DETERMINANTS OF ECO-CONSCIOUS CONSUMER BEHAVIOR OF MUSLIMS IN INDONESIA USING THE THEORY OF PLANNED BEHAVIOR

Sumayyah Amalina Nasr
1
1Department of Management, Faculty of Economics and Business, Universitas Indonesia
Depok, Indonesia
mayanasrr@gmail.com

Anya Safira
2
2Department of Management, Faculty of Economics and Business, Universitas Indonesia
Depok, Indonesia
anyasafira@ui.ac.id

ABSTRACT

Manuscript type: Research paper

Research Aims: This study aims to analyze the determinants of eco-conscious behavior of Indonesian Muslim consumers by using the Theory of Planned Behavior, with the incorporation of several additional variables namely intrinsic religious orientation, green trust, and environmental concern.

Design/methodology/approach: The analysis used for this research is Partial Least Square Structural Equation Modeling (PLS-SEM) using SmartPLS software.

Research Findings: The results show that intrinsic religious orientation influences the eco-conscious behavior of Indonesian Muslims directly and indirectly through attitude toward green products. Furthermore, environmental concern influences the eco-conscious behavior of Indonesian Muslims directly and indirectly through subjective norm and perceived behavioral control as mediators. Meanwhile, green trust does not directly influence the eco-conscious behavior of Indonesian Muslims.

Theoretical Contribution/Originality: as a literature related to the theory of planned behavior that correlates religious and marketing factors to a person's eco-conscious behavior.

Practitioner/Policy Implication: Analyzing the factors that influence attitudes and behavior related to environmental awareness will make consumers more understand existing environmental problems. Furthermore, the results of this study may be useful for green marketers in shaping marketing policies and strategies.

Research limitation/Implications: There are supporting variables to analyze attitudes and behaviors that explain pro-environment in previous studies but have not been included in this study. Then, more elaborated moderating effects shaped by intrinsic religious orientation is needed.

Keywords: Eco-Conscious Behavior, Environmental Concern, Green Trust, Intrinsic Religious Orientation, Theory of Planned Behavior.
INTRODUCTION

An increase in population and economic growth have impacts on the natural resources on earth. As the world’s population and economic output rapidly increase, several environmental problems have become grave (Esty & Winston, 2006). Policies are then formed as the high levels of consumption could threaten the quality of the environment and the sustainable development process (Liobikiene & Bernatoniene, 2017). The review showed that authors obtained different results of the analysis of the green products in general (including all green products). Moreover, awareness of the natural resources’ damage as the result of human activities has raised environmental protection and consciousness issues among consumers, which increases the demand for green products in the global market (Kumar & Godeswar, 2014).

In Indonesia, religion plays an important role in people’s life (Arli & Tjiptono, 2014). Research conducted by Pew Research Center in 2017 shows that 93% of Indonesian respondents believe religion is very important in their life (McCarthy, 2019), with Islam being the predominant religion, which emphasizes the importance of understanding this group of consumers. In standings of environmental issues, Qur’an and hadith are the main sources in Islam regarding ethics toward the environment and integrated with Syariah law (Sanio-tis, 2011).

Several previous studies have discussed the factors that influence ecologically conscious consumer behavior (Taufique, Siwar, Chamhu-ri, & Sarah, 2016). Research related to these issues has also discussed the relationship between Islamic teachings and environmental problems (Islam & Chandrasekaran, 2016). However, there is a gap in the literature related to the relationship between the Theory of Planned Behavior (TPB) and the factors that influence ecologically conscious consumer behavior. Research using TPB itself is more widely used to find out the purchase intentions of green products (Choi & Johnson, 2019; Paul, Modi, & Patel, 2016). A critical variable in green marketing literature, intending to achieve triple bottom line (TBL or limited to buying behavior of green products only (Carfora et al., 2019; Liobikiene et al., 2016). From a psychological perspective, the elements that are able to predict attitudes to, and purchases of, organic products. Our specific focus was on organic milk due to the reputation established by this product over the years, especially thanks to sales by large retailers. The analysis was performed within the theoretical framework of the Theory of Planned Behavior, which was extended to include trust in supply chain actors and self-identity of the consumers in question as “green consumers”. A large sample of Italian consumers (n = 1509). In order to encourage consumers to understand the importance of existing environmental problems, it is important to understand the factors that influence attitudes and behavior regarding ecological consciousness. This current research aims to integrate the Theory of Planned Behavior in explaining eco-conscious consumer behavior while integrating several additional variables namely intrinsic religious orientation, green trust, and environmental concern.

