

# Consumer Behavior of Green Consumption of Families in Indonesia

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**Submission date:** 05-Feb-2026 12:05PM (UTC+0700)

**Submission ID:** 2871559852

**File name:** sumer\_Behavior\_of\_Green\_Consumption\_of\_Families\_in\_Indonesia.pdf (1.93M)

**Word count:** 7125

**Character count:** 40516

## Consumer Behavior of Green Consumption of Families in Indonesia

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**Abstract:** - The purpose of this study is to test and analyze the influence of consumer environmental ethics and moral obligation on sustainability consumption through green consumption in families in Indonesia. The population of this study is families in Indonesia. At the same time the sample is housewives who have at least one child. The data analysis tool used in this study is Structural Equation Modeling (SEM). The number of samples used in this study is 100 respondents. The results of the study prove that there is a positive and significant influence between: (1) consumer environmental ethics on green consumption, (2) green consumption on sustainability consumption, and (3) consumer environmental ethics on sustainability consumption through green consumption. In addition, the results of the study prove that there is a positive but not significant influence between: (1) moral obligation on green consumption, and (2) moral obligation on sustainability consumption through green consumption. The theoretical suggestion put forward is that it is necessary to further study the academic role of other variables in green consumer behavior. The practical advice given to green product business actors is to pay attention to the fact that green product consumer behavior is influenced by variables inherent in the consumer. So green product business actors must pay attention to this to carry out marketing strategies.

**Key-Words:** - Consumer Environmental Ethics, Moral Obligation, Green Consumption, Sustainability Consumption, Consumer Behavior, Families In Indonesia.

Received: May 14, 2025. Revised: August 15, 2025. Accepted: August 27, 2025. Published: October 6, 2025.

## 1 Introduction

### 1.1 Background

Sustainable Development Goals (SDGs) are a development program that has been determined by the United Nations (UN) as a world development agenda until 2030 for the benefit of humans and planet Earth. Indonesia is one of the UN members that implements SDGs. SDGs consist of 17 goals with 169 measurable achievements that have been determined by the UN.

The concept of sustainable development is identified as an ideal and strategic framework for environmental management. Sustainable development is simply a development approach to achieving a better standard of living for the present and the future. In its implementation, sustainable development is always based on three main pillars, namely, [1]: economic pillar, social pillar, and environmental (ecological) pillar.

The implementation of SDGs in Indonesia aims to: maintain sustainable improvement of people's economic welfare, maintain the sustainability of people's social life, maintain environmental quality

and inclusive development, implement governance that is able to maintain improvements in the quality of life from one generation to the next. Most of the research on consumer behavior in consuming is based on social and physical environmental stimuli. This research was conducted to examine consumer consumption behavior by analyzing and testing the influence of the intersection between Ethics and Green Consumer Behavior in achieving sustainable development goals (SDGs) through sustainable green family consumption in Indonesia.

Therefore, this study explores more deeply the achievement of SDGs by testing the influence of consumer environmental ethics and moral obligation on sustainability consumption through green consumption of green products in Indonesia in order to provide new insights into protect the environment through green consumption that is implemented sustainably.

## 2 Problem Formulation

The formulation of the problem proposed in this study is whether Consumer Environmental Ethics and Moral Obligation can influence families in Indonesia to carry out Green Consumption so that they can form sustainable consumption behavior. In detail, the formulation of the problem is arranged as follows: Does consumer environmental ethics influence green consumption in families in Indonesia?

1. Does moral obligation influence green consumption in families in Indonesia?
2. Does green consumption influence sustainability consumption in families in Indonesia?
3. Does consumer environmental ethics influence sustainability consumption through green consumption in families in Indonesia?
4. Does moral obligation influence sustainability consumption through green consumption in families in Indonesia?

## 1.3 Research Objectives

The general objective of this study is to develop a model of the Sustainability Consumption behavior of families in Indonesia, to test and analyze the relationship between the variables of consumer environmental Ethics, Moral Obligation, and Green Consumption on Sustainability Consumption. The specific objectives of this study are to test and analyze:

1. The influence of consumer environmental ethics on green consumption in families in Indonesia.

2. The influence of moral obligation on green consumption in families in Indonesia.
3. The influence of green consumption on sustainability consumption in families in Indonesia.
4. The influence of consumer environmental ethics on sustainability consumption through green consumption in families in Indonesia.
5. The influence of moral obligation on sustainability consumption through green consumption in families in Indonesia.

