



The influence of environmental mindsets and cultural values on sustainable behavior intentions

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Abstract

This study explores the interplay between long-term orientation traditions, strategic planning, and their influence on Generation Z mindset and environmental sustainability concerns in Indonesia. This study investigates how cultural values and future-focused behaviors shape attitudes toward ecological responsibility. Data collection was conducted through an online questionnaire targeting students from private universities across various Indonesian regions, providing a diverse perspective. Using advanced analytical methods with SmartPLS, the study reveals that Generation Z in Indonesia exhibits a significant awareness of and engagement with environmentally themed initiatives. These findings highlight the generational shift toward prioritizing sustainability within societal and cultural contexts. The research contributes theoretically and practically by enhancing the understanding of generational dynamics in sustainability efforts and offering actionable insights for policymakers, educators, and environmental organizations. Ultimately, it underscores Generation Z's potential as a key driver of sustainable development, aligning with Indonesia's long-term environmental goals.

Abstrak

Studi ini mengeksplorasi interaksi antara tradisi orientasi jangka panjang, perencanaan strategis, dan pengaruhnya terhadap pola pikir Generasi Z dan masalah keberlanjutan lingkungan di Indonesia. Penelitian ini menyelidiki bagaimana nilai-nilai budaya dan perilaku yang berfokus pada masa depan membentuk sikap terhadap tanggung jawab ekologis. Pengumpulan data dilakukan melalui kuesioner daring yang ditujukan kepada mahasiswa dari berbagai perguruan tinggi swasta di berbagai daerah di Indonesia, sehingga memberikan perspektif yang beragam. Dengan menggunakan metode analisis tingkat lanjut dengan SmartPLS, studi ini mengungkapkan bahwa Generasi Z di Indonesia menunjukkan kesadaran dan keterlibatan yang signifikan terhadap inisiatif bertema lingkungan. Temuan ini menyoroti pergeseran generasi ke arah memprioritaskan keberlanjutan dalam konteks sosial dan budaya. Penelitian ini berkontribusi secara teoritis dan praktis dengan meningkatkan pemahaman tentang dinamika generasi dalam upaya keberlanjutan dan menawarkan wawasan yang dapat ditindaklanjuti bagi para pembuat kebijakan, pendidik, dan organisasi lingkungan. Pada akhirnya, hal ini menggarisbawahi potensi Generasi Z sebagai pendorong utama pembangunan berkelanjutan, yang sejalan dengan tujuan lingkungan jangka panjang Indonesia.

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Introduction

The necessity for urgent action to combat the threat of climate change is not just a call to action but a stark reality that demands a re-evaluation of our relationship with the natural world. To achieve a sustainable future, balancing pursuing economic growth and preserving our planet's ecosystem is essential and a matter of survival. The pursuit of convenience and comfort at the expense of environmental stewardship significantly contributes to the current climate crisis (Tencati & Zsolnai, 2010; Taygashinova & Akhmetova, 2019; Keszey, 2020). It is incumbent upon each individual to alter their lifestyle and to consume environmentally friendly products (Ashgar et al., 2019; Droz, 2020).

Endowed with a wealth of natural resources, Indonesia faces a significant environmental degradation crisis. This is concurrent with expanding infrastructure designed to bolster the industrial sector and enhance the nation's economic standing. As the sole representative from Southeast Asia in the G20, Indonesia, with the largest cohort of Generation Z (GenZ), bears a significant responsibility in setting an example for environmental stewardship. This responsibility is not to be taken lightly, as the actions of Indonesia can have a profound impact on the global fight against climate change. It would be erroneous to assume that the popularity of a green lifestyle is a defining feature of the Indonesian population. Nevertheless, the findings of the research conducted by Genoveva and Jhanghiz (2020) indicate that Indonesian millennials exhibit a high environmental awareness and engage in environmentally conscious practices.

The largest population in Indonesia today is Generation Z, born between 1997 and 2012, constituting 27.94% of the total population (BPS, 2020). This also signifies the zenith of the demographic bonus that occurred in Indonesia between 2020 and 2030. Generation Z is a cohort that has experienced globalization and technological advancement in the late 20th and early 21st centuries. They are characterized as an open-minded, globally oriented-generation that significantly influences cultural trends and transcends traditional boundaries (Jenkins, 2017).

