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Encouraging Pro-Social Behavior Through Ecological Motivation and Self-Esteem

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Abstract

This research examines ecological motivation's influence on pro-social behaviour mediated by self-esteem. This research describes pro-environmental behaviour in purchasing environmentally friendly products that support issues related to the circular economy in the digital era. The research methodology uses a quantitative deductive approach to test hypotheses. The research design used was a survey to determine environmentally friendly purchasing behaviour, with a sample size of 165 respondents from the Surakarta city area and the public. Non-probability sampling was carried out using the purposive sampling method. Instrument testing includes assessing convergent and discriminant validity and reliability testing using Cronbach's alpha and composite reliability to produce valid and reliable results. Instrument and hypothesis testing used SmartPLS 3.2.9 software to produce output for the outer and inner models. Data analysis involved a two-step algorithmic process and bootstrapping. The results of the analysis show that ecological motivation towards environmentally friendly purchases has a significant effect on pro-social behaviour. It has been proven that the intention to purchase environmentally friendly products mediates self-esteem in purchasing behaviour for environmentally friendly products.

Keywords: Ecological motivation, pro-social behaviour, self-esteem, SOR model

JEL Classification: M30, M31

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1. Introduction

Reexamining the impact of pro-social activity on ecological motivation through self-esteem mediation is an intriguing area of research. Pro-social and environmentally conscious conduct has significantly increased in recent decades as society has grown more conscious of local environmental challenges as well as global ones (Reynolds, 2010, Otto and Kaiser, 2014). As a result, using self-esteem to promote things as environmentally friendly has grown in importance as a retail tactic. Retail prices for items rise in proportion to the number of products marketed as eco-friendly (Solomon, 2013).

Pro-social environmentalism and social responsibility are becoming increasingly relevant (Podnar and Golob, 2007), which gives producers good reasons to promote traditional products as unsustainable as a product that is friendly to the environment. Product labels can facilitate information processing. Mostly depends on reliable cues rather than information. Specifically, buyers may instinctively assume that a product is ecologically benign if it has eco-friendly labelling (Gruber, 2014). According to earlier studies, designating a product as "eco-friendly" (or organic) significantly influences pertinent evaluations. Purchases, such as opinions on the environmental qualities of the goods and so forth (Lee, 2013; Sorqvist, 2015).

According to traditional information processing theories, consumers with low motivation are more prone to process information superficially based on outside signals like labels (Petty and Cacioppo, 1986). In other words, when it comes to sustainable shopping, customers who consider themselves less environmentally conscious can trust the labels of products that are labelled as such. Meanwhile, highly driven customers are expected to carefully consider all pertinent product information. This method suggests that, compared to highly driven customers, consumers with low ecological motivation should be more vulnerable to defective items due to insufficient or unclear product labelling. This study builds on earlier research on eco-friendly labels by examining the degree to which the label influences consumers' buying decisions (Sorqvist, 2015). Researchers give information on eco-friendly items because of this. Researchers argue that eco-friendly labels are effective by signalling to consumers with high ecological motivation that labelled products meet their motivations and goals.

According to earlier studies, ecological motivation stems from moral goals (Feinberg and Willer, 2013). By considering the connection between morality and the environment, the researcher postulates that the influence of an eco-friendly label can also be felt in the moral sphere. This means that the relationship between a product and its consumer through a green label is anticipated to have two effects: it should increase the likelihood of purchases and maintain a balance between morality and reality. By analyzing post-purchase behaviour, the researcher in this study investigated the match between labelled items and highly environmentally oriented customers at a moral level. Researchers investigated how buying conventionally labelled or ecologically friendly items helped individuals overcome possible challenges to their moral self-concept. In the section that follows, scientists.

Society has become more aware of local environmental problems, and global pro-social and environmentally friendly behaviour has increased in recent years. Consumers who describe themselves as less ecologically motivated in sustainable purchasing must rely on eco-friendly product labels. Meanwhile, highly motivated consumers must comprehensively pay attention to relevant product information. This research extends previous research on environmentally friendly labels by investigating the strength of the label's influence on the purchasing decisions of researchers providing environmentally friendly product information. Researchers argue that eco-friendly labels are effective by signalling to consumers with high ecological motivation that the labelled product meets the consumer's motivations and goals. Based on that background, this research aims to analyse the effect of ecological motivation on pro-social behaviour, which is mediated by self-esteem.

