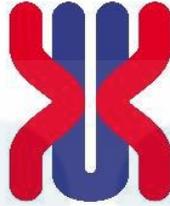


**PERCEIVED ESG (ENVIRONMENTAL, SOCIAL, GOVERNANCE) TOWARDS CUSTOMER PURCHASE INTENTION IN MALAYSIA: THE MEDIATING ROLE OF BRAND CREDIBILITY, BRAND IMAGE, AND PERCEIVED QUALITY**

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**FACULTY OF ENTREPRENEURSHIP AND BUSINESS**

**PROPOSAL OF FINAL YEAR RESEARCH PROJECT**

**PERCEIVED ESG (ENVIRONMENTAL, SOCIAL,  
GOVERNANCE) TOWARDS CUSTOMER PURCHASE  
INTENTION IN MALAYSIA: THE MEDIATING ROLE OF  
BRAND CREDIBILITY, BRAND IMAGE, AND PERCEIVED  
QUALITY**

<b>Programme</b>	Bachelor of Entrepreneurship (Commerce) with Honours (SAK)
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**LIST OF ABBREVIATIONS**

ESG	Environmental, Social and Governance
F4GBM	FTSE4Good Bursa Malaysia Index
EPF	Employees Provident Fund
TCFD	Financial Disclosure Task Force
SASB	Sustainability Accounting Standards Board
GRI	Global Reporting Initiative
DV	Dependent Variable
IV	Independent Variable
SDGs	Sustainable Development Goals
CSR	Corporate Social Responsibility
AVE	Average
BC	Brand Credibility

BI	Brand Image
PQ	Perceived Quality
PI	Purchase Intention
Sig	Significant
SPSS	Statistical Package Social Science
$\alpha$	Alpha
df	Degrees Of Freedom

**LIST OF SYMBOLS**

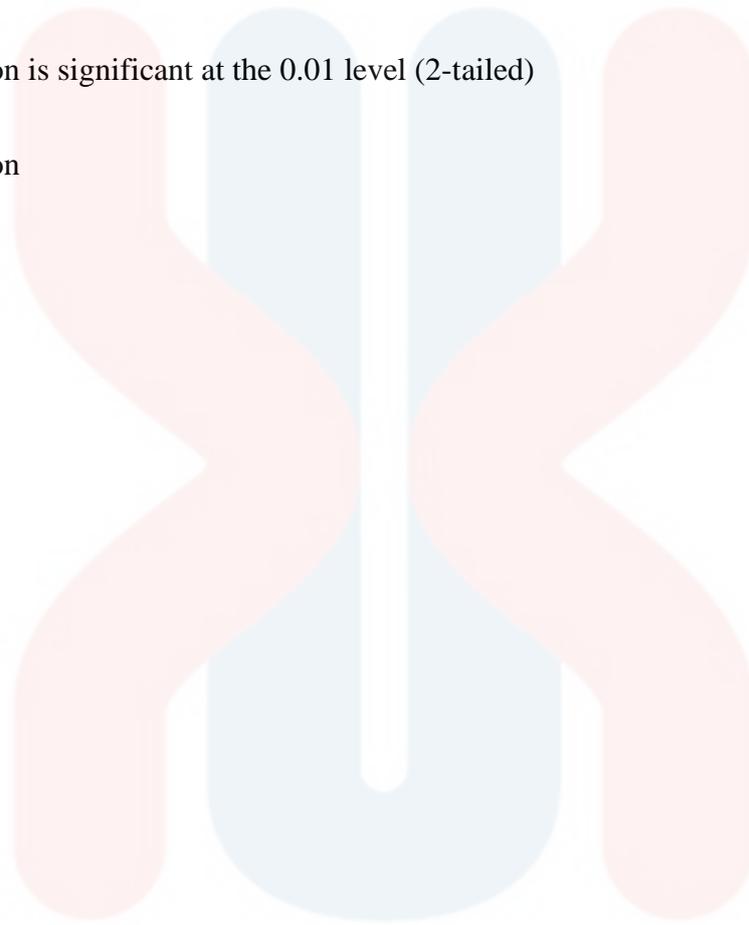
%	Percentage
H1	Hypothesis 1
H2	Hypothesis 2
H3	Hypothesis 3
H4	Hypothesis 4
H5	Hypothesis 5
H6	Hypothesis 6
N	Population Size
S	Sample size
>	Greater than
<	Less than
-	To

= Equal

p Significant

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

r Correlation



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**Abstrak:**

Dalam persekitaran perniagaan hari ini, aspek persepsi alam sekitar, sosial dan tadbir urus (ESG) telah menjadi kritikal dalam menentukan sikap dan tingkah laku pengguna. Pelanggan memberi perhatian yang lebih dekat kepada implikasi alam sekitar, sosial, dan Tadbir Urus barangan dan perkhidmatan yang mereka pilih, apabila kesedaran orang ramai terhadap isu-isu global berkembang. Tujuan penyelidikan ini adalah untuk lebih memahami pembolehubah amalan ESG (Alam Sekitar, Sosial, dan Tadbir Urus) yang dirasakan dan reaksi pengguna di Malaysia, dengan memberi tumpuan kepada peranan pengantara Brand Image, Brand Credibility, Perceived Quality, dan Purchased Intention yang mungkin memberikan maklumat berwawasan dengan implikasi yang luas. Untuk statistik kajian ini telah menggunakan analisis data kuantitatif yang diperolehi. Data dikumpulkan oleh 459 responden tetapi hanya melibatkan 400 kerana 59 tidak terlibat daripada keseluruhan komuniti di Malaysia. Hubungan antara pembolehubah bebas kredibiliti jenama, imej jenama, kualiti yang dirasakan, niat pembelian dengan pembolehubah bergantung Perceived ESG mempunyai hubungan yang positif. Penemuan kajian ini memajukan pengetahuan kita tentang bagaimana teori-teori memotivasi perniagaan dan untuk menangani isu-isu alam sekitar disebabkan tekanan luar yang berlaku di Malaysia.

**Kata kunci:** PESG, kredibiliti jenama, imej jenama, kualiti yang dirasakan, niat pembelian

**Abstract:**

In today's business environment, aspects of environmental, social, and governance perception (ESG) have become critical in determining consumer attitudes and behaviors. Customers pay closer attention to the environmental, social, and Governance implications of the goods and services they choose as the public's awareness of global issues grows. The purpose of this research was to better understand the variables of perceived ESG (Environmental, Social, and Governance) practices and consumer reactions in Malaysia, with a focus on the mediating roles

of brand image, brand credibility, perceived quality, and purchase intention might provide insightful information with broad implications. For the study statistics were used in the analysis of quantitatively obtained data. The data was collected by 459 respondents but involved only 400 as 59 were not involved from the whole community in Malaysia. The relationship between independent variables brand credibility, brand image, perceived quality, and purchase intention with the dependent variables perceived ESG has a positive relationship. The findings of this study advance our knowledge of how theories motivate businesses and Malaysians to tackle environmental issues because of outside pressures.

**Keywords:** PESG, Brand Credibility, Brand Image, Perceived Quality, Purchase Intention

## CHAPTER 1: INTRODUCTION

### 1.1 Background of the study

Environment, Social, and Governance are referred to as ESG. It refers to a collection of standards or criteria used by analysts and investors to evaluate and measure ethical and sustainable business operations (Johnson, 2020). Consumer knowledge and concern for environmental issues, and ESG governance have evolved over the past few years. Environmental, social, and corporate governance practices have been the three main components of ESG that measure the ethical and sustainable impact of a company's operations (Chouaibi, and Affes, 2021; Johnson, et al. 2019). Customers increasingly consider the ESG performance of companies when making choices about what to buy as they become more aware and educated about environmental and social problems. Therefore, businesses are forced to adjust their strategies and operations to consider environmental, social, and governance (ESG) factors because of the shift in customer behavior.

The way an organization addresses its ESG performance significantly influences the connection between ESG and customer behavior. Stakeholders regularly evaluate business adherence to ESG principles by utilizing diverse information channels such as news, social media, and corporate reports (Clementino, and Perkins. 2021; Aich. 2021). Nevertheless, it's crucial to note that the customer's perception of the company's ESG performance might not always align with the factual ESG reality. Bibi (2019) believed that perceptions of ESG performance are influenced by factors like "greenwashing," where businesses overstate environmental efforts and challenges in obtaining trustworthy information.

According to Aksoy et al. (2022), despite some obstacles, customers' perception of the Company's ESG performance has a significant impact on their purchasing decisions for instance, customers are more willing to support businesses they believe have robust ESG

policies. According to Cone Communications, 87% of consumers are inclined to purchase a product when the company aligns with a cause important to them, while 76% would refrain from buying a product if they were aware that the company supported a purpose conflicting with their values. Furthermore, in Malaysia, only 75 companies listed on Bursa Malaysia are eligible for the FTSE4Good Bursa Malaysia Index (F4GBM). The equity index known as the FTSE4Good Bursa Malaysia Index assesses the performance of businesses listed on Bursa Malaysia, the Malaysian stock exchange, and which meet certain environmental, social, and governance (ESG) standards. It is a component of the FTSE4Good Index Series, which aims to recognize and evaluate business performance with robust environmental, social, and governance (ESG) policies. This is only 8% of the total number of companies listed on Bursa Malaysia (940 companies). Various ESG-related initiatives have also been taken by organizations in Malaysia including the Employees Provident Fund (EPF), Bank Islam, Hong Leong Bank, and many more (Razali et al. 2022).

## **1.2 Problem Statement**

Environmental, Social, and Governance (ESG) practices have been an important factor in determining the brand's reputation in today's commercial environment. Globally, businesses are increasingly realizing the importance of ESG initiatives for not only moral reasons but also because of the way they affect end results, stakeholder confidence, and long-term sustainability (Gary 2019). However, there are still huge obstacles in the form of poor communication from this initiative. The lack of openness that the company has when it comes to its ESG activities is one of the biggest problems (Luan, and Wang 2023). Many businesses leave stakeholders, investors, customers, staff, and the public in the dark about ESG practices for failing to disclose complete data and information. Stakeholders cannot fairly assess brand sustainability initiatives due to this lack of transparency (Bager, and Lambin, 2020). In addition, the issue of 'greenwashing' has become the biggest problem as some organizations often engage in the

practice of deceiving or misrepresenting their ESG efforts to create a positive image without providing real sustainability benefits. This false information has eroded customers' trust in the effectiveness of ESG. Therefore, the success of businesses largely depends on their reliability. A reliable brand has the confidence of all its constituents, including partners, consumers, investors, and so on while credibility influences investor confidence and consumer purchasing decisions.

The lack of widely recognized guidelines and standards is one of the main obstacles to solving the perceived ESG issue (Aksoy et al. 2022). These guidelines are created to report on ESG indicators that have been produced by several organizations, including the Climate-Related Financial Disclosure Task Force (TCFD), the Sustainability Accounting Standards Board (SASB), and the Global Reporting (GRI) initiative. While this framework offers useful direction, it is difficult to compare businesses across industries and geographic areas due to different methodologies and indicators, which can result in inconsistent reporting. In turn, these inconsistencies hinder business attempts to benchmark and improve their ESG practices and impact investors' ability to make informed judgments. Companies may find it difficult to determine which aspects of ESG are most relevant to their operations in the absence of widely recognized standards because there are so many frameworks and reporting requirements available to them (Bose, S. 2020). This has damaged the brand image's reputation if any e-commerce Company violates these guidelines. As a result, the company has a poor record among customers and investors if it is less efficient in implementing ESG in its business.

An important factor that influences customer behavior and purchasing decisions is perceived quality (Chouet al. 2020; Sivaram et al. 2019). Customers associate quality with the capacity of a product or service to meet their expectations and offer good value. Historically seen quality has been influenced by elements such as cost, brand recognition, and product characteristics. However, as the ESG factor becomes more important, customers begin to

consider the company's ESG performance when determining the perceived quality. Current issues can be formulated such as how the company's alleged ESG performance affects the customer's opinion of the caliber of its goods or services. Among the important issues is increasing consumer awareness. In today's world, consumers are becoming more aware of environmental sustainability, social responsibility, and ethical governance. Their attention goes beyond the utilitarian aspects of goods and services to include the wider impact of this offer on the environment and society (Muradian, and Gomez-Baggethun, 2021). In addition, the impact on purchasing decisions i.e., consumer purchasing decisions may be greatly influenced by their perception of ESG performance. Customers who place high priority on this principle may find companies with excellent ESG qualifications more attractive. On the other hand, businesses deemed uncommitted to environmental issues may see a decrease in customers' confidence and sadness to buy their products. Finally, different generations may react differently to perceived ESG. ESG values are often given more weight by the younger generation of Millennials and Gen Z than older groups. This can have an impact on the way this younger generation views the quality of goods and services.

Therefore, this study attempts to investigate how ESG factors affect consumer purchasing behavior specifically, among online consumers at selected e-commerce websites in Malaysia.

### **1.3 Research Question**

1. What is the relationship between brand credibility and consumer perception associated with the company's ESG initiatives?
2. What is the relationship between brand image and consumer perception associated with the company's ESG initiatives?
3. What is the relationship between perceived quality and consumer perception associated with the company's ESG initiatives?
4. What is the relationship between brand credibility and purchase intention?
5. What is the relationship between brand image and purchase intention?
6. What is the relationship between perceived quality and purchase intention?

### **1.4 Research Objectives**

1. To examine the relationship between brand credibility and consumer perception associated with the company's ESG initiatives.
2. To examine the relationship between brand image and consumer perception associated with the company's ESG initiatives.
3. To examine the relationship between perceived quality consumer's perception associated with the company's ESG initiatives.
4. To examine the relationship between brand credibility and purchase intention.
5. To examine the relationship between brand image and purchase intention.
6. To examine the relationship between perceived quality and purchase intention.

### 1.5 Scope of the Study

This study investigates the effect of consumers' perceptions of ESG (Environmental, Social, Government) on their attitudes through brand image, perceived quality, and brand credibility—mediating this relationship. Research findings show that the social and governance aspects of ESG have a direct beneficial impact on perceived quality, perceived credibility, and brand image. Nevertheless, no visible direct influence of ESG environmental aspects seen on brand-connected constructs was found. The findings also show that the association between ESG perceptions and attitudes is somewhat mediated by brand image, perceived quality, credibility and purchase intention.

Data collection will be carried out through residents in Malaysia. Moreover, Malaysian shoppers nowadays are interested in shopping online in buying various ESG products. Among the companies in Malaysia that practice ESG in their companies are Lazada, Shopee, H&M, Watson, Guardian, Uniqlo, Muji, and Zalora. In addition, the researcher is also interested in knowing the various views of the residents, especially in the study area which is Malaysia.

The research will focus more on Perceived ESG about brand credibility, brand image, and perceived quality. Therefore, the respondents of this study are about social media and physical quantity living in Malaysia. It will target individuals of different ages through simple sampling. The targeted respondents will receive the questionnaire through a method through the platform through Google Forms and social media such as WhatsApp and Telegram. The scope of the study is carefully defined because it allows the researcher to focus on working within real constraints.

## 1.6 Significance of Study

The study's significance clarifies the value of research and its impact on the area. The possible ramifications of the study and its advantages are highlighted in this section. Our understanding of how ESG is seen and the potential of businesses that use it will grow because of this study.

The study's findings will give company leaders valuable knowledge on how people's perceptions of perceived ESG impact their perceptions of many elements of their brands, including perceived quality, image, and legitimacy. Prioritizing ESG will eventually increase productivity and decrease employee turnover in businesses. ESG analysis frequently encourages businesses to employ cutting-edge practices and tools that minimize waste and resource consumption.

This analysis is expected to help companies understand how efficient ESG management can promote sustainable growth and explore how ESG management strategies, mainly invested in and used so far by governments and large companies, can be implemented by small and medium-sized companies in the future. This is because customers are a company's biggest and most significant stakeholder group, this research is interested in how they perceive environmental, social, and governance issues. Good ESG practices allow businesses to take advantage of competitive advantages including improved reputation and brand image (Jukemura, 2019).

The idea of responsibility in this regard is positively correlated with the growth of a brand's image via minimizing the use of natural resources, preserving the environment, and fostering community development. Brand image is the opinion that a customer has of a brand based on the brand association that they have stored in their memory. Brand assessments by consumers are significantly influenced by brand image. Lastly, businesses with a continuous

track record of meeting legal requirements and government prospects stand to benefit from favorable brand perception.