This study aims to identify the factors that shape the green lifestyle among Indonesian Generation Z; given their pivotal role in Indonesia's development and environmental sustainability, understanding the factors influencing Generation Z's green lifestyle is crucial. Therefore, they anticipate demonstrating insight and concern for environmental issues. Prior research indicates that Generation Z is aware of and committed to ethical concerns and environmental sustainability (Djafarova & Sophie, 2022; Sharma et al., 2022). Nevertheless, no research has been conducted to examine the influence of ethnic and cultural factors on Generation Z's concern for the environment and their adoption of a green lifestyle. This research will concentrate on the concept of a green lifestyle, defined as consuming and participating in environmentally conscious activities. This study will focus on this concept as it relates to university students in Indonesia.

The development of Indonesian companies has reached a point where implementing a green economy in their business activities is becoming necessary. This is also expected to encourage people to pay more attention to environmental issues (McLean et al., 2018; Chairy et al., 2019). Indonesia's geographical condition as an archipelago has resulted in the emergence of a diverse range of cultures and ethnicities. The present study will concentrate on the concept of green behavior intention, specifically on the consumption of environmentally friendly products and the organization of environmentally-themed events among university students in Indonesia.

Literature Review

The New Environmental Paradigm (NEP) was initiated by Dunlap and Van Liere (1978). This NEP represents a shift from anthropocentric perspectives toward recognizing the interconnectedness between humans and the environment. The NEP views humans as obligated to protect the environment, as evidenced by behavior and attitudes that care about the balance of nature (Dunlap et al., 2000). It challenges the traditional notion of humans as dominators of nature, instead advocating for a worldview that sees humans as an integral part of the ecological system.

The NEP encounters several challenges when applied across cultural, national, and religious contexts. These challenges stem from varying levels of environmental awareness, cultural priorities, and interpretations of human-environment relationships. Hawcroft and Milfont's (2010) meta-analysis, which spans decades of NEP research, underscores its versatility and global adoption. However, it also reveals significant variability, application, and interpretation, highlighting the complex interplay of local values, beliefs, and socio-economic conditions.

For example, Grunova et al. (2019) examined the environmental attitudes of Senegalese students and found low internal consistency in their responses to the NEP scale. Despite strong religious convictions, these students displayed limited awareness of how human behaviors impact the environment. This indicates that while religious beliefs may provide a moral framework, they do not necessarily translate into a comprehensive understanding of environmental issues. A lack of education and exposure to environmental challenges may account for this discrepancy.

Genoveva and Jhanghiz (2020) explored the relationship between the NEP and green behavioral intentions (GBI) among Indonesian millennials in contrasting cultural settings. Their findings revealed that NEP principles strongly influence GBI, demonstrating the paradigm's relevance in promoting sustainability among young populations. However, this group's motivation for adopting green lifestyles was deeply rooted in religious and spiritual beliefs. This suggests that religion and spirituality are pivotal motivators in Indonesia, intertwining environmental stewardship with moral and spiritual fulfillment.

These studies highlight the need for localized approaches when employing the NEP. While it provides a valuable theoretical framework for understanding pro-environmental attitudes, its effectiveness depends on the contextual alignment with cultural, religious, and socio-economic factors. Tailoring environmental education and advocacy to incorporate local values and beliefs can enhance the paradigm's applicability and foster a more profound commitment to sustainable behaviors across diverse populations.

According to Bhaduri (2020), behavioral intention refers to the likelihood or inclination of an individual to perform a specific action. It captures the motivational factors influencing a person's willingness to engage in a behavior, suggesting how ready they are to act. In this study, green behavior intention (GBI) focuses on an individual's commitment to environmentally responsible actions to preserve the natural environment. This concept is operationalized through indicators such as the willingness to adopt environment-friendly practices. Reduce the wastage of natural resources and correctly sort waste by disposing of organic and non-organic materials in appropriate bins (Mancha & Yoder, 2015). These behaviors highlight the proactive efforts individuals are prepared to undertake to address environmental challenges.