2. Literature Review and Hypothesis Development

According to stimulus-organism-responses (SOR) theory, stimuli from the environment can influence the response of an organism or individual. The organism itself contains factors such as the individual's biological, psychological, and social characteristics that can moderate stimulation's effects on behaviour and responses. For example, consumer behaviour can be influenced by environmental factors such as price, product quality or the availability of other alternatives. However, internal factors such as needs, values, perceptions or previous experiences can influence individual reactions or consumer actions. SOR theory also includes the concept of stimulus vagueness, where a person's response to a stimulus can differ based on experience, perception or individual characteristics. For example, a product may have different values for individuals based on their preferences or experiences.

In contrast to what Rosenberg & Murk expressed, Heatherton and Polivy (1991) said that self-esteem is a personal assessment of worth expressed in the behaviour shown to oneself. In addition, Coopersmith (1959) stated that self-esteem is an individual's evaluation and habit of looking at himself, which leads to acceptance or rejection, as well as the individual's belief in his abilities, or other words, self-esteem is a personal assessment regarding feelings of worth expressed in attitude and expression of an individual's worthiness towards himself. Another opinion was expressed by Klass & Hodge (1978), who said that self-esteem results from evaluations made and maintained by individuals, which are obtained from the results of the individual's interactions with their environment as well as receiving appreciation and treatment from other people towards the individual.

Myers in (Sarwono, 2002) states that pro-social behaviour or altruism is the desire to help others without thinking about their interests. Pro-social behaviour can be understood as behaviour that benefits other people. Concretely, pro-social behaviour includes sharing, cooperation, helping, honesty, generosity and considering the welfare rights of others (Mussen in Dayakisni, 1988). Based on the theory above, it can be concluded that pro-social behaviour is an action that encourages someone to interact, cooperate and help other people without expecting anything for themselves.

In the context of consumer behaviour, SOR theory can help explain the factors that influence human consumption behaviour, including purchasing decisions, product use, and sustainable consumption behaviour. By understanding the action of stimuli, internal factors in the organism and individual responses, SOR theory can provide useful information for developing effective marketing strategies and a more holistic approach to promoting sustainable consumer behaviour. Ecological motivation believes that the environment has an impact on human development. Ecology is the reciprocal connection in which a person's conduct is shaped by their surroundings. Details regarding an individual's living environment to characterize, arrange, and make sense of the impacts of different surroundings. Ecological views of a person's development (Bronfenbrenner and Morris 1998). Ecologists view a person's development from two environmental systems: the ecosystem and the macrosystem. This system supports individual development in forming certain physical and mental characteristics (Zubaed 2007).

According to Rosernberg in (Mruk, 2006), a person's attitude toward themselves, whether good or negative, is determined by how they see and regard themselves overall. This is known as self-esteem. In addition, Mruk (2006) defined self-esteem as an assortment of personal views on one's perceptions of oneself based on feelings, namely a sense of fulfilment and self-worth. From the aforementioned viewpoints, it can be inferred that self-esteem is a person's evaluation of how much they respect and value themselves overall, expressed in their positive or negative attitudes about all aspects of themselves and their behaviour.

Chaplin (1995) defines behaviour as everything experienced by an individual, including observed reactions. Watson (1984) claims that pro-social conduct is defined as an activity that benefits other people and is entirely self-serving, driven by the desire to further one's own interests without anticipating anything in return. According to Kartono (2003), pro-social conduct is a positive social behaviour that combines aspects of altruism, togetherness, collaboration, and cooperation. People's social interactions can be influenced by pro-social conduct. According to Sears (1991), a person cannot have a normal and happy existence without a social context. Instead, they are social creatures highly dependent on other people, not just solitary creatures capable of existing alone. When an individual assists another without considering the helper's needs, that person is said to act pro-socially.

