The Role of Moral Norms and Religious Orientation in Predicting Consumer's Pro-Environmental Behavior

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Abstract: Sustainability has been popular in the recent marketing literature. Scholars take their role by investigating how to positively influence people to be more proactive in green consumption behavior. While a green attitude failed to predict green behavior, thus relying on a green attitude is not the solution. Scholars need to find out what factors need to be improved to shape consumers' green attitudes. This study uses a relatively new perspective by examining the role of Moral Norms and Religious Orientation in predicting pro-green Behavior through forming Green Attitude Purchasing. Moral Norms and Religious Orientation, two common values which are highly concerned by most common societies in Indonesia, have never been tested together as predictors of green behavior. The proposed model is tested through hypothesis testing and 250 respondents who are daily convenience users of green products were involved. The sequential equation modeling analysis result shows that the model is fit, and all hypotheses are supported. Hence, Moral Norms and Religious Orientation can be used together to predict Green Behavior through forming of Green Purchasing Attitude. This finding contributes new perspectives that Moral and Religiosity can be applied simultaneously to any green marketing campaign, especially in Indonesia.

Keywords: green behavior, green marketing, green purchasing attitude, moral norm, religious orientation, sustainability.

INTRODUCTION

Sustainability in every sector has been popular topic in the world. Ogi (2017) predicts that in the 2050 there will be more plastic waste than the fish in the ocean if current behavior on plastic usage is continued with no reduction. In the period of 1950 to 2016, within 66 years there is 200 times incremental of plastic waste from 1.5 million tons to 300 million tons, while the world populations increase only 2.8 times, this phenomenon indicates that the plastic consumption quantity is growing hundreds time faster than human population in the world (Ritchie et al., 2023). While to see how it is happening around the world, compared to any region in the world, East Asia is producing waste faster than any other region in the world. APEC estimates the costs of impact to tourism, fishing, and shipping industries has reached US$1.3 billion for the East Asia region. Most of countries in East Asia are responding to the growing problem (Acharya, 2018). Indonesia was ASEAN's leading plastic

polluter, responsible for 200,000 tons of the plastic that ended up in the oceans. Four of its rivers made a list of the world's 20 most polluted. Indonesia government has committed US$1 billion per year to reduce waste and clean up its water. This program is targeting a 70% reduction in ocean plastic waste by 2025 (Pennington, 2019).

The menace of plastic pollution is nearly comparable to climate change. The air we breathe today comprises microplastic particles, as well as soil along with our food. In August 2019, a team of researchers discovered plastic particles falling with snow in the Arctic Ocean. If this pollution persists, the amount of plastic in the oceans will surpass the weight of all fish by 2040 (Gammage, 2022). Plastic pollution remains poisonous to plants while microplastics as well as other toxic materials pile up in the soil, change the soil chemistry, and finally dry out the soil thereby increasingly destroying off the plants. Likewise, plastic contamination on land is visually unpleasing to the ecosystem. In humans, plastic pollution disturbs health through secondary ingestion of the plastic contaminants that have put in the food chain from the sea along with land animals consumed. Furthermore, the burning of plastic in open air leads to the discharge of toxic substances which when breathe in by humans and animals, trigger respiratory complications, and influence health. Once humans burn plastics and more wastes, fumes comprising harmful chemicals such as furan and dioxin are produced. The interaction of these chemicals circulates greenhouse gases into the air which may affect coughs, shortness of breath, dizziness, and predispose a person to cancer and asthma (Oluwarore & Oki, 2022).

Scholars also take their role by investigating on how to positively influence people to be more proactive on green consumption behavior (Liu et al., 2020), he reveals that as a behavior, green consumption is contributed by directly by green consumer attitude. They agreed that is important to form expected green attitude on people consumption ways before it can be translated into green consumption behavior.

Finding Green Attitude as predictor for Green Behavior is not the final solution. Scholars need to find out what are factors need to be improved to shape consumers green attitude. Scholar also finds that Moral Norms affect both Green Attitude and Green Behavior at the same time while it predicts Greener Attitude than Green Behavior, thus this phenomenon need further clarification (Liu et al., 2020). Most of Indonesian agreed that religion is very important in their daily life. This is consistent finding that in Pakistan Intrinsic Religious Orientation is the strongest variable in predicting Green Attitude (Hameed et al., 2019).

