THE INFLUENCE OF SELF-EXPRESSIVENESS AND ENVIRONMENTAL COMMITMENT ON SUSTAINABLE CONSUMPTION BEHAVIOR: THE MEDIATING ROLE OF PSYCHOLOGICAL OWNERSHIP AND SOCIAL INFLUENCE AMONG ECO-FRIENDLY PRODUCT CONSUMERS

Seyska Islamida Rahma, Rini Kuswati
International Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Surakarta

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Ekspresi Diri dan Komitmen Lingkungan terhadap Perilaku Konsumsi Berkelanjutan (SCB) dengan media *Psychological Ownership* dan Pengaruh Sosial sebagai variabel perantara. Penelitian ini menggunakan pendekatan kuantitatif melalui metode survei dengan menyebarkan kuesioner kepada responden yang memenuhi kriteria penelitian. Teknik pengambilan sampel yang digunakan adalah purposive sampling, dan data dianalisis menggunakan SEM-PLS dengan SmartPLS. Hasil penelitian menunjukkan bahwa Komitmen terhadap Lingkungan, *Psychological Ownership*, dan Pengaruh Sosial memiliki pengaruh positif dan signifikan terhadap Perilaku Konsumsi Berkelanjutan. Ekspresi Diri memiliki pengaruh positif terhadap Kepemilikan Psikologis, sedangkan Komitmen Lingkungan memiliki pengaruh positif terhadap Pengaruh Sosial. Namun, Ekspresi Diri tidak secara langsung memengaruhi Perilaku Konsumsi Berkelanjutan. Selain itu, *Psychological Ownership* dan Pengaruh Sosial terbukti berperan sebagai variabel mediasi dalam hubungan antar variabel penelitian. Penelitian ini diharapkan dapat berkontribusi pada pengembangan penelitian mengenai Perilaku Konsumsi Berkelanjutan serta memberikan wawasan bagi perusahaan dan pemerintah dalam meningkatkan perilaku konsumsi berkelanjutan.

Kata Kunci: Perilaku Konsumsi Berkelanjutan, Ekspresi Diri, Komitmen Lingkungan, *Psychological Ownership*, Pengaruh Sosial.

Abstract

This study aims to analyze the influence of Self-Expressiveness and Environmental Commitment on Sustainable Consumption Behavior (SCB) with Psychological Ownership and Social Influence as mediating variables. This study used a quantitative approach through a survey method by distributing questionnaires to respondents who met the research criteria. The sampling technique used purposive sampling and the data were analyzed using SEM-PLS with SmartPLS. The results showed that Environmental Commitment, Psychological Ownership, and Social Influence had a positive and significant effect on Sustainable Consumption Behavior. Self-Expressiveness had a positive effect on Psychological Ownership, while Environmental Commitment had a positive effect on Social Influence. However, Self-Expressiveness did not directly affect Sustainable Consumption Behavior. In addition, Psychological Ownership and Social Influence were proven to mediate the relationships between the research variables. This study is expected to contribute to the development of research on Sustainable Consumption Behavior and provide insights for companies and governments in improving sustainable consumption behavior.

Keywords: Sustainable Consumption Behavior, Self-Expressiveness, Environmental Commitment, Psychological Ownership, Social Influence.

1. INTRODUCTION

Sustainable issues have related to consumer patterns have become a global concern. According to Circle Economy, only about 6.9% of the 106 billion metric tons of materials used globally come from recycled sources, actually decreased by 2.2% since 2015 (Circle Economy, 2025). Meanwhile, plastic and textile waste continues to grow in size and contribute significant environmental impacts through carbon emissions, water use, and pollution. It is estimated that 57 million tons of plastic waste is generated annually and about 40% ends up in landfills, while 85%-87% of textile waste disposed of ends up in landfills or incineration (Weather.com, 2024). The increase in plastic and textile waste indicates that public consumption is dominated by the use of environmentally unfriendly products. Therefore, shows the importance of encouraging people towards a more sustainable and environmentally friendly consumption shift.