LITERATURE REVIEW

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a theory developed from the Theory of Reasoned Action (TRA), with 3 focuses, namely attitude, subjective norm, and perceived behavioral control (Ajzen, 1991,1985, 1987. TPB has proven to provide an outstanding framework for conceptualizing, measuring, and identifying the factors empirically that determine the behavioral intention and actual behavior (Ferdous, 2010). TPB Framework has been used, too, to determine pro-environmental behaviors, such as recycling intention (Chen & Tung, 2010). Capitalizing on resource residuals is one way to ensure sustained material well-being. An extended Theory of Planned Behavior (TPB).

Attitude toward Green Products

Attitude is the degree to which a person has a favorable or unfavorable evaluation of certain behavior (Fishbein & Ajzen, 1975). While attitude toward green products refers to the tendency of consumers to act favorably or unfavorably toward green products (Kirmani & Khan, 2016). Experts in consumer behavior believe that individual actions can be reflected in their attitudes. The projected behavior will tend to be more shaped by these consumer attitudes (Adrita & Mohiuddin, 2020) market share of green products remains confined to just 1-3 percent of the entire market. This discrepancy or gap between consumers’ favorable attitude toward environment and actual purchase behavior of green products is referred to as “green purchasing inconsistency” or “green attitude-behavior gap.” The purpose of this article is to explain why this gap still exists and to investigate whether the in-
fluence of moderator variables (i.e. ability and opportunity. Bissing-olson, Iyer, Fielding, & Zacher (2012) pointed out that pro-environmental attitudes have a significant positive effect on daily task-related & daily pro-environmental behavior in the work. Therefore, the following hypothesis is proposed:

**H1: Attitude toward green products has a positive influence on eco-conscious behavior**

**Subjective Norm**

Subjective norm refers to the perceived individual to perform or not to perform the behavior which is influenced by social pressure related to individuals (Martin Fishbein & Ajzen, 2005) people, institutions, or events are found to correlate well with behavioral patterns but not with specific behaviors; to predict specific actions requires a measure of attitude toward the behavior itself. The processes whereby general attitudes may influence performance of specific behaviors are currently the subject matter of one major line of theorizing and research best represented by Fazios (1990a). Subjective norm will reflect the social pressure felt by individuals to be involved in behavior. Then, green products get sufficient attention because they have certain environmentally-friendly claims that can raise consumer doubts regarding the credibility of the product. Hence, a consumer tends to rely on the opinions of others (Bratt, 1999) there is a need to understand how consumers’ environmental behavior can be influenced and what variables predict environmental behavior. This article applies structural equation models (path analyses). Given the result of Li, Long, Laubayeva, Cai, & Zhu (2020) provide that subjective norm has a positive effect on behavior for environmentally friendly agricultural food, the following hypothesis is proposed:

**H2: Subjective norm has a positive influence on eco-conscious behavior**

**Perceived Behavioral Control**

Perceived behavioral control is perceived as individual control that shows the degree of ease or difficulty of performing behavior under his control (Ajzen, 1991) 1985, 1987. As stated by Ajzen (1991) 1985, 1987, perceived behavioral control allows it to influence behavior directly. This is because perceived behavioral control can replace the actual degree of behavior control. Fang, Ng, & Zhan (2018) also proved that perceived behavioral control has a significant effect on pro-environmental behavior. Therefore, the following hypothesis is proposed:

