

# **Roles of Motivation Opportunity Ability (MOA) Theory and Regulatory Focus Theory on Sustainable Apparel Purchase Intention**

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Recent decades have witnessed the notably high demand for fashion that led to the emergence of mass production of apparel. Fashion consumers have begun to excessively crave goods at low prices, yet with exceptional quality and design, thus generating escalated purchases. Nevertheless, combining this practice with looming environmental concerns definitely poses a challenge. In order to address this particular issue, sustainable apparel movement has been initiated within the apparel and textile industry. The advent of such apparel is capable in minimizing consumption, mainly because the product is made of sustainable and high-quality material, possesses timeliness style, and most importantly, reduces the adverse effect and cares for the environment. Unfortunately, the market for this niche product in Malaysia still reflects a slow progress, as retailers need to adapt and understand a wide range of consumers to minimize the adverse impact of the apparel industry on the global environment. Notwithstanding these shortcomings, the current study probed into the motivational drivers that influence consumers' decision making to purchase sustainable apparel. The researcher builds on insights identified from Motivation Opportunity Ability Theory, Self-Determination Theory and Regulatory Focus Theory. This quantitative study involved 324 respondents, who participated in an online survey. The respondents composed of Malaysian millennial generation aged between 21 and 38 dwelling in urban areas. Partial Least Squares-Structural Equation Modelling (PLS-SEM) was utilized to test all proposed hypotheses. The findings of this study revealed that the elements of motivation, opportunity, and ability were positively linked with sustainable apparel purchase intention. There was also a moderating effect of fashion consciousness in the relationships between motivation, opportunity, ability and purchase intention. Meanwhile, the presence of moderating effects of promotion regulatory focus message was noted on all the main independent variables to purchase intention, except for motivation elements. In sum, this study provides complementary insight pertaining to three application theories which are Motivation Opportunity Ability Theory, Sub-theory of Self-Determination Theory, Organismic Integrated Theory and Regulatory Focus Theory. Apart from that, this study also adding to the limited literature on sustainable apparel, regulatory focus message, and fashion consciousness.

**Keywords:** *Fashion Consciousness, Green Marketing, Motivation Opportunity Ability (MOA) Theory, Purchase Intention, Regulatory Focus Theory, Sustainability Marketing, Sustainable Apparel*