

Modeling Sustainable Consumer Behavior among Generation Z in Bogor City

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ABSTRACT

Purpose – This study develops and tests an integrative model of sustainable consumer behavior (SCB) among Generation Z in Bogor City by examining the influence of Emotional Intelligence (EI), Social Influence (SI), and Perceived Value Alignment (PVA) on SCB through Sustainable Consumer Intention (SCI) mediation. Theoretically, this research extends the Theory of Planned Behavior (TPB) by integrating affective, social, and value alignment dimensions.

Design/methodology/approach – This quantitative research uses a survey of 401 Generation Z students in Bogor City which was analyzed with SEM-PLS.

Finding/Results – The results showed that EI and PVA had a significant positive effect on SCI and SCB, while SI had no direct effect on SCB. The model demonstrated a very high predictive ability for sustainable consumer behavior (0.873), indicating that the influence of external factors and emotional capacity is mediated by behavioral intentions before manifesting in sustainable consumption actions. SCI emerged as the most dominant mediator, confirming the critical role of behavioral intentions in translating social influences into sustainable consumption behavior.

Originality/Value – This research provides an integrative framework that extends TPB by combining EI, SI, and PVA to explain sustainable consumer behavior, offering theoretical insights and practical implications for promoting sustainable consumption among Generation Z.

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1. Introduction

The increasing public interest and attention to environmental sustainability in the midst of the escalation of the global ecological crisis has positioned sustainable *consumer behavior* (SCB) as a very crucial field of study in recent years. Sustainable consumption refers to consumers' decisions in choosing, using, and disposing of products by minimizing negative environmental impacts, encouraging resource efficiency, and ensuring long-term ethical practices. In the contemporary post-digital market, such behavior occurs not only in traditional offline settings but also in the digital environment, where e-commerce platforms and social media massively configure the decision-making process of young consumers. Although public awareness of sustainability issues is increasing, various empirical studies consistently show the existence of the *attitude-behavior gap* phenomenon, where positive environmental tendencies or attitudes do not automatically transform into real sustainable consumption actions (Kollmuss & Agyeman, 2002; Wintschnig, 2021). This gap indicates that SCB is driven by a complex interplay of psychological, social, and value-based factors. Conventional frameworks that are often used, such as the *Theory of Planned Behavior* (TPB), have provided a valuable conceptual foundation in predicting human actions. However, the classical TPB model often focuses on rational cognitive determinants alone and tends to underestimate the affective-emotional dimension and alignment of individual personal values.

To close the conceptual gap, this study expands the TPB model by integrating the variables *Emotional Intelligence* (EI), *Social Influence* (SI), and *Perceived Value Alignment* (PVA) as multidimensional predictors, as well as placing *Sustainable Consumer Intention/SCI* as the core mediation variable. The target population is focused on Generation Z in Bogor City, which is a representative of a crucial consumer group in the demographic structure of the current developing economy. The unique characteristics of Bogor City as an educational center with a dense digital urban population provide a relevant context to explore how emotional dynamics, social norms, and value alignment shape authentic eco-friendly behavior in the digital age.

Recent literature emphasizes the importance of incorporating emotional and social factors into the analysis of sustainable consumption, for example emotional intelligence (EI) plays a crucial role in shaping how individuals process environmental information, regulate emotions, and resolve conflicts between personal desires and sustainability values (Chao, 2024; Toldos et al., 2026). Individuals with higher emotional intelligence tend to show stronger environmental empathy, moral concern, and consistency in sustained behavior (Salciuviene et al., 2025). In parallel, social influence, especially in digital contexts such as social media, influencers, and word-of-mouth electronics, has emerged as a strong determinant of consumer behavior, especially among the younger generation (Noor et al., 2017; Chaturvedi et al., 2020).

Another important factor is the alignment of perceived value (PVA), which reflects the extent to which consumers feel a match between their personal values and the sustainability values promoted by the brand or product. When such alignment exists, consumers are more likely to develop emotional attachment and commitment to sustainable consumption practices (Asikis et al., 2020). In addition, sustainable consumer intent (SCI) has been widely recognized as a key mediating variable that bridges psychological and social determinants with actual behavior (Saxena, 2025; Schulte et al., 2021).

Based on these gaps, this study aims to develop and test an integrative model of sustainable consumer behavior by analyzing the role of emotional intelligence, social influence, and perceived value alignment through sustainable consumer intentions as the main mediating

mechanism. This research not only contributes to the testing of relationships between variables, but also offers the development of a conceptual framework that explains how affective, social, and value-based dimensions work simultaneously in shaping sustainable consumer behavior in Generation Z in the post-digital era.

2. Literature Review and Hypothesis Development

Sustainable consumer behavior (SCB) refers to the actions of consumers in choosing, using, and disposing of products while considering long-term environmental, social, and economic impacts. This includes practices such as purchasing eco-friendly products, reducing waste, supporting sustainable brands, and using resources efficiently. Recent studies emphasize that SCB is not a single behavior but a multidimensional construct shaped by cognitive, emotional, and social factors (Joshi & Rahman, 2020; Kumar et al., 2021).

