

## Sustainability Meets Strategy: Reaching the Environmentally Aware Consumer in the Fashion Industry

Yong Yu Lee<sup>1</sup>, Kun Peng Xia<sup>1</sup>, Peck Kwan Lean<sup>1</sup> , Yenny Kong<sup>1</sup>, Jing Wen Kwa<sup>1</sup>,  
Pei Shuang Lai<sup>1</sup>, Yik Theng Lai<sup>1</sup>, Stumaker A.<sup>2</sup>, Anees Janee Ali<sup>1</sup>, Daisy Mui Hung  
Kee<sup>1</sup> 

<sup>1</sup>Universiti Sains Malaysia, 11700 Gelugor, Pulau Pinang, Malaysia

<sup>2</sup>ISBR Business School, Electronic City – Phase I, 560100 Bangalore, Karnataka, India

\*Corresponding Email: [leanpeckkwan@gmail.com](mailto:leanpeckkwan@gmail.com)

### ARTICLE INFORMATION

#### Publication information

#### Research article

#### HOW TO CITE

Lee, Y. Y., Xia, K. P., Lean, P. K., Kong, Y., Uniqlo Malaysia as the research context. Kwa, J. W., Lai, P. S., ..., & Kee, D. M. H. Drawing upon social identity theory and the (2025). Sustainability meets strategy: Theory of Planned Behavior, we develop Reaching the environmentally aware and empirically test a model linking consumer in the fashion industry. *Advances in Global Economics and Business Journal*, 6(1), 96–116.

#### DOI:

<https://doi.org/10.51748/agebj.v6i1.105>

Copyright@ 2025 owned by Author(s).

Published by AGEBJ



This is an open-access article.

License:

Attribution-Noncommercial-Share Alike  
(CC BY-NC-SA)

Received: 16 April 2025

Accepted: 17 May 2025

Published: 20 June 2025

### ABSTRACT

This study investigates how perceived green product attributes and corporate environmental responsibility influence eco-conscious consumer attitudes, purchase intentions, and customer loyalty, using Uniqlo Malaysia as the research context. Drawing upon social identity theory and the Theory of Planned Behavior, we develop a model linking environmental cues to loyalty outcomes. Data from an online survey (N=121) reveal that while both green product attributes and corporate environmental responsibility positively affect eco-conscious consumer attitudes, the latter exerts a stronger influence. Moreover, eco-conscious consumer attitude predicts purchase intention, which in turn drives customer loyalty. These findings highlight the mediating roles of attitude and intention in translating environmental perceptions into enduring loyalty. This study contributes to the green marketing literature by elucidating the mechanisms through which sustainability commitments foster trust and engagement. It also provides managerial insights, suggesting that genuine corporate-level environmental actions and transparent communication enhance brand credibility and long-term loyalty.

**Keywords:** Corporate Environmental Responsibility; Customer Loyalty; Eco-Conscious Consumer Behaviour; Green Product Attributes; Malaysia; Purchase Intention; Uniqlo

## **INTRODUCTION**

In an era marked by rising environmental awareness, consumers increasingly reward brands that embrace ethical supply chains, resource-efficient production, and meaningful sustainability commitments. Uniqlo Co., Ltd., a Japanese casual wear designer, manufacturer and retailer under the Fast Retailing Co., Ltd. umbrella ([Fast Retailing Co., Ltd., n.d.](#)), exemplifies a firm navigating complex global markets while promoting practices intended to reduce its ecological footprint. Originally operating as a small division of a men's clothing retailer in the late 1940s in Japan, Uniqlo evolved in the 1980s to its current identity, a name reflecting "unique and clothing", and has since grown into a prominent presence with over a thousand stores worldwide. Unlike some competitors that rely on fleeting seasonal trends, Uniqlo concentrates on well-crafted, reasonably priced apparel intended to improve everyday life. Its positioning eschews fast-fashion imperatives, instead adopting a model that foregrounds quality, durability, and subtle style. The company's marketing slogan, "Uniqlo is a modern Japanese company that inspires the world to dress casually," underscoring the idea that apparel can be a source of comfort and personal expression rather than disposable consumption ([Fast Retailing Co., Ltd., n.d.](#)).

In Malaysia, Uniqlo operates as a joint venture established in 2010, offering clothing adapted to local preferences and climatic conditions. Recognizing that diverse consumer segments demand both affordability and dependable quality, Uniqlo Malaysia caters broadly, seeking to draw not only affluent buyers but also working- and middle-class shoppers seeking value. Its flexible approach to product assortment and pricing strategies allows it to retain relevance in a dynamic retail landscape featuring intense global and domestic competition ([Arasyi & Kusumawati, 2023](#)). To remain competitive, Uniqlo Malaysia does more than adapt to regional tastes and weather patterns—it also engages in green initiatives that serve as a cornerstone of its corporate environmental responsibility. By embedding sustainability into its LifeWear concept, Uniqlo strives to create clothing that is not only accessible, comfortable, and visually appealing, but also produced with an awareness of environmental impacts. This includes reducing carbon emissions through renewable energy certificates, employing 100% LED lighting in stores, and steadily increasing the use of recycled materials in fabrics. Such measures support a responsible brand image and resonate with eco-conscious consumers who seek brands that acknowledge their role in mitigating ecological challenges ([Kee et al., 2024](#)).

However, Uniqlo Malaysia encounters many obstacles in sustaining growth and customer loyalty amid supply chain complexities and shifting consumer interests. Balancing consistent product quality with budget-friendly offerings requires vigilant cost controls, robust supplier relations, and strategies suited to local climates ([Fabian, 2023](#)). As global supply chains face frequent disruptions, ensuring a stable source of raw materials and maintaining operational efficiency becomes ever more critical. Additionally, adapting to local styling preferences while retaining brand identity calls for careful planning and thoughtful marketing initiatives that build trust and encourage long-term patronage ([Chen & Chang, 2013](#)). Despite these challenges, the brand's expanding environmental efforts and its approach to aligning clothing with responsible values may foster deeper connections with eco-minded audiences ([Dey et al., 2018](#)). In a world where sustainable consumption patterns are gaining momentum, companies like Uniqlo Malaysia that integrate greener practices into core strategies stand to strengthen their competitive positions and enhance consumer loyalty.

## **LITERATURE REVIEW**

### **Green Product Attributes, Eco-Conscious Consumer Attitude, Purchase Intention, and Customer Loyalty**

Drawing upon the theoretical underpinning of social identity theory (Brown, 2000), we suggest that individuals align their purchasing decisions with their environmental values and social identities, particularly when they perceive products as environmentally responsible. In the context of green products, several studies have established robust connections between perceived environmental attributes and consumer responses (e.g., Fabian, 2023; Pahlevi & Suhartanto, 2020). For instance, when customers perceive green products as high quality and valuable, they demonstrate increased loyalty behaviours (Yoga et al., 2023). The mechanism through which green product attributes influence loyalty can be explained through both cognitive and affective pathways, particularly through satisfaction and trust (Kang & Hur, 2012; Mawaddah et al., 2024). Emotionally, consumers who feel emotionally connected to green products or perceive social benefits are more likely to be loyal (Hur et al., 2013; Issock et al., 2019). The growing awareness of environmental issues, such as plastic pollution, further underscores the importance of aligning green product attributes with consumer values to foster loyalty (Foo et al., 2020). Furthermore, engaging in green product consumption can be regarded as social signalling, that satisfies consumers' needs for social identity expression and status signalling, thereby reinforcing loyalty behaviours. Therefore, building upon these theoretical arguments and empirical evidence, we hypothesise:

H1: Green product attributes have a positive influence on customer loyalty.

Referring to the consumer behaviour theory (Ratchford, 1975) and environmental psychology (Altman, 1976), we examine how consumers process and respond to green product attributes in forming their attitudes. While traditional product evaluation models focus on functional and emotional benefits (Vyas, 2005), the growing environmental consciousness among consumers suggests a more complex evaluative process for green products. The theoretical foundation for our investigation stems from the cognitive-affective behavioural (CAB) paradigm, which suggests that product attributes trigger both rational assessment and emotional responses in consumers (e.g., Lee et al., 2011). In the context of green products, these attributes may serve as tangible cues that activate consumers' environmental values and concerns. Initial exploratory studies have indicated that when consumers encounter products with environmental attributes, they engage in a distinctive evaluation process that goes beyond traditional cost-benefit analysis (Chen et al., 2018; Gong et al., 2022). This process appears to involve the alignment of product attributes with personal environmental values (Chen et al., 2023), suggesting a potential value-congruence mechanism in attitude formation. These preliminary observations, combined with emerging evidence of shifting consumer priorities toward environmental sustainability (Song et al., 2019), lead us to propose:

H2: Green product attributes have a positive influence on eco-conscious consumer attitude.

