I KNOW THEREFORE I ACT: SUSTAINABLE DEVELOPMENT AWARENESS AS A PREDICTOR OF MINDFUL CONSUMPTION

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ABSTRACT

The impact of non-sustainable lifestyle has increasedly being noticed and more attention are nowadays drawn toward the notion of establishing a more responsible consumption behaviour, mindful consumption is a form of that behaviour. The involvement of individuals, especially the younger generation, is much needed to meet the sustainable development goals of a nation, since it is not the responsibility of the government alone. People should have the notion that their independent participations in the areas of economic, societal and environmental activities will benefit the whole nation. Therefore, the aim of this study is to verify that individual awareness of their contribution to sustainable development will predict mindful consumption. A survey was conducted on 153 young adult participants who are university students, aged between 18 to 25 living in Jabodetabek area. The results show that sustainable development awareness in general significantly predicted mindful consumption, as individuals' awareness of their role in sustainable development increase, so does their mindful consumption. Further analysis find that the economic dimension of sustainable development awareness is the strongest predictors of mindful consumption, followed with the society dimension. However, the environment dimension of sustainable development awareness does not seem to contribute as a significant predictor of mindful consumption. This study gives rise to an implication that sustainable development awareness should be included in the education of the public in general, specifically for young people, in the hope that it will encourage more mindful consumption pattern of the people to support sustainable development of a country.

Keywords: Sustainable development awareness; sustainable consumption; mindful consumption

INTRODUCTION

It has come to the world attention that the resources of the earth that people inhabited have been stretched thin with the excessive modern lifestyle of human population. Not only that this has led to the depletion of natural resources at an alarming rate, but it also created enormous inequalities around the world (Kadel, 2021). Since the issues of sustainability encases the whole aspect of human life, it is not not only the government that should burden the responsibility to ensure that our world will be able to withstand the toils of humankind daily activity, the society and individuals should also partake in this endevour.

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Unwarranted and mindless consumption habits and patterns have been identified as one of the major causes of the pressures on the environment and the strains in the society (Helm and Subramaniam, 2019). In contrast, previous studies have pinpointed that mindful consumption will contribute significantly to sustainability (Bahl, et.al., 2016; Lim, 2017; Sheth, et.al., 2011). Therefore to achieve a sustainable society, mindful consumption practices should become the norms. However, attaining a change of consumption behaviour of a society in a large scale is not an easy task, it should start with the effort to persuade change in individuals's habit of consumers that hopefully will become agents of change in the society.

Seth (2011) proposed that mindful consumption involves a continuous interplay between mindset and behaviour, the thought of caring for self, community, and nature, leads to the temperance in consuming for acquisition (materialism), repetition (habitual), and aspiration (conspicuous) motives. Gupta and Verma (2019) have empirically established those three dimensions of the mindful consumption concepts in their study; mindful consumption involves (1) acquiring things at a scale that does not exceeds one's needs, (2) minimal discarding and buying again in other occasion, and (3) less conspicuous and competitive consumption.

Being a mindful consumer means that one should practice ongoing consciousness to evaluate each consumption behaviour according to the norms and values of sustainability ((Bahl, et.al., 2016; Sheth, et.al., 2011). Furthermore, Quoquab et. al (2019) refers to sustainable consumption as *"the continued act of controlling desire by avoiding extravagant purchases and rationalising use of goods and services that satisfy the basic needs"*. In order to practice mindful consumption, the consumer should always make sure that in creating their personal comfort zone, they do not jeopardise the preservation of the environment and the quality of life of future generations.

The ability to stop and think first before acting, therefore able to assess one's own action, depends on the availability of information and knowledge of sustainability issues (Atmaca et.al., 2019; Şimşek & Erkin, 2022). Sustainable development has three dimensions, economy, society, and environment. Therefore, to be aware of sustainability development, one must grasp the concept related to economic, societal and environmental challenges (Şimşek & Erkin, 2022). For consumers to be less mindless in their choices and actions, they should depended on their knowledge, values and attitudes toward sustainable development issues as a guiding principle for their behaviour (Atmaca, 2019).