## **1.7 Definition of Term**

### **1.7.1 Environmental**

Environmental refers to natural things and the impact of human activities on their condition. This term is related to some issues of how to protect the environment. The issue that has always been talked about by social media is the overwhelming number of plastic users that can affect the sustainable environment on Earth. The function of this term was to provide a source of living things, especially for humans. When it comes to business, this issue is a very important thing that we need to spread among business sectors. Environmental also was an external approach. This term also made sure the business runner was sensitive to some issues, especially environmental issues.

### **1.7.2 Growth**

Growth was referring to a process of an increasing size such as quantity, quality, or maturity. In business growth is related to some movement that happens in the process of the business cycle. Examples of growth process that happens in business growth is market development, economics, product line extension, e-commerce, and online presence. Business growth is also frequently regarded as a sign of success and can result in a variety of benefits, including higher market competitiveness, greater economies of scale, and improved financial stability. It does, however, bring with it new obstacles and concerns, such as the need for greater resources, potential market saturation, and increasing competition. As a result, organizations must carefully plan and execute their expansion strategies to ensure long-term viability and success.

### **1.7.3 Sustainability**

Sustainability is defined as the appropriate use and management of resources to meet the requirements of the present without jeopardizing future generations' ability to meet their own needs. It entails a comprehensive and long-term approach to economic, environmental, and social well-being. The goal of sustainability is to address the interconnected problems of resource depletion, environmental deterioration, and social equality. The ability to constantly maintain or support a process over time is referred to as sustainability. In economic and governmental contexts, sustainability aims to prevent the depletion of natural or physical resources so that they can be used indefinitely.

#### **1.7.4 Attitude sustainability**

Attitude sustainability in the context of environmental sustainability would be the continuous upholding of a constructive and encouraging attitude towards sustainable practices. This indicates that rather than varying in their adherence to these values, people or groups continuously support and engage in sustainable behaviors, such as cutting back on waste, saving energy, and advocating for environmentally friendly laws. When it comes to social concerns, maintaining a sustainable mindset may entail persistently promoting and defending equality, social justice, and human rights. It indicates that people or organizations don't waver in their support of these ideals throughout time; instead, they stay true to them and keep pushing them forward.

#### **1.7.5 Environmental, Social and Governance (ESG)**

This term refers to the standard that the business behavior used by socially conscious investors to screen potential investors. ESG is a framework that assists stakeholders in understanding how a company handles risks and opportunities related to sustainability issues. ESG is an external approach by the company to handle the strategy to maintain performance in business. ESG also has altered the way many of the world's major financial services

organizations and asset managers make capital allocation choices. Environmental considerations are the environmental impact(s) and risk management practices of a company. The social pillar refers to an organization's relationships with stakeholders. Corporate governance refers to how an organization is led and managed.

### **1.8 Organization of the Proposal**

The study is divided into five chapters, which include the study's backdrop with a problem description, the research question, the research goals, the importance of the study, operational term definitions, the scope and constraints of the research paper, and the organization of the proposal. The second chapter is about the literature analysis from the previous research, which looks at the prior study's literature as well as the theoretical framework. This chapter also offers an outline of the literature review and the study's core premise, as well as a chapter summary.

The third chapter was a methodology section, which includes methods and techniques such as introduction, research design, data collecting method, sample population, sampling, data analysis methods, research instrument, measurement, data analysis process, and chapter conclusion. The fourth chapter is about data and test analysis, which includes defining statistical analysis in connection to research questions, hypotheses, and the display of tables and figures. Finally, the fifth chapter concludes with a summary of the important results, debate, and recommendations for further study.

## CHAPTER 2: LITERATURE REVIEW

### 2.1 Introduction

The study focused on perceived ESG (Environmental, Social, and Governance) and consumers' responses in Malaysia. The mediating role of brand credibility, brand image, perceived quality and purchase intention. ESG investing, or environmental, social, and governance, is the term for a set of criteria for a company's conduct that socially conscious investors use to evaluate possible investments. The dependent variables (DVs) and independent variables (IVs) of the study have been identified and explained. This chapter also assessed related research on brand credibility, brand image, and perceived quality. Independent and dependent variables were used as a conceptual framework. A conceptual framework is used to analyze the relationship between independent and dependent variables. A summary of the chapter is provided at the end of this one.

### 2.2 Underpinning Theory

#### 2.2.1 Stakeholder Theory

Two interrelated ideas that are important in influencing the Company's stakeholder and behavioral perceptions are environmental, social, and governance (ESG) performance and stakeholder theory, ethical fundamentals, and business management (Huang, D. Z. X. 2022). Organizations trying to negotiate terrain that challenges sustainability and ethical business practices must understand how this ideology interacts. Subsequently, the Theory of Stakeholders acknowledges that organizations have multiple stakeholders, each of which has varying degrees of influence and importance (J. M. G. Boaventura et al. 2020). This leads to the involvement of the interests of the holder which leads to various aspects. To understand the needs, expectations, and concerns of these stakeholders, it urges firms to interact with them. Organizations that engage effectively are better able to deal with conflicts, establish trust, and

make informed decisions that consider the interests of stakeholders. Moreover, the basic principle of Stakeholder Theory is the idea of achieving a balance between the often-competing interests of various stakeholder groups. For organizations to develop a sustainable and moral approach in their decision-making must balance these conflicting interests.

### **2.2.2 Sustainable Development Goals (SDGs)**

The Environmental, Social, and Governance Criteria (ESG) and Sustainable Goals (SDGs) are two interrelated frameworks that are important in determining investment strategies, sustainable corporate practices, and Community progress (R. Khaled, H. Ali, and E. K. Mohamed. 2021). Getting an understanding of the relevance of these ideas to global change requires an understanding of how they are perceived and the theoretical basis that connects them. The underlying theories of how SDGs and ESGs are perceived, as well as their intersection, will be discussed. To address several interrelated global issues, including poverty, inequality, climate change, environmental degradation, peace, and justice, the United Nations approved the Sustainable Development Goals (SDGs) in 2015. This objective is rooted in various theories. (L. Shi, L. Han, F. Yang and L. Gao. 2019) said The SDGs are essentially based on the theory of sustainability, which argues that to achieve long-term global well-being, economic, social, and environmental goals must be achieved together. According to the theory of sustainability, the justice of society and economic success depend on the solution of environmental and social problems.

## **2.3 Previous Studies**

### **2.3.1 ESG (Environmental, Social and Governance)**

ESG is a framework used by business runners that can help the stakeholder understand how an organization manages risks and opportunities related to environmental, social, and governance criteria. The ESG lens facilitates the evaluation of an organization's risk and opportunity

management in response to dynamic situations, including changes in the social, economic, and environmental systems. A few of these requirements were noted in previous iterations of regulatory and strategic frameworks with a focus on sustainability. According to (Li et al., 2021), ESG is usually a standard and strategy used by investors to evaluate future financial performance and corporate behavior. There are three fundamental elements in ESG, it is environmental, social, and governance. The three fundamental elements of ESG are the most important things to consider when doing investment analysis and making decisions as an investment concept for assessing the sustainable development of businesses. According to (Koh et al., 2022) the terms environmental, social, and governance, or ESG, are becoming more and more significant in corporate management plans across the globe. When making investment decisions, a company should consider non-financial variables related to social or environmental sustainability in addition to financial considerations. These factors are referred to as ESG.

### **2.3.2 Brand Image**

Besides that, brand image is an important factor that we are looking for. Brand image plays a central role in defining which brands are more successful in an industry market. The brand image also can have a good effect on the environmental element. (Aydan Bekar, 2020) said that a company's environmentally friendly operations and infrastructure improve its reputation and attitude. Furthermore, a company's eco-friendly initiatives boost brand connection. Other than that, consumers' view of a firm, both its tangible and intangible aspects, is known as its brand image. Consumers' decisions are aided by brand image, which also later affects their purchase behavior. (Young Namkung, 2013) run the exam on the structural relationship between excessive product packaging and brand attachment, attitude, and image, with a focus on Taiwanese consumers. It was discovered that excessive product packaging negatively impacted green brand attachment and image.

### **2.3.3 Brand Credibility**

Other than brand image we also looking for brand credibility. according to (He & Lai, 2014) a business that regularly meets the needs of the government and follows the law is probably going to have a positive impact on the perception of a brand. (Du et al., 2007) said that activities related to CSR are considered pro-social corporate endeavors that secure and develop whole social welfare and, eventually, establish credibility among clients. The credibility of a brand may be a significant factor underlying the formation of consideration sets when there is consumer uncertainty about brands and information is expensive to obtain and process, according to this signaling framework of brand effects on consumer brand utility and choice. Besides that, consideration set creation is less affected by brand credibility through perceived quality than brand choice conditional on consideration set.

### **2.3.4 Perceived Quality**

Other than that, perceived quality is also important to look forward. Perceived quality refers to the superior impression that a consumer gets from sight, sound, touch, and smell regarding a product, brand, or company. Besides that, according to Boris et al., (2015) value for a customer is based on his proficiency in purchasing and utilizing a product. A mobile phone's perceived value is positively impacted by its perceived quality. According to (Sanyal & Hisam, 2016) a consumer's psychological evaluation of a product's quality based on their perceptions is known as perceived quality. A product's objective qualities comprise both internal and external quality indications. Managers should work to close the gap between the expected and observed perceived characteristics because intrinsic signals influence perceived quality and perceived quality increases brand equity. Signaling theory states that a brand with a high level of credibility can influence people to see it more favorably (Mansoor et al., 2020)

### **2.3.5 Purchase Intention**

The term "customer intention" describes the fundamental objective or element that has in mind of customers when making a purchase or engaging with a business. It includes all the reasons why consumers interact with a business, from wanting to make a purchase to looking for help, information, or feedback. Businesses must comprehend customer purpose to customize their offerings in terms of goods, services, and communication tactics to match the unique requirements and expectations of their clientele. According to (Vicki G. Morwitz a, 2007). Purchase intentions can be used to test a novel distribution channel's implementation, assisting managers in deciding which geographic areas and consumer segments to target through the channel and whether the concept merits further development. Other than that, Understanding the attitudes, judgments and internal variables that ultimately lead to purchase intention is essential to predicting customer behavior (Fishbein, 1977)

## **2.4 Hypotheses Statement**

### **2.4.1 PESG and Brand Credibility**

For a business to establish reliable partnerships, it is critical to understand how the public perceives it. According to (Du, 2007), CSR related operations are seen as pro-social business initiatives that safeguard and advance overall social welfare and, in the end, build trust with customers. (Pivato, 2008), have made the case that CSR initiatives benefit consumers' brand equity. From a customer's perspective, indications of corporate social responsibility (CSR) contribute to the development of a favourable reputation and credibility. Companies offer clients educational and representational signals about their brands' ESG accomplishments to address the information imbalance between them and their clients, highlighting quality and bolstering confidence. Furthermore, there is disagreement regarding whether CSR initiatives benefit BC in the eyes of stakeholders, society, and the environment Abu Zayyad (2021). Similarly, Hur (2014) found that customers are more likely to believe a company's BC if it is

thought to have a high level of corporate social responsibility (CSR). (Gilal, 2020) recent study also found that customers' perceptions of CSR had a favourable impact on their Brand Credibility. Based on this conversation, the following theories are formed:

H1: Consumer's perception associated with the companies' ESG initiatives relates positively to Brand Credibility.

#### **2.4.2 PESG and Brand Image**

Good ESG practice allow businesses to take benefit of sources of competitive advantage like improved Brand Image and reputation. Expanding a positive Brand Image is associated with the idea of being accountable for this via minimizing the use of natural resources, safeguarding the environment, and fostering community development. Positivity in a company's Brand Image may be seen as a benefit since it affects how clients view the operations of the company. According to Ramesh (2019), CSR perceptions are important in providing useful material for the Brand Image construction. Existing research has clearly shown a link between the Brand Image and perceived CSR. Signaling theory provides an explanation for this association by suggesting that CSR actions might serve as a signal that improves a company's or brand's image. Perceived CSR is a significant antecedent of Brand Image, according to Bianchi (2019). In a similar vein, He and Lai argued that the Brand Image is favorably influenced by customers' perceptions of CSR. Specifically speaking, Han (2019) claimed that environmental CSR initiatives might support the growth of a favorable Brand Image. The company's Brand Image would have increased if it had taken environmental preservation and maintenance seriously. Additionally, a company's Brand Image may be raised by engaging in social CSR activities including funding philanthropic endeavor and lending a hand to charitable organization. Lastly, a business that constantly meets legal requirements and

upholds government promises is likely to have a positive impact on a brand's reputation. Drawing from prior research, the ensuing theories are put forth.

H2: Consumer's perception associated with a companies' ESG initiatives relates positively to Brand Image.

### **2.4.3 PESG and Perceived Quality**

Consumer associations formed by CSR programmers suggest something about the quality of products. Customers view companies that engage in corporate social responsibility (CSR) as socially conscious, leading them to view these companies' products as dependable and of superior quality. According to earlier research, perceived CSR and perceived brand quality may be favorably correlated. The signaling theory, which contends that a firm's communication on its social activity may be used as a symbol of its reputation and the caliber of services it offers customers lends credence to this idea. Customers might have a good perception of a brand's quality if they discover that the firm is actively involved in corporate social responsibility (CSR), as shown by Ramesh (2019). In the context of the telecommunications sector, Lacap (2021) also notes the positive benefits of CSR on consumers' perceived brand quality, while found that customers' perceptions of CSR practice can directly affect how well they evaluate products. As a result, the following theories are proposed:

H3: Consumer's perception associated with the companies' ESG initiatives relates positively to Perceived Quality.

### **2.4.4 Brand Credibility and Purchase Intention**

Brand credibility is the perceived trustworthiness and believability of a brand in consumers' minds. It is often positive, as consumers trust a brand to deliver on promises and act with integrity. Building brand credibility involves factors like consistent product quality, transparent communication, positive brand image, customer reviews, and ethical business practices. A

compromised brand can negatively impact consumer trust and purchase intention, so businesses invest in maintaining a strong image.

H4: Brand Credibility relates positively to purchase intention.

#### **2.4.5 Brand Image and Purchase Intention**

According to Verdilla & Albari's (2018) research, brand image may be described as the perception of a brand that is represented in meaningful brand associations that are retained in consumer memory, in addition to its evolution. According to Khan et al. in Verdilla and Albari (2018), it is critical to create a favorable perception of a brand since it is anticipated that customers with a positive perception of a brand would have a positive attitude towards the brand's existence. According to Aaker (2014) and Federiyantoro (2016), a well-known brand image will stand out in the marketplace. Additionally, customers cultivate their interest in Febriyantoro, Cogent Business & Management (2020) through a powerful brand image.

H5: Brand image relates positively to purchase intentions.

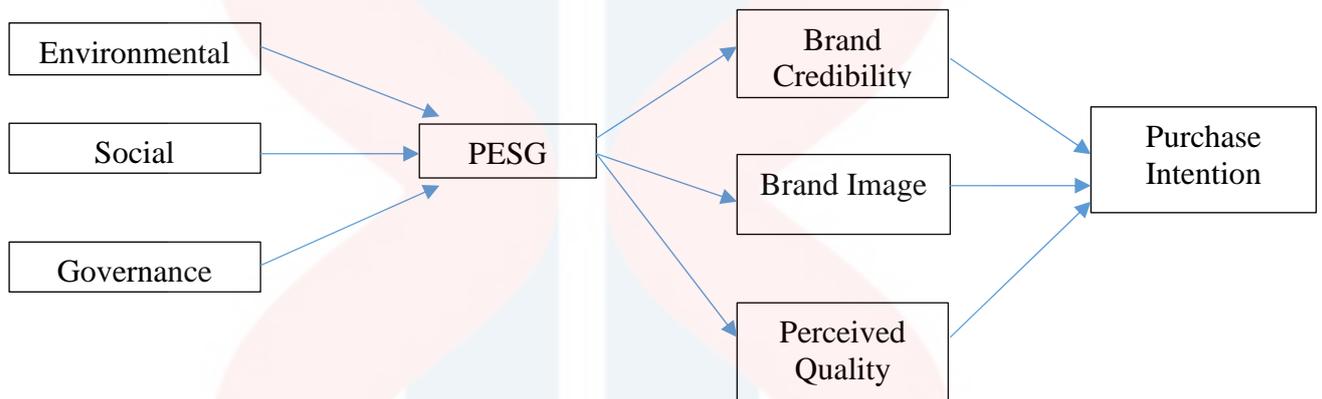
#### **2.4.6 Perceived Quality and Purchase Intention**

Perceived quality significantly influences purchase intention in marketing and consumer behavior. Factors contributing to this relationship include positive associations, customer satisfaction, brand loyalty, perceived value, and word-of-mouth influence. High-quality products are often associated with reliability, durability, and superior performance, leading to increased likelihood of purchase. Satisfied customers are more likely to make repeat purchases and become brand advocates. Brands that consistently deliver high-quality offerings build stronger loyalty, leading to increased purchase intention. Therefore, businesses must maintain and enhance perceived quality to build a positive brand image and drive purchase behavior.