Although research on *sustainable consumption* has been extensive, most previous studies have placed emotional, social, and value-based factors separately and emphasized the direct relationship between variables, so they have not been able to explain integrative mechanisms for the formation of sustainable consumption behaviors and *gaps* attitudes, especially among young consumers in developing countries (Ajzen, 1991; Joshi & Rahman, 2015; White et al., 2019). On the other hand, the development of the digital environment has changed the character of Generation Z from being driven by *conformity* to being more value - and identity-oriented in determining consumption decisions (Djafarova & Foots, 2022). Therefore, this study offers an integrative framework that combines *Emotional Intelligence*, *Social Influence*, and *Perceived Value Alignment* by placing *Sustainable Consumer Intent* as the main mediation mechanism to explain the process of forming *Sustainable Consumer Behavior* in Generation Z in the context of digital urbanization in *developing countries*.

The Theory of Planned Behavior (TPB) (Ajzen, 1991) has been widely used to explain sustainable consumption, suggesting that behavior is driven by attitudes, subjective norms, and perceived control of behavior through behavioral intentions. However, recent literature has criticized TPBs for their limited ability to capture emotional and value-based dimensions, especially in the context of digital consumption. Therefore, the expansion of the SDGs with additional psychological and social constructions becomes necessary to better explain SCB, especially among Generation Z.

In recent developments in the literature, sustainable consumption behavior is increasingly understood as the result of multidimensional interactions between cognitive, affective, social, and value-based processes. Therefore, the traditional SDG approach that only emphasizes behavioral rationality is considered insufficient to explain the dynamics of young consumers in the digital era. Generation Z lives in a consumption environment that is heavily influenced by social media, identity symbols, and personal value expressions, so the formation of sustainable behavior depends not only on social norms, but also on emotional engagement and compatibility of personal values with sustainability issues.

Emotional intelligence (EI) refers to an individual's ability to understand, understand, regulate, and manage emotions in oneself and others. In the context of sustainable consumption, EI plays a crucial role in shaping consumers' emotional responses to environmental issues, enabling them to develop empathy and moral responsibility.

Individuals with high emotional intelligence are more likely to experience environmental empathy, feel responsible for ecological consequences, and resolve internal conflicts between comfort and sustainability (Afsar et al., 2022; Zhang et al., 2023). Additionally, EI enhances

consumers' ability to process emotional marketing messages related to sustainability, especially in digital environments.

Empirical evidence suggests that EI positively influences pro-environmental behavior and green purchasing intentions. Therefore, EI is expected to directly influence sustainable consumer intentions and behavior. Recent studies further confirm that emotional and altruistic dimensions significantly reinforce sustainable purchasing intentions and environmentally responsible behaviors (Chao, 2024).

H1: Emotional intelligence has a positive and significant effect on sustainable consumer behavior.

H2 : *Social Influence/SI (X2)* has a positive and significant influence on *Sustainable Consumer Behavior/SCB (Z)*. Social influence refers to the impact of social norms, peer pressure, and interpersonal interaction on individual behavior. Within the framework of planned behavior theory, social influences are reflected through subjective norms, which shape behavioral intentions. In the digital era, social influence is increasingly prominent through social media, influencers, and electronic word-of-mouth (e-WOM). Generation Z, in particular, relies heavily on social validation when making consumption decisions (Lou & Yuan, 2023). Studies show that digital social influences significantly influence sustainable consumption behavior by shaping attitudes, norms, and intentions (Nguyen et al., 2024). Digital interaction mechanisms such as electronic word-of-mouth, live-streaming commerce, and social media engagement have been the dominant drivers shaping sustainable purchasing intent among consumers that are easier (Wang et al., 2023; Zhou & Tong, 2022). In addition, social influence operates through mechanisms such as social and reciprocal validation, encouraging individuals to conform to environmentally responsible behaviors. Thus, it is expected to affect actual intentions and behavior.

H3: *Perceived Value Alignment/PVA (X3)* has a positive and significant influence on *Sustainable Consumer Behavior/SCB (Z)*. Perceived value alignment (PVA) refers to the extent to which consumers feel a match between their personal values and the values promoted by a brand or product. In the context of sustainability, this alignment strengthens emotional attachment and increases consumer commitment to environmentally responsible behavior. Research shows that when consumers feel the alignment between their personal values and the company's sustainability practices, they are more likely to engage in green consumption and demonstrate brand loyalty (Hwang et al., 2023; Lee & Jin, 2024). This is especially relevant for Generation Z, who prioritize ethical and environmental values in their consumption decisions. PVA not only influences behavioral intent but also directly influences actual behavior by reinforcing internal motivation and value-driven decision-making. The values-attitude-behavior hierarchy suggests that personal values shape attitudes and ultimately influence consumer behavior, especially in the context of consumption related to ethics and sustainability (Homer & Kahle, 1988).

H4: *Emotional Intelligence/EI (X1)* has a positive and significant influence on *Sustainable Consumer Intention/SCI (Y)*. Sustainable consumer intent (SCI) represents an individual's readiness and willingness to engage in sustainable consumption behaviors. In SDGs and planned behavior theory, intention is considered a direct predictor of behavior. However, recent research highlights that intention also serves as a mediating mechanism that connects psychological and social factors to actual behavior (Confente & Vigolo, 2023). The power of intent determines the likelihood that individuals will translate their attitudes and motivations into real action. In the context of this research, SCI is expected to mediate the relationship

between emotional intelligence, social influence, perceived value alignment, and sustainable consumer behavior.

H5: *Social Influence/EI (X2)* has a positive and significant influence on *Sustainable Consumer Intention/SCI (Y)*. Previous research has shown that psychological and social determinants do not always directly lead to behavior but often operate through intention. Emotional intelligence increases internal motivation, social influences form normative pressures, and perceived value alignment strengthens personal commitment, all of which contribute to shaping behavioral intentions. However, without strong intentions these factors may not translate into actual behaviors contributing to attitude-behavior gaps. Therefore, examining the mediating role of SCI is essential to understand the mechanisms by which these variables affect SCB.

