

# Green Marketing Tools, Supply Chain, Religiosity, Environmental Attitude and Green Purchase Behavior

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**Abstract-** The aim of the current study is to examine the role of green marketing tools, religiosity, supply chain management environmental attitude on green purchase behavior in the millennial generation based on these variables, then the Instruments are determined. Data collection methods in this study were questionnaires. The results of the collected 268 questionnaires of respondents were processed using descriptive and quantitative analysis tools using SEM (Structural Equation Model) analysis techniques with Stata 13. The greater green marketing tools which consist of Environmental Advertisement, Perception of eco-labels, Perception of an eco-brand, Trust in eco-label and eco brand the greater possibility to influence Green Behavioral Purchase (GBP). The greater Environmental Attitudes (EA) which consist of Environmental Knowledge (EK) and Environmental Value (EV) the greater positive effect on Green Behavioral Purchase (GBP). The greater religiosity value which consists of (religious belief), experiential ritualistic (religious feeling), Intellectual (religious knowledge), application consequences of religious effect the greater environmentally friendly attitude and Green Behavioral Purchase (GBP). Religiosity moderates the relationship between EA and GBP, so the relationship between EA and GBP is stronger for consumers with high Religiosity than consumers with lower Religiosity. This study will fill this gap. As a result, what this study proposes is the scarce and the new and original constructs respectively- The green purchasing behavior among millennials generation and also provides a framework for the study which makes it possible to explore the relation between green marketing tools, religiosity, environmental attitude and green purchase behavior.

**Keywords;** Green marketing tools, Supply chain management, Religiosity, Environmental attitude, Green purchase behavior

## 1. Background

Environmental degradation is one of the important challenges in the 21st century. States personal consumption, mainly caused by excessive consumption is the main factor that makes the environmental problem. In the long term, because of the excessive consumption able

to endanger the natural environment, but also able to influence the welfare and life quality of consumers. Because of that, in developed or developing countries, it is given emphasis to find a way to decrease the emergence of negative effect from the excessive consumption and buy products that are environmentally friendly [1].

It is along with and needs no questions about green marketing that become the main trend in the competitive business. Green marketing practice mostly develops as the results of the sustainable value improvement given by consumers. Without considering the size, companies acknowledge the go green benefit. American Marketing Association in 2009 states that more than half of company marketers think that their company will improve the sustainable effort during 2010 and 2011 (AVS Group) and more than 43 percent of the companies under research stated that their company would improve the environmentally friendly marketing, along with a definition of that green marketing is a strategic effort made by a company to provide goods and services that environmentally friendly [2].

Explain that there is an influence of green marketing tools that consist of three dimensions, eco-label, eco brand, and environmental ads) toward the actual purchase behavior. Their presence of factor analysis results in the research model produces a modification of one dimension added in the green marketing tools and given name eco-label and eco brand. The investigation toward coefficient from each dimension of green marketing tool showed eco-brand and Trust to green label an eco-brand as positive and significant variable relate to the actual purchase behavior, it can be seen that the environmentally friendly branded products have success commercially because have a positive image, that direct the consumers to buy and cause the growth for the brand loyalty. It can be seen the environmental brand awareness among the Malaysian consumers and their attention to buy the environmental branded product is influenced by the benefit of green

product and to protect environment buying the eco-brand product [3].

Shows that there is significant Influence between the cultures that contains Religiosity toward consumers' behavior that pro to environment. But inversely proportional between cultural values or Religiosity toward environmental attitude. Strong interaction between cultural value and environmentalism. States that religion or Religiosity is the factor that forms purchase behavior for consumers in Indonesia. Religion is a cultural key in an environment that is influenced by consumer behavior and finally influence decision making [4].

