



## **An Empirical Study on the Drivers of Sustainable Consumption Among Muslim Generation Z: The Role of Islamic Values**

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### **Abstract**

*This study investigates the influence of Green Marketing Practices (GMP), Environmental Issues (EI), and Green Consumer Identification (CI) on Consumer Sustainable Behavior (CSB) among Muslim Generation Z, proposing Islamic Values (ISV) as a mediating factor. While previous research on this demographic suggests that traditional green marketing and environmental concern may not effectively translate into sustainable action, a gap remains in understanding the role of religious ethics as a bridge to behavior. Using a quantitative design, Partial Least Squares Structural Equation Modelling (PLS-SEM) was applied to survey data collected from 268 Muslim Gen Z respondents in Central Java Province, Indonesia, to test the direct and indirect structural relationships. The results established that GMP directly promotes CSB and significantly strengthens ISV. Crucially, ISV emerged as a strong positive predictor of CSB, confirming its significant mediating role and highlighting the importance of religion-based values in translating stimuli into action. Conversely, EI and CI did not directly influence CSB, nor did CI significantly affect ISV. This underscores the central role of Islamic values as a primary driver of sustainable consumption in this cultural context. The findings extend sustainability marketing theory by centering religious values in consumer decision-making and practically suggest that campaigns should align with Islamic ethical teachings to translate marketing and awareness into concrete sustainable consumer behavior effectively.*

**Keywords :** Green Marketing; Green Consumer; Sustainable Behavior; Islamic Values; Generation Z.

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## INTRODUCTION

The sustainability marketing concept emerged from the need to reduce the negative impact of business activities on the environment and society and improve the quality of life in the future (HN, 2023). This concept is also used in Sharia marketing strategies to create sustainable products or services, which is those that consider environmental and social impacts throughout the product life cycle from production through disposal (Hidayat et al., 2024) .

The company's sustainability marketing not only focuses on creating value for stakeholders but also creating long-term value for society and the environment. Implementing more environmentally and socially friendly business practices, reducing greenhouse gas emissions and industrial waste are examples of company sustainability marketing (Darekar et al., 2023). Sustainability marketing is becoming an issue in modern business as more and more consumers choose to purchase environmentally and socially friendly products and services. Companies that embrace sustainability marketing can benefit from higher long-term revenue and greater competitiveness (Prihatiningrum et al., 2024).

A survey of Generation Z in Indonesia found that the younger generation has a variety of ways to express concern for the environment such as: bringing their own shopping bag, choosing environmentally friendly products, and participating in the recycling process. 69.8% of the 2,303 survey participants used their own shopping bags, while 56.2% selected environmentally friendly items. Meanwhile 46.4% also collected empty packaging for recycling, indicating that Generation Z is environmentally conscious (Annur, 2022). The other recent survey also shows that Generation Z is spending more on eco-friendly products (Ridwan, 2025).

In some articles, sustainability marketing is associated with the concept of green marketing, because it is an integrated part of it (Barraco, 2024; Kemper & Ballantine, 2019). Several green marketing and sustainability marketing studies have also addressed issues related to the Z-generation behavior in consuming green products. Generation Z, represented by individuals born between the 1990s and 2000s , has an open or inclusive viewpoint of behavior (Dragolea et al., 2023).

There are many factors that determine sustainability behaviour among Generation Z. According to a study, a high level of environmental risk awareness, environmental knowledge, social pressure, and health consciousness are antecedents of sustainable behavioral intention, which eventually leads to sustainable consumer behaviour (Ghaffar & Islam, 2023). The findings of the other study suggest that government policy, financial benefits, environmental concerns, attitudes, subjective norms, and perceived behavioural control play significant role in determining young consumers' behavioural intentions (Garg et al., 2023).

Sustainability marketing is also associated with Islamic marketing, because both in sustainability marketing and in Islamic marketing prioritizes four main characteristics: spiritual, ethical, realistic and humanistic (Usman et al., 2020). Sustainability marketing focuses on humanistic aspects because, in fact, the concept of sustainability balances between market demand and environmental conservation (Kotler & Keller, 2012).

