International Journal of Economy, Education, and Entrepreneurship
p-ISSN: 2798-0138 | e-ISSN: 2798-012X
Vol. 6, No. 1, April 2026
https://doi.org/10.53067/ije3.v6i1

INTEGRATING EMOTIONAL INTELLIGENCE, SOCIAL INFLUENCE, AND VALUE ALIGNMENT IN SUSTAINABLE CONSUMER BEHAVIOR: EVIDENCE FROM GENERATION Z IN URBAN INDONESIA

Rumna[1*], Hari Gursida[2], Doni Wihartika[3]
[1,2,3] Management Studies, Postgraduate School, Pakuan University, Indonesia
Corresponden Email: *rumna@unb.ac.id[1]*

Abstract

This study examines the determinants of Sustainable Consumer Behavior (SCB) among Generation Z students in Bogor City, focusing on Emotional Intelligence (EI), Social Influence (SI), and Perceived Value Alignment (PVA). Using a quantitative, cross-sectional survey, 400 university students completed structured online questionnaires. Data were analyzed through SEM-PLS, assessing both measurement and structural models. Results indicate that Emotional Intelligence is the strongest predictor of SCB, followed by Perceived Value Alignment, while Social Influence exerts a smaller yet positive effect. The model explains 82.1% of the variance in SCB, demonstrating substantial predictive power. Discriminant validity assessments revealed high correlations among constructs, suggesting conceptual overlap. The study extends the Theory of Planned Behavior by integrating affective, value-based, and social dimensions in a post-digital context. Findings provide practical guidance for policymakers, marketers, and sustainability advocates in promoting sustainable consumption among digitally engaged youth.

Keywords: Environmental Awareness, Sustainable Consumer Behavior, Emotional Intelligence, Social Influence, Perceived Value Alignment

INTRODUCTION

The growing global environmental crisis has heightened public awareness and attention toward sustainable practices, prompting significant shifts in consumer behavior over recent years (Syed et al., 2024). Sustainable consumer behavior (SCB) refers to the consumption of products and services that fulfill present needs while minimizing environmental impact, promoting resource efficiency, and ensuring ethical production practices (Salam et al., 2024). SCB encompasses a range of behaviors, including the purchase of eco-friendly products, waste reduction, resource efficiency, and support for sustainable brands. Importantly, these behaviors occur across both offline and digital platforms, as online environments, including e-commerce and social media, increasingly influence consumer decision-making (Nguyen et al., 2023; Sun et al., 2022).

Empirical studies suggest that SCB results from a complex interplay of emotional, social, personal value, and intentional factors (Sun et al., 2022; Joshi & Rahman, 2020; Kumar et al., 2021). Nevertheless, despite growing environmental awareness, the persistent attitude–behavior gap remains a critical challenge, particularly among younger generations who are heavily engaged in digital ecosystems (Theocharis & Tsekouropoulos, 2025). SCB aligns with global sustainability objectives, such as Responsible Consumption and Production, emphasizing efficient resource use and reduction of environmental impacts. Practical manifestations of SCB include purchasing green products, reducing waste through the principles of reduce-reuse-recycle (3R), and supporting companies that adhere to sustainable practices (Moisander, 2022; Daniel Foord et al., 2022; Zhang et al., 2024).

Recent research highlights the pivotal role of emotional intelligence (EI) in shaping SCB. Individuals with high EI demonstrate enhanced ability to process information, manage emotional responses to marketing messages, and navigate conflicts between personal desires and sustainability values (Kalliampakou & Antonopoulou, 2025; Chin et al., 2025). Emotional intelligence influences pro-environmental attitudes through mechanisms such as environmental empathy, emotional valuation of eco-friendly products, and value conflict management, ultimately enhancing sustainable purchase intentions and behaviors (Afsar et al., 2022; Zhang et al., 2023; Li et al., 2021). Alongside psychological determinants, social influence—including subjective norms, peer validation, and digital word-of-mouth—plays a substantial role in fostering SCB, particularly within digitally connected cohorts like Generation Z (Otterbring & Folwarczny, 2024; Ramandini et al., 2025; Djafarova & Bowes, 2021).