Environmental concerns are increasingly shaping consumer behaviour in modern markets. The Theory of Planned Behaviour (Ajzen, 1991) suggests that when consumers evaluate product attributes that align with their values and beliefs, these evaluations directly influence their behavioural intentions. In the context of environmentally friendly products, this theoretical reasoning is supported by empirical evidence showing that both functional and peripheral green attributes enhance consumer perceived value, which then leads to purchase intentions (e.g., Liang et al., 2024). Furthermore, studies have

demonstrated that cognitive elements, such as environmental attitudes, combined with affective attributes like social influence, drive purchase intentions (e.g., [Chen et al., 2018](#)). The Elaboration Likelihood Model ([Lien, 2001](#)) also suggests that when consumers process product information, both core attributes and peripheral routes influence their decision-making. This is particularly evident as research shows that the impact of green attributes varies by product category, with peripheral green attributes being more influential for utilitarian products and core green attributes for hedonic products (e.g., [Gong et al., 2022](#)). Thus, we posit:

H3: Green product attributes have a positive influence on purchase intention.

#### **Corporate Environmental Responsibility, Eco-Conscious Consumer Attitude, Purchase Intention, and Customer Loyalty**

Organizations' strategic actions shape stakeholders' perceptions and subsequent behaviours through institutional mechanisms. As environmental sustainability becomes an increasingly institutionalized norm in society, corporate environmental responsibility emerges as a critical factor in stakeholder evaluations. The social exchange theory ([Cropanzano & Mitchell, 2005](#)) suggests that when organizations demonstrate responsible behaviour, stakeholders reciprocate with positive attitudes and behaviours. Recent empirical evidence demonstrates this reciprocity, particularly showing that perceived environmental responsibility enhances brand image and customer satisfaction (e.g., [Mustonen et al., 2016](#); [Vuong & Bui, 2023](#)). This effect appears especially pronounced among younger generations who demonstrate stronger environmental consciousness ([Moisescu & Gica, 2020](#)). Additionally, building on commitment-trust theory ([Morgan & Hunt, 1994](#)), when customers perceive an organization's genuine commitment to environmental responsibility, they develop trust in the organization's values and long-term orientation. For instance, adopting green energy sources as a substitute for fossil fuels, as demonstrated by Top Glove, can significantly decrease harmful emissions, improve air and water quality, and contribute to public health benefits while reducing overall healthcare costs ([Wu et al., 2020](#)). This trust manifests in increased brand love and respect, particularly among environmentally conscious consumers ([Han et al., 2019](#)). Hence, we propose:

H4: Corporate environmental responsibility has a positive influence on customer loyalty.

Organizations increasingly emphasize environmental responsibility, yet our understanding of how consumers process and respond to these initiatives remains incomplete. While prior research has examined various aspects of corporate environmental practices (e.g., [Dey et al., 2018](#); [Ervin et al., 2013](#)), the psychological mechanism through which consumers develop eco-conscious attitudes warrants further investigation. Social identity theory suggests that individuals form attitudes based on their alignment with organizational values and actions ([Brown, 2000](#)). When companies demonstrate environmental responsibility, consumers may experience enhanced value congruence, potentially influencing their ecological mindset. Indeed, empirical evidence indicates that corporate environmental initiatives significantly shape consumer attitudes toward eco-friendly products, particularly when consumers perceive high green value and brand image (e.g., [Huang et al., 2022](#); [Sun & Yoon, 2022](#)). Recent studies have revealed that perceived environmental responsibility serves as a critical factor in moderating consumer attitudes and subsequent behavioural intentions (e.g., [Hoang & Tung, 2024](#); [Zheng et al., 2020](#)). Given these theoretical foundations and empirical observations, it is hypothesized:

H5: Corporate environmental responsibility has a positive influence on eco-conscious consumer attitude.

The relationship between perceived corporate environmental responsibility and purchase intention can be explained through the lens of social identity theory (Brown, 2000) as well. When consumers evaluate potential purchases, they seek to align their consumption choices with their self-image and values. Environmental concern, encompassing consumers' emotional engagement with environmental issues, their awareness of these issues, and their willingness to contribute to their resolution (Lee et al., 2023), plays a central role in this process. As a result, environmental responsibility has become a crucial element in purchasing decisions, allowing consumers to express their environmental values through their choices. This theoretical reasoning is supported by empirical evidence indicating that consumers demonstrate higher purchase intentions toward companies they perceive as environmentally responsible (Grimmer & Bingham, 2013). This effect persists across different stakeholder groups, suggesting a fundamental psychological mechanism rather than a context-specific phenomenon (Alniacik et al., 2011). The relationship appears to operate through multiple pathways, with environmental responsibility enhancing both direct purchase intentions and indirect effects through improved brand image and customer satisfaction (Salam & Bajaba, 2021). Notably, in some contexts, the impact of perceived environmental responsibility on purchase intentions even surpasses traditional factors like price considerations (Mohr & Webb, 2005). Building on these arguments, we hypothesize:

H6: Corporate environmental responsibility has a positive influence on purchase intention.

### **The Interplay Between Eco-Conscious Consumer Attitude, Purchase Intention, and Customer Loyalty**

Consumer attitudes toward environmental sustainability have emerged as a critical factor in understanding contemporary marketplace behaviour. Drawing from cognitive dissonance theory (Hughes, 1983), individuals strive to maintain consistency between their attitudes and behaviours to avoid psychological tension. In the context of consumption, this suggests that consumers with strong environmental consciousness would seek to align their purchasing patterns with their ecological values. This alignment manifests particularly through cognitive and affective experiences, which serve as mechanisms linking environmental attitudes to behavioural outcomes (Ünal et al., 2024). Recent evidence from service settings demonstrates that consumers' emotional attachments to organisations are strengthened green practices, especially among those with high environmental consciousness (e.g., Jang et al., 2015). This relationship appears to operate through multiple pathways, including enhanced trust in eco-friendly brands and positive brand image perceptions, which collectively contribute to sustained loyalty behaviours (Arasyi & Kusumawati, 2023). Social identity theory (Brown, 2000), in addition, suggests that consumers may use their loyalty to environmentally conscious brands as a means of expressing and reinforcing their eco-friendly self-concept. Thus, we propose:

H7: Eco-conscious consumer attitude has a positive influence on customer loyalty.

Consumer behaviour research has long established that attitudes serve as fundamental predictors of behavioural intentions across various contexts (Minchev, 2021; Sample & Warland, 1973). In environmental consumerism, this relationship becomes particularly salient as consumers increasingly face choices between conventional and eco-friendly alternatives. Recent evidence demonstrates that individuals with higher environmental



consciousness consistently exhibit stronger intentions to purchase green products (e.g., [Costa et al., 2021](#); [Mishal et al., 2017](#)). This pattern emerges because environmentally conscious consumers tend to align their purchasing decisions with their values and beliefs about ecological preservation. The relationship between eco-conscious attitudes and purchase intentions is further strengthened by social norms and influences, where consumers' decisions are shaped by their social environment and perceived acceptance of green products ([Chen et al., 2018](#); [Harjadi & Gunardi, 2022](#)). Additionally, consumers' belief in their ability to make a meaningful environmental impact through their purchases enhances this attitude-intention relationship ([Mishal et al., 2017](#); [Zhuang et al., 2021](#)). Notably, this relationship persists even in the face of premium pricing, suggesting that eco-conscious attitudes can overcome traditional price sensitivity barriers ([Kumar et al., 2021](#)). Based on these arguments, we posit:

H8: Eco-conscious consumer attitude has a positive influence on purchase intention.

