remained significant even though the  $\beta$  reduced ( $\beta = .323$ ,  $p < .001$ ). Since the model R square increased to 0.725 from 0.691, it means that Moral Value fully mediates the effects of EC and SMI on PI. PFA has a partial mediation effect where its direct impact on PI remains significant but weaker after including MV. This suggests that Moral Value is a key mechanism through which EC and SMI influence sustainable clothing purchase intention. Thus, the explanation of the multiple regression equation is as follows:

$$(PI) = 0.243 + 0.107 (EC) + 0.080 (SMI) + 0.323 (PFA) + 0.448 (MV)$$

Table 4.4.9

*Regression Coefficients for the relationship between IVs and DV through mediator*

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.243	.166		1.46	.145
	.107	.066	.104	1.63	.103
	.080	.047	.085	1.71	.088
	.323	.061	.326	5.30	<.00
	.448	.070	.431	6.38	<.00

a. Dependent Variable: Purchaseintention

## CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

### 5.0 Introduction

In Chapter 5, the statistical outcomes overview and a discussion of the key findings will be provided. A description of the research's limitations and recommendations for bettering the standard of subsequent studies will also be covered, along with implications for the theoretical and practical parts.

### 5.1 Overview of Statistical Analysis

Table 5.1 provide the summary of the hypothesis testing result which include from H1 until H4.

Table 5.1

*Summary of the hypothesis testing result*

Hypothesis	Sig.	Results
H1: Environmental concern have a significant effect on purchase intention	< 0.001	Significance
H1a: Moral value have mediating role between environmental concern and purchase intention	0.103	Non significance
H2: Social media influence has a significant effect on purchase intention	0.01	Significance
H2a: Moral value have mediating role between social media influence and purchase intention	0.008	Non significance
H3: Perceived financial affordability has a significance effect on purchase intention	< 0.001	Significance
H3a: Moral value have mediating role between perceived	< 0.001	Significance

financial affordability and purchase intention

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H4: Moral value have a significant effect on purchase  $< 0.001$  Significance  
intention

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## 5.2 Discussion of Major Findings

### 5.2.1 Relationship between EC and PI

According to Table 4.4.3, it indicates that the standardized beta is 0.278, while the t-statistic is 4.419, and the p-value is lower than 0.05 ( $<0.001$ ). Therefore, the environmental concerns have a significant effect on the purchase intention, while H1 is significant.

The finding is consistent with the research conducted by Klabi (2025), who found that people who are deeply concerned about the environment are likely to have a strong desire to buy environmentally friendly products that align with their principles and objectives. According to Ogiemwonyi et al. (2023), when a consumer stays far from goods and services that have the potential to seriously harm the environment, they are demonstrating higher environmental concern. Anyone knowledgeable about environmental issues will have a favorable intention about green purchase behaviour. When reviewing products, people who care about the environment frequently consider the effects on the environment.

### 5.2.2 Relationship between EC and PI through MV

According to Table 4.4.1, it indicates that before adding the mediator (moral value), environmental concern was a significant predictor of purchase intention ( $R^2 = 0.668$ ). According to Table 4.4.9, it indicates that the standardized beta for environmental concern is 0.104, while the t-statistic is 1.637, and the p-value

is higher than 0.05 (0.103) after moral value is added. When moral value is added into the framework, moral value significantly affects purchase intention while environmental concern becomes non-significant, and this matches the definition of full mediation where the direct effect is no longer significant when the mediator is included (McLeod, 2025). According to Z. Dong et al. (2024), even many customers are aware of environmental issues, they may not take action until these worries are incorporated into their own moral principles. Customers' purchase intentions are greatly influenced by their perception that buying sustainable goods is part of their ethical obligation when moral values are high. Therefore, once moral worth is taken into consideration, the direct impact of environmental concern becomes minor, suggesting that moral value is the primary psychological mechanism that transforms environmental awareness into purchase decisions.

### **5.2.3 Relationship between SMI and PI**

According to Table 4.4.3, it indicates that the standardized beta is 0.172, while the t-statistic is 3.287, and the p-value is lower than 0.05 (0.001). Therefore, the social media influence has a significant effect on the purchase intention, while H2 is supported.