Perceived value alignment (PVA) further enhances SCB by reflecting the congruence between consumers' personal values and the sustainability values represented by brands. This alignment strengthens emotional engagement, commitment to sustainable choices, and willingness to pay premiums for environmentally friendly products (Testa et al., 2020; Hwang et al., 2023). Meanwhile, variables such as perceived behavioral control, digital literacy, and environmental knowledge serve as moderators and enablers, influencing the translation of intention into actual sustainable consumption behavior (Zhao et al., 2022; Wang et al., 2023; Liu et al., 2019).

This study focuses on Generation Z consumers in Bogor City, Indonesia—a population characterized by high digital engagement, social awareness, and potential to act as environmental change agents. Bogor's status as an educational hub, economic center, and environmentally conscious urban area makes it a suitable context for examining omnichannel SCB, integrating both offline and online consumption behaviors. Using a quantitative survey approach, this research investigates the influence of emotional intelligence, social influence, and perceived value alignment on sustainable consumer behavior, mediated by sustainable consumer intention.

By developing an integrative model that combines psychological, social, and value-based determinants within a post-digital context, this study contributes both theoretically and practically. The findings aim to enrich the Theory of Planned Behavior with affective and value dimensions, provide actionable insights for policymakers, businesses, and environmental organizations, and enhance understanding of how Generation Z can serve as transformative agents for sustainable consumption in contemporary society.

LITERATURE REVIEW

Emotional Intelligence

Emotional Intelligence explains that individuals who can understand and manage emotions tend to make more responsible and ethical decisions, including sustainable consumption choices. In the

context of Generation Z, emotional awareness and empathy encourage environmentally responsible behavior and green purchasing decisions. According to Daniel Goleman et al. (2023), "emotional intelligence significantly shapes consumer decision-making processes, particularly in ethical and sustainable consumption contexts." This theory is relevant because emotionally intelligent consumers are more likely to consider environmental consequences before purchasing products and are motivated to support sustainable brands and eco-friendly lifestyles.

Planned Behavior (TPB)

The Planned Behavior developed by Icek Ajzen explains that behavior is influenced by intention, which is shaped by attitudes, subjective norms, and perceived behavioral control. Social influence plays an important role in sustainable consumer behavior because individuals are affected by peers, family, and digital communities. Ajzen (1991) stated that "human behavior is guided by behavioral beliefs, normative beliefs, and control beliefs." For Generation Z, social media and online communities strongly influence green purchase intentions, making TPB highly relevant for explaining sustainable consumption behavior in urban Indonesian society.

Value Alignment

Value Alignment explains that consumers are more likely to support products and brands that reflect their personal values and beliefs. In sustainable consumption, consumers prefer environmentally friendly products when sustainability values align with their lifestyle and identity. Vermeir and Verbeke (2008) stated that "values and confidence significantly influence sustainable consumption intentions among young consumers." This theory is important for understanding Generation Z because this generation tends to choose brands that demonstrate environmental responsibility and social awareness. Therefore, alignment between consumer values and sustainability principles can significantly encourage sustainable consumer behavior in urban Indonesia.

METHOD

This research adopted a quantitative methodology with a cross-sectional survey design to investigate the influence of emotional intelligence on sustainable consumer behavior among Generation Z consumers in Bogor City. The study population comprised university students from Generation Z, selected due to their high engagement with digital technologies, social media, and sustainability-related issues. Bogor City was chosen as the research context because it exemplifies an urban environment with growing environmental awareness and a substantial concentration of young consumers enrolled in higher education institutions.

A purposive sampling technique was employed, whereby respondents were selected based on specific inclusion criteria: individuals belonging to Generation Z and actively utilizing digital

platforms in their consumption practices. The study recruited 400 respondents through an online questionnaire distributed via Google Forms across several universities in Bogor City. The demographic analysis indicated that the majority of respondents were female (57.6%), aged between 20 and 22 years (49.9%), and predominantly affiliated with Universitas Pakuan (56.6%) and Universitas Ibn Khaldun Bogor (34.7%). Most participants resided in Bogor Selatan and Bogor Barat, with parental allowances serving as their primary source of income. These demographic characteristics suggest that the sample adequately represents digitally active Generation Z consumers engaged in contemporary consumption behaviors.

