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# [Consumers Spirituality Towards Green Purchase Intention: Mediating Role of Perceived Consumer Effectiveness and Moderating Role of Religious Commitment]

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**ABSTRACT**

This research investigated the relationship among consumer spirituality, perceived consumer effectiveness (PCE), and green purchase intentions through the lens of the moderating effect of religious commitment. A quantitative research design was employed and the data was collected in a period of one month from 207 general consumers in Pakistan using snowball sampling technique. The analysis was run using the mediated-moderation Model 14 as suggested by Hayes (2008) to test the hypothesized relationships. The findings of the study shows that consumer spirituality has a positive and significant effect on green purchasing intentions which is mediated by PCE. Then, religious commitment enhances the effect of PCE on GPI through sustainable consumer behaviour. Moreover, theoretical discussions were initiated around the Triple Bottom Line (TBL) theory, which requires the assurance of equilibrium in economic, social and environmental dimensions for the sake of sustainability. Based on the findings, the study provides implications for marketers, policymakers, and educationalists to encourage green consumption using spiritual and religious values.

**Keywords:** Consumer Spirituality, Green Purchasing Intention, Perceived Consumer Effectiveness, Religious Commitment, Triple Bottom Line Theory, Sustainability, Consumer Behaviour, Environmental Stewardship, Pakistan.

**Introduction**

In recent years, the discipline of sustainable consumer behaviour has learnt to place a growing emphasis on the role that intrinsic values and spiritual beliefs occupy in influencing individual decisions regarding environmentally responsible consumption (Hunting & Conroy, 2018). As global awareness of environmental concerns increases, researchers have been driven to identify the roots of this new foliage and what is motivating consumers to purchase green products. Indeed, one consumer motivation, consumer spirituality, has been identified as a strong predictor of green purchase intentions, suggesting that personal and spiritual beliefs play a major role in consumer behaviour (Husemann & Eckhardt, 2019). According to Sudhir Kale, (2009) spirituality is the deliberate investigation of one's inner self in light of the larger world. Although it is less formal, strict, and institutionalized in character, it is strongly tied to the idea of religion. Therefore, consumer spirituality is defined as the interconnected behaviours and processes people partake in when they consume market offers (i.e., locations, services, and goods) that result in spiritual usefulness. In other words, the products available on the market that consumers are using for spirituality are specifically made to slake their need for meaningful interactions with either a greater external force or their own inner selves (Sudhir Kale, 2009). However, studies on consumer spirituality that is, how customers interact with spiritual products, services, and locations that are (more or less) intentionally created to improve customers' spiritual well-being and actualize a spiritual experience have only lately started to pique the interest of marketing academics. This recent body of work has investigated how pilgrimages are experienced by consumers and how markets, products, and consumption habits contribute to the realization of spiritual experiences (Husemann & Eckhardt, 2019). Additionally, numerous studies (Rodriguez-Rad & Ramos-Hidalgo, 2018; Saxena & Sharma, 2023; Zhuang et al., 2021) have been conducted on the variables influencing customers intentions to make green

purchases. Researchers Lam et al. (2016), looked into a lightweight plastic container and found that customers' desire to buy was significantly positively impacted by the product's perceived green value. According to Zhuang et al. (2021), customers' perceptions of green purchases have an impact on their desire to buy and, eventually, their actual purchasing behaviour.

Therefore, issue in consumer research is whether or not their spirituality influences consumer behaviour to be ethical and more sustainable, as an intrinsic value or belief which transcends the material aspect of life often relates to consumer spirituality (Omoyajowo et al., 2023). Individuals with spiritual tendencies were found to be more likely to act in ways that protect the environment, as this group will usually do something not because they are required to do so, but because what they do is the moral and ethical thing to do (Chairy & Syahrivar, 2020).

However, perceived consumer effectiveness, reflecting confidence in consumption behaviour as an influential factor of environmental quality, further mediates this relationship (Sharma & Sharma, 2017). It has been suggested that by promoting environmental consciousness, PCE is one of the key variables influencing consumers' decisions to make environmentally friendly purchases (Sharma & Sharma, 2017). In addition, religious teachings are frequently oriented toward stewardship of the earth and responsible consumption, which influence an individual's perception of consumer effectiveness and in turn, their purchase decisions (Siyavooshi et al., 2019). For this purpose, analysing how religious commitment influences consumer spirituality and PCE to predict green purchase intentions is critical in crafting specific strategies to influence sustainable consumer behaviour. Therefore, this research provides an in-depth understanding of the intricate relationships between consumer spirituality, perceived consumer effectiveness (PCE), and green purchasing intentions through focusing on the moderating effect of religious commitment.

Although there has been extensive research on the relationship among consumer spirituality, perceived consumer effectiveness (PCE), and green purchase intention, but there is a substantial gap in the existing literature. It does, however, overlook the moderating effect of religious commitment cross-culturally in diverse cultural and religious contexts beyond this type of Islamic religiosity, quantitatively entailing this gap. Existing studies go a long way towards contributing to our understanding of the inner workings of Islamic demography but there is a comparative empirical gap on these relationships between different religious and cultural contexts.

The original motivation of the research is to examine how consumers' spirituality, perceived consumer effectiveness and intentions to buy green products are all interlinked here with particular attention paid towards religious convictions. This study is intended therefore to: (i) investigate the impact of Consumer Spirituality on Intentions for Green Purchasing to understand how the values of spiritual beliefs that sustainability is not an accident influence consumers' consumption patterns and attitudes towards ecologically sustainable products, (ii) demonstrate how Perceived Consumer Effectiveness functions as a mediator, basically to observe whether or not PCE mediates between consumer spirituality and purchasing green intentions, (iii) examine the Relationship between Perceived Consumer Effectiveness and Green Purchasing Intention and to what direction this correlation is pointing, for example is it strong or weak? And how does religious commitment influence this especially in Pakistani context?

