

Antecedents And Consequences Of *Intention Sustainable Consumption Behavior With Health Consciousness As A Mediating Variable*

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ABSTRACT

This study was conducted to analyze the effect of Social Responsibility Collectivism, External Incentives on Intention Sustainable Consumption Intention, the impact of Intention Sustainable Consumption on Sustainable Consumption Behaviour, and the effect of Sustainable Consumption Behaviour on Sustainable Intention both directly and moderated by Health Awareness. The research design used is quantitative research with causality hypothesis testing. The sample used is respondents who carry out sustainable consumption activities (Consuming recycled clothing b. Consuming environmentally friendly household appliances c. Consuming organic vegetables d. Using CFC AC e. Using a Small Refrigerator). The sampling technique used was purposive sampling, and the sample used was 385. The data analysis used is SEM using AMOS software. The research findings show that social responsibility and external incentives have been proven to positively affect the intention of sustainable consumption. While Collectivism is not proven to have a positive effect on Intention Sustainable Consumption, Intention Sustainable Consumption is proven to have a positive effect on Sustainable Consumption Behavior, and Sustainable Consumption Behavior has a positive effect on Continuous Intention, but Health Consciousness is not proven to moderate the positive impact of Sustainable Consumption Behavior on Continuous Intention. The results of this study provide information that sustainable consumption activities must pay attention to the behavior of consumers related to social responsibility, external incentives, sustainable consumption intentions, and sustainable consumption behavior.

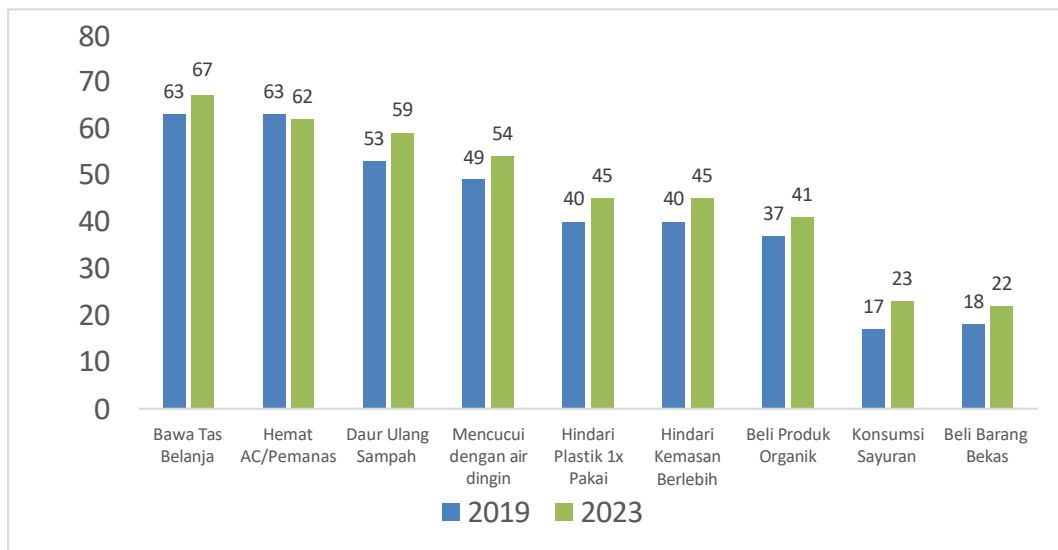
Keywords: *Social Responsibility, Collectivism, External Incentives, Intention Sustainable Consumption Sustainable Consumption Behavior*

A. INTRODUCTION

The economy has evolved and spread to various lives, starting with creating a more sustainable use of resources to save on consumption sustainability for future generations. Environmental issues such as air pollution, deforestation, and climate change are significant global concerns [1]. Sustainable consumption is one of the Sustainable Development Goals (SDGs), precisely in SDGs 12, which is about ensuring sustainable consumption and production patterns, which is the key to maintaining the livelihood of current and future generations. The phenomenon of the emergence of SDG 12 is that our planet is starting to run out of resources, but the population continues to grow. If the global population reaches 9.8

billion by 2050, it would take about three planets to provide the necessary natural resources to sustain the current lifestyle. (<https://www-un-org>) The paradigm shift in consumption patterns occurs due to increasing concerns about environmental degradation. This shift has transformed consumers from a self-centered approach to a more community-oriented approach by adopting sustainable offerings [2]