Empirical evidence supports the influence of environmental attitudes on GBU. For instance, Luo and Deng (2008), in their study involving 438 respondents in China, found that adherence to the NEP, a framework measuring pro-environmental worldviews, significantly predicts intentions toward nature-based tourism. This suggests that individuals with solid ecological concerns are more inclined to participate in tourism activities that align with sustainable practices. Similarly, Hartmann and Apaolaza-Ibanez (2012) established that NEP positively impacts consumer intentions to purchase green energy brands, highlighting the interplay between environmental values and consumption decisions.

Further, Shukla (2019) investigated the environmental concerns of Indian millennials and discovered a robust positive relationship between such concerns and their green consumption intentions. This indicates that heightened awareness of environmental issues translates into a greater propensity to prioritize eco-friendly products and practices. These studies emphasize that environmental attitudes, particularly those encapsulated by NEP and other pro-environmental frameworks, are pivotal in shaping green behavior intentions across diverse contexts and demographics.

These findings underscore the critical role of fostering environmental awareness to drive sustainable behaviors and support broader ecological objectives. By addressing cognitive and motivational factors, interventions and policies can encourage individuals to make sustainable choices more effectively. Previous research has also shown that environmental attitudes directly

impact pro-environmental behavior (Gregory-Smith et al., 2017; Ito & Kawazoe, 2019; Siyavooshi et al., 2019; Liu et al., 2020). The same was expressed by Liu et al. (2020), who confirmed a positive and significant relationship between environmental attitudes and pro-environmental behavior in China. In the organizational context, NEP positively and significantly influences organizational members' environmental behavior (Hameed et al., 2020).

H₁: New Environmental Paradigm has a positive influence on Green Behavior Intentions

Long-term orientation (LTO) is a cultural dimension initially derived from Bond's Chinese Value Survey, which analyzed students' perspectives from 23 countries and was later incorporated into Hofstede's cultural framework under the term 'Confucian Work Dynamism' (Hofstede & Bond, 1983). This dimension highlights the degree to which a society emphasizes future-oriented values over immediate or short-term concerns. It reflects a society's perspective on time, priorities, and how cultural norms influence attitudes toward progress and tradition.

Guo et al. (2018) explain that societies with a solid long-term orientation prioritize values such as thrift, perseverance, hierarchical relationships, and the concept of shame as mechanisms for maintaining social harmony and fostering accountability. These values encourage individuals to act in ways that benefit the collective and contribute to long-term societal well-being. Conservation of resources, careful planning for the future, and maintaining relationships based on status and respect are key hallmarks of this orientation.

Conversely, societies with a short-term orientation focus on values rooted in the past and present. These include tradition, upholding social reputations, and fulfilling immediate social obligations. Short-term-oriented cultures may prioritize immediate gratification or benefits, often placing less emphasis on strategic long-term planning.

In response to critiques of Hofstede's original operationalization of LTO, such as its reliance on indirect measures, Beraden et al. (2006) refined the construct by developing a validated Long-term orientation scale with two distinct sub-dimensions: (1) Tradition refers to adherence to established cultural practices and customs, reflecting a society's respect for historical continuity and its commitment to preserving its heritage. (2) Planning, conversely, reflects a forward-thinking mindset that values foresight, strategic preparation, and prioritizing future goals over immediate rewards (Nevins et al., 2007).

This dual conceptualization of LTO provides a more nuanced understanding of how cultures balance the preservation of established norms with pursuing future-oriented strategies. While some societies may exhibit a harmonious blend of tradition and planning, others may lean more heavily toward one dimension, influencing their approaches to education, business, governance, and social relationships.

The implications of LTO extend across various fields, including economics, organizational behavior, and environmental sustainability. For example, long-term-oriented cultures may be more inclined to adopt sustainable practices and policies that address climate change, recognizing the value of resource conservation for future generations. In contrast, short-term-oriented societies may focus more on immediate economic gains or preserving traditional lifestyles, potentially at the expense of long-term environmental or societal benefits. These dynamics underscore the critical role of cultural orientation in shaping societal priorities and behaviors.