H6: *Perceived Value Alignment/PVA (X3)* has a positive and significant influence on *Sustainable Consumer Intention/SC (Y)*.

H7: *Sustainable Consumer Intention (Y)* has a positive and significant influence on *Sustainable Consumer Behavior (Z)*. H8: *Emotional Intelligence/EI (X1)* has a positive and significant influence on *Sustainable Consumer Behavior/SCB (Z)* through *Sustainable Consumer Intention/ (Y)* as a mediating variable.

H8: *Emotional Intelligence/EI (X1)* has a positive and significant influence on *Sustainable Consumer Behavior/SCB (Z)* through *Sustainable Consumer Intention/(Y)* as a mediating variable.

H9: *Social Influence/SI (X2)* has a positive and significant influence on *Sustainable Consumer Behavior/SCB (Z)* through *Sustainable Consumer Intention/SCI (Y)* as a mediating variable. H10: *Perceived Value Alignment/PVA (X3)* has a positive and significant influence on *Sustainable Consumer Behavior/SCB (Z)* through *Sustainable Consumer Intention/SCI (Y)* as a mediating variable.

Despite extensive research on sustainable consumption, some gaps remain. First, previous research has often examined psychological, social, and value-based factors separately, limiting understanding of their combined effects. Second, the role of emotional intelligence in sustainable consumer behavior is still underexplored, especially in the digital context. Third, the integration of social influence and the alignment of values within an integrated framework are still fragmented.

In addition, research on *sustainable consumer behavior* in developing countries is still relatively limited, mainly focusing on Generation Z as the main consumer group. Most of the previous research was conducted in the context of developed countries with more established levels of environmental literacy, sustainability infrastructure, and policy support, so it has not been able to fully represent the dynamics of young consumers in *developing countries* such as Indonesia. In fact, Generation Z in developing countries has more complex characteristics because they are at the intersection of global digital culture, the intensity of social media influence, and the reality of local environmental issues. In addition, *Generation Z's increasing omnichannel consumption behavior* through the integration of online and offline consumption experiences—is still not widely explored in the sustainability literature, especially in the context of digital urban societies in developing countries.

Previous studies have mostly focused on isolated determinants of sustainable consumption, such as environmental concerns, green attitudes, or subjective norms, without integrating emotional intelligence, perceived value alignment, and digital social influences within a single framework. In addition, empirical studies examining Generation Z consumers in developing

countries are still limited. Therefore, this study proposes a more integrative framework to explain sustainable consumer behavior in the post-digital era. This study addresses these gaps by proposing an integrative model that combines emotional intelligence, social influence, and perceived value alignment, with sustainable consumer intentions as a mediating variable, in the context of Indonesia, particularly Bogor City, environmental challenges such as increased waste generation, plastic consumption, and urban ecological pressures highlight the urgency of strengthening sustainable consumption behaviors. At the same time, Bogor City has a high population of Generation Z with an intensive level of exposure to social media and digital technology. This condition makes Generation Z in Bogor City a representation of young digital urban consumers in developing countries who face a paradox between high sustainability awareness and the complexity of implementing actual behaviors. Thus, Bogor is not only a research location, but an empirical context that is important for understanding how young consumers in developing countries internalize sustainability values, build consumption identities, and translate intent into real behavior in the midst of a highly dynamic digital culture. This model expands on Planned Behavior Theory (TPB) by combining affective and value-based dimensions, offering a more comprehensive explanation of sustainable consumer behavior in the post-digital era.

3. Methodology

This study uses a quantitative approach with a *cross-sectional survey method* to explore the structural model of SCB in Generation Z. Primary data collection was carried out through the dissemination of a structured questionnaire using a Likert Scale of 1–5 (Strongly Disagree to Strongly Agree). Sample sizes were determined based on methodological recommendations of multivariate testing and modeling of structural equations. Based on the minimum limit criteria of Hair et al. (2019) which require a sample size ranging from 5 - 10 times the number of research indicators, testing with a total of 76 indicators requires a minimum of 380 respondents. The researcher set a final target of 401 active student respondents in Bogor City who were selected using the *purposive sampling* method to ensure the stability of parameter estimation and adequate *statistical power*.

The population of this study consists of Generation Z individuals (born between 1997–2012) who are currently enrolled in universities in Bogor. This group was chosen because of their high engagement with digital platforms and their relatively strong awareness of environmental issues.

The purposive sampling technique is used, with the following criteria:

- 1) Respondents including Generation Z
- 2) Currently active as a student in Bogor City
- 3) Experience using digital platforms (e-commerce/social media)

The determination of the number of samples in this study refers to Hair et al. (2019) is 5–10 times the number of indicators. The total indicator is 76, so the minimum sample number is $76 \times 5 = 380$ respondents. To increase the reliability and strength of the analysis, this study targeted a sample of ± 401 respondents.

The data was collected using a structured questionnaire distributed online, which targeted the student community through digital communication channels. This method is suitable according to the digital behavior of Generation Z.

All items were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree.

