

Sustainable Consumption Behavior Framework: The Amalgamation of the Value, Belief, and Norm Theory & Islamic Eco-Theology

Group member

Azmi bin Mat

Abdul Kadir Othman

Mohd Khirzan Badzli A.Rahman

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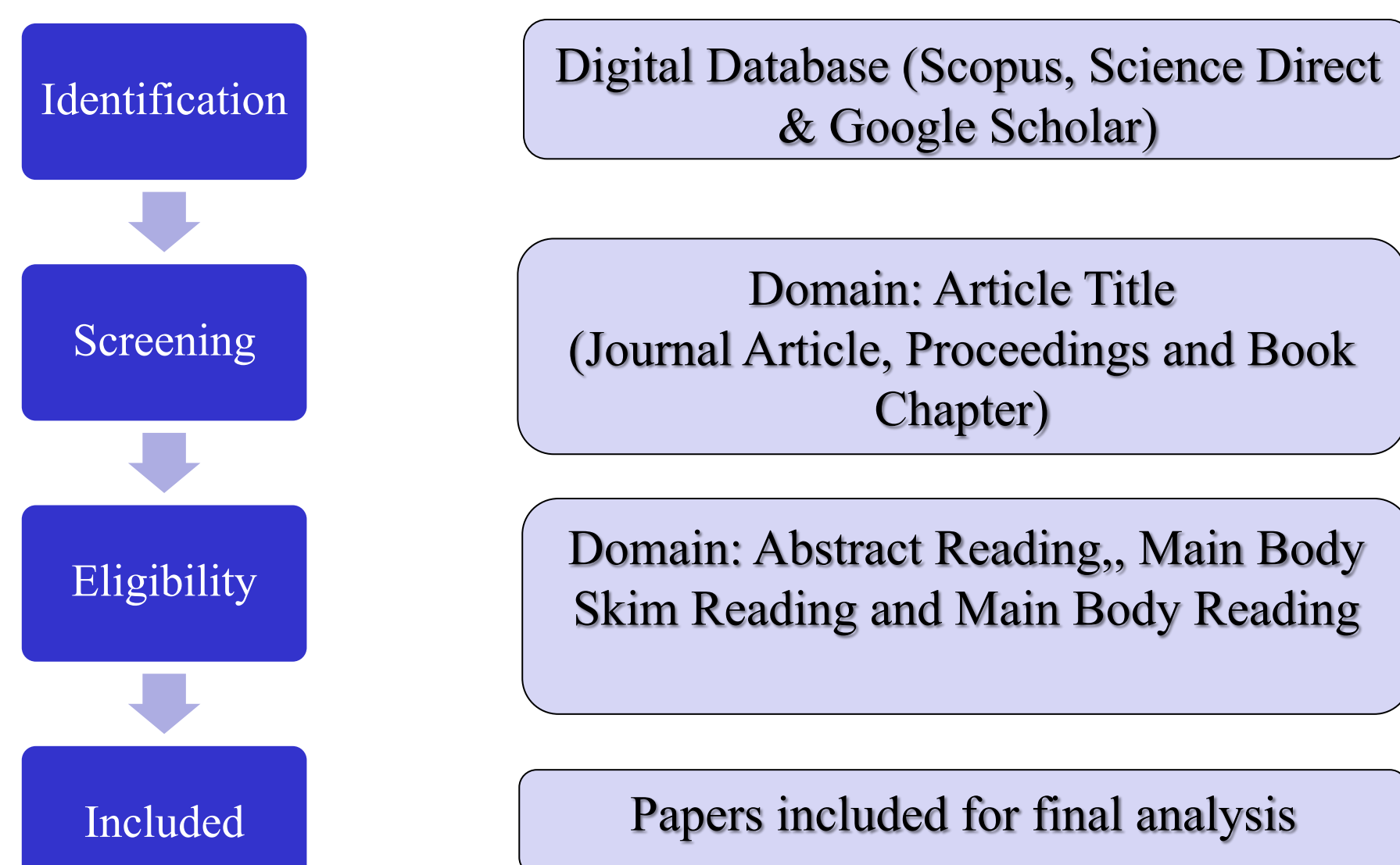
ABSTRACT