Reviewed the results of a study in Scopus journal from 2000 to 2014 concerning factors that affect green purchase behavior, and the results showed that their empirical articles influenced by individual factors and situational factors. Green purchase intention is also a factor that influences green purchasing behavior. None of the articles has combined individual factors in the form of religious and situational factors in the form of Green Marketing tools in the form of eco-labels, eco brands, Trust in eco-labels and eco brands, and environmental advertisements. So that this research is expected to fulfil the gap. In addition, no one has tested the Religiosity of the millennial generation and uses the dimensions of, which are widely used in research in a Muslim-majority country [5].

The era in which we are living is narrated as a Technological era. The world has become a global village. With the passage of every minute, the choices and preferences of the customers are changing. The importance of supply chain management can't be ignored in this rapid and fast-growing world. The customers prefer to have full knowledge and access to their required products. The organizations all around the globe try their level best to remain in contact their customer in order to affect their decision-making process [6]. The best way to remain in contact with their customers is to update the customers with organization information and products [7]. The supply chain management is one of the organization department, which affects the customer in numerous ways. In the case of production, it helps the production line for the timely deliverance of raw material. On the other hand, the Supply Chain Management in the form of marketing section by providing the basis of the timely products affects customer purchasing behavior [8]. Supply Chain Management in the modern world used as an organizational tool to change the customers purchasing decision. The organizations vide Supply Chain Management share their products not only information but also the products with immediate effect to the customers at their doorstep. The customers are purchasing behavior affect positively or negatively by timely deliverance of product vid Supply Chain Management. The better the organization Supply Chain Management is, the more the

organization has a chance to attract the customer by changing their purchasing behavior.

Shows, although practice and research about green marketing increasingly develop, little academic research that gives attention to understanding the Millennial generation (also called Y generation or Eco Generation) to green products. Suitable with a request to make market research in a developing country, the research was done in Indonesia, suitable with the opinion of, the second wave of developing countries is MIST countries that the economic growing group including Mexico, Indonesia, South Korea, Turkey [9].

## 2. Hypotheses development

There are three phases in green marketing. The first phase, during the green marketing phase, begun in the industry since the 1980s. According to, about 1990s green marketing enter the second phase, where at the period, there is a specific reaction by the marketer [10]. Definition of green marketing, according to, is an action aimed at replacing the current needs and desire by minimizing the impact toward the environment. While according to states that no one marketing tools suitable for all companies. The strategy should be adapted or different based on the different market and consumer awareness toward the environment. Green marketing tools that are used:

Eco-label is a tool for consumers to facilitate decision making for product or services which is environmentally friendly and possible for consumers to know how the products or services are produced. Eco-label, according to, eco-label is an interesting instrument to inform consumers about the environmental impact of their purchase decision. To help consumers to identify the products that are friendlier to the environment than other products, the eco-label scheme is begun to promote environmental consumerism and ads environment [11].

Eco brand is the name, symbol or product design that is not dangerous for the environment. Use the eco-brand ale to help a consumer to differentiate it with the non-green products. Together with the increase of green movement in all the world and with the increase of public attention about the environmental problem, the most organization has select environmental advertisement through media or newspaper as a green technique to introduce their product to the consumers that respond to the environment [12].

An environmental advertisement by the company usually contains three elements. First, advertisement began with a statement of company care to the environment. Second, the advertisement depicts the company way to change its procedure to show the care and dedication to improve the environment. Third, the ads depict a certain environmental act where the corporation involved and/or the results where the company can take credit. As stated by, the environmental message in advertisement and product labelling found to 'sometimes'

change purchase decision from 70 percent of respondents. In the same study, more than half of respondents indicated that they lack care to the messages because the excessive use and most respondents report that the environmental act is less credible [13].

The definition of Religiosity, according to is how far is knowledge, how a firm is a belief, how diligent the implementation of worship is and how deep is the appreciation of one's religion. Analyzed Religiosity into five dimensions, namely: ideological dimensions or beliefs (religious beliefs), ritualistic (religious exclusivity), experiential experiences (religious feeling), intellectual or knowledge (religious knowledge), and consequences of implementation (religious effect). As conveyed by that, Religiosity tends to be appreciative of the universal values of religion in substance [14].

