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Analyzing the Consumer Behavior and Implications of Sustainable Consumption Among Generation Z

Taufiq Hidayat[1*], Azizah Fatin Nashirah[1], Irene Rini Demi Pangestuti[1]

[1] Universitas Diponegoro, Semarang, Indonesia

[*] *Corresponding author: Taufiq Hidayat (taufiqhidayat.marketing@gmail.com)*

Abstract

This study aims to examine the influence of social responsibility (SR), environmental concern (EC), and the use of social media related to environmental issues (SM) on sustainability intention (SI) and sustainable consumption behavior (SBC) among Gen Z (born 1997-2012). Using a cross-sectional design, data from 383 respondents or students in Indonesia were analyzed using the Sobel test to examine mediation pathways. The results indicate that SR, EC, and SM significantly influence SI, which in turn enhances SBC. This research found that sustainability intention plays a strong mediating role between SR, EC, and SM on sustainable consumption behavior. These findings underscore the importance of enhancing social responsibility, environmental concern, and interaction with environmental content on social media to promote sustainable consumption behavior among Gen Z. The limitations of this study include the use of a limited sample and a cross-sectional design. The implications of these findings involve marketing strategies and policies that support sustainability. Future research is recommended to expand the sample, use a longitudinal design, and consider external factors to better understand the dynamics of sustainable consumption behavior.

Keywords

Generation Z, Sustainable Consumption Response, Social Responsibility, Environmental Concern

1. Introduction

Sustainability has become a central focus in many economic activities, with both for-profit and non-profit organizations, including higher education institutions, making ongoing efforts to encourage sustainable practices. Sustainability has emerged as an essential element of the purpose of higher education institutions, as it contributes to the promotion of growth and learning in society, thereby empowering communities to attain sustainable lifestyles (Kara & Min, 2024). Higher education institutions serve as places to educate students, who are the next generation, to be able to play a role in society. Higher education has a moral and social responsibility and acts as a guardian of the noble values present in society, thereby instilling values such as sustainable behaviour in students (Dabija et al., 2023; Ragazzi & Ghidini, 2017; Sribanasarn et al., 2024).

The concept of sustainability is currently being embraced by many universities in Indonesia and even more extensively around the world, with the aim of educating students about sustainability principles. This effort seeks to make campuses centers or incubators Sroufe (2020), for scientific research and numerous activities that support sustainable practices. The goal is for students and the community to become more environmentally and socially conscious individuals who can actively contribute to the preservation of the planet. For instance, Universitas Indonesia, a public university in Indonesia, pioneered the UI GreenMetric World University Rankings to evaluate the sustainability performance of institutions, particularly universities on a global scale. As of 2023, 1,183 institutions from 84 countries have participated in assessing campus sustainability performance UI GreenMetric World University Rankings, 2023. Furthermore, Universitas Diponegoro, another public university in Indonesia, is ranked as the second most sustainable university in Indonesia and holds the 27th position globally as the most sustainable university in 2023. In addition, Universitas Diponegoro provides courses, seminars, research, and community service as part of its community service program to educate both students and the general public on sustainable habits and practices Universitas Diponegoro Environmental Information, 2018-2024.

One crucial step towards transforming organizational culture and practices to be more environmentally friendly is for management to focus on sustainable consumption on campus (Wang et al., 2022; Zeng et al., 2023). However, the real success of such efforts heavily depends on the level of participation and support provided by students, faculty, and campus staff (Kara & Min, 2024). Therefore, management must encourage all community members to actively participate in the decision-making process by providing opportunities for involvement and engaging them in these processes. Change begins by fostering individual beliefs about the importance of sustainable behavior and the desire to adopt it. Management should strive to alter individual perceptions and attitudes towards sustainable practices through social campaigns, education, and raising awareness about the benefits of such actions. To assess the success of sustainability programs, it is important to have clear and measurable metrics and to report progress openly. This not only increases motivation and engagement but also allows the organization to use these findings to improve institutional plans. Empirical research focusing on behavioral factors related to sustainable academic consumption is rare (Cho, 2019; Kara & Min, 2024). Such studies can help identify the beliefs, values, motivations, and challenges that influence an individual's behavior regarding sustainability. By understanding these elements, campus management can develop more targeted and effective strategies to influence the behavior of students, faculty, and staff towards greater sustainability.

The objective of this study is to examine the connections between social responsibility, environmental concern, social media usage in relation to environmental issues, sustainability intention, and sustainable behavior. The

research seeks to enhance comprehension of the interrelationships and mutual influences among these elements in the context of sustainability by conducting a comprehensive examination of these factors. This study aims to reveal innovative discoveries that will enhance the creation of more effective initiatives and programs to encourage sustainable behavior at many levels, including individuals and organizations. The study aims to address the following research questions.

