

How Do Religiosity and Spirituality Affect Green Purchase Intentions? A Comparative Study between India and Japan

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Abstract

Although prior research has explored the relationship of religious values and affiliations with sustainable consumption in the east vs west cross-cultural context, it neither explored the varying relationships of both religiosity and spirituality on green purchase intention nor focused on an eastern cross-cultural context. This study explores the differential relationships of spirituality, religiosity, and green self-identity on consumers' green purchase intention in the context of two Eastern countries - India and Japan. Using structural equation modeling on survey-based primary data (N=646), we found that religiosity negatively impacts green self-identity in India, which is non-existent in Japan. However, spirituality has a direct and positive relationship with green self-identity for both India and Japan, and an indirect and positive relationship with green purchase intention for only Japan but not India. This study contributes to elaborating on the green consumption literature.

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