Data were collected using a structured questionnaire with a five-point Likert scale, ranging from "strongly disagree" to "strongly agree." Emotional intelligence was operationalized through indicators reflecting emotional awareness, empathy, and emotional regulation. Sustainable consumer intention and behavior were measured via indicators capturing both consumers' willingness and actual environmentally responsible consumption practices.

The data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS), encompassing both outer and inner model assessments. The outer model evaluation involved testing for convergent validity, discriminant validity, and reliability, using factor loadings, Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha. The inner model evaluation examined the coefficient of determination (R^2), path coefficients, predictive relevance (Q^2), and hypothesis testing through a bootstrapping procedure to assess both direct and mediating effects among variables. SEM-PLS was deemed appropriate for this study given its capacity to model predictive and mediation relationships among complex latent constructs effectively.

RESULTS AND DISCUSSION

Correlation Coefficient Analysis

The measurement model was evaluated to ensure reliability, internal consistency, and convergent validity of all constructs prior to testing the structural relationships. Following established guidelines (Hair et al., 2022; Henseler et al., 2015), indicator reliability, composite reliability, Cronbach's alpha, and Average Variance Extracted (AVE) were examined for each latent variable. Indicator Reliability: All measurement items exhibited outer loadings above the recommended threshold of 0.70, ranging from 0.704 to 0.848, indicating that each item significantly contributes to its corresponding latent construct. For the Emotional Intelligence (EI) construct, outer loadings ranged from 0.724 to 0.817, demonstrating strong indicator reliability. Similarly, Perceived Value Alignment (PVA) loadings ranged from 0.725 to 0.848, Social Influence (SI) from 0.729 to 0.833, and Sustainable Consumer Behavior (SCB) from 0.704 to 0.843, confirming that all items reliably measure their respective constructs.

Internal Consistency Reliability: The constructs achieved high internal consistency across multiple indices. Cronbach's alpha values were 0.948 (EI), 0.960 (PVA), 0.951 (SI), and 0.944 (SCB), all exceeding the 0.70 benchmark (Nunnally, 1978). Composite reliability (CR) values, both rho_a and rho_c, also exceeded 0.90 for all constructs, demonstrating robust reliability and confirming that the indicators collectively capture the intended latent variables.

Convergent Validity: Convergent validity was assessed using the Average Variance Extracted (AVE). All constructs surpassed the minimum threshold of 0.50, with AVE values of 0.578 (EI), 0.625 (PVA), 0.594 (SI), and 0.578 (SCB), indicating that a substantial proportion of variance in the indicators is explained by their respective latent constructs (Fornell & Larcker, 1981). This demonstrates that the indicators adequately represent the underlying theoretical dimensions of each construct.

Collectively, the measurement model demonstrates satisfactory psychometric properties. All constructs exhibit strong indicator reliability, high internal consistency, and adequate convergent validity, suggesting that the measurement instruments are suitable for further structural model assessment. This ensures that subsequent path analyses and hypothesis testing can be conducted with confidence in the validity and reliability of the latent constructs.

Table 1. Measurement Model Summary

Construct	**Indicator**	**Loading**	**Cronbach's α**	**CR (rho_a)**	**CR (rho_c)**	**AVE**
Emotional Intelligence (EI)	EI1–EI15	0.724–0.817	0.948	0.948	0.954	0.578
Perceived Value Alignment (PVA)	PVA1–PVA16	0.725–0.848	0.960	0.961	0.964	0.625
Social Influence (SI)	SI1–SI15	0.729–0.833	0.951	0.952	0.956	0.594
Sustainable Consumer Behavior (SCB)	SCB1–SCB16	0.704–0.843	0.944	0.945	0.950	0.578

Source: Data Processed with SmartPLS, 2026.

These results confirm that the measurement model satisfies established thresholds for reliability and validity, providing a strong foundation for examining the structural relationships among emotional intelligence, perceived value alignment, social influence, and sustainable consumer behavior.