## 1.4 Benefits of Research

The results of this study are expected to contribute to the development of consumer behavior theory in carrying out Green Consumption which can form a pattern of Sustainability Consumption behavior. Especially in the development of sustainability consumption theory which is influenced by green consumption, consumer environmental ethics, and moral obligation.

The practical contribution expected from the results of this study can provide strategic advice, especially to green product business actors, to understand consumer behavior that is oriented towards Sustainability Consumption behavior patterns, especially regarding the importance of understanding consumer environmental ethics, moral obligation, green consumption on green products, and sustainability consumption.

## 2 Literature Review

### 2.1 Consumer Environmental Ethics

Consumer environmental ethics is a moral relationship between humanity and the environment as a whole towards nature and its resources. Environmental ethics helps address the ethical relationship between humans and the environment, [2]. Consumer environmental ethics contains ethical values in society that include moral attitudes, [3]. Research on consumer environmental ethics has been ongoing where society unites environmental conservation with nature, [4]. Research begins when humans realize their responsibility towards the environment and the problems it has. This perspective has shifted from homocentric to non-homocentric values, [5].

Commitment to the environment is expected by Consumer environmental ethics, [6]. Therefore, humans must live and fulfill their needs without having to sacrifice natural resources. Thus,

consumer awareness of environmental ethics can be explored systematically, [7]. Willingness to use plant-based/or sustainable products based on the perspective of environmental and ethical living standards.

## 2.2 Moral Obligation

Moral obligation can be identified as an individual's personal norms that help in the willingness to use green products and influence environmentally friendly consumer behavior, [8], [9]. Moral obligation influences a person to do or not do certain behaviors that are internalized, [10]. Moral obligation has been studied with the objects of recycling, promotion of the severity of water conservation and the risks of nuclear energy, [11], [12], [13].

However, consumer behavior in using environmentally friendly products is likely the result of self-fulfillment in behaving correctly and when making ethical consumption decisions [14] which are based on the power of consumer thinking [15] and the influence of consumer behavioral intentions in behaving environmentally friendly, [16], [17].

## 2.3 Green Consumption

Green consumption first emerged in the 1970s, when people realized that industrial civilization had not only increased living standards but also caused serious environmental problems, so green consumption was recommended. In general, green consumption behavior is high cost and brings a gap between attitudes and behavior. Because the connotation of environmentally friendly consumption is expensive.

In 1990, the Green Consumer's Guide book defined green consumption as avoiding the consumption of commodities that are [18], [19], [20]; harmful to health; consume resources during production, use, and disposal; involve cruelty to animals; harm other countries, especially developing countries.

## 2.4 Sustainability Consumption

Sustainable consumption refers to consumption that not only considers physical aspects such as taste, convenience, and product price, but also social responsibility, [21]. Sustainable consumption behavior can be seen in a variety of behavior, [22]. Those are the form of purchasing behavior such as purchases products that are environmentally friendly, vice-verse boycotting products that are produced by irresponsible companies, [23].

Buying environmentally friendly products means that a person has contributed to

environmental preservation. This actions that engaging in such behaviors can reduce resources and energy, [24]. This behavior is also known as restriction behavior [25], that usually done in everyday actions and does not need costs [26].

## 2.5 Hypothesis Development

The model developed in this study is a consumer behavior model in sustainability consumption by carrying out green consumption which is influenced by consumer environmental ethics and moral obligation.

Based on the theory and objectives of the study, the hypotheses proposed in this study are (Figure 1):

1. Consumer environmental ethics influences green consumption in families in Indonesia.
2. Moral obligation influences green consumption in families in Indonesia.
3. Green consumption influences sustainability consumption in families in Indonesia.
4. Consumer environmental ethics influence sustainability consumption through green consumption in families in Indonesia.
5. Moral obligation influences sustainability consumption through green consumption in families in Indonesia.