H6: Perceived quality relates positively to purchase intention.

## 2.5 Conceptual Framework

The intended relationship between the variables is depicted in a conceptual framework. It lays out the pertinent goals for investigation and shows how those goals connect to produce logical findings. Written or graphical conceptual frameworks are frequently created by a review of pertinent literature.



**Figure 2.5.1: Adapted Framework from Hee-Kyung Koh, Regina Burnasheva and Yong Gu Suh (2022)**

To investigate the relationship between brand credibility, brand image, perceived quality, and consumers' perceptions of a company's environmental, social, and governance (ESG) initiatives, a study framework was developed based on the examination of the literature.

## 2.6 Summary/ Conclusion

The previous studies that are pertinent to the current variables in this inquiry were covered in the second chapter. This chapter describes how pertinent studies and earlier research were used to produce each variable. Brand credibility, brand image, perceived quality and perceived ESG were the main topics of the literature review. There was a study framework available. The purpose of the study framework is to look at how independent and dependent variables are related. We shall discuss methods in the upcoming chapter.

## CHAPTER 3: RESEARCH METHODS

### 3.1 Introduction

Developing a methodical solution to the research problem is the aim of research methodology. It is essentially the process of being proficient in conducting scientific research. The methodology looks at the various approaches that researchers frequently use to assess their research challenges and the underlying assumptions behind each. Under research methodology, the apparatus utilized for research is discussed. These could be quantitative, qualitative, or a combination of both. In most cases, statistical approaches are used in the analysis of data that has been acquired quantitatively. Thus, by enabling their assessment, connections among variables might be established. Non-numerical qualitative data is primarily concerned with identifying patterns. Research using mixed methodologies makes use of both quantitative and qualitative research instruments. The application of a variety of methodologies enables the interpretation of unexpected outcomes. After reviewing earlier research on the issues covered in Chapter 2, this chapter presented the research approach that will be employed in the investigation. The goal of the research approach is to address and achieve the study objective as stated in Chapter 1. This chapter explains the procedures used in data analysis using SPSS (Statistical Package for the Social Sciences), questionnaire construction, surveys, data collection, and research design.

### 3.2 Research Design

The word "research design" describes the entire process of conducting research that creates a precise and rational plan to address a predetermined research question through the gathering, interpreting, analyzing, and presenting of data. A research design is a methodical plan that outlines the steps a study will take, starting from the research objectives or questions and ending with the findings. It is a methodical planning process used to collect and examine

facts to gain a deeper comprehension of a certain subject. This study investigates the effect of consumer's perceptions of ESG (Environmental, Social, and Governance) on their attitudes through brand image, perceived quality, brand credibility and purchase intention mediating this relationship among consumers in Malaysia. The researcher employed the quantitative technique since the empirical evaluation comprises numerical measurement and we use the online survey analysis to acquire primary data. The data gathered will aid the researchers in determining the relationship, brand credibility, brand image, perceived quality, and consumers' perceptions of a company's environmental, social, and governance (ESG) initiatives among the proposed independent components are perceived image, brand image, and brand credibility. The perceived ESG is the dependent variable. Via this research design, which entails the process of developing and organizing research designs.

### **3.3 Data Collection Methods**

Primary data are those that are gathered or retrieved by the researcher directly from the source of the data. Primary data is also known as genuine data or unedited data. Direct collection of primary data is required for researchers to access primary data. The key advantage of using primary data is that it brings the elements of the study much closer to the point of origin of the research being studied.

In this questionnaire, there will be 5 sections arranged using the alphabet A, B, C, D and E. A section is about demographic, which asks the respondent about their age, gender, race, education level, and occupation. Sections B, C, and D are 5 questions about the three independent variables which are Brand Image, Brand Credibility, and Perceived Quality respectively. The last section E is about perceived ESG which has 5 questions to be asked of the respondents. This study uses a 5-point level of scale for the respondent to choose from.

<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1	2	3	4	5

**Table 3.3.1: Scale of satisfaction**

### **3.4 Study Population**

The entire population of a nation or region is referred to as its population. The collection of research subjects is known as the study population. All Malaysian citizens, including students, are the study's target demographic. According to the Ministry of Economy Department of Statistics Malaysia 2023, the total population of Malaysia in 2023 was estimated at 33.4 million as compared to 32.7 million in 2022 with an annual population growth rate of 2.1 per cent. As a result, creating an online survey with Google Forms is crucial since it makes it simple for researchers to distribute links to Malaysian citizens and students.

### **3.5 Sample size**

The number of people who take part in the study or who are watched by the researchers is referred to as the sample size. The symbol for this number is typically denoted by  $n$ . The sample size influences a pair of different statistical properties, namely the precision of our predictions and the study's capacity to draw meaningful conclusions from the data. The respondent of this study is someone who had purchased a product from one of the selected companies during the past three months. Sampling is the process of choosing a subset of individuals or social phenomena to study. The two types of sampling procedures that may be distinguished are non-probability sampling and probability sampling. The initial phase involves participants responding to a screening question, which inquires if they have made a purchase from one of the specified companies in the past three months. The selected e-

commerce entities, known for their emphasis on sustainability, include Lazada, Shopee, H&M, Watson, Zalora, Uniqlo, Muji, and Guardian. Following this, in the subsequent step, participants are requested to review a brief introduction and the explanation of ESG (Environmental, Social, and Governance) before proceeding to answer the survey queries. By utilizing probability sampling, involving random selections, it becomes possible to draw dependable statistical conclusions about the entire group. By choosing individuals non-randomly based on convenience or other considerations, non-probability sampling facilitates the collecting of data. This is because it is a simple method of gathering data and saves time throughout the process, researchers employed this sampling technique (Gaille, 2020). A total of 459 respondents will be collected through simple random selection but we only collect those involved ESG, which is used to represent the respondents in this research. A "simple random sample" is one in which there is an equal chance for every member of the population to be selected for the sample.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	200	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	308
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	350	186	2600	335
70	59	360	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size.  
*S* is sample size.

Source: Krejcie and Morgan (1970)

**Table 3.5.2: Sample Size Determination**

### 3.6 Sampling Techniques

Sampling is the process of selecting a subset of individuals or social phenomena to study. Two types of sampling procedures that can be distinguished are non-probability sampling and probability sampling. By selecting individuals non-randomly based on convenience or other considerations, non-probability sampling facilitates data collection. This is because it is an easy method to collect data and save time throughout the process, researchers use this sampling technique (Gaille, 2020). Convenience sampling, purposive sampling, snowball sampling, and quota sampling are examples of non-probability sampling methods.

Convenience sampling is a quick and easy technique to collect data since it entails choosing people who are easily accessible or readily available. Purposive sampling is the process of choosing participants according to traits or areas of competence that match the goals of the study. Snowball sampling is the process of enlisting volunteers via the recommendations of current subjects. Selecting people to fulfill preset quotas based on attributes such as age, gender, or occupation is known as quota sampling.

Respondents will be gathered by simple random selection, which is used to represent the respondents in this research. A "simple random sample" is one in which there is an equal chance for every member of the population to be selected for the sample.

### 3.7 Research Instrument Development

The instrument used for this study is an online questionnaire where the researcher will use Google Forms as a platform for collecting the data. There are 3 parts to this form. Part A refers to the information and demographics of respondents such as gender, race, religion, age, occupation, and income level. Next, in Part B questions were asked on the effect of consumer perception on ESG. Finally, Part C of the questionnaire contains questions to examine

consumer perception through brand credibility, brand image, and perceived quality in Malaysia. A Likert scale was used to measure responses from respondents for both Part B and C.

### **3.7.1 Measurement Scale**

A measurement scale is a tool that helps each person be acknowledged for who they are and how they differ from one another. Nominal, ordinal, interval, and ratio scales are the four different categories of measuring scales. In this study, only three scale types—nominal, ordinal, and interval scale—were employed. Details on each of the three scales included in the questionnaire are covered below.

#### **(a) Nominal Scale**

Utilizing a nominal scale, all the data is sorted into distinct category groups. There won't be a rank or order to the data. The responders won't have to work hard to select an answer when the nominal scale is implemented because it has already been separated into many categories. A nominal scale will be used in this research's Section A questionnaire to collect respondents' data. This section's questions on their gender, race, and religion utilize this scale.

#### **(b) Ordinal Scale**

The data in ordinal scale will be categorized into groups and can be ranked. Variables in this scale have their own specific order. Questions in Section A also contain answers using the ordinal scale. The questions are such as the respondent's age, occupation, and income level.

#### **(c) Interval Scale**

The distance between two points or scales is measured using an interval scale. Under this interval scale, many measurements will be made, all of which will fall within a range. The Likert Scale is being utilized in this study questionnaire to assess the various responses

provided by participants. A scale of 1 to 5 will be used, with each point representing a straight conversion from strongly disagree to strongly agree. There are no right or incorrect responses, and individuals will vary in the degree to which they express their thoughts.

### **3.7.2 Pre-testing of the instrument**

This study of the research will be pre-tested using the questionnaire form. The questionnaire is the most reliable data collection method. This is because questionnaires will allow us to use more questions that can give a trustworthy answer to the research. This method will be efficient by providing lots of information from a large sample group. Using questionnaires is relatively cheaper and information can be gathered quickly compared to other data collection methods. By pre-testing it will be easy to analyze the outcome from the questionnaires a bit earlier.

### **3.7.3 Questionnaire Design**

A questionnaire is a type of research tool that asks respondents to prepare answers to either closed or open-ended questions. To guarantee the correctness of the data gathered and enable prompt analysis of the results, the questionnaire design must be done correctly. Establishing the aim of the study and the questionnaire's objective should come first in the questionnaire design process. The researcher has a clear idea of the question that will be sent to respondents based on the goal of the study. Defining our target responders is the second step. This study will be giving out questionnaires to Malaysian citizens as part of this study.

The response to the question will be based on their assessment of customer purchasing patterns and how those patterns affect consumers' attitudes towards ESG through perceived quality, brand image, and credibility. Third, the way that responses are contacted ought to facilitate the completion of the form. We will disseminate the questionnaire using an internet programmer like WhatsApp. The questionnaire should begin with basic inquiries on age,

gender, race, religion, occupation, and income. This is the fourth phase. The first query needs to be simple. The fifth phase involves asking closed-ended questions of respondents, who are then asked to rate their agreement or disagreement on a Likert scale that ranges from strongly disagree to strongly agree. To prevent ambiguity, questions should be phrased precisely. The final phase is question length.

### 3.8 Measurement of the Variables

Variable measurement is a basic idea that serves as the basis for the entire process of research and data penetration. The basic unit of empirical inquiry is a variable, which represents the nature, quality, or aspect of interest a researcher seeks to understand, evaluate, and draw conclusions. For each research study to be pure and of high quality, these variables must be measured accurately. This introduction explores the basics of measuring variables including their importance. A wide variety of variables, measurement scales, and accuracy and accuracy requirements. The measurement scale is sometimes referred to as the measurement level. It is important to choose the right technique and evaluate variables. There are four main scale scales which are nominal scale, ordinal scale, interval scale, and ratio scale. In this study, the Likert scale was already used for this study. There are 5 sections: part A contains the demographic profile of the respondent, where B contains questions about independent factors, and section C contains dependent variables.

<i>Section A: Demographic of respondent</i>	
Variables	Level of measurement
Age	Ordinal
Gender	Nominal

Religion	Nominal
Race	Nominal
Education	Ordinal
Occupation	Nominal
Income	Ordinal

**Table 3.8.3: Demographic Section**

<i>Section B: Independent Variables</i>	
Variables	Level of Measurement
Brand Credibility	5-points Likert Scale
Brand Image	5-points Likert Scale
Perceived Quality	5-points Likert Scale
Purchase Intention	5-points Likert Scale

**Table 3.8.4: Independent Variables Section**

<i>Section C: Dependent Variables</i>	
Variables	Level of Measurement
Perceived ESG	5-points Likert Scale

**Table 3.8.5: Dependent Variables Section**

### 3.9 Procedure for Data Analysis

The next table lists the data analysis techniques related to the data related to the objectives of the study and it also includes a summary of the Techniques for collecting data.

#### 3.9.1 Spearman Correlation

The Spearman correlation coefficient is based on the ranks of the data rather than the actual values. By assigning the position of the data points and thinking about the correlation between these ranks, it assesses the direction and strength of the monotonic relationship between the two variables. Because of this, Spearman's correlation is less sensitive to data distribution and more resistant to outliers.

Spearman	Correlation
>0.70	Very Strong relationship
0.40-0.69	Strong relationship
0.30-0.39	Moderate relationship
0.20-0.29	Weak relationship
0.01-0.19	No or negligible relationship

Table 3.9.6: This descriptor applies to both positive and negative relationship (Adapted from Dancey and Reidy, 2004)

#### 3.9.2 Reliability Test

One of our methods for analyzing data is the reliability test, which we use to check stability and consistency. It requires consistency and stability to show that there is a relationship between variables.

#### 3.9.3 Descriptive Statistic

Data on the demographics of respondents will be collected using descriptive statistics. They need to respond with precise details. These data are collected for analysis based on dispersion-based analysis, bias, centralization, and frequency measurement. It can highlight the main features of the data used in our study because descriptive analysis is important.

### **3.9.4 Multiple Linear Regression**

Double linear regression will also be used in this study to assess the association between one dependent variable and two or more non-dependent variables. Double regression can be used to predict the value of several variables and test empirical theory by determining whether and to what extent independent variables explain the variance in the learning variable of interest. It does this considering the relationship between the variable and the known value of other variables. According to the measure, there is a stronger correlation between the variables involved when the dependent variable has a higher percentage of influence than the independent variable.

### **3.9.5 SPSS**

The Statistical Package for the Social Sciences, or SPSS, is a collection of programs that have been combined into one. This program is employed in the study to provide a preferable method of interpreting complex data (G. A. Morgan, et al. 2019).

### **3.9.6 Normality Test**

Assumption of normality is often important in analysis for a few parametric tests, including variance analysis (ANOVA) and t-test. The data is assumed to be distributed regularly in this test. It can also conduct normality tests to determine whether these data meet normal assumptions.

### **3.9.7 Pilot Test**

The pilot testing of a project, program or product is an important stage in its development and implementation. Before full-scale use, it acted as a small-scale attempt to find any problem, assess viability, and obtain insightful data. The pilot test serves as a realistic training for any field, be it technology, education, healthcare. This is to enable stakeholders to hone their plans and draw informed conclusions.

### **3.10 Summary / Conclusion**

Ultimately, this chapter provided a thorough explanation and clarification of the research strategy that will be employed. The topic includes production of research equipment, variable measurement, and sample sizes for sampling designs, study populations, sample processes, sample sizes, and data processing procedures. In Chapter 4, the results will be examined and discussed in further detail.

## CHAPTER 4: DATA ANALYSIS AND FINDING

### 4.1 Introduction

The data analysis findings from the questionnaires that were distributed to respondents are presented in this chapter. In all, 459 people participated in this study as respondents but we only collect those involved ESG. Three analyses are used to describe the study's results: descriptive, reliability, and Spearman correlation. The program known as the Statistical Package for Social Science (SPSS) is used to analyze the data. Next, this chapter's statistical analysis describes the outcome of this data.

### 4.2 Preliminary Analysis

Pilot studies are used in this study to conduct preliminary analysis. This early study also revealed any problems with the handling of the trial as soon as possible and revised the protocol before the full trial began. In addition, a small sample of participants could also potentially be used for this pilot study to test the trial procedure. This pilot study aimed to find any errors in the methodology of the study to be used. Before distributing the pre-test questions widely to the remaining respondents, 15 respondents were required to complete a pilot test questionnaire. After the pilot test, the researcher will assess the accuracy and reliability of the data collected using a reliability test. According to the results of the reliability analysis of Table 4.2.1, each variable is significant and has Alpha Cronbach more than 0.7. this indicates an excellent strong connection between variables.