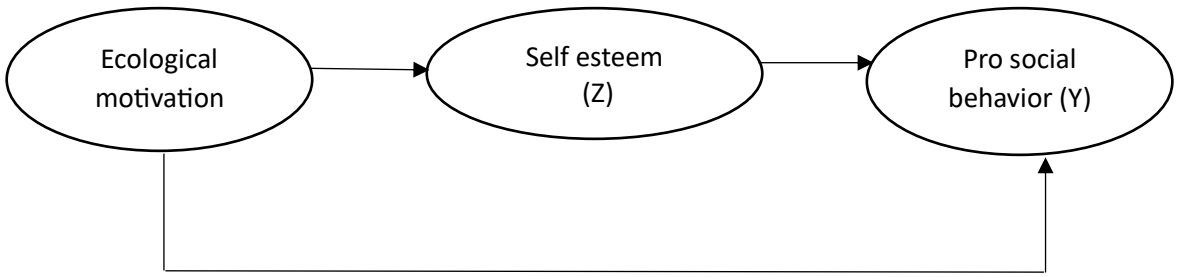

Fig 1. Research Framework

This research was conducted based on previous research regarding the influence of ecological motivation on pro-social behaviour, which is mediated by self-esteem. Based on the theoretical framework and previous studies, we propose the hypotheses as follows:

Hypothesis 1. Ecological motivation has a positive and significant effect on pro-social behaviour.

Hypothesis 2. Ecological motivation has a positive and significant effect on self-esteem.

Hypothesis 3. Self-esteem has a positive and significant effect on pro-social behaviour.

Hypothesis 4. Self-esteem mediates the influence of ecological motivation on pro-social behaviour.

3. Data and Methodology

3.1. Research Methods

Population in this study refers to the entire group of people, events, or things that are interesting to desire. These are groups of people, events, or things that are of interest to researchers to draw conclusions. In this research, the population is not specific or directed to a group of people but to all people who interact with the environment and make purchases. A research sample is a group of individuals, units, or objects taken from a population to be analyzed or researched as a representation of the population. The number of samples multiplied by 5 to 10 of the question indicators. In this research, there are 15 question indicators, then the number of indicators is multiplied by 10 to obtain the minimum sample required. The number of research samples used in this research was 165 respondents.

The sampling Technique in this research is non-probability sampling, namely Purposive Sampling. Purposive sampling is limited to certain types of people who can provide the desired information because only they have it, or according to several criteria set by the researcher. This technique determines research samples with certain considerations or criteria to ensure that the data obtained is representative. The criteria in this research are not specific or directed at a group of people but

rather at all people who interact with the environment and make purchases. This study employs deductive quantitative methods. According to Sekaran and Bougie, (2013) deductive quantitative research is a systematic investigative approach used to test specific hypotheses or theories by collecting and analyzing numerical data. This method typically starts with a clear hypothesis or theory, often derived from existing literature or prior research, which is then tested through the collection and analysis of quantitative data. Research that uses online surveys in collecting the primary data. A questionnaire was the method employed in this study to gather data. A Likert scale was employed as a research scale in this study. The Likert scale converts variables into indicators to be measured (Nabif, Noor, and Kuswati 2023). The Likert scale used in this research is used when assessing attitudes. Participants are asked to mark how much they agree or disagree with a statement.

3.2. Data Analysis Technique

The study employed descriptive analysis and Structural Equation Modeling (SEM) with Smart Partial Least Squares (PLS) for data analysis. Descriptive analysis accurately and transparently presents the study findings. SEM PLS allows for comparing multiple dependent variables and independent factors through a multivariate statistical approach. Smart PLS is a robust analytical tool due to its versatility across data sizes, independence from large sample sizes, and freedom from certain assumptions.

Smart PLS encompasses various specification models comprising inner, outer, and weight connection relationships. The inner model specifies the connections between variables, assuming an average value of zero and a variance of one to remove constants in the causality equation. Meanwhile, the outer model outlines the link between variables and their indicators, while the weight relationship denotes the connection between variance values among indicators and variables.

3.3. Measurement of Variables

This study provides a comprehensive list of measurement items employed to gather participant data. A total of 15 indicators in research instruments used in this study are presented in the table below. The operational variable definition refers to practically expressing a variable within the context of the research or the object under investigation, enabling the necessary operations for its measurement (Sekaran and Bougie, 2016). Clearly defining study variables is crucial to ensure accuracy during data collection. Details concerning the measurement instruments utilized in this research are outlined in the following table.

Table 1. Research instruments

Variables	Items	Sources
Ecological motivation	1. I love reusing my shopping bags 2. I cycle or take public transportation to work or school 3. I like to buy products in refill packs 4. I enjoy being outdoors 5. I have a sense of responsibility towards future generations	Kaiser and Wilson, (2004)
Self esteem	1. I share the things I have with my friends 2. I am willing to volunteer to help those in need 3. I immediately help those in need 4. I am firm towards those in need 5. I really feel what other people feel	Caprara et al. (2015)

Pro social behavior	1. I am as good as I want to be at making new friends 2. I have as many close friends as I want 3. I hope my friends like me more than them 4. I feel happy when my friends like my ideas 5. I feel comfortable with my ability to get along with my friends	Bollen, (1989)

Source: The own works (2023)

4. Results and Discussion

Using the SmartPLS 3.2.9 software and partial least square (PLS) data analysis methodologies, hypothesis testing is conducted in this study.