RQ1. How do sustainable behavior, sustainability intention, environmental concern, social responsibility, and social media use related to environmental issues interrelate?

RQ2. What is the level of awareness among Gen Z regarding the impact of sustainable practices on their preferences for sustainable consumption?

Understanding student behavior in a controlled environment can help comprehend actions and behaviors observed within such settings that can be applied to sustainability practices in real-life scenarios. This understanding can shed light on how values instilled in a controlled environment may influence students' attitudes and actions towards sustainability when they are in environments that may not support or are not designed for sustainable practices. Studies on the various influences of sustainable consumer behavior among Generation Z on college campuses can assist academics and university administrators in crafting better plans to meet student needs. Universities have the ability to shape and alter student behavior through research, courses, outreach, and internships aimed at fostering a more sustainable community and preparing future business leaders who are environmentally conscious. Universities can enhance their efforts to educate and guide students towards more sustainable lifestyles by understanding how controlled environmental influences impact behavior and how these experiences can be applied in broader contexts.

2. Literature Review

2.1. Gen Z consumers and sustainable consumption response

Generation Z (*Gen Z*), born between the mid-1990s and early 2010s, demonstrates a high level of concern for environmental issues and sustainability (Kara & Min, 2024; Ling et al., 2023). This interest is largely driven by awareness of pollution, climate change, and the negative impacts of overconsumption on the planet. This awareness motivates Gen Z to engage in more sustainable behaviors compared to previous generations (Zeng et al., 2023). Firstly, Generation Z exhibits a greater tendency to choose brands and products that demonstrate commitment to sustainable practices. They prioritize environmentally friendly products, such as those made from recyclable materials or with minimal plastic packaging. They also frequently scrutinize business ethics practices, including working conditions, sourcing of raw materials, and social impacts of businesses. Consumers demand transparency and accountability from companies, which drives companies to adopt more sustainable practices (Kara & Min, 2024).

Secondly, Generation Z (*Gen Z*) inclination towards the sharing economy and second-hand goods indicates more sustainable consumption behaviors. Gen Z prefers renting or borrowing items rather than purchasing new ones (Huang et al., 2023). Lastly, Generation Z actively promotes sustainable consumption behaviors through awareness campaigns and social media engagement. They utilize platforms such as Instagram, TikTok, and Twitter to disseminate news about environmental issues, support sustainable brands, and encourage others to adopt eco-friendly practices. Therefore, Gen Z acts as a catalyst driving the general public to pay more attention to the environmental impacts of consumption decisions.

2.2. Social Responsibility

Social responsibility refers to intentional and conscious consumer decisions based on personal beliefs and morals. This is an integral part of the complex consumer decision-making process (Kara & Min, 2024; Ramli et al., 2022; Severo et al., 2023). Consumer social responsibility is making deliberate choices rooted in personal values and moral convictions when selecting what to consume. Prior research suggests that responsible shopping is influenced by customers' individual values, beliefs, and social conventions (Severo et al., 2023). However, in practice, consumers sometimes neglect existing sustainability issues (Ramli et al., 2022), leading to an inability to fully understand the implications of choices related to eating. Social responsibility involves multiple facets, including the cessation of unethical and corrupt behaviors, the guarantee of equitable opportunities, fair compensation, and a high standard of living. Additionally, Corporate Social Responsibility (CSR) extends beyond individual responsibilities; companies strive to enhance transparency in their business actions, present themselves as socially responsible entities, and improve their reputation (Severo et al., 2023). Social responsibility plays a crucial role in promoting sustainable intentions by shaping awareness and practices that support sustainability (Kara & Min, 2024). Consumers who are morally and socially concerned are more likely to practice sustainable consumption, which includes recycling, cutting down on waste, and preventing long-term environmental harm. This promotes morally and practically sustainable behavior in both people and groups. As a result, the research puts forth the following theories.