#### 4.2.1 Pilot Test

VARIABLES	NO OF ITEM	CRONBACH'S ALPHA	INTERNAL CONSISTENCY

Perceived ESG	15	0.949	Excellent
Brand Credibility	4	0.790	Good
Brand Image	3	0.765	Good
Perceived Quality	4	0.937	Excellent
Purchase Intention	3	0.948	Excellent

Table 4.2.1: Reliability Test (Pilot Test)

The reliability of Cronbach's Alpha for the surveys is shown in Table 4.2.1. According to the outcome, the questionnaire's Cronbach's Alpha score is above 0.7, indicating good to exceptional results which means that is recommended as the acceptability level. According to (Lim et al 2017), the range of Cronbach's Alpha level is provided as <0.90 (Excellent), 0.80 to <0.90 (Very good), 0.70 to <0.80 (Good), 0.60 to <0.70 (Moderate), and >0.60 (Poor).

### 4.3 Demographic Profile of Respondent

Part A of the questionnaire provides information about the demographic profile of the respondent. Descriptive analysis will be used to summarize this section as it helps in understanding large amounts of data.

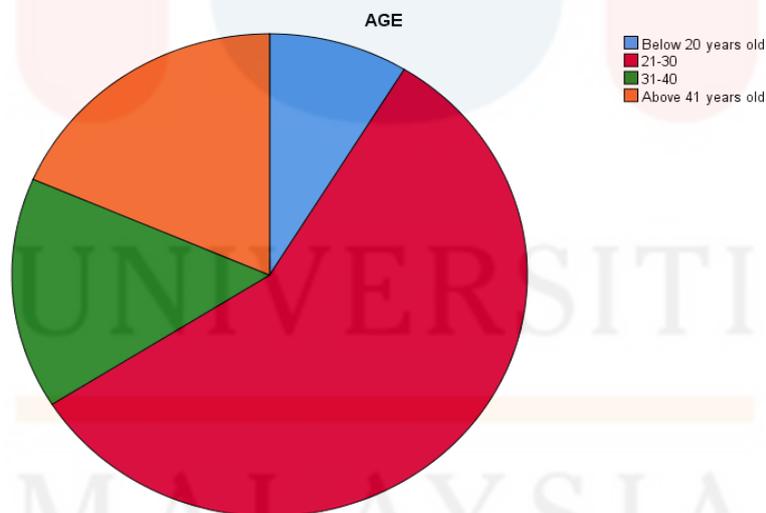
Descriptive analysis makes it faster and easier to determine the share of 400 respondents. Section A contains nine questions about age, gender, race, religion, education, employment, income, ESG, and buying experience. This question is tailored and focused on Malaysian respondents. The demographic details of the respondents and the data collected are then included in the next discussion.

#### 4.3.1 Age

Table 4.3.2 Age

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 years Old	35	8.8	8.8	<b>8.8</b>
	21 - 30	229	57.3	57.3	<b>66.0</b>
	31 - 40	62	15.5	15.5	<b>81.5</b>
	Above 41 years old	74	18.5	18.5	<b>100.0</b>
	Total	400	100.0	100.0	

Figure 4.3.1 The Percentage of Age



The table 4.3.2 and Figure 4.3.1 show the percentage of age among respondents. The highest percentage for age is 21-30 with 57.3% (n = 229) and followed by above 41 years old with 18.5% (n = 74). Age 31 – 40 is lowest percentage 15.5% (n = 62) and below 20 years above showing a percentage of 8.8% (n = 35).

#### 4.3.2 Gender

Table 4.3.3 Gender

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	131	32.8	32.8	<b>32.8</b>
	Female	269	67.3	67.3	<b>100.0</b>
	Total	400	100.0	100.0	

Figure 4.3.2 The Percentage of Gender

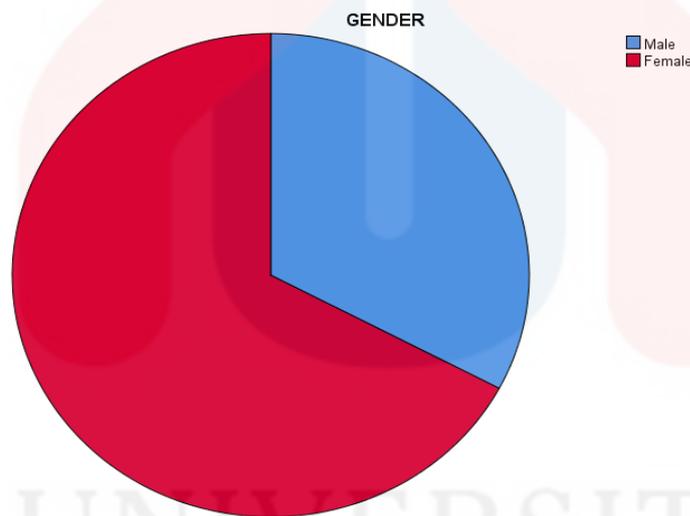


Table 4.3.3 and Figure 4.3.2 showed the result of the gender distributions of the respondents. The percentage of male respondents is 32.8% equal to 131 respondents, while female respondents gained 67.3% equal to 269 citizens in Malaysia. This shows that female respondents are higher than male respondents.

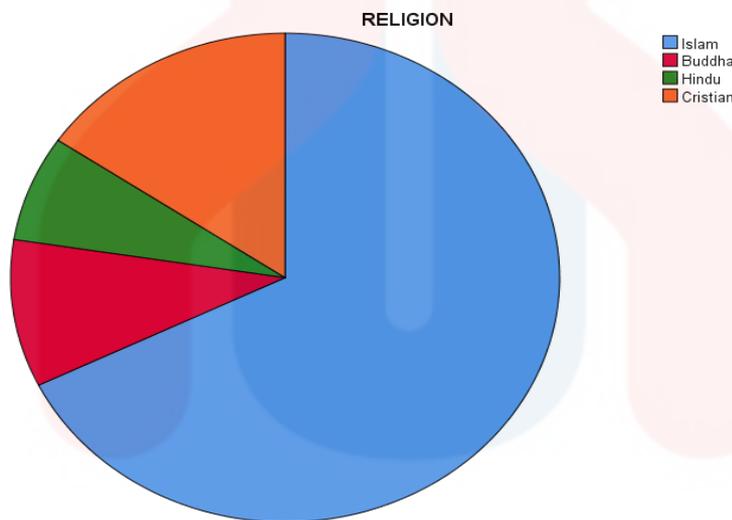
### 4.3.3 Religion

Table 4.3.4 Religion

RELIGION					
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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Islam	271	67.8	67.8	<b>67.8</b>
	Buddha	39	9.8	9.8	<b>77.5</b>
	Hindu	28	7.0	7.0	<b>84.5</b>
	Cristian	62	15.5	15.5	<b>100.0</b>
	Total	400	100.0	100.0	

Figure 4.3.3 The Percentage of Religion



Based on table 4.3.4 and Figure 4.3.3, show the result of respondent Religion in percentage. There are four religions which are, Islam, Buddha, Hindu, and Christian. From this percentage, we found that Islam had the highest percentage of 67.8% (n=271) followed by Cristian gaining 15.5% (n=62). Next, Buddhists collected 9.8% (n=39) while the lowest percentage fell to Hindus at 7.0% (n=28).

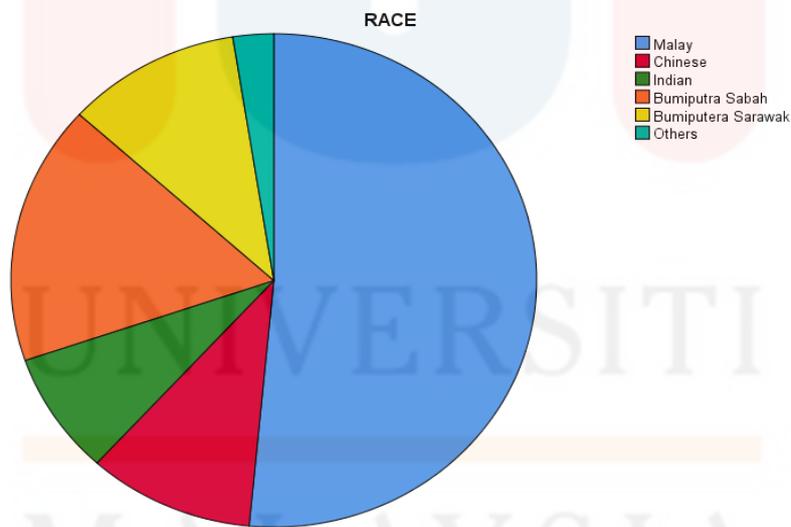
#### 4.3.4 Race

Table 4.3.5 Race

RACE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	206	51.5	51.5	<b>51.5</b>
	Chinese	41	10.3	10.3	<b>61.8</b>
	Indian	32	8.0	8.0	<b>69.8</b>
	Bumiputera Sabah	68	17.0	17.0	<b>86.8</b>
	Bumiputera Sarawak	43	10.8	10.8	<b>97.5</b>
	Others	10	2.5	2.5	<b>100</b>
	Total	400	100.0		

Figure 4.3.4 The Percentage of Race



Based on table 4.3.5 and Figure 4.3.4, show the result of respondent race in percentage.

There are 6 groups in race which are Malay, Chinese, Indian, Bumiputera Sabah, Bumiputera Sarawak, and others. From the result, Malay is the highest respondent with 51.5% (n=206). Follow by Bumiputera Sabah with 17.0% (n=68). Next, Bumiputera Sarawak with 10.8%

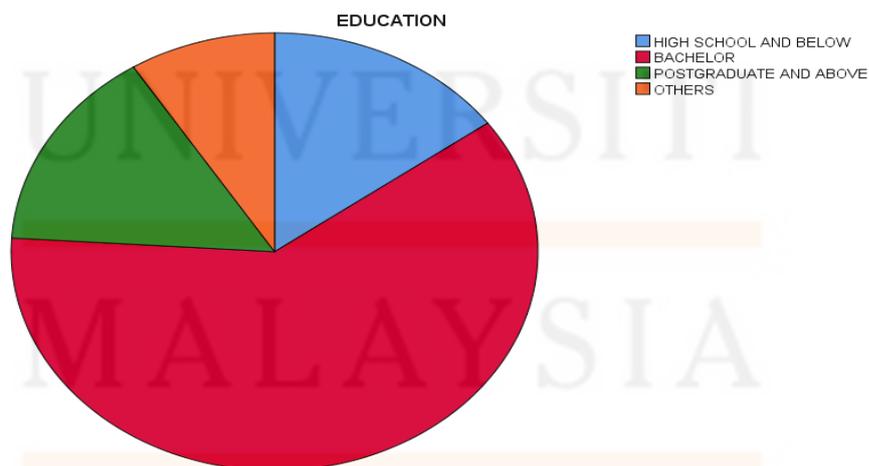
(n=43). Chinese and India were levied 10.3% (n=41) and India 8.0% (n=32) respectively. Besides that, the category Others is the lowest respondent with 2.5% (n=10).

### 4.3.5 Education

Table 4.3.6 Education

EDUCATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School and Below	60	15.0	15.0	<b>15.0</b>
	Bachelor	244	61.0	61.0	<b>76.0</b>
	Postgraduate and above	60	15.0	15.0	<b>91.0</b>
	Others	36	9.0	9.0	<b>100.0</b>
	Total	400	100.0	100.0	

Figure 4.3.5 The Percentage of Education



Based on table 4.3.6 and Figure 4.3.5, show the result of respondent Education in percentage. There are four groups in Education which are High school and below, Bachelor, Postgraduate and above, and Others. From the result, Bachelor is the highest respondent with

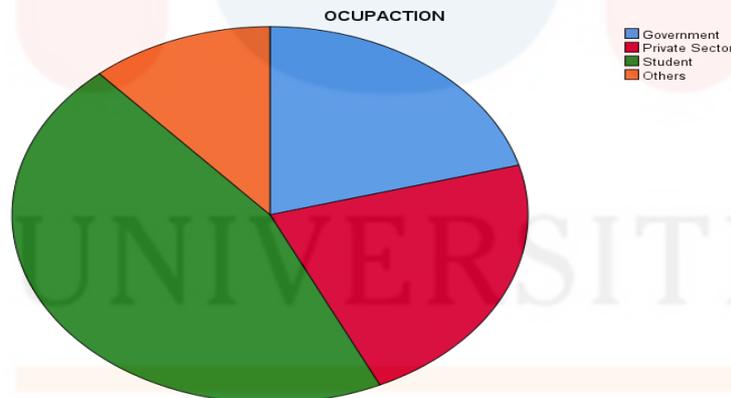
61.0% (n=244), followed by High School and Below, and Postgraduate and above have same respondent with 15.0% (n=60). Lastly, the respondents' answer Others is 9.0% (n=36).

### 4.3.6 Occupation

Table 4.3.7 The Percentage of Occupation

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government	83	20.8	20.8	<b>20.8</b>
	Private Sector	89	22.3	22.3	<b>43.0</b>
	Student	182	45.5	45.5	<b>88.5</b>
	Others	46	11.5	11.5	<b>100.0</b>
	Total	400	100.0	100.0	

Figure 4.3.6 The Percentage of Occupation



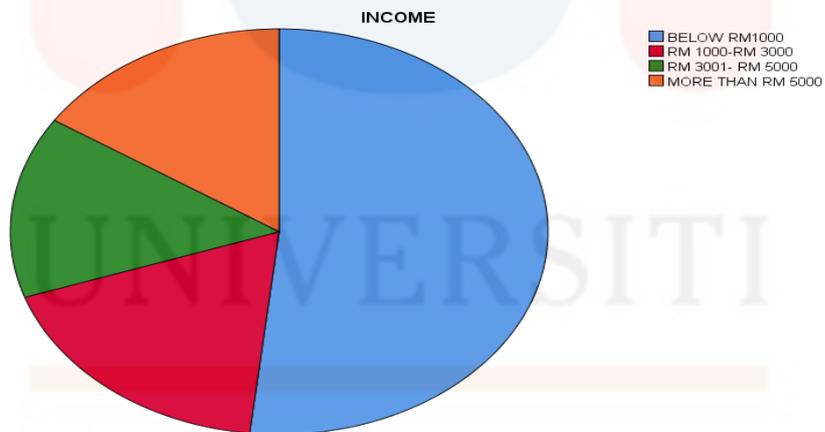
Based on the table and figure above, it shows that Student has the highest frequency of respondent which is 182 respondents with 45.5%. The second highest is private sector which is 89 total of respondents at 22.3% while Government is the third highest of respondent which is 83 respondents at 20.8%. Lastly, the lowest total amount of respondent based on occupation is others which is 46 at 11.5%.

### 4.3.7 Income

Table 4.3.8 The Percentage of Income

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM 1000	207	51.7	51.7	<b>51.7</b>
	RM 1000 – RM 3000	72	18.0	18.0	<b>69.8</b>
	RM 3001 – RM 5000	58	14.5	14.5	<b>84.3</b>
	More Than RM 5000	63	15.8	15.8	<b>100.0</b>
	Total	400	100.0	100.0	

Figure 4.3.7 The Percentage of Income



Based on the table shows that the income of the respondents who participated in this research was Below RM1000, RM1000 – RM3000, RM3001 – RM5000, and More Than RM5000. The respondent Below RM1000 shows the highest frequency of income with 207 at 51.7%. The second highest of respondents' income frequently is RM1000 – RM3000 which indicates 72 respondents at 18.0% while More Than RM5000 is the third highest of the

frequency which is 63 respondents at 15.8%. Lastly, the lowest frequency of Income is RM3001 – RM5000 which is 58 respondents at the percentage of 14.5%.

**4.3.8 Have you been involved with any program or campaign, or have you ever purchased at something in e-commerce that emphasizes the company's commitment to social, environmental, and ethical business practices while facilitating interactions and transactions between you and the brand or business?**

Table 4.3.9 The Percentage of Involved in ESG

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	341	85.3	85.3	85.3
	No	59	14.8	14.8	100.0
	Total	400	100.0	100.0	

Figure 4.3.8 The Percentage of Involved in ESG

Have you been involved with any program or campaign or have you ever purchased at something in e-commerce that emphasizes the company's commitment to social, environmental and ethical business practices while facilitating interactions and transactions bet

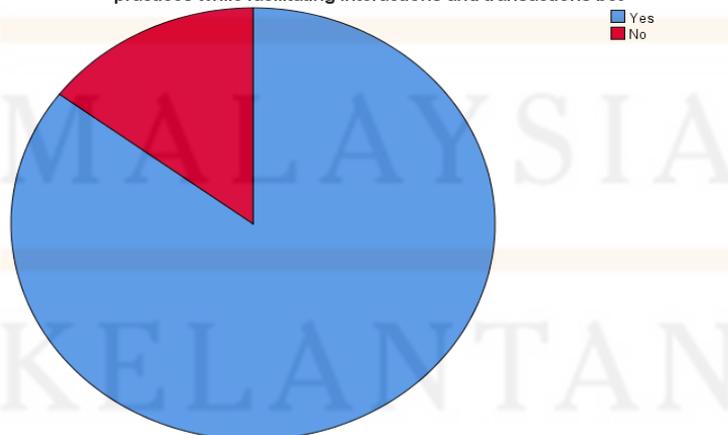


Table 4.3.9 and Figure 4.3.8: Have you been involved with any program or campaign, or have you ever purchased at something in e-commerce that emphasizes the company's commitment to social, environmental, and ethical business practices while facilitating interactions and transactions between you and the brand or business? Based on the table and figure above, show that 85.3% (n=341) chose yes, we know that most citizens in Malaysia are Involved in ESG while 14.8% (n=59) chose no, showing that they did not know about ESG.