Although the current study focuses on social media influence, the results are consistent with Salhab et al. (2023), who state that social media marketing positively affects purchase intention. This suggests that both social media-related factors can play a significant role in shaping consumers' purchase intention. In particular, social media marketing initiatives were found to significantly impact customer purchase intention and the study indicates that social media marketing raises consumers' brand trust, which in turn increases their tendency to buy.

### **5.2.4 Relationship between SMI and PI through MV**

According to Table 4.4.1, it indicates that before adding the mediator (moral value), social media influence was a significant predictor of purchase intention ( $R^2 = 0.668$ ) and the p-value is lower than 0.05 according to Table 4.4.3. According to Table 4.4.9, it indicates that the standardized beta for social media influence is 0.085, while the t-statistic is 1.715, and the p-value is higher than 0.05 (0.088) after moral value is added. When moral value is added into the framework, moral value significantly affects purchase intention while social media influence becomes non-significant, and this becomes the full mediation effect. According to Samaniego-Arias et al. (2025), purchase intention for natural products is not directly influenced by social media contact. Actually, the results show that social media contact shapes customers' values and beliefs, which in turn affects consumer behavior indirectly. Therefore, in order to promote environmentally conscious purchasing behavior, successful SM marketing tactics should not only communicate content but also strengthen consumers' moral values, environmental attitudes, and self-efficacy.

### **5.2.5 Relationship between PFA and PI**

According to Table 4.4.3, it indicates that the standardized beta is 0.472, while the t-statistic is 7.571, and the p-value is lower than 0.05 (<0.001). Therefore, the perceived financial affordability has a significant effect on the purchase intention, while H3 is significant.

Although the current study focuses on perceived financial affordability, the results are consistent with Suyanto and Dewi (2023), who state that affordable prices have a positive effect on purchase intention. This consistency implies that both price level and perceived financial affordability may operate through a similar psychological mechanism, and consumers are more likely to purchase when they perceive the cost to be within their financial means. The research

states that the product must be priced appropriately for customers to be able to afford it and have an incentive to select it over alternatives.

### **5.2.6 Relationship between PFA and PI through MV**

According to Table 4.4.1, it indicates that before adding the mediator, perceived financial affordability was a significant predictor of purchase intention ( $R^2 = 0.668$ ) and the p-value is lower than 0.05 according to Table 4.4.3. According to Table 4.4.9, it indicates that the standardized beta for perceived financial affordability is 0.326, while the t-statistic is 5.307, and the p-value remains lower than 0.05 ( $<0.001$ ) after moral value is added. When moral value is added into the framework, moral value significantly affects purchase intention while perceived financial affordability remain significant but the standardized beta reduces. This shows a partial mediation. According to Tian et al. (2022), the perceived financial affordability of customers limits the impact of higher pricing for green products, even though they can strengthen moral judgment and increase consumers' impression of moral value. If the price is too high, even buyers who have high environmental values could be unwilling to buy. Therefore, perceived financial affordability continues to be a crucial driver of purchase intention, even when moral value can somewhat mediate it.

### **5.2.7 Relationship between MV and PI**

According to Table 4.4.9, it indicates that the standardized beta is 0.431, while the t-statistic is 6.383, and the p-value is lower than 0.05 ( $<0.001$ ). This proves that when people have high moral values in their mindset, their purchase intention for purchasing sustainable clothes will increase. Therefore, the moral value has a significant effect on the purchase intention, while H4 is supported.

The findings is consistent with the research which indicated by Canova et al. (2022). The research mentioned that moral values was significantly impact the

purchase intention and adding it to the original TPB model increased the amount of diversity in intentions that could be explained. Therefore, it is an acceptable suggestion that consumers' green purchase intention and moral judgement will increase when the moral issues in relation with a product or service are more positive (D. Li et al., 2022).

### **5.2.7 Conclusion**

According to Table 4.4.7, the  $R^2$  increased from 0.668 to 0.725 when moral value is added and this suggests that incorporating moral value improved the model's explanatory power. The ANOVA results ( $F = 128.787$ ,  $p < 0.001$ ) further confirm that the final model with moral value is statistically significant. Therefore, the moral value has high explanatory power on the purchase intention of sustainable clothes.