There has been much research in recent years on Islamic values in the context of sustainability. Environmental marketing and operational and economic performance are positively related to environmental orientation. Nonetheless, the study concludes that environmental marketing has no meaningful impact on business success due to "greenwashing" methods (Aragon et al., 2024; Verma & Bharti, 2023). The association between environmental orientation and environmental marketing strategies appears to be moderated by religion (Hari Adi & Adawiyah, 2018). Testing Islamic values variables revealed that they are indirectly influential, playing a role in shaping Malaysian green purchasing intentions, whereas Saleh and Omar's research found that Islamic values have no influence on a sustainable lifestyle (Saleh et al., 2023).

While empirical evidence confirms the influence of marketing and awareness on consumer decisions, studies in emerging Muslim-majority economies often report an attitude-behavior gap regarding sustainable consumption (Mat et al., 2022a; Zhuo et al., 2022). The existing literature largely overlooks the role of deeply ingrained religious ethical frameworks as a cognitive bridge to behavior. Specifically, the mechanisms by which factors such as Green Marketing and Environmental Awareness are internalized and translated into sustainable

choices through Islamic Values among the influential Muslim Generation Z cohort remain empirically underexplored. This gap limits the effectiveness of current sustainability interventions (Hassan, 2014; Mat et al., 2022b; Mat. Azmi et al., 2023).

The factors in shaping sustainable behavior among Gen Z such as green marketing practices, environmental issues, and sustainable consumer identification have been tested in previous studies. Notably while a positive environmental protection attitude directly correlates with sustainable behavior, organizations' green marketing practices show no significant relationship with Generation Z's sustainable actions. This suggests that traditional green marketing practices may not effectively influence this demographic, creating a gap in understanding effective engagement strategies. Furthermore, merely perceiving environmental issues does not translate into sustainable behavior, nor does self-identifying as a 'green consumer' significantly impact their actions. This disconnect between awareness/identification and actual behavior highlights a need to explore underlying barriers. In contrast, the willingness to purchase green products does significantly predict sustainable behavior (Dragolea et al., 2023).

This study aims to examine how Green Marketing Practices, Environmental Issue Perception, and Green Consumer Identification influence Consumer Sustainable Behavior, with Islamic Values acting as a mediating variable. The research specifically focuses on Muslim Generation Z consumers in Central Java, Indonesia, a cohort known for its digital engagement and growing environmental concern, yet often demonstrating an attitude-behavior gap—where strong environmental attitudes do not consistently translate into sustainable actions. (Margariti et al., 2024; Zhuo et al., 2022). By integrating Islamic values, this study seeks to uncover how these values can bridge that gap and strengthen the alignment between environmental attitudes and sustainable consumption. Thus, the research contributes to both theoretical understanding and practical strategies for promoting sustainability among young Muslim consumers.

## LITERATUR REVIEW

### Theory of Planned Behavior

This study adopts the Theory of Planned Behavior (TPB) as the primary theoretical lens to explain how Islamic values influence sustainable consumer behavior (Ajzen, 1991). TPB suggests that behavior is determined by behavioral intention, which is shaped by attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of Muslim consumers, these constructs can be extended to reflect Islamic ethical principles, where moral obligations and spiritual accountability guide environmentally responsible decisions. Prior research has shown that TPB effectively predicts sustainable and pro-environmental behavior (Han et al., 2010; Syed et al., 2024; Yadav & Pathak, 2016). However, few studies have examined how religious and ethical values reinforce these behavioral determinants. The integration of TPB with Islamic ethics—such as *akhlaq* (moral conduct), *amanah* (trust), and *khalifah fil ardh* (stewardship of the earth) provides a culturally grounded understanding of how Muslim consumers form intentions to engage in sustainable practices (Mustafar & Borhan, 2013; Nur et al., 2024; Sodik et al., 2023). This theoretical integration emphasizes that sustainability in Islamic contexts is not merely a social norm but also a reflection of faith-based moral responsibility (Klabi & Binzafrah, 2023; Zulfikar et al., 2023).