H1. *Social responsibility has a positive and significant influence on sustainability intention*

2.3. Environmental Concern

Environmental concern is defined as the extent to which an individual is aware of environmental issues and demonstrates the desire and effort to help address them (Landry et al., 2018; Wang et al., 2022; Waris et al., 2023). This indicates that environmentally concerned individuals are more sensitive to issues such as pollution, deforestation, and climate change. Researchers have developed a broader definition of environmental concern (Si et al., 2022). Encompassing not only general awareness of environmental issues but also an individual's perception of and beliefs about the environment. For instance, whether someone believes that preserving the environment is an integral part of their life. Environmental concern is also defined as an affective attitude or the extent to which an individual feels disturbed or worried about the impacts of environmental issues (Landry et al., 2018). Studies show that environmentally concerned individuals tend to take concrete actions to address these issues (Zhu et al., 2020; Si et al., 2022). Additionally, such individuals strive to encourage others to do the same for environmental preservation. This indicates that environmental concern influences individual actions and social norms that support pro-environmental behavior. Overall, environmental concern impacts sustainability intentions (Saari et al., 2021; Perera et al., 2022; Maduku, 2024), through raising consciousness, encouraging optimism, forming moral principles, and resolving to take acts that will benefit the environment. This concern not only motivates individuals to act more sustainably but also helps spread sustainability principles to the broader community. Therefore, this study proposes the following hypothesis:

H2. *Environmental concern has a positive and significant influence on sustainability intention.*

2.4. Social media usage related to environmental issues

Through various messages about social responsibility and environmental sustainability, social media plays a crucial role in enhancing individual environmental awareness and responsible actions (Severo et al., 2023). Social media is a useful instrument that raises awareness of environmental issues by disseminating fresh information, news, services, and goods (Haque et al., 2021). A large number of people access the internet via social media sites including Twitter, Instagram, YouTube, Facebook, and WhatsApp. Overall, social media is an active and interactive platform that enables easier and broader communication, significantly influencing consumer behavior towards environmental issues (Ling et al., 2023). The use of social media for environmental issues has a substantial and favorable impact on sustainability (Cohen, 2020; Sarkis et al., 2020; Severo et al., 2021, 2023). Social media, which may create groups, spread new social norms, and provide knowledge, can be an effective tool in motivating people to adopt more environmentally friendly behaviors and become more sustainable. Generation Z often uses social media as a platform to voice their opinions on political, social, and environmental issues. They also engage in online activism and support social changes they deem important. Therefore, this study proposes the following hypothesis:

H3. *Social media usage related to environmental issues has a positive and significant influence on sustainability intention*

2.5. Sustainability intention

The term sustainability intention describes customers' intentional and conscious desire to lessen their adverse environmental effects by using more environmentally friendly items or engaging in environmentally friendly consumption habits (Maduku, 2024). This includes future plans to use reusable shopping bags, energy-efficient lighting, recyclable packaging, reducing food waste, and using more organic products. Sustainable intention is often linked to individuals' concerns about the environment, which are typically seen as a direct response to environmental crises. Environmental concern is generally considered an important predictor of eco-friendly behavior and drives green actions, which promote sustainable and pro-environmental behavior (Ghaffar et al., 2023). Generation Z customers' intentions about sustainability are shaped by a combination of factors such as their sense of social duty, collectivism, and outside incentives. In their research, Kara & Min (2024) assert that the aim to be sustainable has a substantial and favorable impact on sustainable consumption practices. When individuals have a strong commitment to sustainability, it is reflected in their daily actions. Individuals that are dedicated to sustainability are probably going to make more socially and ecologically conscious decisions, such buying eco-friendly goods, cutting back on disposables, and encouraging sustainable company practices. As a result, the research puts forth the following theories:

H4. *Sustainability intention has a positive and significant influence on sustainable consumption behavior*
H5. *Social responsibility has a positive and significant influence on sustainable consumption behavior through sustainability intention*
H6. *Environmental concern has a positive and significant influence on sustainable consumption behavior through sustainability intention*
H7. *Social media usage related to environmental issues has a positive and significant influence on sustainability intention*

