



Examining The Relationship Between Religiosity and Green Purchase Intention Among Consumers in Malaysia

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Abstract. Green purchase intention is an important phenomenon that has gained global attention. The relationship between religiosity and green purchase intention is revealed through a review of recent studies. The current study examined the relationship between religiosity and green purchase intention via a holistic approach based on the general theory of marketing ethics, Hunt and Vitell model. Data was collected of 30 respondents from Kampar. A total of 30 responses were collected with the help of a self-administrated questionnaire based on the convenience sampling approach. SPSS method was chosen to test the research model and hypotheses. In this study, the term religiosity is defined as a multidimensional construct that includes intrinsic religiosity, extrinsic religiosity, and quest religiosity. Previous research has overlooked the quest dimension, which refers to religious restraint questioning and doubting. The outcome demonstrates a favorable relationship between intrinsic, extrinsic, and quest religiosity and the desire to make green purchase intention. The study also emphasizes the significance of the link between quest religiosity and intention to make green purchases. This study presents future avenues for research as well as useful implications for green consumers, and green marketers.

Keyword: Religiosity, Purchase Intention, Green and Malaysian Consumers

1 Introduction

1.1 Research Background

Green purchasing has received more attention in the last decade. Consumers are increasingly contemplating environmentally friendly products and services as a means to contribute towards global betterment. The practice of green purchasing, characterized by its ecologically friendly nature and its aim to mitigate environmental impacts, has experienced a surge in popularity. The global emphasis on green buying intention has witnessed a significant increase due to the growing awareness among customers regarding environmental issues. Several studies [1 - 5] have highlighted the

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increasing apprehension among individuals regarding environmental deterioration and its consequential adverse effects on their everyday existence [6].

The notion of green purchasing entails the acquisition of a wide array of products that are produced with the aim of minimizing the use of natural resources, mitigating negative environmental impacts, and reducing the formation of waste. Despite the ongoing upward trend in the number of individuals who have a keen interest in the social and environmental aspects linked to consumer behavior, the implementation of environmentally friendly choices remains constrained in its extent. A number of scholars have posited that despite the avowal of certain individuals regarding their environmental consciousness, their actual engagement in environmentally friendly behaviors remains constrained. The perceived incongruity between expressed concern for the environment and actual dedication to ecologically sustainable behaviors seem to be partly linked to the degree of effort required by eco-friendly practices.

In order to gain a deeper comprehension of and promote the objective of green purchasing, numerous academics have advocated for the need to undertake more extensive investigations into the impact of prominent internal factors, such as individual values and motivations. These factors encompass green values and religiosity. The process of modifying individual lives and behaviors necessitates an examination of the fundamental values that underlie these changes, since they inherently reflect a manifestation of values. The present study aims to investigate the association between internal religiosity, extrinsic religiosity, quest religiosity, and green buying intention.

Hence, green purchasing encompasses various issues, including religion, religious beliefs, environmental considerations, human rights, and fair trade [7, 8]. Therefore, religiosity continues to persist as a potent cultural influence that shapes consumer beliefs and choices in contemporary society. It is imperative for managers and marketers to comprehend the attitudes of consumers regarding their intentions to engage in green purchasing [9].

1.2 Problem Statement

The investigation into the relationship between religiosity and green purchase intention holds significance given the increasing global emphasis on environmental sustainability. In a context where the intention of customers to make environmentally friendly purchases and, consequently, their decision-making processes are influenced by the cultural significance of religiosity. The convergence of religiosity and green purchase intention gives rise to various intriguing concerns and considerations. Religiosity frequently influences the formation of individuals' values, beliefs, and ethical frameworks, as demonstrated by [10]. Numerous religious traditions place significant emphasis on the incorporation of moral and ethical factors into the process of decision-making [11]. Claims of reduced environmental and societal harm are frequently associated with green products. Individuals with a strong religious inclination may exhibit a higher propensity to perceive the act of purchasing green items as a morally responsible behavior, so contributing to the overall welfare of the earth and subsequent generations. [12] posit that individuals who possess a higher degree of religiosity may exhibit a heightened propensity towards green buying intentions. This

inclination is attributed to the congruence between their religious knowledge and environmental ideals. Moreover, there is a lack of comprehensive scholarly analysis of the impact of individualistic intrinsic incentives, namely the religious aspects of intrinsic, extrinsic, and quest religiosity components, on the propensity to engage in environmentally friendly purchasing behaviors.