The world now face severe environmental issues due to the rapid growth in population. Population growth contributed to increased human activities and caused adverse to the three pillars of sustainability: social, environmental, and economic. Ecological crises, including climate change, depletion of ozone layers, waste production, acid rain, and deforestation, are among the problem caused by human activities. Among all the causes of human activities on the environment, consumption has been put under the spotlight. Consumer's current purchasing habits are destroying habitats and endangering future generations' lives, including non-human beings. Consumption is now recognized as a potent driver of unsustainable development. Religion and environment share similar phenomena where religious systems influence human interaction with the biosphere, and religious traditions change with the changing environment. Religions emphasize the importance of conserving the biosphere and the need for interfaith cooperation to promote sustainability and develop sustainable communities. However, most of the previous research corpus has neglected the influence of religiosity. Therefore, this study aims to explain the nexus of religiosity and sustainable consumption. The present study will focus on Islam, as Malaysia is categorized as a Muslim-dominated country. This study extends the extant research on sustainable consumption behavior by amalgamating the VBN theory and Islamic Eco-Theology.

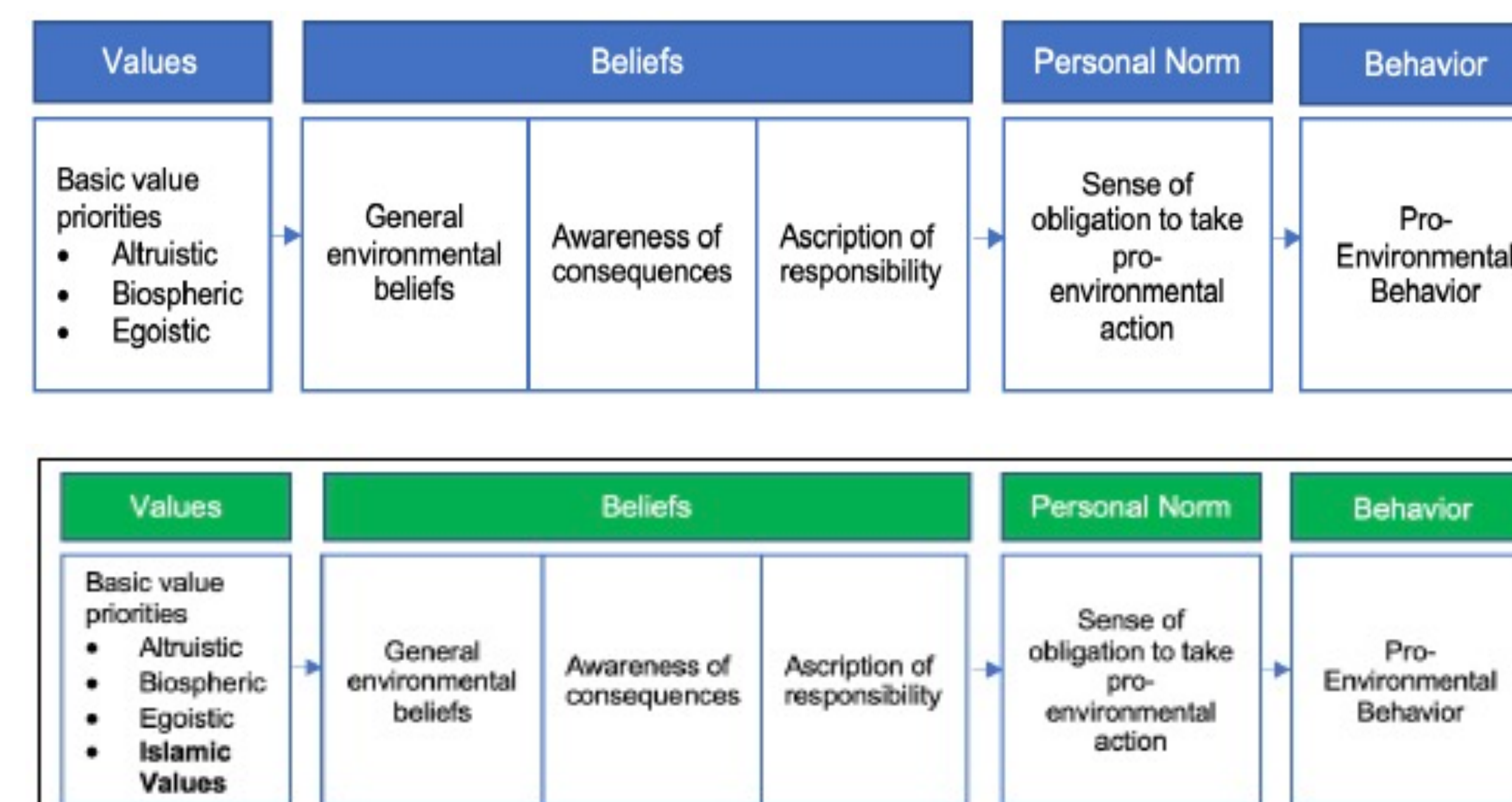
INTRODUCTION

The solutions of the modern ecological crises are not be found in scientific or technological knowledge and applications. The roots of these crises come from human conduct. It is believed that the solutions to ecological crises should be rich in spiritual and intrinsic values, which frequently come from religious teachings (Marsuki, 2009). There is a growing body of research stresses the importance of religion in understanding and addressing climate change and sustainability (Koehrsen, 2021). Despite religion is prominence in the world, relatively little research has been conducted to assess how religion and its values influence consumer behavior and purchase decision (Minton, 2014). Therefore, this study will amalgamate the Value, Belief and Norm Theory and Islamic Eco-Theology to combat the climate change, concomitantly achieving the Sustainable Development Goals (SDGs) by 2030.