At the previous research, the most focus at the factors that influence environmental-based purchase behavior such as attitude, knowledge, and value [15]. Although the factors are recognized as important factors that influence the purchase behavior, no study about marketing that environmentally friendly become the key factor that able to influence the consumer purchase to the product that environmentally friendly [16].

The organizations in these times are using multiple ways to attract the customers. The only purpose of the organization is to change the customer buying decision. The supply chain management is the organization tool to change the customer buying decision [17]. Organizations with the help of supply chain management float their products information and products in order to change the purchasing behavior [18]. It is not enough to deliver the product only the product will deliver if it produced at a proper and required time. At the first step within the organization, the supply chain management acts within the organization by assisting the production section. The production process of any organization strongly depends upon the supply chain management [19]. It's the prime object of supply chain management to provide the raw material of the product to the department. Any delay by the supply chain management in the deliverance of raw material will badly affect the production of the product [20, 21]. The supply chain management will have to timely deliver the raw material and other related items to the required production department. The production of the product timely starts once the supply chain management has done its work. Once the product is ready at the second step, the supply chain management via information sharing section delivers the organization product information to the right persons and through the right channel in order to attract the customers [20]. Once the product information delivers via supply chain management to the customers, it influences the customer decision to whether to buy or not the product. On the other hand, the supply chain management also acts as a

transportation means to supply the product at the selling points. The organizations also actively use the supply chain management to deliver the products at the buyer doorstep [22]. Today's customer is very conscious of their time and convenience. Suppose the customer got its product at its required destination that strongly influences the customer buying decision [23]. This deliverance becomes possible with the help of supply chain management. The supply chain management used different channels in order to deliver the product and organization information to the customer. The supply chain management purpose stands behind in this issue is to influence customer buying behavior [24]. In the supply chain management literature numerous time the supply chain management has been reported as a variable which influences the customer buying behavior. In line with the past studies results in this present investigation, the supply chain management is employed as a variable which affects the customer buying behavior [25].

Twentieth-century introduces millennial generation, often called as Y generation or echo generation, the new demographic segment consists of an individual with 18 to 34 years old, the millennial generation is very heterogeneous, educated, and smart technologically. While the researchers unable to determine the special limit about the date determination, there is consensus that millennial generation consists of individual who born the 1980s and beginning of 2000s. Millennium creates a huge market. Millennial care to the environment and as the consequences, most millennial has a positive attitude to the green product and want to pay more to the product or brand or services which are environmentally friendly. State that it becomes a separate challenge for retail to communicate the 'green' message. The green product characteristic is a great factor to build consumer loyalty, including the millennial generation [13].

Found that the consumer group of the millennial generation is a group with high awareness of the environment. According to College Explorer, 33 college students under survey like environmentally and socially friendly products. The study also shows that educated consumer becomes more ancient about long term effect from product toward health, community, and their environment. Potential to get consumers from millennial generation is very important because the younger consumer was able to influence the purchase of their peers and families. The pressure from parents to get a university education and lack of job because of recession will influence the millennium to get school. Recession will influence young consumers to reduce their personal expenses, and after economic become well, the millennium will have much personal saving. Furthermore, education able to increase millennial generation about the benefit of green and environmental issues. Because of that, according to, there are still great opportunities for the

company to exploit the millennium generation by producing and marketing products and services that are environmentally friendly [12].

EA and behavior can be included in the environmental awareness concept but not necessarily has relation. The Influence of EA is positive and significant statistically has been reported for natural food purchase, environmentally friendly product purchase, and pro-environment behavior in general reports the positive Influence of EA at the limiting behavior such as decrease energy consumption and adopt environmentally friendly technology. Stated that EA and behavior has a weak relationship or not significant caused by the problems with correspondence measurement and the lack of true association if the attitude and behavior not measured at the same specificity level between two variables can cause substantial bias [11].

