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# Understanding the Intention Behind Muslim Consumers' Decision to Purchase Green Products

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**Abstract**

The increasing global emphasis on sustainability has significantly influenced consumer behaviour towards green products. However, the specific factors driving green purchase intention (GPI) remain insufficiently explored in the literature. This study examines the determinants of GPI among Muslim consumers in Banjarmasin, focusing on three critical variables: green product knowledge (GPK), plastic ban policy (PBP), and religiosity. A quantitative research approach was utilized, involving data collection through a structured questionnaire administered to 465 respondents aged 18 and older with prior experience purchasing green products. The study employed PLS-SEM with SmartPLS version 3 for the analysis. The result is insignificantly influence GPK on GPI statistically. In a different way, PBP shows a significant effect on GPI, highlighting the effectiveness of regulatory measures to encourage sustainable behaviour. Additionally, religiosity shows a significant positive influence on GPI, indicating that moral and ethical considerations rooted in religious beliefs are crucial in shaping consumer attitudes towards green purchasing. This research enriches the literature by merging regulatory, cognitive, and cultural viewpoints to deepen understanding of green consumer behaviour. It also provides actionable insights for policymakers and marketers to encourage sustainable consumption practices.

**Keywords** *Green Purchase Intention, Religiosity, Green Knowledge, Muslim Consumers*

## INTRODUCTION

In recent years, the global emphasis on sustainability and environmental conservation has increasingly shaped consumer behaviour (Gatersleben et al., 2002). With the increasing awareness of environmental concerns, there has been a clear trend towards the consumption of environmentally friendly products, often termed green products. This shift is particularly evident in urban areas, where consumers are becoming more mindful of the consequences of their buying choices on the environment (White et al., 2019). However, the underlying factors that motivate consumers to choose green products remain complex and multifaceted.

Although previous research has examined different factors that affect consumer behaviour toward green products, including environmental attitudes, perceived control over behaviour, and social norms (Armbrecht, 2021; Cop et al., 2020; De Groot & Steg, 2009; Lin & Niu, 2018; Newhouse, 1990; Paço & Lavrador, 2017; Zsóka et al., 2013), there remains a lack of consensus on the relative importance and interaction of these factors. Specifically, the role of green product knowledge (GPK), regulatory measures such as plastic ban policy (PBP), and religiosity in shaping green purchase intention (GPI) have not been comprehensively examined.

Previous research has often focused on single variables in isolation, without considering the combined and potentially synergistic effects of cognitive, regulatory, and cultural influences on consumer intentions. For example, some studies have suggested that consumer knowledge about green products can enhance purchase intentions (Ariswibowo & Ghazali, 2017; Pagiaslis & Krontalis, 2014), yet others argue that knowledge alone is insufficient without supportive policies

and cultural values (Peattie, 2010). Additionally, while the effectiveness of policies like plastic bans has been noted in some contexts (Heidbreder et al., 2019), their impact across different cultural and social settings remains underexplored. Moreover, religiosity, which could be a powerful motivator for ethical consumption, has been largely overlooked in this domain (Minton et al., 2022; Rahman et al., 2015). Therefore, this study builds on existing literature by exploring the determinants of green purchase intention (GPI) among consumers, focusing on three key variables: green product knowledge (GPK), plastic ban policy (PBP), and religiosity.

Green product knowledge pertains to the awareness and understanding consumers have regarding the environmental benefits and attributes of green products (Qomariah & Prabawani, 2020). It is posited that higher levels of knowledge about green products may enhance consumers' willingness to purchase these products due to a greater understanding of their positive environmental impact. While green product knowledge equips consumers with the awareness and understanding necessary to make environmentally conscious purchasing decisions, external regulatory measures, such as plastic ban policies, reinforce these sustainable behaviours by imposing restrictions on harmful materials. Together, these elements create a comprehensive strategy for promoting green practices.

Plastic ban policy represents an external regulatory factor involving restrictions or bans on the utilization of plastic bags and other materials that do not biodegrade (Nielsen et al., 2019; Paul & Mironga, 2020). These policies are designed to minimize plastic waste and encourage sustainable practices among consumers. Whereas plastic ban policies function as external regulatory mechanisms that promote sustainable practices by limiting the use of environmentally harmful materials (Tejaswini et al., 2022), religiosity acts as an internal driver that shapes consumer attitudes and behaviours towards environmental conservation, rooted in personal beliefs and values or religiosity.

Religiosity, the third variable under investigation, refers to the degree to which religious beliefs and values shape an individual's attitudes and behaviours. Many religious doctrines emphasize the importance of environmental stewardship and ethical responsibility toward conservation (Bayat, 2023). It is hypothesized that individuals with high levels of religiosity may perceive purchasing green products as a moral obligation consistent with their religious values.