Therefore, this study is of considerable importance for a number of reasons. This study adds to the existing body of literature on consumer behaviour, specifically on environmental sustainability, by examining the roles of spirituality and religious commitment in green purchasing. It shows how values and beliefs that run deep can create ethical and sustainable consumption routines. The insights from this study provide important implications for marketers and enterprises that plan to promote those green products. Motivational drivers for green purchase may differ for religious and spiritually committed individuals who may generalize divine attributes to brands. Such findings are relevant to federal and state policy makers tasked with expanding and scaling up sustainable consumer behaviour programs, while also offering practical guidance for educators to cultivate higher perceived consumer effectiveness along with a promising pathway via spiritual and religious values to promote sustainable consumer behaviour scale-up. Furthermore, educational programs and policies can specifically be geared towards increasing consumer awareness and efficacy on environmental conservation. Our study contributes to the emergent stream of sustainability research by incorporating psychological, spiritual, and religious aspects. Highlighting the complex nature of sustainable consumer behaviour. This snapshot calls for interdisciplinary solutions to environmental problems. The results connect spirituality and religious commitment to green purchasing intentions and, subsequently, emphasize the moral profile of consumer behaviours. In the process, it contributes to a wider consideration of how individual and societal values can be channelled toward ecological care and justice.

### **Literature Review**

#### **Underpinning Theory**

Triple Bottom Line Theory (TBL) offers an integrated theory related to the study of this phenomenon which is introduced by Jeurissen (1991). The economic aspect of TBL is indirectly embedded into the links of consumer spirituality and PCE with purchasing decisions that may generate a positive market demand for eco-friendly products to produce economic advantages for businesses adopting sustainability. This is the social dimension, shaping ethical and responsible consumption behaviours including spirituality and religious commitment, where the episode brings the role of cultural and moral values closer together in the quest for sustainability. In sum, only the environmental dimension is addressed by the relationships between consumer spirituality, PCE, and green purchasing intentions, reinforcing the importance of the environmental stewardship and sustainable consumption.

#### **Consumers Spirituality and Green Purchasing Intention**

Consumer spirituality has been identified as an important factor in the examination of the antecedents of green purchasing intentions; the power of individual spirituality either directly or indirectly, through the personal beliefs that frame pro-environmental behaviour (Husemann & Eckhardt, 2019). This new area of research highlights a growing emphasis on the importance of intrinsic values and ethical concerns in determining consumer preferences and behaviour. This reciprocal inter-relationship between spirituality and concern for the given environment remains complex in showing the way deeply held spiritual values emerge as consumer choices (Omoyajowo et al., 2023). However, Chairy and Syahrivar (2020), provides a useful insight on Karma and consumption in green purchasing is a pearl in the ocean for showing how spiritual belief affect the decision making of the consumer. In doing so, they present a model of

spirituality and karma as mediators of sustainable consumer behaviour. The importance and originality of the findings of this study is quite significant, as it demonstrates the potential role of spirituality in conviction not just an abstract belief system but as an influencing factor and reference in guiding a consumer towards pro-environment behaviour, which by this convert the significant role and applied morality and spirituality as a common and drive for sustainable behaviour (Chairy & Syahrivar, 2020). Building on that narrative, new research has explored more nuanced causes of spirituality on consumer behaviours towards green purchase intention. For example (Khan et al., 2020; Kumar et al., 2022; Saxena & Sharma, 2023) contributes on positive proximal way highlights that the contemporary thinking of returning to basic by being belief-based can create a sense of connectedness with the nature and hence proactively push individuals to conduce to environmental sustainability accounted behaviour(s). Thus, (Omoyajowo et al., 2023; Rodriguez-Rad & Ramos-Hidalgo, 2018) the combined study reveals that a spiritual connectedness with native natural produces can be an important driver of green buying behaviour, and that the split is not so much about how spirituality and responsibility are defined, but that spirituality and environmentalism are internationally coupled.

In addition, the influence of spiritual orientation on ethical consumption adds further depth to our knowledge of how spiritual concerns impact the intention to purchase in a green manner (Jalees et al., 2021). This may be because spiritual people, according to research, tend to be more ethical consumers than those who are not and are more likely to choose green products (Hunting & Conroy, 2018). This finding is consistent with previous research that suggested spirituality and the perceived consumer effectiveness influence consumers to go green (Zhuang et al., 2021), and ultimately underscores the transformational aspect of spirituality in driving consumers to adopt sustainability and ethical consumption attitudes (Rodriguez-Rad & Ramos-Hidalgo, 2018). Hence, the first hypothesis of this research is;

**H<sub>1</sub>:** Consumers spirituality has a positive significant impact on green purchase intention.

#### **Consumer Spirituality and Perceived Consumer Effectiveness**

According to Sharma and Sharma (2017), the linkages between consumer spirituality and perceived consumer effectiveness (PCE) are a complex that has large influence on eco-conscious consumer behaviour. This more nuanced path indicates individuals PE relationship via their religious belief and practice in their decisions in contribution to the environment where it effects individually to green purchase behaviours through ritual pro-environmental consumption. Jalees et al. (2021), investigated how spirituality and ethics condition green advertising perceptions and, as a result, green buying attitudes and satisfaction. Such research has also noted the substantial implications of consumer spiritual beliefs in green advertisement perception and green purchasing behaviours. Expanding on this, N. Sharma et al. (2022), investigated the effect of green self-identity and locus of control on green purchase intentions. They argue that having a strong green self-identity nurtured by spiritual beliefs plays a significant role in how they perceive themselves to be effective consumers, in turn leading them to make more sustainable choices while shopping. This implies that spirituality does not only impact direct buying behaviours but also has impact on the self-concept and control perceptions that guide these related decisions. Moreover, (Hazaea et al. (2022), provides an extensive review on green purchasing suggest that environmental concern is an individual attitude that

determines the spiritual value, which in turn predicts green purchasing intentions. Spirituality fosters reverence for the environment and thereby increases the likelihood that individuals will be interested in behaving in a sustainable way. This is in-line with the improving view of the consumer effectiveness by involving spirituality in fostering environmentally friendly behaviour.