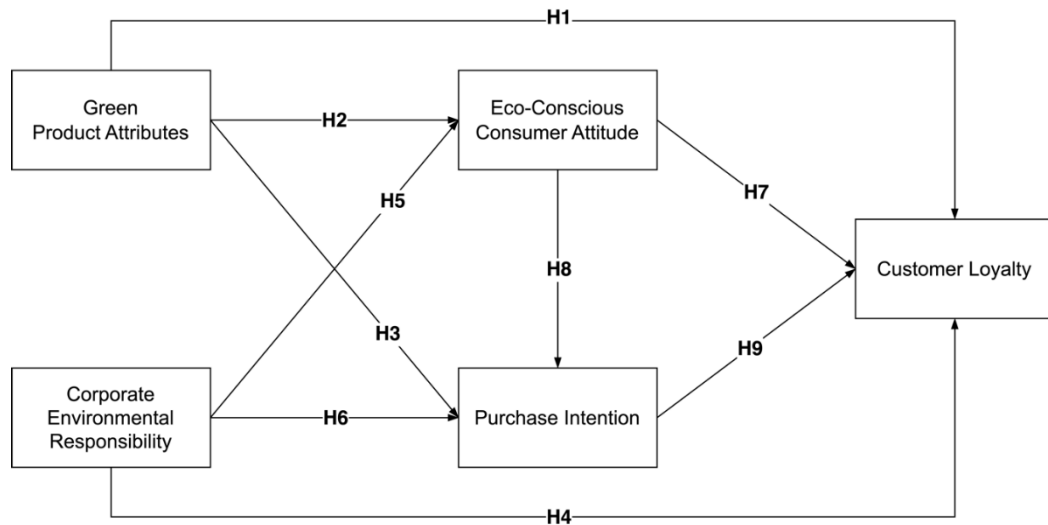
Drawing from the Theory of Planned Behaviour ([Ajzen, 1991](#)), a customer's behavioural intention represents their conscious plan to perform future actions. According to [Dilip et al. \(2021\)](#), various elements such as brand experiences, appearances, and shared communications significantly strengthen customers' connection with a brand. When customers form strong purchase intentions, they are engaging in mental commitment that extends beyond a single transaction. This commitment is theoretically significant because it reflects both cognitive evaluation and emotional investment in the brand relationship. Recent empirical evidence across e-commerce and fashion retail contexts demonstrates that purchase intentions serve as a crucial mediating mechanism between customer value perceptions and loyalty formation (e.g., [Budiarto et al., 2023](#); [Pradani & Muthohar, 2022](#)). This relationship appears particularly robust when facilitated through digital touchpoints, where purchase intentions developed through social media engagement translate into strengthened brand loyalty ([Duan et al., 2023](#); [Kumaradeepan et al., 2023](#)). The psychological mechanism underlying this relationship can be explained through cognitive dissonance theory ([Hughes, 1983](#)) as well, where customers who express strong purchase intentions are likely to maintain behavioural consistency to avoid cognitive discomfort. This is supported by the findings across multiple industries showing that factors like perceived usefulness and convenience first enhance purchase intentions, which subsequently cultivate loyalty ([Devendra & Perera, 2018](#); [Hameed & Kanwal, 2018](#)). As such, we hypothesize:

H9: Purchase intention has a positive influence on customer loyalty.

### **Conceptual Framework**

The study framework model is depicted in [Figure 1](#).

**Figure 1.** Research Framework



## RESEARCH METHOD

Data for this study were collected through an online survey distributed via Google Forms. To ensure broad reach and participant diversity, the survey link was randomly disseminated by members of the research team across various social and professional networks. A total of 121 valid responses were obtained and analyzed for this study.

To measure respondents' perceptions of green product attributes, a 5-point Likert scale consisting of four items developed by [Chen & Chang \(2012\)](#) was adopted. This scale assessed the eco-friendly characteristics and perceived environmental benefits of green products, ranging from 1 ("strongly disagree") to 5 ("strongly agree"). A sample item from this scale is: "This product uses environmentally friendly materials." The reliability of this construct was confirmed with a Cronbach's alpha of 0.813.

Perceived corporate environmental responsibility was measured using a four-item scale adapted from [Roberts & Dowling \(2002\)](#), also utilizing a 5-point Likert scale (1 = "strongly disagree", 5 = "strongly agree"). An example item includes: "This company actively participates in environmental conservation efforts." This scale demonstrated acceptable reliability, with a Cronbach's alpha of 0.818.

Eco-conscious consumer attitude was assessed using a four-item scale developed by [Gleim et al. \(2013\)](#), with responses recorded on a 5-point Likert scale. Participants rated their agreement with statements such as: "I feel positive about purchasing eco-friendly products." The scale showed high internal consistency, with a Cronbach's alpha of 0.858. To evaluate purchase intention, the study utilized a four-item scale developed by [Chen \(2010\)](#), measured on a 5-point Likert scale. A representative item from this scale is: "I am likely to buy this product because it is eco-friendly." The reliability of this measure was confirmed with a Cronbach's alpha of 0.817.

Finally, customer loyalty was measured using a four-item scale adapted from [Yang & Peterson \(2004\)](#), with responses rated on a 5-point Likert scale. A sample item is: "I am likely to continue purchasing from this brand in the future." This construct exhibited strong reliability, with a Cronbach's alpha of 0.856.

## RESULTS

**Table 1.** Summary of Respondent's Demography (N=121)

Response	Frequency	Percentage (%)
Gender		
Male	54	44.63
Female	67	55.37
Education Level		
Did not attend to school	1	0.83
Secondary school	11	9.09
High school diploma or equivalent	18	14.88
Bachelor's degree	74	61.16
Master's degree	15	12.40
PhD degree	2	1.65
Monthly Income Level		
B40 (RM6,338 or below)	88	72.73
M40 (Between RM6,339 to RM10,959)	23	19.01
T20 (RM10,960 or above)	10	8.26

Note: Age is a continuous variable and is therefore not displayed in this table. The mean of age is 24.13 years with a standard deviation of 7.034 years.

**Table 1** presents the demographic characteristics of the 121 respondents. The gender composition reflects a relatively balanced distribution, with a slight majority of female respondents (N=67, 55.40%) compared to male respondents (N=54, 44.60%). The average age of respondents is 24.13 years with a standard deviation of 7.034 years, indicating a predominantly young sample. In terms of educational attainment, the majority hold a bachelor's degree (N=74, 61.20%), followed by those with a high school diploma or equivalent (N=18, 14.88%) and master's degrees (N=15, 12.40%). A minimal proportion reported having a PhD (N=2, 1.65%) or no formal education (N=1, 0.83%). Regarding income distribution, the largest proportion of respondents belong to the B40 category (N=88, 72.73%), representing those earning RM6,338 or below. This is followed by the M40 group (N=23, 19.01%), with monthly incomes between RM6,339 and RM10,959, and the T20 group (N=10, 8.26%), who earn RM10,960 or above.

**Table 2.** Descriptive statistics, Cronbach's Alpha Reliability Coefficients, and Zero-order Correlations for All Study Variables

Variables	1	2	3	4	5
Green product attributes	0.813				
Corporate environmental responsibility	0.792***	0.818			
Eco-conscious consumer attitude	0.600***	0.619***	0.858		
Purchase intention	0.638***	0.699***	0.721***	0.817	
Customer loyalty	0.660***	0.680***	0.668***	0.767***	0.856
Mean	3.990	4.048	4.227	3.965	3.979
SD	0.635	0.624	0.688	0.747	0.726

Note: N=121; \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001. The diagonal entries indicate Cronbach's alpha.

**Table 2** presents the descriptive statistics, Cronbach's alpha reliability coefficients, and zero-order correlations for the study variables. The results reveal significant positive correlations among all variables, indicating strong interrelationships. Green product attributes are strongly correlated with corporate environmental responsibility ( $r = 0.792$ ,  $p < 0.001$ ), eco-conscious consumer attitudes ( $r = 0.600$ ,  $p < 0.001$ ), and purchase intention ( $r = 0.638$ ,  $p < 0.001$ ). Similarly, corporate environmental responsibility is significantly correlated with eco-conscious consumer attitudes ( $r = 0.619$ ,  $p < 0.001$ ), purchase intention ( $r = 0.699$ ,  $p < 0.001$ ), and customer loyalty ( $r = 0.680$ ,  $p < 0.001$ ).



Eco-conscious consumer attitudes are significantly associated with purchase intention ( $r = 0.721$ ,  $p < 0.001$ ) and customer loyalty ( $r = 0.680$ ,  $p < 0.001$ ), while purchase intention shows a strong positive correlation with customer loyalty ( $r = 0.767$ ,  $p < 0.001$ ). The Cronbach's alpha coefficients, displayed along the diagonal, confirm the reliability of all measurement scales, ranging from 0.813 to 0.858, exceeding the commonly accepted threshold of 0.70.