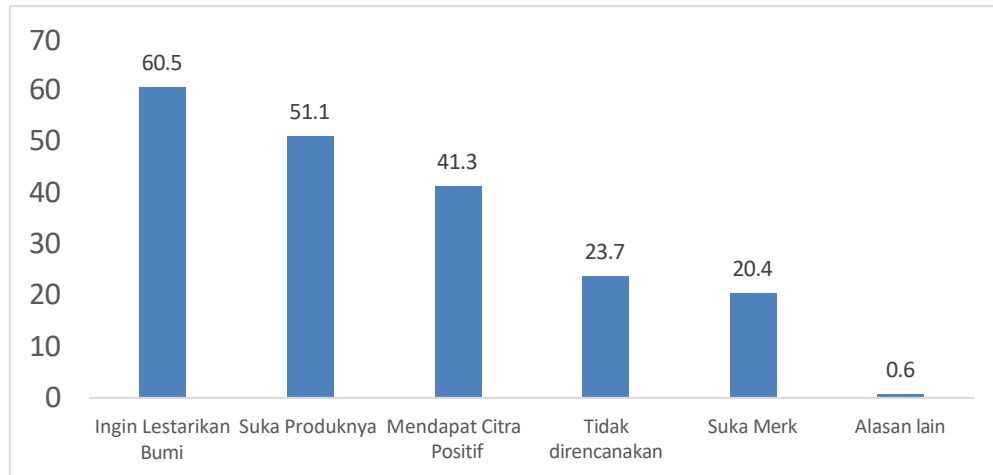
Judging from the lifestyle of sustainable or sustainable people, it has also increased globally. The survey results on nine sustainable lifestyles conducted by GlobeScan in 23 countries from various continents covering countries with large populations, such as India, China, the United States, and Indonesia. The survey results show that for 4 years (2019-2023) can be seen in Figure 1. The information from the table shows that there is an increase in 8 sustainable lifestyles, although statistically, the increase is not very significant. During the 2019-2023 period, carrying shopping bags increased by 4%, recycling increased by 6%, washing with cold water increased by 5%, avoiding the use of plastic more than 1 time increased by 4%, avoiding excess packaging increased by 5%, the purchase of organic products increased by 4%, vegetable consumption increased by 5% and buying used goods increased by 4%. One sustainable lifestyle decreased during the 2019-2023 period, namely saving on air conditioning/heating, which has reduced by 1%. The results of this survey show that over 4 years, there has not been much significant improvement in the sustainable lifestyle of the global community.



Source : <https://databoks.katadata.co.id/-/statistik/69f206e0644037d/->

Figure 1. Nine Types of Sustainable Lifestyles

Many factors are why consumers still need to spend more on sustainable products. The results of a survey conducted by the Katadata Insight Center (KIC) in 2021 related to the reasons why consumers in Indonesia buy sustainable products 2021 showed that as many as 60.5% wanted to preserve the earth, as many as 51.1% because they liked the product, as many as 43.1% because they had a positive image, as many as 23.7% because they didn't plan it, and 20.4% because they liked the brand as shown in figure 1.2.



Source : <https://databoks.katadata.co.id/produk-konsumen/statistik/8ab50ad7cb35fb6/ini-alasan-konsumen-indonesia-beli-produk-berkelanjutan>

Figure 2. Reasons Indonesian Consumers Buy Sustainable Products

Consumer behavior in their consumption activities can be explained by theories that explain the relationship between attitudes (attitude) and behavior through the Theory of Planned Behavior [3]. TPB model can be used as a fundamental theory to predict consumers' willingness to buy recyclable manufactured products [4]. [5] found that consumer attitudes toward environmentally friendly products strongly correlate to purchase the product, with the perceived role of behavior control as an essential mediator. Meanwhile, research by [6] shows that strong social norms and community involvement can strengthen consumers' commitment to environmentally friendly behavior. [2], [7], and [8] in their research, produced findings that there was a positive influence from Sustainable consumption behavior towards continued intention. Health awareness of sustainable consumption of goods is a factor in empirical studies. Health awareness towards sustainable consumption activities affects consumers' intentions to consume sustainable goods [2].

The SDGs framework, this study assesses how attitudes toward environmentally friendly products, subjective norms, and moral obligations encourage consumers' willingness to adopt sustainable consumption behaviors. Empirical studies conducted by [9], [10], [11] and [12] Produce findings Existence Positive influence of Intention Sustainable Consumption towards Sustainable Consumption Behavior.

The results of the empirical study show that three variables are antecedents of intention consumption behavior, namely 1) social responsibility (social responsibility) from the community is a factor that affects their intention to carry out sustainable consumption activities [13], [14] and [15]. 2) The awareness factor that human beings are not only individual creatures but also social creatures, so they must also think about survival for future generations or collectivism [16], [17], [18] 3) Encouragement from outside parties is the third factor that affects Intention consumption behavior [9], [19]

Based on the background explanation above, the formulation of the problem proposed in this study is:

1. Does Social Responsibility have a positive effect on Sustainable Consumption Intention?
2. Does collectivism have a positive effect on Sustainable Consumption Intention?
3. Does social incentives have a positive effect on Sustainable Consumption Intention?
4. Does Sustainable Consumption Intention have a positive effect on Sustainable Consumption Behavior?
5. Does Sustainable Consumption Behavior have a positive effect on continued intention?
6. Does Health Consciousness moderate the positive effect of Sustainable Consumption Behavior on continued intention?