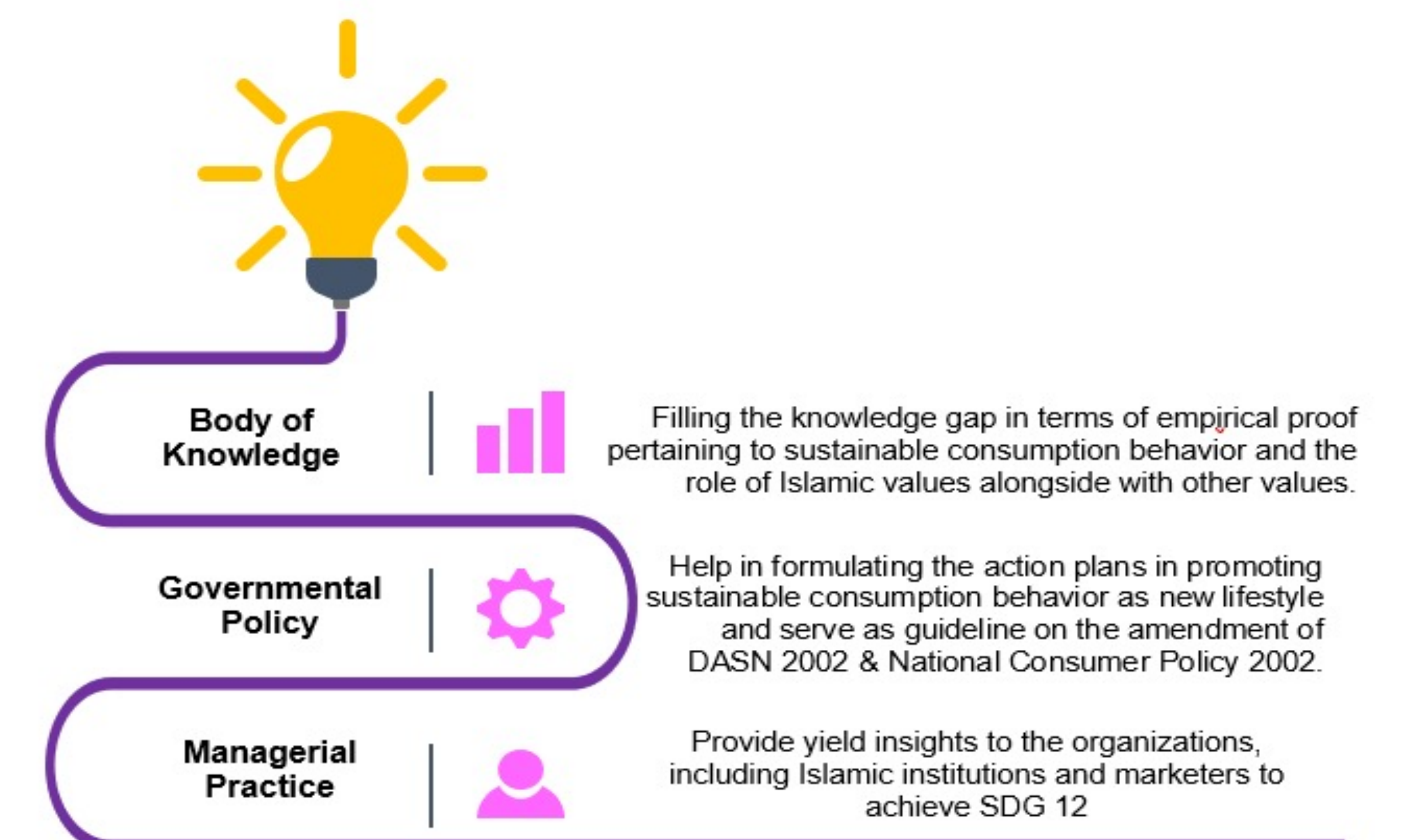
METHODOLOGY