**H3: Perceived behavioral control has a positive influence on eco-conscious behavior**

**Intrinsic Religious Orientation**

Religious orientation refers to a person’s approach in adhering to his religion, which can be seen from intrinsic and extrinsic aspects (Hunt & King, 2016). Allport & Ross (1967) posit that someone who is intrinsically motivated toward their religion will tend to integrate their religion into their life. As stated in Qur’an, QS. Ar-Rum (30) verse 41, there has been destruction on earth due to human activity. One of the causes of earth damage can be resulted from consumer consumption that is not in accordance with the teachings of Islam. Respectable consumption has a positive impact on the earth by protecting the environment, such as the use of products that are more environmentally friendly. Previous studies have examined the relationship between intrinsic religious orientation with green products purchasing (Felix & Braunsberger, 2016) and purchasing behavior (Jianfeng et al., 2009). The comprehensive religiosity value was also found to have a significant effect on product preferences (Choi, 2010). Therefore, the following hypotheses are proposed:

**H4: Intrinsic religious orientation has a positive influence on attitude toward green products**

**H5: Intrinsic religious orientation has a moderating effect on the influence between green trust and attitude toward green products**

**Green Trust**

Green trust is a willingness to depend on a particular product, service, or brand, based on beliefs or expectations resulting from credibility, benevolence, and ability about environmental performance (Chen & Chang, 2012). When consumers believe in environmentally-friendly claims made by a company, their attitude towards green products tends to be higher (Wei, Chiang, Kou, & Lee, 2017). Accordingly, Wei et al. (2017) show that green trust will give a significant positive effect on attitude toward green products. Therefore, the following hy-
The hypothesis is proposed: H6: Green trust has a positive influence on attitude toward green products

**Environmental Concern**

Research by Maloney & Ward (1973) define environmental concern as a comprehension that describes perceptions, emotions, knowledge, attitudes, values, and actions related to the environment. Ajzen & Fishbein (1980) argued that general attitudes such as environmental concern do not directly influence specific behavior, but rather be indirect. This is in agreement with the study of Chaudhary & Bisai (2018) the purpose of this paper is to understand the green buying behavior of educated millennials in India. The study also attempts to extend the TPB by including two additional variables, environmental concern (EC) who found that environmental concern has a significant positive effect on subjective norm and perceived behavioral control. Therefore, the following hypotheses are proposed:

H7: Environmental concern has a positive and significant influence on attitude toward green products

H8: Environmental concern has a positive influence on perceived behavioral control

**Relationship among Intrinsic Religious Orientation, Green Trust, Environmental Concern, and Eco-Conscious Behavior**

Countless Islamic teachings call for wise usage of resources, plant trees, and respect animal rights for the next generation and sustainable development (Islam, 2012). These religious principles push Muslims to have pro-environmental behavior and ethics. Islam & Chandrasekaran (2015) confirm this by showing that intrinsic religious orientation has a positive significant influence on ecologically conscious consumption.

Consumer trust is also a fundamental factor in influencing long-term consumer behavior (Lee et al., 2011), which in the context of this study is eco-conscious behavior. This is in agreement with the study of Khoiruman & Haryanto (2017) that show green trust affects green purchasing behavior.

Furthermore, Maloney & Ward (1973) propose that environmental concerns have a strong direct impact on individual behavior related to the environment. Attitudes that support environmental improvement have been studied as significant predictors of environmentally conscious behavior, such as environmentally friendly products purchasing, recycling, donating, and joining environmentalists (Ellen et al., 1991). Therefore, the following hypotheses are proposed and a summary of the research model can be seen on Figure 1:

H9: Intrinsic religious orientation has a positive and significant influence on eco-conscious behavior

H10: Green trust has a positive influence on eco-conscious behavior

H11: Environmental concern has a positive influence on eco-conscious behavior

**RESEARCH METHOD**

Data were collected from Indonesian Muslims who live in the territory of Indonesia. Using judgmental sampling, the online questionnaire was distributed through social media. In total, 450 respondents were obtained, but only 443 respondent data can be processed further for the main analysis. The respondents are mostly female (67,04%), aged 21-25 years old (68,85%), living in the Jakarta area (29,80%). Most of the respondents (85,55%) have searched for environment-related information, with social media being the most popular platform (used by 89,71% of respondents).