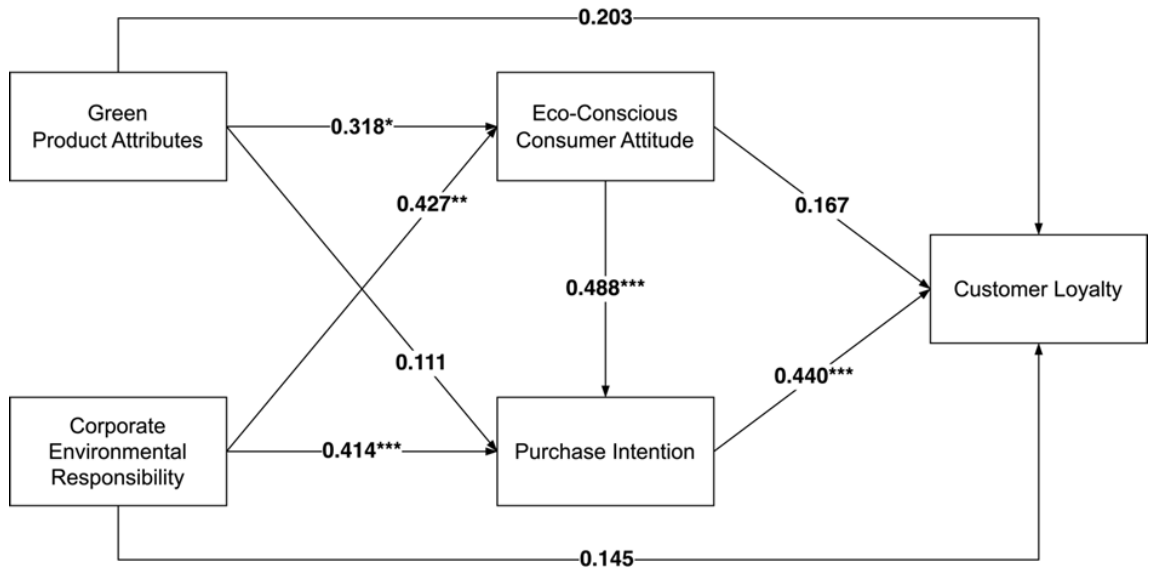
**Table 3.** Summary of Regression Analysis

Variables	Eco-Conscious Consumer Attitude	Purchase Intention	Customer Loyalty
Green product attributes	0.318*	0.111	0.203
Corporate environmental responsibility	0.427**	0.414***	0.145
Eco-conscious consumer attitude		0.488***	0.167
Purchase intention			0.440***
R-Square	0.416	0.627	0.654
F-Value	41.947	65.459	54.876
Durbin-Watson Statistic	2.061	2.017	2.573

Note: N=121; \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ . Standardized coefficients Beta are reported.

**Table 3** reports the results of the regression analysis, highlighting the influence of key predictors on eco-conscious consumer attitudes, purchase intention, and customer loyalty. Our findings reveal that green product attributes have a positive effect on eco-conscious consumer attitudes ( $\beta = 0.318$ ,  $p < 0.05$ ), providing support for H2. Moreover, the results confirm both H5 and H6, as corporate environmental responsibility significantly predicts eco-conscious consumer attitudes ( $\beta = 0.427$ ,  $p < 0.01$ ), and purchase intention ( $\beta = 0.414$ ,  $p < 0.001$ ). Additionally, eco-conscious consumer attitude emerges as a strong predictor of purchase intention ( $\beta = 0.488$ ,  $p < 0.001$ ), indicating its critical role in shaping consumers' intentions to purchase, thereby supporting H8. Furthermore, purchase intention exerts a positive influence on customer loyalty ( $\beta = 0.440$ ,  $p < 0.001$ ), validating H9. The Durbin-Watson statistics for all three models, ranging from 2.017 to 2.573, confirm the absence of autocorrelation, ensuring the robustness of the regression results. Overall, the analysis highlights the mediating role of eco-conscious consumer attitude and purchase intention in linking corporate environmental responsibility and customer loyalty, emphasizing the indirect pathways driving consumer behaviour.

**Figure 2.** Overview Result



Note: Standardized coefficients are reported.

## DISCUSSION

This study investigated the determinants of eco-conscious consumer support for Uniqlo, focusing on how perceived green product attributes and corporate environmental responsibility influence eco-conscious consumer attitude, purchase intention, and ultimately customer loyalty. The results demonstrate a complex interplay among these variables. While perceived corporate environmental responsibility stands out as a critical driver, perceived green product attributes also play a significant role, mainly through shaping positive consumer evaluations of the brand's environmental authenticity. Additionally, eco-conscious consumer attitude and purchase intention serve as mediating variables, translating environmental perceptions into robust loyalty outcomes.

A key finding is that perceived corporate environmental responsibility exerts a particularly strong influence on shaping eco-conscious consumer attitudes, compared to perceived green product attributes. This suggests that although consumers value products made from sustainable materials or packaged responsibly, their overarching trust and emotional attachment to a brand derive strongly from the company's broader commitment to sustainability. For instance, Uniqlo's environmentally policies, including recycling campaigns (e.g., RE UNIQLO) or efforts to reduce carbon footprints, offer tangible evidence that the company is genuinely committed to long-term sustainability goals rather than merely superficially "greening" its offerings. Such commitments resonate with consumers' ethical values, as indicated by prior research showing that corporate environmental actions can foster consumer trust and positive emotional bonds (e.g., Du et al., 2007; Bhattacharya & Sen, 2003). Beyond overall corporate responsibility initiatives, perceived green product attributes remain vital, influencing both consumer attitude and subsequent behaviours. Consumers increasingly look for tangible evidence of eco-friendliness in the products they purchase. This includes the use of recycled materials, energy-efficient production processes, or biodegradable packaging. As Leonidou et al. (2013) and Paul et al. (2015) suggest, consumers who perceive green attributes are more inclined to form favourable attitudes and a willingness to interact with or purchase from eco-friendly brands. Uniqlo's emphasis on innovative manufacturing methods—such as using recycled polyester or reducing water consumption in denim production—cements this alignment between brand practice and consumer values. According to Sharma & Foropon (2019) and Aburumman & Nieto (2019), these perceived product-level cues serve as a critical gateway to positive consumer evaluations,

reinforcing the emotional and moral satisfaction customers derive from their support of greener brands (Hartmann & Apaolaza-Ibañez, 2012).

Importantly, the study highlights that eco-conscious consumer attitude and purchase intention function as mediators. Eco-conscious attitudes, shaped by both product-level cues and corporate responsibility efforts, guide how consumers evaluate sustainability claims. Over time, these attitudes translate into intentions to buy, and those intentions, when acted upon repeatedly, evolve into loyalty. The strong and positive link between purchase intention and customer loyalty aligns with past research, which shows that the path from intention to loyalty is facilitated by trust, emotional attachment, and consistent positive brand experiences (Russell-Bennett et al., 2007; Oliver, 1999; Panda et al., 2020). By offering products and policies that consistently reaffirm eco-friendly values, Uniqlo can encourage customers to return, purchase more frequently, and cultivate a durable emotional bond with the brand. Moreover, perceptions of corporate environmental responsibility also significantly affect purchase intention. As Mohr et al. (2001) and Gatti et al. (2012) note, transparent social responsibility disclosure can influence how consumers evaluate goods and companies. Uniqlo's sustainability commitments and visible actions—such as clothing recycling, sustainable sourcing, or investments in renewable energy—create a positive feedback loop. When consumers recognize these efforts as genuine and substantial, they are more inclined to buy the company's products, eventually elevating the brand's perceived quality and trustworthiness (Singh & Del Bosque, 2008). These findings indicate that corporate environmental responsibility acts not only as a direct antecedent to consumer attitudes but also as a mechanism that bolsters purchase intentions and, by extension, loyalty.