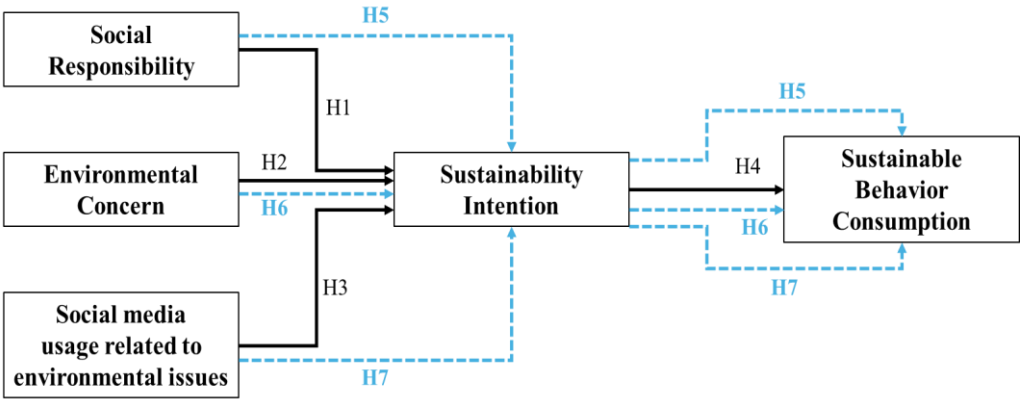

Figure 1. Research Framework

3. Methods

This survey-based study is descriptive and quantitative in nature. The research was operationalized through the implementation of the subsequent steps: In order to identify theoretical gaps pertaining to sustainable consumption behavior, social media usage, and social and environmental responsibility, the following steps were taken: i) a review of the literature using the Scopus database, books, and journals; ii) developing a questionnaire based on the literature review to determine the measurement model (observable variables and constructs); iii) developing a structural model that includes influence relationships (direct and mediated relationships) between constructs; iv) testing the questionnaire to ensure that the questions (observable variables) are understood; v) data collection by distributing the questionnaire via social media; and vi) data analysis based on the study by Hair et al. (2019). Data analysis was performed using SPSS software for descriptive analysis and AMOS for model analysis. This study examines hypotheses that consist of six latent variables: Social Responsibility (SR), Environmental Concern (EC), Social Media Usage Related to Environmental Issues (SM), Sustainability Intention (SI), and Sustainable Behavior Consumption (SBC). According to Hair et al. (2019), each latent variable should have at least three indicators. The operational definitions of the variables are presented below.

Table 1. Operational Definitions of Variables

Definitions of Variables	Indicators
Social Responsibility (SR) can be defined as the obligation held by individuals or organizations to contribute to humanitarian, social, and charitable goals through socially responsible actions (Ramli et al., 2022).	1. Recognizing the importance of assisting others 2. Experience enhanced self-perception through engagement in social responsibility activities 3. Gaining fresh perspectives on matters through social responsibility 4. Enhancing self-esteem through participation in social responsibility activities 5. My resume will showcase my experience in social responsibility (Kara & Min, 2024)
Environmental Concern (EC) refers to awareness and attention to environmental issues. It encompasses a strong attitude towards environmental preservation and the recognition that environmental conditions are threatened by human resource exploitation and pollution (Zeng et al., 2023).	1. Waste management through the process of recycling 2. Replenishing reusable water bottles 3. Adopting the practice of turning off lights when they are not in use 4. Engaging in volunteer work for the purpose of recycling electronic waste (eWaste) (Cao Minh & Nguyen Thi Quynh, 2024; Saari et al., 2021)
Social Media Usage Related to Environmental Issues (SM) includes the use of social media for topics related to air and water pollution, renewable energy usage, recycling practices and waste management, as well as efforts to motivate the public to take actions supporting environmental protection (Severo et al., 2023).	1. Exposure to environmental pollutants 2. Enhancing motivation to embrace environmentally-friendly views following 3. exposure to environmental content 4. Engagement with recycling and waste segregation material (Severo et al., 2021).
Sustainability Intention (SI) is the conscious and methodical approach people take to shopping and using products and services in order to lessen the negative effects they have on the environment, either by selecting eco-friendly products or engaging in sustainable consumption habits (Maduku, 2024).	1. Incorporating sustainability into the decision-making process while buying food and drinks 2. Consumer's inclination to spend a higher amount on environmentally-friendly 3. food and beverages 4. Pursuing sustainability certification while purchasing products 5. Engaging in frequent conversations with friends about sustainability matters (Kara & Min, 2024; Tong et al., 2023)
Sustainable Behavior Consumption (SBC) involves a series of actions aimed at improving quality of life, meeting needs, reducing waste, and optimizing the use of existing resources (Ghaffar et al., 2023).	1. Waste management through the process of recycling 2. Replenishing reusable water bottles 3. Adopting the practice of turning off lights when they are not in use 4. Engaging in volunteer work for the purpose of recycling electronic waste (eWaste) (Kara & Min, 2024; Tong et al., 2023).

The scale used in the questionnaire ranges from 1 Almost never to 10 Definitely. Demographic inquiries, including age, gender, income level, and educational attainment, were also included in the questionnaire, even though they are not important study variables. The data collection method employed non-probability

sampling using purposive sampling based on criteria and considerations, specifically targeting students from universities in Indonesia. The questionnaire was distributed using Google Forms to eligible respondents. A total of 416 responses were collected, but after editing using AMOS data analysis software, 383 responses were included in the data analysis.

4. Results and Discussion

Respondent characteristics based on gender, educational level, age, and sources of income. By examining this data, we can gain deeper insights into the distribution of gender, educational levels, age groups, and various sources of income that support respondents in this study. Analyzing this profile is crucial for the broader research context, providing a strong foundation for interpreting results and implications of the findings obtained.