The purpose of this study is:

1. To analyze the positive influence of Social Responsibility on Intention Sustainable Consumption?
2. To analyze the positive influence of collectivism on Intention Sustainable Consumption?
3. To analyze the positive influence of external incentives on Intention Sustainable Consumption?
4. To analyze the positive influence of Intention Sustainable Consumption on Sustainable Consumption Behavior?
5. To analyze the positive influence of Sustainable Consumption Behavior on continued intention
6. To analyze Health Consciousness moderates the positive influence of Sustainable Consumption Behavior on continued intention

B. LITERATURE REVIEW

Sustainable

Understanding of sustainability is an important factor in responsible investment practices including reporting. [15]. The sustainability practices and performance disclosed by a company in its sustainability report are not just for information, but also for public interpretation. This understanding is crucial as it can significantly influence investment decisions. Further emphasize that for Sustainable development, organizations must focus on three key aspects: integrated economic, social, and environmental aspects [21].

In 2015 the United Nations adopted 17 Sustainable Development Goals (SDGs) from 193 member countries. The Government of Indonesia has ratified and actively prepared the 17 pillars of the 2030 Sustainable Development Goals. The government issued a Presidential Regulation (PP) as a legal basis to implement the SDGs in all sectors through Government Regulation Number 59 of 2017. The SDGs have 17 pillars that are the development goals, as shown in Figure 2.1. Pillar 12, the goal of the MDGs, is responsible consumption and production, which shows the guarantee of sustainable production and consumption patterns. (<https://sdgs.bappenas.go.id>)

Social Responsibility

Social Responsibility as an overall internal (profit, cost reduction, etc.), external (fulfillment of the expectations of interested people), and mandatory (regulated by laws and regulations) and optional (voluntary) initiatives, which are realized through environmental activities and social activities oriented to community members, as well as creating a sustainable long-term impact on society [22]. CSR covers many aspects companies can strive to implement and contribute to society. Consumer perception of CSR can impact purchasing decisions and a company's reputation [23].

Consumer social responsibility is significantly linked to ethical, moral, and sustainable behavior. Sustainability and social responsibility have been the main topics of study in higher education and argued that students' social Responsibility contributes to engagement with Sustainable Behavior in higher education [14]. Socially conscious and morally motivated consumers are more likely to engage in sustainable consumption practices (e.g. recycling, reducing waste, and avoiding long-term damage to the environment) on college campuses. Results of empirical studies prove the positive influence of Social Responsibility on Intention Sustainable Consumption studies [9]. The results of these findings are supported by empirical studies conducted by [19], [24] and [6]. This positive influence of social Responsibility on sustainable consumption offers hope for a more sustainable future.

H₁: Social Responsibility has a positive effect on Intention Sustainable Consumption

Collectivism

Collectivism views the self as a relatively independent and autonomous actor (i.e., individualism) versus an interdependent actor embedded in a group (i.e., collectivism). The value of individualism-collectivism reflects the relationship between the individual and society, which focuses on the individual or group. Collectivism refers to a society in which people, from birth onwards, are integrated into strong and cohesive groups that, throughout their lives, continue to protect them in exchange for unquestionable loyalty [25]. The collectivism/individualism paradigm addresses how individuals organize themselves into groups and define group members' roles and responsibilities [26] and [25].

The cultural orientation of the community, especially collectivism, plays a significant role in the Sustainable Behavior of consumers in consuming goods. This is based on the assumption that it takes many people working together to make a difference [27]. Collectivist cultural values may have a positive influence on sustainable consumption behavior due to the emphasis on social harmony and relationships in collectivist culture, which can lead to greater concern for a better environment. The results of the empirical study resulted in the finding that individual collective interests increase their interest in sustainable consumption [27]. The results of this finding are supported by the results, this underscores the importance of collectivism in promoting sustainable behavior and should raise awareness among consumers and policymakers [26].

H2 : Collectivism has a positive effect on *Intention Sustainable*

External Intensive

External incentives are known to increase interest and awareness of the phenomenon and effectively promote environmentally responsible behavior. Some empirical evidence is that financial incentives (i.e., cash payments or gifts) influence human behavior. On the other hand, behavioral changes motivated by financial rewards tend to create short-term effects, usually during the reward period. External incentives positively influence the sustainability intentions of Gen Z consumers. Therefore, such material and social incentives must be offered appropriately and publicized to encourage sustainable consumption [28].

