

Intentions Towards Socially Responsible Investment in Malaysia: An Application of TPB & UTA and use of the TFL Model

Parsa Tohidi¹, Ataul Mostafa², Rajan Santhana³ and Edna Marcia⁴

ABSTRACT

This study aims to critically examine the existing literature on sustainable investments while also measuring the socially responsible investment (SRI) intentions of investors in Malaysia. In an era where sustainability is increasingly at the forefront of investment strategies, understanding the motivations and beliefs of investors is crucial. The study will employ survey data to gather comprehensive information from over 300 Malaysian investors across various demographic categories. This approach will allow for an in-depth analysis of their thought processes and beliefs regarding the short-term and long-term performance of socially responsible investments. Furthermore, this research will investigate the future investment intentions of these individuals, offering insights into their willingness to allocate more resources toward SRIs. By identifying the factors that influence SRI decision-making, the findings of this study will not only contribute to the academic discourse surrounding sustainable finance but will also provide meaningful insights for stakeholders, including financial institutions and policymakers. Ultimately, this research aims to enhance understanding of the SRI landscape in Malaysia, assisting stakeholders in making better-informed financial and investment decisions that align with social responsibility and sustainability goals.

KEYWORDS

Socially Responsible Investment;
Environmental, Social, and Governance (ESG),
Investment Intention,
Perceived Performance

¹ Faculty of Business and Management, UCSI University Kuala Lumpur Campus, Kuala Lumpur, Malaysia; Email: parsat02126@gmail.com

² Faculty of Business and Management, UCSI University Kuala Lumpur Campus, Kuala Lumpur, Malaysia

³ Faculty of Business and Management, UCSI University Kuala Lumpur Campus, Kuala Lumpur, Malaysia

⁴ Faculty of Business and Management, UCSI University Kuala Lumpur Campus, Kuala Lumpur, Malaysia

Introduction

Sustainable investing, also known as socially responsible investing, is becoming an increasingly popular trend among mainstream investors. Investing involves considering environmental, social, and governance (ESG) factors when making investment decisions. The goal of sustainable investing is to impact society and the environment while generating financial returns positively. Global challenges such as climate change and pollution have prompted investors to demand more ethical and responsible corporate practices. Companies that consider these factors are seen as more attractive investments, as they are likely to be more resilient in the long term. Studies have also shown that SRI funds have the potential to outperform traditional funds, with SRI equity mutual funds in Canada outperforming their benchmarks 63% of the time and SRI fixed income and balanced mutual funds outperforming their benchmarks 67% of the time (Hebb, 2015).

In addition to the potential financial benefits, sustainable investing allows investors to align their investments with their values. Shareholders can demand that a firm disclose and report on its responsible investment strategies, which can attract other like-minded investors (Guay et al., 2004). This is a powerful way for investors to positively impact the world and encourage companies to take more responsibility for their actions. It is important to remember that SRI is still an investment, and investors must weigh both the benefits and drawbacks of their investments and their potential for a return to ensure that their investment meets both their financial and social objectives (Chen, 2022). SRI has gained popularity in the United States and accounts for a significant portion of professionally managed assets in the United States and Canada (United States Social Investment Forum [SIF], n.d) and is also growing in popularity in Europe, Australia, and Asia (SIF, n.d). This has attracted the attention of scholars and researchers studying financial market behaviour (Raut et al., 2020).

SRI is a relatively new concept in Malaysia, and there is a lack of research in this area. This study aims to fill this research gap by understanding the attitudes of investors toward SRI in Malaysia. The study is critical because understanding people's behavioural intentions towards SRI is scarce in developing nations, according to Adam and Shauki (2014). To accomplish this, the study uses an extended Theory of Planned Behavior (TPB) model in addition to the Unified Theory of Acceptance and Use of Technology (UTAUT) and the Financial Literacy Model (Raut et al., 2020). The study builds on previous research showing that particular investor attitudes can influence the propensity to purchase specific financial products. For instance, Shanmugham and Ramya (2012), Sachse (2012), Warsame and Ileri (2016), Ashidiqi and Arundina (2017), and Kunz (2017) have highlighted that the primary difference between socially responsible and conventional investors is their attitudes, as Williams (2005, 2007) also pointed out. The study also extends the TPB by incorporating new constructs, moral standards, environmental concerns, and perceived financial Performance and knowledge from the UTAUT and Financial Literacy Model. This allows a more

comprehensive understanding of the factors influencing the intention to invest in SRI in Malaysia.

The study is of great importance as it will allow us to predict and plan for market fluctuations in the future. This is because SRI is rapidly gaining popularity and is expected to become the primary way of investing in the near future. The reason for this is that people are becoming increasingly aware of the environment and its long-term impact on society. As a result, they want to invest in companies and industries that align with their values and contribute to a sustainable future. By understanding the trends and patterns in SRI, we can make informed decisions about where to invest our money and support the transition to a more sustainable economy. Businesses, investors, and policymakers need to stay informed about the latest developments in SRI to stay ahead of the curve and make a positive impact. The results of this study have significant implications for various stakeholders in the financial sector. Financial institutions, investment firms, and policymakers will all be able to utilize the information provided to craft strategies and policies that promote sustainable investing in Malaysia. This is particularly important in today's ever-changing economic landscape, where sustainability and responsible investing are becoming increasingly crucial for investors.

2.0 Literature Review

2.1 The Unified Theory of Acceptance & Use of Technology

This study uses the Unified Theory of Acceptance and Use of Technology (UTAUT) to investigate people's mechanical acceptance behaviour. The UTAUT model aims to explain the difference between how users desire to use an information system and how they utilize it. The study focuses specifically on the impact of Perceived Performance, a UTAUT model variable that describes how much a person believes using a system would help them increase their action performance. Perceived Performance has implications for investors as it affects how they perceive the Performance of SRI in terms of returns and research, and ultimately, how they use the market.

2.2 Theory of Planned Behaviour (TPB)

The TPB is a model that aims to understand, predict, and change human behaviour in specific contexts. Developed by Icek Ajzen in 1985, the TPB is based on the assumption that behaviour is intentional and can be planned. The theory suggests that intention and perceived control over conduct are the best constructs to determine behaviour. The TPB explains behaviour by focusing on intention, both the immediate antecedent and the most important driver of conduct. The theory also examines the perception of control over the conduct.

Attitude (ATT), subjective norms (SN), and perceived behavioural control (PBC) are used to explain intention. The individual's attitude toward the conduct, whether favourable or unfavourable, is referred to as ATT. SN, on the other hand, describes how the individual believes important people would react or perceive them for executing the activity. In contrast, PBC describes how the individual believes they will be able to perform the behaviour effectively.

The TPB has been used to determine the motive behind certain investment decisions and is the most appropriate theory to use in research on SRI. The current study aims to extend the TPB by integrating new variables: moral norm (MN) and environmental concern (EC).

2.21 Moral Norms

Recently, the TPB has been criticized for failing to account for moral considerations that may affect behaviour, such as moral norms (MN). MN is a necessary antecedent that may alter individuals' social conduct, according to the Norm-Activation Model (Schwartz, 1977). MN refers to a person's belief that a given behaviour is right or wrong and indicates a commitment to attribute values, seen as sentiments of individual obligation to do specified conduct (Harland et al., 1999). Research suggests that a person's moral principles significantly influence their intentions in situations where their self-interest differs from that of others (Fornara et al., 2016; Kurland, 1995).

2.22 Environmental Concern

Another variable that has been suggested to influence willingness to invest in SRI is EC. EC is a broad notion defined as an individual's attitude towards environmental issues (Zimmer et al., 1994) and is a powerful incentive for investment intent (D'Souza et al., 2007; Wee et al., 2014). Consumers who are concerned about environmental issues are more likely to invest in green technologies, according to Sang and Bekhet (2015). EC has a beneficial impact on the desire to invest for the benefit of the environment.

