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"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

The Effects of Environmental Value and Environmental Engagement on Sustainable Consumption Behavior**Muh Nabif Fachri Noor^{1*}, Rini Kuswati¹**¹Universitas Muhammadiyah Surakarta

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***Email:** nabiffachrin@gmail.com**ABSTRACT**

This study is intended to reveal the relationship between environmental value, environmental engagement, and sustainable consumption behavior, as well as their mediating effects. The conceptual model was assembled by adopting the SOR model to explain the expected final response. This type of survey research uses a quantitative deductive approach. A sample of 110 respondents was collected using a purposive sampling method through an online questionnaire based on age criteria, namely, 18 years and over. Data analysis technique using PLS-SEM SmartPLS v4.0.8.5. The findings show that the tested direct and indirect effects proved positive and significant. Thus, environmental engagement can mediate in promoting environmental value and sustainable consumption behavior in daily life and activities.

Keywords: SOR Model, Environmental Value, Environmental Engagement, Sustainable Consumption Behavior

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INTRODUCTION

Unknowingly, today's global society operates under a linear economic paradigm in which goods are created, consumed, then disposed of without first thinking about the potential for these goods to be reused. Over time, this paradigm will encourage the emergence of a new culture, "production-consumption-waste," in which individuals buy goods and then throw them away without further thinking about whether they can be recycled or reused. When these things happen, the resulting negative impact will return to us as consumers and others, such as future generations, the environment, and another biodiversity that this culture will also affect. All people must be responsible for what they have done so far, including FMCG (Fast Moving Consumer Goods) producing companies where they create products with very poor reusability. In other words, they cannot be recycled. Thinking and behavior like this will cause much waste at the end of the processing chain, but problems like this do not have to be solved. There start by trying to behave more sustainably.

The culture of excessive consumption arises from fluctuating demand for goods and services and indifferent consumption behavior habits (Čapienė, et al., 2022). Climate change, environmental degradation, and the extinction of living species are clear evidence of a global problem exacerbated by the tendency of over-consumptive individual culture. Sustainable consumption is a consumption pattern concept that involves various factors, including the environment, society, and the economy, to achieve sustainable development goals. Of the 17 objectives described, the topic in this study is included in the 12th goal, namely "Responsible Consumption and Production". The goal of sustainable consumption and production is to make individuals around the world adopt consumption and production habits that are better for the environment and can be maintained in the long term by making gradual but significant adjustments to each individual's habits (Kementerian Lingkungan Hidup dan Kehutanan & Kementerian Perencanaan Pembangunan Nasional/Badan Perencanaan Pembangunan Nasional, (2020). According to Van Der Veen & Kapadia, (2021) sustainable consumption and production have the potential to play an essential role in creating a circular economy and fulfilling human progress requirements while reducing the destructive effects of development on natural systems. Making goods reusable by extending their life in various ways throughout the value chain is one of the most important aspects of practicing a circular economy. For this to happen, manufacturers need to change their manufacturing methods and processes and their existing business models to develop more durable, repairable, and recyclable products.

Sustainable consumption behavior is transitioning human behavior to reduce natural resource use further. Sustainable consumption behavior focuses on consumer behavior in buying, using, and disposing of goods and services so that they are expected to be beneficial to the community and the surrounding environment (Abdulrazak & Quoquab, 2018). Sustainable consumption behavior can be measured through three dimensions such as quality of life, care for environmental welfare, and care for future generations (Quoquab & Mohammad, 2017). Orîndaru, et al., (2021) emphasized that since the COVID-19 pandemic, consumers have begun to change their buying habits and decisions, including preferences for local and fresh food and discounted products. In addition, the research topic of sustainable consumption behavior has also been widely investigated by researchers, significantly what factors influence it to encourage the adoption of this behavior in various fields as well as in various countries such as understanding the attributes of sustainable consumption behavior in Indonesia (Bui, et al., 2022), structural characteristics (Ganglmair-Wooliscroft & Wooliscroft, 2022), quality of life and resources for future generations

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(Rincón, et al., 2021), sustainable consumption behavior in the field of administrative science in Bulgaria (Dimitrova, et al., 2022), and three factors including purchasing & environmentally friendly transportation as well as resource conservation (Qin & Song, 2022).