### Sustainability Marketing

Sustainability in marketing is defined as creating, producing, and delivering sustainable solutions with higher net sustainable value while satisfying customers and stakeholders. It is part of the broader field of sustainable development, which aims to meet present needs without compromising future generations' ability to meet theirs (Lunde, 2018). Sustainable marketing is characterized by a structurally interactive relationship with consumers, having evolved from a reactive approach where marketers adjusted practices to align with emerging ethical consumer expectations to a more proactive role in shaping and encouraging sustainable consumer behavior (Themistocleous, 2024).

Companies are increasingly focused on addressing the negative environmental impact of their business practices. This has led to research

showing that organizations should integrate sustainability into their marketing strategies to ensure long-term viability. Prior studies have highlighted the importance of aligning marketing tactics with customer wants and expectations. Furthermore, research suggests that organizations must build relationships with customers through their marketing efforts, benefiting not only the company but also the community and the environment (Taherdangkoo et al., 2019).

### **Consumer Sustainable Behavior Gen Z**

Consumer sustainable behavior encompasses actions that support sustainability and environmental protection, such as purchasing green products, reducing consumption of environmentally harmful goods and services, and supporting conservation efforts (Mahadeva et al., 2024). The shifting lifestyle of consumers, particularly Gen Z, reflects a growing concern for environmental pollution and a strong commitment to improving their quality of life—factors that have become key considerations in their purchasing decisions. Generation Z demonstrates distinct behavioral patterns; they are not only concerned with the immediate impact of their purchases but also with long-term consequences, actively engaging in global issues and showing a heightened sense of social responsibility (Song et al., 2020).

### **Green Marketing Practices**

Green marketing practices involve promoting products and services that have minimal negative environmental impact. This includes adopting eco-friendly production methods, using sustainable materials, and implementing strategies that emphasize environmental benefits (Chaudhary, 2025). Green marketing practices have been shown to influence consumer attitudes and increase purchase intentions positively. Consumers are more likely to engage with brands that demonstrate a commitment to environmental sustainability, leading to increased brand loyalty and word-of-mouth promotion (Muraleedharan & Maheswari, 2024).

### **Environmental Issues**

Environmental issues, such as pollution, deforestation, and climate change, significantly influence consumer behavior by heightening

awareness of health and wellness threats. As consumers recognize the direct impact of these challenges on their well-being, they increasingly seek sustainable products that minimize environmental harm (Poorani & Banumathi, 2025). Driven by major concerns over issues like climate change and pollution, especially regarding its links to species extinction, disease, and mental health problems (anxiety and depression), Generation Z globally demonstrates a high level of environmental awareness, demanding action and mobilizing for change (Dragolea et al., 2023).

### **Green Consumer Identification of Muslim Gen Z**

Green consumer identification refers to the representation of individuals who engage in sustainable consumption practices, primarily motivated by personal responsibility and empowerment regarding environmental issues. The identity of a green consumer is depicted as someone whose consumption choices are influenced by micro-motivations, emphasizing their right to contribute to better environmental conditions (Zitmane, 2019). Generation Z's green self-identity significantly impacts their perception of eco-friendly businesses, such as restaurants. This self-identity fosters a "warm glow" feeling, enhancing their willingness to pay for green products and services (Mahasuweerachai & Suttikun, 2022).

### **Islamic Values in Consumer Sustainable Behavior**

Religious values significantly influence an individual's way of life, from their thoughts to their daily habits. This deep-seated connection means that religion doesn't just dictate formal practices; it shapes a person's entire perspective on the world. As a result, the profound impact of these values on human behavior has become a central topic of discussion and research for many decades (Begum et al., 2021). Studies have shown that Muslim consumers, influenced by Islamic teachings, are more likely to engage in sustainable consumption behaviors, thereby contributing to shared prosperity and environmental preservation (Mat et al., 2022b). When consumers identify themselves as a 'green consumer,' they implicitly adopt a set of ethical norms and values related to sustainability (Peattie, 2010). In Islamic-dominant cultures, religious values significantly influence consumer behavior, reinforcing the notion that purchasing green products aligns with moral and religious duties.