Being one of the most populated and most consumptive nations in the world, Indonesia faces significant challenges in waste management, particularly regarding plastic and textile bwaste, which dominate the country's waste composition. The Ministry of Environment and Forestry reported that the national recycling rate is only around 7%, although other studies suggest that the figure may reach up to 10% (Ismawati et al., 2022). This figure indicates the limited capacity of the waste management system, particularly considering that plastic waste generation in Indonesia continues to increase annually, while only a small proportion successfully enters the formal recycling chain. A similar issue can also be observed in textile waste, where the high consumption of fashion products, particularly fast fashion, contributes significantly to the growing volume of textile waste, which has not yet been matched by adequate waste management and recycling systems. Furthermore, limited infrastructure and low public awareness further exacerbate the situation (Zahrah et al., 2024). As a result, Indonesia's recycling rate remains far behind that of developed countries. This low recycling rate highlights the urgent need for innovation and changes in consumption behavior to address the increasingly complex environmental crisis (Darko et al., 2023).

Previous literature found that has been widely conducted by examining various factors that influence consumers' adoption of sustainable consumption practices. Previous studies show that Self-Expressiveness positively affects sustainable consumption behavior and emphasize the significance of self-identity in affecting consumption behavior (Mishra et al., 2024). Similarly, recent research found that ecological self-identity plays an important role in shaping sustainable consumption behavior, particularly when supported by ecological motivation and attitudes (Kuswati et al., 2026). People frequently utilize eco-friendly products to demonstrate their personality and personal ideals (Becerra et al., 2023). This suggests that consuming is both symbolic and utilitarian.

Gap in the literature by examining various factors on influence consumer's adoption of sustainable consumption. Specifically, the research will be positions these two variables as mediators to explain the mechanism linking psychological factors and sustainable consumption behavior is still relatively scarce, because several studies have identified the role of Psychological Ownership and Social Influence in influencing behavior, both are generally examined as independent variables. Then, most previous studies have been conducted in developed countries, which have different levels of environmental awareness, infrastructure, and consumption patterns compared to developing countries. Therefore, the findings of these studies may not necessarily be generalizable to other contexts with unique social characteristics and consumption behaviors.

By incorporating Self-Expressiveness and Environmental Commitment as the primary determinants and investigating the mediating role of Psychological Ownership and Social Influence in influencing Sustainable Consumption Behavior (SCB) among consumers of environmentally friendly products, this study seeks to fill these research gaps and create a more complete model.

This study model investigates the direct and intermediary effects of Self-Expressiveness and environmental commitment on sustainable consumption behavior. The first pathway explains that Self-Expressiveness can strengthen Sustainable Consumption Behavior when mediated by psychological ownership. Meanwhile, the second pathway shows that Environmental Commitment more effectively drives Sustainable Consumption Behavior when supported by social influence. In general, this paradigm incorporates societal motivations and personal identities as important elements in comprehending the dynamics of sustainable consumption in society. This study provides a more thorough explanation of Sustainable Consumption Behavior by integrating Self-Identity Theory, the Value-Belief-Norm (VBN) theory, and the Theory of Planned Behavior (TPB).