The constructs in this study were measured using a validated scale adapted from previous research:

- 1) Emotional Intelligence (EI): measured through emotional awareness, regulation, and empathy.
- 2) Social Influence (SI): measured through subjective norms, peer influence, and digital social influence (e-WOM, influencer). However, in the context of young digital consumers, social influence doesn't always translate directly into actual behavior. Generation Z tends to conduct a process of personal evaluation and reflection on the values received from the social environment before internalizing them into real behaviors. In other words, external social pressures need to first go through the process of forming intentions, self-identity, and value conformity before producing sustainable consumption behaviors.
- 3) Perceived Value Alignment (PVA): measured through the alignment between personal value and brand sustainability value.
- 4) Sustainable Consumer Intent (SCI): measured through intent to purchase and support sustainable products. In this context, Sustainable Consumer Intent is not only understood as a predictor of behavior, but as a central psychological mechanism that bridges the influence of emotional, social, and value-based factors on actual behavior. Intention reflects the process of internalizing sustainability values, emotional engagement, as well as the readiness of the individual to translate sustainability orientation into concrete action. Therefore, the strength of intent is an important determinant in explaining why individuals with high sustainability awareness do not always exhibit consistent actual behavior.
- 5) Sustainable Consumer Behavior (SCB): measured through actual behaviors such as buying eco-friendly products, reducing waste, and supporting sustainable brands

The data analysis in this study was carried out in two main stages using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The first stage involves the evaluation of the measurement model (external model) to ensure the validity and reliability of the constructs used in the research. Convergent validity is assessed by examining the factor load and the Extracted Mean Variance (AVE), where the factor load is estimated to exceed 0.70 and the AVE value must be greater than 0.50 (Hair et al., 2022). Discriminant validity is evaluated using Fornell-Larcker criteria and the Heterotrait-Monotrait Ratio (HTMT) to ensure that each construct is empirically different from the other (Henseler et al., 2015). In addition, the reliability of the construction was measured using the Alpha and Cronbach Composite Reliability values, with a recommended threshold above 0.70 indicating acceptable internal consistency (Hair et al., 2022).

The second stage focuses on the evaluation of structural models (inner models) to test the proposed hypotheses and assess the predictive capabilities of the model. The path coefficient (β) is analyzed to determine the strength and direction of the relationship between variables. The determination coefficient (R^2) is used to evaluate the explanatory power of endogenous constructs, while the effect measure (f^2) is used to examine the relative impact of each exogenous variable on the endogenous variable (Cohen, 1988). Furthermore, predictive relevance (Q^2) was assessed using an eyelid procedure to determine the predictive accuracy of the model. Finally, bootstrapping techniques were applied to evaluate the statistical significance of hypothetical relationships based on t-statistics and p-values (Hair et al., 2022).

The hypothesis was tested using the bootstrapping procedure in PLS-SEM. The hypothesis is accepted if: the t-value > 1.96 and the p-value < 0.05.

The mediated effect of continued consumer intent was tested using indirect effects analysis to determine whether mediation was partial or full.

All respondents participated voluntarily, and anonymity was ensured. The data collected was used solely for academic purposes, and respondents were informed of the research objectives prior to participation.

4. Results and Discussion

4.1 Results

This study involved 401 Generation Z respondents in Bogor City, which is dominated by women, aged 17-25 years, with the majority having no fixed income. Most respondents had previous experience with eco-friendly products and had been involved in pro-environmental activities, although the intensity was still limited. The results of the PLS-SEM analysis show that Sustainable Consumer Intention (SCI) plays a key mediator in shaping sustainable consumer behavior (SCB). emotional intelligence (EI) and perceived value alignment (PVA) have a significant positive effect on SCI, whereas social influence (SI) has only indirect effects through SCI. In addition, SCI has been shown to have a significant positive effect on SCB, in line with the Theory of Planned Behavior (TPB). The finding that sustainable consumer intent is the most dominant mediator suggests that young consumers do not automatically turn social pressures or sustainability awareness into actual behaviors. Instead, they first undergo a process of psychological reflection, internalization of values, and evaluation of their self-identity before deciding to act on an ongoing basis. This suggests that intention serves as a central explanatory mechanism that bridges the influence of emotional, social, and value-based dimensions on actual behavior.

Thus, the main contribution of this study lies not only in testing the relationships between variables, but in the development of conceptual models that explain the mechanisms of formation of sustainable consumption behavior through an intention-based psychological mediation process. This model provides a new perspective that Sustainable Consumer Behavior in Generation Z is formed through the simultaneous integration of emotional engagement, value congruence, and social internalization.

Evaluation of the measurement model shows that all constructions are valid and reliable, including second-order variables. These findings are consistent with expanded TPB studies that show that psychological and moral variables influence sustainable behavior primarily through behavioral intent (Kamalanon et al., 2022; Kim, 2023). These findings confirm that sustainable consumption behaviors among Gen Z are more influenced by internal factors and value congruence through intent formation, rather than direct social pressures. The results of the validity test in table 1 are as follows:

Table 1. Validity Test Results

Variable	R Count (Max-Minutes)	Total Correlation of Corrected Items	Information
Emotional Intelligence	0.811 – 0.948	> 0.306	Applicable
Social Influence	0.708 – 0.904	> 0.306	Applicable

Alignment of Perceived Values	0.684 – 0.899	> 0.306	Applicable
Sustainable Consumer Intent	0.714 – 0.904	> 0.306	Applicable
Sustainable Consumer Behavior (SCB)	0.619 – 0.883	> 0.306	Applicable

Source: Data processing results

Based on table 1, all measurement items are valid, because their r-value exceeds the threshold (0.306). EI, SI, PVA, and SCI show strong correlations, while SCB holds true despite slightly wider variations. Overall, all indicators met the validity criteria, confirming that the instrument was suitable for further analysis.