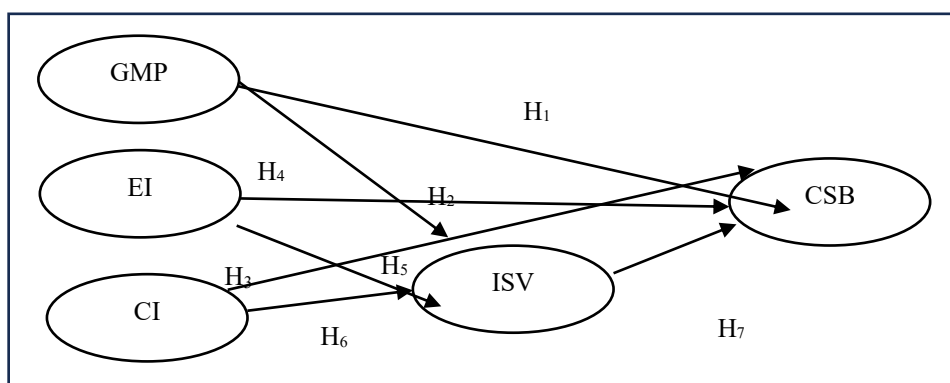
This overlap between cultural norms and religious beliefs enhances the importance of Islamic values in daily consumption decisions, promoting environmentally friendly practices as a reflection of one's faith and ethical responsibility (Lestari et al., 2025).

Based on the preceding description and supporting literature, the research hypotheses are proposed as follows.

- H<sub>1</sub> : Green Marketing Practices positively influence Consumer Sustainable Behavior.
- H<sub>2</sub> : Environmental Issues positively influence Consumer Sustainable Behavior.
- H<sub>3</sub> : Green Consumer Identification positively influences Consumer Sustainable Behavior.
- H<sub>4</sub> : Green Marketing Practices positively influence Islamic Values.
- H<sub>5</sub> : Environmental Issues positively influence Islamic Values.
- H<sub>6</sub> : Green Consumer Identification positively influences Islamic Values.
- H<sub>7</sub> : Islamic Values positively influence Consumer Sustainable Behavior.

Based on the proposed hypotheses, this study develops a conceptual framework illustrating how Green Marketing Practices, Environmental Issue Perception, and Green Consumer Identification influence Consumer Sustainable Behavior, both directly and indirectly through Islamic Values. Grounded in the Theory of Planned Behavior (Ajzen, 1991) and the Value-Belief-Norm Theory (Stern, 2000), the model highlights how attitudes and moral values shape sustainable actions. In the Islamic perspective, principles such as *khalifah fil ardh* (stewardship of the earth) and *wasatiyyah* (moderation) encourage responsible and ethical consumption (Ali et al., 2023; Rice, 2006). The proposed research framework is presented in Figure 1.

**Figure 1. Research Framework**



Source: Developed for this research (2025)

## RESEARCH METHOD

This research explores how Green Marketing Practices, Environmental Issue perception, and Green Consumer Identification influence Consumer Sustainable Behavior among Generation Z Muslim consumers, with Islamic Values serving as a mediating pathway. Data were collected through a survey distributed to Generation Z Muslim consumers. A structured questionnaire was used to capture responses on Green Marketing Practices, Environmental Issue perception, Green Consumer Identification, Islamic Values, and Consumer Sustainable Behavior. The survey items were adapted from validated scales in prior studies to ensure content validity and were measured using a five-point Likert scale (Özgün-Ayar & Selvi, 2025; Vilkaite-Vaitone et al., 2022).

