

Environmental consciousness, health consciousness and ethical identity to achieve sustainable rehabilitation after disaster

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Abstract. This study examines the influence of environmental consciousness, health consciousness, and ethical identity on fostering sustainable restoration following disasters. As global environmental and health challenges escalate, the incorporation of sustainable practices is imperative not just in daily consumption but also in post-disaster recovery initiatives. This study investigates the impact of individual and community awareness in these three domains on the sustainable rehabilitation of impacted areas. This study utilizes a dataset of 200 respondents from Indonesia and implements Partial Least Squares Structural Equation Modelling (PLS-SEM) to examine the influence of consciousness elements on sustainability consciousness, essential for long-term rehabilitation. Research indicates that health and environmental consciousness significantly influence sustainability consciousness, while ethical identity does not demonstrate a considerable effect. The study emphasizes the necessity of incorporating environmental and health consciousness into disaster recovery efforts, offering pragmatic insights for politicians and humanitarian organizations to promote sustainable rehabilitation practices.

1 Introduction

In recent years, there has been a widespread effort among academics to comprehend sustainable consumption behavior particularly in disaster recovery. The broad adoption of sustainable consumption practices, especially in post-disaster contexts, has been fueled by the increasing public awareness of the hazards associated with environmentally hazardous items. There are numerous instances of sustainable consumption behavior, such as purchasing goods that are traded sustainably and fairly, utilizing energy-efficient equipment, buying organic food, recycling household waste, voluntarily adopting a minimalist lifestyle, purchasing goods made from recycled materials, transitioning to environmentally friendly products, altering modes of transportation, and investing in "ethical funds," among others [1]. Sustainable consumption involves adopting a different approach to consumption by reducing both the quantity of goods and services spent (volume) and the impact on the environment that result from what is consumed (composition) [2]. This means practicing sustainable consumption entails not only minimizing waste, but also substituting hazardous items with more ecologically sound alternatives to minimize the detrimental effects on the environment.

The immense influence of technology should not be overlooked, since it has significantly altered people's

consuming behaviors through platforms like social media, particularly with the implementation of campaigns like green marketing [3]. Nevertheless, achieving a sustainable society requires more than just depending on technological advancements; it also requires a fundamental shift in human behavior [4]. Indeed, ecological economists assert that strategies for achieving a sustainable society should incorporate changes in the realm of individual consumer behavior [5]. They argue that viewing humans as active agents of change, rather than passive recipients of environmental policies, can lead to more effective and enduring sustainable transformations.

At the individual consumer level, ecological sustainability is facilitated by a significant change in consciousness [6, 7]. This consciousness is often referred to as mindfulness, which is a mechanism that can help consumers to reorient towards sustainable behavior [8]. Several studies have successfully shown that mindfulness can encourage changes in consumption behavior [9-11]. Thus, it is assumed that mindfulness could have a substantial impact on inspiring individuals to develop awareness and concern for sustainability.

Although mindfulness as an approach to researching sustainability at the micro/individual level is highly recommended, the academic literature on the subject remains underdeveloped [12]. Research has found a connection between mindfulness and sustainability,

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however, the theoretical understanding of how mindfulness affects individuals in relation to sustainability is still in its early stages and relies heavily on insights from other scientific fields rather than individual psychological perspectives [13, 14]. Furthermore, prior studies have mostly examined mindfulness and sustainability through the lens of pro-environmental behavior, resulting in a limited comprehension of sustainability. The present study aims to fill the gaps by establishing a connection between mindfulness and sustainability consciousness to achieve sustainable rehabilitation, considering personal, social, and environmental aspects.

The patterns of sustainability consciousness may differ among different generations, such as Gen Z and Gen Y. These generations may exhibit distinct mindfulness approaches when it comes to selecting, purchasing, utilizing, and disposing of different products available in the market. The challenge of finding a balance between mindfulness and sustainable consciousness is a significant yet insufficiently studied topic that requires substantial scientific focus. In response to the aforementioned shortcomings, we elaborate on the principles of mindful consumption to elucidate the influence of mindfulness on sustainability consciousness. Additionally, our study investigates how age influences the relationship in question. In this study, we have chosen to use sustainability consciousness as a measure for each of the three components of sustainable development, namely personal value, societal, and environmental aspects. Therefore, this study aims to fill significant gaps in the current literature on the subject.