While the TPB places a greater emphasis on internal determinants, this study suggests that additional variables in the extended TPB, such as moral norms and EC, influence willingness to invest in SRI. Investigating whether Malaysian investors consider these factors while making investment decisions is important.

2.3 Financial Literacy Model

Economic theory suggests that a well-informed and reasonable individual will consume less than their income during periods of high wages and save to support consumption during times of low earnings (Jappelli, Tullio, & Padula, 2011; Lusardi & Mitchell, 2013). This decision-making process is closely tied to financial literacy and knowledge. According to the Organization for Economic Cooperation and Development (OECD), financial knowledge is the process by which financial consumers/investors improve their understanding of financial products and concepts and develop the skills and confidence to become more aware of financial risks and opportunities, to make informed decisions, to know where to seek help, and to take other practical actions to impair financial risk and opportunity. On the other hand, financial literacy is defined as a family's ability to make informed financial decisions in the future (Cole & Fernando, 2008). This definition is highly behavioural and is based on people's ability to utilize their knowledge and abilities to achieve financial well-being.

Research suggests that a lack of understanding of SRI benefits can lead to a loss of potential benefits for investors. Those who are financially literate are better able to increase and manage their earning potential in the face of unpredictability. A combination of financial aptitude and perceived knowledge, as identified in financial literature, influences people's financial behavior (Hung et al., 2009). Financial knowledge is a key to success in any market, and it is widely believed that financial education improves investors and helps to raise an individual's overall standard of living (Almendarez, 2013). Many developing countries have boosted their investments in education due to a growing belief in it as a catalyst for development, and many believe that extending financial knowledge and access enhances economic success (Almendarez, 2013).

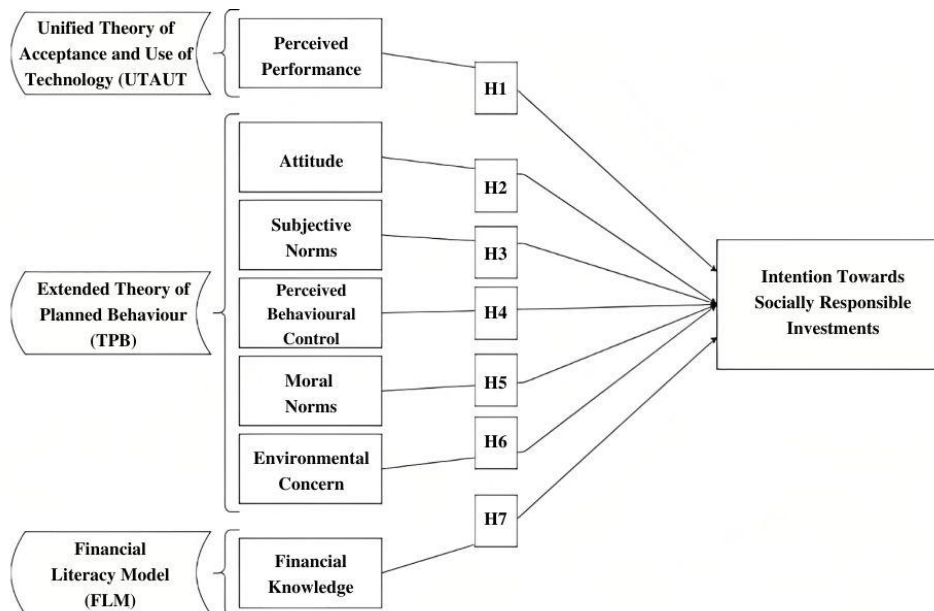


Figure 1: Theoretical Framework

2.4 The Influence of Perceived Performance (PP) on Intention towards SRI

The PP of SRI is a crucial factor in the decision-making process for investors. According to Venkatesh et al. (2012), PP refers to the subjective measure of how well an individual views SRIs in terms of whether they generate revenues or losses. Financial return and risk are essential elements in any investment decision, and as such, they significantly impact SRI investments (Nilsson, 2008). However, as stated by Owen and Qian (2008), ethical or SRI investors do not make investment decisions solely based on financial gains. Rosen et al. (1991) provided empirical evidence that socially conscious investors are willing to consider social and environmental factors alongside financial returns. According to Lewis and Mackenzie (2000), investors in SRI mutual funds have differing perspectives on financial returns.

Furthermore, SRI and non-SRI investors may be attracted to increased financial returns (Lewis & Mackenzie, 2000). As a result, the perceived financial Performance of SRI becomes a key consideration in any investment decision. Therefore, this study proposes the following hypothesis:

H1. Investors' intentions for SRI are strongly and positively influenced by Perceived Performance.

2.5 The Influence of Attitude (ATT) on Intention towards SRI

As defined by Ajzen (1991) in the TPB model, ATT refers to an individual's positive or negative feelings towards performing a particular activity. According to Wen et al. (2015), ATT is "the function of one's belief about the results of one's behaviour and matching appraisal of the attractiveness of these events." Srirejeki et al. (2019) provide a similar definition, stating that ATT, also known as behavioural belief, is an individual's belief in and appraisal of the consequence of their behaviour. Intrinsic and extrinsic factors, such as career development, motivation, and financial rewards, influence ATT toward SRI intention, as noted by Jackling and Calero (2006). Therefore, the researchers will focus on ATT in their study as it is essential to assess the existence of behavioural beliefs and desirability toward the intention of investing in SRI. They propose the following hypothesis:

H2. Their ATT strongly and positively influences investors' intentions for SRI.

2.6 The Influence of Subjective Norms (SN) on Intention towards SRI

The concept of SN is a significant factor in determining an individual's behaviour and intentions (Ajzen, 1991; Sheeran & Taylor, 1999; Godin & Kok, 1996; Gopi & Ramayah, 2007; Alleyne & Broome, 2011). This has been demonstrated in studies of students' intentions to invest in unit trusts in Malaysia (Sharif, 2008) and individual investors' intentions and behaviour toward SRI in Malaysia (Adam & Shauki, 2014). The key belief underlying SN is normative views, which relate to whether or not significant individuals believe the respondents should or should not do something (Adam & Shauki, 2014). In the context of SRI investments, investors' impressions of whether an investment in SRI funds is approved, promoted, or adopted by their circles of influence (e.g., friends, relatives, financial advisers) are reflected in their SN (Adam & Shauki, 2014). Therefore, this research hypothesises that:

H3. SN has a strong and positive influence on investors' intentions toward SRI.

2.7 The Influence of Perceived Behavioural Control (PBC) on Intention towards SRI

Ajzen (1991) states that for a person to act on a particular subject, they must perceive a sense of control or agency over it, known as PBC. This sense of control is influenced by the availability of appropriate resources and opportunities, such as easy access and comprehension of SRI assets, as well as an individual's perception of the riskiness of these investments. According to Ajzen (1991), PBC is a measure of an individual's perceived ease or difficulty in performing a specific action. When

behaviour requires fewer control concerns, intentions alone are enough to predict it, according to Ajzen (1991). In the context of this study, PBC refers to investors' perceptions of the ease or difficulty of participating in SRI. PBC has two functions in the TPB (Ajzen, 1991; East, 1993). It not only serves as a co-determinant of intention, alongside ATT and SN, but also as a co-determinant of behaviour, alongside intention (Adam & Shauki, 2014). However, a study by Hofmann et al. (2008) found that PBC is unimportant in explaining behavior among SRI investors, contradicting these ideas. This study proposes that both intention and PBC influence SRI investors' behaviour, providing additional insight into the determination of behaviour. The research hypotheses are:

H4. PBC strongly and positively influences investors' intentions toward SRI.