The sampling method applied was purposive sampling, targeting respondents who met two main criteria: (1) being part of Generation Z (born between 1997 and 2006) in Central Java Province, Indonesia, and (2) identifying as Muslim. Central Java was selected because it is recognized for its strong religiosity and deep integration of Islamic values in social and economic life, making it a suitable context for examining the influence of Islamic ethics on sustainable behavior (Marwa & Mustika, 2024). In addition, the province has a large and digitally active Gen Z population (BPS-Statistics of Jawa Tengah Province, 2023) aligning with the study's focus on young, environmentally aware Muslim consumers. A total of 268 valid responses were collected and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM),

which is appropriate for evaluating both measurement reliability and structural relationships in complex predictive models (Hair et al., 2021).

## RESULTS AND DISCUSSION

### Results

The study involved 268 respondents, all Generation Z Muslim consumers in Central Java Province, Indonesia. The demographic characteristics of the sample are presented in Table 1, categorized by gender and age group. This profile provides an overview of the participants' distribution and helps contextualize the findings within the characteristics of the target.

Table 1. Respondents Characteristic

Category	Frequency	Percentage (%)
<b>Gender</b>		
Male	78	29
Female	190	71
<b>Age Group</b>		
17-20	110	41
21-23	136	51
24-27	22	8
Total	268	100

(Source: Primary data, 2025)

The study employed Smart PLS to test five variables: Consumer Sustainable Behavior (CSB), Green Marketing Practices (GMP), Environmental Issues (EI), Green Consumer Identification (CI), and Islamic Values (ISV). The model evaluation was conducted using the two-stage PLS-SEM approach, beginning with the measurement model assessment and then structural model assessment.

### Measurement Model

The evaluation of the measurement model was conducted to ensure that the latent constructs were measured reliably and validly. This process involved examining indicator reliability, internal consistency reliability, and convergent validity for each construct in the study (Hair et al., 2021). Table 1 summarizes the results.

**Table 1. Measurement Model Assessment**

Construct	Indicator Loadings	Cronbach's Alpha	Composite Reliability	AVE
GMP	0.729–0.838	0.844	0.883	0.601
EI	0.813–0.889	0.845	0.896	0.741
CI	0.747–0.972	0.764	0.856	0.751
ISV	0.756–0.902	0.810	0.875	0.700
CSB	0.759–0.869	0.839	0.889	0.667

*Source: Primary data processed by SmartPLS (2025)*

The assessment of the measurement model demonstrated that all constructs met the required standards of reliability and validity. Indicator loadings ranged from 0.729 to 0.972, exceeding the minimum recommended threshold of 0.70 (Hair et al., 2019), thus confirming indicator reliability. Both Cronbach's Alpha and Composite Reliability were well above the 0.70 benchmark (Hair et al., 2021), establishing strong internal consistency across constructs. These results indicate that each construct was measured consistently and with minimal error.

Convergent validity was also confirmed, as the Average Variance Extracted (AVE) values ranged from 0.601 to 0.751, surpassing the 0.50 threshold (Fornell & Larcker, 1981). This demonstrates that the constructs explain more than 60% of the variance in their indicators, supporting the robustness of the measures. These findings validate that the constructs – Green Marketing Practices, Environmental Issues, Green Consumer Identification, Islamic Values, and Consumer Sustainable Behavior – are reliable and valid, ensuring that subsequent structural model testing can be conducted with confidence.

Discriminant validity was examined using both the Fornell–Larcker criterion and the Heterotrait–Monotrait Ratio (HTMT). Table 2 shows that the square root of AVE for each construct exceeded its correlations with other constructs, meeting the Fornell–Larcker requirement.