Another critical insight centres on the relationship between eco-conscious attitudes and purchase intention. Consumers with strong eco-conscious attitudes are more inclined to “walk the talk” by translating these attitudes into actual purchases. Cheng & Chang (2013) suggest that trust and credibility are vital for this translation; a brand's perceived sincerity in its environmental stance reduces consumer scepticism. By promoting sustainable materials and green manufacturing processes, Uniqlo can help customers overcome cognitive dissonance and ensure their purchases align with their ethical beliefs (Taufique & Vaithianathan, 2018). This alignment between moral values and consumption patterns not only fosters immediate purchasing behaviour but also sets the stage for long-term loyalty. Finally, the results suggest that converting strong purchase intentions into long-term loyalty hinges on consistent reinforcement. Programs like RE.UNIQLO, which recycle used garments into new ones, provide a moral anchor that continually aligns customers' values with the brand's practices. As Kee et al. (2024) and Oliver (1999) have shown, these affective and value-driven ties form the bedrock of enduring customer relationships. When purchase intentions evolve into a sustained pattern of repeated purchases and positive word-of-mouth, the brand secures a competitive advantage in a marketplace increasingly attuned to ethical and environmental considerations.

### **Theoretical Implications**

From a theoretical standpoint, the present findings offer several contributions to understanding consumer behaviour in green marketing contexts. First, the strong influence of perceived corporate environmental responsibility on eco-conscious attitudes underscores the critical need to move beyond product-centric conceptualizations of green marketing. Although green product attributes certainly matter, this study reveals that higher-order corporate commitments can be even more persuasive. Incorporating corporate-level credibility into existing frameworks (e.g., Theory of Planned Behavior or social identity theory) can refine models that explain how consumers internalize,

evaluate, and respond to environmental claims. Second, the mediating roles of eco-conscious consumer attitude and purchase intention shed light on the psychological mechanisms linking environmental perceptions to loyalty. The cognitive-affective-behavioural (CAB) paradigm can be enriched by emphasizing the interdependencies between these mediators. Rather than viewing attitude and intention simply as intermediate steps, this research suggests that they function as dynamic “translators” of environmental signals. Attitude formation is influenced not merely by product-level cues but also by broader corporate narratives, aligning with [Leonidou et al. \(2013\)](#) and [Paul et al. \(2015\)](#). These attitudes subsequently feed into intentions, demonstrating how values and ethical considerations become actionable in market contexts.

Third, the study’s emphasis on corporate environmental responsibility highlights the importance of social identity theory ([Bhattacharya & Sen, 2003](#); [Du et al., 2007](#)) in sustainability research. Consumers appear to adopt brands as symbolic resources that reflect their self-concept and social identities. By embodying environmental stewardship, a brand like Uniqlo can become part of a consumer’s environmental self-definition, reinforcing the brand’s meaning within the consumer’s identity structure. This contributes to a deeper understanding of how environmental responsibility operates not only as a reputational signal but also as a catalyst for identity-based loyalty. Finally, this research also ties into the growing literature on signalling theory and authenticity in green marketing. Consumers are increasingly wary of “greenwashing” ([Chen & Chang, 2013](#)), and the current findings suggest that comprehensive, transparent, and clearly communicated environmental responsibility initiatives enhance perceived authenticity. This, in turn, can amplify the impact of green product attributes. By showing how environmental responsibility can “authenticate” product-level claims, this study adds nuance to theoretical discussions on how brands build credibility and trust.

### **Practical Implications**

For managers, retailers, and brand strategists, these findings highlight actionable strategies to foster stronger connections with eco-conscious segments. First, brands should recognize that corporate environmental responsibility serves as a powerful anchor, establishing credibility and trust. Investing in genuine sustainability efforts—such as carbon footprint reduction, transparent supply chains, and robust recycling programs—can have a multiplier effect on the effectiveness of green product attributes. For example, Uniqlo’s RE.UNIQLO initiative not only meets consumer expectations but also differentiates the brand in a crowded fast-fashion landscape. Second, the importance of green product attributes remains undeniable. While corporate environmental responsibility sets the broader agenda, product-level features are the everyday touchpoints of consumer experience. Retailers should continuously innovate with sustainable materials like organic cotton or recycled polyester ([Smith & Brower, 2012](#)) and implement eco-friendly production methods that cut resource consumption. Striking the right balance between cost, quality, and sustainability is essential ([Jekanowski et al., 2001](#)). Ensuring that sustainable products remain competitively priced and readily available can help broaden the appeal beyond niche “green” consumers to mainstream audiences who are eco-conscious yet price-sensitive.

Third, because eco-conscious attitude and purchase intention mediate the path to loyalty, communication strategies must address both rational and emotional dimensions. Educating customers about a brand’s environmental actions and highlighting the tangible benefits of green product attributes can strengthen eco-conscious attitudes. Engaging storytelling, transparent reporting of sustainability metrics, and visible certifications—such as the Global Organic Textile Standard (GOTS) or Global Recycled Standard (GRS)—can lend credibility to claims ([Smith & Brower, 2012](#); [Testa et al., 2015](#)).

Informative marketing campaigns that emphasize the positive environmental impact of each purchase allow customers to see their role in a larger sustainability narrative, encouraging them to act on their values. Fourth, avoiding greenwashing remains a critical managerial concern. Overstating or misrepresenting sustainability achievements risks eroding trust and triggering consumer backlash (Chen & Chang, 2013). It is vital that companies commit to verifiable, substantial environmental initiatives and communicate these efforts truthfully. By maintaining honesty and transparency, brands can transform sustainability from a marketing gimmick into a genuine source of competitive advantage. Fifth, continuity and consistency matter for cultivating loyal behaviour. Loyalty emerges from repeated positive experiences that affirm consumers' environmental values. Thus, environmental responsibility cannot be a one-off project; it must be embedded into the company's long-term strategic vision. Building partnerships with sustainable suppliers, investing in renewable energy sources, and consistently improving on ecological performance metrics ensures that consumers repeatedly witness the brand's environmental authenticity. This sustained commitment encourages not only repurchasing but also positive word-of-mouth and advocacy—valuable outcomes in today's socially connected consumer environment.

Finally, the study's implications extend beyond Uniqlo to other fast-fashion retailers and even to different sectors. With growing global concerns over climate change, resource depletion, and waste generation, embracing genuine sustainability strategies can help organizations stand out. The findings confirm that when corporate environmental responsibility aligns with product-level innovation and transparent communication, eco-conscious consumers respond with greater loyalty. As a result, companies can foster a more resilient customer base, reduce the risks associated with market turbulence, and position themselves as leaders in driving positive environmental change.

## **CONCLUSION**

In this study, we examined how perceived green product attributes and corporate environmental responsibility shape eco-conscious consumer attitudes, purchase intentions, and ultimately, customer loyalty toward Uniqlo in Malaysia. The results reveal a multifaceted relationship, underscoring the importance of both product-level sustainability features and broader corporate-level commitments. While green product attributes do influence consumer attitudes positively, the influence of perceived corporate environmental responsibility emerges as particularly robust, suggesting that consumers regard genuine, transparent environmental initiatives as key indicators of a brand's credibility and long-term sustainability vision. Our findings highlight that eco-conscious consumer attitude and purchase intention serve as crucial mediators in the progression from sustainability perceptions to loyalty. This indicates that consumers first internalize and evaluate environmental cues—both from the products and the organization—before translating these sentiments into purchase decisions and, ultimately, sustained brand loyalty. The interplay among these variables underscores a cognitive-affective-behavioural pathway in which environmental claims resonate with consumers' personal values and identity, encouraging them to align their buying behaviour with ethical considerations. By demonstrating that transparent environmental strategies not only enhance perceived product value but also establish meaningful brand relationships, this study contributes to the theoretical understanding of how sustainability shapes consumer behaviour. Corporate environmental responsibility not only fosters trust and authenticity but also aligns brands more closely with consumers' evolving ecological expectations. In practical terms, the findings offer guidance to retailers and brand managers. To foster lasting loyalty, managers must strategically integrate genuine sustainability initiatives with tangible product-level environmental features, ensuring that



communications are clear, credible, and verifiable. While green attributes matter, broader environmental stewardship at the corporate level can amplify their impact. Through these combined efforts, brands like Uniqlo can secure long-term loyalty, differentiate themselves in competitive markets, and support the growing global movement toward responsible consumption.