2.8 The Influence of Moral Norms (MN) on Intention towards SRI

MN refers to an individual's beliefs about the moral correctness or incorrectness of performing a specific behaviour and their attitudes toward the obligation to perform or refrain from that behaviour (Adam & Shauki, 2014, p. 226). Many scholars have examined MN as a predictor of behavioural intentions (Kurland, 1995; Randall & Gibson, 1991; Godin et al., 2005; Ravis et al., 2009). Manstead (2000) found that MN plays a significant role in understanding intention. Additionally, when an individual's self-interest and the interest of others conflict, MN becomes the most important predictor of a person's intention (Kaiser & Scheuthle, 2003). Adam and Shauki (2014) considered MN one of the criteria for explaining SRI behaviour among Malaysian investors and found that they are important in predicting SRI intentions. Jones (1991) found moral intensity to be the sole important factor in explaining investors' growing interest in SRI in a separate study. Being socially responsible often entails putting the needs of others before one's own; an individual's moral values play an important role in such decisions. Therefore, this study proposes the following hypothesis regarding the relationship between MN and investors' intentions toward SRI:

H5. MN strongly and positively influences investors' intentions toward SRI.

2.9 The Influence of Environmental Concern (EC) on Intention towards SRI

For decades, there has been a growing sense of urgency to protect the environment (Carson, 1962). As people worldwide become increasingly aware of environmental challenges and their consequences, this awareness has also been reflected in Malaysia. According to a survey conducted in 2016 on the awareness of environmental issues among Malaysians, individuals were shown to have a high awareness of water contamination and have the highest intention to taking steps to conserve resources, reduce waste, and minimize the negative impact of human activities on the natural environment, thus indicating that consumers have increased their environmental consciousness (Mei et al., 2016). As a result, individuals' growing EC has become a significant element in determining purchase behaviour (Kashyap & Iyer, 2009) and investment decisions (Boulatoft & Boyer, 2009; Vyvyan et al., 2007). Research suggests that EC has a moderating effect on

behavioural intention towards SRI (Ming et al., 2015). However, some studies suggest that EC has no bearing on behavioural intentions (Fujii, 2006). While profit has always been crucial in stock market investing, a long-term return is even more important, which may only be attainable by boosting the trading of socially responsible assets. Given the growing global focus on the influence of environmental issues on investment decisions, it is crucial to determine whether Malaysian investors take environmental factors into account when making investment decisions. In order to generalize these findings, this study proposes the following hypotheses:

H6. EC strongly and positively influences investors' intentions for SRI

2.10 The Influence of Financial Knowledge (FK) on Intention towards SRI

FK refers to the understanding and skills necessary to make informed financial decisions (Mandell, 2006). According to the Model of Financial Literacy, FK and awareness are crucial for making educated and sensible investment decisions. Individuals who possess financial prudence have a better understanding of money and the ability to make sound financial decisions (Hogarth & Hilgert, 2002). On the other hand, individuals with a limited understanding of basic financial concepts are less likely to invest in securities (Bucher-Koenen & Ziegelmeyer, 2011). Studies have also shown that FK plays a significant role in understanding an individual's intention to invest in equities, particularly for SRI (Sivaramakrishnan et al., 2017).

Individuals with low levels of financial expertise tend to view stocks as a difficult asset and avoid investing in them, according to Van Rooij et al. (2011). Furthermore, those with limited FK may find it challenging to incorporate their non-financial preferences into their financial decisions (Borgers & Pownall, 2014). SRI, a combination of financial and non-financial reasons, is believed to necessitate a high level of financial understanding. Thus, it is essential to understand the link between FK and investors' commitment to SRI in Malaysia:

H7. FK strongly and positively influences investors' intentions for SRI.

3.0 Methodology

3.1 Data collection and sampling procedures

This study examined the impact of intention and financial perception on SRI behaviour using original data acquired directly from individuals. The data were collected through an online survey using Google Forms, as it is an efficient, cost-effective, and easy technique with a high response rate. A simple random sampling technique was employed to select samples from the dataset. Approximately 450 questionnaires were distributed using Google Forms via the Youth Investors' Club and the Research Centre at a university in the Klang Valley, as well as Yahoo Finance, International Monetary Fund, World Bank, Investor Clubs (Facebook), and other financial institutions' investor portals. Moreover, 202 responses were collected, with a response rate of 44.88%, which is generally considered excellent according to Willott (2019), as the average response rate is between 5% and 30%.

3.2 Respondents Profile

Survey respondents' gender, age, nationality, years of investment experience, most significant level of education, and income. With respect to gender, two-thirds (66%) of our respondents were male, whereas one-third (34%) were female, where the majority of answers were between the ages of 21 and 25 years old and 26 and 29 years old (both 37%), followed by the least being 21 and below (7%). Predominantly, the respondents were 84% Malaysian. In terms of experience, 37% of responders had 4 - 6 years of experience, with only 15% having less than 1 year. Additionally, respondents with 10 years or more of investing experience accounted for 4%, while the majority had 4-6 years of investing experience, comprising 37%. Table 4.6 shows respondents' highest education levels; 48% have a bachelor's or associate degree, and other qualifications have the lowest representation of 1%. Last but not least, the respondents earned between RM5001 and RM7000, and between RM2500 and RM5000, both at 24%. The minority, 4% of respondents, earned more than RM15000.

Table 1: Measurement Scales for Respondents' Basic Profiling

	Frequency	Percentage
Gender		
Male	115	66%
Female	59	34%
Age		
Below 21 Years Old	12	7%
21 to 25 Years	64	37%
26 to 29 Years	64	37%
30 years old and above	34	19%
Nationality		
Malaysian	147	84%
Non-Malaysian	27	16%
Years of Experience		
Less than 1 year	27	15%
1 – 3 Years	55	32%
4 – 6 Years	64	37%

7 – 9 Years	21	12%
10 Years or more	7	4%
Highest Level of Education		
High School	3	2%
Foundation/Certificate	21	12%
Bachelor's/Associate's Degree	84	48%
Master's Degree	51	29%
Doctorate/PhD	13	7%
Others	2	1%
Income Level		
Less than RM 2500	21	12%
RM2500 - RM5000	41	24%
RM5001 - RM7000	42	24%
RM7001 - RM9000	32	18%
RM9001 - RM11000	17	10%
RM11001 - RM15000	14	8%
More than RM15000	7	4%

4.0 Statistical Analysis and Pre-testing Data

SPSS and Excel were used to analyze data for mistakes that could affect the dependability and accuracy of the research results. PLS-SEM was employed, and 44.88% of the questionnaires were deemed excellent. Mahala Nobis was used for outliers, and Mardia's Skewness and Kurtosis for the Normality Test. Harman's Single Factor Test concluded that there is no common method bias. Furthermore, the 20 straight lines and six outliers were removed.

4.1 Measurement Model

Composite reliability assesses the internal consistency of scale items, like Cronbach's alpha (Netemeyer, 2003). It is an indicator of shared variance among indicator variables for a hidden concept (Fornell & Larcker, 1981). PLS-based research often prefers composite reliability to Cronbach's alpha for testing convergent validity (Brunner & Süß, 2005).

Composite Reliability (CR), as suggested by Ab Hamid et al. (2017), requires composite reliability values of 0.70 or higher in advanced stages, with values above 0.90 considered unacceptable. The variables in Table 2 have composite reliability values greater than 0.70 and fall between 0.8 and 0.9, indicating that they are "good" (Ab Hamid et al., 2017). PP is "Acceptable," and Intention is "Good" (Ab Hamid et al., 2017). These factors are considered reliable for the study.