Prior to this study, Moral Norms and Religious Orientation has never been tested together in a research model. While the practice especially in East Countries, it is common that religiosity and Moral are seen as almost identical variables in determining quality of persons. Indonesia as country with biggest Muslim population in the world is considered as religious country which put acknowledgment of God in the first sentence and Moral Norm in the second sentence of its ideology foundation (Pancasila). This condition is very beneficial to conduct study on how Moral Norms and Religious Orientation, together can explain their role in predicting Green Behavior through forming of Green Purchasing Attitude in Indonesia.

Moral norms are defined as social value which is determined and validated yet attached to a certain behavior (Conner & Armitage, 1998). Moral was not included in the study of Green Marketing until Wu et al. (2018) in their study reveal that Moral is strong predictor of Green Consumption (Wu et al., 2018). Moreover in 2020 Moral Norm positioned as the extension of Theory of Planned Behavior (TPB) as they found consistent findings that Moral Norms has significant influence on Green Behavior yet relationship with other TPB variables: Subjective Norms and Attitude (Liu et al., 2020).

Religious Orientation defined as a religious individual intrinsically and extrinsically in following a certain religion (Karami et al., 2014). Further definition of Religious Orientation is that religious orientation is a way to understand someone's religious faiths and attitudes seen as an efficient approach to understand how religion

can affect various concerns and outcomes (Liu et al., 2020). Religious Orientation is also seen as a valuable predictor that able to explain the religious impacts on customers' behavior due to its importance and universality (Muhamad & Mizerski, 2010). Religiosity is something very important in human life. Religiosity embodied in various sides of human life. Religious interest not only happens when a person does ritual comportment (worship), but in addition when performing any further action that is motivated by supernatural forces. Not only about the events that looked and could see the eyes, but also behaviors that do not appear to occur in one's heart (Nora & Minarti, 2017). Religiosity indicates to people's varying predispositions to dedicate themselves to religious values, attitudes, and behaviors (Koenig, 2018).

Pro green behavior is become the goal as we expect we will find the way to influence people behavior to make this world to be a better place. Pro-environmentalists are an important part of the environmental sustainability concept as behavior that harms as little as possible or even benefits the environment (Steg & Vlek, 2009).

A marketing perspective has been drawn to understand the predictors of pro-environmental behavior from an end consumer perspective, it is very important since consumers, as part of society, are very important stakeholders in the sustainability marketplace (Paswan et al., 2017). Further, the attitudes of end consumers and the predictors of pro-environmental behavior are influenced by other stakeholders in the marketplace. Pro-environmental behaviors in the consumer sector includes the purchase of personal and domestic goods or services (e.g., electricity, travel), the use of environment-related consumptions (e.g., air conditioner, electronics and cooking at home), domestic waste disposal, and green product consumptions (Park & Ha, 2012).

Prior to this study, Moral norm (Liu et al., 2020) and religious Orientation (Hameed et al., 2019) were tested separately in different studies and those variables were proven as strong predictor to attitude while it is also found that attitude is strong predictor to Pro green behavior (Hameed et al., 2019). Purpose of this research is to combine Moral norm and religious Orientation in a model that may fit the phenomenon in Indonesia as country perceived where religiosity and norms are strong values in daily life of people. Furthermore, the result of this study is expected can be generalized to contribute the way and solutions to promote pro green behavior in developing countries where the environment problems still arise.

METHODS

From the above discussions we would like to summarize the research design into below framework:
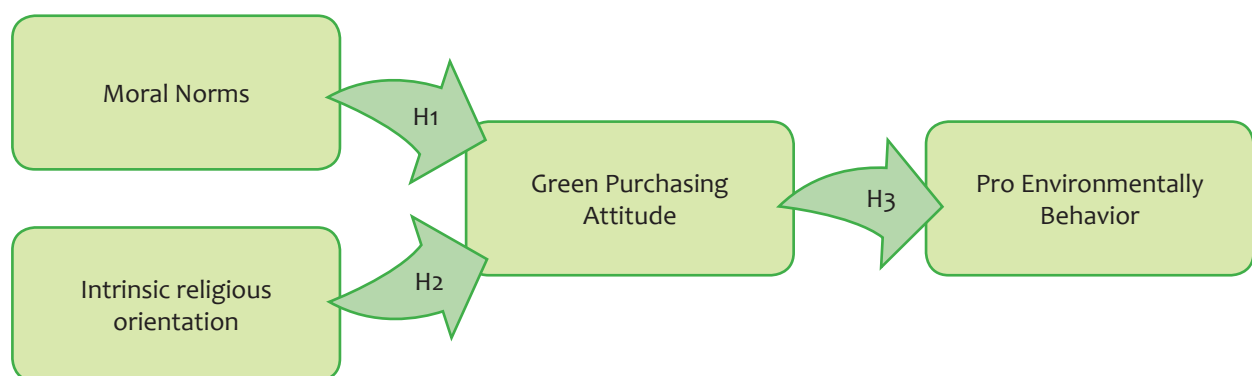
Figure 1 Hypothesis Framework