H₂: Long-term orientation tradition has a positive effect on a green behavior intention

In their 2006 study, Bearden et al. conceptualize long-term orientation (LTO) as the culture of perceiving time holistically, appreciating the past and the future rather than focusing solely on the immediate effects of actions in the present. This perspective emphasizes the importance of aligning short-term actions with long-term goals, fostering a balance between respecting traditional values and engaging in forward-thinking behaviors.

Vermeir and Verbeke (2008) extend the concept to consumer behavior, highlighting that individuals prioritizing traditional values are more inclined to purchase sustainable products. This suggests a link between respect for established norms and the willingness to engage in environmentally and socially responsible consumption. Sustainability, in this context, aligns with preserving resources and practices for future generations, which resonates with the principles of LTO.

Hassan et al. (2011) tested the validity of LTO's two dimensions, tradition and planning, across 10 European countries. Their findings revealed a nuanced relationship between these dimensions and consumer attitudes. This suggests that the influence of traditional values on consumer attitudes is more context-dependent and may vary based on cultural and societal norms. In a related study, Sonu and David (2017) examined the relationship between consumers' environmental values and green lifestyles. Their findings indicate a low but positive relationship, with green behaviors partially influenced by tradition and planning. This highlights that while LTO may influence environmentally conscious behaviors, its effect is mediated by other factors, such as awareness, accessibility, and individual commitment to sustainability. These studies demonstrate that the two sub-dimensions of LTO, tradition and planning, play distinct but complementary roles in shaping consumers' ethical values and behaviors. In light of the preceding literature on the favorable effects of the two sub-dimensions of long-term orientation on consumers' ethical values, we put forth the following hypothesis:

H₃: Long-term orientation planning has a positive effect on a green behavior intention

Method

This study adopts a quantitative research approach using numerical data to analyze patterns, relationships, and trends (Sugiyono, 2016). The primary population for the study consists of students aged between 17 and 24 years, representing a demographic associated with the transitional phase of early adulthood and higher education. To collect data, we utilized an online questionnaire with a Likert scale format, allowing respondents to express their agreement or disagreement with specific statements. This method ensures standardization and facilitates statistical analysis, providing reliable insights into the attitudes, perceptions, or behaviors under investigation.

The questionnaire for this study was distributed online to students enrolled in the Faculty of Economics and Business (FEB) at various private universities across Indonesia. The focus on FEB is particularly relevant, as their educational background influences their understanding of sustainability-related concepts and their attitudes toward environmental and economic issues.

The research instrument employed in this study is adapted from the validated framework developed by Genoveva and Janghiz (2020), ensuring theoretical robustness and comparability with prior studies. This instrument integrates three core dimensions: New Environmental Paradigm (NEP), which evaluates respondents' ecological worldview and environmental awareness; Green Behavior Intention (GBI), which measures the willingness to adopt sustainable practices; and Long-term Orientation Tradition and Planning (LOT), which explores the cultural and temporal perspectives influencing decision-making and sustainability-related behaviors.

The questionnaire outcomes rely heavily on the respondents' interpretations and perceptions of these dimensions. This underscores the subjective nature of survey responses, where individual understanding, cultural context, and personal experiences shape how questions are perceived and answered. Such reliance on perceptual data necessitates careful consideration of potential biases and variations in interpretation, which can significantly impact the results and their subsequent analysis. By incorporating validated instruments and targeting a relevant population, the study seeks to provide meaningful insights into the intersection of environmental attitudes, behavioral intentions, and cultural values.

Result and Discussion

Table 1 illustrates the detailed breakdown of the study's respondent demographics, highlighting regional and gender diversity among 206 students surveyed. A significant majority, 176 students, are from Java, while the remaining 30 originate from regions outside Java. This geographical distribution reflects the potential influence of regional cultural and behavioral norms, as different areas may foster distinct traditions, social practices, and values. Such variations can contribute to unique worldviews and perceptions critical to understanding the study's findings.

Gender distributions further enrich the dataset, with 75 male and 131 female respondents. This disparity could provide insights into gendered differences in attitudes or behaviors, particularly in contexts influenced by regional and cultural dynamics; by considering both regional and gender-based variations, the research gains a nuanced perspective, enabling a more comprehensive analysis of the factors that shape the respondents' perspectives and experiences. The demographic segmentation, presented in Table 1, underscores the importance of diversity in enriching the depth and validity of the study's conclusions.