According to the Average Variance Extracted (AVE) rule of thumb, all variables in Table 2 are considered credible with an AVE value higher than the cut-off of 0.50. PP, ATT, SN, PBC, MN, EC, and FK are considered "Acceptable" with values of 0.618, 0.665, 0.659, 0.607, 0.618, and 0.525, respectively, but FK has an AVE near 0.50, which is considered a minor boundary. The dependent variable, Intention (ITS), also has an acceptable value of 0.699, and all factors are considered reliable and consistent enough to be used in the study.

Henseler (2017) used a Monte Carlo simulation to demonstrate that the Heterotrait-monotrait (HTMT) ratio of correlation is a more effective method for assessing discriminant validity than other methods, such as the Fornell-Lacker (20.82 percent) and the cross-loadings criterion (0.00 percent). The HTMT method can achieve higher specificity and sensitivity rates (97-99 percent) (Ab Hamid & Sidek, 2017).

Henseler et al. (2015) suggest using a threshold value of 0.90 for a path model that includes conceptually similar constructs, such as affective satisfaction, cognitive satisfaction, and loyalty. This threshold indicates a lack of discriminant validity. However, a threshold of 0.85 should be considered for a path model with more distinct constructs. The Hetero-Trait-Mono-Trait (HTMT) inference ratio, a correlation ratio, was used to evaluate the discriminant validity (Ringle & Sarstedt, 2015).

The process of evaluating the study's validity employs convergent and discriminant validity methods. Convergent validity is established by factor loadings and the average variance extracted (AVE) (Hair, 2017). The general rule is that the outer loading should be at least 0.708 to be considered satisfactory. Discriminant validity is also essential for latent variable analysis (Bollen, 1989; Fornell & Larcker, 1981), as it confirms that results are not due to statistical anomalies. However, it is not always included in the literature, and incorrect use of the test might lead to incorrect conclusions (Bove et al., 2009). This study used the Lacker Criterion and Cross-Loading to check discriminant validity, according to Fawad (2020). The data is considered legitimate when the variance between variables in cross-loading is more than 0.10, and Fornell-Lacker is lower than 1. All variable values are smaller than 1 in this study, which confirms that the data meet the discriminant validity requirement, as shown in Tables 5 and 6.

To avoid collinearity difficulties, the VIF ought to be lower than 5 (Hair, 2017). The information in Table 7 determined that the Variance Inflation Factors (VIF) values ranged from 1.000 to 2.760 for all constructs, proving that there was no collinearity issue in this study.

Table 2: Measurement Model

	Frequency	Percentage
Gender		
Male	115	66%
Female	59	34%
Age		
Below 21 Years Old	12	7%
21 to 25 Years	64	37%
26 to 29 Years	64	37%
30 years old and above	34	19%
Nationality		
Malaysian	147	84%
Non-Malaysian	27	16%
Years of Experience		
Less than 1 year	27	15%
1 – 3 Years	55	32%
4 – 6 Years	64	37%
7 – 9 Years	21	12%
10 Years or more	7	4%
Highest Level of Education		
High School	3	2%
Foundation/Certificate	21	12%
Bachelor's/Associate's Degree	84	48%
Master's Degree	51	29%
Doctorate/PhD	13	7%
Others	2	1%
Income Level		
Less than RM 2500	21	12%
RM2500 - RM5000	41	24%
RM5001 - RM7000	42	24%
RM7001 - RM9000	32	18%
RM9001 - RM11000	17	10%
RM11001 - RM15000	14	8%
More than RM15000	7	4%

Table 3: HTMT Assessment

	ATT	EC	FK	PP	ITS	MN	PBC	SN
ATT								
EC	0.951							
FK	0.777	0.817						
PP	0.803	0.883	0.706					
ITS	0.703	0.903	0.706	0.714				
MN	0.92	1.044	0.867	0.886	0.911			
PBC	0.919	0.912	0.85	0.754	0.744	0.93		
SN	0.921	0.864	0.741	0.809	0.751	0.912	0.945	

Table 4: HTMT values

	Original Sample (O)	Sample Mean (M)	5%	95%
EC -> ATT	0.951	0.954	0.83	1.08
FK -> ATT	0.777	0.775	0.65	0.89
FK -> EC	0.817	0.823	0.72	0.93
PP -> ATT	0.803	0.801	0.68	0.92
FP -> EC	0.883	0.884	0.78	0.98
FP -> FK	0.706	0.712	0.57	0.84
ITS -> ATT	0.703	0.701	0.5	0.87
ITS-> EC	0.903	0.905	0.79	1.01
ITS -> FK	0.76	0.763	0.66	0.85
ITS -> PP	0.714	0.716	0.58	0.83
MN -> AT	0.92	0.926	0.81	1.04
MN-> EC	1.044	1.052	0.95	1.17
MN -> FK	0.867	0.878	0.76	1
MN -> FP	0.886	0.897	0.77	1
MN -> ITS	0.911	0.917	0.79	1.03
PBC -> ATT	0.919	0.925	0.83	1.02
PBC -> EC	0.912	0.913	0.79	1.03
PBC -> FK	0.85	0.853	0.77	0.94
PBC -> FP	0.754	0.761	0.62	0.9
PBC -> ITS	0.744	0.744	0.58	0.87
PBC -> MN	0.93	0.934	0.83	1.03
SN -> ATT	0.921	0.927	0.81	1.04
SN -> EC	0.864	0.866	0.76	0.97
SN -> FK	0.741	0.744	0.63	0.86
SN -> PP	0.809	0.813	0.69	0.94
SN -> ITS	0.751	0.751	0.56	0.9
SN -> MN	0.912	0.915	0.8	1.02
SN -> PBC	0.945	0.945	0.85	0.03

Table 5: Fornell - Lacker Criterion Analysis

	ATT	EC	FK	PP	ITS	MN	PBC	SN
ATT	0.786							
EC	0.66	0.786						
FK	0.571	0.596	0.832					
PP	0.55	0.602	0.529	0.786				
ITS	0.524	0.665	0.603	0.546	0.836			
MN	0.629	0.714	0.63	0.622	0.669	0.779		
PBC	0.565	0.652	0.641	0.544	0.571	0.659	0.812	
SN	0.658	0.621	0.571	0.593	0.583	0.648	0.706	0.816

Table 6: Cross-Loading Analysis

	AT	EC	FK	PP	ITS	MN	PBC	SN
ATT1	0.795	0.548	0.498	0.451	0.438	0.509	0.533	0.515
ATT2	0.823	0.558	0.437	0.434	0.427	0.507	0.515	0.507
ATT3	0.738	0.443	0.407	0.41	0.367	0.466	0.501	0.536
EC1	0.528	0.792	0.44	0.515	0.519	0.534	0.46	0.476
EC2	0.528	0.778	0.539	0.511	0.503	0.554	0.557	0.515
EC3	0.503	0.789	0.431	0.398	0.546	0.595	0.523	0.475
FK2	0.47	0.468	0.837	0.448	0.546	0.526	0.491	0.504
FK3	0.472	0.521	0.807	0.405	0.446	0.499	0.587	0.501
FK4	0.485	0.504	0.851	0.454	0.504	0.546	0.533	0.421
PP1	0.459	0.507	0.545	0.497	0.48	0.535	0.607	0.836
PP2	0.491	0.53	0.457	0.825	0.428	0.564	0.479	0.482
PP3	0.372	0.414	0.432	0.804	0.506	0.515	0.421	0.509
ITS1	0.354	0.553	0.424	0.43	0.808	0.508	0.444	0.467
ITS2	0.431	0.555	0.482	0.436	0.825	0.504	0.468	0.451
ITS3	0.519	0.563	0.594	0.499	0.875	0.653	0.518	0.54
MN1	0.509	0.562	0.459	0.508	0.524	0.721	0.495	0.482
MN2	0.449	0.557	0.51	0.459	0.539	0.794	0.506	0.499
MN3	0.513	0.551	0.504	0.488	0.5	0.762	0.54	0.536
PBC1	0.561	0.542	0.533	0.48	0.427	0.52	0.82	0.55
PBC2	0.547	0.541	0.54	0.483	0.479	0.561	0.792	0.614
PBC3	0.494	0.506	0.49	0.366	0.481	0.521	0.823	0.552
SN1	0.543	0.501	0.371	0.49	0.406	0.511	0.552	0.769
SN2	0.526	0.515	0.47	0.47	0.53	0.541	0.571	0.841
SN3	0.549	0.507	0.545	0.497	0.48	0.535	0.607	0.836