## **5.3 Implications of the Study**

### **5.3.1 Theoretical Implications**

In the study, the findings provide theoretical contributions by extending the TPB framework to include moral considerations. While TPB usually focuses on rational decision-making and social influences but this research highlights the importance of ethics and personal values in shaping consumer choices particularly in the context of sustainable fashion. This suggests that moral value functions as an internal belief that enhances the predictive power of TPB in sustainability-related consumer behavior.

Besides, this study advances to the expanding literature on sustainable consumption by demonstrating that moral values should be considered alongside environmental and financial factors when examining young

consumers' purchase intentions. In future research can build on these findings by testing the combination of moral value within other behavioral theories such as the Value Belief Norm theory or Norm Activation Model. Additionally, by expanding the scope which include other different age groups or cultural contexts can provide deeper insights into how moral considerations influence sustainable fashion choices across diverse populations.

### **5.3.2 Practical Implications**

According to the research, the proposed model explained 72.5% of the variance in purchase intention toward sustainable clothing among Selangor university students which highlights the strong explanatory power of the extended Theory of Planned Behavior with moral value as a mediator. This finding reveals that environmental concern and social media influence no longer have a direct impact once moral value is introduced, indicating that their effects are transmitted mainly through moral considerations. In contrast, perceived financial affordability maintains both a direct and indirect impact, making it a key determinant of sustainable clothing purchases.

Besides, these findings carry multiple significant consequences for the application. This result indicates that advertising should not only promote eco-friendly characteristics but also emphasize the moral value of purchasing sustainable goods. Framing sustainable purchases as a responsible and ethical act can help in bridging the attitude-behavior gap between millennial consumers. At the same time, price affordability also remains a barrier as businesses might apply strategies like student promotions, affordable product lines or partner with the government to make sustainable fashion more affordable.

Additionally, the powerful mediating role of moral value emphasizes the importance of utilizing social media to create moral awareness rather than just advertising products. Fashion brands can develop a sense of ethical duty for consumers by interacting with influencers, publishing value-driven content and

establishing interactive online campaigns which can help drive actual purchases. Governments can also consider implementing certification schemes, awareness programs and educational projects that highlights the moral and environmental benefits of sustainable apparel.

In conclusion, this study provides an actionable guidance for both businesses and policymakers. By integrating affordability with moral-driven communication strategies, stakeholders can foster a sustainable fashion culture among university students and contribute to Malaysia's broader sustainability agenda.

## **5.4 Limitations of the study**

Firstly, this study only focuses on university students in Selangor. Although Selangor has the highest numbers of students compared with other states but the findings may not fully represent university students from other regions of Malaysia. Other states of students may have differ in terms of cultural values and awareness of sustainability which could shape their purchase intentions in different ways. Different financial backgrounds of students may evaluate affordability differently. Therefore, this study should interpret with caution and generalization beyond Selangor may not fully capture the diversity of Malaysian university students.

Besides, data collected in this study was mainly through online platforms particularly Facebook groups targeting university students in Selangor. Although this method is efficient and cost-effective but it may have excluded students who are less active online or those who do not frequently use social media. As a result, the sample may be biased toward students who are digital engaged, socially engaged and more familiar with sustainability discussions online. This limitation reduces the representativeness of the findings as it overlook the perspectives of students who rely more on offline communication channels. From this, the results may not fully reflect the diversity of opinions and purchase intentions among all university students in Selangor.

## 5.5 Recommendations for Future Research

In future research, the researchers may expand their scope to include university students from other states in Malaysia or compare different demographic groups. No matter the students are from rural and urban areas as well as from different cultural and economic backgrounds may hold different perspectives on sustainable clothing. By including more diverse group of respondents, future studies can achieve higher representativeness to improve the accuracy of comparisons and provide findings that better reflect the purchase intentions of Malaysian university students as whole.