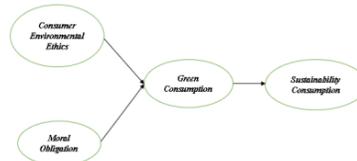


Fig. 1: Research Model

## 3 Research Methods

The population of this study is all housewives in Indonesia. While the sample is housewives who have at least one child. The number of samples used in this study uses the sample size provisions proposed in the SEM (Structural Equation Model) analysis if there are more than 20 indicators, the sample size is between 100-200. So the sample size of this study is 100, [27]. The data analysis tool used in this study is Structural Equation Modeling (SEM).

## 4 Results and Discussion

### 4.1 Respondent Profile

Table 1. Respondent Profile

No	Description	Age	Number	Percentage (%)
1	Housewife with at least 1 child	-	100	100
2	Knowing about green consumption and knowing about SDGs	-	100	100
3	Age	< 21 th	3	3
		21 - < 31 th	43	43
		31 - < 41 th	39	39
		> 41 th	15	15
		Total	100	100
4	Province of Origin	Aceh	2	2
		Bali	2	2
		Banten	5	5
		Bengkulu	2	2
		Special Capital Region of Jakarta	7	7
		Jambi	1	1
		West Java	25	25
		Central Java	22	22
		East Java	14	14
		West Kalimantan	1	1
		Central Kalimantan	1	1
		Riau Islands	2	2
		Lampung	3	3
		West Sulawesi	1	1
		South Sulawesi	1	1
		South Sumatera	1	1
		North Sumatera	5	5
		Special Region of Yogyakarta	5	5
	Total	100	100	

Source: Data processed.

Based on Table 1, it appears that the respondents in this study have met the requirements to become respondents that have been determined in this study. Meanwhile, the respondents' regions of origin are spread across 18 provinces in Indonesia.

### 4.2 Validity and Reliability Test

Based on the results of the validity and reliability test (Table 2), it is proven that all items used to collect data are declared valid, while the variables used to build the model are declared reliable. This means that the data analysis process can be continued, [28].

Table 2. Construct Validity and Reliability

Variable	Items	Validity		Construct Reliability $\geq 0.800$
		Loading Factors $\geq 0.5$	t-value $\geq 1,96$	
Consumer Environmental Ethics	CEE1	0.69	-	0.894
	CEE2	0.69	13.63	
	CEE3	0.74	8.87	
	CEE4	0.67	6.83	
	CEE5	0.71	5.33	
	CEE6	0.75	5.52	
	CEE7	0.77	5.66	
	CEE8	0.71	5.42	
Moral Obligation	MO1	0.54	-	0.813
	MO2	0.72	4.29	
	MO3	0.79	5.04	
	MO4	0.70	3.91	
	MO5	0.65	3.46	
Green Consumption	GC1	0.54	-	0.925
	GC2	0.80	4.38	
	GC3	0.68	5.72	
	GC4	0.66	4.88	
	GC5	0.77	3.99	
	GC6	0.76	5.76	
	GC7	0.73	8.15	
	GC8	0.66	3.66	
	GC9	0.77	3.59	
	GC10	0.69	3.53	
	GC11	0.72	3.98	
	GC12	0.66	3.18	
	GC13	0.61	3.17	
Sustainability Consumption	SC1	0.79	-	0.913
	SC2	0.84	13.47	
	SC3	0.74	9.32	
	SC4	0.68	4.94	
	SC5	0.79	9.21	
	SC6	0.65	5.10	
	SC7	0.71	7.71	
	SC8	0.62	3.66	
	SC9	0.62	3.64	
	SC10	0.69	4.23	

Source: Data processed.

### 4.3 Model Suitability Test

Based on the results of Table 3, it can be seen that of the seven model fit test criteria, there are five criteria that are fit (CMIN / df, NFI, IFI, RMSEA, RFI, and CFI) and two criteria that are not fit (GFI and AGFI). So, it can be concluded that over all the model fit can be stated as fit.

