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

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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 (Saniotis, 2011).

Several previous studies have discussed the factors that influence ecologically conscious consumer behavior (Taufique, Siwar, Chamhuri, & 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 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-

pothesis 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 di-

rect 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:
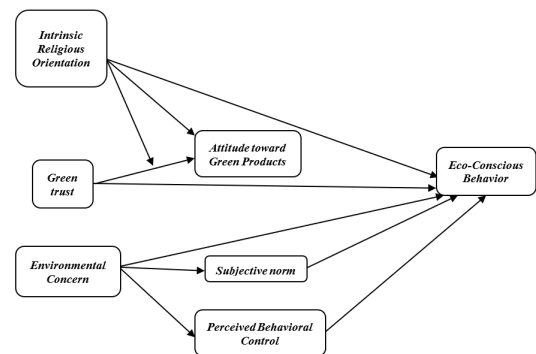

Figure 1. Research Model

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 & Mizerski, 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		Variables	Indicators	Convergent Validity		Internal Consistency Reliability	
		Outer loadings	AVE	Composite Reliability	Cronbach's Alpha			Outer loadings	AVE	Composite Reliability	Cronbach's Alpha
		>0,70	>0,50	0,60-0,95	0,60-0,95			>0,70	>0,50	0,60-0,95	0,60-0,95
IRO	IRO1	0.750	0.527	0.885	0.848	PBC	PBC1	0.801	0.532	0.868	0.820
	IRO2	0.757					PBC2	0.783			
	IRO4	0.795					PBC3	0.778			
	IRO5	0.580					PBC4	0.833			
	IRO6	0.688					PBC5	0.453			
	IRO7	0.661					PBC6	0.658			
	IRO8	0.821				EB	EB1	0.487	0.420	0.940	0.933
GT	GT1	0.807	0.677	0.913	0.882		EB2	0.653			
	GT2	0.797					EB3	0.700			
	GT3	0.862					EB4	0.616			
	GT4	0.793					EB5	0.687			
	GT5	0.852					EB6	0.620			
EC	EC1	0.759	0.576	0.844	0.755		EB7	0.618			
	EC2	0.780					EB8	0.725			
	EC6	0.729					EB9	0.467			
	EC9	0.765					EB10	0.637			
ATGP	ATGP1	0.728	0.576	0.843	0.755		EB11	0.673			
	ATGP2	0.825					EB12	0.668			
	ATGP3	0.628					EB13	0.603			
	ATGP4	0.836					EB14	0.809			
SN	SN1	0.805	0.625	0.943	0.933		EB15	0.510			
	SN2	0.818					EB16	0.575			
	SN3	0.843					EB17	0.757			
	SN4	0.692					EB18	0.713			
	SN5	0.811					EB19	0.657			
	SN6	0.731					EB20	0.614			
	SN7	0.727					EB21	0.699			
	SN8	0.834					EB23	0.653			
	SN9	0.798									
	SN10	0.828									

the outer loadings >0,70; AVE >0,50; and Cronbach's alpha >0,60 (Hair et al., 2017)"title":"A primer on partial least squares structural equation modeling (PLS-SEM. 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 >1,65	P-Values <0,05	Result
ATGP → EB	5,341	0,000	Significant
SN → EB	7,598	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**	**Not Significant**
EC → EB	5,048	0,000	Significant

There is a positive and significant influence both on the path between green trust and attitude toward green products as well as on the path between attitude toward green products and eco-conscious behavior. But there is no direct influence on the path between green trust and eco-conscious behavior. This shows when consumers believe that green products are environmentally friendly trusted, consumers will have a higher attitude toward green products and it affected their behavior related to the environment. Furthermore, green trust has a close connection with certain products, services, or brands that truly reliable and meets consumer expectations regarding environmental performance. Therefore, it is possible that consumers' trust does not significantly influence the eco-conscious behavior because these behaviors are quite general, unlike the other behaviors that focus on an activity only, such as recycling.

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 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 on 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.

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