Religiously devout individuals might perceive a moral obligation to protect the environment as part of their faith-based responsibilities. This perception could positively impact their green purchase intentions. Furthermore, religiosity is often intertwined with cultural factors. It varies across cultures and regions, and so do attitudes toward environmental issues. Different religious groups might have distinct perspectives on environmental responsibility. In some cases, certain religious practices or beliefs could hinder engagement with environmental causes due to traditional practices that might not align with modern sustainability principles.

As the world's existing resources continue to deplete, the topic of sustainability has gained prominence [13]. For instance, climate change is causing resource degradation owing to a variety of issues, including pollution, solid waste, ozone depletion, and energy emissions [14]. Previous research has yielded inconclusive or even contentious results. Findings integrating theoretical viewpoints in green marketing are few, and the general theory of marketing ethics has dominated the few studies that have used the theoretical lens. Despite the potential interplay between religiosity and green purchase intention, limited research exploring this specific connection. Further studies are needed to provide a comprehensive understanding of how religious beliefs impact consumers' willingness to support sustainable products in Malaysian context. The [15] presented here covers the scenario in which an individual is confronted with an issue that is regarded to have ethical content.

2 Literature Review

2.1 Proposed Research Framework and Hypotheses

This study's research framework, which is based on the revised version of general theory of marketing ethics [15], is shown in Figure 1. Religiosity is a significant factor in ethical decision-making conditions because market judgments usually ask consumers to consider whether a consuming activity is consistent with their religious views [16]. Study suggests that characteristics of religiosity would affect consumers' intentions to buy green products, based on the Hunt and Vitell theory of general marketing ethics. According to the academic literature, religiosity is a multifaceted concept that comprises intrinsic religiosity, extrinsic religiosity, and quest religiosity [17]. Intrinsic religiosity is the extent to which a person has internalized important religious principles with aspirations. According to [17] extrinsic religiosity describes to utilitarian rewards that promote religious behavior, whereas quest religiosity sees religion as a never-ending method of exploring the fundamental questioning of society and existence [18].

Independent Variables

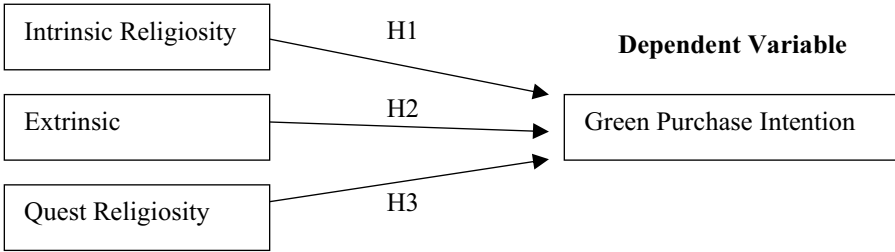


Fig. 1. Proposed Research Framework

Intrinsic Religiosity

Previous research has indicated a correlation between intrinsic religiosity and other pro-social phenomena, such as eco-centric attitudes, pro-environmental intentions, ethical consumerism, and a propensity to purchase green products [19]. Individuals who exhibit a proclivity towards intrinsic religiosity may choose to progressively relinquish all worldly possessions and fully devote themselves to their religious beliefs [18]. According to [15], the revised H-V model posits that individuals who self-identify as innately religious have well defined deontological criteria that significantly influence their decision-making process.

H1. Intrinsic religiosity is positively related to green purchase intention.