External incentives are one of the effective ways to promote environmentally responsible behavior. (Results of empirical studies [27] prove that Social Incentives positively influence Intention Sustainable Consumption. The results of this finding are also supported by the results of empirical studies conducted by [27], [12], [29] and [5] where external incentives have been proven to have a significant positive effect on sustainable consumption intention. Based on the explanation above, the hypothesis proposed in this study is

H3: Social Incentives have a positive effect on Intention Sustainable Consumption

Intention Sustainable Consumption

Intention is a strong indicator of the behavior to be performed. In sustainable consumption, various factors can influence this intention, such as attitudes toward the environment, social norms, knowledge about sustainability, and planned behavioral control. When individuals have a positive attitude and feel support from the social environment, they are more likely to form a solid intention to behave sustainably [17]. Various studies have shown that consumers' intention to engage in sustainable consumption is not only influenced by personal considerations but also by external factors such as awareness campaigns, the environment, and the availability of eco-friendly products in the market [30].

In the Theory of Planned Behavior (TPB), it is said that a person's sustainable behavior is the result of the relationship between their attitude towards the behavior and the intention to carry out the behavior. In short, human behavior is predictable if we understand their intentions [27]. Consumers are primarily driven by humanist values, morality, and ethical behavior and are more concerned about human environmental impact than previous generations [31]. Empirical studies conducted by [27], [32] and Muslimah & Muhyidin (2024) produced findings that Intention of Sustainable Consumption is proven to have a significant positive effect on Sustainable Consumption Behavior. Based on the explanation above, the hypothesis proposed in the study is:

H4: Intention of Sustainable Consumption has a positive effect on Sustainable Consumption Behavior

Sustainable Consumption Behavior

The definition of Sustainable Consumption Behavior has a wide range of meanings. Sustainable consumption behavior as a purchasing decision that considers the product's environmental and social impact, aiming to minimize losses to the environment while supporting social and economic well-being [33]. Sustainable consumption behavior includes consumer actions that focus on reducing negative impacts on the environment through environmentally friendly and sustainable product choices [34]. Sustainable Consumption Behavior as a consumer approach to choosing and using products that consider resource conservation and waste reduction, as well as the environmental impact of the product life cycle [8]. Sustainable Consumption Behavior refers as the consumer's desire to engage in environmentally friendly consumption practices, resulting from a combination of intention, knowledge, and social support [17]

Sustainable consumption aims to meet the basic needs of the current generation by using natural resources and hazardous materials to a minimum to protect the needs of future generations [35]. Consumption of organic products is also a form of sustainable consumption [13]. The intention to engage in pro-environmental consumption and the influence of peers influencing behavioral intentions for sustainable consumption [8]. The results of an empirical study conducted by [2] support the findings of a positive influence of sustainable consumption behavior on continued intention. Based on the explanation above, the hypothesis proposed in this study is:

H5: Sustainable Consumption Behavior has a positive effect on Continuous Intention.

Health Consciousness

Health awareness is a psychological construct related to awareness of a person's health and the willingness to change behavior to improve it. In addition, it is linked to anxiety, stress, depression, and untreatable diseases [36]. Individuals with high health awareness are motivated to improve and maintain their health and quality of life. Health awareness is the extent to which individuals care about their health. The more conscious a person's health is, the more likely they are to have healthy habits, which are the basis for individuals to take health actions [2].

Consumers' decision to consume sustainably is based on their awareness of sustainable consumption that is environmentally friendly and important for health. This condition shows that consumers are aware of the importance of health from the consumption activities carried out and will ultimately give rise to the intention of consumers to continue to consume goods. The results of the study by [2] and [37] produced proven findings that health consciousness is proven to moderate the influence of sustainable consumption behavior on continuous intention. Based on the explanation above, the hypothesis is proposed.

H6: Health Consciousness moderates the influence of Sustainable Consumption Behavior on Continuous Intention

The following conceptual framework is based on the literary and empirical studies of the relationship between variables.

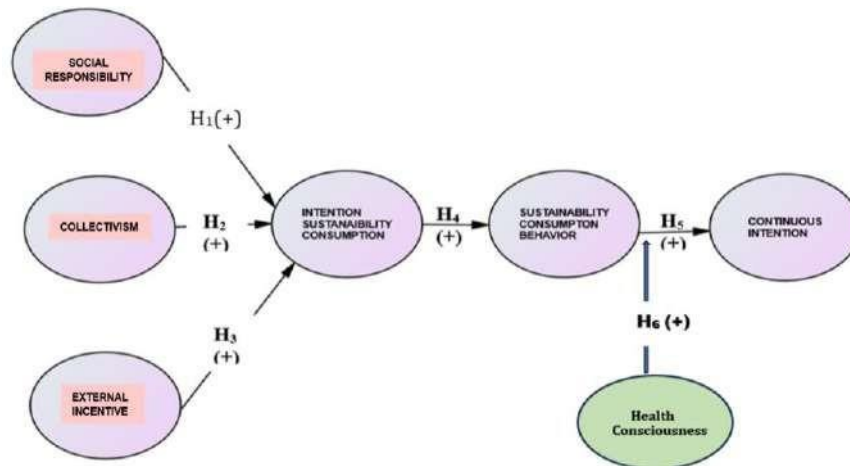


Figure 3 Conceptual Outline

Source : Kara et al (2024) and Jhamb ET AL (2023)

C. RESEARCH METHOD

The research design used is quantitative research testing the causal relationship hypothesis, namely examining the influence of independent variables (Social Responsibility, Collectivism, and External incentives on dependent variables (Continues Intention) both directly and indirectly through mediating variables (Intention Sustainable consumption behavior) and using health consciousness moderation variables. This study adopts the leading journal, namely [2] with the supporting journal [2].