2 Literature review and hypothesis development

2.1 Health consciousness

Mindful consumption is a relevant theoretical paradigm that applies specifically to sustainable consumption [15]. Essentially, adopting a mindful mentality enables consumers to carefully contemplate the consequences of their purchase choices and modify their behavior accordingly. Previous research has succeeded in proving that mindful consumption is influenced by three high-level motivations, namely health consciousness, ethical identity, and environmental consciousness [10]. The first scope (health consciousness) can be interpreted as how much a person cares about their health and the health of the people they care about, in this case including their family. The first scope, health consciousness, refers to the extent to which an individual prioritizes their own health and the well-being of their loved ones, particularly in the aftermath of disasters [16]. In post-disaster rehabilitation, prioritizing health consciousness ensures that recovery processes address public health risks, such as access to clean water, sanitation, and healthcare. Individuals who prioritize their well-being are more inclined to adopt and maintain healthy behaviors, such as sustainable consumption [17]. This can be seen from previous research which proved that health consciousness does

influence the intention to use environmentally friendly menstrual products [18]. Other research also proved that being health-conscious leads to mindfulness by means of adopting nutritious meals and engaging in healthy habits [19]. Based on the literature review and with the intention of filling the current knowledge gaps, the following hypotheses are put forward.

Hypothesis 1: Health consciousness is positively and significantly influencing sustainability consciousness

2.2 Ethical identity

Consumers who identify themselves as ethical individuals are more inclined to make choices that have favorable social consequences and contribute to the well-being of others [20]. This act will significantly influence aspects of social and environmental sustainability as well. Ethical consumption refers to the act of individuals buying and utilizing things and resources based on both personal satisfaction and values, as well as moral principles that distinguish between right and wrong, good and bad [21]. The motives that drive ethical consumption choices encompass considerations for the well-being of animals and humans, as well as the need for fair prices, among other factors [22]. Put simply, ethical identity refers to the degree to which consumers are motivated by ethical considerations while making decisions about what to consume [10]. We contend that there is a positive correlation between an individual's ethical identity and their level of consciousness regarding sustainable consumption. Thus, next hypothesis is:

Hypothesis 2: Ethical identity is positively and significantly influencing sustainability consciousness

2.3 Environmental consciousness

Environmental consciousness encompasses both an individual's understanding and awareness of environmental challenges, as well as the corresponding actions they take in response [23]. Environmental consciousness plays a critical role in disaster rehabilitation by promoting sustainable rebuilding practices that reduce future environmental risks. Environmental consciousness refers to the set of personal ideas that influence consumers to engage in behaviors that are advantageous to the environment [24]. Research has demonstrated that individuals who possess environmental consciousness also display traits and attitudes such as loyalty and a robust feeling of commitment [25]. The same research also showed that consumers that have a heightened environmental awareness are more likely to exhibit favorable attitudes towards green practices, leading to increased market rivalry driven by environmentally friendly buying patterns. As environmental consciousness grows, consumer consciousness of sustainability also becomes better [26]. Therefore, the third hypothesis in this research is:

Hypothesis 3: Environmental consciousness is positively and significantly influencing sustainability consciousness

2.4 Role of age

Research reveals that consumption patterns vary with age [27]. The consumption behavior of the new generation of consumers (called Gen Z, the generation born from 1995 onwards) is very different from the previous generation, namely Gen Y [28]. Previous research revealed that Gen Y customers prioritize career advancement and stability over financial rewards such as higher salaries, while Generation Z are materialistic in the sense that they make higher salaries the main criterion when choosing a job [29]. There are conflicting results regarding the attitudes of customers from different generations. For example, several studies have found that Generation Y consumers are aware of and care about sustainability issues [30]. However, research also reveals that Gen Z is more interested in investing in and associating with brands that have a proven sustainability track record [31, 32]. Gen Z consumers are maturing in a time characterized by heightened environmental consciousness and instruction. From a young age, they have encountered a range of social, economic, and environmental challenges through educational programs and social media [33, 34]. The aforementioned exposure likely facilitated an enhanced comprehension of sustainable practices and a more profound recognition of their significance, hence rendering Gen Z consumers more open to the influence of sustainability consciousness [35]. Furthermore, Gen Z consumers actively pursue resolutions to worldwide issues and champion sustainability, social justice, and ethical principles [36]. Gen Z is recognized for their social awareness and their willingness to prioritize addressing global issues before financial gain [37]. Thus, we predict that the effect of health consciousness, ethical identity, and environmental consciousness on sustainability consciousness is stronger for Gen Z customers than Gen Y customers.