### **LIMITATION**

While this study provides valuable insights into the eco-conscious consumer behavior and customer loyalty dynamics associated with Uniqlo Malaysia, several limitations warrant consideration. First, the sample size of 121 respondents, though suitable for an exploratory investigation, may not fully capture the heterogeneity of the broader Malaysian market or of other geographical contexts in which Uniqlo operates. Consequently, the generalizability of the findings is constrained. Second, the reliance on self-reported survey data introduces potential response biases, including social desirability bias, which may lead participants to overstate their environmentally responsible behaviors or intentions. Third, the study's cross-sectional design, conducted at a single time point, precludes an examination of changes in consumer attitudes or loyalty formation over time. A longitudinal or panel-based approach could offer more nuanced insights into how eco-consciousness and brand relationships evolve. Additionally, this research is confined to Uniqlo Malaysia, limiting the applicability of the results to other retail brands, markets, or cultural settings, where distinct regulatory environments, competitive landscapes, or consumer values may prevail. The model itself concentrates on selected constructs—perceived green product attributes and corporate environmental responsibility—leaving out other potentially influential factors such as brand equity, cultural norms, social influence, or competitive sustainability initiatives. The study also does not account for variations in environmental knowledge among respondents, a factor that may shape the degree to which consumers perceive and value green product attributes. Finally, external contextual variables, including macroeconomic conditions, regulatory changes, and evolving societal expectations, are not integrated into the analysis, yet these factors can significantly impact consumer behavior and long-term loyalty trends. Acknowledging these limitations is essential for accurately interpreting the study's results. Future research could address these gaps by employing larger, more diverse samples, adopting longitudinal designs, incorporating additional theoretical constructs, and examining cross-cultural or cross-brand comparisons. Such steps would yield a more comprehensive and nuanced understanding of eco-conscious consumer behavior within rapidly changing market environments.

### **ACKNOWLEDGMENT**

The authors gratefully acknowledge the contributions of informants, colleagues, and all individuals who supported this research through their insights and engagement. Their involvement greatly enriched the quality and depth of this study.

### **DECLARATION OF CONFLICTING INTERESTS**

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

### **REFERENCES**

- Aburumman, N. M. A., & Nieto, A. (2019). The Effect of products attributes customer satisfaction on brand loyalty in the electronic appliances industry: Case of Jordan.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)

- Alniacik, U., Alniacik, E., & Genç, N. (2011). How corporate social responsibility information influences stakeholders' intentions. *Corporate Social Responsibility and Environmental Management*, 18(5), 234–245. <https://doi.org/10.1002/csr.245>
- Altman, I. (1976). Environmental psychology and social psychology. *Personality and Social Psychology Bulletin*, 2(1), 113–196. <https://doi.org/10.1177/014616727600200207>
- Arasyi, J. F., & Kusumawati, N. (2023). Investigating the determinants of green loyalty: Understanding factors influencing customer commitment to sustainable brands in Indonesia. *Journal of Consumer Studies and Applied Marketing*, 1(2). <https://doi.org/10.58229/jcsam.v1i2.105>
- Bhattacharya, C. B., & Sen, S. (2003). Consumer–company identification: A framework for understanding consumers' relationships with companies. *Journal of marketing*, 67(2), 76–88. <https://doi.org/10.1509/jmkg.67.2.76.18609>
- Brown, R. (2000). Social identity theory: Past achievements, current problems and future challenges. *European journal of social psychology*, 30(6), 745–778. [https://doi.org/10.1002/1099-0992\(200011/12\)30:6%3C745::AID-EJSP24%3E3.0.CO;2-O](https://doi.org/10.1002/1099-0992(200011/12)30:6%3C745::AID-EJSP24%3E3.0.CO;2-O)
- Budiarto, A., Haryanto, B., & Setiawan, A. (2023, June). Analysis of the effect of utilitarian value and hedonic value on customer loyalty mediated by purchase intention (study at hasanuddin international airport, indonesia). In *ICEMBA 2022: Proceedings of the International Conference on Economic, Management, Business and Accounting, ICEMBA 2022, 17 December 2022, Tanjungpinang, Riau Islands, Indonesia* (p. 382). European Alliance for Innovation. <http://dx.doi.org/10.4108/eai.17-12-2022.2333332>
- Chen, Y.-S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- Chen, Y.-S., & Chang, C.-H. (2012). Enhance green purchase intentions. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>
- Chen, Y. S., & Chang, C. H. (2013). Towards green trust: The influences of green perceived quality, green perceived risk, and green satisfaction. *Management decision*, 51(1), 63–82. <https://doi.org/10.1108/00251741311291319>
- Chen, C.-C., Chen, C., & Tung, Y.-C. (2018). Exploring the consumer behavior of intention to purchase green products in Belt and Road countries: An empirical analysis. *Sustainability*, 10(3), 854. <https://doi.org/10.3390/su10030854>
- Chen, L., Matloob, S., Sunlei, Y., Qalati, S. A., Raza, A., & Limón, M. (2023). A moderated–mediated model for eco-conscious consumer behavior. *Sustainability*, 15(2), 897. <https://doi.org/10.3390/su15020897>
- Costa, C. S. R., Costa, M., Maciel, R. G., Aguiar, E., & Wanderley, L. (2021). Consumer antecedents towards green product purchase intentions. *Journal of Cleaner Production*, 313, 127964. <https://doi.org/10.1016/j.jclepro.2021.127964>
- Cropanzano, R., & Mitchell, M. (2005). Social exchange theory: An interdisciplinary review. *Journal of Management*, 31(6), 874–900. <https://doi.org/10.1177/0149206305279602>
- Devendra, S., & Perera, R. A. T. (2018). Influence of Brand Loyalty on Purchase Intention towards Soft Drink Industry. *International Journal of Entrepreneurship and Development Studies*, 6(3), 189–199.
- Dey, P. K., Petridis, N. E., Petridis, K., Malesios, C., Nixon, J. D., & Ghosh, S. K. (2018). Environmental management and corporate social responsibility practices of small and medium-sized enterprises. *Journal of cleaner production*, 195, 687–702. <https://doi.org/10.1016/j.jclepro.2018.05.201>

- Dilip, D., Sinha, R., Wen, C. P., Kee, D. M. H., Ching, C. S., Er, L. K., ... & Yan, Y. W. (2021). The influence of brand equity on consumer purchase decisions at Starbucks. *International Journal of Accounting & Finance in Asia Pasific*, 4(1), 37-50. <https://doi.org/10.32535/ijafap.v4i1.1031>
- Du, S., Bhattacharya, C. B., & Sen, S. (2007). Reaping relational rewards from corporate social responsibility: The role of competitive positioning. *International Journal of Research in Marketing*, 24(3), 224–241. <https://doi.org/10.1016/j.ijresmar.2007.01.001>
- Duan, X., Chen, C.-N., & Shokouhifar, M. (2023). Impacts of social media advertising on purchase intention and customer loyalty in e-commerce systems. *ACM Transactions on Asian and Low-Resource Language Information Processing*. <https://doi.org/10.1145/3613448>
- Ervin, D., Wu, J., Khanna, M., Jones, C., & Wirkkala, T. (2013). Motivations and barriers to corporate environmental management. *Business Strategy and the Environment*, 22(6), 390–409. <https://doi.org/10.1002/bse.1752>
- Fabian, D. (2023). Product quality perception, customer satisfaction, and customer loyalty on green products. *International Journal of Research in Education Humanities and Commerce*. <https://doi.org/10.37602/IJREHC.2023.4418>
- Fast Retailing Co., Ltd. (n.d.). Our brands. Fast Retailing. <https://www.fastretailing.com/employment/en/about/brands.html>
- Foo, Y. Y., Kee, D. M. H., Lum, M. J., Low, J., Kim, J. W., & Shahad, A. (2020). Save environment by replace plastic: The case of Pepsi-Cola. *International Journal of Applied Business and International Management*, 5 (1), 51-59. <https://doi.org/10.32535/ijabim.v5i1.767>
- Gatti, L., Caruana, A., & Snehota, I. (2012). The role of corporate social responsibility, perceived quality and corporate reputation on purchase intention: Implications for brand management. *Journal of brand management*, 20, 65-76. <https://doi.org/10.1057/bm.2012.2>
- Gleim, M. R., Smith, J. S., Andrews, D., & Cronin, J. J., Jr. (2013). Against the green: A multi-method examination of the barriers to green consumption. *Journal of Retailing*, 89(1), 44–61. <https://doi.org/10.1016/j.jretai.2012.10.001>
- Gong, S., Wang, L., Peverelli, P., & Suo, D. (2022). When is sustainability an asset? The interaction effects between the green attributes and product category. *Journal of Product & Brand Management*. <https://doi.org/10.1108/JPBM-06-2021-3534>
- Grimmer, M., & Bingham, T. (2013). Company environmental performance and consumer purchase intentions. *Journal of Business Research*, 66(10), 1945–1953. <https://doi.org/10.1016/j.jbusres.2013.02.017>
- Hameed, S., & Kanwal, M. (2018). Effect of brand loyalty on purchase intention in cosmetics industry. *Research in Business and Management*, 5(1), 25–35. <https://doi.org/10.5296/rbm.v5i1.12704>
- Han, H., Yu, J., & Kim, W. (2019). Environmental corporate social responsibility and the strategy to boost the airline's image and customer loyalty intentions. *Journal of Travel & Tourism Marketing*, 36(3), 371–383. <https://doi.org/10.1080/10548408.2018.1557580>
- Harjadi, D., & Gunardi, A. (2022). Factors affecting eco-friendly purchase intention: Subjective norms and ecological consciousness as moderators. *Cogent Business & Management*, 9(1), 2148334. <https://doi.org/10.1080/23311975.2022.2148334>
- Hartmann, P., & Apaolaza-Ibáñez, V. (2012). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. *Journal of Business Research*, 65(9), 1254–1263. <https://doi.org/10.1016/j.jbusres.2011.11.001>