The variables used in this study consist of 3 independent variables, namely Social Responsibility ([28], with 10 indicators), Collectivism ([28], with 5 indicators), External Incentives ([28], with 4 indicators), one dependent variable, namely Continued Intention ([38], with three indicators), two mediation variables, namely Intention Sustainable Consumption ([28], with four indicators), Sustainable Consumption Behavior ([28], with seven indicators) and one moderation variable, namely Health Consciousness ([38], with three indicators)

The method of sample withdrawal uses purposive sampling. Namely, samples are taken using the criteria of carrying out sustainable consumption activities, namely meeting at least one criterion of consuming recycled clothes, environmentally friendly household appliances, organic vegetables, CFC air conditioners,, and small refrigerators. Determining the number of samples uses the criteria of [39] which is the number of samples at least 10 times the number of indicators. This study uses 34 indicators, so the number of samples is at least $10 \times 34 = 340$. From the data collection results using Google Forms, 385 samples were obtained, meaning they meet the minimum sample requirements required.

The analytical tools in this study are the Structural Equation Model (SEM) with processing stages [39]:

1. 1. Form a research model based on literature review and empirical studies to obtain Structural Equation Model (SEM) as shown in the figure 4.
2. Conducting a variable instrument test, namely a validity test (using a factor loading where an indicator is said to be valid if it has a factor loading > 0.3 because it uses a sample of 385) and a reliability test (using Cronbach alpha where a variable is said to be consistent or reliable if it has a Cronbach alpha > 0.6)
3. Fit model screening using criteria if the p-value chi-square > 0.05 , GFI, NFI, IFI, TLI and CIF > 0.9 , RMSEA < 0.10 and CMIN/DF with a value between 1 and 5

4. Conducting theoretical hypothesis testing using an individual test (t-test) where a variable is said to be proven to be significant if it has a p-value of $t \leq 0.05$.

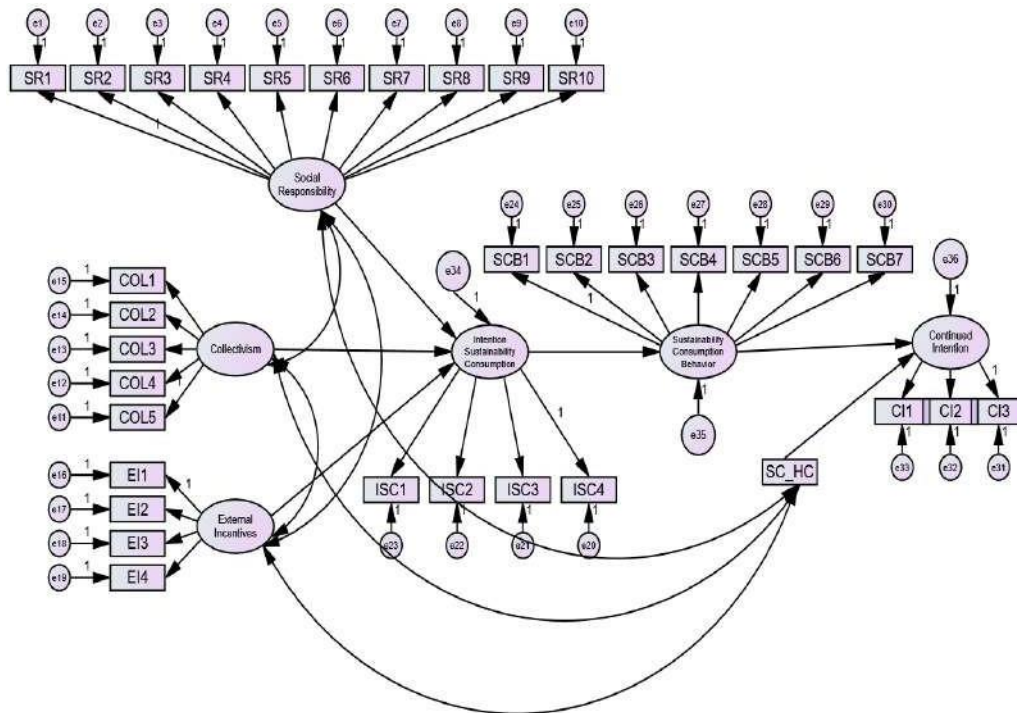


Figure 4. SEM Research Model

D. RESULT AND DISCUSSION

D.1. Result

The results of the instrument test and descriptive statistics for the research variables can be seen in Table 1. The information from the table shows that for the social responsibility variable consisting of 10 indicators, the conclusion of all indicators is proven valid because it produces a factor loading value of > 0.3 and is proven reliable because it produces a Cronbach alpha value of $0.906 > 0.6$. All indicators of the measurement of collectivism variables were proven valid because they produced a factor loading value of > 0.3 and proved reliable because they gave a Cronbach alpha value of $0.926 > 0.6$. The validity of the external incentives variable resulted in the four measurement indicators being proven valid because they had a factor loading value of > 0.3 and proved to be consistent, as shown by the Cronbach alpha value of $0.889 > 0.6$. Validity assessment for the sustainable consumption intention variable with four indicators