Based on the research that has been conducted, the following is a reliability test table.

Table 2. Reliability Test Results

Variable	CITC Range	Alpha Cronbach Range	Status
Emotional Intelligence (EI)	0.789 – 0.940	0.977 – 0.979	Feasible
Social Influence (SI)	0.662 – 0.890	0.967 – 0.971	Feasible
Perceived Value Alignment (PVA)	0.632 – 0.883	0.955 – 0.960	Feasible
Sustainable Consumer Intent (SCI)	0.663 – 0.885	0.961 – 0.966	Feasible
Sustainable Consumer Behavior (SCB)	0.558 – 0.861	0.955 – 0.962	Feasible

Source: Data processing results

Based on table 2, all measurement items are reliable, all variables show high reliability, with Corrected Item-Total Correlation values above the threshold and consistently high Alpha Cronbach scores. EI, SI, PVA, and SCI show very strong internal consistency, while SCB remains reliable despite slight variations. Overall, the instrument is reliable and suitable for further analysis, making it suitable for further analysis.

variables based on R² values, path coefficients, and relationship significance.

The testing of the research model is carried out in two stages: external model and internal model. The external model aims to ensure the validity and reliability of the instrument through convergent validity, discriminant validity, and construction reliability tests. At the initial convergent validity stage, most indicators met the external load criterion ≥ 0.70 , although some indicators with values below the threshold were omitted to improve measurement quality. After retesting, all indicators in the variables Emotional Intelligence, Social Influence, Perceived Value Alignment, Sustainable Consumer Intentions, and Sustainable Consumer Behavior showed an outside loading value above 0.70, thus being declared valid in convergence. Furthermore, the discriminant validity test through cross-loading showed that each indicator had the highest correlation with its construct compared to other constructs,

confirming good discriminant validity. Overall, the results of the external model evaluation show that the research instrument has adequate psychometric quality, making it suitable for use in structural analysis at the inner model stage.

The results of the discriminant validity test showed that all indicators had the highest cross-loading value on the construct they measured compared to other constructs. This confirms that each indicator is able to clearly distinguish constructs, so that there is no overlap between latent variables. In addition, the Average Variance Extracted (AVE) values for all variables were above 0.50, namely Emotional Intelligence (0.587), Social Influence (0.592), Perceived Value Alignment (0.625), Sustainable Consumer Intention (0.640), and Sustainable Consumer Behavior (0.578), indicating that convergent and discriminatory validity criteria were met. Thus, the measurement model has unique construction characteristics, is free of conceptual multicollinearity, and is suitable for further analysis. In addition, the Alpha and Cronbach Composite Reliability values for all variables above 0.90 indicate a very high level of internal consistency. This shows that all indicators in each construct have a strong alignment in measuring the same concept, so that all variables are considered reliable and capable of producing stable and consistent measurements.

Table 3. Cronbach reliability alpha and composite (rho_a)

Variable	α Cronbach	Composite Reliability	Interpretation
Emotional Intelligence (EI)	0.950	0.950	Reliable
Social Influence (SI)	0.954	0.954	Reliable
Perceived Value Alignment (PVA)	0.960	0.961	Reliable
Sustainable Consumer Intent (SCI)	0.944	0.945	Reliable
Sustainable Consumer Behavior (SCB)	0.944	0.945	Reliable

Source: Data processing results

Furthermore, a structural model was evaluated, which showed that the R^2 value for Sustainable Consumer Intent (SCI) was 0.853 and Sustainable Consumer Behavior (SCB) was 0.873, demonstrating a very strong explanatory power of the model. This means that 85.3% and 87.3% of the variance of endogenous variables can be explained by the constructs in the model, respectively. The results of *direct effect bootstrapping* can be seen in table 4 as follows:

Table 4. Direct Effects of Bootstrapping

Variable	Coefficients	STDEV	Statistics	PValue
Emotional Intelligence (X1) -> Sustainable Consumer Behavior (Z)	0.303	0.058	5.239	0.000
Social Influence (X2) -> Sustainable Consumer Behavior (Z)	-0.06	0.061	0.999	0.159
Perceived Value Alignment (X3) -> Sustainable Consumer Behavior (Z)	0.136	0.069	1.992	0.023
Emotional Intelligence (X1) -> Sustainable Consumer Intent (Y)	0.333	0.078	4.244	0.000
Social Influence (X2) -> Sustainable Consumer Intent (Y)	0.431	0.084	5.066	0.000

Alignment of Perceived Value (X3) - > Sustainable Consumer Intent (Y)	0.193	0.113	1.743	0.041
Sustainable Consumer Intent (M) - Sustainable Consumer > Behavior (Z)	0.585	0.062	9.46	0.000

Source: Data processing results

The results of the hypothesis test (H1 and H3) showed that Emotional Intelligence and Perceived Value Alignment had a positive and significant effect on Sustainable Consumer Behavior, while (H3) social influence had no significant direct effect. However, the results of the hypothesis test, these three independent variables (H1, H2, and H3) have been proven to have a positive and significant influence on sustainable consumer intentions. In addition, the test results (H4) of sustainable consumer intentions had the strongest and most significant influence on the hypothesis of sustainable consumer behavior, thus confirming its role as the main predictor of behavior. These findings suggest that sustainable consumption behavior is more influenced by internal factors and value alignment, and is strongly mediated by intention, rather than by direct social pressures. The following are the results of the indirect effects of Path Coefficient Bootstrapping