Table 7: VIF Test

	ITS
ATT	2.351
EC	2.645
FK	2.053
PP	1.935
ITS	
MN	2.76
PBC	2.729
SN	2.565

4.2 Structural Model Results

The PLS-SEM bootstrapping method from Hair (2017) and the p-value proposed by Andrade (2019) are used to evaluate statistical significance. Hypotheses were validated using the t-value of path coefficients supported by (Rasoolimanesh et al., 2016) depicted in Table 8, where 3 out of 7 hypotheses were supported. Hypothesis H1, the negative relationship between AT and intention to invest in SRI (H1: = -0.056, $p > 0.05$), is not supported. Hypothesis H2, a positive relationship between EC and intention to invest in SRI (H2: = 0.284, $p < 0.001$), is supported, as well as H3 and H4, with a positive relationship between FK and MN with the intention to invest in SRI (H3: = 0.208, $p < 0.010$; H4: = 0.246, $p < 0.001$). Hypotheses H4, H5, and H6, strong negative relationship between PP (H4: = 0.071, $p > 0.05$), PBC (H6: = 0.005, $p > 0.05$), and SN (H6: = 0.121, $p > 0.005$) are not supported.

The text explains using the R-square value (Hair et al., 2011, 2013) to measure the model's fit (Hair, 2019) and the independent variable's effect on the dependent variable. Hair et al. (2011, 2013) state that R-square values of 0.75, 0.50, or 0.25 can be classified as considerable, moderate, or weak, respectively. Table 9 shows an R-square value of 0.562 for ITS, considered moderate (Hair, 2017). However, it is notable that the models may not always contain all the important features to explain the results, which is why the value may be relatively low even when dealing with a large amount of data (Kutner et al., 2013).

The F-Square test is used to measure the effect of exogenous variables on a structural model's dependent variable. The F-Square values are used to determine the magnitude of the effect, with values between 0.020 and 0.150 indicating a modest effect, values between 0.150 and 0.350 indicating a medium effect, and values above 0.350 indicating a strong effect. Results in Table 9 show that ATT, EC, FK, MN, PP, PBC, and SN have no or negligible effect on the dependent variable ITS.

The Q-square values presented in Table 10 are utilized to evaluate the predictive usefulness of the structural model. According to Ghazali et al. (2018), a positive Q-square value implies the model's predictive validity. The results indicate that the structural models possess predictive usefulness, as the Q-square values for ITS are found to be greater than zero.

Table 8: Path Coefficient

	Original Sample	Sample Mean	Standard	T	P	Remarks	Results
			Deviation	Statistics (O/S/STDEV)			
H1 (PP -> ITS)	0.071	0.074	0.081	0.878	0.19	Not Significant	Not Supported
H2 (ATT -> ITS)	-0.056	-0.055	0.088	0.639	0.262	Not Significant	Not Supported
H3 (SN -> ITS)	0.121	0.112	0.099	1.215	0.112	Not Significant	Not Supported
H4 (PBC -> ITS)	0.005	0.013	0.091	0.051	0.48	Not Significant	Not Supported
H5 (MN -> ITS)	0.246	0.235	0.095	2.59	0.005	Significant	Supported
H6 (EC -> ITS)	0.284	0.29	0.083	3.401	0	Significant	Supported
H7 (FK -> ITS)	0.208	0.212	0.085	2.442	0.007	Significant	Supported

Table 9: R-squared, F-squared

	Relation	ORIGINAL SAMPLE	SAMPLE MEAN	STD	T STATISTICS	P VALUE
r Square	ITS	0.562	0.587	0.059	9.584	0
f Square	ATT -> ITS	0.003	0.01	0.013	0.23	0.409
	EC -> ITS	0.069	0.079	0.042	1.654	0.049
	FK -> ITS	0.049	0.061	0.043	1.131	0.129
	PP -> ITS	0.006	0.014	0.017	0.35	0.363
	MN -> ITS	0.05	0.056	0.043	1.155	0.124
	PBC -> ITS	0	0.008	0.012	0.002	0.499
	SN -> ITS	0.013	0.021	0.027	0.473	0.318

Table 10: q Square

	SSO	SSE	Q ² (=1-sse/sso)
ATT	522	522	
EC	522	522	
FK	696	696	
PP	522	522	
ITS	522	333.854	0.36
MN	522	522	
PBC	522	522	
SN	522	522	

5.0 Discussion

5.1 Influence of PP on the Intention to Invest in SRI

Characteristics such as PP had an impact on SRI (Nilsson, 2008). The study's findings suggest that the association between PP and the propensity to invest in SRI is unreliable. This is due to investors concentrating on social and environmental problems rather than financial gains. The study also discovered that ethical investors tend to keep or expand their ethical holdings even when their investments underperform or prove to be unethically useless, lending credence to the existence of psychic returns. This means that ethical investors are more concerned with ideology than financial gain or influence. Furthermore, the study reveals that individuals are concerned about the future and are more inclined to reward socially responsible conduct that considers long-term societal consequences.

5.2 Influence of ATT on the Intention to Invest in SRI

Wen et al. (2015) claim that whether someone has a favourable or adverse attitude toward participating in an activity depends on their behavioural beliefs and the attractiveness of a specific outcome. The link between ATT and the willingness to invest in SRI was negative but negligible, according to the p-value of 0.262 from Table 8 and the negative path coefficient (SRI). Therefore, H2 is not supported.

These results disagree with several previous studies, such as Raut et al. (2020), Pascual-Ezama et al. (2014), and Adam and Shauki (2014).

Investors' negative perception of SRI stems from the reality that many SRI companies fail to live up to their claims, which helps to explain these findings. Adding a marketing spin to everything for sale is part of contemporary business culture. Another explanation for this behaviour is that Malaysian investors' viewpoints have changed due to the COVID-19 outbreak. Expert investors are more likely to reconsider and spend more time focusing on their financial well-being than intermediate and beginner investors, according to a study titled "Schroders Global Investor Study 2021." Roughly 85% of investors in Malaysia have spent more time considering their financial well-being and reorganising their finances since the start of the Covid-19 pandemic (2021).

5.3 Influence of SN on the Intention to Invest in SRI

According to Adam and Shauki (2014), understanding individual investors' intentions and behaviour toward SRI in Malaysia depends on the subjective standard (SRI). Investors' impressions of whether their circles of influence support, advocate for, or welcome investment in SRI funds are replicated in a study by SN (i.e., friends, relatives, and financial advisors). The results of the study show that SN has a moderately positive relationship with the intention to invest in SRI, as explained by the p-value of 0.112 and a positive path coefficient, rejecting the H3 in the sense that there is no significant relationship, which is contrary to the findings of other authors (Adam & Shauki, 2014; Alleyne & Broome, 2011). The study also discovered that the relationship between SN and investors' goals is weak, with little influence from societal elements (friends, co-workers, family, and financial advisors). Due to past experiences, social experiences, relationships, personality traits, and mental health issues, they do not trust the people around them to make sound investing decisions, which explains their conduct. Investors often place more trust in their own skills than in those of others.