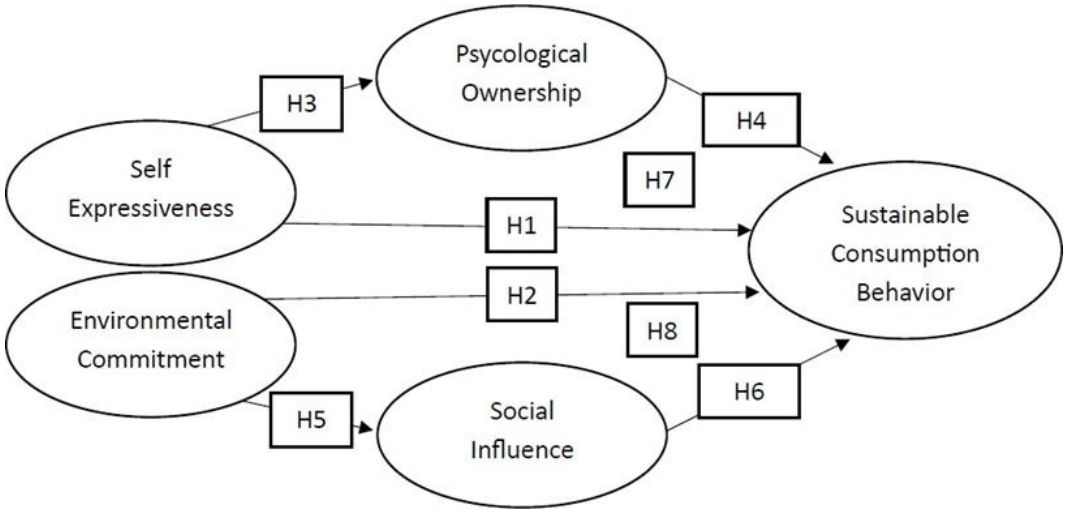

Figure 1. Research Model

2. METHOD

This study uses a survey method as part of a quantitative approach because this study intends to investigate the correlations between variables and test the developed hypotheses. Questionnaires were distributed to respondents who purchase eco-friendly goods in order to gather data. Data was collected through a questionnaire distributed online using Google Forms, targeting respondents who have purchased or used environmentally friendly products, aged at least 17 years, and residing in Surakarta. The questionnaire uses a 5-point Likert scale with the option strongly disagree, disagree, neutral, agree, strongly agree. The analytical technique employed in this study SEM-PLS determined the sample size. Five to ten times the number of indicators is the minimal sample size (Hair et al., 2017). The minimal sample size is 100–200 respondents if the projected number of indicators is roughly 24 items. Thus, 215 respondents are the target of this investigation.

The data analysis method used in this work is based on Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach, which is processed using SmartPLS version 4 software. The SEM-PLS approach was used because it does not strictly require normally distributed data and may analyze intricate interactions among latent variables, including models with mediating factors. Furthermore, this approach is suitable for studies with rather moderate sample sizes.

The evaluation of the outer model (measurement model) and the inner model (structural model) comprised the two primary phases of data analysis in this study. The purpose of the outer model evaluation is to evaluate the reliability and validity of the research tools. The outer loading values, which should be higher than 0.70, and the Average Variance Extracted (AVE) values, which should be higher than 0.50, are examined in order to test convergent validity. In the meantime, dependability is evaluated using Cronbach's Alpha and Composite dependability, both of which should be higher than 0.70.

The examination of the inner model, which attempts to look at the connections between the variables in the research model, comes next. The ability of the independent variables to explain the dependent variable is evaluated by calculating the coefficient of determination (R-square). Additionally, the path coefficient, t-statistic, and p-value acquired by the bootstrapping technique are examined in order to evaluate hypotheses. A statistically significant link is indicated by a t-statistic value larger than 1.96 and a p-value less than 0.05.

3. RESULTS AND DISCUSSION

Results

A total of 215 respondents who satisfied the research criteria were given questionnaires, which provided the data used in this study. With the aid of SmartPLS 4 software, the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS) was used to analyze the data. Respondent characteristics, measurement model evaluation (outer model), structural model evaluation (inner model), and hypothesis testing are all included in the methodical presentation of the analysis's findings.

The most common age group was 21–30 years old, and the majority of respondents were male. The most common occupation was entrepreneur, and the most common student status was student.

Table 1. Responden Characteristics

Age	**Frequency**	**Percentage**
17 – 20 years	14	6,5%
21 – 30 years	109	50,6%
31 – 40 years	52	24,2%
41 – 50 years	34	15,8%
>50 years	6	2,9%
Total	215	100%
Gender	**Frequency**	**Percentage**
Male	123	57,2%
Female	92	42,8%
Total	215	100%
Occupation	**Frequency**	**Percentage**
Student	75	34,9%
Private Employee	64	29,7%
Civil Servant	16	7,5%
Entreprneur	32	14,9%
Unemployed	2	0,9%
Others	26	12,1%
Total	215	100%

The evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model) included the two primary phases of data analysis. While the inner model evaluation looks at the relationships between latent variables and tests the study hypotheses, the outer model evaluation evaluates construct validity and reliability.

a. Convergent Validity Test

Table 2. Average Variance Extracted

Variable	Average Variance Extracted (AVE)
EC	0.711
PO	0.728
SCB	0.696
SE	0.811
SI	0.776

All of the variables in this study have AVE values above 0.50, according to the analysis results, meaning that each construct can account for more than half of the variance in its indicators. This shows that all variables have met the criterion for convergent validity at the construct level.