The primary objective of our study was to investigate which factors affect the most the pro environmentally behavior of individuals towards green purchase attitudes. The concern was addressed from the consumer viewpoint, as consumers are the most impactful stakeholder in green marketing ecosystem. In order to conduct primary research, we applied a questionnaire survey for the data collection. As our goal was to ask a wider scope of audience, we decided to conduct an online questionnaire survey. The chosen research method demonstrated to be effective for the reason that of the pandemic situation. Fundamentally, online research can be just as effective as conventional methods, because the internet user population is now very large, and the quantity of users is continuously expanding. The questionnaire includes 22 questions, which allowed us to collect interval scaled data. The respondents were citizens in Jakarta, capital of Indonesia, were chosen randomly as long as they meet purposive criteria which must had buy and use or consume green product more than 1 time in past 1 year.

The model was tested in Sequential Equation Model analysis with 270 respondents. Electronic survey forms were distributed during December 2020 with measurement items of pro environmentally behavior (Straughan & Roberts, 1999), Green Attitude and Moral Norms (Liu et al., 2020) and Intrinsic Religious Orientation (Farrag & Hassan, 2015).

We have developed seven items to measure pro environmentally behavior, the items was adopted from Straughan & Roberts (1999):

1.   I normally make conscious effort to limit my use of products that are made of or use scarce resources.
2.   I will not buy products which have excessive packaging.
3.   When there is a choice, I always choose that product which contributes to the least amount of pollution.
4.   I have tried very hard to reduce the amount of electricity I use.
5.   I have switched products for ecological reasons.
6.   I will not buy a product if the company that sells it is ecologically irresponsible.
7.   I do not buy household products that harm the environment.

We developed three items to measure green attitude, the items was adopted from Liu et al. (2020):

1.   I feel positive towards green products.
2.   Green products are good for the environment
3.   I like the idea of purchasing green products.

We developed three items to measure moral norm, the items was adopted from Liu et al. (2020):

1.   Buying green products is my responsibility and obligation towards other people and/or the environment.
2.   Buying green products instead of conventional ones would feel like making a personal contribution to something better.
3.   Buying green products instead of conventional ones would feel like the morally right thing.
4.   Buying green products instead of conventional ones would make me feel like a better person.

While for measuring intrinsic religious orientation we adopted eight items questions from Farrag & Hasan (2015):

1.   I have firm belief in all basic ideological dimensions of my religion.
2.   I always try to avoid minor and major sins.
3.   I have all the basic and necessary knowledge about my religion.
4.   I believe that one's religious commitment gives life a certain purpose.

5. I feel sorrow and dissatisfaction when I do something against my faith
6. I try to avoid any activity which hurts others.
7. I always try to help those who need my help.
8. I try to be honest and fair with others.

The construct validity test was conducted to discover the extent to which the research instruments truly measure the variables to be measured. The validity test used was Pearson product moment, in which the findings indicated that all instruments were valid because having Sig (two-tailed) which was smaller than 0.05. Later, the internal consistency reliability test was performed to verify the extent to which the research instruments were consistent and reflect the underlying construct (Sekaran & Bougie, 2016). The reliability test results demonstrated that all variables were reliable because Cronbach's alpha coefficient > 0.6.

The data generated were used to test goodness fit of research model and to test the hypothesis using sequential equation modeling (SEM). The research data were then processed using structural equation modeling (SEM) by first doing an overall fit model by looking at the following criteria: absolute fit measures and incremental fit measures. There was not a single respondent who did not finish filling in the questionnaire, so the respondents had already agreed to fill in the questionnaire after opening the link. When administering the research data, we eliminated the questionnaires improperly filled in. We processed the data obtained from 250 respondents. We set the following 3 hypotheses:

H1: There is positive influence from Moral Norms to Green Purchasing Attitude
H2: There is positive influence from Intrinsic Religious Orientation to Green Purchasing Attitude
H3: There is positive influence from Green Purchasing Attitude to Pro Environmentally Behavior

We put up null (H0) and alternate (H1) hypotheses in case of each hypothesis we specified. The most applied significance level (95%) was used to test our hypotheses.