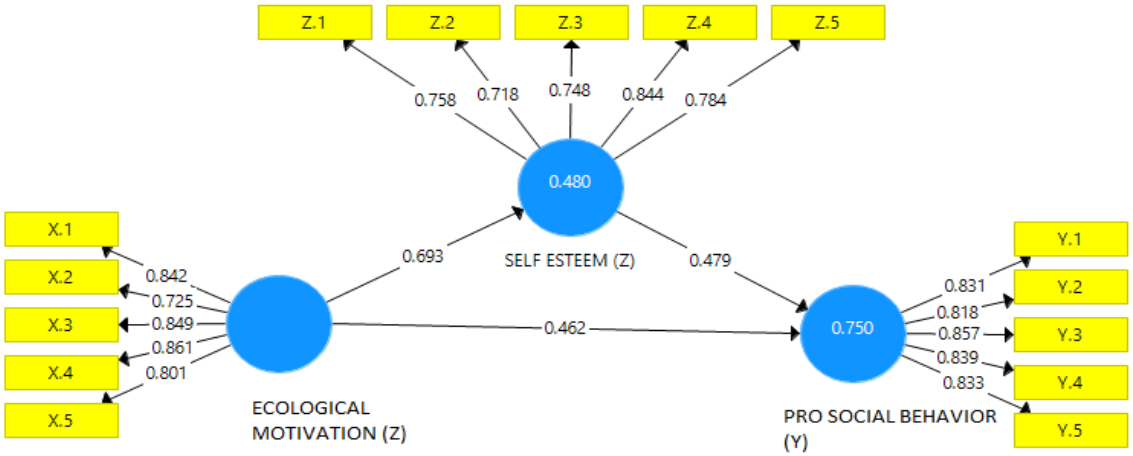

Fig 2. Outer Model

Source: Processed primary data, (2023)

4.1. Outer Model Analysis:

Convergent Validity

An indicator is considered to have attained convergence in the good category if its outer loading value is greater than 0.7. The following is a list of each indicator's outer loading values for the study variables.

As all indicators for the research variables listed in the table above exhibit outer loadings exceeding 0.5, it can be inferred that these indicators are suitable and valid for further data analysis. For a measure to be considered valid in terms of discriminant validity, its Average Variance Extracted (AVE) should surpass 0.5. The AVE values for each research variable are as follows. The AVE values for each variable in this study exceed 0.5: pro-social behavior (0.698), self-esteem (0.595), and ethical-ecological motivation (0.669). These individual values, as presented in the table, confirm the legitimacy of all variables within this study in terms of discriminant validity.

Table 2. Outer Model Values

variable	Indicator	Outer Loading	AVE
Ecological motivation (X)	X1	0.842	0.669
	X2	0.725	
	X3	0.849	
	X4	0.861	
	X5	0.801	
Pro social behavior (Y)	Y1	0.831	0.698
	Y2	0.818	
	Y3	0.857	
	Y4	0.839	
	Y5	0.833	
Self esteem (Z)	Z1	0.758	0.595
	Z2	0.718	
	Z3	0.748	
	Z4	0.844	
	Z5	0.784	

Source: Processed primary data, (2023)

Discriminant Validity

Cross-loading values serve as crucial parameters in assessing discriminant validity. When an indicator exhibits a higher cross-loading value on a specific variable compared to other variables, it signifies the indicator's discriminant validity within that variable (Chin, 1998b). The table showcasing cross-loading values (Table 3) elucidates this aspect. Notably, every indicator associated with the research variable demonstrates the highest cross-loading value on its respective variable in comparison to other variables. These findings strongly indicate that the selected indicators possess commendable discriminant validity, emphasizing their effectiveness in establishing relevant variables for this study.