b. Reliability test

Table 3. Cronbach's alpha

Variable	Cronbach's alpha
EC	0.898
PO	0.907
SCB	0.912
SE	0.883
SI	0.928

Every variable's Cronbach's Alpha value is likewise greater than 0.70, demonstrating the dependability of every construct in our investigation. As a result, the test's findings demonstrate that the research tools are dependable, consistent, and legitimate for use in additional investigation.

c. Construct Reliability Test

Table 4. Composite reliability

Variable	Composite reliability (rho_a)	Composite reliability (rho_c)
EC	0.902	0.925
PO	0.907	0.930
SCB	0.914	0.932
SE	0.884	0.928
SI	0.929	0.945

The indicators within each construct show strong internal consistency, as seen by the Composite Reliability for all variables being above 0.70. These results are even somewhat high, indicating that the research tool's reliability in assessing the variables under investigation is excellent.

d. R-Square

Table 5. R-Square

Variable	R-Square	R-Square adjusted
PO	0.695	0.693
SCB	0.778	0.774
SI	0.753	0.752

The coefficient of determination indicates that the proposed model explains a substantial proportion of the variance across all endogenous variables. Psychological Ownership (PO) achieved an R-Square value of 0.695 with an adjusted R-Square of 0.693, indicating that Self-Expressiveness accounts for 69.5% of the variance in Psychological Ownership. This falls within the strong category, suggesting that individuals' sense of psychological ownership is largely shaped by their ability to express themselves through sustainable values and practices. Similarly, Sustainable Consumption Behavior (SCB) recorded an R-Square of 0.778 and an adjusted R-Square of 0.774, demonstrating that the independent variables included in the model explain 77.8% of the variance in sustainable consumption behavior. This strong explanatory power indicates that the model provides a robust representation of the factors driving sustainable consumption. Meanwhile, Social Influence (SI) produced an R-Square value of 0.753 and an adjusted R-Square of 0.752, showing that 75.3% of its variance is explained by the proposed predictors. This result also falls within the strong category, highlighting that environmental commitment plays an important role in shaping individuals' perceptions of social influence.

e. Hypothesis Testing Results

Table 6. Path Coefficient

Direct Effect	Original sample	T statistics	P values
EC -> SCB	0.404	4.664	0.000
EC -> SI	0.868	33.132	0.000
PO -> SCB	0.318	4.803	0.000
SE -> PO	0.834	22.734	0.000
SE -> SCB	-0.109	1.525	0.127
SI -> SCB	0.308	4.009	0.000

The path coefficient analysis demonstrates that Environmental Commitment has a positive and significant effect on Sustainable Consumption Behavior ($\beta = 0.404$; $t = 4.664$; $p = 0.000$), indicating that individuals with stronger environmental commitment are more likely to engage in sustainable consumption practices. This finding is consistent with the Value-Belief-Norm (VBN) framework, which suggests that environmental values and commitment encourage pro-environmental behavior. Environmental Commitment also exerts a strong positive influence on Social Influence ($\beta = 0.868$; t

= 33.132; p = 0.000), implying that individuals who are highly committed to environmental issues are more responsive to social norms and influences related to sustainability. In addition, Psychological Ownership positively and significantly affects Sustainable Consumption Behavior (β = 0.318; t = 4.803; p = 0.000), suggesting that a stronger sense of ownership toward environmental values or sustainable practices encourages more responsible consumption. Self-Expressiveness is also found to have a substantial positive effect on Psychological Ownership (β = 0.834; t = 22.734; p = 0.000), indicating that individuals who express their identity through consumption are more likely to develop a stronger psychological attachment to the products or values they embrace, supporting the self-concept perspective that consumption can serve as a form of Self-Expressiveness. In contrast, the direct relationship between Self-Expressiveness and Sustainable Consumption Behavior is not statistically significant (β = –0.109; t = 1.525; p = 0.127), suggesting that Self-Expressiveness alone is insufficient to drive sustainable consumption and instead operates through an intermediary mechanism such as Psychological Ownership. Meanwhile, Social Influence has a positive and significant effect on Sustainable Consumption Behavior (β = 0.308; t = 4.009; p = 0.000), confirming that social norms and pressures play an important role in shaping sustainable consumption, as proposed by the Theory of Planned Behavior (TPB). Overall, the findings provide empirical support for most of the hypothesized relationships in the model, with the only unsupported direct path being the relationship between Self-Expressiveness and Sustainable Consumption Behavior.