The construction model in this research can be seen in Fig. 1. It can be from the model that health consciousness, ethical identity, and environmental consciousness will have a significant positive effect on sustainable consciousness. Meanwhile, age will moderate this relationship, with the assumption that the influence of mindfulness on sustainability awareness is stronger for Gen Z customers than for Gen Y customers.

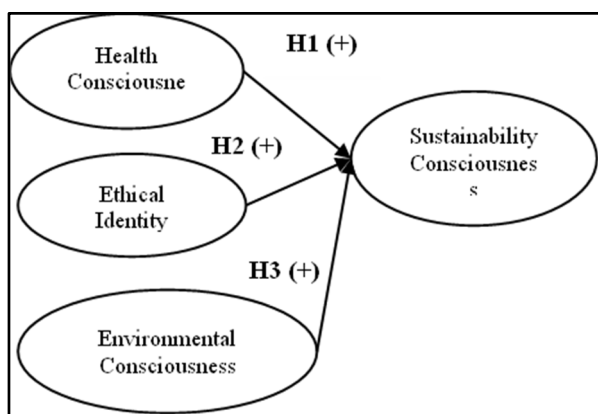


Fig. 1. Conceptual frameworks

3 Methodology

3.1 Sample and data collection

Respondent data in Indonesia was obtained through an online survey company. The research instrument consists of various statements that respondents must rate, and the questionnaire is designed to capture the key variables of this study as well as demographic variables such as age and gender. To ensure enough sample size and representation of various age groups, researchers carried out calculations first on the first 100 respondents and then continued the next 100 respondents. A total of 200 questionnaires were distributed and all of them can be used for further analysis. Out of the 200 participants, there were an equal number of males and females with 89 participants belonging to Generation Z and 111 participants belonging to Generation Y. See Table 1 for an overview of the demographic characteristics of the respondents, which consists of gender, age, education level, and job status. In this survey, all respondents were required to answer all questions so that the number of missing values was 0. Most of the respondents' ages were in the range of 21–26-year-old, then the next were in the range of 33–38-year-old, next are in the range of 39–43-year-old and so on. Based on these results, it can be concluded that the age of the respondents is as expected, namely Gen Y and Gen Z.

Table 1. Demographic profile.

	Demographic	Frequency	Percentage
Gender	Men	100	50
	Women	100	50
Total		200	100
Age group	15-20	40	20
	21-26	49	24.5
	27-32	25	12.5
	33-38	45	22.5
	39-43	41	20.5
Total		200	100
Level education	High school	54	27
	Diploma degree	20	10
	Bachelor's degree	123	61.5
	Master's degree	3	1.5
Total		200	100
Job status	Student	90	45
	Employee	50	25
	Entrepreneur	25	12.5
	Housewives	20	10
	Other	15	7.5
Total		200	100

3.2 Measures

This paper adapts a measurement scale from previous literature with some minor modifications to ensure contextual suitability for the research. Questions for the variable's health conscientiousness (HC1, HC2, HC3), ethical identity (EI1, EI2, EI3), and environmental consciousness (EC1, EC2, EC3) were adapted from previous research [16]. While questions for the

sustainability consciousness variable (SC1, SC2, SC3, SC4, SC5) were taken from another research [38].

3.3 Data analysis and results

This study utilized Partial Least Squares Structural Equation Modelling (PLS-SEM) to analyse the data. The researchers used a two-step approach that involved doing confirmatory factor analysis (CFA) and structural equation modelling (SEM) to examine the proposed correlations [39]. We evaluated the reliability of the construct using Cronbach's alpha and Composite reliability (CR). Table 2 shows that the Cronbach's alpha and CR values for all our constructs exceeded the criterion of 0.70 [39], confirming the reliability and consistency of the constructs. Discriminant validity was measured by looking at the HTMT value. It can be seen in Table 3, the entire HTMT value is below 0.9, which means that discriminant validity was established [39]. Based on this analysis, it can be concluded that this research model is valid and reliable.

Table 2. Construct reliability and validity test.

Items	Measurements		
	CA	AVE	CR
Health Consciousness (HC)	0.956	0.919	0.972
Ethical Identity (EI)	0.942	0.896	0.963
Environmental Consciousness (EC)	0.874	0.799	0.922
Sustainability Consciousness (SC)	0.911	0.743	0.935

Table 3. HTMT results (discriminant validity).

Items	HTMT results			
	EC	EI	HC	SC
EC				
EI	0.55			
HC	0.603	0.839		
SC	0.877	0.663	0.7	

Table 4. Results of the structural model assessment.