Extrinsic Religiosity

The preceding studies done by [19] and [20]. These studies collectively provide the theoretical foundations for understanding religious interactions, devotional activities, and other expressions of extrinsic religiosity in the context of participating in a religious culture. The practice of participating in convocation religion can serve multiple purposes, such as avoiding religious affiliations or social isolation, expressing own ideas over those of others, or asserting one's religious identity as distinct from others [21]. Intrinsic religiosity, as posited by [18], is characterized by individuals use religion as a tool to attain personal gains. Extrinsic religiosity can be posited as mostly a social convention.

Previous studies have investigated the impact of extrinsic religiosity on consumer purchasing beliefs, attitudes, intentions, and behavior. The research utilized purposive sampling as a methodology to examine the association between extrinsic religiosity and consumers' inclination to participate in environmentally friendly purchasing. The study's sample comprised 158 participants hailing from Malaysia. This finding indicates that there is a significant and positive correlation between extrinsic religiosity and the likelihood of participating in environmentally conscious consumer behavior, namely green purchasing.

H2. Extrinsic religiosity is positively related to green purchase intention.

Quest Religiosity

Previous research has indicated [19]. The previously overlooked exploration of religiosity has gained significant interest in recent years because to its focus on intellectual rather than authoritarian approaches to religion, which aligns with the prevailing liberal religious perspectives [22 - 24]. Individuals that possess a quest mentality exhibit religious characteristics as they consistently engage in doubt and inquiry. According to [25], religion can be characterized as an ongoing and interactive discourse that explores existential matters, including questions into the purpose of existence, mortality, and interpersonal connections. This discourse is characterized by a refusal to accept definitive or conclusive answers. Typically, members of the Quest community engage in a practice of harboring skepticism and subjecting all matters to thorough examination as a demonstration of their religious devotion.

H3. Quest religiosity is positively related to green purchase intention.

3 Research Methodology

3.1 Research Design

Research design refers to the systematic approach or framework employed to address research inquiries prior to the implementation of the practical aspects of the study. This study offers a comprehensive and strategic framework to support the researcher in their long-term endeavors. In the field of social sciences, researchers typically adopt one of three distinct approaches: quantitative, qualitative, or mixed methods [26]. The present study adopts a quantitative methodology. Quantitative analysis entails the formulation of a systematic approach to examine hypotheses and ascertain the correlation between variables that are dependent and independent. Questionnaires that demonstrate reliability are employed in research studies and yield outcomes by means of various statistical methodologies. This study focuses on the collecting of primary data, which is obtained through the administration of a closed-ended questionnaire.

3.2 Development of survey Instrument

In this study, a self-administrated, closed-ended questionnaire was used. The instrument was developed by the researcher to fulfill the study's goals. It was decided to use a 5-point Likert scale for the responses, 1 means strongly disagree, 2 means disagree, 3 means neither agree nor disagree/neutral, 4 means agree, and 5 means strongly agree. There are two sections to the questionnaire. Section A contains demographic data on gender, age, and educational level. Intrinsic religiosity is measured using 5 items created by [23] and [27], Extrinsic religiosity is measured using 5 items created by [23], quest religiosity is measured using 4 items created by [23] and green purchase intention is measured using 5 items by [28] and [29].

3.3 Sampling Technique

This study has adopted convenience sampling techniques. The researcher selected a 30-sample representing selected population from Kampar by using a convenience sampling method. When it is an infinite population, it is necessary for the researcher to choose convenience sampling for easy access. Convenience sampling is also termed as haphazard sampling or accidental sampling or non-random sampling, in which element from the specific targeted population having specific criteria, with the proximity, accessibility, availability at a particular time and who are willing to participate are included for the purpose of the study [30]. Distribution of questionnaires is in social places and distribution source is manual.