Table 3. Model Suitability Test

Criteria	Expected Value	Model Results	Description
CMIN /df	≤ 3.00	2029.44 / 661 = 3.06	Reasonable Fit
NFI	≥ 0.90	0.91	Fit
IFI	≥ 0.90	0.97	Fit
RMSEA	≤ 0.08	0.22	Fit
GFI	≥ 0.90	0.48	Tidak Fit
AGFI	≥ 0.90	0.42	Tidak Fit
RFI	≥ 0.90	0.91	Fit
CFI	≥ 0.95	0.97	Fit

Source: Processed data

#### 4.4 Hypothesis Testing

Table 4. Hypothesis Testing

No	Hypotesis	Coefficient	t-Value ≥ 1.96	Description
1	Consumer Environmental Ethics → Green Consumption	0.40	2.32	Accepted
2	Moral Obligation → Green Consumption	0.42	1.51	Rejected
3	Green Consumption → Sustainability Consumption	1.73	3.85	Accepted
4	Consumer Environmental Ethics → Green Consumption → Sustainability Consumption	0.69	2.45	Accepted
5	Moral Obligation → Green Consumption → Sustainability Consumption	0.73	1.54	Rejected

Source: Processed data

Table 4 can be concluded that:

1. Consumer Environmental Ethics has a positive and significant influence on Green Consumption. This influence is evidenced by the loading factor value of 0.40 with a t-value of 2.32 (t-value > 1.96).
2. Moral Obligation has a positive but not significant influence on Green Consumption. This influence is evidenced

by the loading factor value of 0.42 with a t-value of 1.51 (t-value < 1.96).

3. Green Consumption has a positive and significant influence on Sustainability Consumption. This influence is evidenced by the loading factor value of 1.73 with a t-value of 3.85 (t-value > 1.96).
4. Consumer Environmental Ethics has a positive and significant influence on Sustainability Consumption through Green Consumption. This influence is proven by the loading factor value of 0.69 with a t-value of 2.45 (t-value > 1.96).
5. Moral Obligation has a positive but insignificant effect on Sustainability Consumption through Green Consumption. This influence is proven by the loading factor value of 0.73 with a t-value of 1.54 (t-value < 1.96).

#### 4.5 Discussion

##### 4.5.1 Consumer Environmental Ethics Has a Positive and Significant Effect on Green Consumption

The results of the hypothesis test show that Consumer Environmental Ethics has a positive and significant effect on Green Consumption with loading factors of 0.43 and a t value of 4.18. The test results prove that if consumer ethics towards the environment are high, it will have a positive and significant effect on consumer consumption of green products which will also be high. Consumers who have a high awareness of environmental ethics tend to carry out the consumption process by paying attention to the environment and green consumption behavior where consumers will try to reduce energy, regulate water use, not throw away food and regulate meat consumption.

The results of this study indicate that consumers comply with environmental policies, comply with environmental rules, comply with environmental ethics, are active in environmental groups that support environmental protection, prefer to buy goods produced according to fair trade standards, are responsible for ethical consumption obligations, are responsible for supporting ethical consumption, and do public good through consumption as members of society have compliance with policies, rules and also ethics about the environment have a tendency to consume by paying attention to the environment where consumers will be active in recycling and reusing goods to reduce consumption.

The results of this study indicate that consumers who are obedient to policies, rules and ethics about

the environment tend to consume by paying attention to the environment where consumers will be active in recycling and reusing goods to reduce consumption. Likewise, consumers who are active in environmental groups try to influence others around them to adopt green consumption practices. Consumers who prefer to buy goods according to trade standards tend to support companies with sustainable business practices and try to reduce waste by choosing products with minimal packaging or packaging that can be reused and is easy to recycle. The results of this study support previous studies where social ethics influence green consumption behavior, [29], [30], [31].