In summary, this study addresses the gap in the existing literature regarding the combined effects of knowledge, regulatory policy, and religiosity on GPI. It provides a comprehensive analysis of these determinants and establishes a framework for future research. This research advances not only theoretical understanding but also has practical implications for promoting green products and encouraging environmentally responsible consumption behaviours.

**LITERATURE REVIEW**

The main goal of this study is to analyze the determinants affecting GPI among Muslim consumers, with particular emphasis on GPK, PBP, and religiosity. Gaining insight into these factors is essential, as a variety of influences increasingly shapes consumer attitudes towards environmentally friendly products.

**Green Purchase Intention (GPI)**

GPI refers to a consumer's willingness to prefer products that are considered environmentally friendly. GPI is an essential construct in understanding consumer behaviour within the context of sustainable consumption. Previous research indicates that various factors influence GPI, including attitudes, perceived behavioural control, and subjective norms. However, this study focuses on three specific determinants—GPK, PBP, and religiosity—recognizing the complexity of consumer decision-making processes in the green market (Sugandini et al., 2020;

Tarabieh, 2021).

### Green Product Knowledge (GPK)

GPK is defined as consumers' awareness and understanding of the attributes, benefits, and environmental impacts of green products. It represents an internal factor that reflects a consumer's cognitive state and can significantly affect their decision-making process. Several studies have found that GPK positively correlates with GPI; consumers with greater knowledge about the environmental benefits of green products are more likely to purchase them (Suki, 2016; Rahmi et al., 2017).

### Plastic Ban Policy (PBP)

Plastic Ban Policy refers to government regulations that restrict or prohibit the use of plastic bags and other non-biodegradable materials to mitigate environmental pollution. PBP is an external factor influencing consumer behaviour and is often viewed as an effective tool for promoting green practices. Policies that mandate or encourage the use of alternative, sustainable materials can shift consumer behaviour by making eco-friendly choices more accessible or by creating disincentives for non-green behaviours (Bharadwaj et al., 2020; Paul & Mironga, 2020).

### Religiosity

Islamic religiosity is another internal factor considered in this study, reflecting the extent to which Islamic religious beliefs and values influence an individual's attitudes and behaviours. In the context of Islam, religiosity can affect GPI by framing environmental responsibility as a moral or ethical duty, as prescribed in the teachings of the Al Qur'an and Al Hadith. Many Islamic teachings advocate for stewardship of the Earth and emphasize the importance of balance and conservation, which may encourage followers to engage in more sustainable consumption behaviours (Rahman et al., 2015; Zahrah et al., 2016). The relationship between religiosity and GPI is grounded in theories of moral norms and ethical consumption, suggesting that individuals with strong religious beliefs may view purchasing green products as a form of ethical consumption that aligns with their values. However, empirical evidence on the strength and nature of this relationship within an Islamic context is limited. This study extends existing theories by exploring how Islamic religiosity interacts with other factors, such as GPK and PBP, to influence GPI. Therefore, the hypotheses formulated for this study are as follows:

H1      : Green Product Knowledge influences Green Purchase Intention
H2      : Plastic Ban Policy influences Green Purchase Intention
H3      : Religiosity influences Green Purchase Intention
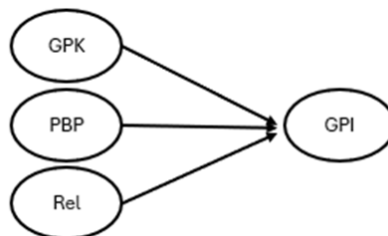


**Figure 1**. Model Research

**RESEARCH METHOD**
**Design and Data Research Collection**

This study is designed as an empirical study involving 465 respondents as the research sample. It was selected using a simple random sampling technique from a broader population, consisting of consumers in Banjarmasin City aged eighteen years and above with experience purchasing green products.

**Measurement Instruments**

The research utilized a questionnaire as the primary instrument, which was developed through a comprehensive review of relevant literature. This questionnaire comprised various items to assess the research variables, including the PBP, GPK, religiosity, and GPI. Each variable was evaluated using a 5-point Likert scale, where 1 represented "strongly disagree" and 5 represented "strongly agree."

**Data Analysis Using SmartPLS Version 3**

This study used PLS-SEM, operated through SmartPLS version 3, to analyze the data. This method was chosen for its ability to analyze complex measurement models and structural relationships among latent variables, particularly when the data do not meet strict multivariate normality assumptions (Akter et al., 2017).