Previous studies have found several factors that are linked to sustainable behaviours, namely personal values, knowledge and awareness, as well as information received (Krsnik et. al., 2022). A study conducted in Sweden by Johnsson-Latham (2006), also found that men are less sustainable compared to women in using resources, the same study also found that the women have more sustainable awareness than the men. Hence, consumers in general should be conscious that as individuals they have to partake in ensuring sustainable development to build the skill of mindful consumption. The notions that our actions have direct consequences to the

economic, social and environmental conditions are important to incite more mindful consumption behaviour (Manchanda et.al., 2023).

Consciousness of the consumers is built upon their awareness regarding the sustainable development issues. Sustainable development awareness can be defined as *the awareness that individual members of a society need to participate in ensuring that the development of a country requires a sustainable quality* (Atmaca, 2019). Şimşek & Erkin (2022) stated that young people should have proper education to develop their sustainable awareness, because they are the ones that hold the future of the world.

There are already several research concerning sustainable development awareness of the young generation in Indonesia, however the scope of behaviour included in those studies is still rather limited to pro-environmental behaviour, therefore consumption behaviour has not come into attention yet (Jati, et. al., 2019; Novieastari, et. al., 2022; Ridwan et. al., 2021). The result of those previous studies shown that although the awareness concerning sustainability and sustainable development of most young people in Indonesia (62-77%) is quite good, the rest of them still have very limited awareness. Ridwan et. al. (2021) even found that some of the participants very rarely engage in sustainability practices. Dewi (2018) also found that the young generation in Bali was oblivious about the problem created by plastic-waste until they were included in the plastic-waste management programme initiated by the local government.

In consideration of those previous literature, it is therefore the aim of this study to find whether sustainable development awareness is indeed a predictor of mindful consumption among young Indonesian consumers. This study expects to find significant positive effect of sustainable development awareness toward mindful consumption (1st hypothesis); showing that more awareness regarding individual's role in sustainable development in general will encourage more mindful consumption actions. Moreover, this study also wants to find prove that each dimension (economy, society, and environment) of sustainable development awareness contributes different effects toward mindful consumption (2nd hypothesis).

RESEARCH METHODS

Participants

The present study utilized a non-probability sampling method, the snowball method, which is one form of convenience sampling. The first group of selected participants among the students of the University were asked to recruit other participants through their friendship network, they distributed the link of the online questionnaire to their friends, after they gave their own responses. The online survey platform utilized for this study was Microsoft Form, that was already designed with a brief introduction which allow participants to give their informed consent before filling out the questionnaire. Data were collected in a 2-week period in the Jabodetabek area and managed to gather 153 young adult participants (aged between 18 to 25; with a mean of 22.08), divided into 70 females and 83 males.

Measurements

This study measured the variables under investigation with self report

questionnaire that involved two scales, the Sustainable Development Awareness Scale and the Mindful Consumption Scale.

Sustainable Development Awareness (SDA) Scale

The scale was an adapted from Atmaca et.al. study in Turkey (2019) and consists of 25 items (8-item scale for SDA Economy; 9-item scale for SDA Society; 8-item scale for SDA Environment). The reliability of the Indonesian version of SDA Total scale, SDA Economy, SDA Society scale, SDA Environment scale is good; with Cronbach's Alpha (α) of 0.963, 0.881, 0.944, 0.946; respectively. Response options were measured on a 5(five)-point Likert type scale in which the choices ranged from (1) totally disagree; (2) disagree; (3) rather agree; (4) agree; (5) totally agree. The sample of items is presented in Table 1.

Table 1
Sample Items of the SDA Scale

SDA Economy	Saya siap menerima dampak kebijakan ekonomi yang bisa menjamin pemerataan pendapatan penduduk, misalnya dalam kebijakan mengenai pajak.
SDA Society	Saya perlu berbagi sehingga akses untuk layanan kesehatan dan institusi pendidikan bisa tersedia untuk semua lapisan di masyarakat.
SDA Environment	Saya perlu lebih banyak melakukan daur ulang serta mengurangi penggunaan plastik sekali pakai untuk mengurangi polusi lingkungan.