**4.3.9 Do you have experience purchasing at the website below?**

Table 4.3.10 The Percentage of Purchasing Experience

Do you have experience purchasing at the website below?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lazada	5	1.3	1.3	<b>1.3</b>
	1;2	58	14.5	14.5	<b>15.8</b>
	1;2;3	6	1.5	1.5	<b>17.3</b>
	1;2;3;4	20	5.0	5.0	<b>22.3</b>
	1;2;3;4;5	8	2.0	2.0	<b>24.3</b>
	1;2;3;4;5;6	16	4.0	4.0	<b>28.2</b>
	1;2;3;4;5;6;7	17	4.3	4.3	<b>32.5</b>
	1;2;3;4;5;6;7;8	21	5.3	5.3	<b>37.8</b>
	1;2;3;4;5;6;7	3	.8	.8	<b>38.5</b>
	1;2;3;4;5;7;8	1	.3	.3	<b>38.8</b>
	1;2;3;4;5;8	1	.3	.3	<b>39.0</b>
	1;2;3;4;6	4	1.0	1.0	<b>40.0</b>
	1;2;3;4;6;7	1	.3	.3	<b>40.3</b>

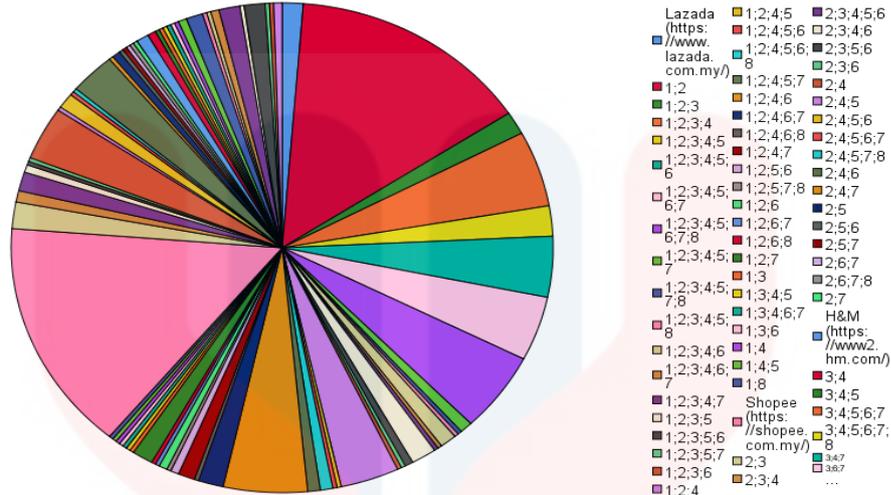
1;2;3;4;7	1	.3	.3	<b>40.5</b>
1;2;3;5	6	1.5	1.5	<b>42.0</b>
1;2;3;5;6	2	.5	.5	<b>42.0</b>
1;2;3;5;7	1	.3	.3	<b>43.0</b>
1;2;3;6	1	.3	.3	<b>43.0</b>
1;2;4	14	3.5	3.5	<b>46.5</b>
1;2;4;5	1	.3	.3	<b>46.8</b>
1;2;4;5;6	1	.3	.3	<b>47.0</b>
1;2;4;5;6;8	3	.8	.8	<b>47.8</b>
1;2;4;5;7	3	.8	.8	<b>48.5</b>
1;2;4;6	20	5.0	5.0	<b>53.5</b>
1;2;4;6;7	6	1.5	1.5	<b>55.0</b>
1;2;4;6;8	1	.3	.3	<b>55.3</b>
1;2;4;7	4	1.0	1.0	<b>56.3</b>
1;2;5;6	2	.5	.5	<b>56.8</b>
1;2;5;7;8	1	.3	.3	<b>57.0</b>
1;2;6	2	.5	.5	<b>57.5</b>
1;2;6;7	1	.3	.3	<b>57.8</b>
1;2;6;8	1	.3	.3	<b>58.0</b>
1;2;7	5	1.3	1.3	<b>59.3</b>
1;3	1	.3	.3	<b>59.5</b>
1;3;4;5	1	.3	.3	<b>59.8</b>
1;3;4;6;7	1	.3	.3	<b>60.0</b>
1;3;6	1	.3	.3	<b>60.3</b>

1;4	1	.3	.3	<b>60.5</b>
1;4;5	1	.3	.3	<b>60.8</b>
1;8	1	.3	.3	<b>61.0</b>
Shopee	61	15.3	15.3	<b>76.3</b>
2;3	7	1.8	1.8	<b>78.0</b>
2;3;4	3	.8	.8	<b>78.8</b>
2;3;4;5;6	5	1.3	1.3	<b>80.0</b>
2;3;4;6	2	.5	.5	<b>80.5</b>
2;3;5;6	1	.3	.3	<b>80.8</b>
2;3;6	1	.3	.3	<b>81.0</b>
2;4	14	3.5	3.5	<b>84.5</b>
2;4;5	1	.3	.3	<b>84.8</b>
2;4;5;6	4	1.0	1.0	<b>85.8</b>
2;4;5;6;7	1	.3	.3	<b>86.0</b>
2;4;5;7;8	1	.3	.3	<b>86.3</b>
2;4;6	11	2.8	2.8	<b>89.0</b>
2;4;7	1	.3	.3	<b>89.3</b>
2;5	2	.5	.5	<b>89.8</b>
2;5;6	1	.3	.3	<b>90.0</b>
2;5;7	1	.3	.3	<b>90.3</b>
2;6;7	1	.3	.3	<b>90.5</b>
2;6;7;8	1	.3	.3	<b>90.8</b>
2;7	1	.3	.3	<b>91.0</b>
H&M	3	.8	.8	<b>91.8</b>

	3;4	2	.5	.5	<b>92.3</b>
	3;4;5	1	.5	.3	<b>92.5</b>
	3;4;5;6;7	1	.3	.3	<b>92.8</b>
	3;4;5;6;7;8	1	.3	.3	<b>93.0</b>
	3;4;7	1	.3	.3	<b>93.3</b>
	3,6,7	1	.3	.3	<b>93.5</b>
	3;8	1	.3	.3	<b>93.8</b>
	Watsons	2	.5	.5	<b>94.3</b>
	4;5	4	1.0	1.0	<b>95.3</b>
	4;5;6	1	.3	.3	<b>95.5</b>
	4;8	1	.3	.3	<b>95.8</b>
	Uniqlo	2	.5	.5	<b>96.3</b>
	5;6	5	1.3	1.3	<b>97.5</b>
	5;6;8	1	.3	.3	<b>97.8</b>
	6;7	5	1.3	1.3	<b>99.0</b>
	6;7;8	1	.3	.3	<b>99.3</b>
	Zalora	1	.3	.3	<b>99.5</b>
	7;8	2	.5	.5	<b>100.0</b>
	Total	400	100.0	100.0	

Figure 4.3.9 The Percentage of Purchasing Experience

Do you have experienced purchase at the following website below? You may tick for more than one.



Based on Table 4.3.10 and Figure 4.3.9 above, the highest frequency is Shopee which has a frequency of 61 at 15.3%. The second highest frequency is Lazada that have a frequency of 5 at 1.3%. The third highest is H&M which has a frequency of 3 at 0.8% while Uniqlo, and Watsons, have the same frequency by collecting 2 at 0.5%. Lastly, the lower frequency is Zalora which has a frequency of 1 at 0.3%.

#### 4.4 Descriptive Analysis

As part of a statistical technique called descriptive analysis, data is summarized and presented clearly and understandably. It aims to provide a comprehensive summary of the key features of the data set so that analysts and researchers can better understand the underlying trends and patterns. Additionally, the researcher can determine which item's response is strongly agreed, agreed, neutral, disagreed, or strongly disagreed depending on the mean result. With the Likert Scale, 1 representing strongly disagree, 2 disagree, 3 neutral, 4 agree, and 5 representing strongly agree, the respondents' responses are measured. Table 4.4.11 shows the level of mean:

Table 4.4.11: Level of mean

Level	Mean

Strongly Agree	4.01-5.00
Agree	3.01-4.00
Neutral	2.01-3.00
Disagree	1.01-2.00
Strongly Disagree	0.01-1.00

#### 4.4.1 Perceived ESG

Table 4.4.12 Perceived ESG

No	Item	N	Mean	Standard deviation	Level of agreement
1	This company conserves the environment.	400	4.22	.953	Strongly Agree
2	This website reduces its consumption of natural resources.	400	4.08	.960	Strongly Agree
3	This website communicates to its customers about its environmental practices.	400	4.07	1.011	Strongly Agree
4	This website shows its commitment to society by improving the welfare of the communities in which it operates.	400	4.22	.905	Strongly Agree
5	This Website allocates part of its budget to help social causes.	400	4.11	.946	Strongly Agree
6	This website supports the sculpture and art activities of the local community.	400	4.08	1.004	Strongly Agree

7	This website helps to enhance the quality of life in the local community.	400	4.13	.920	Strongly Agree
8	This website meets minimal legal requirements related to goods and services.	400	4.27	.847	Strongly Agree
9	This website fulfills its legal obligation.	400	4.25	.829	Strongly Agree
10	This website prevents unethical behavior to achieve organizational goals.	400	4.21	.890	Strongly Agree
11	This company's operation is consistent with expectations of societal and ethical norms.	400	4.20	8.39	Strongly Agree

Table 4.4.12 illustrates the mean result of the dependent variable; the highest mean is 4.27 showing the majority agree that “this website meets minimal legal requirements related to goods and services.” Next, the lowest mean is 4.07 which has the lowest agreed which is “this website communicates to its customer about its environmental practices.

#### 4.4.2 Brand Credibility

Table 4.4.13 Brand Credibility

No	Item	N	Mean	Standard deviation	Level of agreement
1	This website behaves responsibly regarding the environment.	400	4.22	.874	Strongly Agree
2	This website delivers what it promises.	400	4.26	.886	Strongly Agree

3	This website's product claims are believable.	400	4.27	.868	Strongly Agree
4	My selected company have a name you can trust.	400	4.31	.854	Strongly Agree

Based on Table 4.2.13 above, the first independent variable is the Brand Credibility variable. From the mean result, the respondents strongly agreed that “my selected company has a name you can trust” at level 4.31. Respondent also strongly agrees that “This website's product claims are believable” at level 4.27. Then, the respondent also strongly agrees that “this website delivers what it promises” at 4.26. Lastly, respondents agree “this website behaves responsibly regarding the environment with a mean level of 4.22.

#### 4.4.3 Brand Image

Table 4.4.14 Brand Image

No	Item	N	Mean	Standard deviation	Level of agreement
1	My selected company is a company I have a good feeling.	400	4.43	.739	Strongly Agree
2	My selected company is a company that I admire and respect.	400	4.28	.870	Strongly Agree
3	My selected company has a good overall reputation.	400	4.33	.816	Strongly Agree

Table 4.4.14 above shows the second independent variable which is the brand image. Respondents agree that “My selected company is a company I have a good feeling.” at level 4.43. Then, respondents strongly agree that “my selected company has a good overall reputation” at level 4.33. Respondent also strongly agrees that “my selected company is a company that I admire and respect” at level 4.28.

**4.4.4 Perceived Quality**

Table 4.4.15 Perceived Quality

No	Item	N	Mean	Standard deviation	Level of agreement
1	I can recognize my selected company among other competitors.	400	4.39	.781	Strongly Agree
2	I am aware of this my selected company.	400	4.31	.857	Strongly Agree
3	Some characteristics of my selected company come to my mind quickly.	400	4.23	.867	Strongly Agree
4	I can quickly recall the symbol or logo of this above my selected company.	400	4.34	.816	Strongly Agree

Table 4.4.15 The third independent variable which is Perceived Quality. Respondent strongly agrees that “I can recognize my selected company among other competitors” at level 4.39. Then “I can quickly recall the symbol or logo of this above my selected company” at level 4.34. Besides, the respondent strongly agreed that “I am aware of this my selected company”. Respondent also strongly agreed that “Some characteristics of my selected company come to my mind quickly.”

#### 4.4.5 Purchase Intention

Table 4.4.16 Purchase Intention

No	Item	N	Mean	Standard deviation	Level of agreement
1	I will recommend the products the company presented to people around me.	400	4.39	.775	Strongly Agree
2	I want to purchase the products of the company presented above.	400	4.32	.818	Strongly Agree
3	I will consider purchasing the products of the company presented above, for sure.	400	4.27	.832	Strongly Agree

Table 4.4.16 above shows the fourth independent variable which is purchase intention. Respondent strongly agrees about “I will recommend the products the company presented to people around me” at level 4.39. Then, the respondent strongly agreed that “I want to purchase the products of the company presented above” at level 4.32. Next, the respondent agreed that “I will consider purchasing the products of the company presented above, for sure” at level 4.27.

#### 4.5 Validity and Reliability Test

	Cronbach's alpha	N	Result
		Item	

<b>Independent variable</b>	Brand credibility (iv1)	0.863	4	Very Good
	Brand image (iv2)	0.847	3	Very Good
	Perceived quality (iv3)	0.868	4	Very Good
	Purchase intention (iv4)	0.871	3	Very Good
<b>Dependent variable</b>	Perceived ESG	0.936	11	Excellent

Table 4.5.17 Reliability Test

A test's reliability assures that the results are reliable and not just the result of chance variations, which makes it an essential component of test quality. Drawing precise and significant inferences from test results can be difficult if the test is faulty. The table shows the test of reliability. As we can see the table shows a positive result among variables which is excellent. That means in this research the dependent variable and independent variable have a strong relationship and are trusted. The result of Cronbach alpha and N item for brand credibility is (iv1) 0.863 4 very good, brand image (iv2) 0.847 3 very good, perceive quality (iv3) 0.868 4 very good, purchase intention (iv4) 0.871 3 very good and dependent variable perceived ESG 0.936 11 excellent.

#### 4.6 Normality Test

<b>Kolmogorov-Smirnova</b>	<b>Shapiro-Wilk</b>
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	<b>Statistic</b>	<b>df</b>	<b>Sig.</b>	<b>Statistic</b>	<b>Df</b>	<b>Sig.</b>
<b>AVE_ESG</b>	.123	400	.000	.918	400	.000
<b>AVE_BC</b>	.165	400	.000	.876	400	.000
<b>AVE_BI</b>	.211	400	.000	.843	400	.000
<b>AVE_PQ</b>	.179	400	.000	.863	400	.000
<b>AVE_PI</b>	.210	400	.000	.874	400	.000

Table 4.6.18 Normality Test

Table 4.6.18 shows the result of the Kolmogorov-Smirnov2 and Sharpiro-Wilk test of normality for statistics, degree df freedom, and p-value. Other than that, all the variables are non-normal data ( $p=0.00$ ) measured and the hypotheses for each variable used Spearman's correlation coefficient. Since the data has more than 50 observations, this study will interpret the Kolmogorov-Smirnov2 test result rather than Sharpiro-Wilk because this test is only suitable for sample size. If the p-value is less than 0.5, the research must reject the null hypotheses.