**Table 2. Fornell-Larcker Criterion**

	<b>GMP</b>	<b>EI</b>	<b>CI</b>	<b>ISV</b>	<b>CSB</b>
<b>GMP</b>	0.775				
<b>EI</b>		0.861			
<b>CI</b>			0.867		
<b>ISV</b>				0.837	
<b>CSB</b>					0.817

*Source: Primary data processed by SmartPLS (2025)*

Furthermore, the HTMT results in Table 3 indicate that most values fall below the conservative threshold of 0.85, with the highest being 0.969 for the EI–GNP relationship. While this exceeds the conventional guideline suggested by Henseler et al (2015), more recent literature emphasizes that discriminant validity should be assessed holistically, considering both HTMT and complementary criteria such as the Fornell–Larcker criterion and cross-loadings. In line with Hair et al (2019), HTMT values marginally above the threshold may still be deemed acceptable if supported by additional evidence of construct distinctiveness. Therefore, in combination with the Fornell–Larcker results, the discriminant validity in this study can be considered adequate.

**Table 3. HTMT Ratios**

	<b>CI</b>	<b>CI*ISV</b>	<b>CSB</b>	<b>EI</b>	<b>EI*ISV</b>	<b>GNP</b>	<b>GNP*ISV</b>	<b>ISV</b>
<b>CI</b>	–							
<b>CI*ISV</b>	0.041	–						
<b>CSB</b>	0.092	0.213	–					

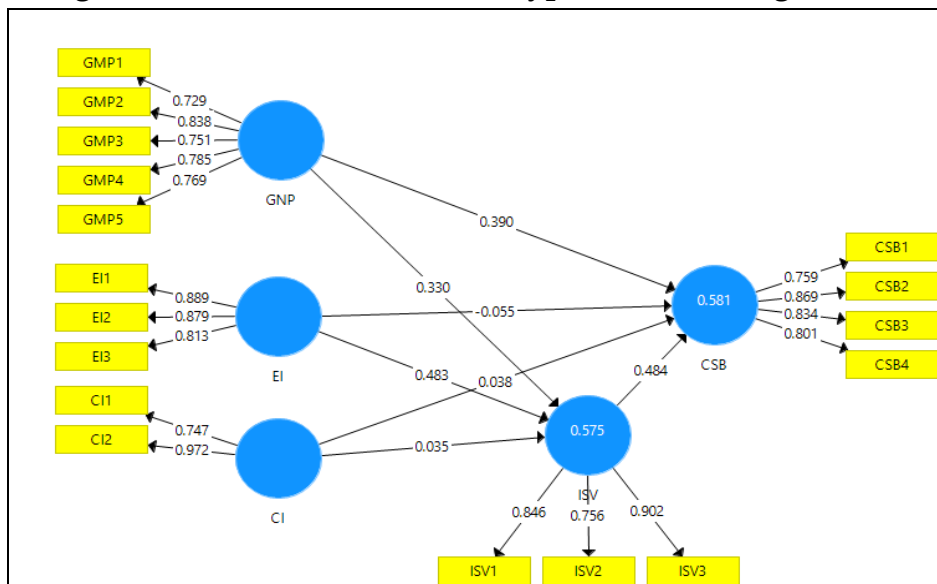
	CI	CI*ISV	CSB	EI	EI*ISV	GNP	GNP*ISV	ISV
EI	0.084	0.271	0.673	—				
EI*ISV	0.078	0.329	0.528	0.725	—			
GNP	0.038	0.258	0.800	0.859	0.690	—		
GNP*ISV	0.073	0.327	0.487	0.672	0.969	0.671	—	
ISV	0.113	0.258	0.866	0.886	0.654	0.820	0.611	—

Source: Primary data processed by SmartPLS (2025)

### Structural Model and Hypotheses Testing

Following the validation of the measurement model, the structural model was assessed to test the proposed hypotheses. Path coefficients ( $\beta$ ), t-values, and p-values from the bootstrapping procedure were examined alongside the coefficient of determination ( $R^2$ ) for endogenous constructs. This analysis evaluates the strength, significance, and explanatory power of the relationships, clarifying how GMP, EI, and CI influence CSB directly and through ISV.