Table 3. Discriminant validity test results

Indikator	Ecological motivation (X)	Pro social behavior (Y)	Self Esteem (Z)
X.1	0.842	0.710	0.550
X.2	0.725	0.530	0.518
X.3	0.849	0.644	0.627
X.4	0.861	0.709	0.671
X.5	0.801	0.635	0.439
Y.1	0.680	0.831	0.732
Y.2	0.632	0.818	0.539
Y.3	0.624	0.857	0.672

Y.4	0.652	0.839	0.605
Y.5	0.718	0.833	0.760
Z.1	0.550	0.532	0.758
Z.2	0.642	0.754	0.718
Z.3	0.448	0.506	0.748
Z.4	0.503	0.635	0.844
Z.5	0.480	0.591	0.784

Source: Processed primary data, (2023)

Reliability Test

Cronbach alpha and composite reliability in this study were employed for reliability testing. In confirmatory research, composite reliability for assessing a construct's reliability has to be more than 0.7. Since the cronbach alpha score is more than 0.7, all indications are considered reliable. Below are the Cronbach Alpha and composite reliability values for each of the study's variables:

Table 4 Composite Reliability

variable	Composite Reliability	Cronbach's Alpha
Ecological motivation (X)	0.909	0.875
Pro social behavior (Y)	0.920	0.892
Self esteem (Z)	0.880	0.830

Source: Processed primary data, (2023)

It is evident the composite dependability value is more than 0.7, as may be seen in the accompanying table. for every research variable. Ecological motivation is worth 0.909, pro-social behaviour is worth 0.920, and self-esteem is worth 0.880. This indicates that every variable has satisfied composite reliability, indicating a high degree of dependability for every variable. The second reliability test is the Cronbach's Alpha examination. The Cronbach's Alpha test is a statistical method to evaluate internal consistency in psychometric or instrument reliability data. The table above shows that the Cronbach alpha value for each variable in this study is above >0.6. This shows that the Cronbach alpha value meets the requirements needed to consider the construct as trustworthy.

Multicollinearity Test

The tolerance value and variance inflation factor (VIF) display the multicollinearity test findings. When the tolerance value exceeds 0.1 or is equivalent to a VIF value of less than 10, multicollinearity can be identified using a cutoff value. The VIF values from this study are listed below:

Table 5. Collinearity Statistic (VIF)

	Pro-social behaviour (Y)	Self-esteem (Z)
Ecological motivation (X)	1.924	1.000
Pro social behavior(Y)		
Self-esteem (Z)	1.924	

Source: Processed primary data, (2023)

According to the table above, the self-esteem variable has a value of 1,924 on pro-social behaviour, and the results of the multicollinearity test between the ecological motivation variable and pro-social behaviour are 1,924 according to the collinearity statistics (VIF). The self-esteem variable also serves

as a mediator, with a value of 1,000. The multicollinearity test is not violated if each variable has a cut off value more than 0.1 or equivalent to a VIF value less than 10.

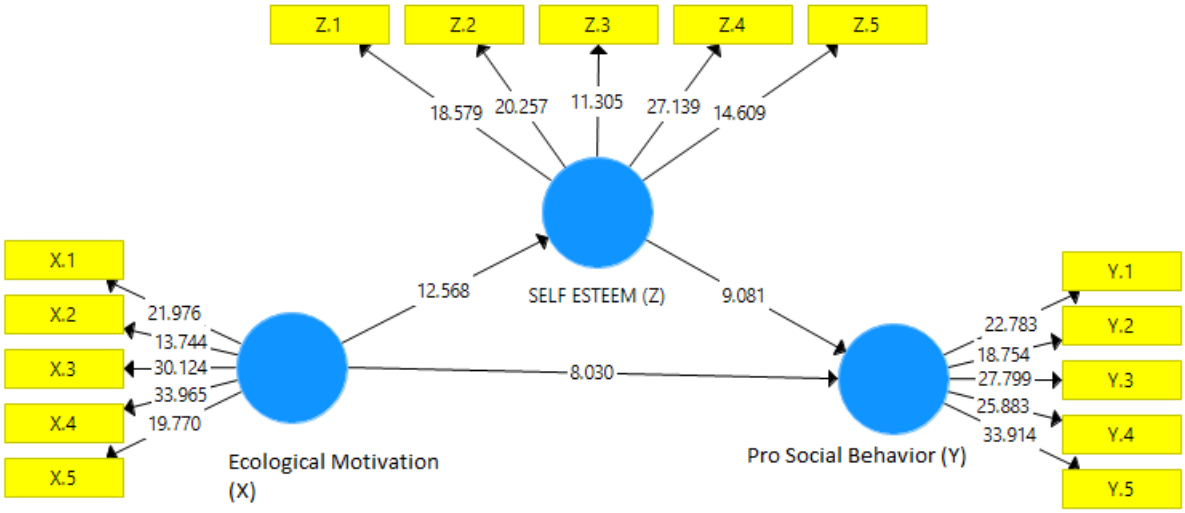

Fig 3. Inner Model

Source: Processed primary data, (2023)

To investigate the relationship between a latent variable and other latent variables, inner models are employed. Three analyses are available for inner model testing: path coefficient, Godness of Fit (Gof), and R2 value (R-square) as follow.