Table 7. Indirect Effect

Indirect Effect	Original sample	T statistics	P values
SE -> PO -> SCB	0.265	4.558	0.000
EC -> SI -> SCB	0.268	3.906	0.000

The indirect effect analysis shows that Self-Expressiveness has a positive and significant influence on Sustainable Consumption Behavior through Psychological Ownership (β = 0.265; t = 4.558; p = 0.000). Although Self-Expressiveness does not directly predict Sustainable Consumption Behavior, its effect becomes significant when Psychological Ownership is introduced as a mediating variable. This finding suggests that individuals who express their identity through consumption are more likely to develop a sense of psychological ownership toward environmentally friendly products or sustainable values, which subsequently encourages more responsible consumption behavior. The result is consistent with Psychological Ownership Theory and Self-Concept Theory, both of which emphasize that emotional attachment and a sense of ownership strengthen personal responsibility and pro-environmental actions. Similarly, Environmental Commitment has a positive and significant indirect effect on Sustainable Consumption Behavior through Social Influence (β =

0.268; t = 3.906; p = 0.000), indicating that environmental commitment shapes sustainable consumption not only through its direct effect but also by increasing individuals' responsiveness to social norms and environmental expectations. People with stronger environmental commitment are therefore more likely to adopt sustainable consumption practices when supported by a social environment that encourages such behavior. This finding is consistent with both the Theory of Planned Behavior (TPB) and the Value-Belief-Norm (VBN) framework, which recognize the important role of social norms and personal values in influencing behavior. Taken together, these results demonstrate that Psychological Ownership and Social Influence serve as key mediating mechanisms, highlighting that sustainable consumption behavior develops through the interaction of internal values, personal identity, psychological attachment, and social influences rather than through internal factors alone.

Discussion

The findings indicate that most of the hypothesized relationships in the research model are empirically supported. This suggests that Sustainable Consumption Behavior (SCB) is shaped not only by individuals' internal characteristics, such as Self-Expressiveness and environmental commitment, but also through psychological and social mechanisms that explain how these internal factors translate into actual consumption behavior. In other words, sustainable consumption is the outcome of interactions between personal values, psychological attachment, and the surrounding social environment.

The analysis reveals that environmental commitment has a positive and significant effect on SCB. Individuals with a stronger sense of responsibility toward environmental preservation are more likely to engage in sustainable consumption practices consistently. This includes choosing environmentally friendly products, reducing unnecessary consumption, and supporting activities that contribute to environmental sustainability. These findings are consistent with the Value-Belief-Norm (VBN) framework, which argues that environmental values and beliefs foster personal norms that encourage pro-environmental behavior. The results also support the findings of Pan and Zhou (2024), who reported that individuals with stronger environmental commitment are more likely to adopt environmentally responsible consumption patterns.

In addition to its direct influence on SCB, environmental commitment also has a significant positive effect on social influence. This finding suggests that individuals who are highly committed to environmental issues tend to be more responsive to the social norms, values, and expectations shared within their communities. Therefore, environmental commitment not only shapes individual behavior directly but also increases sensitivity to social expectations that promote sustainable practices. This result supports the integration of the Value-Belief-Norm (VBN) framework and the

Theory of Planned Behavior (TPB), particularly the concept of subjective norms, which emphasizes that social expectations can reinforce environmentally responsible behavior. The finding is also in line with Pan and Zhou (2024), who demonstrated that individuals with stronger environmental commitment are generally more receptive to pro-environmental norms within their social networks.

The results further demonstrate that social influence positively and significantly affects SCB. This indicates that social norms, cultural values, and interactions within one's social environment play an important role in encouraging sustainable consumption. Individuals are more likely to adopt environmentally responsible behaviors when such behaviors are perceived as socially accepted or widely practiced by people around them. These findings provide empirical support for the Theory of Planned Behavior (TPB), which proposes that behavioral decisions are influenced not only by personal attitudes but also by perceived social expectations. The present results are consistent with Ajzen (2020), who highlighted subjective norms as an important predictor of environmentally responsible behavior.