5.4 Influence of PBC on the intention to invest in SRI

Theoretically, according to Ajzen (1991) and East (1993), PBC serves two goals. It influences both conduct and intention in addition to influencing behaviour. It was determined that the association between PBC and the intention to make SRI was moderately significant, with a p-value of 0.480 and a positive path coefficient, rejecting H4. According to the TPB, an individual's intended behaviour is correlated with their confidence in their capacity to carry out the desired action. This finding confirms the hypothesis and studies by Wen et al. (2011) as well as the TPB. The average person would typically refrain from doing something they believe will be difficult or that they lack the confidence to complete, which could be one explanation for why PBC has a moderating effect on investors' intentions to invest in socially responsible securities. The results of this study indicate that PBC, a fundamental concept of the TPB, has minimal influence on investors' intentions to participate in SRI in Malaysia.

5.5 Influence of MN on the Intention to Invest in SRI

Moral standards play a key role in understanding purpose, according to numerous academics who have studied them as predictors of behavioral intentions (Kurland, 1995; Randall & Gibson, 1991; Godin et al., 2005; Ravis et al., 2009). A p-value of 0.005 and a positive route coefficient were achieved with the addition of this variable. In conclusion, MN supported Adam and Shauki's study and did not reject H5 by showing a positive trend in terms of investment intention.

The TPB, which recently included MN, significantly impacted investors' intentions toward SRI. The results showed that MN could be included as a new element in the explanation of the TPB to assist investors in making more informed decisions, although it had a minimal influence. More specifically, this result showed that Malaysian investors were greatly influenced by their actual behaviour in line with their standards (Adam & Shauki, 2014), revealing their ATT and intention to invest in green shares or socially conscious stocks for the benefit of society at large. The results here lend credence to the hypothesis that moral principles can significantly advance our knowledge of the relationship between intention and conduct. Given how significant it is, it is assumed that the study's findings support the extension of TPB.

5.6 Influence of EC on the Intention to Invest in SRI

Malaysians are well aware of environmental issues and water pollution, and have the highest intention to act appropriately, but consumers' environmental awareness has increased (Mei et al., 2016). EC has a p-value of 0 according to the collected data, corroborating the most recent findings of Ming et al. with a positive path coefficient (2015). Not opposing H6. In addition, the EC survey revealed that, despite the investors' willingness to engage in SRI for the sake of their community, they went above and beyond to explore ways to enhance the environment. Over the past two decades, extensive environmental degradation worldwide has sparked public concern. It is incredibly challenging for emerging nations, such as Malaysia, to strike a balance between economic growth and environmental sustainability. Given that the 21st century is being touted as the "century of the environment," businesses must keep up with the trend of generating environmentally friendly products and integrating better technologies to fulfill the needs of society. This study demonstrates that investors are increasingly driven to safeguard their local environment and community due to the growing global focus.

5.7 Influence of FK on the Intention to Invest in SRI

According to the Model of Financial Literacy, investing involves financial awareness and knowledge. Financially responsible individuals understand money and make informed financial decisions (Hogarth & Hilgert, 2002). The analysis supports Mandell's findings by indicating that FK has a significant and positive link with the intention to invest in SRI, with a p-value of 0.007 and a positive path coefficient, supporting H7. Investors' investment decisions are heavily influenced by financial expertise. It will be fascinating to see if FK follows morality and environmentalism in SRI, particularly when it may be argued that financial

awareness might predict market participation or non-participation, as participants appear to be hesitant to join the stock market due to their limited knowledge of stocks and the stock market. Financial competence strongly influenced SRI investment. Thus, the Financial Literacy Model can help SRI decision-makers integrate financial information, demonstrating that financially competent persons are more likely to invest in SRI. However, financial illiteracy and a "buy now, pay later" credit mindset are thought to contribute to the mounting debt crisis. Given the increased need to prepare for retirement, the complexity of financial products and services, which makes informed investment decisions more necessary but more challenging to achieve, and the gap in wealth outcomes due to financial literacy, this is especially true. These factors boost financial health. Financial literacy empowers consumers to make informed financial decisions with confidence.

5.8 Implications

This study aims to comprehensively examine the factors that influence individual investors' decision-making behaviour in relation to SRI. By utilizing a combination of the Financial Literacy Model, the TPB, and the UTAUT, the study aims to provide insights into both the behavioural and financial aspects of SRI investing. The study's findings may have significant theoretical and practical implications for emerging stock markets.

5.8.1 Implications in Knowledge

This study aims to evaluate how individual investors' decision-making regarding SRI is affected by moral standards, PP, and EC. It combines three theories with new constructs to provide evidence for how well these theories and associated factors predict investors' intentions toward SRI in Malaysia. The main variables of the TPB model, such as ATT and SN, have a significant impact on investors' intentions toward SRIs. However, the variable from UTAUT, PP, has had a negative impact. The study also highlights the importance of EC in decision-making and suggests that moral standards may be further investigated with a different population in other developing nations. Additionally, the study found that financial knowledge and PP from the Financial Model and UTAUT model, respectively, have a varying degree of significance in predicting investors' decision-making.

5.8.2 Implications to Practice

The study aims to understand better individual investors' decision-making behaviour regarding SRI in the Malaysian market. The study found that MN significantly impacted investors' intention to participate in SRIs, but other factors, such as investors' ATT or SN, were inconsequential. These findings may be beneficial for policymakers and other stakeholders, as they highlight the need for enhanced education on environmental awareness among investors and the potential benefits of government support for SRIs through incentives such as tax breaks and subsidies. Additionally, it may be relevant to other developing or developing-stage nations, and investors may benefit from understanding the growing popularity of SRI funds and their responsibility to deliver sustainable stock market returns.

Furthermore, it highlights the influence of subjective standards in investment decision-making for SRI. The government should take the initiative to inform and educate older investors with dematerialized accounts about SRI and its benefits.

5.9 Limitations of the Study

One of the limitations of the study is its generalization of the findings, which represents the decision-making behaviour of individual investors in terms of SRI and suggests further research should be done with international responses to provide a broader perspective and to examine the moderating effects of personality traits and demographic factors such as gender, age, and educational attainment to gain further insight into people's preferences for social and environmental concerns as expressed through SRI.

5.10 Suggestions for future studies

The study must also address the importance of addressing social dilemma situations when helping investors make investment decisions for the study to be complete. However, it is also acknowledged that this topic is not the primary focus of this study. Future research should investigate the dilemma that investors face regarding whether sustainability and social responsibility will play a significant role in generating profits. It is also recommended that academics look into various aspects of investor attitudes in Malaysia and the impact of recent events, such as the COVID-19 pandemic and the contemporary geopolitical climate, on those attitudes.

The study also found a relationship between age, gender, education, and years of experience and SR investment, but suggests further research to have a detailed profile of the socially conscious investor by including factors such as occupation, marital status, and place of residence. It is also proposed that the idea of comparing SR investors and SR consumers is based on their demographic characteristics, considering whether the same individuals who purchase green and fair trade goods and services also participate in SRI funds, or if the context alters the investor/consumer demographics.

5.11 Conclusion

This study aimed to identify the variables that influence Malaysian investors' decisions to invest in SRI. A combination of the UTAUT, the TPB, and the Financial Model was utilized as the conceptual framework for the research. The dependent variable was "Intention," and the independent variables were Perceived Performance, ATT, SN, PBC, MN EC, and FK. Data was collected through an online survey and analyzed using various statistical tests. The study found that EC, FK, and MN positively correlated with intention, but ATT had a negative impact. However, the study also acknowledged its limitations, including subjective variables, a small sample size, and a focus on investors in general. Therefore, the researcher suggests that future research should focus on cross-border investors, broaden its geographic scope, increase the sample size, and include additional variables.