RESULTS AND DISCUSSION

Processing of demographic data indicate that 137 male and 113 female were responded. Most of respondents 86% are millennials. The respondents fall into generational groups, based on their year of birth. The generation of "Baby Boomers" (1946–1964) represent 10% of the respondents. 39.2% of the responses were obtained from the representatives of Generation X (1965–1979), while 9.6% of the responses came from Generation Y (1980–1994). Generation Z is represented by those born between 1995 and 2009, they represent 36.4% of the respondents, while representatives of Generation Alfa were not involved in our research. Of respondents completing the questionnaire, 2% had meet junior high school qualification and below, while 31.6% had a senior high school qualification. Of the respondents, 43.2% had reached university qualification achieving a bachelor's degree, and 23.2% having received a master's degree to tertiary education. From the demographic overview can be drawn that the respondents are mature enough to give consideration about environmental issue as well as have capabilities to perform green purchase act. The demographic characteristics are presented in Table 1.

The respondents were asked to put six Likert scale scoring to each of statement items in questionnaire. A group of statement items consist of 3 to 7 statements. The respondents fill in the questionnaire use number from 1 to 6, larger number means maximum positive response, while the lowest number indicates maximum negative response. The summary of the responses given is reflected in Table 2.

Table 1 Demographic characteristic of the sample

Gender	Respondents	Percentage
Male	137	54.8%
Female	113	45.2%

Generation	Respondents	Percentage
Baby Boomers (1946–1964)	34	13.6%
Generation X (1965–1979)	98	39.2%
Generation Y (1980–1994)	24	9.6%
Generation Z (1995 – 2009)	94	37.6%

Qualification	Respondents	Percentage
Senior high school and below	5	2%
Senior high school	79	31.6%
Bachelor's degree	108	43.6%
Master and tertiary	58	23.2%

Table 2 Descriptive Statistics

Descriptive	Items Questionnaire	Average Score
Moral norms	4	5.35
Intrinsic religious orientation	8	5.58
Green purchasing attitude	3	5.71
Pro-environmentally behavior	7	5.12

The result of hypothesis 1 test showed that there is a significant effect of moral norm to green purchasing attitude to buy and use or consume green product. This depicts a condition where a green consumer has higher Moral norms in their minds so that they will have positive attitude in buying or purchasing green product. In this study moral norm refers to moral as general moral norms which applied commonly in an Indonesia society which linked closely to social ethics and humanism. It shows that an attitude of purchasing and consuming a green product is perceived as act of supporting and aligned with those values within moral norms as general. Table 1 contains the results of hypothesis testing.

The finding of moral norms impacts to green purchasing attitude is consistent with (Wu et al., 2018) reveal that moral Identity has a positive effect on consumer green consumption, consumers with higher accessible Moral Identity have more powerful effects to green consumption tendencies more than consumers without accessible adequate moral Identity. Another study found also has consistent result of moral Identity centrality were positively related to volunteering activities and positive vibe behaviors, individual with high Moral Identity would do more positively attitude and green consumption is on the same side of positive attitude (Aquino et al., 2002). The latest study in China also shows same result in testing influence of moral norm to attitude of green

product purchasing behavior by highlighting the feeling of being responsible of nature as well as the intention to contribute of well-being of others by promoting purchasing of green products (Zhen et al., 2020).

Correspondence of moral norm with attitude not only happened among consumer, it also can be found on interaction among employee in a company (Zsigmond et al., 2021). It shows that moral norms are consistently influence the attitude of individuals not only to consumer but also wider green marketing ecosystems. A conclusion can be drawn from consistency of above findings. Moral norm can be used as antecedent to promote attitude of purchasing and consuming green products. Thus if, we expect people to increase their preference of green products consumptions, then to increase Moral norm is one of the keys that can be done with confidence.

