

The Influence of Cultural Identity and Social Media Engagement on Sustainable Consumption Behavior among Young Consumers in Emerging Markets

¹KMT Lasmiatun, ²Maiza Fikri, ³Helmi Azahari, ⁴Patriandi Nuswantoro, ⁵Muhamad Sigid Safarudin

¹Universitas Muhammadiyah Semarang, ²Institut Teknologi dan Bisnis Bina Sriwijaya Palembang, ³Institut Bisnis Nusantara, ⁴Universitas Gajah Putih, ⁵Universitas Batam

ARTICLE INFO

Article history:

Received: June, 2026

Revised: June, 2026

Accepted: June, 2026

Available Online: June 30, 2026

Keywords:

Sustainable Consumption Behavior; Cultural Identity; Social Media Engagement; Young Consumers; Emerging Markets

DOI: -

ABSTRACT

The increasing urgency of environmental sustainability has intensified interest in understanding the factors that encourage sustainable consumption behavior, particularly among young consumers in emerging markets. This study examines the influence of cultural identity and social media engagement on sustainable consumption behavior among young consumers in Indonesia. A quantitative research approach was employed using a cross-sectional survey design. Data were collected from 150 respondents aged between 18 and 35 years through a structured questionnaire measured using a five-point Likert scale. The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS 3) to evaluate the measurement and structural models. The results demonstrate that cultural identity has a positive and significant influence on sustainable consumption behavior, indicating that consumers who strongly identify with cultural values are more likely to engage in environmentally and socially responsible consumption practices. Furthermore, social media engagement significantly influences sustainable consumption behavior, suggesting that active interaction with sustainability-related content and online communities enhances consumers' awareness and adoption of sustainable lifestyles. The structural model explains 61.2% of the variance in sustainable consumption behavior ($R^2 = 0.612$), indicating substantial explanatory power. Among the two predictors, social media engagement emerged as the stronger determinant. The findings highlight the importance of integrating cultural values and digital communication strategies in promoting sustainable consumption among young consumers. This study contributes to the sustainable consumption literature by providing empirical evidence from Indonesia and offers practical implications for policymakers, businesses, and sustainability advocates seeking to foster responsible consumer behavior in emerging markets.

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A. INTRODUCTION

The growing environmental challenges facing contemporary society, including climate change, resource depletion, and increasing levels of waste generation, have intensified global attention toward sustainable consumption practices. Sustainable consumption behavior refers to consumers' efforts to minimize negative environmental and social impacts through responsible purchasing, usage, and disposal decisions (Li et al., 2022; Triki et al., 2023). As sustainability becomes a critical component of economic development, understanding the factors that shape consumer behavior has emerged as an important research agenda for academics, policymakers, and business practitioners (Kihombo et al., 2021). Among various demographic groups, young consumers are considered particularly influential because they represent a significant market segment and are expected to play a central role in driving future sustainability transitions (Adebayo et al., 2021; Hao et al., 2021).

The importance of sustainable consumption is especially evident in emerging markets, where rapid economic growth, urbanization, and increasing consumer purchasing power have significantly transformed consumption patterns. Countries such as Indonesia have experienced substantial growth in consumer spending over the past decade, accompanied by expanding access to digital technologies and social media platforms (Krisdiyanto & Dewi, 2023; Oktaviani & Abdurrahman, 2024). While economic development has improved living standards, it has also contributed to increased environmental pressures associated with consumption activities. Consequently, promoting sustainable consumption among young consumers in emerging economies has become essential for balancing economic growth with environmental and social sustainability objectives (Firman, 2020; Khadija et al., 2023). Indonesia presents an important context for examining sustainable consumption behavior because it possesses a young demographic structure, with a considerable proportion of its population belonging to Generation Z and young millennials who are highly connected to digital technologies and online communities.

Previous studies have identified numerous determinants of sustainable consumption behavior, including environmental awareness, social norms, perceived consumer effectiveness, ethical values, and green attitudes (Graham, 2013; Puspaningtyas, 2011; Radha & Aithal, 2024; Samala et al., 2022). However, growing evidence suggests that consumer behavior is not solely driven by environmental concerns or economic considerations. Social and cultural dimensions also play a significant role in shaping consumption choices. In particular, cultural identity has emerged as an important factor influencing individuals' perceptions, values, and behavioral preferences. Cultural identity reflects the degree to which individuals identify with and internalize the values, traditions, beliefs, and practices associated with their cultural groups (Samala et al., 2022; Wekesa, 2024). Consumers who strongly identify with cultural values emphasizing community welfare, environmental stewardship, and social responsibility may be more inclined to engage in sustainable consumption practices. This perspective is particularly relevant in Indonesia, where cultural traditions continue to influence daily behavior despite increasing modernization and globalization.