The measurement resulted in the conclusion that all indicators were proven valid because they produced a loading factor of > 0.3 and were proven to be reliable because they produced Cronbach alpha values of $0.884 > 0.6$. The results of the validity test for the sustainable consumption behavior variable with seven indicators resulted in a factor loading value of > 0.3 . The reliability test resulted in a Cronbach alpha value of $0.909 > 0.6$. The validity of the Health Consciousness variable resulted in a factor loading value of > 0.3 , which means that it is proven

that the three indicators of the Health Consciousness variable measurement are proven to be valid. The results of the reliability test obtained a Cronbach alpha by value of $0.919 > 0.6$, which means that the three indicators of Health Consciousness measurement are proven to be consistent. The results of the validity test for the continued intention variable with three measurement indicators resulted in the conclusion that all indicators were proven valid, as shown by the factor loading value of > 0.3 , and proved to be consistent because it produced a Cronbach alpha value of $0.950 > 0.6$

Table 1 Testing of Validity and Reliability and Descriptive Statistics of Research Variables

Indicators	Validity Testing		Reliability Testing		Average	Standard Deviation
	Factor loading	Conclusion	Alpha Transcript	Simplan		
Social Responsibility					4.004	0.935
SR1	0,804	Valid	0.966	Reliable	4.254	1.061
SR2	0,847	Valid			4.046	1.014
SR3	0,860	Valid			4.072	1.092
SR4	0,820	Valid			3.945	1.108
SR5	0,841	Valid			3.914	1.134
SR6	0,882	Valid			4.072	1.020
SR7	0,860	Valid			3.880	1.083
SR8	0,888	Valid			3.979	1.058
SR9	0,886	Valid			3.916	1.049
SR10	0,872	Valid			3.963	1.074
Collectivism					3.774	0.935
COL1	0.820	Valid	0.926	Reliable	3.711	1.083
COL2	0.859	Valid			3.805	1.048
COL3	0.866	Valid			3.789	1.075
COL4	0.836	Valid			3.794	1.051
COL5	0.845	Valid			3.768	1.068
External Incentives					3.774	0.868
EI1	0.851	Valid	0,889	Reliable	3.9221	0.948
EI2	0.880	Valid			3.8390	0.989
EI3	0.758	Valid			3.6338	1.059
EI4	0.750	Valid			3.7039	1.008
Intention Sustainable Consumption					3.754	0.857
ISC1	0.814	Valid	0.884	Reliable	3.898	0.956
ISC2	0.766	Valid			3.742	1.007
ISC3	0.722	Valid			3.701	1.003
ISC4	0.716	Valid			3.675	1.016
Sustainability Consumption Behavior					4.048	0.809
SCB1	0.870	Valid	0.909	Reliable	4.220	0.935
SCB2	0.733	Valid			4.064	1.107
SCB3	0.832	Valid			4.420	0.915
SCB4	0.753	Valid			4.049	1.035
SCB5	0.836	Valid			4.132	0.949
SCB6	0.590	Valid			3.662	1.082
SCB7	0.716	Valid			3.787	1.008
Health Consciousness					4.093	0.886
HC1	0.922	Valid	0.919	Reliable	4.046	0.964
HC2	0.946	Valid			4.070	0.961
HC3	0.915	Valid			4.163	0.939
Continued Intention					4.093	0.886
CI1	0.946	Valid	0.950	Reliable	4.046	0.964

Indicators	Validity Testing		Reliability Testing		Average	Standard Deviation
	Factor loading	Conclusion	Alpha Transcript	Simplan		
CI2	0.917	Valid			4.070	0.961
CI3	0.946	Valid			4.163	0.939

Source : data processed with AMOS 23 and SPSS 25

Descriptive statistics for the social responsibility variable produced an average value of 4.004, which showed that respondents had carried out social responsibility well in activities to help others without compensation. The average value for the collectivism variable of 3.774 showed that the respondents were good enough to apply group interests compared to individual interests to achieve the overall group goals. Respondents have sufficiently felt that to carry out sustainability practices, there needs to be compensation or rewards and not necessarily in the form of money, as shown by the average value for the variable external incentive of 3,574. The average value of 4.048 for the sustainable consumption intention variable shows that resonant already has a high intention to consume environmentally friendly goods. Descriptive statistics for sustainable consumption behavior of 4,093 showed that respondents had practiced well for the consumption of environmentally friendly goods. Respondents already have good health awareness, as shown by the average score of the respondents' answers of 4,093. The average value for the continued intention variable of 4.093 shows that respondents have a high intention to continue consuming environmentally friendly goods.