Additionally, Sheng et al. (2019), in their provided influence of identity toward green purchase behaviour and concluded that a load of through spirituality mediated consumption values discriminately predict green purchasing intentions. The implications of their study show that spirituality enriches the consumption values that regulate eco-friendly buying behaviours given its close link to consumption values shaping up the consumer ethics. Lastly, Afridi et al. (2021), propose that spirituality could positively affect generativity, which in turn leads to green purchase behaviour through the mediated role of PCE while man-nature orientation and perceived behavioural control moderate the effect of the spirituality for a humanistic concern towards environment. Therefore, the following hypothesis is proposed in this research;

**H<sub>2</sub>:** Consumer spirituality has a positive significant impact on perceived consumer effectiveness

#### **Perceived Consumer Effectiveness and Green Purchase Intention**

Various scholars have investigated the association of perceived consumer effectiveness (PCE) with green purchasing intentions, where it is indicative of consumer attitude toward green products (Tan & Lau, 2011). This suggests that the impact beliefs of consumers during PCE sessions help to reinforce green purchasing intentions, as well as the established effect of system theories that align with green marketing on the purchase. Their results provide evidence that green purchase intentions are most heavily weighted by attitudes that predict the environmental benefits of high PCE, highlighting the role of self-efficacy in pro-green consumer behaviour. Moreover, Wang et al. (2019), investigated that how the association between green product knowledge and green purchase intentions is affected by mediation of green trust, perceived consumer effectiveness, and environmental concern. They suggest that consumers who have more information about environmental problems are not only more likely to engage in pro-environmental purchasing but also have an increased level of perceived consumer effectiveness, which leads to a greater sense of agency in green consumption.

However, Zhuang et al. (2021), meta-analyse factors which influence on green purchase intentions with the paper of their work focuses on the role of cognitive and affective factors like perceived consumer effectiveness, perceived green value and environmental concern as influential determinants of green consumption behaviour. In summary, this paper systematically integrates an original theoretical interpretation on PCE as the mediator linking to green purchase intention. Furthermore, other studies examine that perceived consumer effectiveness reinforces the impact of culture values on green purchasing intention, thus establishing further support for the cross-cultural relevance of perceived consumer effectiveness in the prediction of environmentally friendly consumer behaviour (Sheng et al., 2019). Hence, these studies underscore the crucial importance of PCE in influencing green purchase intentions. They build on the basic knowledge recently provided showing by proposed model perceived consumer effectiveness as a mediator between environmental awareness and green consumption and as a moderator with respect to product knowledge, cultural values, and environmental concern (N. Sharma et

al., 2022). This body of work reminds us that green purchasing behaviour is multi-faceted, and emphasizes the need to build consumer confidence in their efficacy as a means of building sustainable consumption habits. Therefore, proposed hypothesis of this study is:  
**H<sub>3</sub>:** Perceived consumer effectiveness has a positive significant impact on green purchase intention

#### **Mediating Role of Perceived Consumer Effectiveness**

Perceived Consumer Effectiveness (PCE) is a part of PEB mechanisms involving a mediation process between behaviour and psychological mechanism (Sharma & Sharma, 2017). Therefore PCE at its core symbolizes the faith of the individual in their ability to cause environmental with their purchasing behaviour which is important in knitting the beautiful ideals of spirituality to the realities of sustainable consumption (Saxena & Sharma, 2023). This idea is consistent with the view that self-efficacy beliefs will be primary determinant of the extent to which consumers translate their environmental values into specific purchasing behaviours.

Hence, research by Afridi et al. (2021) explores the role that elders' generative desires to care for future generations in relation to green purchasing and perceived consumer effectiveness. The findings are supportive of the idea that stronger motivations towards green purchases can be unleashed in those consumers who perceive the consumption of sustainable objects as a practicing-framework for social responsibility. It also highlights the transformation potential when it comes to the role of perceived consumer effectiveness in shaping consumer behaviour, which indicates that bolstering consumers belief in their environmental impact can lead to substantial sustainable consumption. Moreover, Joshi et al. (2021), probes an integrated model, which involves a combination of both economic and emotional values with perceived consumer effectiveness that contribute to the attitude toward green purchasing and, eventually, to green purchase intentions. In essence, their research indicates these multiple dimensions collectively shape consumers' intention to support green purchase. These findings help to clarify the contributions of perceived consumer effectiveness shaping sustainable consumer behaviour, such as emotional connection to products and perceived financial benefits.

Furthermore, literature suggests the perceived consumer effectiveness pathway role is more than just mediating. Tan and Lau (2011), for example suggested that the effect of perceived consumer eff amplifies without a strong basis and support of environmental knowledge on the importance of impact on health, implying with the understanding of the context, they will know how much the efficacy of the efforts has on green purchasing intentions. Similarly, Vitell et al. (2007), viewed the ethical aspects of consumer behaviour and bridging the connection between environmental moral obligations and consumer efficacy as they influenced green purchasing behaviour. Together, these studies bring complexity to the concept of PCA, illustrating how it is related to knowledge, ethics and values. Therefore, we propose the following hypothesis:

**H<sub>4</sub>:** Perceived consumer effectiveness mediates the relationship between consumer spirituality and green purchase intention.