At another side, the environmentally friendly product often sold at a higher price than the conventional product, and because of that, the consumers have to have a high commitment toward the environment to purchase it. So, it is expected that EA and GBP has a relationship positively. In the research done previously by entitled religious influences on shopping behavior: an exploratory study about the Influence of Religiosity toward shopping behavior of 1000 household heads at Mauritius (England), states that religiosity variable that has significant Influence. Religiosity is defined as motivation, values, and religious belief. According to, religiosity is how far an individual has a commitment to the certain religious group while according to main culture force and influence decision making of consumers substantially [10].

Did not find the Influence of interpersonal religious commitment to attitude and exocentric behavior. So, it is possible that new article concludes that 'recall to the multidimensional nature of religiosity and environmental protection, the different research results – statistical analysis 'briar patch' virtual of multivariate – contrast with coherent summary' at the beginning of the research, the relationship between attitude and behavior shows the low relationship. At the other side, showed some variability between the correlation between attitude and behavior from -0.20 to 0.73. Among the construct, that study about the Influence of relationship moderation between attitude and behavior is the attitude belief, attitude strength, introspection, and self-monitoring. For research that integrates moderation into the environmental study to understand more about the relation between EA and pro-environmental behavior such as recycle or green product, the purchase is rare that found a higher correlation between general EA and environmentally friendly behavior at the consumer effectiveness. Then found that EA is stronger predictor from the recycling behavior when the effort needed for the behavior is high, and the relationship is weaker when less effort needed for the

behavior [9]. Based on the consistency theory in the research of behavior, we suggest that Religiosity maybe not only has a positive effect on EA and pro-environment behavior but also positively moderating the relationship between both variables. Suitable with the Holy Qur'an, religious belief consistent with pro-EA, we assumed that Religiosity would strengthen the relationship between EA and behavior. Especially, the researcher has an opinion that it is assumed that there is a positive relationship between EA and GBP (H2), and positive relationship between Religiosity and EA (H3) and Religiosity and GBP (H4), Religiosity will have a positive impact at the relationship between EA and GBP.

**H1:** There is an association between green marketing tool and green purchase behavior.

**H2:** There is an association between environmental attitude and green purchase behavior.

**H3:** There is an association between supply chain management and green purchase behavior.

**H4:** Religiosity positively moderates the relationship between green marketing tool, and green purchase behavior.

**H5:** Religiosity positively moderates the relationship between environmental attitude, and green purchase behavior.

**H6:** Religiosity positively moderates the relationship between supply chain management and green purchase behavior.

### 3. Methodology

In this study, there are five variables used, namely green marketing tools, religiosity, supply chain management, environmental attitude and green purchase behavior in the millennial generation based on these variables, then the Instruments are determined. The results of the collected questionnaires were processed using descriptive and quantitative analysis tools using SEM (Structural Equation Model) analysis techniques. Participants were recruited using a snowball sampling technique from students at universities in Indonesia. By using a survey approach in the form of a questionnaire. The choice of respondents from students was due to an understanding with the consensus that the millennial generation was a generation born in 1980 until the 1990s. Besides that, students are considered to have a sufficient level of knowledge relating to eco-labels, eco brands and environmental issues. According to, respondents who will be sampled in a study with a population that is not known to be in number then determined at least 4 to 5 times the number of items in question. The samples were collected from 268 questionnaires of millennials generation and processed using descriptive and quantitative analysis tools using SEM (Structural Equation Model) analysis techniques with Stata 13. The variables used such as green

marketing tools (GMT) has five items, environmental attitude (EA) has four items and supply chain management (SCM) has three items. In addition moderating variable such as religiosity (RLG) has four items and dependent variable such as green purchase behavior (GPB) has three items. These variables are highlighted in Figure 1.