The results of the fit model test showed that of the eight fit model criteria, as many as five criteria produced the fit model conclusions, namely RMSEA, IFI, TLI, CFI, and CMIN/DF, because they met the required fit model criteria, as many as one criteria, namely NFI produced marginal fit model conclusions and two other criteria, namely p-value from chi-square and GFI produced poor fit model conclusions. Since most of the fit models are met, the testing of the theoretical hypothesis can continue. More details can be seen in Table 2.

Table 2 Model Conformance Testing Indicators

Kind Measurement	Measurement	Fit Model Results	Result Processed	Decision
<i>Absolute fit measures</i>	<i>Chi-square</i>	low Chi Square	1610,263	
	<i>p-value Chi-Square</i>	≥ 0.05	0,000	Poor Fit
	GFI	≥ 0.90	0,782	Poor Fit
	RMSEA	≤ 0.10	0,075	Model fit
	NFI	≥ 0.90	0,883	Marginal fit
	IFI	≥ 0.90	0,917	Model fit
	TLI	≥ 0.90	0,909	Model fit
	CFI	≥ 0.90	0,917	Model fit
<i>Parsimonius fit measure</i>	CMIN/DF	Between 1 to 5	3,151	Model fit

Source : data processed with AMOS 23

The results of processing for testing theoretical hypotheses can be seen in Table 3. Information from the table shows that Social Responsibility is proven to have a positive

effect on Intention Sustainable Consumption (H1), External Incentives are proven to have a positive effect on Intention Sustainable Consumption (H3), Intention Sustainable Consumption is proven to have a positive effect on Sustainable Consumption Behavior (H4) and Sustainable Consumption Behavior have a positive effect on Continuous Intention (H5). This is because the value of the estimated coefficient produced is positive, and the p-value of the resulting statistical t is less than 0.05. A total of 2 hypotheses were not proven. Namely, Collectivism has a positive effect on Intention Sustainable Consumption (H2) because it produces a p-value of > 0.05 , and Health Consciousness moderates it is not proven to have a positive effect on Sustainable Consumption Behavior on Continuous Intention (H6) because it produces a negative estimation coefficient.

Table 3 Testing of Theoretical Hypotheses

Hypothesis	Estimate	C.R.	P	Conclusion
H1 <i>Social Responsibility</i> Has a Positive Effect on <i>Intention Sustainable Consumption</i>	0,179	3,898	0.000	Supported hypothesis
H2 <i>Collectivism</i> Has a Positive Effect on <i>Intention Sustainable Consumption</i>	0,007	0,104	0.458	Hypothesis not supported
H3 <i>External Incentives</i> Have a Positive Effect on <i>Intention Sustainable Consumption</i>	0,816	8,403	0.000	Supported hypothesis
H4 <i>Intention Sustainable Consumption</i> Has a Positive Effect on <i>Sustainable Consumption Behavior</i>	0,907	15,313	0.000	Hypothesis Supported
H5 <i>Sustainable Consumption Behavior</i> Has a Positive Effect on <i>Continuous Intention</i>	0,810	19,095	0.000	Hypothesis Supported
H6 <i>Health Consciousness</i> moderates the influence of <i>Positive Sustainable Consumption Behavior on Continuous Intention</i>	-0,169	-5,267	0.000	Hypothesis Not supported

Source : data processed with AMOS 23

D.2. Discussion

The first hypothesis in this study states that social responsibility positively impacts the intention to consume Sustainably. The findings are in line with empirical studies conducted [27], [34], as well as [2]. The findings show that consumers with high social responsibility tend to be more sensitive to environmental issues, encouraging them to choose products that

pay attention to sustainability principles. In contrast, consumers more concerned with short-term economic gains or personal comfort tend to ignore sustainability in their consumption decisions. Therefore, companies and marketers can use a social responsibility-based approach

to educate consumers about the importance of sustainability and reinforce their intention to choose products that support those goals.

The second hypothesis in this study states that collectivism does not positively affect the intention of sustainable consumption behavior. These findings show that the low dependence of individuals on the group has yet to be able to increase consumers' intention to make sustainable consumption. This research is in line with the results of a study conducted by [16], [17] and [18] which stated that in the context of collectivism. However, there is an urge to pay attention to group interests, more is needed to increase the intention to consume sustainably directly. This is due to psychological and social factors that influence the consumption decisions of individuals in groups.