**Validity and Reliability Testing**

Before hypothesis testing, validity and reliability assessments were carried out to confirm that the instruments used in this study met the required standards. Two forms of validity testing were employed. First, Convergent Validity was assessed through the Average Variance Extracted (AVE), with results indicating that all variables achieved an AVE value exceeding 0.50, signifying sufficient convergent validity. Second, Discriminant Validity was evaluated using the Cross Loading Factor. The results showed that the loading factor of each indicator was higher on the construct it was intended to measure compared to other constructs, indicating that the instrument meets the discriminant validity criteria (Hair et al., 2017). Composite Reliability (CR) and Cronbach's Alpha (CA) were utilized for reliability testing to assess the constructs' consistency. The results indicated that all CR and Cronbach's Alpha values exceeded 0.70, demonstrating that the instrument possesses strong internal consistency.

**Table 1.** Validity and Relaibility Test Result

|  | CA | rho_A | CR | AVE |
|---|---|---|---|---|
| **Green Product Knowladge** | 0.894 | 0.894 | 0.922 | 0.702 |
| **Green Purchase Intention** | 0.828 | 0.832 | 0.897 | 0.745 |
| **Plastic Ban Policy** | 0.866 | 0.868 | 0.909 | 0.714 |
| **Religiosity** | 0.889 | 0.891 | 0.919 | 0.694 |

**Table 2.** Cross Loading

|  | GPK | GPI | PBP | Religiosity |
|---|---|---|---|---|
| **GPI1** | 0.818 | 0.906 | 0.820 | 0.838 |
| **GPI2** | 0.754 | 0.810 | 0.752 | 0.751 |
| **GPI3** | 0.809 | 0.871 | 0.796 | 0.813 |
| **GPK1** | 0.871 | 0.768 | 0.799 | 0.815 |
| **GPK2** | 0.823 | 0.748 | 0.801 | 0.799 |

| | | | | |
|---|---|---|---|---|
| **GPK3** | 0.834 | 0.775 | 0.770 | 0.808 |
| **GPK4** | 0.818 | 0.771 | 0.808 | 0.804 |
| **GPK5** | 0.843 | 0.792 | 0.796 | 0.808 |
| **PBP1** | 0.805 | 0.802 | 0.874 | 0.778 |
| **PBP2** | 0.779 | 0.735 | 0.825 | 0.773 |
| **PBP3** | 0.801 | 0.774 | 0.835 | 0.801 |
| **PBP4** | 0.821 | 0.779 | 0.847 | 0.821 |
| **Rel1** | 0.831 | 0.809 | 0.788 | 0.883 |
| **Rel2** | 0.762 | 0.721 | 0.763 | 0.799 |
| **Rel3** | 0.810 | 0.780 | 0.780 | 0.832 |
| **Rel4** | 0.782 | 0.766 | 0.786 | 0.796 |
| **Rel5** | 0.822 | 0.787 | 0.792 | 0.850 |

After ensuring the instrument's validity and reliability, the analysis proceeded with hypothesis testing using the bootstrapping technique in SmartPLS with 500 sub-samples. This test was used to determine the statistical significance of the hypothesized paths between the latent variables. The hypothesis testing results showed that GPK had a non-significant effect on GPI, with a t-value < 1.96 (t-value = 1.888) and p-value > 0.05 (p-value = 0.060). In addition, the PBP had a significant positive effect on GPI with a t-value > 1.96 (t-value = 3.577) and p-value < 0.05 (p-value = 0.000). Finally, Religiosity had a significant positive effect on GPI with a t-value > 1.96 (t-value = 5.606) and p-value < 0.05 (p-value = 0.000).

**Table 3.** Result of Hyphotesis Test

| Path | Hypothesis | T-Statistic | P Values | Note |
|---|---|---|---|---|
| Green Product Knowladge_ -> Green Purchase Intention | H1 | 1.888 | 0.06 | Rejected |
| Plastic Ban Policy -> Green Purchase Intention | H2 | 3.577 | 0 | Accepted |
| Religiosity -> Green Purchase Intention | H3 | 5.606 | 0 | Accepted |

**FINDINGS AND DISCUSSION**
**Analysis and Discussion**

Based on the hypothesis testing conducted using the PLS-SEM method, several important findings have emerged regarding the influence of various factors on green purchase intention among consumers. The following is an analysis and discussion of the statistical results obtained.