Table 5. Indirect Effects of Bootstrapping

Variable	Coefficients	STDEV	Statistics	PValue
Emotional Intelligence (X1) - > Sustainable Consumer Intent (Y) -> Sustainability Consumer Behavior (Z)	0.196	0.054	3.604	0.000
Social Influence (X2) -> Sustainable Consumer Intent (Y) -> Sustainable Consumer Behavior (Z)	0.251	0.052	4.798	0.000
Alignment of Perceived Value (X3) -> Sustainable Consumer Intent (Y) - Sustainable Consumer > Behavior (Z)	0.113	0.068	1.705	0.044

Source: Source: Data processing results

The results of the bootstrapping test showed that all indirect influences (H8, H9, and H10) through Sustainable Consumer Intent were significant. Emotional intelligence, social influence, and perceived value alignment have been shown to have a positive and significant influence on sustainable consumer behavior through sustainable consumer intent (T-> 1.645; p-value < 0.05). These findings confirm that intent acts as a key mediator that bridges the influence of psychological and social factors on sustained behavior. Theoretically, these results extend previous approaches that tend to emphasize direct influences, by suggesting that

indirect mechanisms are more dominant. The main contribution of this research lies in strengthening the role of intention as a central explanatory mechanism in explaining the formation of sustainable consumption behavior.

Next, an effect size (f^2) test was performed, which showed that Sustainable Consumer Intent had the greatest influence on Sustainable Consumer Behavior ($f^2 = 0.397$; large category), thus confirming its role as a key determinant of behavior. Emotional Intelligence had a moderate influence on Sustainable Consumer Intent ($f^2 = 0.137$) and Sustainable Consumer Behavior ($f^2 = 0.116$), while Social Influence had a large influence on Sustainable Consumer Intent ($f^2 = 0.176$) but very small on direct behavior ($f^2 = 0.004$). Perceived Value Alignment showed small to moderate effects on Sustainable Consumer Intent ($f^2 = 0.031$) and very small effects on behavior ($f^2 = 0.017$). These findings suggest that social factors and values do not work directly in shaping behavior, but rather through mediation mechanisms. The integration of f^2 results with mediated tests (VAF and specific indirect effects) reinforces that Sustainable Consumer Intent plays a dominant role as a mediator in bridging the influence of antecedent variables on sustainable consumption behavior.

Figure 1 Structural Model

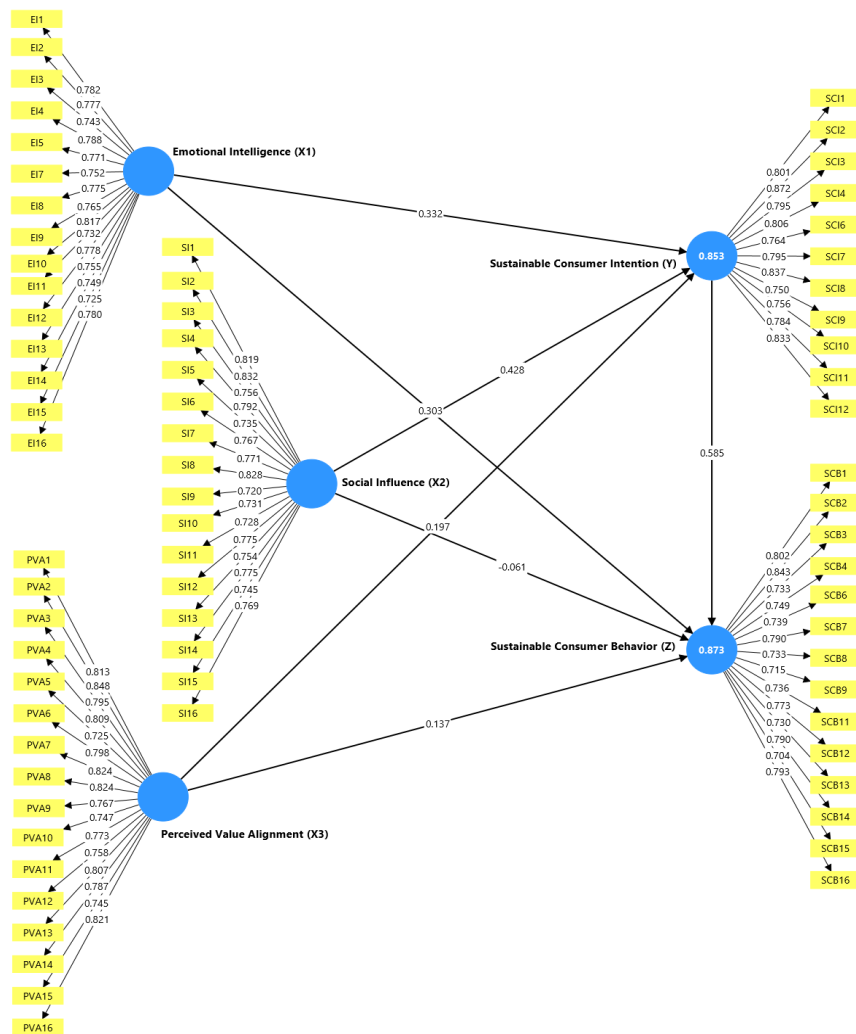


Figure 1 shows that the relationships between variables show varying directions and powers of influence. In general, the SCI variable plays a significant role as a mediating variable in bridging the influence of independent variables on SCB, with the value of the SCI influence coefficient on SCB of 0.585 and the T-statistics value of 9.460.