The findings of hypothesis 3 prove that external incentives positively affect intention consumption behavior. Financial incentive policies can reduce the economic barriers consumers feel when they switch to sustainable products, increasing their intention to contribute to more environmentally friendly consumption [27]. These findings align with research by [33], which suggests that external incentives, such as rebates or vouchers for sustainable products, can accelerate consumers' decision to buy more sustainable products. [12] add that while financial incentives are significant, social incentives also significantly shape sustainable consumption intentions. This social push can come from various sources, including the media, social groups, or companies that encourage consumers to consume more environmentally. The study found that consumers are more likely to follow those trends when there is a strong social incentive to adopt sustainable behaviors, especially if there are external incentives to support them.

Hypothesis 4 shows that consumers' intention to engage in sustainable consumption is proven to improve sustainable consumption behavior. This condition indicates that when consumers have a solid intention for consume sustainable products, they are more likely to carry out behaviors that support sustainability, such as choosing recycled products, reducing the use of plastic bottles, as well as saving energy by turning off unused lights or choosing environmentally friendly transportation, such as bicycles. In their research, [27] show that a solid intention to consume sustainable goods not only encourages consumers to choose environmentally friendly products but also encourages them to adopt a more sustainable lifestyle overall. This is in line with the findings of [32] which stated that the intention-behavior gap could be bridged if consumers' intentions to behave sustainably are driven by a strong understanding and awareness of the environmental impact of their consumption. Consumers intending to consume sustainable goods are more likely to take concrete actions that reduce negative environmental impacts [11].

The findings of hypothesis 5 show that consumer behavior in carrying out sustainable consumption activities will stimulate consumers' intention to continue consuming sustainable products. As consumers have begun to adopt sustainable consumption patterns, such as choosing recycled products, reducing plastic waste, saving energy by turning off unused lights and choosing more environmentally friendly transportation such as bicycles, their intention to continue consuming sustainable products tends to increase. [26] research shows that sustainable behavior reflects consumers' awareness of environmental issues and has a long-term effect on strengthening their intention to be sustainable. A study by [8] also supports the findings, suggesting that sustainable consumption can boost consumers' intention to continue consuming. [2] also confirmed that consistent, sustainable actions could strengthen the cycle

of sustainable intentions and behaviors. This indicates that sustainable behavior can act as positive feedback that strengthens consumers' intention to continue in a more environmentally friendly consumption pattern.

The findings of hypothesis 6 show that high Health Consciousness has not been able to moderate the positive influence of Sustainable Consumption Behavior on Continued Intention. Despite exhibiting sustainable consumption behavior, this is because consumers still need to adequately consider the long-term effects on the health of the products consumed. The attitude of consumers who have not been completely careful in choosing products that are not only environmentally friendly but also safe and healthy to consume causes their sustainable behavior to need to be stronger to increase their intention to continue consuming sustainable products. In other words, even if consumers use sustainable methods, such as choosing eco-friendly products, they do not necessarily associate those choices with long-term concerns for personal health.

E. CONCLUSION

Based on the findings of research that has been carried out, which aims to analyze the influence of Social Responsibility, Collectivism, and external incentives towards Intention Sustainable Consumption influence Intention Sustainable Consumption towards Sustainable Consumption Behavior and the influence of Sustainable Consumption Behavior toward continued Intention either directly or modified by Health Consciousness The following conclusions can be drawn.

1. Most of the hypotheses proposed in this study are supported, i.e., 4 out of 6 proposed hypotheses are supported. Social Responsibility has a positive influence on Intention Sustainable Consumption; External Incentives have a positive influence on Intention of Sustainable Consumption, Intention Sustainable Consumption has a positive influence on sustainable Consumption Behavior, and Sustainable Consumption Behavior has a positive influence on Continuous Intention
2. Two hypotheses are not supported. Collectivism has no effect on the Intention of Sustainable Consumption, and Health Consciousness has not been proven to moderate the positive influence of Sustainable Consumption Behavior on Continuous Intention.

This study is limited and discusses variables related to Continuous Intention: Social Responsibility, external incentive, Intention Sustainable Consumption, Sustainable Consumption Behavior, and Continues Intention. To get a better model of fitness, researchers then need to add moderation variables related to demographic characteristics such as gender, education level, and education level, which are believed to affect consumer behavior in consuming sustainable goods. The unit of analysis used is consumers who purchase sustainable consumer goods (consuming recycled clothes, consuming environmentally friendly household appliances, consuming organic vegetables, using CFC air conditioners, using Small Refrigerators) without differentiating according to the generation of the year of birth, namely the Baby Boomers generation (1946-1964), Generation X (1965-1976), Generation Y (1977 – 1994), Generation Z (1995-2010) and Generation Alpha (2011-2025). In this study, health consciousness as a moderation variable was not proven to strengthen the influence of sustainable consumption behavior on Continuous Intention. The suggestion for the following study is to include the health consciousness variable as an independent variable that affects continuous Intention or as a variable that mediates the positive influence of sustainable consumption behavior on continuous Intention.

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