Since this study collected data rely mainly on online platforms particularly Facebook groups, the sample may have excluded students who are less active online. The ways to overcome this limitation, future research should adopt a mixed approach that combines both online and offline data collection methods. For example, surveys can be distributed online through social media, while offline approaches such as on-campus surveys, face-to-face distributions after lectures or email invitations through university mailing list can also be high effective. These approach not only increases the diversity of participants but also ensure that students with different levels of digital engagement are represented. In particular, it helps capture the perspectives of students who rely more on traditional communication channels and are less socially active online. By reaching a wider of participants, the sample will become more balance and representative which turn enhances the reliability, validity and generalizability of the findings.

## 5.6 Conclusions

In conclusion, this study found that moral value was incorporated as a mediating variable between environmental concern, social media influence, perceived financial affordability and purchase intention toward sustainable clothing. The findings revealed that moral value significantly mediates the relationship between all three independent variables with the dependent variable.

These results provide theoretical contributions by extending the TPB framework to include moral considerations. While TPB usually focuses on rational decision-making and social influences but this research highlights the importance of ethics and personal values in shaping consumer choices, particularly in the context of sustainable fashion. This suggests that moral value functions as an internal belief that enhances the predictive power of TPB in sustainability-related consumer behaviour.

Lastly, this study advances the expanding literature on sustainable consumption by demonstrating that moral values should be considered alongside environmental and financial factors when examining young consumer's purchase intentions. In future research can build on these findings by testing the combination of moral value within other behavioral theories such as the Value Belief Norm theory or Norm Activation Model. Additionally, by expanding the scope which include other different age groups or cultural contexts can provide deeper insights into how moral considerations influence sustainable fashion choices across diverse populations.

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## APPENDICES

### Appendix 1: Research Instrument



**Universiti Tunku Abdul Rahman**

### **(Moral Value affect purchase intention of sustainability clothes: A survey on Selangor University Students)**

#### **Instructions:**

1. There are **TWO (2)** sections in this questionnaire. Please answer **ALL** questions in **ALL** sections.
2. Completion of this form will take you less than 10 minutes.
3. The contents of this questionnaire will be kept **strictly confidential**.

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#### **Voluntary Nature of the Study**

Participation in this research is entirely voluntary. Even if you decide to participate now you may change your mind and stop at any time. There is no foreseeable risk of harm or discomfort in answering this questionnaire. This is an anonymous questionnaire; as such, it is not able to trace response back to any individual participant. All information collected is treated as strictly confidential and will be used for the purpose of this study only.

I have been informed about the purpose of the study and I give my consent to participate in this survey.  
YES (/)      NO (/)

*Note: If yes, you may proceed to next page or if no, you may return the questionnaire to researchers and thanks for your time and cooperation*

### **The Concept of Sustainability Clothes**

Sustainability clothes involves the use of environmentally friendly materials, ethical manufacturing processes, and circular economy strategies to reduce harmful effects on both the environment and society

### **Section A: Screening Questions**

A1: Are you currently a university student?

- a) Yes
- b) No (The questionnaire ends, thank you for your answer)

A2: Are you currently studying at a university located in Selangor?

- a) Yes
- b) No (The questionnaire ends, thank you for your answer)

### **Section B: Demographic Information**

B1: Age

- a) Less than 20
- b) 20-24
- c) 25-29
- d) 30-34
- e) 35-39
- f) 40 and above

B2: Gender

- a) Male
- b) Female

B3: What is your current level of education?

- a) Foundation
- b) Diploma
- c) Bachelor's Degree
- d) Master's Degree
- e) Doctor of Philosophy (PhD)

f) Others (please specify): \_\_\_\_\_

B4: What is your monthly allowance or pocket money?

- a) Below RM1,000
- b) RM1,000 - RM2,000
- c) RM2,001 - RM3,000
- d) RM3,001 - RM4,000
- e) RM4,001 - RM5,000
- f) Above RM 5000

B5: What is your main source of financial support?

- a) Parents / Family
- b) Scholarship / Financial Aid
- c) Part-time Job
- d) Own Savings
- e) Others (please specify): \_\_\_\_\_

The following section that affect the purchase intention to use are covered in the sections that follow. Please select the most suitable option that represents how much you agree with each of the following statements.