#### **Moderating Role of Religious Commitment**

Religious commitment plays an important role in moderating the relationship between PCE and green purchase intention, implying that the role of spiritual beliefs in explaining recycling behaviour was indeed not straightforward (Sobari et al., 2022). While other studies have found that religious commitment might moderate the PCE and green

purchasing decisions (Minton et al., 2015). The moderating effect thus appears more pronounced in religious contexts where green consumption enjoys a perceived high moral and ethical imperative due to the extent to which religious teachings or principles overlap with environmental stewardship (Arli & Pekerti, 2017; Hunting & Conroy, 2018). Moreover, De Pelsmacker and Janssens (2007), point out that respondents with a high religious commitment have an additional religious incentive, as religious believers, to act in an environmental manner and hence, the stronger the respondent connects her general consumer role effectiveness with her intended purchase behaviour. In the same vein, research by Tkaczynski et al. (2020), underscores that PCE doubles the strength of the effect of religiosity into green behaviour motivations, since moral duty norms as result of religious dogmas may be more affecting in driving motivations of people to engage in green purchasing behaviour when they follow holy teachings emphasizing care for creation. Additionally, Qureshi et al. (2023), emphasized that inexhaustibly committed consumers with religious convictions would be more expected to internalize and mobilize messages from the environmental conservation than their secular replicas because religious belief offers extra motivational layer for way through the material policy to productive consumption. This means that religious commitment does increase perceived efficacy of one's own actions but it does so by investing also these things linked with more faith-inspired meaning offering greater preference to green purchasing. In view of this, the hypothesis would be:

**H<sub>5</sub>:** Religious commitment moderates the relationship between perceived consumer effectiveness and green purchase intention

#### **Moderated Mediated Model**

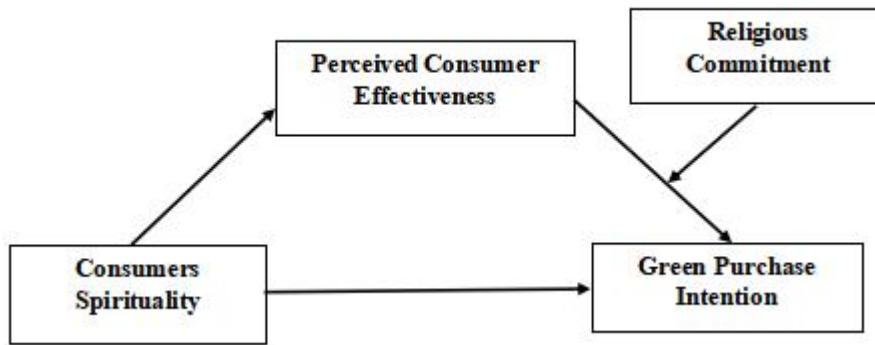
The moderated mediation model allows us to examine the consumer spirituality, perceived consumer effectiveness and religious commitment that affect the green purchasing intentions. More specifically, it investigates whether the mediation effect of PCE on the relationship between consumer spirituality and green purchasing intention may vary across different levels of religious commitment.

Literature suggests that PCE is positively influenced by consumer spirituality that further leads to increase in green purchasing intentions. But this mediating effect is moderated by the level of religious commitment (Joshi & Rahman, 2019). However, a study by Jaiswal and Kant (2018), revealed that the degree of mediation effect of PCE on the relation between spirituality and green purchasing is higher among individuals with a higher level of religious commitment than among those with a lower level of religious commitment. The higher level of religious commitment, this, in turn, the more significant is the impact of spirituality on green purchasing, due to an increase in perceived effectiveness.

This moderated mediation model is also consistent with evidence from (Afsar et al., 2018). This assertion was also in line with who suggested that religiously inspired moral and ethical formulations could shape consumer behaviour and bolster the perceived efficacy of pro-environmental activities. Their research implies that religious commitment may serve as a mechanism by which the spiritual motivations get translated into purchase decisions, using an augmented feeling of consumer efficacy. Therefore, the hypothesis might be:

**H<sub>6</sub>:** The indirect effect of consumers spirituality on green purchase intention through perceived consumer effectiveness is moderated by religious commitment.





**Figure 1: Theoretical Framework**

**Research Methods**

**Data Collection and Sample**

Specifically, this study aims to achieve to get insight of general consumers in Pakistan about their spirituality, consumer green purchase intention. Data were collected and analysed quantitatively using a research design. Therefore, the present study adopts Hayes (2008) mediated-moderation model 14 to analyse questionnaire-based data. Snowball sampling technique was used to ensure more responses from the participants. We utilised this sampling method as it is useful in hard-to-reach populations and is most appropriate for exploratory research. Hence, data were collected via social media platforms for 4 weeks. A survey questionnaire was floated online through social media channels such as WhatsApp, Instagram and Facebook and the initial respondents of our study were asked to refer other individuals they knew to voluntarily consent to complete on the current research instruments. Referred persons were further referred as well until we reached saturation, and we achieved our target sample size. The survey was divided into two parts namely the demographic questions (gender, qualification, age, monthly income, monthly shopping expenditure, shopping frequency, knowledge of ethnic specific pro-environmental values, knowledge of ethnic specific moral ethical practices and religious/spiritual belief etc.) and the of the study variables.