Table 2. Respondents Profile

Character	Frequency	%
Gender		
Male	196	51.17%
Female	187	48.83%
Total	383	100%
Educational Level		
Bachelor/Diploma	263	68.67%
Master	120	31.33%
Total	383	100%
Age		
17-21	218	56.92%
22-26	97	25.33%
27	68	17.75%
Total	383	100%
Source of Income		
Parents	254	66.31%
Grant and scholarship	65	16.97%
National education loan	15	3.91%
Part-time job	31	8.09%
Full time job	18	4.72%
Total	383	100%

In terms of gender, there were 196 male respondents (51.17%) and 187 female respondents (48.83%), indicating that the number of male respondents was slightly higher than female respondents. Regarding educational level, the majority of respondents were at the Bachelor's or Diploma level, comprising 263 respondents (68.67%), while 120 respondents (31.33%) were at the Master's level. Based on age, most respondents were aged between 17 to 21 years, totaling 218 respondents (56.92%). The age group of 22 to 26 years included 97 respondents (25.33%), and the age group of 27 years and above consisted of 68 respondents (17.75%). Regarding the source of income, the majority of respondents, 254 individuals (66.31%), received income from their parents. Others obtained income from grants and scholarships, totaling 65 respondents (16.97%), and from national education loans, amounting to

15 respondents (3.91%). Additionally, 31 respondents (8.09%) had part-time jobs, and 18 respondents (4.72%) had full-time jobs.

Finding out if these models are sufficient for data analysis or if more models need to be created is the goal of the measurement and structural equation modelling (SEM). Several indices are evaluated, namely: the chi-square value divided by degrees of freedom ($\chi 2/DF \leq 5$), root mean squared error of approximation (RMSEA) (≤ 0.08), normed fit index (NFI) (≥ 0.90), comparative fit index (CFI) (approaching 1.0), goodness-of-fit index (GFI) (≥ 0.90), adjusted goodness-of-fit index (AGFI) (≥ 0.90), Expected Cross-Validation Index (ECVI) (lower values indicate better model fit), and Root Mean Square Residual (RMR) (lower values indicate better model fit) (De Guimarães et al., 2023; Hair et al., 2019). Values below the suggested thresholds indicate areas where the model can be improved but do not immediately invalidate the model (Hair et al., 2019).

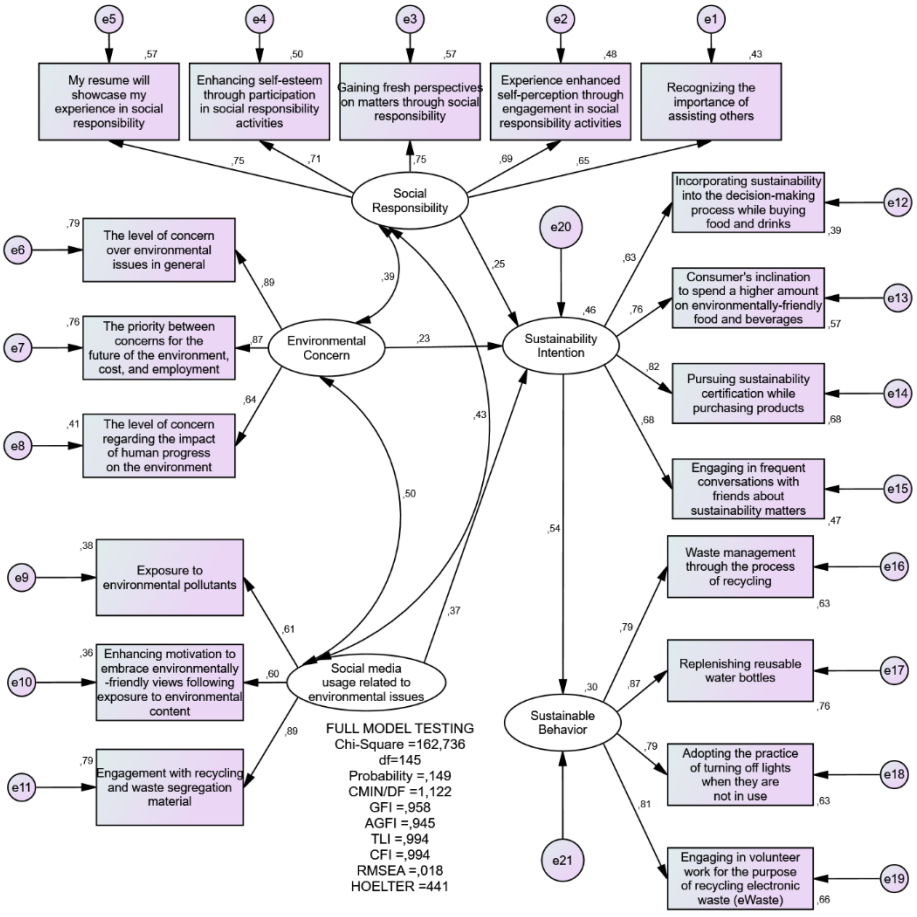

Figure 2. SEM Results

Table 3. Evaluation of the Quality of the Measurement Model and the Structural Model