#### 4.5.2 Moral Obligation has a Positive and Significant Effect on Green Consumption

The hypothesis testing carried out showed that Moral Obligation has a positive and not significant effect on Green Consumption with a coefficient value of 0.42 and a t value of 1.51. The test results prove that the consumer's moral obligation is high, it will have a positive but not significant effect on consumer consumption of green products will also be high. This can be understood when consumers who have a moral obligation to buy products not necessarily possible improve environmental quality, guilt if choosing products that are not environmentally friendly, thoughts of buying environmentally friendly products that are sustainable in the future, guilt if buying non-green products that cause damage, understanding that buying products that damage the environment is a morally wrong action, a sense of moral obligation to buy environmentally friendly products, and a sense of responsibility for the obligation and support of ethical consumption will have a tendency to do green consumption. This can be understood when consumers who have responsibility for the obligation and support of ethical consumption will have a tendency to engage in green consumption. Consumers with strong environmental ethics are not necessarily more aware of the impact of consumption choices on the environment, and feel personally responsible for reducing negative impacts on the environment. Personal responsibility motivates consumers to engage in green consumption. Consumers feel morally responsible for their consumption patterns and often feel regret when their consumption behavior has a negative impact on the environment. The behavior of awareness of environmental sustainability and efforts to reduce the impact on environmental damage is manifested in the behavior of saving

energy, regulating water use, regulating meat consumption and not throwing away food.

The results of this study are not in line with the results of research conducted by previous researchers, where someone who has experience in green consumption tends to continue consuming green relation to the moral obligation they feel, [32]. The results of this study support research conducted by previous researchers on young consumers in carrying out green consumption by integrating moral obligations into the TPB (Theory of Planned Behavior), [33].

#### 4.5.3 Green Consumption has a Positive and Significant Effect on Sustainability Consumption

The results of the hypothesis test show that Green Consumption has a positive and significant effect on Sustainability Consumption with a coefficient value of 0.54 and a t-value of 8.17. The test results prove that if consumer green consumption is high, it will have a positive and significant impact on the sustainability of consumer consumption of green products which will also be high. Green Consumption is a responsible consumption pattern that encourages changes in consumer consumption patterns to be more environmentally responsible, increasing awareness of the environmental impacts of consumption choices made, increasing consumer awareness of the environmental impacts manifested in energy-saving behavior, regulating water use and meat consumption and not throwing away food. Changes in consumption patterns to be more environmentally responsible are at the core of Sustainability Consumption, encouraging more sustainable consumption decisions. Consumers will choose products with minimal or recyclable packaging that contributes to waste reduction, tend to choose products that use efficient energy, encourage demand for more sustainable products or services by paying attention to the product cycle and encouraging sustainable technology and product design. This can put pressure on manufacturers to adopt more sustainable production practices. Green Consumption will lead to long-term behavioral changes that support a more sustainable lifestyle (Sustainability Consumption). This can put pressure on producers to adopt more sustainable production practices. Green Consumption will lead to some household members encouraging other members to save water, there is one household member who often takes the role of ensuring no water is wasted, in the household everyone is expected to make efforts to save water, some household members encourage other members not to waste food, some

household members encourage other members to save energy, in the household everyone is expected to make efforts to save energy, in the household everyone is expected to make efforts to reduce food waste, there is one household member who often takes the role of ensuring no food is wasted, there is one household member who often takes the role of ensuring no energy is wasted, there is one household member who manages the energy bill, there is one household member who manages the water bill, there is one household member who manages the food shopping, there is one household member who manages the meat shopping and in the household there is a long-term behavioral change that supports a more sustainable lifestyle (Sustainability Consumption).

The results of this study support the results of research by previous researchers [34] on green clothing consumption in the context of sustainable consumption and who explored the dynamics of green consumption and its implications for long-term sustainable consumption in a longitudinal study, [35].

#### 4.5.4 Consumer Environmental Ethics has a Positive and Significant Influence on Sustainability Consumption through Green Consumption

Consumer Environmental Ethics has a positive and significant influence on Sustainability Consumption through Green Consumption as shown by the results of the study, the loading factor value is 0.23 with a t-value of 3.33. The test results prove that if the environmental ethics possessed by consumers are high, then through green consumption it will have a positive and significant influence on the sustainability of consumer consumption of green products which will also be high. Consumer Environmental Ethics increases consumer awareness of the impact of their consumption choices on the environment, changes behavior towards more environmentally friendly consumption practices and directly contributes to reducing environmental impacts. Consumer Environmental Ethics also creates greater demand for environmentally friendly products and services and provides support for innovation in environmentally friendly technologies and products. Awareness of adopting green consumption will encourage consumers to consider sustainability aspects in purchasing decisions, where consumers choose sustainable products and services, and encourage companies to develop sustainable innovation technologies and designs that produce environmentally friendly products and services. This supports the long-term goal of Sustainability

