

ABSTRACT

This thesis investigates the differential influence of religiosity and spirituality on pro-social intentions across three sustainable behaviour domains: green purchase intention, sharing economy participation, and social entrepreneurship intention. Anchored in the Theory of Planned Behavior and Values attitude behaviour theory and extended with constructs such as green self-identity, cultural values, consumer values, and personal values, the study offers a comprehensive value-based framework to understand how intrinsic belief systems drive socially and environmentally responsible behaviours. Recognising a critical gap in the literature—particularly the overreliance on Christian-dominated, Western contexts—the research situates itself within a cross-cultural comparison between India and Japan, two Eastern nations with contrasting religious engagement but rich yet distinct spiritual heritages. The study draws on survey data collected from urban, educated adults in both countries using a structured self-administered questionnaire, with measures assessing respondents' religiosity, spirituality, and intentions across the three pro-social behavior contexts. Data were analyzed using Structural Equation Modeling (SEM) through the Lavaan package in R. Findings reveal that religiosity and spirituality exert distinct and context-specific effects on the three different pro-social intentions. In Japan, spirituality emerged as a stronger driver of pro-social intent, independent of institutional religiosity, highlighting the role of intuitive and individualistic value systems. Furthermore, results demonstrate that spirituality, particularly when tied to self-transcendence values, significantly enhances intention toward social entrepreneurship in both countries. Sharing economy participation appeared to be influenced by both spiritual and materialistic orientations, varying widely across cultures. Green purchase intention was shaped by green self-identity, subjective norms, and perceived behavioral control, with distinct pathways observed across the two national contexts. By disentangling the psychological and cultural drivers of sustainable behavior, the thesis contributes to pro-social marketing literature, consumer behavior, and entrepreneurship literature. It also answers recent scholarly calls for holistic, culturally grounded models of pro-social behavior

Keywords: Religiosity, Spirituality, Green Purchase, Sharing Economy, Social Entrepreneurship, Pro-Social Behaviour, Cultural Values, Personal Values, Materialism, Minimalism, Cross-Cultural.