Unlike the other relationships examined in this study, Self-Expressiveness does not have a significant direct effect on SCB. This finding suggests that expressing one's identity through consumption does not necessarily lead to sustainable purchasing behavior. Consumers may use products to communicate their identity or lifestyle, yet these motivations alone are insufficient to encourage environmentally responsible consumption. This result differs from the findings reported by Mishra et al. (2024), who identified a positive relationship between Self-Expressiveness and sustainable consumption behavior. The discrepancy may be explained by differences in respondent characteristics and research settings, indicating that Self-Expressiveness alone cannot consistently predict sustainable consumption across different contexts.

Although Self-Expressiveness does not directly influence SCB, it significantly enhances psychological ownership, which in turn has a positive and significant effect on SCB. This finding indicates that psychological ownership serves as an important mechanism linking Self-Expressiveness to sustainable consumption. Individuals who view consumption as an extension of their identity are more likely to develop a sense of ownership toward environmentally friendly products, values, or practices. This psychological attachment strengthens feelings of responsibility and emotional commitment, ultimately encouraging more sustainable consumption decisions. The findings are consistent with Psychological Ownership Theory, which argues that feelings of ownership increase individuals' willingness to care for and protect valued objects. The results also support previous studies by Mishra et al. (2024) and Wang et al. (2023), both of which demonstrated that psychological ownership strengthens responsible consumption by fostering greater emotional attachment and accountability.

The mediation analysis provides additional evidence that sustainable consumption behavior develops through indirect pathways. Environmental commitment influences SCB through social influence, while Self-Expressiveness affects SCB through psychological ownership. These findings indicate that sustainable consumption behavior is not generated solely by direct relationships between personal characteristics and behavioral outcomes. Instead, psychological and social processes function as essential mechanisms that transform internal values into observable behavior. Therefore, both psychological ownership and social influence play critical roles in explaining how individuals' environmental values and self-identity are translated into sustainable consumption practices. This conclusion is consistent with Mishra et al. (2024), who emphasized the importance of mediating variables in explaining sustainable consumption behavior.

Overall, the findings suggest that Sustainable Consumption Behavior is better understood through a multidisciplinary perspective that combines Self-Identity Theory, the Value-Belief-Norm (VBN) framework, and the Theory of Planned Behavior (TPB). The results demonstrate that internal factors, such as identity and environmental values, are insufficient to promote sustainable behavior unless they are reinforced by psychological attachment and supportive social environments. Accordingly, initiatives aimed at encouraging sustainable consumption should extend beyond raising environmental awareness and also focus on strengthening pro-environmental social norms while fostering individuals' psychological connection with sustainability values.

4. CONCLUSSION

The SEM-PLS analysis reveals that Self-Expressiveness does not have a significant direct effect on Sustainable Consumption Behavior (SCB), suggesting that expressing one's identity through environmentally friendly products or practices alone is not sufficient to encourage sustainable consumption. In contrast, Environmental Commitment has a positive and significant influence on SCB, indicating that individuals with stronger environmental commitment are more likely to engage in responsible consumption practices. The findings also show that Self-Expressiveness positively influences Psychological Ownership, implying that individuals who use consumption to reflect their identity tend to develop a stronger psychological attachment to sustainability-related values and products. In addition, Environmental Commitment significantly enhances Social Influence, suggesting that individuals who are more committed to environmental issues are also more responsive to social norms and interactions that promote environmentally responsible behavior. Both Psychological Ownership and Social Influence were found to positively and significantly affect SCB, highlighting the importance of emotional attachment and social context in encouraging sustainable consumption.

The mediation analysis provides further evidence that the relationship between Self-

Expressiveness and SCB is fully mediated by Psychological Ownership. This indicates that Self-Expressiveness contributes to sustainable consumption only after individuals develop a sense of ownership toward sustainability values and environmentally friendly practices. Similarly, Social Influence partially mediates the relationship between Environmental Commitment and SCB, suggesting that the effect of environmental commitment becomes stronger when supported by favorable social norms and social encouragement. Taken together, these findings demonstrate that sustainable consumption behavior is shaped through the combined influence of internal values, psychological attachment, and social interactions. Therefore, Psychological Ownership and Social Influence emerge as key mechanisms that explain how personal identity and environmental commitment are translated into actual sustainable consumption behavior.

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