Therefore, from descriptive statistics Table 1 summarizes that total number of sample size was 207 and majority of the respondents in our study were female (84.1%) who are young adults in the age group of 20-25 years (78.3%) and rest belong to other age groups, holding a bachelor’s degree (61.4%) and having a monthly income less than 20,000 (58.0%) and 61.4% of the participants also reported having a religious/spiritual belief. This indicates that the millennials may be less susceptible to viewing their actions as consumer burdens given their increased reliance on new spiritual/religious beliefs and values and more involvement in consumer activism to support a more sustainable and a well health environment. Moreover, descriptive statistics also shows that majority of the respondents are aware of green products (52.7%), had some knowledge of green products (43.5%), and prefer to buy green products (79.2%).

**Table 1: Demographic Analysis: Descriptive Frequencies**

Variables	Categories	Frequency	Percentages
Gender	Male	33	15.9
	Female	174	84.1

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Age	20-25 years	162	78.3
	26-30 years	29	14.0
	31-35 years	8	3.9
	36-40 years	3	1.4
	40 and above	5	2.4
Qualification	Intermediate	24	11.6
	Bachelors	127	61.4
	Masters	55	26.6
	PhD	1	.5
Monthly Income	Less than 20,000	120	58.0
	Between 20,000-35,000	27	13.0
	Between 35,000-50,000	20	9.7
	Between 50,000-65,000	9	4.3
	More than 65,000	31	15.0
Monthly Shopping Expenditure	Less than 10,000	118	57.0
	Between 10,000-20,000	49	23.7
	Between 20,000-30,000	11	5.3
	Between 30,000-40,000	8	3.9
	More than 40,000	21	10.1
Shopping Frequency	Once in a week	30	14.5
	Once in a month	57	27.5
	Seasonal	104	50.2
	Once in a year	16	7.7
Awareness of green products	Yes	109	52.7
	No	98	47.3
Knowledge of green products	Very Knowledgeable	43	20.8
	Somewhat Knowledgeable	90	43.5
	Not very Knowledgeable	51	24.6
	Not at all knowledgeable	23	11.1
Religious Belief	Yes	127	61.4
	No	80	38.6
Prefer to buy green products	Yes	164	79.2
	No	43	20.8

**Study Measures**

To determine the impact of consumers spirituality on green purchase intention (GPI), we collected data in respect of total four variables. The measurement scales (shown in Appendix 1) used in this research have also been validated in previous studies. First, we measured consumers spirituality on 11 items scale adopted from previous study Hur et al., (2020). Second, the validated five items were used to measure the perceived consumer effectiveness taken from previous researches Kim & Choi (2005) and Sharma & Sharma (2017). Third, green purchase intention was measured through three items by Siyal et al., (2021) and Sharma & Sharma (2017). Lastly, religious commitment was measured through five items by (Shahid et al., 2023). The questionnaire was measured on five- point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). By using this scale, respondents were asked to rate their level of agreement or strong disagreement with a

set of statements on a particular topic.

Descriptive statistics of the variables are shown in Table 2, including the mean values of consumers spirituality, green purchase intention, perceived consumer effectiveness and religious commitment. The table shows that green purchase intentions had the lowest mean values compared to all other constructs at 3.9372. This implies the general Pakistani consumer is rather passive or passively willing to buy green products, but far from active.

**Table 2: Descriptive Statistics of Variables**

Study Variables	Mean	Std. Deviation
CS	4.0663	.49368
RC	4.2367	.63690
GPI	3.9372	.64347
PCE	4.0473	.63267

n=207, CS=Consumer Spirituality, GP1=Green Purchase Intention, PCE=Perceived Consumer Effectiveness, RC=Religious Commitment

### Tools for Analysis

We used the IBM statistical package for social sciences (SPSS 23.0) for data analysis, in order to meet the aim and to test hypotheses of this study. Descriptive analysis in SPSS 23.0 was used for preliminary results and details of the sample are presented in the following table. The reliability of the measurement items was tested using Cronbach's  $\alpha$  coefficient. In addition, we tested for correlations of variables of interest by the means of Correlation analysis (Pearson's test). We used Process Macros (Hayes, 2017) for regression analysis to test the hypothesized relationships between variables of our model 14. By using SPSS and Process Macros, we can analyse and explore hidden patterns between the data, we uncovered significant correlations among the data using the data analysis process efficiently and accurately.

### Data Analysis and Results

#### Reliability Analysis

Reliability is the measure of internal consistency of constructs in the study. Cronbach's alpha coefficient is the most reliable and useful model to measure the reliability and internal consistency of constructs. A construct is more reliable when the alpha ( $\alpha$ ) value is greater than 0.70 (Hair et al., 2013). Hence, we assessed the reliability of items by using Cronbach's alpha ( $\alpha$ ). The results of the study revealed that Consumer's Spirituality with 11 item scale ( $\alpha = .838$ ) and Green Purchase Intention with 3 item scale ( $\alpha = .798$ ) has good reliability and internal consistency. Similarly, the Perceived Consumer Effectiveness with 5 item scale and religious commitment with 5 item scale were also found to be reliable at ( $\alpha = .838$ ), ( $\alpha = .836$ ) respectively. Reliability results are summarized in Table 3.

**Table 3: Reliability Statistics**

Constructs	No. of Items	Alpha ( $\alpha$ )
CS	11	.838
GPI	3	.798
PCE	5	.838
RC	5	.836

n=207, CS=Consumer Spirituality, GP1=Green Purchase Intention, PCE=Perceived

Consumer Effectiveness, RC=Religious Commitment

**Correlation Analysis**

We conducted two-tailed Pearson r correlation test to test the strength and direction of the linear correlation between the two variables. There are only three potential correlation coefficients: 1 for perfect positive correlation, — 1 for perfect negative correlation, and 0 for no correlation at all. Yet a variable with an r of one is always simply the file itself (Ratner, 2009). As such, the findings of the study uncovered that there was positive relationship between consumers' spirituality and their green purchase intention ( $r = .567, p < .001$ ), supporting  $H_1$ . In other words, this means consumers who are both highly interested in environmental sustainability and have high need for consumer spirituality are more likely to intend to buy green products.