Table 1. Respondents Demography

		Frequency	(%)	Accumulated (%)
Region	Java	176	85.44	85.44
	Outside Java	30	14.56	100.0
Gender	Male	75	36.41	36.41
	Female	131	63.59	100.0
Age	17 – 20	114	55.34	55.34
	21 -24	92	44.66	100.0
Total		206	100.0	

The validity test results for the independent and dependent variables reveal that each indicator achieves a correlation value exceeding the threshold of 0,7. This high correlation value signifies that the outer loading of all items or indicators is robust, indicating a strong association between each indicator and its respective construct. In the context of measurement model evaluation, an outer loading above 0,7 is generally considered a strong indicator of convergent validity, affirming that the items effectively measure the underlying latent construct they are intended to represent.

Table 2. Convergent Validity Test Results

Indikator	NEP	LOT	LOP	GBI
X1.1	0,897			
X1.2	0,874			
X1.3	0,861			
X2.1		0,871		
X2.2		0,924		
X2.3		0,908		
X3.1			0,833	
X3.2			0,897	
X3.3			0,934	
X3.4			0,896	
Y1.1				0,857
Y1.2				0,869
Y1.3				0,882

The results demonstrate that the measurement model exhibits a strong relationship between each indicator and its respective latent variable, as evidenced by the high outer loading values. For the NEP, the indicators achieve values of 0,897, 0,874, and 0,861, respectively, highlighting the robust contribution of each indicator to the construct. These values confirm that NEP is well-represented by its indicators, reflecting a cohesive and reliable measurement of the construct.

In line with NEP, the Long-term orientation tradition (LOT) variable shows outer loading values of 0,871, 0,924, and 0,908. These high values indicate a robust association between the LOT indicators and their latent variable, suggesting that these indicators comprehensively capture the essence of the traditional dimension of long-term orientation. Meanwhile, the Long-term orientation planning variable exhibits similarly robust indicator values of 0,833, 0,897, 0,934, and 0,896. These results demonstrate that the LOP indicators

reliably and consistently measure the construct, underscoring the importance of planning behaviors in the context of long-term orientation.

Finally, the GBI variable achieves outer loading values of 0,857, 0,869, and 0,882. These consistently high values indicate that the GBI indicators effectively represent the construct, capturing its core dimensions and reinforcing the validity of the measurement model. These high outer loading values provide strong evidence for convergent validity, as each indicator demonstrates a substantial and positive correlation with its respective latent variable. This ensures the robustness and reliability of the construct, confirming their suitability for further analysis and interpretation in the context of the study.

Furthermore, the Average Variance Extracted (AVE) value is examined to ascertain discriminant validity, with a recommended value exceeding 0,50. The following is the AVE values for this study:

Table 3. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
NEP	0,770
LOT	0,812
LOP	0,793
GBI	0,884

As illustrated in Table 2, the AVE values for all variables exceed the threshold of 0,50, confirming that the indicators used in this study are valid and exhibit adequate convergent validity. This finding demonstrates that a substantial proportion of the variance in each construct is explained by its corresponding indicators, ensuring that the measurement model effectively represents the underlying latent variables.

Among the variables, the GBI construct achieves the highest AVE value of 0,884, indicating that its indicators explain 88,4% of the variance associated with the construct. This suggests that the GBI indicators are particularly robust, offering strong support for the reliability and validity of the construct.

Furthermore, the lowest AVE value observed is 0,770, which, while lower than GBI, still comfortably exceeds the minimum standard of 0,50 required for validity. This value indicates that 77,0% of the variance in this construct is captured by its indicators, which is sufficient to confirm its reliability within the context of this study. These results collectively reinforce the conclusion that all variables NEP, LOT (tradition and planning), and GBI are effectively measured by their respective indicators, ensuring the validity and robustness of the study's measurement model.

Discriminant validity is determined by examining the cross-loading value of construct measures. A measurement model has good discriminant validity if the correlation between the construct and its indicators is higher than the correlation with indicators from another block construct.