3.4 Data Collection Procedure

This study follows the primary data collection method. The closed-ended structured questionnaire was developed. The questionnaire is randomly distributed in Kampar to know the intention of green purchasing. First-hand data is acquired with the help of closed-ended questions deliberately adopted based on hypotheses testing mechanisms. This study used a convenient sampling method, a non-probability methodology for data collection. The first-hand data is collected, which is genuine and reliable. The question consists of two sections, section A, is about the demographic information, and section B, is about the independent and dependent variables, namely: intrinsic religiosity, extrinsic religiosity, quest religiosity and green purchase intention. A total of 30 questionnaires were distributed among respondents included for testing the reliability of the instrument.

4 Results and Discussion

4.1 Data Analysis and Interpretation

Data was analyzed by SPSS 22.0 to turn the data into a meaningful statement that could answer the research questions. Statistical tests involved in this research included factor analysis and reliability test descriptive statistics, regression analysis, ANOVA, coefficients. The following section will discuss the statistical techniques and. An explanation of the analysis techniques employed in this research is presented below.

4.2 Demographic Profile

This section discusses all the demographic information of the respondents in this study. The demographic features analyzed include gender, age, nationality, education level.

Most of the respondents are male (95.9%) and only 4.1% are female. The range of age was categorized into three groups. The findings from the study indicate that 12.3% of the respondents are 21 to 30 years old, while 15.7% of the respondents aged 31 to 40 years old. There are 30.1% of the respondents aged 41 to 50 years old. 41.9%. Most of the respondents are Malaysian (98.9%) and only 1.1% belong to non-Malaysian category. The findings on the respondents' education level show that only 1.9% of the

respondents have no formal education. While 27.6% of respondents only attended primary school, 64.2% of the respondents had completed secondary school and 5.2% of the respondents have certificates level.

4.3 Factor Analysis and Reliability Test

The result of Kaiser-Meyer-Olkin (KMO) shows that the overall value for the items was 0.797, which is more than the recommended minimum of 0.6 to confirm the sampling adequacy [31]. Furthermore, Bartlett's test of sphericity is also significant (0.000), indicates that data were appropriate for factor analysis [32]. Details of the KMO test are shown in Table 1.

Table 1. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.797
Bartlett's Test of Sphericity	Approx. Chi-Square	6501.197
	Df	465
	Sig.	0.000

The Cronbach's alpha value was utilized to assess the internal consistency and reliability of the measurement devices. Cronbach's alpha is employed to assess the internal consistency of measuring instruments. The Cronbach's alpha scores for each instrument ranged from 0.712 to 0.874, indicating that all components achieved a satisfactory level of reliability (0.7). This suggests that the instrument utilized in this study demonstrates internal consistency and reliability. Table 2 presents the Cronbach's alpha scores for all components examined in the study.

Table 2. Findings on Cronbach's alpha score for all variables

No	Variables	No. of Items	Cronbach's alpha score
1	Intrinsic Religiosity	5	0.874
2	Extrinsic Religiosity	5	0.835
3	Quest Religiosity	5	0.712
4	Green Purchase Intention	5	0.825

4.4 Descriptive Statistics

This section focuses on the results of the descriptive analysis, including mean and standard deviation of the items related to all constructs of the present study to discuss the sampling distribution of the collected data. The entire mean and standard deviation for the variables of intrinsic, extrinsic, quest religiosity, and green purchasing intention (GPI) are summarized in Table 3.

Table 3. Summary of Descriptive Analysis of all Variables

Variables	Mean	SD	N
Intrinsic Religiosity	4.191	0.542	30
Extrinsic religiosity	4.009	0.643	30
Quest Religiosity	2.706	0.866	30
Green Purchase Intention	4.054	0.582	30

4.5 Multiple Regression Analysis

This section discusses the analysis that is related to objectives of the study. A multiple regression analysis was used to examine the relationship between intrinsic, extrinsic, quest religiosity and green purchase intention (GPI). The following hypotheses were tested.

H1. The intention to make green purchases is positively correlated with intrinsic religiosity.