A total of 69 indicators were used in this study for the seven variables: intrinsic religious orientation (Muhamad & Mizierski, 2010), green trust (Chen & Chang, 2012), environmental concern (Paul et al., 2016; Suki & Suki,
2015), attitude toward green products (Khan & Kirmani, 2018), subjective norm (Paul et al., 2016; Thogersen et al., 2010), perceived behavioral control (Paul et al., 2016), and eco-conscious behavior (Haws et al., 2014). A Likert scale ranging from 1 (strongly disagree) to 6 (strongly agree) was employed. The data were analyzed using partial least square-structural equation modelling (PLS-SEM), which is an appropriate method for a complex model with a large number of indicators and can estimate data that is not normally distributed (Hair et al., 2017).

RESULT AND DISCUSSION

After data was collected, it was processed using SmartPLS to be analyzed using PLS-SEM. Before conducting the main analysis, validity and reliability testing were done by evaluating

Table 1. Measurement Model Result

| Variables | Indicators | Convergent Validity | Internal Consistency Reliability |
|-----------|------------|---------------------|---------------------------------|
|           |            | Outer loadings | AVE | Composite Reliability | Cronbach’s Alpha |
| IRO       | IRO1 0.750 | >0.70 | >0.50 | 0.60-0.95 | 0.60-0.95 |
|           | IRO2 0.757 |        |        |                  |                  |
|           | IRO4 0.795 |        |        |                  |                  |
|           | IRO5 0.580 |        |        |                  |                  |
|           | IRO6 0.688 |        |        |                  |                  |
|           | IRO7 0.661 |        |        |                  |                  |
|           | IRO8 0.821 |        |        |                  |                  |
|           | GT1 0.807  |        |        |                  |                  |
|           | GT2 0.797  |        |        |                  |                  |
|           | GT3 0.862  |        |        |                  |                  |
|           | GT4 0.793  |        |        |                  |                  |
|           | GT5 0.852  |        |        |                  |                  |
|           | EC1 0.759  |        |        |                  |                  |
|           | EC2 0.780  |        |        |                  |                  |
|           | EC6 0.729  |        |        |                  |                  |
|           | EC9 0.765  |        |        |                  |                  |
|           | ATGP1 0.728|        |        |                  |                  |
|           | ATGP2 0.825|        |        |                  |                  |
|           | ATGP3 0.628|        |        |                  |                  |
|           | ATGP4 0.836|        |        |                  |                  |
|           | SN1 0.805  |        |        |                  |                  |
|           | SN2 0.818  |        |        |                  |                  |
|           | SN3 0.843  |        |        |                  |                  |
|           | SN4 0.692  |        |        |                  |                  |
|           | SN5 0.811  |        |        |                  |                  |
|           | SN6 0.731  |        |        |                  |                  |
|           | SN7 0.727  |        |        |                  |                  |
|           | SN8 0.834  |        |        |                  |                  |
|           | SN9 0.798  |        |        |                  |                  |
|           | SN10 0.828 |        |        |                  |                  |

| Variables | Indicators | Convergent Validity | Internal Consistency Reliability |
|-----------|------------|---------------------|---------------------------------|
|           |            | Outer loadings | AVE | Composite Reliability | Cronbach’s Alpha |
| PBC       | PBC1 0.801 | >0.70 | >0.50 | 0.60-0.95 | 0.60-0.95 |
|           | PBC2 0.783 |        |        |                  |                  |
|           | PBC3 0.778 |        |        |                  |                  |
|           | PBC4 0.833 |        |        |                  |                  |
|           | PBC5 0.453 |        |        |                  |                  |
|           | PBC6 0.658 |        |        |                  |                  |
|           | EB1 0.487  |        |        |                  |                  |
|           | EB2 0.653  |        |        |                  |                  |
|           | EB3 0.700  |        |        |                  |                  |
|           | EB4 0.616  |        |        |                  |                  |
|           | EB5 0.687  |        |        |                  |                  |
|           | EB6 0.620  |        |        |                  |                  |
|           | EB7 0.618  |        |        |                  |                  |
|           | EB8 0.725  |        |        |                  |                  |
|           | EB9 0.467  |        |        |                  |                  |
|           | EB10 0.637 |        |        |                  |                  |
|           | EB11 0.673 |        |        |                  |                  |
|           | EB12 0.668 |        |        |                  |                  |
|           | EB13 0.603 |        |        |                  |                  |
|           | EB14 0.809 |        |        |                  |                  |
|           | EB15 0.510 |        |        |                  |                  |
|           | EB16 0.575 |        |        |                  |                  |
|           | EB17 0.757 |        |        |                  |                  |
|           | EB18 0.713 |        |        |                  |                  |
|           | EB19 0.657 |        |        |                  |                  |
|           | EB20 0.614 |        |        |                  |                  |
|           | EB21 0.699 |        |        |                  |                  |
|           | EB23 0.653 |        |        |                  |                  |
the outer loadings >0.70; AVE >0.50; and Cronbach’s alpha >0.60 (Hair et al., 2017). Several indicators were deleted due to extremely low outer loadings value (<0.40), and some indicators that have outer loadings values of 0.40-0.70 were deleted because removing the indicators could increase AVE and Cronbach’s alpha. Deleted indicators include IRO3, EC3, EC4, EC5, EC10, ATGP5, ATGP6, PBC7, and EB22. The final measurement model can be seen in Table 1.