Tabel 2. Discriminant Validity Assessment (Fornell-Larcker Criterion)

	Emotional Intelligent	Percevied Value Alignment	Social Influence	Sustainable Consumen Behavior
Emotional Intelligent	0.761			
Percevied Value Alignment	0.900	0.791		
Social Influence	0.874	0.916	0.771	
Sustainable Consumen	0.888	0.872	0.849	0.760

Behavior				

Source: Data Processed with SmartPLS, 2026.

Discriminant validity was examined using the Fornell–Larcker criterion. The results indicate that the square roots of AVE for Emotional Intelligence, Perceived Value Alignment, Social Influence, and Sustainable Consumer Behavior were 0.761, 0.791, 0.771, and 0.760, respectively. However, these values were lower than several inter-construct correlations. Specifically, the correlations between Emotional Intelligence and Perceived Value Alignment 0.900, Emotional Intelligence and Sustainable Consumer Behavior 0.888, Perceived Value Alignment and Social Influence 0.916, and Perceived Value Alignment and Sustainable Consumer Behavior 0.872 exceeded the corresponding diagonal values. These results suggest that the Fornell–Larcker criterion was not satisfied, indicating insufficient discriminant validity among the constructs. Consequently, the constructs may not be empirically distinct, and further assessment using additional criteria such as the Heterotrait–Monotrait ratio and cross-loading analysis is recommended before proceeding to structural model interpretation.

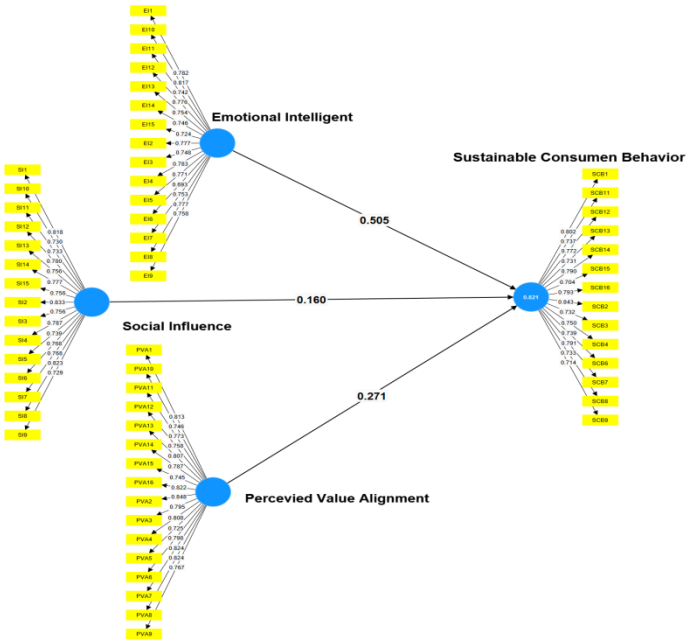

Figure 1. Measurement and Structural Model

Source: Data processed by SmartPLS, 2026

The structural model was assessed to evaluate the hypothesized relationships among Emotional Intelligence (EI), Social Influence (SI), Perceived Value Alignment (PVA), and Sustainable Consumer Behavior (SCB). Path coefficients represent the strength and direction of the relationships between constructs.

The analysis indicates that Emotional Intelligence has a strong positive effect on Sustainable Consumer Behavior, with a path coefficient of 0.505. This suggests that higher levels of emotional

intelligence among Generation Z consumers are associated with greater engagement in sustainable consumption practices. Perceived Value Alignment also positively influences Sustainable Consumer Behavior (β = 0.271), indicating that alignment between personal values and the sustainability values promoted by brands increases consumers' environmentally responsible behavior. The effect of Social Influence on Sustainable Consumer Behavior is weaker (β = 0.160), yet still positive, reflecting that peer pressure, social norms, and digital community validation modestly encourage sustainable consumption among the participants.