Research such as Kadic-Magljalic, et al., (2019) and Čapienė, et al., (2022) have investigated and revealed that the two concepts in one variable used, pro-environmental and pro-social consumer engagement, can predict and mediate the encouragement to apply sustainable consumption behavior. Furthermore, the findings Kadic-Magljalic, et al., (2019) also identify that environmental concepts have a more significant influence than social ones. Thus, researchers took the initiative and simultaneously placed the role of environmental engagement as an organism in a model called the SOR model.

Research Model Development

In this study, the research model modified the Kadic-Magljalic, et al., (2019) research, with the main difference being the use of one variable concept (environment). In contrast, Kadic-Magljalic, et al., (2019) focused on two ideas in each variable (pro-environmental and pro-social). The following is a conceptual model that researchers have assembled by the application of the SOR model:

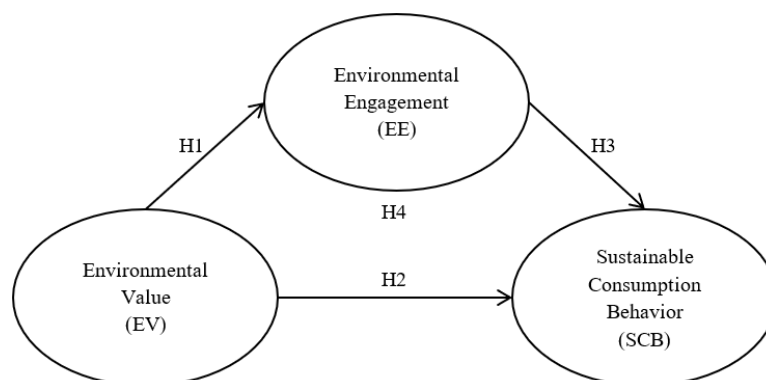


Figure 1. Research Model

Theoretical Background and Hypothesis Development

Stimulus-Organism-Response Model

The SOR model paradigm is a model that can explain how the physical environment can influence the internal state and behavior of each individual through a series of processes. The SOR model was initially developed and presented by Mehrabian & Russell, (1974). The central idea of this model is that an individual response to a stimulus (S) leads to the formation of an internal state (O), which in turn leads to an approach or avoidance response (R) (Ng, et al., 2022). Furthermore, previous studies also explained that the SOR model is a practical framework for overcoming gaps by examining mediating factors that will increase consumer behavior in the long term.

According to Rahmawati & Kuswati, (2022), the human senses can feel the stimulation, which can also be seen as influencing the individual's internal state. In the context of this research, the stimulus in question is an environmental value. The predictor is known to be included in the internal factor of the environmental engagement variable, which becomes an organism in channeling the expected final response, namely sustainable consumption behavior. This statement is proven in the studies reviewed by Čapienė, et al., (2021). In addition, research by Piligrimiene, et al., (2020) states that internal factors can

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significantly influence engagement and behavior. Furthermore, previous research revealed that there still needs to be more research exploring the role of environmental engagement as an intermediary between stimulus and response.

Influence of Environmental Value on Environmental Engagement

According to a study reviewed by Kadic-Maglajlic, et al., (2019), value is another relevant characteristic possessed by consumers besides self-identity. Furthermore, Kadic-Maglajlic, et al., (2019) and also Puntiroli, et al., (2022) stated that environmental value focuses more on individual concern for nature and the environment (or so-called biospheric value). Haws, et al., (2014) also hold this view; environmental value is defined as a person's willingness to express the importance of protecting the environment through purchasing decisions and overall consumption patterns. People with a robust solid commitment there values care not only for nature and the environment and for themselves but also more strongly base their judgments and decisions to engage in specific actions on the consequences for nature and the environment (Van der Werff, et al., 2014). Čapienė, et al., (2021) also discovered that environmental value is one of the internal factors (attitudinal factors) influencing environmental engagement in sustainable consumption. This variable relationship is also consistent with research findings such as Kadic-Maglajlic, et al., (2019), Čapienė, et al., (2021), Čapienė, et al., (2022), and Bouman, et al., (2020). Based on the description above, the hypothesis that can be proposed are as follows:

H1: Environmental value has a positive influence on environmental engagement.