*The Influence of Green Product Knowledge on Green Purchase Intention*

The hypothesis testing results indicate that GPK has an insignificant influence on GPI, with a t-value of 1.888 (t < 1.96) and a p-value of 0.060 (p > 0.05). This finding suggests that although there is a positive relationship between consumers' knowledge of environmentally friendly products and their intention to purchase such products, this relationship is not strong enough to be considered statistically significant at the 5% significance level. Contrary to the findings of previous studies that have demonstrated a positive and significant relationship between GPK and GPI (Suki, 2016), this discrepancy suggests that while earlier research posited that greater knowledge about the environmental benefits of green products leads to increased purchase intentions, the current findings imply that knowledge alone may not be sufficient to drive consumer behaviour towards green products. This divergence could be attributed to contextual differences, such as variations in consumer awareness levels, cultural influences, or market maturity, which may affect the extent to

which knowledge translates into purchasing action

*The Influence of Plastic Ban Policy on Green Purchase Intention*

The hypothesis testing results indicate that the PBP has a significant positive influence on GPI, with a t-value of 3.577 (t > 1.96) and a p-value of 0.000 (p < 0.05). This finding is in line with Hayat et al. (2023). PBP appears to be an effective driver in shifting consumer behaviour towards more green practices. When such policies are implemented, consumers may feel compelled to adjust their behaviour to align with the prevailing regulations. Additionally, this policy can increase consumer awareness of environmental issues, which in turn enhances their intention to buy green products as a form of support for environmental preservation efforts.

These findings suggest that government regulations or policies, such as the ban on plastic bags, can be effective tools to encourage changes in consumer behaviour. Authorities might consider expanding these policies or implementing similar regulations that promote more sustainable consumption practices. Furthermore, educational campaigns and public awareness efforts that support these policies can further strengthen the positive effect on GPI (Al Hadi & Budi, 2022).

*The Influence of Religiosity on Green Purchase Intention*

The hypothesis testing results also show that religiosity has a significant positive influence on green purchase intention, with a t-value of 5.606 (t > 1.96) and a p-value of 0.000 (p < 0.05). This indicates that the level of religiosity among consumers significantly affects their intention to purchase green products. It is in line with (Alotaibi & Abbas, 2023). High religiosity can lead individuals to adopt attitudes and behaviours that are more environmentally conscious as part of their moral or ethical responsibilities derived from their religious beliefs.

This finding provides valuable insights for marketers and developers of green products to consider the element of Islamic religiosity in their marketing strategies. Campaigns that emphasize moral aspects or religious values supporting sustainable consumption practices may be more effective in reaching religious muslim consumer segments. Additionally, collaborating with religious communities to disseminate environmental messages can further strengthen GPI among consumers with high levels of religiosity.

**CONCLUSIONS**

This study provides a comprehensive examination of the factors influencing GPI among consumers, with a specific focus on GPK, PBP, and religiosity. The findings contribute to a deeper understanding of the complexities involved in consumer behaviour towards green products and offer significant insights into the drivers of sustainable consumption.

The results indicate that GPK does not have a statistically significant impact on GPK. This suggests that simply increasing consumer awareness and knowledge about the environmental benefits of green products is insufficient to drive purchase behaviour. Other factors, such as price sensitivity, perceived product quality, or perceived effectiveness, may moderate or mediate this relationship, indicating the need for a more multifaceted approach to enhance GPI through knowledge-based strategies.

In contrast, the findings reveal that the PBP exerts a significant positive effect on GPI, underscoring the effectiveness of regulatory interventions in encouraging green practices among consumers. The substantial influence of PBP on GPI implies that policy measures, such as bans or restrictions on non-eco-friendly products, can effectively modify consumer behaviour by promoting more sustainable consumption choices. Policymakers are encouraged to consider broadening the scope of such regulations and to complement these measures with educational

campaigns to enhance their overall impact.

Additionally, religiosity is shown to have a significant positive influence on GPI, highlighting the importance of personal values and moral beliefs in shaping muslim consumer attitudes towards green products. Muslim consumers with strong religious convictions may view purchasing green products as an ethical duty aligned with their spiritual beliefs. Marketers targeting religious consumer segments could capitalize on this finding by aligning their promotional messages with ethical and moral values that resonate with these consumers.

This study combines cognitive, regulatory, and cultural perspectives to offer a comprehensive understanding of the factors influencing green purchase intention. The findings indicate that effective promotion of green consumer behaviour requires a blend of knowledge improvement, regulatory frameworks, and value-driven messaging.

**LIMITATION & FURTHER RESEARCH**

Future studies should explore additional factors, such as social norms and economic incentives, to further clarify the determinants of sustainable consumption. By enhancing theoretical knowledge and providing practical recommendations, this research contributes to the ongoing discussion on encouraging environmentally responsible consumption and offers guidance for policymakers and marketers working to foster a more sustainable economy.

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