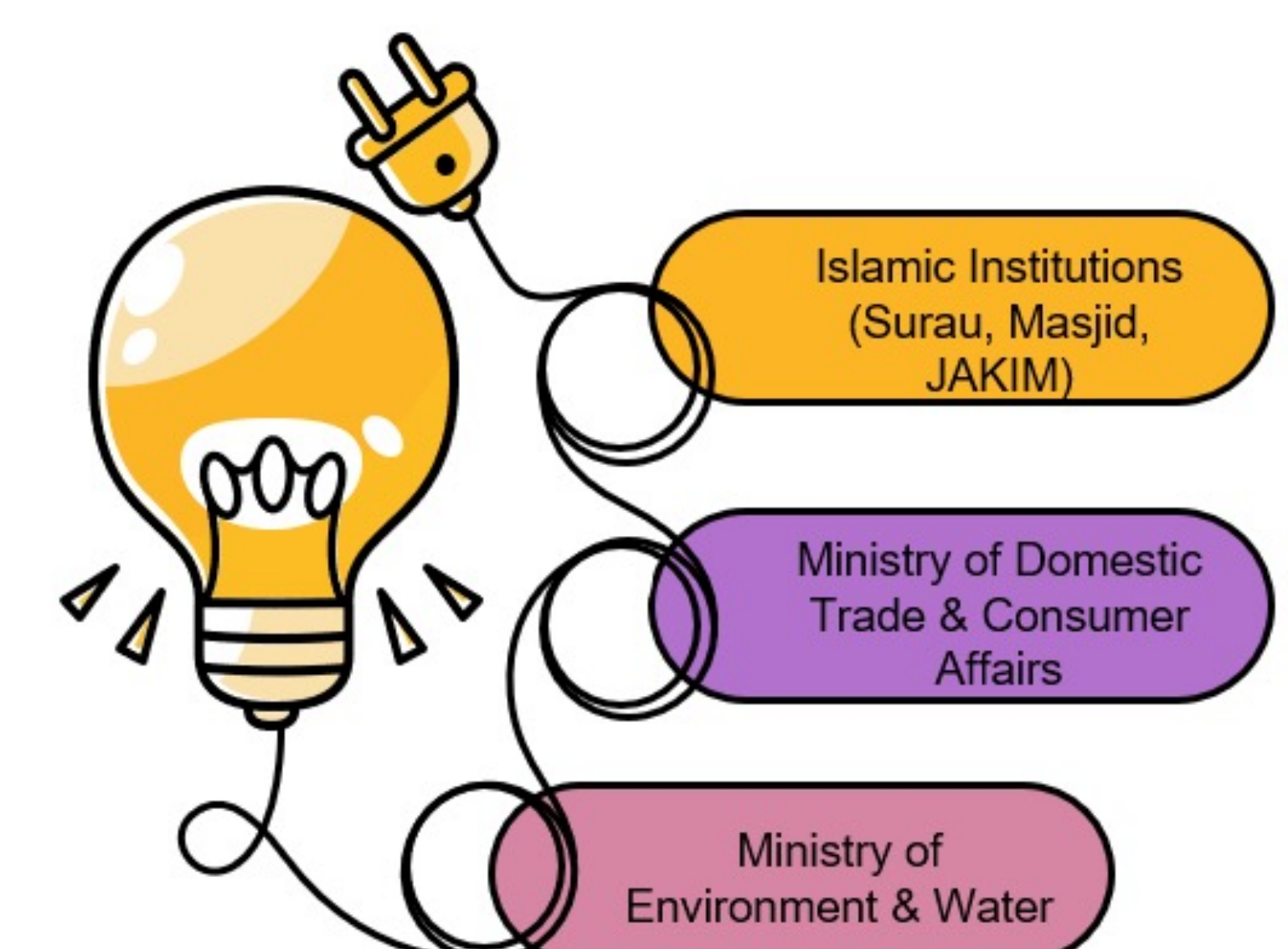
PRODUCT DESCRIPTION/ INNOVATION IN BRIEF