Mindful Consumption (MC) Scale

The scale was adapted from Gupta & Verma study in India (2019) based on Sheth (2011) conceptualization of mindful consumption. It consists of 7 items measured on a 5(five)-point Likert type scale in which the choices ranged from (1) totally disagree; (2) disagree; (3) rather agree; (4) agree; (5) totally agree. The reliability of the Indonesian version of MC scale is good with Cronbach's Alpha (α) of 0.842. The sample of items is presented in Table 2.

Table 2
Sample Items of the MC Scale

(1) acquiring things at a scale that does not exceeds one's needs	Saya selalu mempertimbangkan terlebih dahulu kebutuhan saya sebelum membeli sesuatu.
(2) minimal discarding and buying again in other occasion	Bila ada barang saya yang rusak namun masih bisa diperbaiki, maka saya tidak akan membeli yang baru.
(3) less conspicuous and competitive consumption.	Saya memilih benda-benda yang penampilannya sederhana dan tidak mencolok.

Data Analysis

Data collected in this study was analysed using two computer-based application program; the Jeffreys's Amazing Statistics Program (JASP) version 18.0.0 which provided the linear regression analysis methods required. This statistical analysis method was chosen because it is a suitable way to determine and measure the prediction effect of a variable toward another variable (Gravetter et. al., 2021). Moreover, linear regression analysis has been used quite extensively in research that study the predicting variables of sustainable behaviour (Chandra, 2022; Lades et. al., 2021).

The simple bivariate linear regression was applied on the overall data

to test for the first hypothesis. The regression equation would be:

$$Y = a + bX + e_1$$

This formula tests the association between sustainable development awareness (X) and mindful consumption (Y). The regression coefficient is *b* and when it is statistically significant, sustainable development awareness affects mindful consumption.

Furthermore, to test for the second hypothesis, the the multiple linear regression with the regression equation as follow:

$$Y = a + b_1X_1 + b_2X_2 + ... + b_nX_n + e_1$$

This formula tests the association between each dimension of sustainable development awareness (X_1 to X_n) and mindful consumption (Y). The regression coefficient is b_1 to b_n and when they are statistically significant, each dimension of sustainable development awareness contributes in affecting mindful consumption.

RESULTS AND DISCUSSIONS

The descriptive statistics analysis on the scores of SDA and MC is as shown in Table 3, in line with the results from previous study (Johnsson-Latham, 2006), female participants scored slightly higher on both the SDA and MC scales, also on the other three scales representing each dimension of SDA.

Table 3.

Descriptive Statistics for Sustainable Development Awareness and Mindful Consumptions Scales Scores

		Sustainable Development Awareness (SDA)	SDA Economy	SDA Society	SDA Environment	Mindful Consumption (MC)
	Female (n=70)	108	35.2	38.8	34.3	27.2
Mean	Male (n=83)	106	33.8	38.0	34.1	26.0
	Total (n=153)	107	34.4	38.4	34.2	26.5
	Female (n=70)	17.4	5.23	7.12	6.79	4.85
Standard deviation	Male (n=83)	14.7	4.45	6.85	5.20	4.88
	Total (n=153)	16.0	4.86	6.96	5.96	4.89
	Female (n=70)	25	8	9	8	7
Minimum	Male (n=83)	50	16	18	16	12
	Total (n=153)	25	8	9	8	7
	Female (n=70)	125	40	45	40	35
Maximum	Male (n=83)	125	40	45	40	35
	Total (n=153)	125	40	45	40	35

Table 4 shows the correlation between SDA and MC, it is shown here that sustainable development awareness and each of its dimensions have significant positive corelation with mindful consumption. This result is an indication that as sustainable development awareness increase, so does mindful consumption. This result is as expected and corroborate previous finding of Atmaca (2019) that awareness should guide behaviour.