Consumption. Specifically, this study explores high environmental ethical awareness that can influence green consumer behavior as indicated by saving energy use, regulating water use and meat consumption and not throwing away food. This action leads to the selection of environmentally friendly products and services attempts to recycle packaging and pay attention to product cycles that reflect sustainable consumption behavior. These results support research that has been conducted by previous researchers, [36].

#### 4.5.5 Moral Obligation Has a Positive and Significant Effect on Sustainability Consumption through Green Consumption

The results of the study show that Moral Obligation has a positive and significant effect on Sustainability Consumption through Green Consumption with a coefficient of 0.73 with a t-value of 1.54. The results of the test prove that if the moral obligation held by consumers is high, then green consumption will have a positive and not significant effect on the sustainability of consumer consumption of green products not necessarily possible will also be high. Moral Obligation is indicated by personal responsibility for consumption patterns not necessarily possible will have an impact on the environment. If the choice of consumption has a negative impact, it will cause regret for the consumption that has been done. Responsibility and regret for behavior that has a negative impact are not necessarily possible to make consumers prefer green consumption patterns by choosing products that are designed efficiently in energy use and choosing products that use minimal and recyclable packaging so as not to cause regret in consuming. Consumption behavior with environmental awareness is green consumption. The adoption of green consumption by consumers in the long term is not necessarily possible support sustainable green consumption behavior or sustainability consumption. This study specifically emphasizes green consumption, namely being efficient in using energy, regulating water use and meat consumption and not throwing away food. Personal responsibility for consumption behavior that can have a negative impact on the environment is not necessarily possible creates a green consumption pattern that seeks to reduce environmental damage. Green consumption that is carried out consistently and long-term in every aspect, both from internal behavior such as waste recycling and decisions to choose and purchase environmentally friendly products, not necessarily possible can pressure

producers to use environmentally friendly technology and product designs, thereby creating a sustainable consumption cycle. The results of this study do not support the results of research conducted by previous researchers which prove that moral identity increases consumers' tendency to choose environmentally friendly products or make environmentally friendly consumption efforts, [37]. This is mainly due to feelings of responsibility for environmental damage. In other words, consumers are more likely to engage in environmentally friendly consumption when their responsibility for environmental damage increases.

Sustainability is an ecological term used for shared prosperity. This term becomes a social-ecological perspective that is necessary for the survival of humans and other organisms. The term "sustainable consumption" is seen as a concept that contains two inverse meanings at once because according to its meaning, "to consume" means to use, spend, or destroy something, which is the opposite of "to preserve" something. In line with this motto, sustainable consumption must focus on maintaining the balance of consumption that is necessary for sustainable economic, social, and environmental development.

The results of four variables, namely: Consumer Environmental Ethics, Moral Obligation, and Green Consumption, have direct and indirect and three hypotheses significant but two hypotheses do not significant influence on Sustainability Consumption. The influence of green consumption on sustainability consumption has the highest loading factor value compared to the influence of other variables, which is 1.73. This shows that green consumption has a very large influence on sustainability consumption, so green consumption can be said to be the most dominant variable in influencing sustainability consumption. This research means that this research is consistent with research conducted by several previous researchers, [38], [39]. This study reveals how technological advancement influences consumer decisions in choosing environmentally friendly products. Marketing strategies for eco-friendly products in Yogyakarta's city market can be implemented through environmentally-focused advertising. In this context, marketers need to emphasize the use of eco-friendly bags as an alternative to plastic bags, [40]. As a city with more advanced economic conditions, Yogyakarta has its unique characteristics. With its status as a student city, Yogyakarta has a higher youth population compared to other cities in the country, where most of them

are well-educated young people with strong self-motivation.