Table 4. Cross Loadings on Convergent Validity Testing

	NEP	LOT	LOP	GBI
X1.1	0,897	0,524	0,328	0,556
X1.2	0,874	0,578	0,344	0,481
X1.3	0,861	0,490	0,296	0,423
X2.1	0,558	0,871	0,301	0,479
X2.2	0,553	0,924	0,272	0,426
X2.3	0,518	0,908	0,278	0,394
X3.1	0,294	0,271	0,833	0,346
X3.2	0,304	0,307	0,897	0,367
X3.3	0,348	0,278	0,934	0,383
X3.4	0,361	0,273	0,896	0,395
Y1.1	0,462	0,371	0,468	0,857

	NEP	LOT	LOP	GBI
Y1.2	0,452	0,442	0,294	0,869
Y1.3	0,536	0,449	0,334	0,882
Y2.1	0,392	0,437	0,317	0,486
Y2.2	0,414	0,427	0,285	0,497
Y2.3	0,389	0,386	0,289	0,475

Discriminant validity based on the values of cross-loadings shows that the correlation of constructs with measurement items is more significant than 0,7 and more excellent than their cross-loadings with other constructs, so the model meets the discriminant validity requirements. Suppose the result of the Fornel-Larcker criterion calculation shows that the root AVE value of each construct is greater than the correlation between one construct and another. Discriminant validity is good (Ghozali & Latan, 2017).

Table 5. Discriminant Validity Testing Results (Fornell Lacker Criterium)

	NEP	LOT	LOP	GBI
NEP	0,877			
LOT	0,605	0,901		
LOP	0,368	0,316	0,891	
GBI	0,557	0,485	0,419	0,869
GLI	0,424	0,444	0,316	0,517

In the table above, the discriminant validity using the Fornell Lacker Criterium table has a value above 0,50 for each variable construct. NEP has a value above 0,877; LOT has a value of 0,901; LOP with 0,891; and GBI has a value of 0,869. Thus, it can be concluded that all constructs are valid. In addition to the construct validity test, a construct reliability test was also conducted, measured by the composite reliability and Cronbach's alpha block. A variable can be declared to satisfy the composite reliability and Cronbach's alpha if it is > 0,70.

Table 6. Reliability Testing Results

	Cronbach's Alpha	Composite Reliability
NEP	0,851	0,909
LOT	0,884	0,928
LOP	0,913	0,939
GBI	0,839	0,903

Constructs are considered reliable if they have a composite reliability more remarkable than 0,70 and a Cronbach's alpha greater than 0,70. From the SmartPLS output results above, all constructs have a composite reliability value above 0,70 and Cronbach's alpha above 0,70. Therefore, it can be concluded that the constructs are reliable.

Structural Model Evaluation (Inner Model)

In the previous stage, validity and reliability tests were conducted on the research data. The results showed that the data met the requirements for use as a research tool. The research results were obtained by processing the data using the SmartPLS. Internal model evaluation is carried out on the structural model in the study, namely testing the research model on independent and dependent variables. The results are obtained from the research model as a whole and interpreted to obtain hypothesis testing results based on the structure of the research model. The R square test results are intended to analyze how strong the relationship is between each variable in the research model. The larger the R square value, the greater the explanatory power of the regression equation and the dependence or relationship between the variables (Hair et al., 2019).

Table 7. Value of R² Variabel Endogen

	R Square	R Square Adjusted
GBI	0,388	0,379

The model of the influence of the independent latent variables (NEP, LOT, and LOP) on GBI provides an R square adjusted value of 0,379, which is included in the medium category. This indicates that the variability of GBI that the variability of NEP, LOT can explain, and LOP is 38,8%, while other variables outside the scope of the present study explain 61,2%.

Table 8. Hypothesis Testing

Hypothesis		Original Sample	T Statistics	P Values	
H1	NEP -> GBI	0,354	3,622	0,000	Accepted
H2	LOT -> GBI	0,199	2,589	0,010	Accepted
H3	LOP -> GBI	0,226	3,500	0,001	Accepted