Figure 4.5.10 Normality Test Mean DV (Perceived ESG)

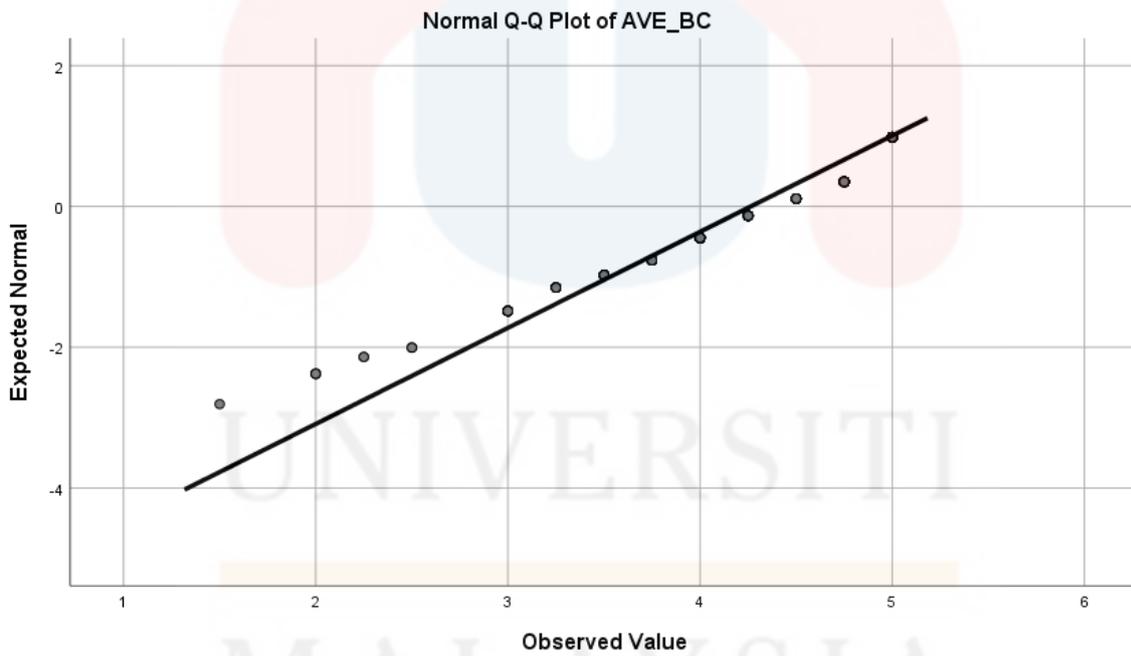


Figure 4.5.11 Normality Test Mean IV1 (Brand Credibility)

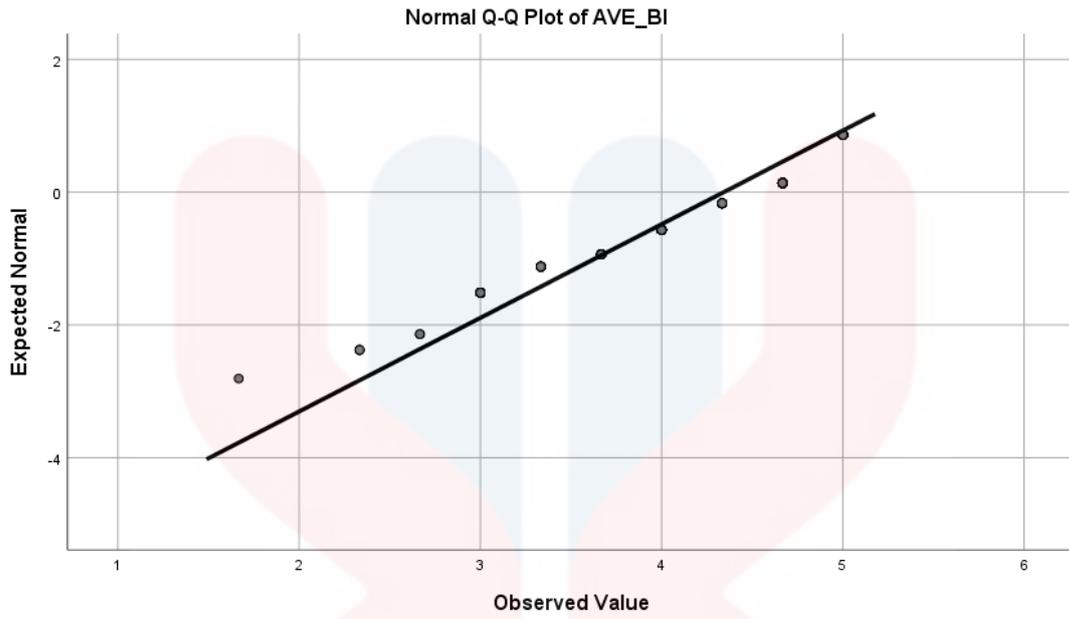


Figure 4.5.12 Normality Test Mean IV2 (Brand Image)

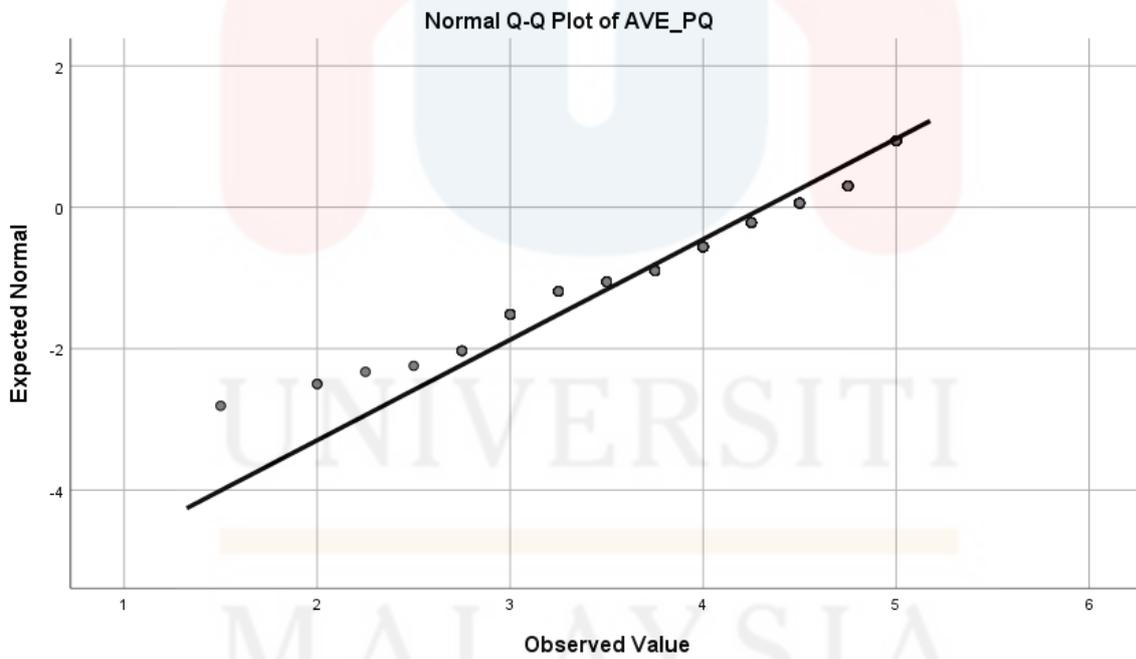


Figure 4.5.13 Normality Test Mean IV1 (Perceived Quality)

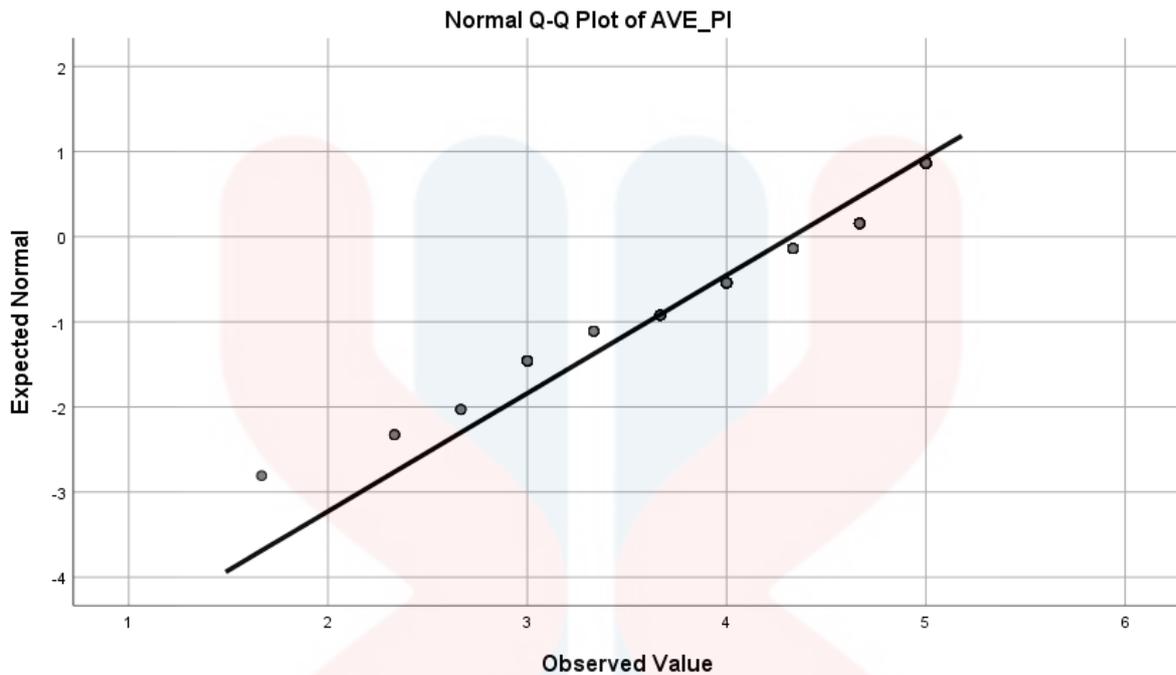


Figure 4.5.14 Normality Test Mean IV4 (Purchase Intention)

#### 4.7 Spearman Correlation

Correlation is an important part of some research to analyze the relationship or connection between the dependent variable and the independent variable. The purpose of this study is to make sure how strong are relationship between perceived ESG (dv) and brand credibility, brand image, perceived quality, and purchase intention (iv). The statistical term for correlation that is most frequently used is the Correlation Coefficient. It shows how two sets of data are linearly related to one another. Strong linear relationships are indicated by correlations near 1 or -1, whereas weak or non-existent linear relationships are suggested by correlations near 0. When evaluating numerical variables, the most used methodology is the correlation coefficient method. It provides a number between 0 and 1, where 0 represents total negative correlation and 1 represents total positive correlation. A positive correlation indicates that if variable A rises, variable B rises as well, while a negative correlation suggests that if A rises, variable B falls.

		PERCEIVE ESG	BRAND CREDIBILITY	BRAND IMAGE	PERCEIVE QUALITY	PURCHASE INTENTION
PERCEIVE ESG	Pearson Correlation	1	.831**	.774**	.786**	.762**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	400	400	400	400	400
BRAND CREDIBILITY	Pearson Correlation	.831**	1	.804**	.812**	.778**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	400	400	400	400	400
BRAND IMAGE	Pearson Correlation	.774**	.804**	1	.792**	.759**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	400	400	400	400	400
PERCEIVED QUALITY	Pearson Correlation	.786**	.812**	.792**	1	.813**

	Sig. (2-tailed)	.000	.000	.000		.000
	N	400	400	400	400	400
PURCHASE INTENTION	Pearson Correlation	.762**	.778**	.813**	1.000	.842**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	400	400	400	400	400

Table 4.7.19 Spearman Correlation Coefficient

The table 4.7.19 shows the result of the correlation analysis. Taken as a whole, all the results shown in the table were supported by the data. The table shows the relationship between independent variable and dependent variable was positive result (strong). In this study the result was show 0.000 for p-value. In term of statistic if p-value was 0.000 basically indicates that there is substantial evidence to refute the null hypothesis because the observed results are highly improbable to have happened by chance alone. Other than that table was shown the Pearson Correlation Coefficient value for perceived ESG (1.000), brand credibility (.831), brand image (.774), perceived quality (.786), and purchase intention (.762).

#### 4.8 Hypothesis Test

A statistical hypothesis test is a technique for determining if the available data are sufficient to support a specific hypothesis. In statistics, hypothesis testing is the process by which an analyst verifies an assumption about a population parameter. The analyst's approach is determined by

the type of data and the purpose of the study. The relationship of hypothesis testing can be determined between independent variables (brand credibility, brand image, perceived quality, and purchase intention) with the dependent variables (perceived ESG). The hypothesis testing result is shown in the table below.

<b>Hypothesis</b>		<b>Direction</b>	<b>Significant</b>	<b>R-value</b>
H1	Consumer's perception associated with the companies' ESG initiatives relates positively to Brand Credibility.	Has a relationship	0.000	0.831
H2	Consumer's perception associated with a companies' ESG initiatives relates positively to Brand Image.	Has a relationship	0.000	0.774
H3	Consumer's perception associated with the companies' ESG initiatives relates positively to Perceived Quality.	Has a relationship	0.000	0.786
H4	Brand Credibility relates positively to purchase intention.	Has a relationship	0.000	0.778
H5	Brand image relates positively to purchase intentions.	Has a relationship	0.000	0.813
H6	Perceived quality relates positively to purchase intention.	Has a relationship	0.000	1.000

Table 4.8.20 Hypotheses Test

#### 4.9 Multiple Regression Analysis

Multiple regression analysis was an important part in this research base on the (Ngo, 2012). Building suitable multiple regression models and interpreting analysis outcomes will become skills that analysts will acquire. For the variables to be identified as independent variables and added to the model, analysts must have prior knowledge about the variables. All the presumption for multiple regression analysis were met.

Model Summary b									
Model	R	R square	Adjusted R Square	Std. Error of the estimate	Change Statistic				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.874 a	.764	.761	.35113	.764	254.710	5	394	.000
<p>a. Predictoer(constant) AVE_BC, AVE_BI, AVE_PI, AVE_PQ</p> <p>b. Dependent Variable: AVE_ESG</p>									

Table 4.9.21 Model of Summary

MODEL	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
REGRESSION	157.015	5	31.403	254.710	.000 b

<b>RESIDUAL</b>	48.576	394	.123		
<b>TOTAL</b>	205.590	399			

Table 4.8.22 Anova Test

**a. Dependent variable: AVE\_ESG**

**b. Predictor: (constant) AVE\_BC, AVE\_BI, AVE\_PI, AVE\_PQ**

Based on the table the result shows a significant regression ( $f_{3,1.403}=254.710, p>1.0$ )

#### **4.10 Summary/ Conclusion**

The relationship between the three independent variables (IV) of brand credibility, brand image, and perceived quality is discussed in Chapter 4's conclusion. Perceived ESG Practices are also measured by a dependent variable (DV). Data collected during the inquiry were analyzed using the SPSS programmer. Frequency analysis, which considers the demographic profile, preliminary test, descriptive analysis, reliability result, t-test, ANOVA, and Pearson correlation, was carried out prior to establishing if the three independent variables are connected to a single dependent variable. Pearson correlation is then used in this study to confirm the instrument's validity and reliability. The results of the multiple regression analysis that was performed to assess the hypotheses indicated that six of the tested hypotheses were accepted.

## CHAPTER 5: DISCUSSION AND CONCLUSION

### 5.1 Introduction

This chapter will provide a general explanation of the findings presented in Chapter 4. The main topic of discussion in this chapter will be the data analysis that was completed in Chapter 4. The main conclusions, implications for the study, limitations, recommendations for more research, and an overview of the whole investigation will all be discussed.

### 5.2 Key Findings

Table 5.2.1: The study key finding

<b>Research Question</b>	<b>Hypothesis Result</b>	<b>Finding</b>
What is the relationship between brand credibility and consumer's perception associated with the company's ESG initiatives?	$p=0.01$ $(p<0.01)$ $r=0.831$	There is very strong correlation between brand credibility and consumer's perception associated with the company's ESG initiatives.
What is the relationship between brand image and consumer's perception associated with the company's' ESG initiatives?	$p=0.01$ $(p<0.01)$ $r=0.774$	There is very strong correlation between brand image and consumer's perception associated with the company's' ESG initiatives.
What is the relationship between perceived quality	$p=0.01$ $(p<0.01)$	There is very strong correlation between perceived

and consumer's perception associated with the company's' ESG initiatives?	r=0.786	quality and consumer's perception associated with the company's' ESG initiatives.
What is the relationship between brand credibility and purchase intention?	p=0.01 (p<0.01) r=0.778	There is very strong correlation between brand credibility and purchase intention.
What is the relationship between brand image and purchase intention?	p=0.01 (p<0.01) r=0.813	There is very strong correlation between brand image and purchase intention
What is the relationship between perceived quality and purchase intention?	p=0.01 (p<0.01) r=1.000	There is very strong correlation between perceived quality and purchase intention

### 5.3 Discussion

#### 5.3.1 Hypothesis 1: Consumer's perception associated with the companies' ESG initiatives relates positively to Brand Credibility.

Based on Table 5.2.1, there is a positive relationship between PESG and Brand Credibility for Hypothesis 1, we can summarize that there is a significant relationship between PESG and Brand Credibility. Customers' perceptions of a company's Environmental, Social, and Governance (ESG) activities have a big influence on how credible its brand is. A company's reputation and trustworthiness tend to increase in the eyes of customers when it exhibits a

strong commitment to ESG principles, which include sustainability, ethical business practices, social responsibility, and good governance. All things considered, a favourable impression of a business's ESG efforts may greatly enhance its brand credibility, which can then favorably affect consumer behaviour and result in higher sales, brand loyalty, and competitiveness in the market.