References

- Ab Hamid, M. R., Sami, W., & Mohmad Sidek, M. H. (2017). Discriminant validity assessment: Comparison of the Fornell-Larcker criterion with the HTMT criterion. *Journal of Physics: Conference Series*, 890, 012163. <https://doi.org/10.1088/1742-6596/890/1/012163>
- Adam, A. A., & Shauki, E. R. (2014). Socially Responsible Investment in Malaysia: A Behavioural Framework for Evaluating Investors' Decision-Making Process. *Journal of Cleaner Production*, 80, 224–240. <https://doi.org/10.1016/j.jclepro.2014.05.075>
- Ajzen, I. (1985). From intentions to actions: A theory of planned behaviour. *Action Control*, 11–39. https://doi.org/10.1007/978-3-642-69746-3_2
- Ajzen, I. (1991). The theory of planned behaviour. *Organizational Behaviour and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
- Alleyne, P., & Broome, T. (2011). Using the theory of planned behaviour and risk propensity to measure investment intentions among future investors.
- Almendarez, L. (2013). Human Capital Theory: Implications for Educational Development in Belize and the Caribbean. *Caribbean Quarterly*, 59(3-4), 21–33. <https://doi.org/10.1080/00086495.2013.11672495>
- Andrade, C. (2019). The P-value and Statistical Significance: Misunderstandings, Explanations, Challenges, and Alternatives. *Indian Journal of Psychological Medicine*, 41(3), 210–215. https://doi.org/10.4103/ijpsym.ijpsym_193_19
- Ashidiqi, C., & Arundina, T. (2017). Indonesian students' intention to invest in Sukuk: Theory of planned behaviour approach. *International Journal of Economic Research*, 14, 395–407.
- Bollen, K. A. (1989). Structural equations with latent variables. <https://doi.org/10.1002/9781118619179>
- Borgers, A. C. T., & Pownall, R. A. J. (2014). Attitudes towards socially and environmentally responsible investment. *Journal of Behavioral and Experimental Finance*, 1, 27–44. <https://doi.org/10.1016/j.jbef.2014.01.005>
- Boulatoff, C., & Boyer, C. M. (2009). Green Recovery: How Are Environmental Stocks Performing? *The Journal of Wealth Management*, 12(2), 9–20. <https://doi.org/10.3905/jwm.2009.12.2.009>
- Bove, L. L., Pervan, S. J., Beatty, S. E., & Shiu, E. (2009). Service worker role in encouraging customer organizational citizenship behaviors. *Journal of Business Research*, 62(7), 698–705. <https://doi.org/10.1016/j.jbusres.2008.07.003>

- Brunner, M., & SÜß, H.-M. (2005). Analyzing the reliability of multidimensional measures: An example from Intelligence Research. *Educational and Psychological Measurement*, 65(2), 227–240. <https://doi.org/10.1177/0013164404268669>
- Bucher-Koenen, T., & Ziegelmeyer, M. H. (2011). Who lost the most? Financial Literacy, Cognitive Abilities, and the Financial Crisis SSRN Electronic Journal. <https://doi.org/10.2139/ssrn.1738368>
- Carson, R., Huxley, J., & Shackleton, L. (1964). Silent Spring. Royal National Institute for the Blind.
- Chen, J. (2022). Socially responsible investment (SRI). Investopedia. Retrieved June 18, 2022, from <https://www.investopedia.com/terms/s/sri.asp>
- Cole, S. & Fernando, N. (2008). Assessing the Importance of Financial Literacy. ADB Finance for the Poor. A Quarterly Newsletter of the Focal Point for Microfinance. Volume 9, Number 3, September 2008
- D’Souza, C., Taghian, M., Lamb, P., & Peretiatko, R. (2007). Green decisions: Demographics and consumer understanding of environmental labels. *International Journal of Consumer Studies*, 31(4), 371–376. <https://doi.org/10.1111/j.1470-6431.2006.00567.x>
- East, R. (1993). Investment decisions and the theory of planned behaviour. *J. Econ. Psychol.* 14, 337–375.
- Fawad, R. (2020). How to solve issues in convergent and discriminant validity. Fundamental and Advanced Data Analysis Using Smart PLS. Retrieved from <https://researchwithfawad.com/index.php/lp-courses/basic-and-advance-data-analysis-using-smart-pls/how-to-solve-issues-in-convergent-and-discriminant-validity/>
- Fornara, F., Pattitoni, P., Mura, M. and Strazzera, E. (2016). “Predicting intention to improve household energy efficiency: the role of value-belief-norm theory, normative and informational influence, and specific attitude”, *Journal of Environmental Psychology*, Vol. 45 No. 1, pp. 1–10.
- Fornell, C., Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *J. Marketing Res.* 18, 39–50.
- Fujii, S. (2006). "Environmental concern, attitude toward frugality, and ease of behaviour as determinants of pro-environmental behaviour intentions", *Journal of Environmental Psychology*, Vol. 26 No. 4, pp. 262–268.
- Ghazali, E. M., Mutum, D. S., & Ariswibowo, N. (2018). Impact of religious values and habits on an extended green purchase behaviour model. *International Journal of Consumer Studies*, 42(6), 639–654. <https://doi.org/10.1111/ijcs.12472>

- Godin, G., Conner, M. & Sheeran, P. (2005). "Bridging the intention–behaviour gap: the role of moral norm", *British Journal of Social Psychology*, Vol. 44 No. 4, pp. 497-512
- Gopi, M. & Ramayah, T. (2007). "Applicability of theory of planned behaviour in predicting intention to trade online: some evidence from a developing country", *International Journal of Emerging Markets*, Vol. 2 No. 4, pp. 348–360.
- Guay, T., Doh, J. P., & Sinclair, G. (2004). Non-Governmental Organizations, Shareholder Activism, and Socially Responsible Investments: Ethical, Strategic, and Governance Implications. *Journal of Business Ethics*, 52(1), 125–139. <http://www.jstor.org/stable/25075237>
- Hair, J. F., Page, M., & Brunsveld, N. (2019). *Essentials of business research methods*. Routledge.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed, a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-152.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results, and Higher Acceptance. *Long range planning*, 46(1-2), 1-12.
- Hair Jr, J. F., Babin, B. J., & Krey, N. (2017). Covariance-based structural equation modeling in the *Journal of Advertising*: Review and recommendations. *Journal of Advertising*, 46(1), 163–177.
- Harland, P., Staats, H. and Wilke, H.A. (1999). "Explaining proenvironmental intention and behaviour by personal norms and the theory of planned behaviour", *Journal of Applied Social Psychology*, Vol. 29 No. 12, pp. 2505–2528.
- Hebb, T. (2015). Canadian Sri Mutual Funds Risk / Return Characteristics. Carleton University.
- Henseler, J. (2017). Partial least squares path modeling. *Advanced methods for modeling markets*, 361–381.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135
- Hofmann, E., Hoelzl, E., & Kirchler, E. (2008). A comparison of models describing the impact of moral decision-making on investment decisions. *Journal of Business Ethics*, 82, 171-187.
- Hogarth, J.M. & Hilgert, M.A. (2002). "Financial knowledge, experience and learning preferences: preliminary results from a new survey on financial literacy", *Consumer Interest Annual*, Vol. 48 No. 1, pp. 1–7.
- Hung, A., Parker, A. M., & Yoong, J. (2009). Defining and measuring financial literacy.

