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The relationship between religiosity, materialism, and proenvironmental behavior among consumers in Central Java (Indonesia) and Bicol Region (the Philippines)

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Abstract

This study aimed at examining the relationship between religiosity (intrinsic religiosity, extrinsic religiosity), materialism (centrality, happiness, success), and pro-environmental behavior (PEB) among consumers in Central Java (Indonesia) and Bicol Region (the Philippines), two areas where the population has different major religions. It used an online survey method, collecting 349 usable questionnaires from Central Java and 220 questionnaires from Bicol Region. The research indicates that PEB is affected positively by intrinsic religiosity in Central Java and by extrinsic religiosity in Bicol Region. In both countries, intrinsic religiosity had a negative impact on the success dimension of materialism, while

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