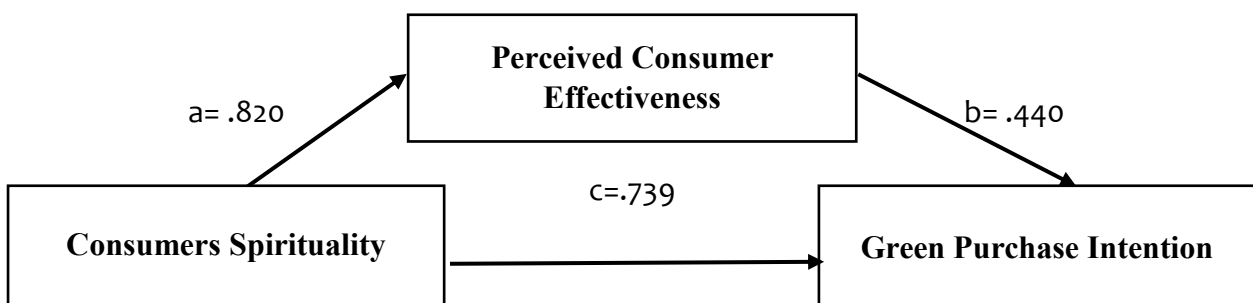
**Table 4: Correlation Analysis**

	GPI	CS	PCE	RC
GPI	1			
CS	.567**	1		
PCE	.619**	.640**	1	
RC	.538**	.591**	.557**	1

\*\* Correlation is significant at the 0.01 level (2-tailed),  $n=207$ , CS=Consumer Spirituality, GP1=Green Purchase Intention, PCE=Perceived Consumer Effectiveness, RC=Religious Commitment

**Regression Analysis**

For regression analysis, we performed Process Macros to obtain the expected outcomes of the study. First, we have done mediation analysis which focused on the estimation of indirect effect of independent (X) on dependent (Y) variable through an intermediary mediator variable M, causally located between X and Y (i.e., a model of the form  $X \rightarrow M \rightarrow Y$ ) (Hayes, 2015). Therefore, the results of the study indicates that consumers spirituality has positive significant relationship with green purchasing intention ( $b = .739, t = 9.867, p < 0.001$ ) which indicates the direct path c and supporting  $H_1$ . Similarly, consumers spirituality has a positive significant impact on perceived consumer effectiveness ( $b = .820, t = 11.929, p < 0.001$ ), which represents the path a in our model and also supporting the  $H_2$ . Lastly, perceived consumer effectiveness has a significant impact on green purchasing intention ( $b = .440, t = 6.303, p < 0.001$ ), which shows that path b is also significant and  $H_3$  is supported. Summaries of the result are shown in Table 5.



**Figure 2: Statistical Figure of Mediation Model**

**Table 5: Hypothesis Analysis Summary**

Regression Weights	Beta-Coefficient	R <sup>2</sup>	F-statistics	T value	P value	Hypothesis Supported
CS→GPI	.739	.322	97.371	9.867	.000	Yes
CS→PCE	.820	.409	142.320	11.929	.000	Yes
PCE→GPI	.440	.432	77.746	6.303	.000	Yes

n=207, CS=Consumer Spirituality, GP1=Green Purchase Intention, PCE=Perceived Consumer Effectiveness, RC=Religious Commitment

**Mediation Analysis**

The study examined the mediating effect of perceived consumer effectiveness on the relationship between consumer religiosity and spirituality angle and green purchasing intention. It was observed that a significant indirect effect of consumers spirituality on green purchasing intention (b= 0.361, t = 4.924), H<sub>4</sub> was confirmed. Still, the direct effect of consumers spirituality on green purchasing intention in presence of the mediator was also found significant (b = 0.378, p < 0.001). Accordingly, perceived consumer effectiveness (PCE) partially mediated the relations of consumers' spirituality (CS) with green purchase intention (GPI) on the lower and upper bound confidence interval values (0.214, 0.503). Mediation analysis summary is presented in Table 6.

**Table 6: Mediation Analysis Summary**

Relationship	Total Effect	Direct Effect	Indirect Effect	Confidence Interval		T-statistics	Conclusion
				Lower Bound	Upper Bound		
CS→PCE→GPI	0.739 (0.000)	0.378 (0.000)	0.361 (0.000)	0.214	0.503	4.924	Partial Mediation

n=207, CS=Consumer Spirituality, GP1=Green Purchase Intention, PCE=Perceived Consumer Effectiveness, RC=Religious Commitment

**Moderation Analysis**

Table 7 of moderation analysis shows the coefficients with impact of perceived consumer effectiveness, religious commitment, and the interaction effect to assess if there is moderation or not. Hence, in this study, since the interaction effect is significant (b= -.236, t=-2.837, p= 0.005) supporting H<sub>5</sub>. This means the religious commitment moderates the relationship between perceived consumer effectiveness and green purchasing intention. Moreover, Test of unconditional interaction shows the change in R-Square due to interaction (x\*w), this is also significant.