4.2 Inner Model Analysis:

Model goodness of fit test

The primary redictor, mediator, and outcome variables' manifest and latent variables are evaluated in the redictor model to demonstrate how they relate to one another in a single complicated model. The two tests that make up the goodness of fit test for this model are Q2 (Q-Square) and R2 (R-Square). The R2 or R-Square number indicates the impact of the exogenous variable on the endogenous variable. The degree of determination is better the higher the R2 score. With respect to R2 values, the model may be categorized as strong, moderate, or weak, respectively, at 0.75, 0.50, and 0.25. The values of the determinant coefficients in this investigation are as follows:

Table 6. R Square

	R-Square
Pro-social behaviour (Y)	0.750
Self esteem (Z)	0.480

Source: Processed primary data, (2023)

Based on Table 6, R-Square is utilized to determine how much of an impact the ecological motivation has on variable pro-social behaviour, specifically with a value of 0.750 or 75.0% and mediated by self-esteem yields a score of 0.480, or 48.0%, indicating the strength of the model link in question. The Q2 (predictive relevance) value is examined in structural model testing to determine the Q2 value. The model's and its parameters' ability to create high-quality observations may be gauged using the Q2 value. If the model's Q2 value is more than zero, it is considered to have predictive importance; if it is less than zero, it is not. The Q-Square value calculation yielded the following results:

Q-Square $= 1 – [(1 – R^2 1) \times (1 – R^2 2)]$

$= 1 - [(1 – 0.750) \times (1 – 0.480)]$

$= 1 – (0.25 \times 0.52)$

$= 1 – 0.13$

$= 0.87$

According to the study results mentioned above, Q-Square had a value of 0.87. This figure suggests that the research model can account for 87% of the variability seen in the study data. With additional factors outside the research model accounting for the remaining 13%. It is therefore possible to conclude that this study model has a decent goodness of fit based on the computations' findings.

Hypothesis Testing

To examine the t statistics or p values (critical ratio) and the initial sample values generated by this approach, use the bootstrapping technique to the route coefficient test. A p-value indicates a direct association between the variables when it is less than 0.05 and no relationship at all when it is more than 0.05. The significance value used in this study was the t-statistic 1.96 (significant threshold = 5%). A t-statistic value of more than 1.96 indicates the presence of a significant impact. The test results of this study's path coefficient value are as follows:

Table 7. Path Coefficient (Direct and Indirect Effect)

Direct Effect	Hypothesis	Original Sample	t-Statistics	P-Values	Information
Ecological motivation (X) -> pro-social behaviour (Y)	H1	0.462	8.030	0.000	Supported
Ecological motivation (X) -> Self-Esteem (Z)	H2	0.693	12.568	0.000	Supported
Self Esteem (Z) -> pro-social behavior (Y)	H3	0.479	9.081	0.000	Supported
Specific Indirect Effect					
Ecological motivation (X) -> Self Esteem (Z) -> pro-social behaviour (Y)	H4	0.332	7.922	0.000	Supported

Source: Processed primary data, (2023)

The subsequent analysis is derived from the aforementioned table and aims to validate four hypotheses. The first hypothesis examines the influence of ecological motivation on pro-social behaviour. The analysis reveals a t-statistic value of 8.030, indicating a considerable effect size of 0.462 and a statistically significant p-value of 0.000. The results support hypothesis one, affirming that ecological motivation significantly impacts pro-social behaviour. Similarly, the second hypothesis, exploring the relationship between ecological motivation and self-esteem, presents a t-statistic value of 12.568, a substantial effect size of 0.693, and a significant p-value of 0.000. This outcome supports hypothesis two, confirming the significant effect of ecological motivation on self-esteem.