Index	Cut-off-value	Results	Confirmation
CHI-SQUARE (X2)	≤ 174.1 (P = 0.05; df = 145)	162.736	Fit
CMIN/DF	≤ 5	1.122	Fit
GFI	≥ 0.90	0.958	Fit
AGFI	≥ 0.90	0.945	Fit
CFI	≥ 0.90	0.994	Fit
RMSEA	≤ 0.08	0.018	Fit

Table 3 shows the evaluation of measurement and structural model quality based on several fit indices. The chi-square value ($\chi 2$) is 162.736 with a criterion of ≤ 174.1, indicating a good fit of the model. The ratio of chi-square to degrees of freedom (CMIN/DF) is 1.122, which also meets the criterion of ≤ 5, indicating a good model fit. The Goodness-of-Fit Index (GFI) and Adjusted Goodness-of-Fit Index (AGFI) have values of 0.958 and 0.945 respectively, both meeting the criterion of ≥ 0.90, indicating that the model fits the data well. The Comparative Fit Index (CFI) has a value of 0.994, which exceeds the criterion of ≥ 0.90, indicating very good fit. The Root Mean Squared Error of Approximation (RMSEA) has a value of 0.018, well below the threshold of ≤ 0.08, indicating a low error of approximation. Overall, all indices indicate that the model fits the data well and does not require further improvement.

Table 4. Factor Loadings, Reliability, and Convergent Validity

Construct and Measurement Items	**Loading**	**AVE**	**CR**
Social Responsibility (Kara & Min, 2024)			
Recognizing the importance of assisting others	0.654		
Experience enhanced self-perception through engagement in social responsibility activities	0.694		
Gaining fresh perspectives on matters through social responsibility	0.754	0.509	0.838
Enhancing self-esteem through participation in social responsibility activities	0.707		
My resume will showcase my experience in social responsibility	0.752		
Environmental Concern (Minh, T. C., & Quynh, 2024; ; Saari et al., 2021)			
The level of concern over environmental issues in general	0.889		
The priority between concerns for the future of the environment, cost, and employment	0.869	0.653	0.847
The level of concern regarding the impact of human progress on the environment	0.644		
Social media usage related to environmental issues (Severo et al., 2021)			
Exposure to environmental pollutants	0.614		
Enhancing motivation to embrace environmentally-friendly views following exposure to environmental content	0.801	0.603	0.817
Engagement with recycling and waste segregation material	0.889		
Sustainability Intention (Kara & Min, 2024; Tong et al., 2023)			
Incorporating sustainability into the decision-making process while buying food and drinks	0.626		
Consumer's inclination to spend a higher amount on environmentally-friendly food and beverages	0.758	0.528	0.816
Pursuing sustainability certification while purchasing products	0.824		
Engaging in frequent conversations with friends about sustainability matters	0.684		
Sustainable Behavior Consumption (Kara & Min, 2024; Tong et al., 2023)			
Waste management through the process of recycling	0.795		
Replenishing reusable water bottles	0.871		
Adopting the practice of turning off lights when they are not in use	0.795	0.671	0.891
Engaging in volunteer work for the purpose of recycling electronic waste (eWaste)	0.813		

The reflective measurement model assumes that indicators reflect or mirror a larger construct or variable; in other words, indicators are considered manifestations of the same construct (Hair et al., 2019). Consequently, conducting reflective analysis aims to assess how well indicators load onto a construct. Reliability is measured using Cronbach's alpha or Omega, indicating how consistent indicator variables are in measuring the same structure, while convergent validity indicates that indicator variables reflect the same structure, as shown by high factor loadings and significant Average Variance Extracted (AVE) values (Severo et al., 2021). According to Hair et al. (2019), composite reliability (CR) should have a minimum of 0.6 and a

maximum of 0.95, while convergent validity, as determined by Average Variance Extracted (AVE), should have a minimum of 0.50.