**Table 7: Moderation Analysis**

Outcome Variable: GPI							
Model Summary							
R	R-sq	MSE	F	df1	df2	p	
	.677	.458	.227	57.291	3.000	203.000	.000
Model							
coeff	se	t	p	LLCI	ULCI		
constant	3.989	.0380	104.970	.000	3.915	4.064	

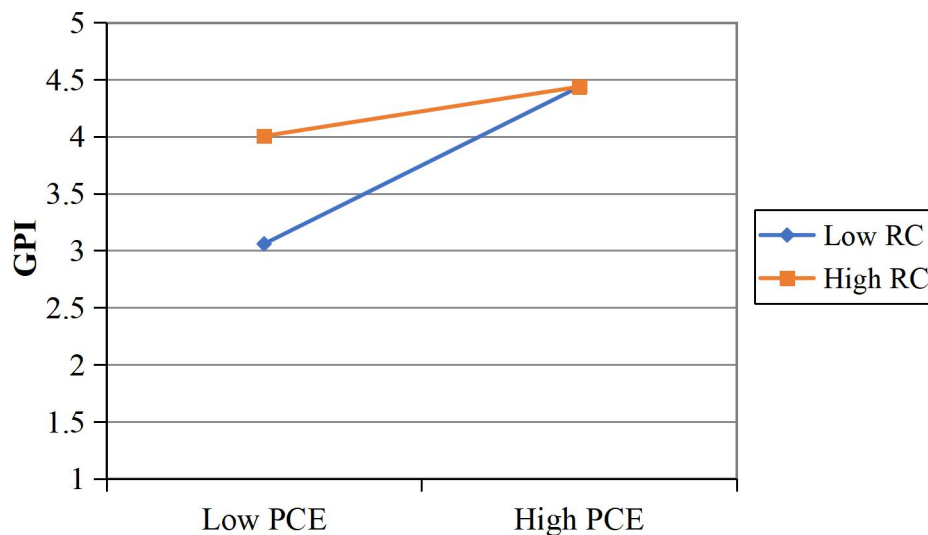
PCE	.452	.0636	7.114	.000	.326	.577
RC	.237	.0649	3.662	.000	.109	.365
Int_1	-.236	.0833	-2.837	.005	-.400	-.072

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0215	8.0506	1.0000	203.0000	.0050

n=207, CS=Consumer Spirituality, GP1=Green Purchase Intention, PCE=Perceived Consumer Effectiveness, RC=Religious Commitment

Additionally, we performed the simple slope analysis to clarify the nature of the moderating effects. Line is steeper for Low RC as can be seen in Figure, implying the impact of PCE on GPI is greater in Low level of RC than High RC. But with increasing levels of RC, the relationship between PCE and GPI became weaker.



### Moderated-Mediation Results

We conducted moderated mediation analysis for our hypothesis 6 in SPSS Process Macros. Therefore, Hypothesis 6 suggested that the indirect effect of Consumers Spirituality on Green Purchasing Intention through Perceived Consumer Effectiveness will be moderated by Religious Commitment. H6 was supported as the index of moderated mediation (index= -0.1838, 95% CI= [-0.3132/-0.0605] is significant since the 95% CI does not include 0. Results of moderated mediation are presented in Table below.

**Table 8: Moderated Mediation Analysis**

Direct Relationships	Unstandardized Coefficient	T values
Consumers Spirituality (CS)-> Perceived Consumer Effectiveness (PCE)	.820	11.929
Perceived Consumer Effectiveness-> Green Purchasing Intention (GPI)	.363	5.156

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Consumers Spirituality-> Green Purchasing Intention (GPI)	.255	2.755		
Perceived Consumer Effectiveness (PCE)*Religious Commitment (RC)-> Green Purchasing Intention	-.224	-2.728		
<b>Indirect Relationship</b>	<b>Direct Effect</b>	<b>Indirect Effect (SE)</b>	<b>Confidence Interval Low/High</b>	<b>T values</b>
Consumers Spirituality (CS)-> Perceived Consumer Effectiveness- > Green Purchasing Intention	0.2559	0.2979(0.0739)	0.1569/0.4480	4.0311
<b>Probing Moderated Indirect Relationships</b>	<b>Effect</b>	<b>SE</b>	<b>Confidence Interval Low/High</b>	<b>t- statistics</b>
Low Level of Religious Commitment	0.4149	0.0749	0.2726/0.5658	5.5393
High Level of Religious Commitment	0.1808	0.0930	-0.0009/0.3610	1.9440
Index of Moderated Mediation	-0.1838	0.0643	-0.3132/-0.0605	2.8584

**Discussion**

This study contributes to the knowledge of the dyadic relationship between consumer spirituality and green purchasing intentions through PCE, with religious commitment as an important moderator. These results are especially relevant with a focus on the Triple Bottom Line (TBL) approach to sustainability which urges to balance economic, social, and environmental aspects of sustainable development (Joshi et al., 2021). This positive relation between consumer spirituality and intention to purchase green, highlights the social and environmental aspects of the TBL theory. Spirituality based in internal beliefs and moral framing nudges people to exhibit behaviours that are in alignment with a pro-environmental perspective (Kumar et al., 2022). The aspect of the triple bottom line (TBL) that is the most obvious candidate to be identified as environmental is environmental-awareness; the observation that consumer choices are motivated by a strong intrinsic sense of moral duty in favour of conserving the ecosystem (Husemann & Eckhardt, 2019; Omoyajowo et al., 2023). This indicates that more faith-oriented consumers would have stronger buying intention that in tune with their caring of eco-well. The results show that the mediating effect of PCE in the relationship between consumer spirituality and green buying intentions in attachment is significant (Sharma & Sharma, 2017). PCE, as argued by Sharma & Sharma (2017), is an important psychological mechanism that influences the transformation of one's spiritual values into practical