Table 2 shows the results of hypotheses testing and the corresponding path coefficients. It can be seen that there are nine path relationships that have a positive significant effect and two pathways that were not found to have a significant relationship.

Table 2. Summary of Hypotheses Testing

| Hypothesis Paths | T-Statistic | P-Values | Result |
|------------------|-------------|----------|--------|
| ATGP → EB        | >1.65       | <0.05    | Significant |
| SN → EB          | 5,341       | 0,000    | Significant |
| PBC → EB         | 3,759       | 0,000    | Significant |
| IRO → ATGP       | 5,434       | 0,000    | Significant |
| GT*IRO → ATGP    | 0,404       | 0,343    | Not Significant |
| GT → ATGP        | 3,817       | 0,000    | Significant |
| EC → SN          | 12,000      | 0,000    | Significant |
| EC → PBC         | 15,593      | 0,000    | Significant |
| IRO → EB         | 2,518       | 0,006    | Significant |
| GT → EB          | 0,152       | 0,440    | Significant |
| EC → EB          | 5,048       | 0,000    | Significant |

Intrinsic religious orientation has a positive and significant influence on eco-conscious behavior, both directly and indirectly through attitude toward green products. This shows that high intrinsic religious value influence people’s attitude regarding green products as environmentally friendly behavior. It is because there is an integration of religious values in their lives through the thoughts and actions that they put out. Attia (2017) argues that the effect of religiosity on consumer behavior requires to be further investigated because it has no conclusive result. Therefore, it is possible that intrinsic religious orientation does not moderate the influence of green trust on attitude toward green products.

Lastly, the data above prove that environmental concern has a positive influence both directly on eco-conscious behavior and indirect effects through subjective norm and perceived behavioral control. It shows people with a high sense of concern and affection to the environment allow them to influence the closest individuals to them to care about the environment too and have high confidence in their ability to have actions regarding environmental behavior which ultimately influences his eco-conscious behavior.

**CONCLUSION**

The purpose of this study was to analyze the extended Theory of Planned Behavior (TPB) in terms of the determinants of the eco-conscious behavior of Indonesian Muslim consumers. Intrinsic religious orientation is an important variable as Indonesians have strong religious values in their life. Green trust and environmental concern are important in the marketing context since have been used in analyzing green intention and behavior (Chen & Chang, 2012; Wei et al., 2017; Zhang, Fan, Zhang, & Zhang, 2019). The results of this study show
the consumers’ tendency toward green products and their green behavior. There was found to be a significant influence of intrinsic religious orientation and green trust on attitude toward green products. Environmental concern influences subjective norm and perceived behavioral control. Furthermore, attitude toward green products, intrinsic religious orientation, subjective norm, perceived behavioral control, and environmental concern affects eco-conscious behavior.

Therefore, there are several suggestions that can be given to stakeholders, especially those engaged in the green products industry. The findings suggest that consumers’ higher sense and concern for the environment would affect their ability to purchase environmentally friendly products. Therefore, managers need to distribute products by selling to consumer groups who have a high interest in the environment.