Influence of Environmental Value on Sustainable Consumption Behavior

Several studies have confirmed that environmental value has a positive relationship to sustainable consumption behavior in different concepts, such as research from Dermody, et al., (2017) regarding sustainable consumption buying and curtailment in both countries, namely China and Poland, then Čapienė, et al., (2022) who identified Lithuanian consumers with a non-random quota sample. Liang, et al., (2022) revealed that biospheric values have a more substantial influence than altruistic values regarding green apparel consumption behavior among Gen Z China, and research from Bielawska & Grebosz-Krawczyk, (2021) investigates consumer behavior in choosing green clothing products. However, it is inversely proportional to the longitudinal study conducted by Puntiroli, et al., (2022), which states that environmental value (biosphere) has the potential to increase sustainable consumption behavior over time. However, the findings only provide partial confirmation of this relationship. Based on the description above, the hypothesis that can be proposed are as follows:

H2: Environmental value has a positive influence on sustainable consumption behavior.

Influence of Environmental Engagement on Sustainable Consumption Behavior

Based on research by Čapienė, et al., (2021), environmental engagement can be explained as an emotional state of consumers that expresses a desire to act in the interests of the surrounding environment. Individuals who have a high level of commitment to the environment will have more significant potential to take actions that are considered beneficial, such as tree planting actions, river cleaning actions, recycling activities, or carbon offsetting consistently. Meanwhile, sustainable consumption behavior can be defined as behavior to meet one's basic needs in a way that helps the environment, reduces pollution, and meets the needs of future generations by obtaining, consuming, and disposing of waste in a sustainable manner (Kuswati, et al., 2021). Sustainable consumption behavior can be viewed into several categories: green purchase behavior, green transportation behavior,

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recycling and resource conservation behavior (Qin & Song, 2022), or responsible sustainable consumer behavior (Hosta & Zabkar, 2021).

Piligrimiene, et al., (2020) state that engagement is essential through a dialogue or active communication when promoting sustainable consumption. Furthermore, their findings also reveal that environmental engagement positively impacts sustainable consumption behavior, namely in purchasing green products. Engagement in sustainable consumption behavior can also generate a sense of responsibility and well-being (feeling part of the change process) (Joshi & Rahman, 2017). Then in the retail context, for example, the study reviewed by Bălan, (2021) stated a different thing, namely that sometimes retail interventions intended to encourage consumers to engage in sustainable consumption resulted in decreased sales. Research such as Kadic-Magljalic, et al., (2019), Čapienė, et al., (2021), Čapienė, et al., (2022), and Piligrimiene, et al., (2020) have proven that environmental engagement has a significant positive effect on sustainable consumption behavior. Based on the description above, the hypothesis that can be proposed are as follows: H3: Environmental engagement has a positive influence on sustainable consumption behavior.

Environmental Engagement as Mediating Variable

According to Čapienė, et al., (2022) research, they tested this relationship. Still, they break down the environmental value variable into three values, biospheric, altruistic, and egoistic, which are related. The result is that pro-environmental and pro-social engagement can mediate the relationship between biospheric value and sustainable consumption behavior, and the effect is proven to be positively significant. This statement is also reinforced by studies by Kadic-Magljalic, et al., (2019), in which they propose engagement as a mechanism to link two relevant consumer characteristics (self-identity and value) towards sustainable consumption behavior in real or actual terms, and it is proven that individuals are involved in channeling existing values and self-identities into behavior. Furthermore, the findings of Piligrimiene, et al., (2020) reveal that the engagement construct has a vital role because it can help to understand more deeply the actualization of consumer behavior in different contexts of sustainable consumption. Other studies, such as Janmaimool & Denpaiboon, (2016), also show that ecological conservation and waste management behavior can promote sustainable consumption through villagers' engagement. Based on the description above, the hypotheses that can be proposed are as follows:

H4: The relationship between the environmental value of sustainable consumption can be mediated by environmental engagement.

METHOD**Research Approach**

The paradigm used in this study is positivism, so the method in this study adheres to a quantitative deductive research method with a survey research type that focuses on consumer behavior in investigating sustainable consumption behavior.