behaviours by catalysing the readiness of an individual to make contribution in changing the environment through her choice of consumption. This might be phrased as a consequence of psychological empowerment. High PCE enables proactive behaviour (i.e., psychological empowerment theory for example). In this sense, PCE strengthens the relationship between religious beliefs and green purchasing intentions which are the two pillars of the environment and society of TBL respectively. This leverage underscores the significance of building a consumer's sense of efficacy to encourage sustainable consumption practices (Saxena & Sharma, 2023). Together, they can explain 10% of the variance in green purchasing intentions, but the interaction term is there to show that "religious commitment is a significant moderator of the relationship between PCE and green purchasing intentions." The replication navigation was found particularly for the process of the interaction when the religious teaching and values acted as a moderator of PCE on the consumer behaviour side (Qureshi et al., 2023). Moreover, religious commitment has the tendency to establish the ethical and moral imperatives related to environmentalism, thus these contribute to increasing the belief in their effectiveness on the individual efforts (Arli & Pekerti, 2017; Khan et al., 2020; Sobari et al., 2022). This is consistent with the social dimension of TBL, meaning that social and cultural values play with an essential role to stimulate sustainable behaviours (Sheng et al., 2019). However, the interaction between religious commitment and PCE suggests that people who are religiously inclined and religiously committed lead to implement beliefs in to green purchasing behaviour.

**Summary of the Results**

This study was done on 207 respondents and it shows that consumer spirituality positively and significantly relates with green purchasing intentions and perceived consumer effectiveness ( $b = .739, p < .001$ ), ( $b = .820, p < 0.001$ ) respectively. Similarly, perceived consumer effectiveness and green purchasing intention has a positive significant relationship ( $b = .440, p < 0.001$ ). Moreover, the results of the mediation analysis also found to be significant ( $b = .361, p < 0.001$ ) at confidence interval (0.214, 0.503), which shows that perceived consumer effectiveness partially mediates the relationship between consumers spirituality and green purchasing intention. Additionally, moderation analysis results revealed that religious commitment significantly moderates the relationship between PCE and GPI ( $b = -.236, t = -2.837, p = 0.005$ ), also showing it has a negative significant impact on perceived consumer effectiveness and green purchase intention. This means at low level of RC, there is greater perceived consumer effectiveness to buy green products and vice versa. In addition to this, moderated mediation analysis verified that religious commitment had a moderating role in the indirect association of consumer spirituality on green purchasing intention via perceived consumer effectiveness (index =  $-.1838, 95\% CI = [-.3132, -.0605]$ ). Therefore, in light of these results and existing theories, including the Triple Bottom Line theory, this research provides a fuller understanding of what factors drive us to act as sustainable consumers, and offers some practical consideration when attempting to stimulate green consumption through our spiritual and religious values. Overall summary of the results is shown in Table 9.

**Table 9: Summary of Results**

Relationships	Beta-Value	T-value	P value	Conclusion
CS---GPI	.739	9.867	0.000	Accepted



CS---PCE	.820	11.929	0.000	Accepted
PCE---GPI	.440	6.303	0.000	Accepted
CS--PCE--GPI	.361	4.924	0.000	Accepted
PCE--RC--GPI	-.236	-2.837	0.005	Accepted
CS—PCE--RC--GPI	-0.1838	2.858	0.000	Accepted

n=207, CS=Consumer Spirituality, GP1=Green Purchase Intention, PCE=Perceived Consumer Effectiveness, RC=Religious Commitment

### **Conclusion**

To protect the environment, ethical consumptions in buying green products can play a fundamental role to reduce the harmful effects on the environment. The current research delves into the consumers spiritual belief towards green purchase intention and how their religious values impact the purchasing decisions. Therefore, the present research provides useful insights to develop the measures of sustainability consumer behaviour in the background of consumer spirituality, PCE, and religious commitment affecting the green purchasing intentions. Moreover, integration of the TBL theory allows for a more holistic perspective on these relationships, highlighting that sustainable development is based on understanding and balancing these relationships economically, socially, and environmentally.

### **Practical Implications**

These findings have some important practical implications for multiple stakeholders involving that they can help business to create marketing campaigns highlighting the ethical and environmental advantages of their green products thus meeting the spiritual and religious motives of the customers. This can help people get more involved in sustainability and a demand for sustainable products. Also, governments seeking to influence behaviour towards greater environmental sustainability should consider the role that spirituality and religious values might have. Public education in moral and ethical matters relating to patterns of green consumption, accordingly, can increase the PCE of individuals and thereby promote sustainable behaviours. Moreover, tying spiritual concerns and environmental questions into the educational system, in my view, gives an educational process a fuller reflection of what sustainability as a concept should encompass. This strategy can also help to motivate students to choose sustainable behaviours that are consistent with what they value and where they stand.

### **Limitations and Future Implications**

Although, the study has several limitations in it. First, the sample size is small that may reduce the generalizability of the results so, future studies can gain more generalizability of the research on large sample size. Second, only quantitative approach is used in this research and data was collected from Pakistani consumers. So, further research may carry out to explore whether this may differ in other cultural and religious contexts to assess the generalizability of the findings on a global scale. Longitudinal studies so as to follow changes in consumer behaviour over time and the long-term effects on sustainable consumption from if spirituality and religious commitment. Third, future research also conduct study on other variables as well, such as environmental consciousness, eco trust, and social norms, to create a richer view of the drivers influencing green purchasing behaviour by conducting research on Potential Innovation in Promoting PCE, researching and developing consumer practices that are sustainable by improving spiritual and religious values and integrating them in sustainable consumer

education. However, the current study finally contributes to the green purchasing behaviour literature and fills a gap in the sustainability consumerism and consumer culture literature that how green consumers have changed in this pandemic and provide some useful, policy, and educational implications to move forward to the sustainable consumers. Therefore, further research can craft a more sustainable and ethical consumer culture from the ground up by making the most of the values and beliefs stakeholders carry with them wherever they go.

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