The EI variable showed a positive influence on SCI with a coefficient value of 0.333 and a T-statistic of 4.244, indicating that individuals with good emotion management skills tend to have a higher awareness of environmental and sustainability issues. In addition, Emotional Intelligence also has a direct influence on Sustainable Consumer Behavior (SCB) with a coefficient value of 0.303 and T-statistics of 5.239.

SI did not show a significant direct effect on SCB, which was shown by a coefficient value of -0.060 with a T-statistic of 0.999 and a P-value of $0.159 > 0.05$. Nevertheless, SI had a positive and significant influence on SCI with a coefficient value of 0.431 and T-statistics of 5.066. These findings indicate that social influences are more effective in forming intentions than directly influencing behavior, so the process of internalizing values is a key factor.

PVA also showed a positive influence on SCI with a coefficient value of 0.193 and a T-statistic of 1.743. In addition, PVA has a direct influence on SCB with a coefficient value of 0.136 and T-statistics of 1.992. These results show that the higher the compatibility between consumers' personal values and the sustainability value offered by the product or brand, the stronger the consumer's intention and behavior to act sustainably.

SCI was shown to have a positive and significant influence on SCB with the largest coefficient value in the model, which was 0.585. These findings reinforce the SDGs that intentions are the main predictors in explaining a person's actual behavior.

The value of the determination coefficient (R^2) also shows a very strong model capability, where the SCI variables can be explained by EI, SI, and PVA by 85.3% ($R^2 = 0.853$). Meanwhile, the SCB variable was able to be explained by all variables in the model by 87.3% ($R^2 = 0.873$). This shows that the research model has a very high explainability in explaining sustainable consumer behavior in Generation Z.

Thus, this research model emphasizes that sustainable consumer behavior in Generation Z is not formed directly, but through a psychological process in the form of intention formation, which is influenced by emotional, social, and value matching factors.

Overall, the results of this structural model analysis provide an understanding that strategies to improve sustainable consumer behavior need to be focused on the formation of intentions through emotional, educational, and value approaches, not just through social pressure.

The results of empirical tests prove that Emotional Intelligence (EI) and Perceived Value Alignment (PVA) play a vital role in encouraging intentions and real actions of green consumption in Generation Z. Good emotional capacity helps individuals internalize a sense of environmental responsibility into a moral impulse, while the conformity of consumers' personal values with the sustainability value of the product acts as a reinforcement of long-term consumption adoption.

A very interesting phenomenon was found in the Social Influence (SI) variable. Social Influence has been shown to have a significant contribution in forming Intention, but it does not have a significant direct effect on actual *Behavior*. It dissects the psychosocial characteristics of urban Generation Z. They are highly responsive to social trends, digital media exposure, and peer group norms. However, this social pressure does not necessarily transform mechanically into the action of purchasing environmentally friendly products. Group

influence simply fosters initial intentions. The conversion of intention into a real act of consumption requires a process of inner reflection, conformity of personal ethical values, and careful consideration of utility. Therefore, the Sustained Consumer Intent (SCI) variable has been shown to absolutely act as a universal mediator that bridges the influence of social pressures and internal drives towards real SCB practices.

4.2 Discussion

The findings of this study show that sustainable consumer behavior in Generation Z is not formed through simple linear mechanisms, but through complex psychological processes that involve interactions between affective, social, and value-based dimensions. The results show that sustainable consumption behavior is influenced by the process of internalizing values, emotional engagement, and the formation of behavioral intentions before being realized in real action. Thus, this study not only produces SEM statistical findings, but also offers a conceptual understanding of the mechanisms of shaping sustainable consumption behavior in the digital age.

The results of this study provide important insights into the mechanisms underlying sustainable consumer behavior among Generation Z, particularly in the context of developing countries. The results confirm that Sustainable Consumer Intent (SCI) plays a central and dominant role in translating psychological, social, and value-based factors into actual behavior, thereby strengthening and expanding the explanatory power of Planned Behavior Theory (TPB) (Ajzen, 1991).

First, the significant effects of Emotional Intelligence (EI) on sustainable consumer intentions and behaviors highlight the importance of affective processes in shaping pro-environmental actions. These findings are consistent with previous research showing that individuals with higher emotional intelligence are better able to manage internal conflicts and develop environmental awareness and moral responsibility (Afsar et al., 2022; Zhang et al., 2023). Emotional intelligence increases an individual's capacity to process environmental information and respond with empathy, which ultimately reinforces their intention to engage in sustainable behaviors. In this sense, EI serves not only as a psychological trait but also as a mechanism that facilitates the internalization of sustainability values.

Second, the finding that Social Influence has no direct effect on Sustainable Consumer Behavior is an important theoretical insight in this study. The results show that young consumers in the digital environment do not automatically turn social pressure into real action. In contrast, social influences are first processed through psychological reflection, value evaluation, and intention formation before producing actual behavior. These findings show a shift in Generation Z's behavioral character from previous ones that were more conformity-driven to more value-driven and identity-oriented.

In the context of social media and digital culture, Generation Z is indeed very exposed to influencers, peer groups, and electronic word-of-mouth. However, such exposure is not strong enough to directly produce sustained behaviors if they are not aligned with individual personal values and self-identity. Thus, the effectiveness of social influence is highly dependent on the extent to which sustainability values are successfully internalized into behavioral intentions.