Data and Sample Collection

This study uses a non-probability sampling technique with purposive sampling. The required respondent criterion is only age. Respondents aged 18 years or over can participate in this study and can only fill out the questionnaire once. The sampling period started from October 27 to November 17, 2022, which eventually obtained 110 respondents. For this sample size, researchers refer to the study reviewed by Hair, et al., (2021:12) to support the sample size in this study. Then the researchers classified based on gender, age, education

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level, occupation, and income level. For a complete description of the characteristics of the sample, it can be seen in Table 1 below:

Table 1. Sample Characteristics

		Frequency	Percent
Gender	Male	66	60
	Female	44	40
Age	18 - 22	93	84,6
	23 – 27	8	7,2
	28 - 35	3	2,8
	> 35	6	5,4
Education Level	Senior/Vocational High School	55	50
	Diploma	5	4,5
	Bachelor	49	44,6
	Postgraduate	1	0,9
Occupation	Government Employee	2	2
	Private Sector Employee	10	9
	Entrepreneur	7	6
	Student	86	78
	Housewife	2	2
	Other	3	3
Income Level	< Rp. 500.000	48	44
	Rp. 500.001 – Rp. 1.000.000	20	18
	Rp. 1.000.001 – Rp. 1.500.000	18	16
	Rp. 1.500.001 – Rp. 2.000.000	4	4
	> Rp. 2.000.000	20	18

Source: Primary data processed by researchers, 2022

Based on Table 1 above, data on sample characteristics shows that most respondents who participated in this study were male (60%) with an age range of 18–22 years (84.6%). Then, the education level shows that most respondents are still at the high school or vocational school education level (50%). Then, for occupation, most of them are still students (78%), with a monthly income level of < Rp. 500,000 (44%).

Measure

To measure environmental value and environmental engagement variables, researchers sort and adopt statements through the study of Kadic-Magljalic, et al., (2019); then for sustainable consumption behavior variables. Researchers use arguments that have been further developed and tested or scaled purification by Kuswati, et al., (2021). All variables were measured using an interval scale via a 5-point Likert scale (1 strongly disagree – 5 strongly agree). Afterward, the Google form questionnaire was distributed through the researcher's social media, such as WhatsApp stories & groups, and Instagram stories.

RESULT AND DISCUSSION

Measurement Model

This study uses SmartPLS version 4.0.8.5 with PLS-SEM based analysis. Several tests must be conducted to determine the measurement model, including validity, reliability, and multicollinearity tests. The validity test requires an outer loadings value of ≥ 0.708 and an AVE value of > 0.50 . The reliability test requires a Cronbach's Alpha (CA) value of 0.60 and composite reliability (CR) of 0.70 – 0.90. Then, the multicollinearity test requires a value

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of < 3 . All the test value requirements above are in the study reviewed by Hair, et al., (2019) in reporting the results of the PLS-SEM analysis.

Table 2. Validity and Reliability test

Variable	Items	Outer Loadings	AVE	CA	CR
EV	1	0.792	0.590	0.655	0.812
	2	0.755			
	3	0.758			
EE	1	0.778	0.683	0.906	0.928
	2	0.864			
	3	0.874			
	4	0.833			
	5	0.869			
	6	0.729			
SCB	2	0.810	0.595	0.830	0.880
	3	0.763			
	4	0.783			
	5	0.776			
	6	0.723			

Source: Primary data processed by researchers, 2022

Notes: EV: Environmental Value

EE: Environmental Engagement

SCB: Sustainable Consumption Behavior

Table 2 shows that the environmental engagement and sustainable consumption behavior variables have eliminated 1 and 2 items in their respective variables (EE7, SCB1, SCB7), so 14 out of 17 items remain intact. It can be shown that intact items have met the specified outer loadings values, namely ≥ 0.708 and AVE values ≥ 0.50 , where EV = 0.590, EE = 0.683, and SCB = 0.595; this illustrates that each variable can explain at least 50% of the item variance. Then for the reliability test, the CA of each variable also shows a relatively high value even though EV gets a value of 0.655. However, this value is still acceptable in exploratory research (Hair, et al., 2019). Finally, each variable's composite reliability (CR) also gets the value recommended by previous studies, namely 0.70 - 0.90 or indicated "satisfactory to good". So, it can be concluded that the research data, including all variables, proves valid and reliable.

Table 3. Collinearity Statistics (Inner VIF)

	EE	EV	SCB
Environmental Engagement			2.180
Environmental Value	1.000		2.180
Sustainable Consumption Behavior			

Source: Primary data processed by researchers, 2022

Table 3 shows that the results in the multicollinearity test through collinearity statistics inner VIF between variables are proven to meet the requirements for a predetermined value of < 3 , such as an EV to EE of 1.000, and a value of 2.180 is equally obtained in the relationship between EV to SCB and EE against SCB. This illustrates that the model does not contain multicollinearity. Hair, et al., (2019) believe that the ideal VIF value is around three or lower. So, the model used in this study is free from multicollinearity.