Second hypothesis testing of influence from Religious Orientation to green purchasing attitude is also supported. Table below show the result of 2nd hypothesis testing which support the role of Religious Orientation of promoting green product purchase attitude as per below:

Table 3 Hypothesis Test Results

Hypotheses	Estimates	P-Value	Result
H1: There is positive influence from Moral Norms to Green Purchasing Attitude	0.420	0.000	H1 Supported
H2: There is positive influence from Intrinsic Religious Orientation to Green Purchasing Attitude	0.340	0.000	H2 Supported
H3: There is positive influence from Green Purchasing Attitude to Pro Environmentally Behavior	0.692	0.000	H3 Supported

The study to test the role of religiosity in forming specific attitude and behavior was initiated in Jordan, the study examines whether audience with higher religiosity is having attitude and behavior as per expected in hypothesis. The results were supporting that religiosity can be included in TPB models to assess the role of religiosity in influencing a set of behavior (Abu-Alhaija et al., 2019). Consistent finding validates the role of religiosity in new product adoption. In Pakistan religiosity affects new product adoption among Muslim consumers, it is confirmed that their beliefs influence how and what products they adopt. The research concludes that religion is one of the most significant forces in the lives of people stating what is Religiously acceptable and likeable and what is not (Rehman & Shabbir, 2010). Another study in Malaysia shows that the results validate that knowledge, trust and religiosity are the significant determinants factors for the Muslim consumer to consume Halal food products (Said et al., 2014). Religiosity influences on attitudes also have been consistently examined in Indonesia related with hijab usage, The results showed religiosity has quite a significant role in shaping attitude and intention (Wibowo & Masitoh, 2020). Another study confirms that intrinsic religiosity influences executives' attitude towards CSR. However, this influence is complex as it involves opposing influences on the different attitudes towards CSR. Whereas it has a negative influence on executives' attitude towards CSR as a financial responsibility, it imposes a positive influence on executives' attitude towards CSR as an ethical obligation. The extrinsic religious orientation has a positive impact on executives' attitude towards CSR as a philanthropic concern. None of the religious variables has a significant influence on executives' attitude towards CSR as a legal liability (Mazereeuw-van der Duijn Schouten et al., 2014). All those related findings are in line with the result of 2nd hypothesis testing which conclude that religiosity is validated as predicting variable of consumer purchasing attitude toward products which has positivity such as halal and green products.

The third hypothesis also significantly supported based on result shown in Table 1 and it show that green purchasing attitude can be used to predict pro environmentally behavior. A study of relationship attitude-behavior shows that in certain context the relationship is validated (Guagnano et al., 1995). In Turkey, consistent result also been found in a study determining effect of attitude towards green behavior on green image, green customer satisfaction and green customer loyalty (Çavuşoğlu et al., 2020). Another result from study also supports the presence of two subcomponents within each theory of planned behavior (TPB) concept of attitude (affective and instrumental) has been widely supported (Rhodes & Courneya, 2003). In India tourism hotel, the study reveals that there is a significant relationship between the consumer attitude and behavior towards green practices in the hotel industry (Manaktola & Jauhari, 2007). However, the relationship of attitude toward behavior is not perfect, some complexities were found when various degree of situational and individual related variables were involved (Coskun, 2017).
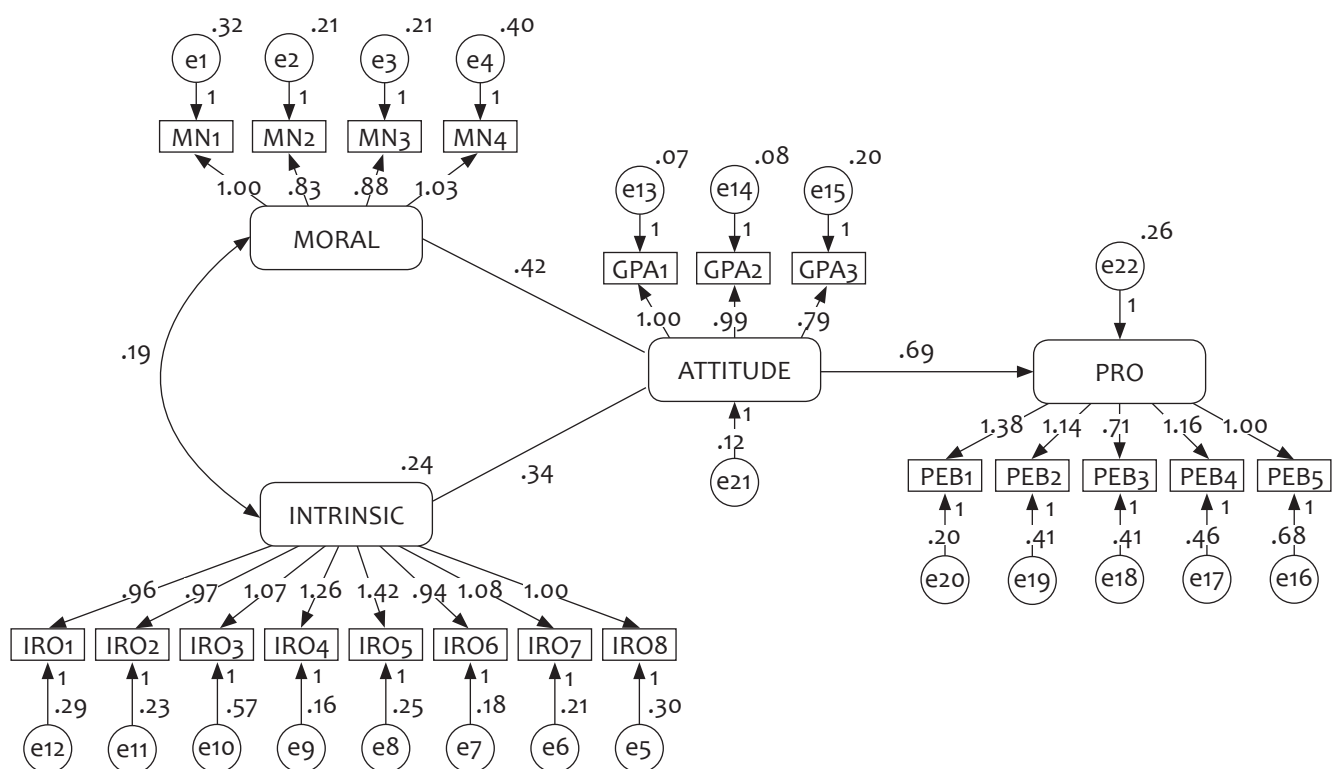
Figure 2 Sequential Equation Modeling Output