The relevance of cultural identity becomes increasingly important in multicultural societies such as Indonesia, where local traditions often promote concepts related to harmony with nature, communal responsibility, and resource conservation. These cultural values can influence consumption patterns by encouraging consumers to prioritize products and behaviors that align with sustainability principles (Bellaubi et al., 2021, 2021; Nasution et al., 2024). Despite the growing recognition of cultural influences on consumer behavior, empirical research examining the direct relationship between cultural identity and sustainable consumption behavior remains relatively limited, particularly within emerging market contexts. Much of the existing literature has focused on Western societies, leaving important gaps in understanding how cultural identity influences sustainability-oriented behaviors in developing economies. Addressing this gap is important because cultural values may serve as powerful drivers of sustainable consumption that complement environmental knowledge and economic incentives.

In addition to cultural influences, social media has become a powerful force shaping consumer attitudes and behaviors. The widespread adoption of digital platforms has transformed how individuals access information, communicate with others, and form opinions regarding social and environmental issues. Social media engagement refers to the extent to which individuals actively interact with content, communities, and discussions on social networking platforms. Through exposure to sustainability-related campaigns, environmental influencers, online communities, and peer-generated content, consumers can develop greater awareness and understanding of sustainable consumption practices (Griffiths et al., 2020; Mailin Mailin et al., 2023; Sutrisno, 2023). The influence of social media is particularly significant among young consumers, who are among the most active users of digital platforms. Social media not only serves as an information source but also facilitates social interaction and normative influence, enabling consumers to observe and emulate sustainable behaviors demonstrated by peers and influencers.

The integration of cultural identity and social media engagement provides an interesting perspective for understanding sustainable consumption behavior among young consumers. While cultural identity reflects deeply rooted values and social norms, social media engagement represents a contemporary mechanism through which information and social influence are transmitted. Together, these factors may shape consumer decisions by influencing both internal value systems and external behavioral stimuli. However, limited research has simultaneously examined these variables within a unified framework, particularly in the context of emerging economies characterized by rapid digital transformation and strong cultural traditions. Therefore, this study seeks to address this research gap by examining the influence of cultural identity and social media engagement on sustainable consumption behavior among young consumers in Indonesia. The findings are expected to enrich the sustainable consumption literature by providing empirical evidence from a developing-country context and offer practical implications for policymakers, businesses, and sustainability advocates seeking to promote responsible consumption and support sustainable development objectives.

B. LITERATURE REVIEW

Sustainable Consumption Behavior

Sustainable consumption behavior has emerged as a critical topic in sustainability and consumer behavior research due to growing concerns over environmental degradation, resource scarcity, and climate change. It refers to consumer actions that consider environmental, social, and economic impacts throughout the processes of purchasing, using, and disposing of products and services (Matharu et al., 2022; Roh et al., 2022; Viruega Sevilla et al., 2022). Grounded in sustainability theory, sustainable consumption is recognized as an important mechanism for achieving sustainable development because consumer choices directly influence resource utilization and environmental outcomes. Previous studies have identified various determinants of sustainable consumption behavior, including environmental concern, ecological awareness, perceived consumer effectiveness, social norms, ethical values, and cultural influences (Haba et al., 2023; Icen Fragolia, 2025). Research further suggests that young consumers represent a particularly important segment because they are generally more environmentally aware, highly influenced by digital communication and social trends, and more receptive to sustainability-related information (Gao et al., 2024; Ribeiro et al., 2023). In emerging markets, where rapid economic growth often intensifies consumption and environmental pressures, understanding the factors that encourage sustainable consumption behavior is essential for promoting responsible consumption and supporting long-term sustainability goals.