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Structural Model

The inner model is a structural model used to forecast the causal relationship between latent variables. Several tests, including tests of the goodness of fit test and hypothesis testing, are used to evaluate this model.

Table 4. R-Square

Variable	R-Square	R-Square Adjusted
Environmental Engagement	0.541	0.537
Sustainable Consumption Behavior	0.537	0.528

Source: Primary data processed by researchers, 2022

As shown in Table 4, the first assessment of the goodness of fit test is R^2 . If the value obtained for each variable is 0.75, it can be categorized as substantial, 0.50 as moderate, and 0.25 as weak. In this study, researchers refer to the R-Square Adjusted value because the number of independent variables does not influence its value, so the value is pure and has good content. Meanwhile, the R-Square is still affected by the number of independent variables; the more independent variables, the higher the value or obeying the law of summative additivity. The findings above show that environmental engagement achieves an R-Square Adjusted value of 0.537, and sustainable consumption behavior achieves a value of 0.528. So, overall the R^2 value obtained can be categorized as "moderate".

Table 5. Q-Square

Variable	Q ² predict
Environmental Engagement	0.527
Sustainable Consumption Behavior	0.394

Source: Primary data processed by researchers, 2022

As shown in Table 5, the second goodness of fit test is Q^2 . If the value obtained shows > 0 , then the value is considered significant but classified as small, 0.25 is categorized as a medium, and 0.50 is categorized as large. This study uses the PLSpredict menu in SmartPLS version 4.0.8.5 to determine a model's level of predictive power or relevance. The findings show that environmental engagement has a value of 0.527 and sustainable consumption behavior is 0.394. This means the environmental engagement construct has a high predictive relevance compared to the sustainable consumption behavior construct. In other words, the environmental value construct can explain the environmental engagement construct by 52.7%, and other factors outside of research still influence the remaining 47.3%. Then, the environmental value construct can explain the construct of sustainable consumption behavior by 39.4%, and other factors outside research still influence the remaining 60.6%. So, overall the total Q^2 value obtained is 0.921 or 92.1%, where this value meets the predictive relevance level of > 0.50 , so it can be concluded that the PLS model in this study is stated to have "large" predictive relevance.

Table 6. NFI

	Saturated model	Estimated model
NFI	0.791	0.791

Source: Primary data processed by researchers, 2022

As shown in Table 6, the third goodness of fit test is NFI. If the value obtained is closer to 1, the model is getting fit or suitable. The findings show that the value obtained is 0.791, meaning that the model can be "fit". Based on the three goodness of fit tests passed before, the model in the context of this study can be perfect and meets the requirements set by Hair, et al., (2019).

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Hypothesis Testing

In this study, hypothesis testing was carried out through bootstrapping analysis on the SmartPLS version 4.0.8.5 menu. The hypothesis will be accepted if the required values meet the *t-statistics* value of > 1.96 or *p-values* of < 0.05 (significance level $\alpha = 5\%$), as stated by Hair, et al., (2019).

Direct Effects

Table 7. Path Coefficient

	Variable	Direct Effects	<i>t-statistics</i>	<i>p-values</i>	Descriptions
H1	EV $\rightarrow$ EE	0.736	13.156	0.000	Supported
H2	EV $\rightarrow$ SCB	0.257	2.618	0.000	Supported
H3	EE $\rightarrow$ SCB	0.523	5.894	0.000	Supported

* significance level $\alpha = 5\%$

Source: Primary data processed by researchers, 2022

Notes: EV: Environmental Value

EE: Environmental Engagement

SCB: Sustainable Consumption Behavior

Based on the results of Table 7, it is shown that overall the direct effect tested was positive. The impact of environmental value on environmental engagement proved to be the most direct influence compared to the others, namely 0.736, followed by environmental engagement on sustainable consumption behavior at 0.523, and the effect of environmental value on sustainable consumption behavior at the most recent, namely 0.257. Furthermore, the significance of the relationship between variables can be known by examining the *t-statistics* and *p-values* that have been determined, namely *t-statistics* > 1.96 and *p-values* < 0.05 . Environmental value proved to have a significant positive effect on environmental engagement (*t-statistics* 13.156 > 1.96 ; *p-values* 0.000 < 0.05), environmental value proved to have a significant positive impact on sustainable consumption behavior (*t-statistics* 2.618 > 1.96 ; *p-values* 0.000 < 0.05), and environmental engagement proved to have a significant positive effect on sustainable consumption behavior (*t-statistics* 5.894 > 1.96 ; *p-values* 0.000 < 0.05). So, overall the hypothesized relationship proved to be perfectly positive and significant. Therefore, H1, H2, and H3 are confirmed to be supported in this study.