### **5.3.2 Hypothesis 2: Consumer's perception associated with a companies' ESG initiatives relates positively to Brand Image.**

Based on Table 5.2.1, there is a positive relationship between PESG and Brand Image for Hypothesis 1, we can summarize that there is a significant relationship between PESG and Brand Image. Specifically speaking, Han (2019) claimed that environmental CSR initiatives might support the growth of a favorable Brand Image. The company's Brand Image would have increased if it had taken environmental preservation and maintenance seriously. Additionally, a company's Brand Image may be raised by engaging in social CSR activities including funding philanthropic endeavors and lending a hand to charitable organizations.

A company's brand image is directly impacted by its ESG (Environmental, Social, and Governance) activities. The following are ways that a favourable customer view of ESG practices might impact brand image. Brand image is greatly influenced by public opinion. Positive PR is produced by a corporation when it aggressively promotes its ESG initiatives and talks openly about its impact. Consequently, this enhances the brand's perception among customers and the public. In summary, consumer perception of a company's ESG initiatives strongly influences its brand image. A positive perception in this regard not only enhances brand value but also contributes to long-term sustainability and competitiveness in the market.

### **5.3.3 Hypothesis 3: Consumer's perception associated with the companies' ESG initiatives relates positively to Perceived Quality.**

Based on Table 5.2, there is a positive relationship between PESG and Perceived Quality. For Hypothesis 1, we can summarize that there is a significant relationship between PESG and Perceived Quality. This view is supported by the signaling theory, which argues that a company's social media communications may serve as a symbol of its reputation and the quality of services it provides to clients. When consumers learn that a company actively engages in corporate social responsibility (CSR), they may have a positive impression of the brand's quality, as demonstrated by Ramesh (2019).

Environmental, Social, and Governance (ESG) activities have grown in significance for businesses, not just in terms of their ethical obligations but also in terms of how they influence the attitudes of their customers. Customers' perceptions of a company's overall quality are frequently enhanced when it exhibits a commitment to ESG practices, such as lowering its carbon footprint, promoting diversity and inclusion, or upholding ethical business standards.

#### **5.3.4 Hypothesis 4: Brand Credibility relates positively to purchase intention.**

Based on Table 5.2.1, there is a positive relationship between Brand Credibility and Purchase Intention. For Hypothesis 1, we can summarize that there is a significant relationship between Brand Credibility and Purchase Intention. Brand credibility is the perceived trustworthiness and believability of a brand in consumers' minds. It is often positive, as consumers trust a brand to deliver on promises and act with integrity. Building brand credibility involves factors like consistent product quality, transparent communication, positive brand image, customer reviews, and ethical business practices.

The correlation between purchase intention and brand reputation is strong overall. Consumers that place a high value on trust and dependability in their purchasing decisions are more likely to be willing to make purchases from brands that demonstrate credibility via consistent quality, ethical practices, transparency, and reliability.

### **5.3.5 Hypothesis 5: Brand image relates positively to purchase intentions.**

Based on Table 5.2.1, there is a positive relationship between Brand Image and Purchase Intentions. For Hypothesis 1, we can summarize that there is a significant relationship between Brand Image and Purchase Intentions. According to Verdilla and Albari (2018), cultivating a positive brand image is essential since it is expected that consumers who have a positive brand image would see the brand favourably and be optimistic about its existence.

Purchase intentions are highly correlated with brand image. Consumers' propensity to buy a brand's goods or services is strongly influenced by how they view it.

### **5.3.6 Hypothesis 6: Perceived quality relates positively to purchase intention.**

Based on Table 5.2.1, there is a positive relationship between Perceived Quality and Purchase Intention. For Hypothesis 1, we can summarize that there is a significant relationship between Perceived Quality and Purchase Intention. Customer behavior and purchase intention in marketing are strongly influenced by perceived quality. Positive associations, customer satisfaction, brand loyalty, perceived value, and word-of-mouth impact are some of the factors that contribute to this connection. Reliability, durability, and improved performance are frequently linked to high-quality items, which increases the probability that someone will buy them. Customers who are happy with a brand are more inclined to recommend it to others and make more purchases. Brands that continuously provide superior products foster greater customer loyalty, which raises buy intent. To create a favorable brand image and encourage consumer behavior, firms must preserve and improve perceived quality.

## **5.4 Implication of The Study**

The purpose of this research was to better understand the variables of perceived ESG (Environmental, Social, and Governance) practices and consumer reactions in Malaysia, with

a focus on the mediating roles of brand image, brand credibility, and perceived quality, which might provide insightful information with broad implications.

According to this study, there is a positive correlation between perceived ESG practices and brand credibility. As a result, Malaysian businesses would stand to gain from highlighting and publicizing their dedication to ESG principles. Increasing consumer trust and loyalty through brand credibility can result in favorable reactions from customers. Because research indicates that consumers' perceptions of ESG practices have a favorable effect on brand perception, businesses can concentrate on incorporating sustainability and morality into their operations. Attracting customers who share the ideals embodied in ESG activities, this favorable brand image can give a business a competitive edge. In addition, the study indicates a positive relationship between perceived ESG practices and perceived quality, meaning that businesses can highlight the parts of quality related to their adherence to ESG principles. This may have an impact on how buyers view the worth and robustness of products, resulting in higher customer satisfaction and favorable reactions.

In Malaysia, businesses, legislators, and marketers can benefit from the study's conclusions by utilizing the connections between perceived ESG practices, brand image, brand credibility perceived quality, and consumer responses. In the context of Malaysia, understanding these dynamics can aid in the development of strategies that support sustainable business practices and are in line with customer values.

### **5.5 Limitations of The Study**

These are a few of the limitations this study has found. The study's primary goal was to investigate the relationship between brand image, brand credibility, perceived quality, purchase intention and consumer's perception associated with the company's ESG initiatives. Besides that, the relationship between brand image, brand credibility, perceived quality, and purchase

intention. Only three independent factors were examined in this study: brand image, brand credibility and perceived quality. As a result, it limits the researchers' capacity to investigate other issues.

The second limitation, on the other hand, is that while this study met its goals, there were certain inevitable boundaries. To gather data via questionnaires, the sample size of respondents depending on the total population was determined using Krejcie and Morgan's table. Since then, processing data has taken one to two months. Since gathering data for this research takes time, more time will be required to finish it. Respondents may misread questionnaire statements because they need extra interpretation and clarification.

Lastly, an online questionnaire was used to collect the primary data for the study. With this method of administering the questionnaire, the researchers were unable to reliably determine the identity of the responders. Each respondent gave a different interpretation of the question in their response. Some respondents may classify something as "neutral" while others may classify it as "agree" or "disagree". Prejudice and subjectivity that are not acknowledged could arise from this.

## **5.6 Recommendations/ Suggestions for Future**

### **5.6.1 Theoretical recommendations for future research**

The mediating roles of brand credibility, brand image, and perceived quality are examined in this study's examination of institutional theory regarding perceived ESG (Environmental, Social, and Governance) and consumer response in Malaysia. This study found that institutional theoretical characteristics such as brand credibility, image, and perceived quality are highly related to ESG perception (dependent variable) and have a strong positive correlation. It is recommended that public colleges consider the findings of this study and these distinguishing characteristics. They could find the study's conclusions helpful when

making decisions. This study advances our knowledge of how theories motivate businesses and Malaysians to tackle environmental issues because of outside pressures. Consequently, institutional theory has become a well-known area of research to explain governmental, social, and environmental behavior.

### 5.6.2 Future Research Methodology Suggestions

Initially, to get more dependable and representative research results, aspiring researchers are recommended to expand both the sample size and population. To get a range of outcomes, it is advised that aspiring researchers carry out pertinent research in different states or businesses. Also, to enhance the data's accuracy, the sample size for subsequent studies might be expanded. To ensure that a greater number of responses yield dependable results, prospective researchers should devote more time to the collection and analysis of data. Future research could learn more about the factors influencing ESG in all Malaysian companies. Further research should also begin utilizing quantitative analytical techniques. Through interviewing respondents, the researcher can obtain information about every aspect of the ESG.

### 5.6.3 Practical research suggestions for the future

The first useful recommendation is that future research examine Malaysians' perspectives on the application of ESG in business. This is the primary tool for disseminating crucial information regarding the application of ESG. Raising literacy rates can help society advance and prosper in the face of rapidly expanding technology. If not, education and literacy will prevent people in developing nations from using green products. The study also suggests that green advertising should raise consumer knowledge and awareness, and that knowledge should be translated into purchases of products that can prevent pollution on our planet. Additionally, as a means of encouraging them to lessen their environmental impact, researchers advise customers to be open to altering their e-commerce buying behaviors. As consumer

awareness grows, environmentally conscientious consumers can also educate their peer groups about environmental sustainability by being more sensitive to and understanding of cultural beliefs around environmental protection.

### **5.7 Overall Conclusion of The Study**

In conclusion, the research on Malaysian consumers' perceptions of ESG (environmental, social, and governance) and their reactions, with an emphasis on the mediating roles of perceived quality, brand image, and credibility, offers important insights into the intricate dynamics influencing consumer behavior in the local market. The study emphasizes how positively responses are influenced by consumers' perceptions of a company's ESG policies. Environmental, social, and governance considerations are becoming more and more important to Malaysian consumers when making decisions.

In this study, researchers collected data from a total of 459 people but involved only 400 as 59 were not involved consisting of Kelantan students from University Malaysia Kelantan and all Malaysians. Google Forms was the web tool used to disseminate the questionnaires. Data was gathered and analyzed using SPSS software using descriptive, reliability, and Pearson correlation analysis techniques. The reliability study's conclusions show that all variable reliability is more than 0.7, meaning it is dependable and appropriate for further research. The research highlights the crucial intermediary functions of perceived quality, brand image, and brand credibility. These components serve as links, converting favorable ESG views into observable results like loyalty, trust, and favorable attitudes from customers.

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## APPENDIX A: DRAFT OF QUESTIONNAIRE

### “Perceived ESD (Environmental, Sosial, Governance) Towards Customer Purchase Intention In Malaysia: The Mediating Role of Brand Credibility, Brand Image, and Perceived Quality.”

Assalamualaikum and hi to all dear respondents,

We are final year students from the Faculty of Entrepreneurship and Business (FKP) Universiti Malaysia Kelantan (UMK) pursuing a Degree in Bachelor of Entrepreneurship (Commerce) with Honors. We are currently conducting a research survey regarding “A Study on Perceived ESG (Environmental, Social, Governance) and Consumers’ Responses in Malaysia. I would be most grateful if you could answer this questionnaire to complete the task. Your cooperation and time for the answer this questionnaire will be appreciated. The questionnaire will take about 5 to 10 minutes of your valuable time. Your response will be kept fully private and used exclusively for academic purposes only. Thank You.

ESG stands for Environmental, Social, and Governance, and it refers to a set of criteria that investors and organizations use to evaluate a company's impact and behavior in these three areas. Here's a brief overview of each component:

1. **Environmental (E):** This focuses on a company's impact on the environment. It includes considerations such as the company's carbon footprint, energy usage, waste management, and overall environmental sustainability practices.
2. **Social (S):** Social criteria assess how a company manages its relationships with employees, customers, suppliers, and the communities in which it operates. It includes aspects like labor practices, diversity and inclusion, human rights, and community engagement.

3. **Governance (G):** Governance refers to the system of rules, practices, and processes by which a company is directed and controlled. This involves the company's leadership, executive pay, shareholder rights, and the overall corporate governance structure.

**SECTION A: DEMOGRAPHIC INFO**

You are required to place a tick (/) at the appropriate answer. Anda dikehendaki meletakkan tanda (/) pada jawapan yang sesuai.

1. Age/Umur:

Below 20 years old/ 20 Tahun ke bawah	21-30	31-40	Above 41 years old/Tahun 41 ke atas

2. Gender/Jantina:

Male/Lelaki	Female/Perempuan

3. Religion/Agama:

Islam/Islam	Buddha/Buddha	Hindu/Hindu	Cristian/Kristian

4. Race/Bangsa:

Malay/Melayu	Chinese/Cina	Indian/India	Bumiputra Sabah	Bumiputera Sarawak	Others/ lain- lain

5. Education/Pendidikan:

HIGH SCHOOL AND BELOW/SEKOLAH MENENGAH DAN KE BAWAH	BACHELOR/SARJANA MUDA	POSTGRADUATE AND ABOVE /LEPASAN SISWAZAH DAN KE ATAS	OTHERS/LAIN- LAIN

6. Occupation/Pekerjaan:

Government/ Kerajaan	Private Sector/Swasta	Student/Pelajar	Others/ Lain-lain

7. Income/Pendapatan

BELOW RM1000/ KURANG DARI RM 1000	RM 1000-RM 3000	RM 3001- RM 5000	MORE THAN RM 5000/LEBIH DARI RM 5000

Have you been involved with any program or campaign, or have you ever purchased at

something in e-commerce that emphasizes the company's commitment to social, environmental and ethical business practices while facilitating interactions and transactions between you and the brand or business?

Pernahkah anda terlibat dengan sebarang program atau kempen atau pernah membeli di sesuatu di e-dagang yang menekankan komitmen syarikat terhadap amalan perniagaan sosial, alam sekitar dan beretika sambil memudahkan interaksi dan transaksi antara anda dengan jenama atau perniagaan?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

Do you have experience purchasing at the website below? You may tick for more than one.

Adakah anda mempunyai pengalaman membeli di laman web di bawah? Anda boleh menanda lebih daripada satu.

Lazada ( <a href="https://www.lazada.com.my/">https://www.lazada.com.my/</a> )	<input type="checkbox"/>
Shopee ( <a href="https://shopee.com.my/">https://shopee.com.my/</a> )	<input type="checkbox"/>
H&M ( <a href="https://www2.hm.com/">https://www2.hm.com/</a> )	<input type="checkbox"/>
Watson ( <a href="https://www.watsons.com.my/">https://www.watsons.com.my/</a> )	<input type="checkbox"/>
Uniqlo ( <a href="https://www.uniqlo.com/">https://www.uniqlo.com/</a> )	<input type="checkbox"/>
Guardian ( <a href="https://guardian.com.my/">https://guardian.com.my/</a> )	<input type="checkbox"/>

Zalora (<https://www.zalora.com.my/>)

Muji (<https://www.muji.com/my/>)

**SECTION B: PERCEIVED ESG (ENVIRONMENTAL, SOCIAL AND GOVERNANCE)**

This section will measure your **perceived ESG (Environmental, Social, and Governance)**.

Please mark your answer based on the scale from 1 to 5.

Strongly Disagree/ Sangat Tidak Setuju	Disagree/ Tidak Bersetuju	Neutral/ Neutral	Agree/ Bersetuju	Strongly Agree/ Sangat Setuju
1	2	3	4	5

	<b>PERCEIVED ESG (ENVIRONMENTAL)</b>	1	2	3	4	5
1	This company conserves the environment. <i>Syarikat ini memulihara alam sekitar.</i>					
2	This website reduces its consumption of natural resources. <i>Laman web ini mengurangkan penggunaan sumber aslinya.</i>					

3	<p>This website communicates to its customers about its environmental practices.</p> <p><i>Laman web ini menyampaikan kepada pelanggannya tentang amalan alam sekitarnya.</i></p>					
	<b>PERCEIVED ESG (SOCIAL)</b>	1	2	3	4	5
1	<p>This website shows its commitment to society by improving the welfare of the communities in which it operates.</p> <p><i>Laman web ini menunjukkan komitmennya kepada masyarakat dengan meningkatkan kebajikan masyarakat yang ia beroperasi.</i></p>					
2	<p>This Website allocates part of its budget to help social causes.</p> <p><i>Laman web ini memperuntukkan sebahagian daripada belanjawannya untuk membantu tujuan sosial.</i></p>					
3	<p>This website supports the sculpture and art activities of the local community.</p> <p><i>Laman web ini menyokong aktiviti seni arca dan seni masyarakat setempat.</i></p>					
4	<p>This website helps to enhance the quality of life in the local community.</p> <p><i>Laman web ini membantu meningkatkan kualiti hidup masyarakat setempat.</i></p>					

	<b>PERCEIVED ESG (GOVERNANCE)</b>	1	2	3	4	5
1	<p>This website meets minimal legal requirements related to goods and services.</p> <p><i>Laman web ini memenuhi keperluan undang-undang minimum yang berkaitan dengan barangan dan perkhidmatan.</i></p>					
2	<p>This website fulfills its legal obligation.</p> <p><i>Laman web ini memenuhi kewajipan undang-undangnya.</i></p>					
3	<p>This website prevents unethical behavior to achieve organizational goals.</p> <p><i>Laman web ini menghalang tingkah laku tidak beretika untuk mencapai matlamat organisasi.</i></p>					
4	<p>This company's operation is consistent with expectations of societal and ethical norms.</p> <p><i>Operasi syarikat ini konsisten dengan jangkaan norma masyarakat dan etika.</i></p>					

**SECTION C: BRAND CREDIBILITY, BRAND IMAGE, PERCEIVED QUALITY, AND PURCHASE INTENTION.**

This section will measure the effect of consumer perception of ESG on their attitude through **brand credibility, brand image, perceived quality and purchase intention**. Please mark your answer based on the scale from 1 to 5.