- Hoang, D., & Tung, L. (2024). Environmental concern, perceived marketplace influence and green purchase behavior: The moderation role of perceived environmental responsibility. *International Journal of Sociology and Social Policy*. <https://doi.org/10.1108/IJSSP-03-2024-0111>
- Huang, W., Lee, C.-J., & Chen, H.-S. (2022). The influence of corporate social responsibility on consumer purchase intention toward environmentally friendly sneakers. *Sustainability*, 14(21), 14400. <https://doi.org/10.3390/su142114400>
- Hughes, J. (1983). The application of cognitive dissonance theory to consultation. *Journal of School Psychology*, 21(4), 349–357. [https://doi.org/10.1016/0022-4405\(83\)90048-1](https://doi.org/10.1016/0022-4405(83)90048-1)
- Hur, W. M., Kim, Y., & Park, K. (2013). Assessing the effects of perceived value and satisfaction on customer loyalty: A 'green' perspective. *Corporate Social Responsibility and Environmental Management*, 20(3), 146–156. <https://doi.org/10.1002/csr.1280>
- Issock, P. B. I., Mpinganjira, M., & Roberts-Lombard, M. (2019). Modelling green customer loyalty and positive word of mouth. *International Journal of Emerging Markets*. <https://doi.org/10.1108/IJOEM-09-2018-0489>
- Jang, Y.-J., Kim, W., & Lee, H. (2015). Coffee shop consumers' emotional attachment and loyalty to green stores: The moderating role of green consciousness. *International Journal of Hospitality Management*, 44, 146–156. <https://doi.org/10.1016/j.ijhm.2014.10.001>
- Jekanowski, M. D., Binkley, J. K., & Eales, J. (2001). Convenience, accessibility, and the demand for fast food. *Journal of Agricultural and Resource Economics*, 58–74.
- Kang, S., & Hur, W. M. (2012). Investigating the antecedents of green brand equity: A sustainable development perspective. *Corporate Social Responsibility and Environmental Management*, 19(5), 306–316. <https://doi.org/10.1002/csr.281>
- Kee, D. M. H., Liem, G. S., Yuan, N. Z., Ni, N. L. Y., Wen, N. K., Fang, N. S., Rayhan, M., Ali, M. H., Yose, J. W., & Muhsyi, U. A. (2024). The influence of customer satisfaction, brand trust, and brand loyalty on purchase intention: A study of McDonald's in Malaysia. *International Journal of Tourism & Hospitality in Asia Pacific*, 7(3), 315–328. <https://doi.org/10.32535/ijthap.v7i3.2343>
- Kumar, A., Prakash, G., & Kumar, G. (2021). Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study. *Journal of Retailing and Consumer Services*, 58, 102270. <https://doi.org/10.1016/j.jretconser.2020.102270>
- Kumaradeepan, V., Azam, F., & Tham, J. (2023). Factors influencing of social media on consumer perception and purchase intention towards brand loyalty: A conceptual paper. *International Journal of Professional Business Review*, 8(5), e1571. <https://doi.org/10.26668/businessreview/2023.v8i5.1571>
- Lee, S., Ha, S., & Widdows, R. (2011). Consumer responses to high-technology products: Product attributes, cognition, and emotions. *Journal of Business Research*, 64(11), 1195–1200. <https://doi.org/10.1016/j.jbusres.2011.06.022>
- Lee, J., Lim, S. H., Batul, A., Sharma, B., Singh, K., Khor, W., Raveendran, K. D. A., Kong, M. C., Kooli, S., Pradhan, S., & Kee, D. M. H. (2023). Greening Starbucks: Investigating the relationship between consumer green awareness and purchase intentions in Malaysia. *Journal of the Community Development in Asia*, 6(3), 1–16. <https://doi.org/10.32535/jcda.v6i3.2500>
- Leonidou, L. C., Leonidou, C. N., & Kvasova, O. (2013). Cultural drivers and trust outcomes of consumer perceptions of organizational unethical marketing behavior. *European Journal of Marketing*, 47(3/4), 525–556. <https://doi.org/10.1108/03090561311297445>
- Liang, C., Ding, J., & Lee, E.-S. (2024). Exploring the influence of green product attributes on consumer perceived value and purchase intention: Taking green



- household appliances as an example. *Journal of International Trade & Commerce*, 20(2), 20240423. <https://doi.org/10.16980/jitc.20.2.202404.23>
- Lien, N. H. (2001). Elaboration likelihood model in consumer research: A review. *Proceedings of the National Science Council*, 11(4), 301-310.
- Mawaddah, D. A., Suhud, U., & Monoarfa, T. (2024). Green beauty loyalty: Investigating the role of perceived value, product quality, and customer satisfaction in environmentally friendly cosmetic products. *International Journal of Education, Social Studies, and Management*, 4(2), 45–58. <https://doi.org/10.52121/ijessm.v4i2.276>
- Minchev, A. (2021). An examination of attitudes in some widespread models of consumer behaviour. *Economic Thought journal*, (6), 61-73. <https://doi.org/10.56497/etj2166604>
- Mishal, A., Dubey, R., Gupta, O., & Luo, Z. (2017). Dynamics of environmental consciousness and green purchase behaviour: An empirical study. *International Journal of Climate Change Strategies and Management*, 9(5), 682–706. <https://doi.org/10.1108/IJCCSM-11-2016-0168>
- Mohr, L. A., Webb, D. J., & Harris, K. E. (2001). Do consumers expect companies to be socially responsible? The impact of corporate social responsibility on buying behavior. *Journal of Consumer Affairs*, 35(1), 45-72. <https://doi.org/10.1111/j.1745-6606.2001.tb00102.x>
- Mohr, L. A., & Webb, D. J. (2005). The effects of corporate social responsibility and price on consumer responses. *Journal of consumer affairs*, 39(1), 121-147. <https://doi.org/10.1111/j.1745-6606.2005.00006.x>
- Moisescu, O., & Gica, O. (2020). The impact of environmental and social responsibility on customer loyalty: A multigroup analysis among generations X and Y. *International Journal of Environmental Research and Public Health*, 17(18), 6466. <https://doi.org/10.3390/ijerph17186466>
- Morgan, R., & Hunt, S. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.1177/002224299405800302>
- Mustonen, N., Karjaluoto, H., & Jayawardhena, C. (2016). Customer environmental values and their contribution to loyalty in industrial markets. *Business Strategy and the Environment*, 25(7), 512–528. <https://doi.org/10.1002/bse.1882>
- Oliver, R. L. (1999). Whence consumer loyalty?. *Journal of marketing*, 63(4\_suppl1), 33-44. <https://doi.org/10.1177/00222429990634s105>
- Pahlevi, M., & Suhartanto, D. (2020). The integrated model of green loyalty: Evidence from eco-friendly plastic products. *Journal of Cleaner Production*, 257, 120844. <https://doi.org/10.1016/j.jclepro.2020.120844>
- Panda, T. K., Kumar, A., Jakhar, S., Luthra, S., Garza-Reyes, J. A., Kazancoglu, I., & Nayak, S. S. (2020). Social and environmental sustainability model on consumers' altruism, green purchase intention, green brand loyalty and evangelism. *Journal of Cleaner production*, 243, 118575. <https://doi.org/10.1016/j.jclepro.2019.118575>
- Paul, J., Modi, A., & Patel, J. (2015). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134. <https://doi.org/10.1016/j.jretconser.2015.11.006>
- Pradani, H. H., & Muthohar, M. (2022). The influence of social media marketing on purchase intention and brand loyalty (Study on the Batik fashion customer in Pekalongan). *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(3), 21772–21786. <https://doi.org/10.33258/birci.v5i3.6190>
- Ratchford, B. T. (1975). The new economic theory of consumer behavior: An interpretive essay. *Journal of Consumer Research*, 2(2), 65-75. <https://doi.org/10.1086/208617>