Indirect Effect

Table 8. Specific Indirect Effects

	Variable	Indirect Effect	<i>t-statistics</i>	<i>p-values</i>	Descriptions
H4	EV $\rightarrow$ EE $\rightarrow$ SCB	0.385	5.126	0.000	Supported

* significance level $\alpha = 5\%$

Source: Primary data processed by researchers, 2022

Notes: EV: Environmental Value

EE: Environmental Engagement

SCB: Sustainable Consumption Behavior

Based on the results of Table 8, it is shown that the mediation effect tested was positive. The influence of environmental engagement in mediating the relationship between environmental value and sustainable consumption behavior is proven to have an effect of 0.385. It can be said that environmental value has a significant positive indirect influence on sustainable consumption behavior through environmental engagement (*t-statistics* 5.126 > 1.96 ; *p-values* 0.000 < 0.05). In other words, environmental engagement is proven to mediate the relationship between environmental value and sustainable consumption behavior, and its mediating effect is partial mediation. So, overall, H4 is supported in this study.

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DISCUSSION**Environmental Value on Environmental Engagement**

Based on the results of the statistical analysis that has been done previously, it is known that environmental value has a significant positive influence on the environmental engagement. This illustrates that the more individuals characterize or align environmental values within themselves, the more they will encourage or motivate them to engage in activities or actions that benefit the environment. These findings are consistent with research results from Kadic-Maglajlic, et al., (2019), Janmaimool & Denpaiboon, (2016), Čapienė, et al., (2021), Čapienė, et al., (2022), Nordlund & Garvill, (2002), and Bouman, et al., (2020).

Environmental Value on Sustainable Consumption Behavior

Based on the results of the statistical analysis that has been done previously, it is known that environmental value has a significant positive influence on sustainable consumption behavior. This illustrates that the more individuals practice environmental value themselves and have conscious attention to environmental issues that occur according to their concerns, the tendency to be willing to implement sustainable consumption behavior will increase and be significant. However, the findings of Puntiroli, et al., (2022) reveal a different statement that a high level of environmental value (biosphere) does not guarantee that individuals will be attracted or willing to pay more for a product or service that is designed to minimize its impact on the environment. Furthermore, previous research also revealed the consistency of sustainable behavior over time influenced by biospheric value, and the results partially confirm this relationship. The findings of this study are also consistent with the results of research from Čapienė, et al., (2022) and Dermody, et al., (2017).

Environmental Engagement on Sustainable Consumption Behavior

Based on the results of statistical analysis that has been done previously, it is known that environmental engagement has a significant positive effect on sustainable consumption behavior. This illustrates that the more individuals are involved in various environmental engagement and understand that the efforts being channeled are beneficial to the environment, the tendency to implement sustainable behavior will increase significantly. These findings are consistent with the results of studies from Kadic-Maglajlic, et al., (2019), Čapienė, et al., (2022), Piligrimiene, et al., (2020), and Banyte, et al., (2020).

Environmental Engagement as Mediating Variable

According to research disclosed by Čapienė, et al., (2022), in examining the effect of mediation, it was found that environmental value (biospheric values) have a coefficient value that is superior to the other two values, namely altruistic values and egoistic values, this is it can be demonstrated that half of the total effect mediates the relationship and proves to be statistically significantly positive. Kadic-Maglajlic, et al., (2019) also revealed that environmental engagement has a very suitable mediation role as a mechanism to connect two consumer characteristics that are considered relevant (one of which is value) in implementing sustainable consumption behavior among young adults. In addition, variables such as behavioral intention (Wang, et al., 2013) and personal norms (Yildirim & Semiz, 2019), environmental responsibility, and green consumption intention (Liang et al., 2022) have also been shown to mediate the relationship between the two.