Table 4

Correlation of Sustainable Development Awareness and Mindful Consumptions

		Sustainable Development Awareness (SDA)	SDA Economy	SDA Society	SDA Environment
Mindful Consumption (MC)	Pearson's r	0.472	0.479	0.444	0.360
	p-value	<.001	<.001	<.001	<.001

A simple linear regression analysis was conducted on the data to test the first hypothesis, the authors regressed mindful consumptions scores on sustainable development awareness total scores. The following Table 5 presents the statistical significance of the regression test with an F coefficient of 43,67; p < .001; it is shown there that SDA explains 0.223 or 22.3% of the variance in MC represented by the value of R Squared. The standardised regression coefficient b is 0.472 (t = 6.608; p < 0.001) demonstrating that sustainable development awareness significantly predicted mindful consumption.

Tabel 5

Statistical Significance of the Regression of Mindful Consumption on Sustainable Development Awareness

		Coefficients[a]							
		Unstandardized		Standardized				95% CI for b	
Model		b	Std. Error	Beta (b)	t	p		Lower Bound	Upper Bound
H_0	Intercept (Constant)	11.083	2.363		4.691	< .001		6.415	15.751
	SDA	0.144	0.022	0.472	6.608	< .001		0.101	0.187

R Squared = 0.223

F(1, 152) = 43.668, p < .001

Note: Null model includes

a. predictor: (Constant) sustainable development awareness

b. Dependent Variable: mindful consumption

To test for the second hypothesis, the multiple linear regression analysis was conducted on the data. Mindful consumptions score was regressed on the three dimensions for sustainable development awareness scores. The following Table 6 presents the statistical significance of the regression test with an F coefficient of 16.821; p < .001; it is shown there that the three dimensions of SDA combined toghther explains 0.252 or 25.2% of the variance in MC represented by the value of R Squared.

The standardised regression coefficients b for the dimensions of SDA Economy, SDA Society, and SDA Environment are 0.339 (t=3.265; p = 0.001), 0.232 (t=1.965; p=0.051), and -0.039 (t=-0.347; p=0.729), respectively. Those results indicate that the economic dimension of sustainable development awareness is the strongest predictors of mindful consumption, with the society dimension comes next. However, the environment dimension does not seem to

contribute as a significant predictor of mindful consumption.

Tabel 6

Statistical Significance of The Regression of Mindful Consumption on the Dimensions of Sustainable Development Awareness

		Coefficients[a]						95% CI for b	
		Unstandardized		Standardized					
Model		B	Std. Error	Beta (b)	t	p		Lower Bound	Upper Bound
H₀	Intercept (Constant)	9.572	2.520		3.799	$< .001$		4.593	14.551
	SDA Economy	0.342	0.105	0.339	3.265	.001		0.135	0.549
	SDA Society	0.163	0.083	0.232	1.965	.051		-9.341×10^{-4}	0.327
	SDA Environment	-0.032	0.091	-0.039	-0.347	.729		-0.211	0.148

R Squared = 0.252
F(3, 150) = 16.821, p < .001

Note: Null model includes
a. predictors: (Constant) sustainable development awareness economy
sustainable development awareness society
sustainable development awareness environment
b. Dependent Variable: mindful consumption

CONCLUSION AND IMPLICATIONS

The results of this study confirmed that sustainable development awareness is a significant predictor of mindful consumption among the university students participants living in Jabodetabek area. As their awareness increases, young people would be encouraged to get more involved in mindful consumption pattern, that in turn will support the sustainable development of a whole nation. It is therefore reasonable to assume that sustainable development awareness should be included in public education. Considering that this research still has a limited scope of geographic area of Indonesia, it will be interesting to conduct further studies in other areas of Indonesia, because awareness of sustainable development have a relationship to personal values and norms.

Among the three dimensions of sustainable development awareness, the economic dimension of sustainable seems to be the strongest predictors of mindful consumption, society dimension is also a significant predictor for mindful consumption. But, the environment dimension failed to be a significant predictor of mindful consumption. However, since the data was collected in a limited sample in term of the scope of conducting the survey only among university students, care should be taken in generalizing this finding. It is appropriate though, to assume that each dimension of sustainable development awareness contributes differently to mindful consumption.

This study applied two newly developed scale for Indonesian population, the SDA scale and the MC scale. Satisfactory analysis on the reliability and validity of the scales provide confidence that these scales have the potential to be further tested and improved for future research.

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