The third hypothesis, investigating the impact of self-esteem on pro-social behaviour, displays a t-statistic value of 9.081, an effect size of 0.479, and a significant p-value of 0.000. Thus, hypothesis three is supported, underscoring the influence of self-esteem on pro-social behaviour. Lastly, the fourth hypothesis, assessing whether self-esteem mediates the effect of ecological motivation on pro-social

behaviour, exhibits a t-statistic value of 7.922, with a p-value of 0.000. This outcome, surpassing the threshold (t-statistic > 1.96, p-value < 0.05), suggests that self-esteem partially mediates the impact of ecological motivation concerning pro-social behaviour.

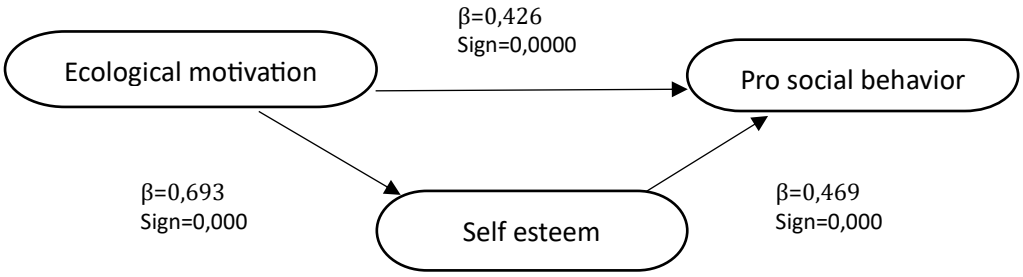

Figure 1. Mediation Diagram
Source: SmartPLS 3.2.9 Processed Data, (2023)

The findings of this study indicating that ecological motivation significantly influences pro-social behavior and that self-esteem mediates the impact of ecological motivation on pro-social behavior hold important implications for both managerial practices and research methodologies. Some aspects of managerial implications such as in workplace strategies, managers should incorporate ecological awareness programs or initiatives within the workplace to potentially enhance pro-social behaviors among employees. Encourage environmentally friendly practices, fostering a sense of purpose and contribution towards larger societal goals. Second, in leadership and motivation, managers can leverage ecological motivation to enhance team dynamics and collaboration. Highlighting the positive impact of ecological actions can motivate employees, consequently fostering a more cohesive and pro-social work environment. Third, the managers should recognize the correlation between self-esteem and pro-social behaviour for the employee well-being aspect. Thus, implement initiatives that nurture employees' self-worth and confidence, as it could indirectly promote pro-social behaviour in the workplace.

5. Conclusions and Suggestions

Based on the analysis conducted, significant conclusions have been drawn in this research that ecological motivation significantly impacts pro-social behaviour, confirming the first hypothesis. Thus, ecological motivation shows a considerable positive influence on self-esteem, strengthening the second hypothesis. Besides that, self-esteem contributes significantly to pro-social behaviour intention, validating the third hypothesis. Upon reviewing the conducted studies and the obtained results, several limitations in this research have been identified, which could serve as areas for improvement in future studies. Furthermore, considering these findings, the author suggests several recommendations for future research:

a. Longitudinal Studies: Conduct longitudinal research to track changes in ecological motivation and pro-social behaviour over time. This approach can provide a deeper understanding of how these factors interact and evolve.
b. Qualitative Investigations: Combine quantitative analysis with qualitative methodologies such as interviews or focus groups. This can offer richer insights into the underlying motivations and mechanisms linking ecological concerns, self-esteem, and pro-social behaviour.
c. Cross-Cultural Studies: Explore these relationships across diverse cultural settings to understand if the influence of ecological motivation on pro-social behaviour and its mediation by self-esteem vary across different socio-cultural contexts.
d. Experimental Designs: Implement experimental designs to establish causality between ecological motivation, self-esteem, and pro-social behaviour. This could involve interventions

to boost ecological motivation and observe subsequent changes in self-esteem and pro-social actions.

By integrating these suggestions into future research endeavors and considering their managerial implications, scholars can deepen their understanding of the complex relationships between ecological motivation, self-esteem, and pro-social behavior, thereby offering more robust insights for both academia and practical application in various organizational settings. Research limitations are based on the research that has been conducted as follows: 1). The questionnaire in this research is closed so that each respondent will only answer the answer criteria that have been provided. This can cause each respondent to answer the questionnaire in a way that is not in accordance with the actual situation. 2). This research is only a reference to previous research based on several hypotheses; this makes it difficult for researchers to compare the research conducted with previous research.

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