### Section C:

Please indicate your level of agreement with the following statements:

1 = Strongly Disagree    2 = Disagree    3 = Neutral    4 = Agree    5 = Strongly Agree

### Environmental Concern

Measurement items	Scale				
	1	2	3	4	5
1. I often pay attention to information about environmental protection	1	2	3	4	5
2. I am willing to support environmental protection	1	2	3	4	5
3. I am aware of the sustainable clothes for personal benefit	1	2	3	4	5
4. I am aware of the sustainable clothes for the future of the next generation	1	2	3	4	5
5. I know sustainable clothes for life in nature, such as animals.	1	2	3	4	5

### Social Media Influence

<b>Measurement items</b>	<b>Scale</b>				
	1	2	3	4	5
1. I change my opinion on sustainable clothing when discussing with others on social media	1	2	3	4	5
2. I changed my perception of sustainable clothes when I saw the content shared by online influencers	1	2	3	4	5
3. I changed my perception of sustainable clothes when I saw recommendations from others on social media	1	2	3	4	5
4. I change my consumption style to follow the environmental trends on social media	1	2	3	4	5
5. I recognise the responsibility of saving the environment when social media share the sustainable clothes issue	1	2	3	4	5

### Perceived Financial Affordability

<b>Measurement items</b>	<b>Scale</b>				
	1	2	3	4	5
1. I only buy sustainability clothes that are affordability	1	2	3	4	5
2. I believe that purchasing affordability often changes in life circumstances	1	2	3	4	5
3. I refer to past spending experiences to evaluate my financial affordability	1	2	3	4	5
4. I believe that comparison with others will impact my perceived affordability of sustainable clothes	1	2	3	4	5
5. I refused when the price of sustainability clothes exceeded my affordability	1	2	3	4	5

### Moral Value

<b>Measurement items</b>	<b>Scale</b>				
	1	2	3	4	5
1. I judge the correctness of sustainable clothes based on my inner moral standards	1	2	3	4	5
2. I make decisions based on my moral value	1	2	3	4	5

3. I believe that humans have an everyday moral basis to make judgement	1	2	3	4	5
4. I prefer that buying sustainable clothes is an environmentally responsible	1	2	3	4	5
5. I prefer clothing brands that are Fair Trade-certified	1	2	3	4	5
6. I trust advice from authority organisation recommendations on fashion brand	1	2	3	4	5
7. I refused clothing which is from "unethical" sources such as child labour	1	2	3	4	5

### Purchase Intention

Measurement items	Scale				
1. I am willing to buy sustainable clothes that align with my values	1	2	3	4	5
2. I am willing to buy sustainable clothes that align with my interests	1	2	3	4	5
3. I try to buy sustainable clothes in future	1	2	3	4	5
4. I try to buy sustainable clothes that are less harmful to the environment	1	2	3	4	5
5. I try to buy sustainable clothes for environmental reasons	1	2	3	4	5

Appendix 2: Numbers of University Students in Malaysia in 2024 from the KPT

Bil. No.	Negeri Kampus IPT State of HEIs Campus	Jenis Institusi Type of Institutions	Enrolmen Enrolment		
			L / M	P / F	J / T
1	JOHOR	Universiti Awam / Public Universities	28,843	27,853	56,696
		IPTS / Private HEIs	9,036	11,447	20,483
		Politeknik / Polytechnics	4,110	3,307	7,417
		Kolej Komuniti / Community Colleges	1,235	690	1,925
		Jumlah Total	43,224	43,297	86,521
2	KEDAH	Universiti Awam / Public Universities	12,476	23,465	35,941
		IPTS / Private HEIs	5,345	7,364	12,709
		Politeknik / Polytechnics	3,729	3,097	6,826
		Kolej Komuniti / Community Colleges	1,170	952	2,122
		Jumlah Total	22,720	34,878	57,598
3	KELANTAN	Universiti Awam / Public Universities	8,799	19,323	28,122
		IPTS / Private HEIs	1,748	6,621	8,369
		Politeknik / Polytechnics	2,659	1,670	4,329
		Kolej Komuniti / Community Colleges	186	420	606
		Jumlah Total	13,392	28,034	41,426
4	MELAKA	Universiti Awam / Public Universities	15,593	15,659	31,252
		IPTS / Private HEIs	8,829	10,810	19,639
		Politeknik / Polytechnics	2,970	2,668	5,638
		Kolej Komuniti / Community Colleges	1,056	504	1,560
		Jumlah Total	28,448	29,641	58,089
5	NEGERI SEMBILAN	Universiti Awam / Public Universities	8,825	17,159	25,984
		IPTS / Private HEIs	7,214	9,500	16,714
		Politeknik / Polytechnics	4,065	2,897	6,962
		Kolej Komuniti / Community Colleges	634	256	890
		Jumlah Total	20,738	29,812	50,550