The initial H1 yielded results indicating that NEP has a notable impact on GBI. This is corroborated by the T-statistic value of 3,622, which exceeds the T-table value of 1,96 with a P-value of 0,000, less than 0,05. Therefore, it can be concluded that the initial hypothesis, which posits that NEP has a significant effect on GBI, is accepted. This study's second and third hypothesis tests (H2 and H3) demonstrate that LOT significantly impacts GBI. This is corroborated by the T-statistic value of 2,89, which exceeds the T-table value of 1,96, with a p-value of 1,010, less than 0,05. Based on these findings, it can be posited that the second hypothesis, which postulates that LOT exerts a notable influence on GBI, is validated. Furthermore, the results of the analysis indicate that LOP has a significant impact on GBI. This is corroborated by the T-statistics value of 3,500, which exceeds the T-table value of 1,96 and has a P-value of 0,024, less than 0,05. Based on these findings, it can be concluded that the hypothesis stating that LOP has a significant effect on GBI is accepted.

Discussions

The present study's findings demonstrate that NEP exerts a considerable influence on GBI (H1), as substantiated by the T-statistics value of 3,622 and P-value of 0,000, thus substantiating the significance of NEP on GBI. This indicates that GenZ in Indonesia exhibits awareness and concern about environmental issues. From the results of this analysis, it can be assumed that Gen Z Indonesia already has a view on the importance of environmental sustainability in both its actions and activities for the environment. These findings align with the conclusions of previous studies by Genoveva and Janghiz (2020), Liu et al. (2020), and Hameed et al. (2020).

Moreover, the second hypothesis demonstrates that the Long-term orientation tradition (LOT) considerably influences GBI, with its T-statistics value of 2,589 and supported by a P-value of 0,010. The cultural influences stemming from each student's region of origin offer diverse perspectives on environmental sustainability. However, a common thread that runs through these perspectives is a concern for environmental preservation. The culture accompanying GenZ has been found to influence their concern for the environment, a finding that aligns with those of Guo et al. (2018) and Genoveva and Janghiz (2020).

As with the preceding hypotheses, the third hypothesis demonstrates that long-term orientation planning (LOP) considerably impacts GBI, supported by the T-statistics of 3,500 and P-values with a value of 0,001. The open-minded character of GenZ contributes to their inclination to engage in activities that support environmental sustainability. This relationship is corroborated by research findings by Hassan et al. (2011) and Sonu and David (2017).

The present study makes several theoretical contributions, including empirical evidence that GenZ is aware of environmental sustainability. However, the study is still lacking in analyzing the relationship between cultural differences and GBI. Therefore, future research should consider incorporating the relationship between cultural background and the dependent variable. The following contribution is that environmental awareness can be fostered through green consumption and participation in activities with an environmental sustainability theme.

From a managerial standpoint, one potential avenue for impact is to provide educational institutions with input on integrating environmental stewardship into their curricula. This

could entail organizing large-scale activities or leveraging social media, a prevalent platform among GenZ.

Conclusions

GenZ, often recognized for its adaptability and progressive mindset, exhibits a pronounced commitment to environmental sustainability. This is reflected in their green behavior intentions, highlighting a conscious effort to engage in practices supporting ecological balance. These intentions are strongly influenced by the New Environmental Paradigm (NEP), a framework that fosters an awareness of humanity's interconnectedness with nature and the responsibility to protect it. GenZ's environmental awareness is intricately tied to its cultural context in Indonesia. Regional norms, traditions, and social values shape their attitudes and behaviors. For instance, communities in Indonesia often emphasize harmonious relationships with nature, a principle rooted in traditional beliefs and practices. These cultural underpinnings amplify GenZ's environmental commitment, providing a moral and social foundation for its sustainability efforts.

Furthermore, this generation displays a proactive orientation toward addressing future challenges. Their readiness to embrace change is evident in their willingness to adopt innovative solutions, sustainable technologies, and green practices. This adaptability reflects not only their global outlook but also a response to pressing environmental issues they witness. By integrating cultural values with a forward-looking mindset, GenZ in Indonesia demonstrates a unique blend of tradition and modernity, positioning themselves as key drivers of sustainability in their communities and beyond. For further research, this study can use or add other variables, such as the influence of social media, ethnicity, differences in perceptions between men and women, and an increase in respondents from different regions in Indonesia. The present study is subject to certain limitations. Firstly, it has not examined the influence of each respondent's region of origin on NEP. Secondly, cultural diversity from various areas has different perspectives and actions for preserving the environment.

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