- Roberts, P. W., & Dowling, G. R. (2002). Corporate reputation and sustained superior financial performance. *Strategic Management Journal*, 23(12), 1077–1093. <https://doi.org/10.1002/smj.274>
- Russell-Bennett, R., McColl-Kennedy, J. R., & Coote, L. V. (2007). Involvement, satisfaction, and brand loyalty in a small business services setting. *Journal of business research*, 60(12), 1253-1260. <https://doi.org/10.1016/j.jbusres.2007.05.001>
- Salam, M. A., & Bajaba, S. (2021). Corporate social responsibility during the COVID-19 pandemic: A sequential mediation analysis. *Social Responsibility Journal*. <https://doi.org/10.1108/srj-03-2021-0118>
- Sample, J., & Warland, R. (1973). Attitude and prediction of behavior. *Social Forces*, 51(3), 292–304. <https://doi.org/10.1093/sf/51.3.292>
- Sharma, A., & Foropon, C. (2019). Green product attributes and green purchase behavior: A theory of planned behavior perspective with implications for circular economy. *Management Decision*, 57(4), 1018-1042. <https://doi.org/10.1108/MD-10-2018-1092>
- Singh, J., de los Salmones Sanchez, M. D. M. G., & del Bosque, I. R. (2008). Understanding corporate social responsibility and product perceptions in consumer markets: A cross-cultural evaluation. *Journal of business ethics*, 80, 597-611. <https://doi.org/10.1007/s10551-007-9457-6>
- Smith, K. T., & Brower, T. R. (2012). Longitudinal study of green marketing strategies that influence Millennials. *Journal of Strategic Marketing*, 20(6), 535-551. <https://doi.org/10.1080/0965254X.2012.711345>
- Song, Y., Qin, Z., & Yuan, Q. (2019). The impact of eco-label on the young Chinese generation: The mediation role of environmental awareness and product attributes in green purchase. *Sustainability*, 11(4), 973. <https://doi.org/10.3390/su11040973>
- Sun, Z., & Yoon, S. (2022). What makes people pay premium price for eco-friendly products? The effects of ethical consumption consciousness, CSR, and product quality. *Sustainability*, 14(23), 15513. <https://doi.org/10.3390/su142315513>
- Taufique, K. M. R., & Vaithianathan, S. (2018). A fresh look at understanding Green consumer behavior among young urban Indian consumers through the lens of Theory of Planned Behavior. *Journal of cleaner production*, 183, 46-55. <https://doi.org/10.1016/j.jclepro.2018.02.097>
- Testa, F., Iraldo, F., Vaccari, A., & Ferrari, E. (2015). Why eco-labels can be effective marketing tools: Evidence from a study on Italian consumers. *Business Strategy and the Environment*, 24(4), 252-265. <https://doi.org/10.1002/bse.1821>
- Ünal, U., Bağcı, R. B., & Taşcıoğlu, M. (2024). The perfect combination to win the competition: Bringing sustainability and customer experience together. *Business Strategy and the Environment*. <https://doi.org/10.1002/bse.3728>
- Vuong, T. K., & Bui, H. M. (2023). The effect of branding, perceived environmental and social responsibility on customer satisfaction and loyalty. *Polish Journal of Environmental Studies*. <https://doi.org/10.15244/pjoes/169895>
- Vyas, D. (2005, September). Aspect-based model of user experience. In *Workshop Understanding and Designing for Aesthetic Experience 2005*.
- Wu, M. Z. Y., Kee, D. M. H., Loo, Y. K., Goh, S. J., & Alynbaawi, H. J. (2020). Increase financial capital of Top Glove in order to improve environment and sustainability: The case of Top Glove. *International Journal of Accounting & Finance in Asia Pacific*, 3(2), 35–47. <https://doi.org/10.32535/ijafap.v3i1.730>
- Yang, Z., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology & Marketing*, 21(10), 799–822. <https://doi.org/10.1002/mar.20030>

- Yoga, D., Fachreza, D. Y., Dwi, R., Hapsari, V., & Remark, S. S. S. (2023). The influence of green product quality and green environmental concern on customer loyalty through green perceived value of Tupperware product consumers in the city of Surabaya, Indonesia. *World Journal of Advanced Research and Reviews*, 20(2), 83–91. <https://doi.org/10.30574/wjarr.2023.20.2.2311>
- Zheng, G., Siddik, A. B., Masukujjaman, M., Alam, S., & Akter, A. (2020). Perceived environmental responsibilities and green buying behavior: The mediating effect of attitude. *Sustainability*, 13(1), 35. <https://doi.org/10.3390/su13010035>
- Zhuang, W., Luo, X., & Riaz, M. (2021). On the factors influencing green purchase intention: A meta-analysis approach. *Frontiers in Psychology*, 12, 644020. <https://doi.org/10.3389/fpsyg.2021.644020>

### **ABOUT THE AUTHOR(S)**

#### **1<sup>st</sup> Author**

Yong Yu Lee is currently an undergraduate student at Universiti Sains Malaysia.

#### **2<sup>nd</sup> Author**

Kun Peng Xia is currently an undergraduate student at Universiti Sains Malaysia.

#### **3<sup>rd</sup> Author**

Peck Kwan Lean is currently an undergraduate student at Universiti Sains Malaysia.

#### **4<sup>th</sup> Author**

Yenny Kong is currently an undergraduate student at Universiti Sains Malaysia.

#### **5<sup>th</sup> Author**

Jing Wen Kwa is currently an undergraduate student at Universiti Sains Malaysia.

#### **6<sup>th</sup> Author**

Pei Shuang Lai is currently an undergraduate student at Universiti Sains Malaysia.

#### **7<sup>th</sup> Author**

Yik Theng Lai is currently an undergraduate student at Universiti Sains Malaysia.

#### **8<sup>th</sup> Author**

Stumaker A. is currently an undergraduate student at ISBR Business School India.

#### **9<sup>th</sup> Author**

Anees Janee Ali is a senior lecturer at School of Management, Universiti Sains Malaysia since 2003. He received his PhD from University of Groningen, The Netherlands with a thesis, entitled, "The intercultural adaptation of expatriate spouses and children". He is now attached to the Department of International Business and has been teaching courses and conducting research in International Human Resource Management, International Management, International Business, Business Communication and Organizational Behaviour. Email: [aneesali15@yahoo.com](mailto:aneesali15@yahoo.com)

#### **10<sup>th</sup> Author**

Daisy Mui Hung Kee is an Associate Professor at the School of Management, Universiti Sains Malaysia. Her areas of interest are in Human Resource Management, Organizational Behavior, Work Values, Leadership, Entrepreneurship, and Psychosocial safety climate. Her current program of research focuses on Leadership and Psychosocial safety climate. She holds a PhD in Business and Management from the International

Graduate School of Business, University of South Australia. She was the secretary of the Management Case Study Journal, Australia (2004-2006). She was the recipient of the Merdeka Award 2006 from the Australia Malaysia Business Council of South Australia (AMBCSA) by former South Australia Governor Sir Eric Neal (2006). The award recognizes the Most Outstanding Malaysian University students in South Australia. She earned her MBA from the School of Management, Universiti Sains Malaysia. She was awarded to the Dean's List for being one of the top MBA students (2003). Presently, she is an active academic and researcher supervising a number of MBA, MA, and PhD candidates with working experience across diverse industries. She has published a good number of journal papers during the course of her career. She has conducted a series of training sessions related to motivation and research at USM under the Professional and Personal Development (PPD) workshop. Email: [daisy@usm.my](mailto:daisy@usm.my). ORCID ID: <https://orcid.org/0000-0002-7748-8230>.