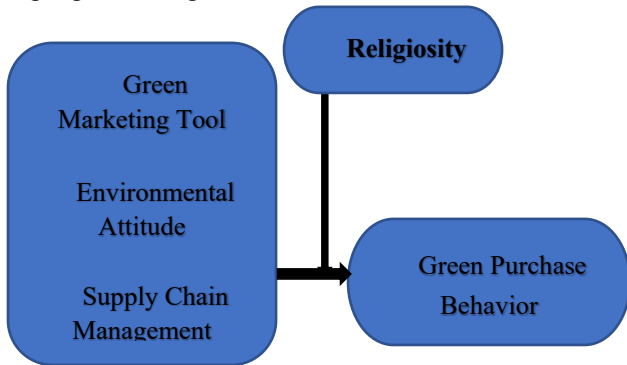


Figure 1. Theoretical framework

4. Results

The convergent validity has been checked first in the finding section and the statistics show that high correlation among items and valid convergent validity. The results show that Alpha and CR are larger than 0.70 while loadings and AVE are more than 0.50. These values are shown in Table 1.

Table 1. Convergent validity

Items	Loadings	Alpha	CR	AVE
EA2	0.953	0.899	0.938	0.835
EA3	0.828			
EA4	0.954			
GMT1	0.860	0.882	0.918	0.737
GMT3	0.873			
GMT4	0.866			
GMT5	0.835			
GPB1	0.856	0.821	0.893	0.736
GPB2	0.838			
GPB3	0.879			
RLG1	0.621	0.805	0.853	0.599
RLG2	0.908			
RLG3	0.891			
RLG4	0.626			
SCM1	0.740	0.755	0.858	0.670
SCM2	0.805			
SCM3	0.902			

The discriminant validity has been checked second in the finding section and the statistics show that no high correlation among variables and valid discriminant validity. The results show that Heterotrait Monotrait

(HTMT) ratios are not bigger than 0.90. These values are shown in Table 2.

Table 2. Heterotrait Monotrait ratio

	EA	GMT	GPB	RLG	SCM
EA					
GMT	0.428				
GPB	0.533	0.485			
RLG	0.487	0.775	0.435		
SCM	0.444	0.409	0.782	0.453	

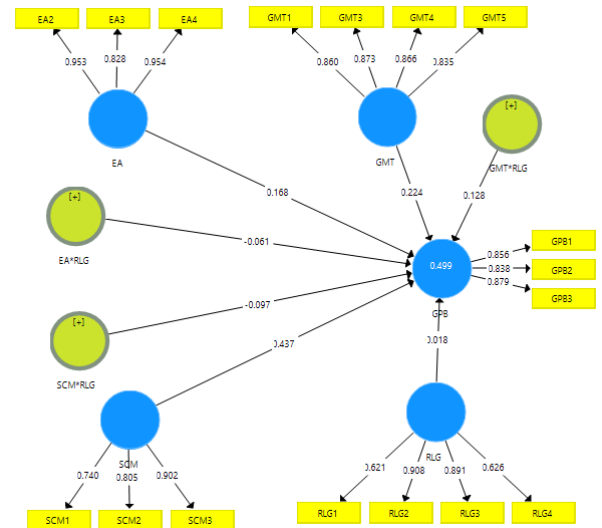


Figure 2. Measurement model assessment

The path analysis has been highlighted that environmental attitude, green marketing tools and supply chain have positive association with green purchase behavior and accept H1, H2 and H3. In addition, religiosity positively moderated among the links of GMT and GPB and accept H4. However, religiosity insignificantly moderated among the links of EA and GPB, supply chain and GPB and reject H5 and H6. These links are highlighted in Table 3.