Figure 1. Structural Model and Hypotheses Testing Results



Source: Primary data processed by SmartPLS (2025)

The structural model analysis demonstrated satisfactory predictive accuracy, exceeding the R2 threshold of 0.25 (Hair et al., 2019). The model accounted for 57.5% of the variance in Islamic Values (ISV) (R2=0.575) and 58.1% of the variance in Consumer Sustainable Behavior (CSB) (R2=0.581). Key findings indicate that Green Marketing Practices (GMP) ( $\beta=0.390$ ) had a significant positive effect on CSB, supporting H1. Conversely, Environmental Issues (EI) ( $\beta=-0.055$ ) and Green Consumer Identification (CI) ( $\beta=0.038$ ) did not significantly influence CSB, leading to the rejection of H2 and H3, suggesting a limited direct impact of concern and identity on behavior.

Regarding the antecedents of ISV, both GMP ( $\beta=0.330$ ) and EI ( $\beta=0.483$ ) significantly influenced ISV, supporting H4 and H5, indicating that environmental awareness and green marketing reinforce sustainability-oriented Islamic ethical principles. However, CI did not significantly influence ISV ( $\beta=0.035$ ), resulting in the rejection of H6. Crucially, the model confirmed that ISV exerted a strong positive influence on CSB ( $\beta=0.484$ ), supporting H7 and highlighting a significant mediating role for religion-based values in translating sustainability stimuli into action. In summary, the findings underscore green marketing practices and Islamic values as primary drivers of sustainable consumer behavior, while the direct impact of environmental issues and consumer identity was limited.

**Table 4. Hypotheses Testing Results**

Hypothesis	Path	$\beta$	t-value	p-value
H <sub>1</sub>	GMP → CSB	0.390	5.745	0.000
H <sub>2</sub>	EI → CSB	-0.055	0.773	0.440
H <sub>3</sub>	CI → CSB	0.038	0.776	0.438
H <sub>4</sub>	GMP → ISV	0.330	4.759	0.000
H <sub>5</sub>	EI → ISV	0.483	7.675	0.000
H <sub>6</sub>	CI → ISV	0.035	0.857	0.391
H <sub>7</sub>	ISV → CSB	0.484	5.995	0.000

*Source: Primary Data processed by SmartPLS (2025)*

## Discussion

This study set out to explore how green marketing practices, awareness of environmental issues, and green consumer identification influence sustainable consumption among Muslim Generation Z, with Islamic values acting as a bridge between these factors. The results show that the model explains a moderate level of variance 57.5% in Islamic values and 58.1% in consumer sustainable behavior highlighting that the framework captures the dynamics of sustainability fairly well. A key insight is that while marketing and environmental awareness matter, their impact is strongest when filtered through the values and principles of Islam.

Green marketing practices were found to directly encourage sustainable behavior and also strengthen Islamic values. This reinforces earlier work suggesting that well-designed green campaigns can increase trust and motivate eco-friendly choices (Lestari et al., 2025; Sulaiman et al., 2020). What makes this result especially meaningful is the cultural context: for Muslim Gen Z, green messages resonate more deeply when they are connected to religious teachings about stewardship and care for creation. This suggests that sustainability marketing in Muslim societies should not stop at ecological appeals but also align with the moral and spiritual values that guide everyday decisions (Aboukhousa et al., 2024).

Interestingly, awareness of environmental issues did not directly lead to sustainable actions. People may care about the environment, but that concern often needs to be translated into action through other mechanisms (Venghaus et al., 2022). In this study, environmental concern worked indirectly by reinforcing Islamic values, which then guided behavior. This differs from some earlier findings where concern itself predicted eco-friendly purchases (Yadav & Pathak, 2016), but makes sense in a context where religious values serve as a factor in consumption (Solekah et al., 2020).

By contrast, identifying as a “green consumer” did not have much influence on behavior or values. While identity has been shown to matter in Western contexts (Whitmarsh & O’Neill, 2010), it seems less relevant for Muslim Gen Z, who may place greater weight on collective religious values than on personal ecological identity. This underlines the importance of tailoring sustainability models to cultural settings, rather

than assuming identity works the same way across different societies (Brito Antunes, 2019).