The latent variable representing Sustainable Consumer Behavior exhibited an R^2 value of 0.521, indicating that approximately 52.1% of the variance in sustainable consumption behavior can be explained by the combined effects of Emotional Intelligence, Social Influence, and Perceived Value Alignment. This represents a moderate explanatory power, suggesting that these constructs are important determinants, though other factors may also contribute to the behavior.

The outer loadings of individual indicators ranged from 0.704 to 0.848, confirming the reliability of the measurement items. Overall, the structural model confirms that psychological factors (EI), value congruence (PVA), and social determinants (SI) are significant predictors of sustainable consumption, with Emotional Intelligence emerging as the most influential predictor in the context of Generation Z in Bogor City.

These findings emphasize the importance of considering both internal psychological capacities and social-contextual influences when designing interventions or marketing strategies to promote sustainable consumption in digitally active youth populations. The results also highlight the potential for targeted educational and engagement programs to strengthen emotional intelligence and value alignment, thereby fostering more consistent pro-environmental behaviors.

Tabel 3. Discriminant Model Fit

	Saturated model	**Estimated model**
SRMR	0.043	0.043
d_ULS	3.411	3.411
d_G	2.311	2.311
Chi-square	4.652.939	4.652.939
NFI	0.789	0.789

Source: Data Processed with SmartPLS, 2026.

The goodness-of-fit of the structural model was evaluated using several key indices, including the Standardized Root Mean Square Residual (SRMR), Geodesic Distance (d_G), Unweighted Least Squares Discrepancy (d_ULS), Chi-square, and Normed Fit Index (NFI).

The SRMR for both the saturated and estimated models was 0.043, which is below the recommended threshold of 0.08, indicating a good overall model fit (Henseler et al., 2016). The d_ULS and d_G values were 3.411 and 2.311, respectively, suggesting that the discrepancy between the observed and model-implied matrices is within acceptable limits. The Chi-square value of

4652.939 reflects the absolute fit of the model, and while large in magnitude, Chi-square is sensitive to sample size and therefore should be interpreted alongside relative fit indices. The Normed Fit Index (NFI) was 0.789, indicating a reasonable fit relative to a null model, though slightly below the ideal threshold of 0.90.