Bilangan Enrolmen Pelajar mengikut Negeri Kampus IPT bagi Tahun 2024 (samb.)			Jadual Table 1.3
Number of Students' Enrollment by State of HEIs Campus for Year 2024 (cont.)			

Bil. No.	Negeri Kampus IPT State of HEIs Campus	Jenis Institusi Type of Institutions	Enrolmen Enrolment		
			L / M	P / F	J / T
6	PAHANG	Universiti Awam / Public Universities	13,506	17,971	31,477
		IPTS / Private HEIs	3,401	5,223	8,624
		Politeknik / Polytechnics	3,651	3,580	7,231
		Kolej Komuniti / Community Colleges	1,098	497	1,595
		Jumlah Total	21,656	27,271	48,927
7	PERAK	Universiti Awam / Public Universities	13,270	25,709	38,979
		IPTS / Private HEIs	18,488	20,145	38,633
		Politeknik / Polytechnics	6,083	3,374	9,457
		Kolej Komuniti / Community Colleges	1,208	874	2,082
		Jumlah Total	39,049	50,102	89,151
8	PERLIS	Universiti Awam / Public Universities	10,376	10,190	20,566
		IPTS / Private HEIs	173	120	293
		Politeknik / Polytechnics	1,484	1,993	3,477
		Kolej Komuniti / Community Colleges	230	263	493
		Jumlah Total	12,263	12,566	24,829
9	PULAU PINANG	Universiti Awam / Public Universities	14,816	21,658	36,474
		IPTS / Private HEIs	9,883	10,801	20,684
		Politeknik / Polytechnics	2,620	2,198	4,818
		Kolej Komuniti / Community Colleges	658	347	1,005
		Jumlah Total	27,977	35,004	62,981
10	SABAH	Universiti Awam / Public Universities	7,806	14,999	22,805
		IPTS / Private HEIs	4,419	7,516	11,935
		Politeknik / Polytechnics	2,854	2,122	4,976
		Kolej Komuniti / Community Colleges	925	524	1,449
		Jumlah Total	16,004	25,161	41,165
11	SARAWAK	Universiti Awam / Public Universities	10,207	18,234	28,441
		IPTS / Private HEIs	8,880	9,980	18,860
		Politeknik / Polytechnics	3,488	3,168	6,656
		Kolej Komuniti / Community Colleges	389	314	703
		Jumlah Total	22,964	31,696	54,660