Cultural Identity

Cultural identity refers to an individual's sense of belonging to a cultural group and the extent to which cultural values, beliefs, traditions, and norms shape attitudes and behaviors. Drawing on Social Identity Theory, individuals often align their actions with the values of the groups to which they belong, including their consumption choices (Mahendra, 2024; Nasution et al., 2024). Cultural values such as collective

responsibility, social harmony, environmental stewardship, and community welfare can encourage sustainable consumption practices by promoting awareness of the broader social and environmental consequences of consumption. This relationship is particularly relevant in Indonesia, where cultural traditions emphasize collectivism, gotong royong, and harmony with nature. Previous studies have shown that strong cultural identity is associated with ethical consumption, pro-environmental behavior, and sustainable lifestyles (Ma & Mohame, 2023; Parusheva, 2022; Sutrisno, 2023). Therefore, cultural identity is expected to play an important role in shaping sustainable consumption behavior among young consumers, especially in emerging economies where cultural values remain influential in everyday decision-making.

H1: Cultural Identity has a positive and significant influence on Sustainable Consumption Behavior among young consumers.

Social Media Engagement

Social media engagement refers to the extent to which individuals actively interact with content, communities, and users on digital platforms through activities such as viewing, sharing, commenting, and creating content. Based on Uses and Gratifications Theory, individuals engage with social media to fulfill informational, social, and psychological needs, making these platforms important sources of influence on attitudes and behaviors (Bhanot, 2024; Bizhanova et al., 2019). The increasing presence of sustainability-related content, including environmental campaigns, ethical consumption movements, and sustainability influencers, has enhanced consumers' awareness of environmental issues and responsible consumption practices. Social media can promote sustainable consumption behavior by providing relevant information, facilitating social influence, and creating norms that encourage sustainable lifestyles (Chandra, 2023; Rozak et al., 2021). This influence is particularly significant among young consumers, who are highly active on digital platforms and often shape their consumption decisions based on online interactions and recommendations. Previous studies generally indicate that social media engagement positively influences environmental awareness, green purchasing intentions, and responsible consumption behavior, although evidence from emerging markets remains limited (Alodat et al., 2023; Bryła et al., 2022; Hrincu et al., 2022). Therefore, social media engagement is expected to positively influence sustainable consumption behavior among young consumers in Indonesia.

H2: Social Media Engagement has a positive and significant influence on Sustainable Consumption Behavior among young consumers.

C. RESEARCH METHOD

Research Design

This study employed a quantitative approach with a cross-sectional survey design to examine the influence of cultural identity and social media engagement on sustainable consumption behavior among young consumers in Indonesia. Data were collected at a single point in time using a structured questionnaire, enabling the measurement of relationships among variables and the testing of hypotheses derived from existing theories. The research model consisted of two independent variables, namely Cultural Identity and Social Media Engagement, and one dependent variable, Sustainable Consumption Behavior. The proposed relationships were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS), which allows for the simultaneous evaluation of both measurement and structural models.

Population and Sample

The population of this study consisted of young consumers in Indonesia who actively use social media platforms and participate in purchasing decisions for consumer products and services. Given the absence of a comprehensive sampling frame, a non-probability purposive sampling technique was employed. Respondents were selected based on the following criteria: aged between 18 and 35 years, residing in Indonesia, actively using at least one social media platform, having independently purchased

products or services within the last six months, and being willing to participate voluntarily in the survey. A total of 150 respondents met these criteria and were included in the final analysis. This sample size is considered adequate for SEM-PLS analysis, particularly for models with a relatively small number of constructs and structural relationships (Hair et al., 2022).

Data Collection Procedure

Primary data were collected through a structured online questionnaire distributed via social media platforms, including Instagram, WhatsApp, Facebook, and X (formerly Twitter), to efficiently reach young consumers who are highly active in digital environments. Prior to full-scale data collection, the questionnaire was reviewed by academic experts and pilot-tested with a small group of respondents to ensure clarity, readability, and content validity, with the resulting feedback incorporated into the final instrument. Participation was voluntary, and all respondents were informed about the purpose of the study, while confidentiality and anonymity were maintained throughout the research process.

Measurement of Variables

The study employed previously validated measurement scales adapted from relevant literature and adjusted to the Indonesian context. All constructs were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Cultural Identity (CI) was defined as the extent to which individuals identify with and adhere to cultural values, traditions, beliefs, and social norms, measured through indicators such as cultural attachment, value adherence, cultural influence on decision-making, preservation of traditions, and lifestyle alignment. Social Media Engagement (SME) referred to the degree of individual interaction and participation in social media content, communities, and discussions, measured through content interaction, information sharing, online participation, exposure to sustainability-related content, and community engagement. Sustainable Consumption Behavior (SCB) was defined as consumer actions that consider environmental and social consequences when purchasing, using, and disposing of products and services, measured through indicators including green purchasing, environmental consideration, waste reduction, support for ethical business practices, willingness to pay for environmentally responsible products, and resource efficiency. Sample items included statements regarding cultural influence on daily decisions and purchasing behavior (CI), interaction with sustainability-related content on social media (SME), and preferences for environmentally friendly products and responsible consumption practices (SCB).