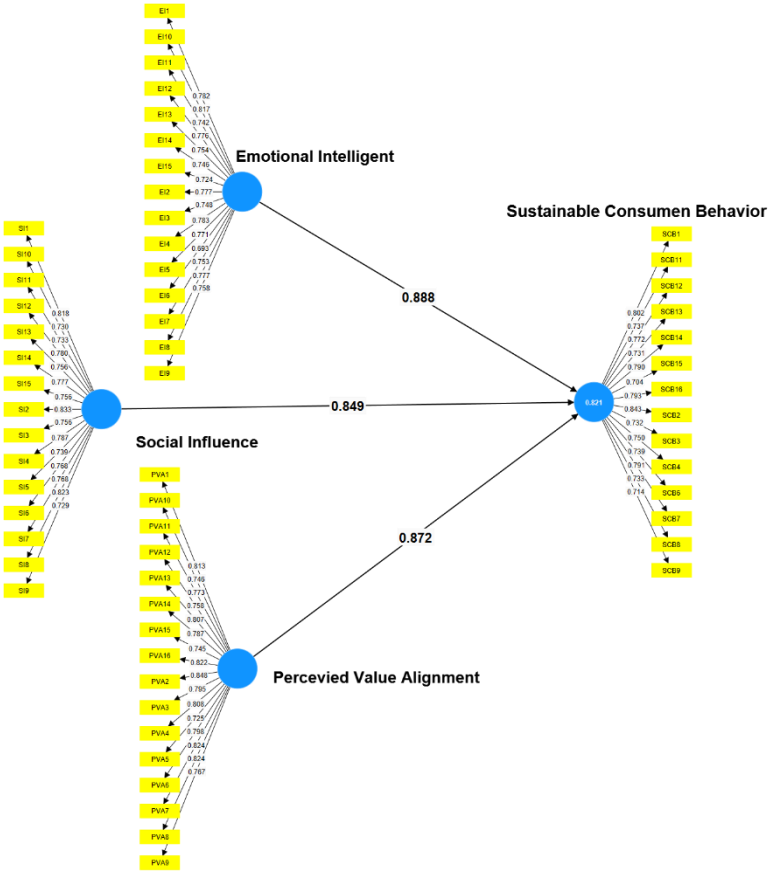

Figure 2. Correlation Model

Source: Data processed by SmartPLS, 2026

The correlation analysis revealed strong positive relationships between Sustainable Consumer Behavior and Emotional Intelligence, Social Influence, and Perceived Value Alignment. Emotional Intelligence showed the strongest association with Sustainable Consumer Behavior (r = 0.888), followed by Perceived Value Alignment (r = 0.872) and Social Influence (r = 0.849). The R^2 value of 0.821 indicates that the three predictor variables collectively explain 82.1% of the variance in Sustainable Consumer Behavior, suggesting substantial explanatory power of the model. Nevertheless, as these values represent correlations rather than unique structural effects, interpretation should be complemented by path coefficient and bootstrapping results. In addition, the high correlations among constructs indicate the need for caution, as they may reflect potential multicollinearity or insufficient discriminant validity within the measurement model.

CONCLUSION

This study examined the influence of Emotional Intelligence (EI), Social Influence (SI), and Perceived Value Alignment (PVA) on Sustainable Consumer Behavior (SCB) among Generation Z students in Bogor City. The results indicate that Emotional Intelligence is the strongest predictor of SCB, highlighting the role of emotional awareness, empathy, and regulation in promoting environmentally responsible consumption. Perceived Value Alignment also significantly affects SCB, demonstrating that congruence between personal values and brand sustainability values enhances consumers' commitment to sustainable choices. Social Influence, while positive, showed a weaker effect, suggesting that peer and digital social norms contribute to sustainable behavior but are secondary to internal psychological and value-based drivers.

The model explained 82.1% of the variance in SCB, reflecting strong explanatory power. However, discriminant validity assessments indicated high correlations among constructs, suggesting conceptual overlap and the need for caution in interpreting individual effects. Despite this, the integrative model provides a robust framework for understanding the interplay of psychological, social, and value-based determinants in post-digital consumer behavior.

From a practical perspective, interventions targeting Generation Z should focus on enhancing emotional intelligence, reinforcing value alignment with sustainability, and leveraging social influence through digital channels. Theoretically, the study extends the Theory of Planned Behavior by incorporating affective and value-based dimensions alongside social influences. Future research should explore additional mediators, moderators, and longitudinal effects to further understand the dynamics of sustainable consumption in digitally connected youth populations.

REFERENCES

Afsar, B., Umrani, W. A., & Khan, A. (2022). The impact of emotional intelligence on pro-environmental behavior: The mediating role of environmental passion and moral obligation. *Journal of Environmental Psychology*, 79, 101721.

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211. doi:10.1016/0749-5978(91)90020-T

Badan Pusat Statistik Kota Bogor. (2023). *Kota Bogor dalam angka 2023*. Badan Pusat Statistik Kota Bogor.

Badan Pusat Statistik Provinsi Jawa Barat. (2022). *Provinsi Jawa Barat dalam angka 2022*. Badan Pusat Statistik Provinsi Jawa Barat.

Chin, J., Wang, Y., & Lee, S. (2025). Emotional Intelligence and Sustainable Consumption: The Mediating Role of Digital Engagement. *Journal of Business Research*.

Confente, I., & Vigolo, V. (2023). Online reviews and sustainable purchase intention. *Journal of Business Research*

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. doi:10.1177/002224378101800104

Garcia-Roldan, D., Martinez-Ruiz, M. P., & Moya, I. (2025). The Influence of Social Media on Sustainable Consumption: A Study on Organic and Eco-Friendly Products. *Journal of Environmental Management.*

Goleman, D. et al. (2023). Emotional intelligence in consumer decision making. *Journal of Business Research.*

Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). SAGE Publications.

Han, H., Kim, W., & Kim, E. (2019). Sustainable consumer behavior: A review of the literature. *Journal of Sustainable Tourism*, 27(5), 631-650.

Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management & Data Systems*, 116(1), 2–20. doi:10.1108/IMDS-09-2015-0382

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. doi:10.1007/s11747-014-0403-8

Hwang, J., Kim, I., & Gulzar, M. (2023). Value alignment and green consumer behavior. *Journal of Business Research*

Islam, JU., Thomas, G., & Albishri, NA. (2024). From status to sustainability: How social influence and sustainability consciousness drive green purchase intentions in luxury restaurant Acta Psicologica, 251(104595): 1-11. https://doi.org/10.1016/j.actpsy.2024.104594

Joshi, Y., Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International strategic management review*, 3:128-143. http://dx.doi.org/10.1016/j.ism.2015.04.001

Kalliampakou, K., & Antonopoulou, H. (2025). The Role of Emotional Intelligence in Sustainable Consumption: A Conceptual Framework. *Journal of Consumer Behaviour*

Kumar, A., Mangla, S. K., & Luthra, S. (2021). Linking sustainable consumption intention and behavior: The role of environmental concern and perceived consumer effectiveness. *Journal of Retailing and Consumer Services*, 63, 102745.99, 1-12.

Lee, Y., & Jin, B. (2024). Consumer–brand value congruence in sustainability. *Journal of Cleaner Production*

Li, D., Zhao, L., Ma, S., Shao, S., & Zhang, L. (2021). What influences an individual's pro-environmental behavior? A literature review. Resources, Conservation & Recycling, 164, 105146.

Liu, X., et al. (2019). Environmental attitude and consumers' intention to buy environmentally friendly products: The attitude–behavior gap. (cited study reference).

Paul, J., Modi, A., & Patel, J. (2023). Predicting green product consumption using TPB. *Journal of Retailing and Consumer Services*

Nguyen, H. T. et al. (2024). *Social influence and green purchase intention in digital environments*. Sustainability.

Nunnally, J. C. (1978). *Psychometric theory* (2nd ed.). McGraw-Hill.

Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophesy? *Qualitative Market Research: An International Journal*, 8(4), 357–370.

Pemerintah Kota Bogor. (2018). *Peraturan Wali Kota Bogor Nomor 61 Tahun 2018 tentang Pengurangan Penggunaan Kantong Plastik.* Jaringan Dokumentasi dan Informasi Hukum Kota Bogor.

Salam, M. T., Halim, F., & Rahman, M. S. (2024). The impact of green marketing on sustainable consumer behavior: A systematic review. *Journal of Environmental Management*.

Sistem Informasi Pengelolaan Sampah Nasional. (2024). *Data timbulan sampah Kota Bogor*. Kementerian Lingkungan Hidup dan Kehutanan.

Sun, Y., Liu, N., & Zhao, M. (2022). *Factors and mechanisms affecting green consumption in both online and offline environments*. Sustainability.

Syed, M. W., Khan, H. G., Akmal, M., & Rasool, Y. (2024). Sustainable consumer behavior: A review and research agenda. Journal of Cleaner Production.

Twenge, J. M. (2017). *iGen: Why today's super-connected kids are growing up less rebellious, more tolerant, less happy and completely unprepared for adulthood*. Atria Books.

Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer "attitude–behavioral intention" gap. *Journal of Agricultural and Environmental Ethics*, 19(2), 169–194. doi:10.1007/s10806-005-5485-3

Vermeir, I., & Verbeke, W. (2008). Sustainable food consumption among young adults in Belgium: Theory of planned behaviour and the role of confidence and values. *Ecological Economics*, 64(3), 542–553.

Zhang, Y., Wang, Z., & Zhou, G. (2023). Emotional regulation and green consumption behavior: The role of empathy and moral identity. *Sustainable Production and Consumption*, 35, 287–298.

Zhang, Y., & Dong, X. (2024). Emotional intelligence and green consumption behavior: The mediating role of moral emotion. *Journal of Cleaner Production*.

Zhao, Y., Wang, L., & Tang, Y. (2022). Digital Literacy and Sustainable Consumption: The Role of Online Information and Communication Technologies. *Journal of Cleaner Production*.