The CR values for all variables are already at the minimum of 0.6, indicating that the internal reliability of the model is sufficiently good, as higher CR values indicate greater construct consistency. Meanwhile, all of the variables' AVE values are greater than 0.50, which shows that the indicator variables accurately represent the constructs that each variable measures. Because the AVE values meet this standard, it can be concluded that the convergent validity of this model is sufficiently good. Consequently, these findings indicate that the evaluated reflective measurement model has adequate convergent validity.

Saut & Saing (2021) state that a hypothesis can be accepted if the p-value is below the threshold of $p < 0.05$ (5%), $p < 0.010$ (1%), or $p < 0.001$ (0.1%), and $CR \geq 1.96$. Assuming that if the p-value is less than the specified threshold (e.g., $p < 0.05$) and the CR value is above the cut-off value, this indicates that the result is significantly different from zero, thereby allowing the hypothesis corresponding to the regression to be accepted.

Table 5. Hypothesis Testing Results

Hypothesis	Estimate	S. E	C.R.	P	Confirmation
H1: Social Responsibility → Sustainability Intention	0.200	0.050	4.036	***	Supported
H2: Environmental Concern → Sustainability Intention	0.189	0.052	3.627	***	Supported
H3: Social media usage related to environmental issues → Sustainability Intention	0.281	0.055	5.146	***	Supported
H4: Sustainability Intention → Sustainable Behavior Consumption	0.694	0.086	8.108	***	Supported

Note: *, ** and *** indicate statistically significant at $p < 0.05$, $p < 0.010$, $p < 0.001$

Hypothesis 1 states that social responsibility has a positive and significant influence on sustainability intention. Upon testing, the results show that S.E. (0.050), C.R. (4.036 > 1.96), and P (*** < 0.001). The testing results support that H1 is accepted. There is strong evidence that social responsibility positively influences sustainability intention. Stated differently, there is a positive correlation between Gen Z members' intention to adopt sustainable practices and their degree of social responsibility. This suggests that people are also more likely to incorporate sustainability into their purchasing decisions, spend more money on eco-friendly products, pursue sustainability certifications, and have conversations with peers about sustainability if they have a greater awareness of the value of helping others, experience an increase in self-perception, acquire fresh perspectives, and boost self-esteem through involvement in social responsibility. This study is consistent with previous research conducted by Kara & Min (2024), indicating that social responsibility significantly affects sustainability intention.

Hypothesis 2 states that environmental concern has a positive and significant influence on sustainability intention. The test results show that S.E. (Standard Error) is 0.052, C.R. (Critical Ratio) is 3.627, and the P-value is ***. The test results for the hypothesis indicate that H2 is accepted. This means there is strong evidence that environmental concern positively and significantly influences sustainability intention. The more concerned Gen Z is about the environment, the more likely they are to adopt sustainable practices. This implies that those who care more about the environment also tend to be more committed to sustainability. Prioritization

between concern for the future of the environment, costs, and jobs shows that individuals who prioritize environmental concerns tend to be more committed to sustainable actions. Awareness of the impact of human progress on the environment indicates that individuals who are more aware of the negative impacts of human progress tend to have stronger intentions towards sustainability. The findings of H2 also support previous research conducted (Maduku, 2024; Perera et al., 2022; Saari et al., 2021).

Hypothesis 3 states that social media usage related to environmental issues has a positive and significant influence on sustainability intention. The test results for the hypothesis indicate that H3 is accepted. This means there is strong evidence that social media usage related to environmental issues positively and significantly influences sustainability intention. The findings of hypothesis 3 align with previous research conducted (Cohen, 2020; Sarkis et al., 2020; Severo et al., 2021, 2023). The more Gen Z engages with environmental content on social media, the greater their intention to engage in sustainable behaviors. Exposure to environmental pollutants through social media can increase individuals' awareness of environmental issues, which in turn can drive consumers' intentions to behave more sustainably. Increased motivation to adopt environmentally friendly views after exposure to environmental content on social media indicates that information received through social media can influence individuals' attitudes and intentions towards sustainability. Engagement with recycling materials and waste separation on social media shows that active participation in discussions and sustainable practices on social media can enhance individuals' intentions to engage in sustainable actions in their daily lives.

Hypothesis 4 states that sustainability intention has a positive and significant influence on sustainable behavior consumption. The test results for the hypothesis indicate that H4 is accepted. Testing H4 also supports previous research that indicates sustainability intention positively and significantly affects sustainable behavior consumption, as shown by Kara & Min (2024). Therefore, the test results demonstrate that sustainability intention significantly influences sustainable consumption behavior. Generation Z acts as a catalyst driving the general public to pay more attention to the environmental impact of consumption decisions. The higher the sustainability intention, particularly among Gen Z, the more likely they are to engage in sustainable consumption behaviors. Mediation testing will be conducted based on the P-value, with $p < 0.05$ (5%) significance level (Hair et al., 2019; Saut & Saing, 2021). Mediation testing refers to the process where an independent variable influences a dependent variable through one or more mediator variables. The purpose of mediation testing is to determine whether a mediator variable significantly mediates the relationship between the independent variable and the dependent variable.