From a marketing strategy and policy-making perspective, implementing green marketing campaigns would effectively stimulate demand for environmentally friendly products, contributing to sustainable environmental consumption. According to Table 1's sample data, the correlation value of 0.892 demonstrates that Attitude towards Green Products (AGP) substantially impacts Green Purchase Intention (GPI), which in turn significantly influences Green Purchasing Behavior (GPB) with a correlation of 0.901. Environmental Concern (EC), Environmental Knowledge (PEK), and Perceived Consumer Effectiveness (PCE) directly affect the AGP-GPI-GPB relationship with values of 0.289, 0.286, and 0.393 respectively. The findings confirm that AGP maintains a significant connection with GPI, which serves as a key predictor of GPB, aligning with earlier research conducted in developing nations, [41].

Following Perceived Consumer Effectiveness (PCE), Environmental Concern (EC) shows the second highest impact with an original sample value of 0.289. This study strengthens previous findings that confirm the relationship between environmental awareness and consumer attitudes towards environmentally friendly products in their purchasing decisions, [42], [43]. Among the three variables examined (EC, PEK, and PCE), Environmental Knowledge (PEK) demonstrates the lowest impact with an original sample value of 0.286. Nevertheless, the findings indicate that consumers' understanding of environmental issues plays a significant role in shaping their green consumption patterns.

The study reveals that the low original value of environmental concern suggests minimal public engagement with eco-friendly lifestyles and green product consumption. To promote ecological consciousness in Yogyakarta, marketing strategies should focus on environmental advertising and ecolabel symbols. In today's digital age, online advertising can serve as a crucial tool for raising environmental awareness, promoting eco-friendly products, and encouraging sustainable lifestyle choices among consumers, [44].

## 5 Conclusion

The results of testing four variables, namely: Consumer Environmental Ethics, Moral Obligation, and Green Consumption, have a direct and indirect and significant influence on Sustainability Consumption. The influence of green consumption

on sustainability green family consumption has the highest loading factor value compared to the influence between other variables. This shows that green consumption has a very large influence on sustainability green family consumption, so that green consumption can be said to be the most dominant variable in influencing sustainability green family consumption. The results of this study prove that all hypotheses proposed in this study are accepted. These results can be understood to what extent consumers of environmentally friendly green products are very motivated by the role of women so that they decide to consume green products.

## 6 Theoretical Suggestions and Practical Suggestions

The theoretical suggestion proposed is that it is necessary to further study the academic role of other variables in green consumer behavior such as: the Theory of reasoned action (TRA), the theory of planned behavior (TPB), and Green consumer behavior theories.

While the practical suggestions given to green product business actors are:

1. Consumer Environmental Ethics  
Business actors should pay attention to the environmental ethics held by consumers in marketing their products so that in marketing their products, business actors are able to determine a marketing mix that has environmental ethical values.
2. Moral Obligation  
Business actors should pay attention to the moral obligation value held by consumers in marketing their products so that in marketing their products, business actors are able to determine a marketing mix that has a moral obligation value held by their target consumers.
3. Green Consumption  
Business actors should pay attention to the moral obligation value held by consumers in marketing their products so that in marketing their products, business actors are able to determine a marketing mix that can be accepted by their target consumers who have moral obligation values.
4. Sustainability Consumption  
Business actors should be able to provide the green marketing mix needed by green consumers in order to create sustainable green consumption.

### Acknowledgement:

The research team would like to thank:

1. The Ministry of Research, Technology and Higher Education.
2. Rector of Widya Mandala Surabaya Catholic University (WMSCU)
3. WMSCU Research and Community Service Institute
4. Dean of the Faculty of Business, Faculty of Entrepreneurship, Faculty of Philosophy
5. Respondents who have supported this research.

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**Contribution of Individual Authors to the Creation of a Scientific Article (Ghostwriting Policy)**

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**Sources of Funding for Research Presented in a Scientific Article or Scientific Article Itself**

The Ministry of Research, Technology and Higher Education is the main source of funding for research presented in scientific articles.

**Conflict of Interest**

The authors have no conflict of interest to declare that are relevant to the content of this article.

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