Based on the results of statistical analysis that has been done previously, it is known that environmental engagement can mediate the relationship between environmental value and sustainable consumption behavior. This illustrates that if individuals are guided by environmental values (especially biospheric values) within themselves, they will automatically be proactively involved and connected with involvement in environmental

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issues to apply sustainable consumption behavior in their daily activities, for example, starting a vegan consumption pattern. These findings are consistent with the research reviewed by Čapienė, et al., (2022).

IMPLICATIONS

There are two practical implications for fast-growing businesses and FMCG (Fast Moving Consumer Goods) manufacturers. Now would be a good time for businesses that are rapidly expanding or experiencing a sales boom to consider implementing the concept of sustainability and encouraging customers to adopt sustainable practices. This effort must also be promoted through social media as a channel for product sales as well as a channel for behavior modification because consumers are now more influential when they see engaging content that discusses the current state of the environment as a result of their unsustainable behavior, which causes customers to feel concerned and a sense of regret for what has been done to the environment thus far.

Companies in the fast-moving consumer goods sector (FMCG) should proactively consider adopting sustainable practices such as creating a more environmentally friendly workplace, promoting products with sustainable marketing, including educational content on sustainability in their products, and, in particular, designing product packaging that made by applying the concept of sustainability to reduce environmental pollution which is expected to get worse over time, especially in Indonesia. Companies in the fast-moving consumer goods (FMCG) industry are required to offset their environmental impact by engaging in carbon offsets, collaborating with communities to plant trees, sponsoring and funding environmentally focused communities, and reporting their annual sustainability performance for all operating operations done by the company. It is hoped that consumers will follow in the company's footsteps and commit to sustainable practices, as they will have a clear understanding of the impact of their participation and can easily replicate actions if the actions channeled have a positive impact on the environment. Implementing procedures to ensure companies make informed decisions about initiatives' potential long-term environmental impact is also essential in recruiting environmental or sustainability experts. Companies must start working on this immediately because it is an obligation that must be implemented in all industries by 2030 to achieve sustainability.

CONCLUSION

The findings of this study add to the growing literature on the topic of sustainable consumption behavior. At the same time, the application of the SOR model that has not been studied before, and the investigation of variables by focusing on one concept, namely the environment, are both exciting topics worthy of further research. Internal environmental engagement factors are a solution to this research problem. Understanding consumer behavior and uncovering the factors behind individuals engaging in sustainable behavior will have a different effect. Although environmental engagement has been shown to reduce barriers to action, little attention has been paid to its potential as a mediator in previous empirical studies. The findings in this study indicate that environmental value has a positive and significant effect on environmental engagement and sustainable consumption behavior, environmental engagement has a positive and significant effect on sustainable consumption behavior, and environmental engagement can mediate the relationship between environmental value and sustainable consumption behavior. Furthermore, the current research was carried out when the COVID-19 pandemic was still rampant, and people were

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still worried and feeling more sensitive, especially towards environmental issues. In summary, the findings of this study support the notion that individuals engage in sustainable consumption behaviors, and internal factors have been shown to drive individuals to do so.

Researchers realize that there are still some things that could be improved in the research. Therefore, researchers would like to provide suggestions or considerations, especially to other academics conducting additional research on this matter. During the research process, the researchers discovered several limitations. First, in this research, researchers focus on one concept, namely environment, on the independent and mediating variables, namely environmental value and environmental engagement. It is hoped that future academics will be able to study other concepts such as social, for example, social values and social engagement in sustainable consumption behavior. Second, this type of research is a survey in which the survey is not focused on one region/area, so the respondents' domiciles vary. Therefore, it is hoped that future academics will survey a designated area to identify and critically analyze sustainable consumption behavior in that region. Third, this research also only focuses on individual consumers quantitatively. It is hoped that future academics will conduct qualitative research, especially on communities that care about the environment, to determine whether they implement sustainable consumption behavior. Fourth, regarding the sample, although researchers took a small sample in our study, the statistical results were high and proved significant. However, it is better for future academics to take samples by assuming a set significance level and the expected minimum path coefficient value according to the study reviewed by Hair, et al., (2021:15). Finally, the researchers found limitations in obtaining the relationship between the variables tested because this research is also relatively new and rare. Therefore, researchers hope that broadening the generalization of the relationship between variables with different contexts or phenomena is urgently needed so that references to research findings apply to past studies.

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