Hypothesis	Measurements			Results
	β values	T statistics	P values	
H1 (+): HC \rightarrow SC	0.394	5.125	0.000	Supported
H2 (+): EI \rightarrow SC	0.015	0.211	0.416	Not supported
H3 (+): EC \rightarrow SC	0.565	11.048	0.000	Supported
H1 (+): HC \rightarrow SC	0.394	5.125	0.000	Supported

Table 5. R square comparison of Gen Y and Gen Z.

	Gen Y	Gen Z
R square	0.778	0.698
Adjusted R square	0.772	0.687

Research model testing was carried out using SmartPLS. Table 4 presents a summary of the results of this research's hypothesis testing. Hypothesis 1 which assumes that health consciousness will have a significant effect on sustainability consciousness can be proven well. This result is in accordance with the results from previous research which prove that awareness of the health of oneself and loved ones will make one more aware of environmental sustainability [10, 16]. Apart from that, Hypothesis 3 which predicts that environmental consciousness will have a significant positive effect on sustainability consciousness is also supported. These results provide an understanding that the more someone cares about their environment, the higher their consciousness of sustainability because the environment is part of sustainability that must be considered for the sake of future generations. These results are in accordance with the previous results of research [26].

On the contrary, Hypothesis 2 is not supported, meaning that the ethical identity of Indonesian society does not have a significant effect on sustainability consciousness. This indicates a discrepancy with the predictions made by previous authors who suggested that those with stronger ethical beliefs would possess a greater consciousness of sustainability [40]. However, a separate study resulted similar findings to the present study, indicating that the ethical identity of individuals in Hungary did not influence their level of environmental consciousness [10]. Lastly, this study also investigated the validity of the claim that Gen Z has a greater awareness of sustainability compared to Gen Y. To do so, we categorized these two age groups separately and compared the R square values. The R square value for Gen Y (age range 27-43 years) is higher than that for Gen Z (age range 15-26 years), as seen in Table 5. The analysis suggests that the correlation between the three factors is notably larger among those in the Gen Y age group compared to those in Gen Z. This finding diverges with the author's predictions and past research findings [4].

4 Discussion

This study is the first of its kind to investigate the influence of mindfulness on sustainability consciousness. Prior research has predominantly focused on sustainable consumption rather than sustainability consciousness [15, 41]. Several prior research have certainly endeavored to investigate these variables and occurrences, but they were conducted in industrialized nations that already incorporate mindfulness into their daily routines. In this study, we aimed to examine the structures within a wider scope, encompassing a diverse range of participants.

The results of this study suggest that consumers are driven to adopt sustainability consciousness by their health consciousness and environmental consciousness. Nevertheless, the ethical identity did not serve as a motivating factor for respondents to carry out this action. Contrary to expectations, generational variations do not significantly impact sustainability consciousness. However, this study reveals that Generation Y demonstrates a higher level of concern for sustainability

compared to Generation Z. This may happen because Millennials are said to be a socially conscious generation that recognizes their responsibility in society. They understand the need to adopt environmentally friendly practices and are aware that by doing so, they are making a good impact on the environment and enhancing their own well-being [42].

This study adds to the existing body of research on sustainable and conscious consumption, as well as the literature on consumer behavior after disasters. The motivational influence of health consciousness, environmental consciousness, and ethical identity has been theorized using existing research on sustainable and mindful consumerism. However, this notion has not been explored in developing nations where the idea of mindfulness is still uncommon. Our study also enhances theoretical understanding by uncovering a unique pattern where distinct higher-level motivations serve as the primary factors influencing customer behavior. There is a lack of similar studies focusing on this matter in developing countries. Therefore, it is expected that the findings of this research will raise awareness among other researchers about the significance of mindfulness, which encompasses health consciousness, environmental consciousness, and ethical identity, as the primary driver in enhancing people's awareness of sustainability.

In addition to its theoretical contribution, the current study also holds significant management implications. The findings from this study can be applied by companies that provide sustainable products to improve the segmentation of consumer markets. This can be done by considering factors such as materialism and sustainability consciousness, in addition to the traditional segmentation factors like customer psychographics and demographics. The segmentation process could be informed by social media or search data collected from several platforms. Furthermore, as the research indicates that mindfulness is a significant antecedent of sustainable consciousness, it is advisable to incorporate mindfulness programs into induction programs in organizations or orientation programs in universities. This would enhance individuals' consciousness of their surroundings and foster a more robust sustainable consciousness.

Margareth Setiawan: Conceptualization, Methodology, Validation, Formal analysis, Resources, Data Curation, Data Analysis, Writing, Reviewing, Editing.

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