SIGNIFICANCES



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Islamic Eco-Theology Vis-à-vis Sustainable Consumption Behavior: A Review
Azmi Mat¹, Abdul Kadir Othman² & Mohd Khirzan Badzli A. Rahman³

¹Department of Entrepreneurship & Marketing Studies, Universiti Teknologi MARA
Cawangan Selangor, Kampus Puncak Alam,
42300 Bandar Puncak Alam Selangor, Malaysia
azmi.mat@uitm.edu.my

²Institute of Business Excellence,
Universiti Teknologi MARA, 42450 Shah Alam Malaysia
abd.kadr@uitm.edu.my

³Institute of Business Excellence,
Universiti Teknologi MARA, 42450 Shah Alam Malaysia
khirzan@uitm.edu.my

Abstract

The world now faces severe environmental issues due to the rapid growth in population in the developing world. Population growth contributed to increased human activities and caused adverse to the three pillars of sustainability: social, environmental, and economic. Ecological crises, including climate change, depletion of ozone layers, waste production, acid rain, and deforestation, are among the problem caused by human activities. Among all the causes of human activities on the environment, consumption has been put under the spotlight. Consumer's current purchasing habits are destroying habitats and endangering future generations' lives, including non-human beings. Consumption is now recognized as a potent driver of unsustainable development. Religion and environment share similar phenomena where religious systems influence human interaction with the biosphere, and religious traditions change with the changing environment. Religions emphasize the importance of conserving the biosphere and the need for interfaith cooperation to promote sustainability and develop sustainable communities. However, most of the previous research corpus has neglected the influence of religiosity. Therefore, this study aims to explain the nexus of religiosity and sustainable consumption. The present study will focus on Islam, as Malaysia is categorized as a Muslim-dominated country. This study extends the extant research on sustainable consumption behavior by amalgamating the VBN theory and Islamic Eco-Theology. A comprehensive research framework will be proposed based on the thorough discussion at the end of the paper.

Keywords: Climate Change, Sustainability, Sustainable Consumption, Islamic Eco-Theology

SHARIAH COMPLIANCES

The integration of VBN Theory and Islamic Eco-Theology that is based on the Islamic Principles: Tawhid, Mizan, Khalifah and Maslahah, to combat climate change.

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