Table 3. Path analysis

Relationships	Beta	S.D.	t-statistics	p-values
EA -> GPB	0.168	0.057	2.942	0.003
EA*RLG -> GPB	-0.061	0.058	1.057	0.291
GMT -> GPB	0.224	0.060	3.707	0.000
GMT*RLG -> GPB	0.128	0.056	2.289	0.022
SCM -> GPB	0.437	0.049	8.985	0.000
SCM*RLG -> GPB	-0.097	0.057	1.702	0.089

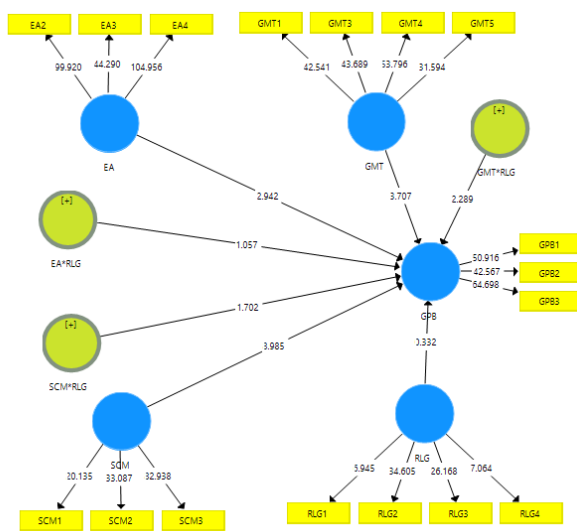


Figure 3. Structural model assessment

## 5. Discussion and conclusion

The results showed that Green marketing generally focuses on the efficiency of strategies of cognitive aspects that are persuasive, and believes that high consumer involvement on environmental issues is influenced by increased environmental knowledge.

The study results showed that millennial generation in shaping their engagement behavior on environmental issues is influenced by environmentally friendly advertisements, attributes or labels used on a product, then perceptions of environmentally friendly brands and Trust in environmentally friendly advertisements, Trust in compliance or environmentally friendly labels and brands that are on the products they know. Therefore this study supports the result of a previous study by eco-label is an interesting instrument that informs consumers about the environmental impact of their purchasing decisions. Environmentally friendly on millennial generation itself these results support and, environmental advertising helps shape consumer values and translates these values into purchasing green products.

Organizations use different ways to affect the customer's behavior. Many times these tools throw a positive or negative effect over the customer purchasing behavior [21]. One thing is common in different investigations that the supply chain management affects the customers purchasing behavior, whether it's positive or negative. Most of the times, the investigations proposed that the supply chain management help then organizations to change the customer's green purchase behavior [17]. The results of this investigation supported by the number of investigations that the supply chain management positively affects the customers green purchasing behavior.

From the results of previous data analysis, this study showed that religiosity with indicators consisting of ideological (religious belief), ritualistic, spiritual (religious

feeling), intellectual (religious knowledge), the consequences of implementation (religious effect) has an influence on environmental attitude (EA). This shows that indicators or experiential dimensions (religious beliefs) that focus on personal faith experiences, perhaps transcendent experiences, and ritual areas involve worship experiences involved in the, as well as Ritualistic indicators (religious exclusivity) involving experiences millennial generation worship and community involvement, ideological (religious feeling) based on the expectation that religion will hold to certain beliefs, , intellectual (religious knowledge) that have a relationship with the hope that religious people will be informed and knowledgeable regarding the basic principles of faith and the scriptures, consequential indicators (religious effects) which are all religious prescriptions that determine what people have to do and the attitudes they must hold as a consequence of their religion, are factors that provide important influences tend towards psychological distress expressed by evaluative responses to the natural environment with some degree of like or dislike in millennial generation.

The study results supported the research of investigating the relationship between intrinsic religious orientations (IRO) on environmental attitudes (EA) and purchasing green products (GPP) in Mexico. Where the results indicate that consumers with higher IRO levels have a tendency higher to buy environmentally friendly products, but does not show a better attitude towards the environment than consumers that are less religious

The research shows that religiosity with indicators that consist of ideology (religious belief), ritualistic, experiential (religious feeling), intellectual (religious knowledge), application consequences (religious effect) have effects on Green Behavioral Purchase (GBP). It shows that the millennial generation has seen from the ritualistic indicator. This shows that millennial generation seen from the ritualistic indicator recognizes that one form of practicing religious teachings is to maintain the continuity of the environment and by doing so has carried out God's commands. The religious feeling indicator shows that being friendly to the environment will give a sense of calm and close to religion. From the indicators of Intellectual (religious knowledge), millennial generation knows that in the religious scriptures many explain the commands and prohibitions to act friendly to the environment and in them, there are commands to preserve the sustainability of the environment for the future of future generations.