The strongest effect in the model came from Islamic values, which not only directly shaped sustainable behavior but also mediated the effects of green marketing and environmental concern. This finding supports the idea that faith-based ethics provide a solid foundation for sustainability (Mat et al., 2022c; Solekah et al., 2020). For theory, this extends the sustainability marketing literature by placing religious values at the center of consumer decision-making. For practice, campaigns and policies will be more effective when they link sustainability to Islamic teachings about responsibility and stewardship.

The analysis also revealed a strong interconnection between Environmental Issues (EI), Green Marketing Practices (GMP), and Islamic Values (ISV). This suggests that for Muslim Gen Z, exposure to green messages and awareness of environmental challenges are already deeply interwoven with their religious and moral beliefs. In this group, sustainability is not viewed solely as an ecological concern but also as an expression of faith and ethical responsibility in Islam.

From a theoretical perspective, this close linkage demonstrates how religious values can amplify the internalization of environmental messages, transforming ecological awareness into moral obligation. However, methodologically, this strong association may also indicate some conceptual overlap or common method bias, as participants might interpret environmentally focused questions through a faith-based view (Das et al., 2025). Future studies could minimize this potential bias by using multi-source or time-lagged data collection and refining measurement instruments (Fuller et al., 2016; Podsakoff et al., 2003) to better distinguish environmental cognition from religiously grounded motivations.

The findings of this study are consistent with the Theory of Planned Behavior (TPB). The strong influence of Islamic values on sustainable behavior shows that attitudes and norms among Muslim consumers are shaped by moral and religious beliefs, aligning with Ajzen's (1991) view that intention stems from attitude and perceived social expectations. The positive effect of green marketing supports the TPB idea that external messages can enhance attitudes when they align with consumers' core

values (Rozenkowska, 2023). In contrast, the weak impact of environmental concern and consumer identification suggests that awareness alone is insufficient without the key TPB mechanisms of moral obligation and perceived control (Badavath et al., 2024; Rukhsar et al., 2025). Overall, the results confirm that faith-driven values strengthen behavioral intentions and actions toward sustainability within an Islamic framework.

This study shows that for Muslim Gen Z, sustainable consumption is not only a matter of marketing exposure or environmental concern, but is most powerfully driven by religious values that translate these influences into action. This insight provides both theoretical depth and practical guidance for advancing sustainability in culturally relevant ways.

## CONCLUSION

This study investigated the influence of Green Marketing Practices (GMP), Environmental Issues (EI), and Green Consumer Identification (CI) on Consumer Sustainable Behavior (CSB) among Muslim Generation Z in Central Java Province, Indonesia with Islamic Values (ISV) hypothesized as a mediating mechanism. Employing a quantitative research design, Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied to survey data collected from 268 respondents to test both direct and indirect structural relationships. The results established that GMP directly promotes SCB and significantly strengthens ISV, which subsequently exerts a strong positive influence on consumption choices. Although EI did not directly predict SCB, it did so indirectly through its significant positive impact on ISV. Conversely, CI demonstrated no significant effect on either ISV or SCB, suggesting a limited role for personal identity relative to value-based drivers. Collectively, the findings underscore the central role of ISV as both a significant predictor and effective mediator of SCB.

Despite providing valuable insights, the study's findings are subject to limitations. The use of a cross-sectional design restricts the ability to capture temporal changes or causal dynamics in behavior over time. Furthermore, the specific focus on Muslim Generation Z within a singular regional context may compromise the generalizability of the findings to broader or more diverse populations. Future research should consider

adopting longitudinal designs, incorporating other demographic groups, or conducting cross-cultural comparisons to deepen the understanding of sustainability drivers. Practically, the results indicate that policymakers and marketers should strategically align sustainability campaigns with Islamic ethical teachings, leveraging these values as a powerful pathway to effectively translate environmental awareness and marketing messages into concrete SCB.

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