All three hypotheses are supported. From the estimated score, the strongest influence is 69.2% coming from green purchasing attitude to pro environmentally behavior, it means that if we improve green purchasing attitude then it will increase pro environmentally behavior by 69.2%. The weakest influence 34.2% is coming from intrinsic religious orientation to green purchasing attitude, it means that if we increase intrinsic religious orientation, it will bring positive impact to green purchasing attitude However by 34%. The p-value score shows all three hypotheses are significantly supported.

More practical implication can be started from lowest score items which mention about avoidance of excessive packaging, the score indicates that the green campaign about excessive packaging is needed, this is tally with another research in Indonesia that plastic bag is a real concern (Ekasari & Zaini, 2020). Restriction

campaign only successfully done by bigger institutions in modern market where the government can involve through direct regulation, while for smaller players in Indonesia traditional market the awareness and behavior against excessive packaging cannot be seen, this phenomenon is also identically happened in Slovakia when comparing ethical business practice between big companies and SME companies (Zsigmond et al., 2021). Combined with the hypothesis result that religiosity can affect the green behavior; thus, the campaign should be more targeted at smaller business organization (SME) with simple advocating message that excessive packaging is against religiosity principals since it is a sin to harm nature and other creatures.

CONCLUSION

Findings from this study bring more consistency to the literature of green marketing, while bring new model which never been tested together prior to this study. Behavior of consumer can be formed to behave accordingly in preserving environment by relying on green purchasing attitude. The right attitude can be expected to form expected of green behavior. The attitude itself can be promoted by forming the moral norms and intrinsic religious orientation; both are significantly predicting the green attitude. While moral norms are relevant with right or wrong feelings which come from the heart and mind of a person, intrinsic religious orientation represents how someone see himself embrace and implement the value and rules from their religion and believes. In perspective of business management, this finding is very useful for practitioners to develop sharper communication and more effective campaign especially when green products and religious season (Ramadhan) are involved together. Focusing on green purchasing attitude, practitioners may combine communication stimulus of moral norm and religiosity together which will effectively motivate the expected set of attitudes toward green purchasing attitude. This research comes with limitations, first the research location took place where most of the people are religious, thus the results need to be generalized by conducting the research in countries with lower level of religious personalities. Also, the survey did not separate the high value purchase and low value purchase, the result may be inconsistence due to buying power difference on different value of purchase, this recommends further research to test the hypothesis in several level different price setting. Another examination should be done in future is related to the age-related change in moral judgment was related with the well-known reduction in theory of mind capabilities happening in golden years. These adjustments may reason for the outcome-to-intent shift during childhood and for the intent-to-outcome shift during later years (Margoni, 2016) which need to be validated together with the changing outcome over the life stage.

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