H2. Extrinsic religion is positively correlated with the propensity to make green purchases.

H3. The intention to make green purchases is strongly correlated with quest religiosity.

The results of the regression analysis are shown in Table 4. The results show that the adjusted R square for this connection is 0.239, indicating that the independent variables coupled on the dependent variable may predict 24% of the variance.

Table Error! No text of specified style in document.. Multiple Regression Analysis

Model	R	R Square	Adjusted Square	R	Standard Deviation
1	0.505 ^a	0.255	0.239		0.51631

a. Predictors: (Constant), intrinsic religiosity, extrinsic religiosity, and quest religiosity

Furthermore, in Table 5 analysis of variance (ANOVA^b). It reveals that F statistics = 15.308 with a P value of 0.00, showing that the model is significant. This indicates that the combination of the three predictors (intrinsic religiosity, extrinsic religiosity and quest religiosity) predicts the green purchase intention.

Table 5. ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2.052	3	4.081	15.308	0.000 ^a
Residual	37.345	26	0.267		
Total	39.397	29			

a. Predictors: (Constant), intrinsic religiosity, extrinsic religiosity, and quest religiosity

b. Dependent Variable: green purchase intention

As shown in Table 6, the results of regression analysis show that the independent variables namely intrinsic religiosity ($\beta = 0.164, p = <0.05$), extrinsic religiosity ($\beta = 0.104, p = <0.05$) and quest religiosity ($\beta = 0.185, p = <0.05$) have a positive significant

effect on the green purchase intention. As a result of the above data, hypotheses 1, 2, and 3 were supported. The summary of the hypothesis is presented in Table 6.

Table 6. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficient	Sig.	
	B	Std. Error	Beta		
(Constant)	0.851	0.290	2.935	0.004	
Intrinsic Religiosity	0.195	0.069	0.164	2.812	0.005
Extrinsic Religiosity	0.090	0.044	0.104	2.020	0.044
Quest Religiosity	0.211	0.066	0.185	3.208	0.001

a. *Dependent Variable: Green Purchase Intention*

As a result of the above data, hypotheses 1, 2, and 3 were supported. Table 7 is a summary of the hypotheses.

Table 7. Summary of Hypothesis Testing

	Hypothesis	Results
Hypothesis 1	The intention to make green purchases is positively correlated with intrinsic religiosity.	Supported
Hypothesis 2	Extrinsic religion is positively correlated with the propensity to make green purchases	Supported
Hypothesis 3	The intention to make green purchases is strongly correlated with quest religiosity	Supported

5 Conclusion

This study makes a valuable contribution to the existing body of knowledge by investigating the correlation between religiosity and the intention to engage in environmentally friendly purchases. The objective of this study is to analyze the impact of religiosity on the inclination to engage in environmentally friendly consumption. Based on the examination of the data and the scholarly discourse around the relationship between religiosity and the inclination to engage in environmentally friendly consumption, it can be deduced that various dimensions of religiosity, namely intrinsic, extrinsic, and quest religiosity, have demonstrated notable predictive power in determining individuals' intention to make green purchases. Religiosity is a significant determinant that influences individuals' propensity to engage in green purchasing. The incorporation of the interdisciplinary notion of religiosity has contributed to the distinctiveness of the research, and its outcomes hold potential value for academics in the field of marketing.

6 Research Implication and Future Recommendation

This section elucidates the implications and future recommendations derived from the study's findings with respect to the study's implications. Based on the research findings, it is evident that religiosity has a substantial impact on individuals' intention to engage in environmentally friendly purchasing intention. The study found that various aspects of religiosity had a favorable impact on individuals' intention to engage in green purchasing behavior. This suggests that customers who are more religious are more inclined to make environmentally friendly purchases. Marketers might potentially derive advantages by prioritizing the emphasis on religion, given its ability to surpass regional boundaries and so become relevant to marketers on a global scale.

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