Moreover, intrinsic religious orientation is an important factor in Indonesia, since Indonesia has a high Muslim demographic (Pew Research Center, 2019), which reflect their attitude and behavior. Marketers should provide certain materials or education at religious forums related to the importance of using sustainable products as instructed by Islamic teachings. These materials could make them more responsible toward nature at large.

From a marketing perspective, the roles of environmental concern and subjective norm are quite important. Both were found to be highly predictive in shaping eco-conscious behavior. Therefore, managers need to design a marketing strategy through environmental campaigns in which the company offers consumers to take part in activities that have a positive impact on nature, such as reducing waste, cleaning up the environment, planting trees, or other activities. As a result, these campaigns may also improve the company’s image.

Furthermore, consumers rely on environmental logos to truly believe that those products are trustworthy. However, these logos are still not widely known by the public, such as ecolabel, FSC logo, plastic recycling logos, etc. Marketers should cooperate with the government to hold seminars or workshops as support activities to familiarize important environment-related logos that support their positive attitude and consumer purchases.

Despite the contributions of this study, there are some limitations which can be utilized as an opportunity for future research. There are several supporting variables to analyze attitudes and behaviors that explain pro-environment in previous studies but have not been included in this study, such as co-literacy and collectivism in Khan and Kirmani (2018), general environmental knowledge, and eco-label knowledge in Taufique et al. (2016), and many others. Therefore, future research might develop models with other variables based on the findings of previous studies that can further explain eco-conscious behavior. Future research can also elaborate more deeply on the moderating effects that can be shaped by religiosity, especially intrinsic religiosity in research related to pro-environmental attitudes and behavior such as this study.

REFERENCES

Adrita, U. W., & Mohiuddin, M. F. (2020). Impact of opportunity and ability to translate environmental attitude into ecologically conscious consumer behavior. *Journal of Marketing Theory and Practice*, 1–14. https://doi.org/10.1080/10696679.2020.1716629

Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. In Englewood Cliffs. Pearson Education.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179–211. https://doi.org/https://doi.org/10.1016/0749-5978(91)90020-T

Allport, G. W., & Ross, J. M. (1967). Personal religious orientation and prejudice. *Journal of Personality and Social Psychology, 5*(4), 432–443. https://doi.org/http://dx.doi.org/10.1037/h0021212

Arli, D., & Tjiptono, F. (2014). The end of religion? Examining the role of religiousness, materialism, and long-term orientation on consumer ethics in Indonesia. *Journal of Business Ethics, 123*(3), 385–400. https://doi.org/10.1007/s10551-013-1846-4
Attia, S. T. (2017). The impact of religiosity as a moderator on attitude towards celebrity endorsement-purchase intentions relationship. *Journal of Marketing Development and Competitiveness, 11*(1), 87–98. https://pdfs.semanticscholar.org/3bdd/c5d30f07c360ed01beb895ee6a02cfdb0c6e.pdf

Bissing-olson, M. J., Iyer, A., Fielding, K. S., & Zacher, H. (2012). *Relationships between daily affect and pro-environmental behavior at work: The mode role of pro-environmental attitude*. *34*(2), 156–175. https://doi.org/10.1002/job.1788

Bratt, C. (1999). The impact of norms and assumed consequences on recycling behavior. *Environment and Behavior, 31*(5), 630–656. https://doi.org/10.1177/001391679921972272

Carfora, V., Cavallo, C., Caso, D., Del Giudice, T., De Devitiis, B., Viscecechia, R., Nardone, G., & Cicia, G. (2019). Explaining consumer purchase behavior for organic milk: Including trust and green self-identity within the theory of planned behavior. *Food Quality and Preference, 76*, 1–9. https://doi.org/10.1016/j.foodqual.2019.03.006

Chaudhary, R., & Bisai, S. (2018). Factors influencing green purchase behavior of millennials in India. *Management of Environmental Quality: An International Journal, 29*(5), 798–812. https://doi.org/10.1108/MEQ-02-2018-0023

Chen, M. F., & Tung, P. J. (2010). The moderating effect of perceived lack of facilities on consumers’ recycling intentions. *Environment and Behavior, 42*(6), 824–844. https://doi.org/10.1177/0013916509352833

Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision, 50*(3), 502–520. https://doi.org/10.1108/00251741211216250

Choi, D., & Johnson, K. K. P. (2019). Influences of environmental and hedonic motivations on intention to purchase green products: An extension of the theory of planned behavior. *Sustainable Production and Consumption, 18*, 145–155. https://doi.org/10.1016/j.spc.2019.02.001

Choi, Y. (2010). Religion, religiosity, and South Korean consumer switching behaviors. *Journal of Consumer Behaviour, 9*(3), 157–171. https://doi.org/10.1002/cb.292

Ellen, P. S., Wiener, J. L., & Cobb-Walgren, C. (1991). The role of perceived consumer effectiveness in motivating environmentally conscious behaviors. *Journal of Public Policy & Marketing, 10*(2), 102–117. https://doi.org/10.1177/074391569101000206

Esty, D. C., & Winston, A. S. (2006). Green to gold: How smart companies use environmental strategy to innovate, create value, and build competitive advantage. In *Sustainability*. Yale University Press.

Fang, W.-T., Ng, E., & Zhan, Y.-S. (2018). Determinants of pro-environmental behavior among young and older farmers in Taïwan. *Sustainability, 10*(7). https://doi.org/10.3390/su10072186

Felix, R., & Braunsberger, K. (2016). I believe therefore I care: The relationship between religiosity, environmental attitudes, and green product purchase in Mexico. *International Marketing Review, 33*(1), 137–155. https://doi.org/10.1108/IMR-07-2014-0216

Ferdous, A. S. (2010). Applying the theory of planned behavior to explain marketing managers’ perspectives on sustainable marketing. *Journal of International Consumer Marketing, 22*(4), 313–325. https://doi.org/10.1080/08961550.2010.505883

Fishbein, M, & Ajzen, I. (1975). Belief, attitude, intention, and behavior: An introduction to theory and research. In *Philosophy Rhetoric*. Addison-Wesley. https://doi.org/10.1002/cncr.26402
Fishbein, Martin, & Ajzen, I. (2005). The influence of attitudes on behavior. In The Handbook of Attitudes (pp. 173–221). Lawrence Erlbaum Associates Publishers.

Hair, J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A primer on partial least squares structural equation modeling (PLS-SEM) (Second Edi). SAGE Publications, Inc.

Haws, K. L., Winterich, K. P., & Naylor, R. W. (2014). Seeing the world through GREEN-tinted glasses: Green consumption values and responses to environmentally friendly products. Journal of Consumer Psychology, 24(3), 336–354. https://doi.org/10.1016/j.jcps.2013.11.002

Hunt, R. A., & King, M. (2016). The intrinsic-extrinsic concept: A review and evaluation. Journal for the Scientific Study of Religion, 10(4), 339–356.

Islam, M. S. (2012). Old philosophy, new movement: The rise of the Islamic ecological paradigm in the discourse of environmentalism. Nature and Culture, 7(1), 72–94. https://doi.org/10.3167/nc.2012.070105

Islam, T., & Chandrasekaran, U. (2015). Religiosity and ecologically conscious consumption behaviour. Asian Journal of Business Research, 5(2). https://doi.org/10.14707/ajbr.150014

Islam, T., & Chandrasekaran, U. (2016). Effect of religiosity on ecologically conscious consumption behaviour. Journal of Islamic Marketing, 7(4), 495–507. https://doi.org/10.1108/JIMA-01-2015-0006

Jianfeng, L., Hongping, L., & Lanying, D. (2009). The effect of religiosity on shopping behavior: An exploratory study during the transitional period in China. 2009 International Conference on Information Management, Innovation Management and Industrial Engineering, ICIII 2009, 2, 31–34. https://doi.org/10.1109/ICIII.2009.165

Khan, M. N., & Kirmani, M. D. (2018). Role of religiosity in purchase of green products by Muslim students: Empirical evidences from India. Journal of Islamic Marketing, 9(3), 504–526. https://doi.org/10.1108/JIMA-04-2017-0036

Khoiruman, M., & Haryanto, A. T. (2017). Green purchasing behavior analysis of government policy about paid plastic bags. Indonesian Journal of Sustainability Accounting and Management, I(1), 31–39. https://doi.org/10.28992/ijsam.v1i1.25