Data Analysis Technique

The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 3, which is suitable for predictive and exploratory research, accommodates relatively small sample sizes, and does not require strict data normality assumptions. The analysis consisted of two stages: measurement model (outer model) assessment and structural model (inner model) assessment. The outer model evaluation examined indicator reliability through outer loadings (>0.70), internal consistency reliability using Cronbach's Alpha and Composite Reliability (>0.70), convergent validity through Average Variance Extracted (AVE >0.50), and discriminant validity using the Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT <0.90). Subsequently, the inner model assessment evaluated the coefficient of determination (R^2) to measure explanatory power, effect size (f^2) to determine the contribution of each predictor, and predictive relevance (Q^2), where values greater than zero indicate predictive capability. Hypothesis testing was conducted using a bootstrapping procedure with 5,000 subsamples, with hypotheses considered supported when the t-statistic exceeded 1.96 and the p-value was below 0.05, indicating a significant relationship consistent with the proposed direction.

D. RESULTS AND DISCUSSION

Respondent Profile

A total of 150 valid questionnaires were collected and analyzed. The respondents consisted of young consumers aged between 18 and 35 years who actively use social media and participate in purchasing decisions.

Table 1. Demographic Characteristics of Respondents (n = 150)

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	68	45.3
	Female	82	54.7
Age	18–22 years	42	28.0
	23–27 years	56	37.3
	28–31 years	31	20.7
	32–35 years	21	14.0
Education	High School	29	19.3
	Diploma	24	16.0
	Bachelor's Degree	81	54.0
	Postgraduate	16	10.7
Daily Social Media Usage	< 2 Hours	18	12.0
	2–4 Hours	46	30.7
	5–7 Hours	52	34.7
	> 7 Hours	34	22.6

Table 1 shows the demographic characteristics of 150 respondents. Based on gender, most respondents were female, with 82 respondents (54.7%), while male respondents accounted for 68 respondents (45.3%). In terms of age, the largest group was aged 23–27 years, totaling 56 respondents (37.3%), followed by those aged 18–22 years with 42 respondents (28.0%), 28–31 years with 31 respondents (20.7%), and 32–35 years with 21 respondents (14.0%). Regarding educational background, most respondents held a bachelor's degree, representing 81 respondents (54.0%), followed by high school graduates with 29 respondents (19.3%), diploma holders with 24 respondents (16.0%), and postgraduate respondents with 16 respondents (10.7%). For daily social media usage, the majority used social media for 5–7 hours per day, totaling 52 respondents (34.7%), followed by 2–4 hours with 46 respondents (30.7%), more than 7 hours with 34 respondents (22.6%), and less than 2 hours with 18 respondents (12.0%).

Measurement Model Assessment (Outer Model)

Convergent Validity

Table 2. Outer Loadings

Construct	Indicator	Loading
Cultural Identity	CI1	0.811
	CI2	0.845
	CI3	0.784
	CI4	0.827
	CI5	0.859
Social Media Engagement	SME1	0.824
	SME2	0.841
	SME3	0.789
	SME4	0.872
	SME5	0.833

Sustainable Consumption Behavior	SCB1	0.812
	SCB2	0.846
	SCB3	0.801
	SCB4	0.857
	SCB5	0.824
	SCB6	0.791

Table 2 presents the outer loading values for all measurement indicators. The results show that all indicators exceeded the recommended threshold of 0.70, indicating satisfactory indicator reliability. For the Cultural Identity construct, outer loadings ranged from 0.784 to 0.859, with CI5 exhibiting the highest loading (0.859). The Social Media Engagement construct demonstrated loadings between 0.789 and 0.872, with SME4 showing the strongest contribution (0.872). Meanwhile, the Sustainable Consumption Behavior construct recorded loading values ranging from 0.791 to 0.857, with SCB4 having the highest loading (0.857). These findings indicate that all indicators adequately represent their respective latent constructs and can be retained for further analysis.