- Jackling, B., & Calero, C. (2006). Influences on undergraduate students' intentions to become qualified accountants: Evidence from Australia. *Accounting Education*, 15(4), 419–438. <https://doi.org/10.1080/09639280601011115>
- Jappelli, T., & Padula, M. (2011). Investment in financial literacy and saving decisions. Centre for Economic Policy Research.
- Jones, T.M. (1991). "Ethical decision making by individuals in organizations: an issue-contingent model", *The Academy of Management Review*, Vol. 16 No. 2, pp. 366–395.
- Kashyap, R. & Iyer, E.S. (2009). "Not everybody wants to save the world", *Journal of Financial Services Marketing*, Vol. 14 No. 2, pp. 118–134.
- Kunz, A. H., Messner, C., Wallmeier, M. (2017). Investors' risk perceptions of structured financial products with worst-of payout characteristics. *J. Behav. Exp. Finan.* 15, 66–73
- Kurland, N.B. (1995). "Ethical intentions and the theories of reasoned action and planned behaviour", *Journal of Applied Social Psychology*, Vol. 25 No. 4, pp. 297-313.
- Kutner, M. H., Nachtsheim, C. J., Neter, J., & Li, W. (2013). *Applied Linear Statistical Models*. McGraw-Hill Education (India) Private Limited.
- Lewis, A., & Mackenzie, C. (2000). "Morals, money, ethical investing and economic psychology." *Human Relations*, Vol. 53, No. 2, pp. 179–191.
- Lusardi, A., & Mitchell, O. (2013). The economic importance of Financial Literacy: Theory and Evidence. <https://doi.org/10.3386/w18952>
- Mandell, L. (2006). "Financial literacy: if it is so important, why isn't it improving?", available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=923557
- Manstead, A.S. (2000). "The role of moral norms in the attitude behaviour relation", In Terry, D. J. and Hogg, M. A. (Eds) *Applied Social Research. Attitudes, Behavior, and Social Context: The Role of Norms and Group Membership*, Lawrence Erlbaum Associates, Mahwah, NJ, pp. 11–30.
- Mei, N. S., Wai, C. W., & Ahamad, R. (2016). Environmental awareness and behaviour index for Malaysia. *Procedia - Social and Behavioral Sciences*, 222, 668–675. <https://doi.org/10.1016/j.sbspro.2016.05.223>
- Ming, B.H., Gan, G.G., & Ramasamy, S. (2015). "The role of concern for the environment and perceived consumer effectiveness on investors' willingness to invest in environmentally-friendly firms", *Kajian Malaysia: Journal of Malaysian Studies*, p. 33.
- Netemeyer, R. G., Bearden, W. O., & Sharma, S. (2003). *Scaling procedures: Issues and applications*. Sage Publications.

- Nilsson, J. (2008). "Investment with a conscience: examining the impact of pro-social attitudes and perceived financial performance on socially responsible investment behaviour", *Journal of Business Ethics*, Vol. 83 No. 2, pp. 307-325
- Owen, A.L. & Qian, Y. (2008). "Determinants of socially responsible investment decisions", available at: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.571.5527&rep=rep1&type=pdf>
- Pascual-Ezama, D., Scandroglio, B. and Gil-Gomez de Lian˜o, B. (2014). "Can we predict individual investors' behaviour in stock markets? A psychological approach", *Universitas Psychologica*, Vol. 13 No. 1, pp. 25–35.
- Randall, D.M. & Gibson, A.M. (1991). "Ethical decision making in the medical profession: an application of the theory of planned behaviour", *Journal of Business Ethics*, Vol. 10 No. 2, pp. 111–122.
- Rasoolimanesh, S. M., Jaafar, M., & Barghi, R. (2016). Effects of motivation, knowledge and perceived power on residents' perceptions: Application of weber's theory in World Heritage Site destinations. *International Journal of Tourism Research*, 19(1), 68–79. <https://doi.org/10.1002/jtr.2085>
- Raut, R. K., Kumar, R., & Das, N. (2020). Individual investors' intention towards Sri in India: An implementation of the theory of reasoned action. *Social Responsibility Journal*, 17(7), 877–896. <https://doi.org/10.1108/srj-02-2018-0052>
- Rivis, A., Sheeran, P. & Armitage, C.J. (2009). "Expanding the affective and normative components of the theory of planned behaviour: a Meta-analysis of anticipated affect and moral norms", *Journal of Applied Social Psychology*, Vol. 39 No. 12, pp. 2985–3019.
- Rosen, B.N., Sandler, D.M. & Shani, D. (1991). "Social issues and socially responsible investment behaviour: a preliminary empirical investigation", *Journal of Consumer Affairs*, Vol. 25 No. 2, pp. 221–234.
- Sachse, K., Jungermann, H., & Belting, J. M. (2012). Investment risk – The perspective of individual investors. *J. Econ. Psychol.* 33, 193–221.
- Sang, Y.-N., & Bekhet, H. A. (2017). Exploring Factors Influencing Electric Vehicle Usage Intention: An Empirical Study in Malaysia. *International Journal of Business and Society*, 16(1). <https://doi.org/10.33736/ijbs.554.2015>
- Schroders Global Investor Study (2021). Schroders. (2021, July 7). Retrieved July 29, 2022, from <https://www.schroders.com/en-us/us/individual/media-center/schroders-global-investor-study-2021/>
- Schwartz, S.H. (1977). "Normative influences on altruism", *Advances in Experimental Social Psychology*, Vol. 10 No. 1, pp. 221–279.
- Shanmugham, R., & Ramya, K. (2012). Impact of Social Factors on Individual Investors' Trading Behaviour. *Procedia Econ. Finan.* 2, 237 – 246

- Sharif, Z. (2008). "Predicting intention to invest in unit trust", available at: <http://repo.uum.edu.my/7800/3/1.Zakiah%20Sharif.pdf>
- Sheeran, P. & Taylor, S. (1999). "Predicting intentions to use condoms: a meta-analysis and comparison of the theories of reasoned action and planned behaviour", *Journal of Applied Social Psychology*, Vol. 29 No. 8, pp. 1624–1675.
- Sivaramakrishnan, S., Srivastava, M. & Rastogi, A. (2017). "Attitudinal factors, financial literacy, and stock market participation", *International Journal of Bank Marketing*, Vol. 35 No. 5, pp. 35.
- United States SIF. (n.d). Trends. Retrieved from <https://www.ussif.org/trends>
- Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. *MIS Quarterly*, 157-178.
- Vyvyan, V., Ng, C. & Brimble, M. (2007). "Socially responsible investing: the green attitudes and grey choices of Australian investors", *Corporate Governance: An International Review*, Vol. 15 No. 2, pp. 370–381.
- Warsame, M.H., Ileri, E.M., 2016. Does the theory of planned behaviour (TPB) matter in Sukuk investment decisions?. *J. Behav. Exp. Finan.* 12, 93–100.
- Wee, C.S., Ariff, M.S.B.M., Zakuan, N., Tajudin, M.N.M., Ismail, K., and Ishak, N. (2014). "Consumers' perception, purchase intention and actual purchase behaviour of organic food products", *Review of Integrative Business and Economics Research*, Vol. 3 No. 2, pp. 378–391.
- Wen, C., Prybutok, V. R., & Xu, C. (2011). An integrated model for customer online repurchase intention. *Journal of Computer Information Systems*, 52(1), 14-23.
- Williams, G. (2005). Are socially responsible investors different from conventional investors? A comparison across six countries. <http://ssrn.com/abstract=905187> (accessed April 13, 2022)
- Williams, G. (2007). *Some determinants of the socially responsible investment decision: a cross-country study*. *The J. Behav. Finan.* 8(1), 43–57.
- Zimmer, M.R., Stafford, T.F. & Stafford, M.R. (1994). "Green issues: dimensions of environmental concern", *Journal of Business Research*, Vol. 30 No. 1, pp. 63–74.