Kirmani, M. D., & Khan, M. N. (2016). Environmental concern to attitude towards green products: Evidences from India. Serbian Journal of Management, 11(2), 159–179. https://doi.org/http://dx.doi.org/10.5937/sjm11-9241

Kumar, P., & Godeswar, B. M. (2014). Factors affecting consumers ’ green product purchase decisions. 33(3), 330–347. https://doi.org/10.1108/MIP-03-2014-0068

Lee, J., Park, D. H., & Han, I. (2011). The different effects of online consumer reviews on consumers’ purchase intentions depending on trust in online shopping malls: An advertising perspective. Internet Research, 21(2), 187–206. https://doi.org/https://doi.org/10.1108/10662241111123766

Li, L., Long, X., Laubayeva, A., Cai, X., & Zhu, B. (2020). Behavioral intention of environmentally friendly agricultural food: The role of policy, perceived value, subjective norm. Environmental Science and Pollution Research, 27(15), 18949–18961. https://doi.org/10.1007/s11356-020-08261-x
Liobikiene, G., & Bernatoniene, J. (2017). Why determinants of green purchase cannot be treated equally? The case of green cosmetics: Literature review. *Journal of Cleaner Production, 162*, 109–120. https://doi.org/10.1016/j.jclepro.2017.05.204

Liobikiene, G., Mandravickaite, J., & Bernatoniene, J. (2016). Theory of planned behavior approach to understand the green purchasing behavior in the EU: A cross-cultural study. *Ecological Economics, 125*, 38–46. https://doi.org/10.1016/j.ecolecon.2016.02.008

Maloney, M. P., & Ward, M. P. (1973). Ecology: Let’s hear from the people: An objective scale for the measurement of ecological attitudes and knowledge. *American Psychologist, 28*(7), 583–586. https://doi.org/10.1037/h0034936

McCarthy, N. (2019). *Which nationalities consider religion most important?* Statista. https://www.statista.com/chart/4189/which-nationalities-consider-religion-most-important/

Muhamad, N., & Mizerski, D. (2010). The constructs mediating religions’ influence on buyers and consumers. *Journal of Islamic Marketing, 1*(2), 124–135. https://doi.org/10.1108/17590831011055860

Paul, J., Modi, A., & Patel, J. (2016). 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

Pew Research Center. (2019). *Which countries have the 10 largest Christian and Muslim populations?* https://www.pewresearch.org/fact-tank/2019/04/01/the-countries-with-the-10-largest-christian-populations-and-the-10-largest-muslim-populations/

Saniotis, A. (2011). Muslims and ecology: Fostering Islamic environmental ethics. *Contemporary Islam, 6*(2), 155–171. https://doi.org/10.1007/s11562-011-0173-8

Suki, N. M., & Suki, N. M. (2015). Consumption values and consumer environmental concern regarding green products. *International Journal of Sustainable Development and World Ecology, 22*(3), 269–278. https://doi.org/10.1080/13504509.2015.1013074

Taufique, K. M. R., Siwar, C., Chamhuri, N., & Sarah, F. H. (2016). Integrating general environmental knowledge and eco-Label knowledge in understanding ecologically conscious consumer behavior. *Procedia Economics and Finance, 37*(16), 39–45. https://doi.org/10.1016/s2212-5671(16)30090-9

Thogersen, J., Haugaard, P., & Olesen, A. (2010). Consumer responses to ecolabels. *European Journal of Marketing, 44*(11), 1787–1810. https://doi.org/10.1108/03090561011079882

Wei, C. F., Chiang, C. T., Kou, T. C., & Lee, B. C. Y. (2017). Toward sustainable livelihoods: Investigating the drivers of purchase behavior for green products. *Business Strategy and the Environment, 26*(5), 626–639. https://doi.org/10.1002/bse.1942

Zhang, L., Fan, Y., Zhang, W., & Zhang, S. (2019). Extending the theory of planned behavior to explain the effects of cognitive factors across different kinds of green products. *Sustainability (Switzerland), 11*(15), 1–17. https://doi.org/10.3390/su11154222