Strongly Disagree/ Sangat Tidak Setuju	Disagree/ Tidak Bersetuju	Neutral/ Neutral	Agree/ Bersetuju	Strongly Agree/ Sangat Setuju
1	2	3	4	5

	<b>BRAND CREDIBILITY</b>	1	2	3	4	5
1	This website behaves responsibly regarding the environment. <i>Laman web ini berkelakuan bertanggungjawab terhadap alam sekitar.</i>					
2	This website delivers what it promises. <i>Laman web ini memberikan apa yang dijanjikan.</i>					
3	This website's product claims are believable. <i>Tuntutan produk tapak web ini boleh dipercayai.</i>					

4	<p>My selected company have a name you can trust.</p> <p><i>syarikat pilihan saya mempunyai nama yang boleh anda percayai.</i></p>					
---	--	--	--	--	--	--

	<b>BRAND IMAGE</b>	1	2	3	4	5
1	<p>My selected company is a company I have a good feeling.</p> <p><i>Syarikat pilihan saya ialah syarikat yang saya rasa baik</i></p>					
2	<p>My selected company is a company that I admire and respect.</p> <p><i>Syarikat pilihan saya ialah syarikat yang saya kagumi dan hormati.</i></p>					
3	<p>My selected company has a good overall reputation.</p> <p><i>Syarikat pilihan saya mempunyai reputasi keseluruhan yang baik</i></p>					

	<b>PERCEIVED QUALITY</b>	1	2	3	4	5
1	<p>I can recognize my selected company among other competitors.</p> <p><i>Saya boleh mengenali syarikat pilihan saya di kalangan pesaing lain.</i></p>					

2	I am aware of this my selected company. <i>Saya sedar ini syarikat pilihan saya.</i>					
3	Some characteristics of my selected company come to my mind quickly. <i>Beberapa ciri syarikat pilihan saya terlintas dengan cepat.</i>					
4	I can quickly recall the symbol or logo of this above my selected company. <i>Saya boleh mengingati simbol atau logo syarikat pilihan saya dengan cepat.</i>					

	<b>PURCHASE INTENTION</b>	1	2	3	4	5
1	I will recommend the products the company presented to people around me. <i>Saya akan mengesyorkan produk yang dipersembahkan oleh syarikat kepada orang di sekeliling saya.</i>					
2	I want to purchase the products of the company presented above. <i>Saya ingin membeli produk syarikat yang dibentangkan di atas.</i>					
3	I will consider purchasing the products of the company presented above, for sure,					

	<i>Saya akan mempertimbangkan untuk membeli produk syarikat yang dibentangkan di atas, pasti,</i>					
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Thank you for your participation.

GoogleFormLink:[https://docs.google.com/forms/d/e/1FAIpQLScP-pfhN5qx9\\_gIcR\\_f4EdseiWiWSpcp\\_t-XTeCcPNZeBrzLw/viewform?usp=sharing](https://docs.google.com/forms/d/e/1FAIpQLScP-pfhN5qx9_gIcR_f4EdseiWiWSpcp_t-XTeCcPNZeBrzLw/viewform?usp=sharing)

## APPENDIX B – GANTT CHART

### PPTA 1

NO.	ITEMS	W1	W2	W3	W4	W5	W6	W7
	Selection of Research Title							
<b>CHAPTER 1</b>								
1.1	Background of Study							
1.2	Problem Statement							
1.3	Research Question							
1.4	Research Objective							
1.5	Scope of Study							
1.6	Significant of Study							
1.7	Definition of Term							
1.8	Organization of the Proposal							
<b>CHAPTER 2</b>								
2.1	Introduction							
2.2	Underpinning Theory							
2.3	Previous Studies							
2.4	Hypotheses Statement							
2.5	Conceptual Framework							
2.6	Summary/ Conclusion							
<b>CHAPTER 3</b>								
3.1	Introduction							
3.2	Research Design							
3.3	Data Collection Methods							
3.4	Study Population							
3.5	Sample Size							
3.6	Sampling Technique							
3.7	Research Instrument Development							
3.8	Measurement of the Variable							
3.9	Procedure for Data Analysis							
3.10	Summary/ Conclusion							

**PPTA 2**

NO.	ITEMS	W8	W9	W10	W11	W12	W13	W14
	Create Google Form							
	Collect Data							
<b>CHAPTER 4</b>								
4.1	Introduction							
4.2	Demographic Profile of Respondents							
4.3	Descriptive Analysis							
4.4	Reliability Analysis							
4.5	Normality Test							
4.6	Hypothesis Testing							
4.7	Multiple Linear Regression							
<b>CHAPTER 5</b>								
5.1	Introduction							
5.2	Key Findings							
5.3	Discussion							
5.4	Implications of the Study							
5.5	Limitations of the Study							
5.6	Recommendation for future research							
5.7	Conclusion							
<b>FULL REPORT</b>								
	E – Poster							
	E – Poster Presentation							
	Research Paper							

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## TURNITIN

### Whole Chapter Group 1 SAK

#### ORIGINALITY REPORT

<b>23%</b> SIMILARITY INDEX	<b>17%</b> INTERNET SOURCES	<b>10%</b> PUBLICATIONS	<b>11%</b> STUDENT PAPERS
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#### PRIMARY SOURCES

<b>1</b>	<b>discol.umk.edu.my</b> Internet Source	<b>5%</b>
<b>2</b>	<b>www.mdpi.com</b> Internet Source	<b>2%</b>
<b>3</b>	<b>www.researchgate.net</b> Internet Source	<b>1%</b>
<b>4</b>	<b>Wilert Puriwat, Suchart Tripopsakul.</b> <b>"Sustainability Matters: Unravelling the Power of ESG in Fostering Brand Love and Loyalty across Generations and Product Involvements", Sustainability, 2023</b> Publication	<b>1%</b>
<b>5</b>	<b>eprints.utar.edu.my</b> Internet Source	<b>1%</b>
<b>6</b>	<b>Submitted to Universiti Teknologi MARA</b> Student Paper	<b>1%</b>
<b>7</b>	<b>Submitted to Universiti Selangor</b> Student Paper	<b>1%</b>

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8	Morteza Akbari, Maryam Mehrali, Nader SeyyedAmiri, Niloofer Rezaei, Afsaneh Pourjam. "Corporate social responsibility, customer loyalty and brand positioning", <i>Social Responsibility Journal</i> , 2019 <small>Publication</small>	<1 %
9	Hee-Kyung Koh, Regina Burnasheva, Yong Gu Suh. "Perceived ESG (Environmental, Social, Governance) and Consumers' Responses: The Mediating Role of Brand Credibility, Brand Image, and Perceived Quality", <i>Sustainability</i> , 2022 <small>Publication</small>	<1 %
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## ASSESSMENT FORM FOR RESEARCH PROJECT I

Student's Name: ABDUL WAHID BIN ESDAR

Matric No.: A20A1231

Student's Name: AFIQAH BINTI ABD RAZAK

Matric No.: A20A1234

Student's Name: BB ELLYNA BINTI BRAHIM

Matric No.: A20A1285

Student's Name: CASSIEDY ANAK THOMAS

Matric No.: A20A1289

Name of Supervisor: PROF.MADYA.DR. NOORSHELLA BINTI CHE NAWI

Name of Programme: SAK

Research Topic: PERCEIVED ESG (ENVIRONMENTAL, SOCIAL, GOVERNANCE) TOWARDS CUSTOMER PURCHASE INTENTION IN MALAYSIA: THE MEDIATING ROLE OF BRAND CREDIBILITY, BRAND IMAGE, AND PERCEIVED QUALITY

FKP

### ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: REFLECTIVE NOTE (Weight 20%)

NO.	CRITERIA	PERFORMANCE LEVELS				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Determination (CLO1; C1, A3:CS/CT/TS)	Is not determined and does not put in any effort in completing the research report in group	Is determined but puts in little effort in completing the research report in group	Is determined and puts in reasonable effort in completing the research report in group	Is very determined and puts in maximum effort in completing the research report in group	____ x 1 (Max: 4)	
2.	Commitment (CLO1; C1, A3:CS/CT/TS)	Is not committed and does not aim to complete on time and/ or according to the requirements	Is committed but makes little effort to complete according to the requirements	Is committed and makes reasonable effort in fulfilling some of the requirements	Is very committed and makes very good effort in fulfilling all the requirements, without fail.	____ x 1 (Max: 4)	
3.	Frequency in meeting supervisor (CLO1; C1, A3: CS/CT/TS)	Has not met the supervisor at all	Has met the supervisor but less than five times	Has met the supervisor for at least five times	Has met the supervisor for more than five times	____ x 1 (Max: 4)	
4.	Take corrective measures according to supervisor's advice (CLO1; C1, A3: CS/CT/TS)	Has not taken any corrective action according to supervisor's advice	Has taken some corrective actions but not according to supervisor's advice, or with many mistakes	Has taken some corrective actions and most are according to supervisor's advice, with some mistakes	Has taken corrective actions all according to supervisor's advice with few mistakes	____ x 1 (Max: 4)	
5.	Initiative (CLO1; C1, A3:CS/CT/TS)	Does not make any initiative to work in group	Makes the initiative to work in group but requires consistent monitoring	Makes the initiative to work in group with minimal monitoring required	Makes very good initiative to work in group with very little monitoring required	____ x 1 (Max: 4)	
<b>TOTAL</b>						<b>/20</b>	

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**ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: PRESENTATION (Weight 20%)**

NO.	CRITERIA	PERFORMANCE LEVEL				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Teamwork  (CLO2; A3/TS)	Is not committed to work in a group	Is committed but make little effort to complete the research report in group	Is committed and make reasonable effort in completing the research report	Is very committed and make very good effort in completing the research report	x 1 (Max: 4)	
2.	Non-verbal Communication (CLO2; A3/CS)	Exhibits very poor body language. Does not have any eye contact with the audience and appears to avoid the audience.	Makes eye contact with the audience at times. But the behavior is not consistent.	Makes good eye contact with the audience. The body language is good.	Makes excellent eye contact with the audience. The body language is pleasing.	x 1 (Max: 4)	
3.	Appropriate use of visual aid (CLO2; A3/CS)	Uses visual aids very poorly and the use interferes with the presentation	Uses visual aids but not very effective in aiding the presentation. The usage distorts the presentation at times.	Uses visual aids effectively. The usage of technology flows with the presentation.	Uses visual aids very effectively. The usage enhances the quality of presentation.	x 1 (Max: 4)	
4.	Appearance (CLO2; A3/CS)	Has a very poor sense of attire and appearance does not reflect a "business appearance".	Is well groomed and the appearance is acceptable for research report presentations.	Is well groomed and has a good "business appearance."	Is very well groomed and has a very pleasing and professional appearance.	x 1 (Max: 4)	

5.	Confidence and Ability to Answer Questions  (CLO2; A3/CT)	Exhibits a very low level of confidence and appears visibly 'shaky'. Finds it difficult to answer questions.	Exhibits low level of confidence at times. Does not appear to be confident in answering questions	Exhibits a high level confidence. Does a good job in answering questions.	Exhibits a very high level of confidence. Is perfectly at ease while answering questions.	_____ x 1  (Max: 4)	
<b>TOTAL</b>						<b>/20</b>	

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FKP

**ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: RESEARCH REPORT (Weight 60%)**

NO.	CRITERIA	PERFORMANCE LEVEL				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Introduction  (CLO1; C1, A3)	Background of study, Problem Statement, Research Objective and Research Question is lack of clarity and focus	Background of study, Problem Statement, Research Objective and Research Question is written but with inconsistent focus.	Clearly written of Background of study, Problem Statement, Research Objective and Research Question with good facts.	Very clear of Background of study, Problem Statement, Research Objective and Research Question with very good facts.	x 2.5  (Max: 10)	
		Background of study, Problem Statement, Research Objective and Research Question is written unsystematic and unscientific.  Scientific refers to researchable topic	Background of study, Problem Statement, Research Objective and Research Question is written less systematic and less scientific.  Scientific refers to researchable topic	Background of study, Problem Statement, Research Objective and Research Question is written systematic and scientific.  Scientific refers to researchable topic	Background of study, Problem Statement, Research Objective and Research Question is written very systematic and scientific.  Scientific refers to researchable topic		

2.	Overall Proposal Format  (CLO2; C2, A3)	Submit according to the deadline and adhere to the required format	The research proposal is not produced according to the specified time and/ or according to the format.	The research proposal is produced according to the specified time but fails to adhere to the format.	The research proposal is produced on time, adheres to the format but with few weaknesses.	The research proposal is produced on time, adheres to the format without any weaknesses.	_____x 0.25 (Max: 1)	
		Writing style (clarity, expression of ideas and coherence)	The proposal is poorly written and difficult to read. Many points are not explained well.  Flow of ideas is incoherent.	The proposal is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The proposal is well written and easy to read; Majority of the points are well explained and flow of ideas is coherent.	The proposal is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	_____x 0.25 (Max: 1)	
	Overall Proposal Format (CLO2; C2, A3)	Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	_____x 0.25 (Max: 1)	
		Reference list (APA Format)	No or incomplete reference list	Incomplete referencelist and/ or is not according to the format	Complete referencelist with few mistakes in format adherence	Complete reference list according to format	_____x 0.25 (Max: 1)	
		Format organizing (cover page, spacing, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing includes a strong, beginning, middle, and end with clear transitions and a focused closure.	_____x 0.25 (Max: 1)	

3.	Literature review (CLO2; C2, A3)	Does a poor job in summarizing the relevant literature review	Weak in summarizing the literature review	Critically analyzes but does not summarize effectively	Critically analyzes and summarizes effectively	_____ x 1 (Max: 4)	
		Does not provide adequate reference of literature review	Provide some reference of literature review	Provide adequate reference of literature review	Provide strong reference of literature review	_____ x 1 (Max: 4)	
		Weak research framework	Adequate research framework	Feasible research framework	Sound research framework	_____ x 0.75 (Max: 3)	
		Framework is not link with the literature and the research issues	Framework has a weak link with the literature and the research issues but some major weaknesses exist	Framework has a good link with the literature and the research issues but some minor weaknesses exist	Framework has a strong link with the literature and the research issues	_____ x 1 (Max: 4)	
4.	Research method (CLO3; C3, P3, A3)	Research methodology is designed poorly	Research methodology is adequately designed	Research methodology is good and can address most of the research issues	The methodology is sound and can address all of the research issues	_____ x 1.75 (Max: 7)	
		Unable to clearly identify the type of research.  (Quantitative/ Qualitative)	Able to identify the type of research (Quantitative/ Qualitative)	Clearly identify the type of research (Quantitative/ Qualitative)	Clearly identify the type of research with good support  (Quantitative/ Qualitative)	_____ x 1.5 (Max: 6)	
		There is no data collection method specified	Data collection method used are not appropriate	Data collection method used are appropriate with some explanations	Data collection method used are appropriate with good explanations	_____ x 1.5 (Max: 6)	
		Wrong interpretation of Research Tools and Analysis	Lack interpretation of Research Tools and Analysis	Good interpretation of Research Tools and Analysis	Very good and clear interpretation of Research Tools and Analysis	_____ x 1.5 (Max: 6)	
<b>TOTAL</b>						<b>/60</b>	

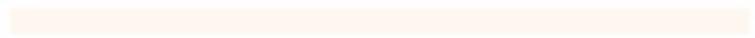
**TOTAL MARKING SCHEME**

<b>Assessment</b>	<b>Marks Given By Supervisor</b>	<b>Marks Given By Examiner</b>	<b>Total</b>
(A) Reflective Note (20%)			
(B) Oral Presentation (20%)			/ 2 =
(C) Research Report (60%)			/ 2 =
<b>Grand Total</b>			

Name of Supervisor/ Examiner: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_



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