8 Statistik Pendidikan Tinggi 2024: Kementerian Pendidikan Tinggi

Jadual Table 1.3		Bilangan Enrolmen Pelajar mengikut Negeri Kampus IPT Tahun 2024 (samb.)			
		Number of Students' Enrolment by State of HEIs Campus for Year 2024 (cont.)			
Bil. No.	Negeri Kampus IPT State of HEIs Campus	Jenis Institusi Type of Institutions	Enrolmen Enrolment		
			L / M	P / F	
12	SELANGOR	Universiti Awam / Public Universities	58,162	100,872	
		IPTS / Private HEIs	147,850	175,786	
		Politeknik / Polytechnics	3,749	3,372	
		Kolej Komuniti / Community Colleges	2,035	1,077	
		Jumlah Total	211,796	281,107	
13	TERENGGANU	Universiti Awam / Public Universities	12,215	22,254	
		IPTS / Private HEIs	2,445	2,307	
		Politeknik / Polytechnics	2,251	1,459	
		Kolej Komuniti / Community Colleges	694	183	
		Jumlah Total	17,605	26,203	
14	W.P KUALA LUMPUR	Universiti Awam / Public Universities	24,414	35,164	
		IPTS / Private HEIs	65,216	67,498	
		Politeknik / Polytechnics	269	232	
		Kolej Komuniti / Community Colleges	0	0	
		Jumlah Total	89,899	102,894	
15	W.P LABUAN	Universiti Awam / Public Universities	656	1,324	
		IPTS / Private HEIs	7	8	
		Politeknik / Polytechnics	0	0	
		Kolej Komuniti / Community Colleges	0	0	
		Jumlah Total	663	1,332	
16	W.P PUTRAJAYA	Universiti Awam / Public Universities	0	0	
		IPTS / Private HEIs	975	719	
		Politeknik / Polytechnics	0	0	
		Kolej Komuniti / Community Colleges	0	0	
		Jumlah Total	975	719	
Keseluruhan Grand Total			589,373	759,717	
				1,349,090	

Appendix 3: Adapted Measurable Variable Items for Questionnaire

No.	Variable	Question	Sources/Citation
1.	Environmental Concern	I often pay attention to information about environmental protection	(Wang et al., 2024).
		I choose eco-friendly products because it protect my image	(Lou et al., 2024)
		I am willing to involve in purchase sustainable clothes for the future of the next generation	(Hasni et al., 2024).
		I care about the environment because I appreciate the life in nature	(Mandić et al., 2023)
		I care the sustainable issue because environmental pollution will cause long-term harm to people	(Lopes et al., 2024)
2.	Social Media Influence	I will change my opinion on sustainable clothing when I discuss with other on social media	(Usman & Okafor, 2019)
		I will change my perception on sustainable clothing when I see the content shared by online influencer	(Gammoudi et al., 2022)
		I will consider to buy sustainable clothes when I see the recommendation of others on social media	(Johnson et al., 2021)
		I will change my	(Johnson et al.,

		consumption style to follow the environmental trends on social media	2021)
		I will recognize the social responsibility when social media always share the environmental issues	(Grover et al., 2022)
3.	Perceived Financial Affordability	I will only buy things that under my affordability	(Hasbullah et al., 2022)
		I believe that purchasing affordability often changes in my life circumstances	(Sajid et al., 2024)
		I believe that the comparison with others will impact my perceived affordability on sustainable clothes	(Ahamed & Limbu, 2024)
		I refer to my past spending experiences to judge my affordability to buy certain products	(Ahamed & Limbu, 2024)
		I refused to buy something which exceed my affordability even I have desire to buy it	(Notani, 1997)
4.	Moral Value	I judge what is good and bad based on my inner moral standards	(Sipahutar et al., 2021)
		I make decision based on my moral value	(Hurst et al., 2022)
		I believe that human have some common moral basic to make judgement	(Haidt & Joseph, 2004)
		I believe buying sustainable	(Haidt & Joseph,

		clothing is an environmentally responsible	2004)
		I tend to buy clothing brands that are Fair Trade certified	(Haidt & Joseph, 2004)
		When an authority organization recommends a brand, I trust their advice	(Haidt & Joseph, 2004)
		I avoid buying clothing that I believe is from “unethical” sources such as child labor	(Haidt & Joseph, 2004)
5.	Purchase Intention	I tend to buy products that align with my value	(Tjokrosoeharto & Paramita, 2021)
		I tend to buy products that align with my interests	(Tjokrosoeharto & Paramita, 2021)
		I rely on the information I gather to make decision	(J. Li et al., 2022)
		I prefer to buy products that are less harmful to the environment	(Zaremohzzabieh et al., 2020)
		I prefer to choose green clothing for environmental reasons	(Zaremohzzabieh et al., 2020)

Appendix 4: Range for Cronbach's Alpha

No	Coefficient of Cronbach's Alpha	Reliability Level
1	More than 0.90	Excellent
2	0.80-0.89	Good
3	0.70-0.79	Acceptable
4	0.6-.69	Questionable
5	0.5-0.59	Poor
6	Less than 0.59	Unacceptable