Table 6. Mediation Testing Results

Hypothesis	Jalur	t-Stat	P-Value	Confirmation
H5	SR → SI → SBC	3.534	0.0004	Significant
H6	EC → SI → SBC	3.275	0.001	Significant
H7	SM → SI → SBC	4.231	0.00002	Significant

Table 6 presents the results of the mediation testing using the Sobel Test to evaluate the effects of Social Responsibility (SR), Environmental Concern (EC), and social media usage related to environmental issues (SM) on Sustainable Behavior Consumption (SBC) through Sustainability Intention (SI). Hypothesis H5 (SR → SI → SBC) examines whether sustainability intention (SI) mediates the influence of social responsibility (SR) on sustainable consumption behavior (SBC). The t-statistic value for this path is 3.534, with a P-value of 0.0004, indicating that this mediation path is significant. This means that social responsibility (SR) positively influences

sustainable consumption behavior through sustainability intention (SI). Hypothesis H6 (EC → SI → SBC), this path tests whether sustainability intention (SI) mediates the influence of environmental concern (EC) on sustainable consumption behavior (SBC). The t-statistic value for this path is 3.275 with a P-value of 0.001, indicating that this mediation path is significant. This means that environmental concern (EC) positively influences sustainable consumption behaviour (SBC) through sustainability intention (SI).

Hypothesis H7 (SM → SI → SBC), this path tests whether sustainability intention (SI) mediates the influence of social media usage related to environmental issues (SM) on sustainable consumption behavior (SBC). The t-statistic value for this path is 4.231 with a P-value of 0.00002, indicating that this mediation path is significant. This means that social media usage related to environmental issues (SM) positively influences sustainable consumption behavior (SBC) through sustainability intention (SI). The test results indicate that sustainability intention (SI) significantly mediates the relationship between social responsibility (SR), environmental concern (EC), and social media usage related to environmental issues (SM) with sustainable consumption behavior (SBC). This suggests that increases in social responsibility, environmental concern, and social media usage related to environmental issues can enhance sustainability intention, which in turn promotes sustainable consumption behavior.

5. Conclusion

The research findings underscore the significant influence of social responsibility (SR), Environmental Concern (EC), and the use of social media related to Environmental Issues (SM) on Sustainability Intention (SI) among Generation. These factors, in turn, enhance sustainable consumption behavior (SBC) within this demographic. Hypothesis testing reveals that social responsibility significantly impacts sustainability intention, as evidenced by a C.R. value of 4.036 and a P-Value below 0.001, indicating that higher levels of social responsibility among Gen Z led to a stronger intention to engage in sustainable behavior. Similarly, environmental concern positively influences sustainability intention, with a C.R. value of 3.627 and a P-Value below 0.001, reflecting that heightened environmental concern among Gen Z increases their sustainability intentions. Furthermore, the use of social media related to environmental issues is also a significant predictor of sustainability intention, as shown by a C.R. value of 5.146 and a P-Value below 0.001, suggesting that engagement with environmental content on social media enhances sustainability intention among Gen Z. The study also finds that sustainability intention significantly affects sustainable consumption behavior, as demonstrated by a C.R. value of 8.108 and a P-Value below 0.001. This indicates that the intention to act sustainably strongly influences actual sustainable consumption behavior.

Moreover, the mediation analysis supports that sustainability intention acts as a mediator between SR, EC, and SM, and sustainable consumption behavior. The Sobel Test results confirm the significance of these mediation paths, emphasizing that increases in social responsibility, environmental concern, and social media engagement can foster a stronger intention to act sustainably, which then translates into more sustainable consumption behaviors. This research highlights that Generation Z is highly aware of the impacts of sustainable practices and is inclined toward sustainable consumption, driven by their social responsibility, environmental concern, and engagement with environmental content on social media. The findings have significant implications for marketing strategies and policy development aimed at promoting sustainable consumption behavior among Gen Z. However, the study's limitations, including its focus on Indonesian students, the cross-sectional design, and the exclusion of external factors such as government policies, suggest that future research should expand the study sample, adopt a longitudinal approach, and

consider additional factors to gain a more comprehensive understanding of the determinants of sustainable consumption behaviour.

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