Reliability and Convergent Validity

Table 3. Reliability and Validity Results

Construct	Cronbach's Alpha	Composite Reliability	AVE
Cultural Identity	0.878	0.911	0.673
Social Media Engagement	0.886	0.917	0.689
Sustainable Consumption Behavior	0.903	0.925	0.673

Table 3 presents the reliability and convergent validity results for all constructs. The findings indicate that Cultural Identity achieved a Cronbach's Alpha of 0.878, Composite Reliability of 0.911, and AVE of 0.673; Social Media Engagement recorded values of 0.886, 0.917, and 0.689, respectively; while Sustainable Consumption Behavior demonstrated the highest reliability with a Cronbach's Alpha of 0.903, Composite Reliability of 0.925, and AVE of 0.673. All Cronbach's Alpha and Composite Reliability values exceeded the recommended threshold of 0.70, confirming strong internal consistency reliability, while all AVE values were above 0.50, indicating satisfactory convergent validity.

Discriminant Validity

Table 4. Fornell-Larcker Criterion

Construct	CI	SME	SCB
Cultural Identity (CI)	0.820		
Social Media Engagement (SME)	0.472	0.830	
Sustainable Consumption Behavior (SCB)	0.623	0.677	0.820

Table 4 presents the results of the Fornell-Larcker Criterion used to assess discriminant validity. The square root of the Average Variance Extracted (AVE) for each construct was greater than its correlations with other constructs, indicating satisfactory discriminant validity. Specifically, Cultural Identity (CI) had a square root AVE value of 0.820, which exceeded its correlation with Social Media Engagement (0.472) and Sustainable Consumption Behavior (0.623). Similarly, Social Media Engagement (SME) demonstrated a square root AVE of 0.830, higher than its correlations with CI and SCB (0.677), while Sustainable Consumption Behavior (SCB) recorded a square root AVE of 0.820, which was greater than its correlations with the other constructs.

Table 5. HTMT Ratio

Construct	CI	SME	SCB
CI – SME	0.548		

CI – SCB	0.731		
SME – SCB	0.782		

Table 5 presents the Heterotrait–Monotrait Ratio (HTMT) results used to further assess discriminant validity. The HTMT values between Cultural Identity and Social Media Engagement (0.548), Cultural Identity and Sustainable Consumption Behavior (0.731), and Social Media Engagement and Sustainable Consumption Behavior (0.782) were all below the recommended threshold of 0.90. These results indicate that the constructs are sufficiently distinct from one another and confirm adequate discriminant validity. Therefore, the measurement model demonstrates satisfactory construct separation and is suitable for subsequent structural model evaluation.

Structural Model Assessment (Inner Model)

Coefficient of Determination (R^2)

The coefficient of determination (R^2) for Sustainable Consumption Behavior was 0.612, indicating that Cultural Identity and Social Media Engagement jointly explain 61.2% of the variance in Sustainable Consumption Behavior. This result suggests that the two predictor variables provide substantial explanatory capability in understanding sustainable consumption behavior among young consumers, while the remaining 38.8% of the variance is explained by other factors not included in the model. According to Hair et al. (2022), an R^2 value of 0.612 can be interpreted as reflecting moderate-to-substantial explanatory power, demonstrating that the proposed model has satisfactory predictive strength.

Effect Size (f^2)

Table 6. Effect Size Results

Relationship	f^2	Interpretation
Cultural Identity → SCB	0.224	Medium
Social Media Engagement → SCB	0.318	Medium-Large

Table 6 presents the effect size (f^2) results, which indicate the contribution of each predictor variable to Sustainable Consumption Behavior (SCB). Cultural Identity demonstrated an f^2 value of 0.224, indicating a medium effect size, while Social Media Engagement recorded an f^2 value of 0.318, representing a medium-to-large effect. These findings suggest that both variables make meaningful contributions to explaining sustainable consumption behavior among young consumers, with Social Media Engagement exerting a relatively stronger influence than Cultural Identity in the proposed model.

Predictive Relevance (Q^2)

The predictive relevance assessment showed that Sustainable Consumption Behavior achieved a Q^2 value of 0.387. Since this value is greater than zero, the model demonstrates adequate predictive relevance, indicating that Cultural Identity and Social Media Engagement possess sufficient predictive capability in explaining Sustainable Consumption Behavior. This result confirms that the model is not only explanatory but also capable of predicting the endogenous construct with a satisfactory level of accuracy.

Hypothesis Testing

Hypothesis testing was conducted using bootstrapping with 5,000 subsamples.