From the indicator of application consequences (religious effect) comes the awareness that behavior that causes environmental damage will have consequences and realizes that the damage on this earth is the result of human actions. The results of this study are consistent

with which states that religiosity influences consumer behavior in making purchases

The study results showed that the Religiosity variable which is defined as the power of religious motivation, values, and beliefs or the extent to which individuals are committed to a particular religious group, is the main cultural forces and influence Substantial consumer decision making is proven to moderate the relationship between environmental attitude (EA) which is psychological tendency expressed by evaluative responses to the natural environment with several levels of like or dislike (Milfont & towards environmentally friendly purchases (GPB) where millennial generation refers to purchasing environmentally friendly products and avoiding products that endanger the environment.

The study results supported the theory of consistency in behavioral research, which suggests that Religiosity may not only have a positive main effect on EA and pro-environmental behavior but also positively moderate the relationship between these two variables. In accordance with the teachings in the Qur'an, religious beliefs are consistent with pro-EA, we assume that Religiosity will strengthen the relationship between EA and behavior.

1. Green marketing tools (GMT) consisting of Environmental Advertisement, Perception of eco-labels, Perception of eco brands, Trust in eco-labels and eco brands affecting Green Behavioral Purchase (GBP) on the millennial generation

2. Environmental Attitude (EA), which is a psychological tendency expressed by evaluative responses to the natural environment with some degree of like or dislike affect Green Behavioral Purchase (GBP) on the millennial generation.

3. Religiosity measured by ideological indicators (religious belief), ritualistic, experiential (religious feeling), intellectual (religious knowledge), application consequences (religious effect) has a positive effect on Environmental Attitudes (EA), this shows that the higher the religiosity millennial generation, the higher the Influence on their attitudes towards the environment (Environmental Attitude)

4. This study results showed that religiosity with indicators consisting of ideological (religious belief), ritualistic, experiential (religious feeling), intellectual (religious knowledge), the application consequences (religious effect) has an influence on Green Behavioral Purchase (GBP). This shows that millennial generation seen from ritualistic indicators recognizes that one form of practicing religious teachings is to maintain the continuity of the environment and by doing so has carried out God's commands.

5. The organizations use supply chain management as an effective tool to effect customer green purchase behavior. A number of times before the supply chain management reported with a positive or negative

association with customer behavior [22]. Like many other investigation results, this investigation also proposed that supply chain management has a positive influence on customer green purchase behavior [8].

6. Religiosity moderates the relationship between Environmental Attitude (EA) and green behavioral Purchase (GBP), so the relationship between EA and GBP is stronger for millennial generation consumers with high Religiosity than millennial generation consumers with lower religiosity levels

1. In accordance with the main study objective, it was conducted by combining individual factors in the form of religious and situational factors in the form of green marketing tools in the form of eco-labels, eco brands, trusts or Trust in eco-labels and eco brands, and environmental advertising results of this study can meet gap from some previous studies

2. From the research results showed that green marketing tools and religiosity influence millennial generation attitudes towards the environment and influencing the purchase behavior of environmentally friendly products, showed that millennial generation is beginning to have an awareness of green behaviors.

3. Although all hypotheses tested showed significant results, the limitations of this research, it may be necessary to add additional variables both individually and situational in the future.

4. Besides that, it might be able to strengthen the religiosity value compared to the religious which is horizontally accepted for various religion

5. In the future, it is expected that green behavioral analysis that is associated with technological developments that Aare currently growing rapidly and psychological aspect.

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