These findings also provide a more in-depth explanation of the attitude-behavior gap in the sustainable consumption literature. Individuals can demonstrate social awareness and

normative support for sustainability issues, but do not necessarily translate them into actual behaviors if there is no strong intention and attachment to personal values for these behaviors. Third, Perceived Value Alignment (PVA) shows positive and significant effects on intentions and behaviors, although the direct effect on behavior is relatively weaker than the indirect effect. These findings support previous research showing that value matching between consumers and brands increases commitment to sustainable consumption (Hwang et al., 2023; Lee & Jin, 2024). When consumers feel an alignment between their personal values and sustainability-oriented products or brands, they are more likely to develop emotional attachment and behavioral consistency. However, the relatively smaller direct effects suggest that value alignment primarily influences behavior through intent reinforcement, rather than acting as a driver of direct behavior.

Importantly, the strong and significant effect of Sustainable Consumer Intent on behavior confirms its role as a key determinant of sustainable consumption, consistent with the core assumptions of Planned Behavior Theory (TPB) (Ajzen, 1991). These findings are also supported by recent research that highlights the role of deliberate mediation in linking psychological and social factors to behavior (Confente & Vigolo, 2023; Kumar et al., 2021). Large effect size ($f^2 = 0.397$) further emphasizes that intent is the most influential predictor in the model.

In addition, the results of the mediation analysis revealed that the indirect effects of Emotional Intelligence, Social Influence, and Perceived Value Alignment through intention were all significant. This suggests that indirect mechanisms are more dominant than direct effects in shaping sustainable behaviors. These findings provide a strong explanation for the widely observed attitude-behavior gap, where positive attitudes or external influences do not automatically translate into actual behavior (Sun et al., 2022). Instead, those factors must first be converted into strong behavioral intent before they can influence action.

From a contextual perspective, this study highlights the unique characteristics of Generation Z consumers in Bogor City. Their behavior seems to be influenced more by internalized values and emotional awareness than direct social pressures. This reflects a shift towards self-driven sustainability, where individuals rely more on personal values and emotional involvement in making consumption decisions. Such patterns are particularly relevant in a digital consumption environment, where information exposure is high but behavioral commitment depends on internal motivation.

Theoretically, this research makes an important contribution to the development of the sustainable consumer behavior literature by offering an integrative model that combines Emotional Intelligence, Social Influence, and Perceived Value Alignment in a single framework of intention-based sustainable consumption behavior. This research expands on the Theory of Planned Behavior by showing that sustainable consumption behavior in the post-digital era is not only influenced by rational factors and social norms, but also by emotional engagement, internalization of values, and the formation of consumption identity. In addition, these findings strengthen the understanding of the attitude-behavior gap by showing that social factors and values do not work directly on behavior, but rather through the process of intention formation. These findings provide new insights that young urban digital consumers in developing countries place personal values and self-identity as the basis of consumption behavior rather than just social conformity.

The context of Generation Z in Bogor City also makes an important empirical contribution as it represents the characteristics of young consumers in developing countries who live in a

digital environment with high social media exposure while facing real urban ecological problems. Therefore, this research contributes not only to the literature on sustainable consumer behavior and behavioral intent, but also to the development of post-digital consumer research in the context of developing countries.

By showing that Sustainable Consumer Intent serves as a central explanatory mechanism, the study expands on existing models that primarily emphasize direct relationships. The findings suggest that sustainable behaviors arise through structured processes involving emotional regulation, value alignment, and intention formation, rather than through isolated or linear effects

5. Conclusion, Theoretical and Practical Implications

5.1. Conclusion

This research successfully developed and tested an integrative model of Sustainable Consumer Behavior (SCB) based on the expansion of the Theory of Planned Behavior (TPB) in Generation Z in Bogor City. The results of the analysis showed that Emotional Intelligence (EI) and Perceived Value Alignment (PVA) had a significant positive effect on sustainable consumption intentions and behaviors. Meanwhile, Social Influence (SI) only contributes to the formation of Sustainable Consumer Intentions (SCI) and has no direct effect on consumption behavior. SCI proved to be a key mediating mechanism that bridges psychological, social, and value factors with sustainable consumption behaviors, with a very high predictive ability of the model ($R^2 = 0.873$).

5.2. Theoretical and Practical Implications

Theoretically, this study expands on the SDGs by showing that sustainable consumption behavior is not only influenced by cognitive considerations, but also by emotional factors and the alignment of personal values. These findings enrich understanding of the mechanisms of sustainable behavior formation in Generation Z in the context of developing economies.

In practical terms, the results provide direction for policymakers and industry players to design strategies that not only rely on social influence, but also strengthen emotional engagement and consumer value alignment. Therefore, sustainability marketing communication needs to display an authentic, transparent, and relevant environmental commitment to the values embraced by Generation Z to encourage the formation of sustainable consumption intentions and behaviors.

6. Limitations and Future Research

6.1. Limitations

This study has limitations because the data collected are *cross-sectional* (on a specific timeline), so the dynamics of long-term consumption behavior change cannot be comprehensively described. In addition, the geographical scope that is limited to the urban local scope in Bogor City makes generalization of findings for the national scale in rural areas must be done carefully.

6.2. Future Research

For future research, it is recommended to adopt a longitudinal study approach to capture the consistency of behavioral stability over time. Further research can also integrate relevant contextual moderation variables in the contemporary e-commerce era, such as consumer

digital literacy or the intensity of exposure to the phenomenon of greenwashing by corporations, in order to increase the predictive acuity of the SCB model in the future.

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