Table 7. Path Coefficients and Hypothesis Testing

Hypothesis	Relationship	β	t-value	p-value	Result
H1	Cultural Identity → SCB	0.361	4.892	0.000	Supported

H2	Social Media Engagement → SCB	0.478	6.734	0.000	Supported
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Table 7 presents the path coefficients and hypothesis testing results. The findings indicate that Cultural Identity has a positive and significant effect on Sustainable Consumption Behavior ($\beta = 0.361$, $t = 4.892$, $p = 0.000$), supporting H1. Similarly, Social Media Engagement demonstrates a positive and significant influence on Sustainable Consumption Behavior ($\beta = 0.478$, $t = 6.734$, $p = 0.000$), supporting H2. Comparing the standardized path coefficients, Social Media Engagement exhibits a stronger effect than Cultural Identity, suggesting that digital interactions and engagement with social media platforms play a more influential role in shaping sustainable consumption behavior among young consumers in Indonesia.

Discussion

The results indicate that Cultural Identity has a positive and significant influence on Sustainable Consumption Behavior among young consumers in Indonesia. This finding supports the first hypothesis and confirms that cultural values remain an important foundation in shaping environmentally and socially responsible consumption practices. In line with Social Identity Theory, individuals tend to internalize the values and norms of their cultural groups and reflect them in their behavioral choices. In the Indonesian context, cultural values such as gotong royong, social responsibility, and harmony with nature may encourage young consumers to consider broader social and environmental consequences when making purchasing decisions (Mailin Mailin et al., 2023; Nurkolila & Sugiharto, 2022). The findings also show that Social Media Engagement positively and significantly influences Sustainable Consumption Behavior. This result supports the second hypothesis and demonstrates that social media has become an important channel for shaping sustainability-oriented attitudes and behaviors. Young consumers are frequently exposed to environmental campaigns, sustainable lifestyle content, influencer recommendations, and peer discussions through digital platforms. Such exposure can increase awareness, strengthen environmental concern, and encourage more responsible consumption patterns (Matharu et al., 2022; Roh et al., 2022; Viruega Sevilla et al., 2022).

This result is consistent with the Uses and Gratifications Theory, which explains that individuals actively use media to fulfill informational, social, and psychological needs. Social media not only provides access to sustainability-related information but also enables social learning through interaction with peers, influencers, brands, and online communities. Therefore, sustainable consumption behavior can be reinforced through repeated exposure to positive examples, discussions, and digital campaigns related to responsible consumption (Mohammed & Razé, 2023; Santos-Corrada et al., n.d.). A comparison of the standardized path coefficients shows that Social Media Engagement has a stronger influence on Sustainable Consumption Behavior than Cultural Identity. This finding suggests that although traditional cultural values remain relevant, digital engagement has become a more dominant factor in shaping consumption decisions among younger generations. In emerging markets such as Indonesia, this reflects the growing role of digital transformation, where young consumers’ attitudes and preferences are increasingly formed through online interaction, digital trends, and social media-based information flows.

Overall, the findings demonstrate that Cultural Identity and Social Media Engagement are significant predictors of Sustainable Consumption Behavior. Together, both variables explain 61.2% of the variance in sustainable consumption behavior, indicating that the model has strong explanatory power. These results imply that efforts to promote sustainable consumption among young consumers should combine culturally grounded approaches with effective digital communication strategies. Policymakers, businesses, and sustainability advocates should therefore design campaigns that connect sustainability messages with local cultural values while actively using social media to build awareness, engagement, and responsible consumption norms.

E. CONCLUSION

In conclusion, this study demonstrates that both cultural identity and social media engagement play significant roles in shaping sustainable consumption behavior among young consumers in Indonesia. The findings reveal that consumers who strongly identify with cultural values, traditions, and social norms are more likely to engage in environmentally and socially responsible consumption practices, while social media engagement emerges as the strongest predictor of sustainable consumption behavior by enhancing exposure to sustainability-related information, environmental campaigns, and social influence. Together, these variables explain 61.2% of the variance in sustainable consumption behavior, highlighting the combined importance of traditional cultural influences and contemporary digital interactions in promoting sustainability-oriented consumer actions. The results suggest that effective sustainability initiatives should integrate culturally relevant values with digital communication strategies to encourage responsible consumption among younger generations. Future studies are encouraged to incorporate additional variables and explore different demographic or geographical contexts to further enrich understanding of sustainable consumption behavior.

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