

THE EFFECT OF GREEN ACCOUNTING KNOWLEDGE, ENVIRONMENTAL AWARENESS AND GREEN MARKETING ON SUSTAINABLE CONSUMPTION

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Article history:

Submitted: 03 May 2024

Revised: 25 May 2024

Accepted: 27 September 2024

Keywords:

Green Accounting Knowledge;

Environmental Awareness;

Green Marketing;

Sustainable Consumption.

Kata Kunci:

Pengetahuan Akuntansi Hijau;

Kesadaran Lingkungan;

Pemasaran Hijau;

Konsumsi Berkelanjutan.

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Abstract

This study aims to determine the effect of (1) green accounting knowledge on sustainable consumption, (2) environmental awareness on sustainable consumption, and (3) green marketing on sustainable consumption. This study uses quantitative research. Its population comprises accounting students at Universitas Negeri Yogyakarta (UNY). The convenience sampling method is used to obtain 196 respondents. The data analysis technique used to test the hypotheses is multiple linear regression. The results of this study indicate that: (1) green accounting knowledge has a positive effect on the sustainable consumption of accounting students at UNY, indicated by a significance value of $0.000 < 0.05$; (2) environmental awareness has a negative effect on the sustainable consumption of accounting students at UNY, indicated by a significance value of $1.161 > 0.05$; and (3) green marketing has a positive effect on the sustainable consumption of accounting students at UNY, indicated by a significance value $0.000 < 0.05$.

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh: (1) Pengetahuan *Green Accounting* terhadap *Sustainable Consumption*, (2) Pengaruh Kesadaran Lingkungan terhadap *Sustainable Consumption*, (3) Pengaruh *Green Marketing* terhadap *Sustainable Consumption*. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini yaitu mahasiswa Akuntansi Universitas Negeri Yogyakarta. Teknik Pengambilan sampel yang digunakan dalam penelitian ini adalah *convenience sampling* dengan jumlah sampel sebanyak 196 orang. Teknik analisis data yang digunakan untuk menguji hipotesis adalah analisis regresi linear berganda. Hasil dari penelitian ini menunjukkan bahwa: (1) Pengetahuan *Green Accounting Knowledge* berpengaruh positif dan signifikan terhadap *Sustainable Consumption* pada Mahasiswa Akuntansi Universitas Negeri Yogyakarta, ditunjukkan dengan nilai signifikansi $0,000 < 0,05$. (2) Kesadaran Lingkungan tidak berpengaruh terhadap *Sustainable Consumption* pada Mahasiswa Akuntansi Universitas Negeri Yogyakarta, ditunjukkan dengan nilai signifikansi $1,161 > 0,05$. (3) *Green Marketing* berpengaruh positif dan signifikan terhadap *Sustainable Consumption* pada Mahasiswa Akuntansi Universitas Negeri Yogyakarta, ditunjukkan dengan nilai signifikansi $0,000 < 0,05$.

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INTRODUCTION

Consumption in the modern era has undergone a shift in orientation (Ogiemwonyi, 2023). Previously, consumption was associated with meeting needs, but nowadays it has shifted to fulfilling desires, where humans have insatiable desires and constantly crave for more. The increase in consumption activities reflects a higher standard of living and drives economic growth. However, this consumerism causes new problems in the fabric of life, one of which is ecological damage (Sirajuddin, 2021).

In Indonesia, the increase in the average surface temperature of the Earth is a result of the increasing emissions of greenhouse gases and the largest contributor to these emissions comes from the consumption stage (Dinas Pertahanan & Pangan, 2022). Therefore, to address climate change, pollution, and the depletion of resources, an ideal approach to minimizing environmental impacts is to reduce consumption and transition to sustainable consumption (United Nations Environment Programme, 2018). Sustainable consumption refers to the application of conscious consumption patterns and behaviors aimed at minimizing the environmental impact of consumption and ensuring the well-being of both the current and future generations (Widjajanti, 2014).

Sustainable consumption is influenced by a number of factors, including green accounting knowledge, environmental awareness, and green marketing. Green accounting knowledge is related to sustainable consumption, and it refers to an individual's ability to use financial knowledge, skills, and attitudes in decision-making that align with achieving the United Nations' Sustainable Development Goals (SDGs) (Hasinah, 2023). Sustainable consumption is one of the goals of the SDGs that aim to minimize the use of natural resources, toxic substances, and emissions from the disposal of waste.

Green accounting, according to Andreas Lako in his book "Green Accounting" (2018: 99), is defined as follows: "A process of recognition, measurement of value, recording, summarizing, reporting, and disclosing in an integrated manner regarding objects, transactions, or financial, social, and environmental events in the accounting process to produce comprehensive, integrated, and relevant financial, social, and environmental accounting information that is beneficial to users in decision-making and economic and non-economic management."

The selection of Yogyakarta State University Accounting students in this research is because the students are intellectuals who will be the nation's next generation so they must have good personalities, including social behavior with the surrounding environment and must be accustomed to behaving in a friendly manner towards the environment. On the other hand, Yogyakarta State University accounting students have gained competency in courses regarding green accounting concepts so that with their abilities they can provide solutions in taking action to preserve the environment.

Knowledge of green accounting is a fundamental necessity if environmental cost management is not to have adverse effects on the environment (Indriastuti & Mutamimah, 2023). Studies by Hasinah (2023), Hernawati (2020), and Ertas (2017) show that a theoretical understanding of green accounting has an impact on students' adoption of pro-environmental behaviors. These findings are not consistent with pre-research surveys which show that accounting students at Universitas Negeri Yogyakarta (UNY) understand that environmental costs are part of business costs; however, in practical applications of sustainable consumption such as minimizing the use of natural resources, toxic substances, and emissions from disposal in a business, they do not fully comprehend them.

In addition to knowledge, according to Mulati (2022), environmental awareness is another factor that can influence sustainable consumption. According to Handoyo (2021), environmental awareness is closely related to beliefs and abilities in minimizing environmental damage, thus shaping pro-environmental behavior. According to Rahayu (2017), environmental awareness is crucial in

consumption activities because it encourages individuals to control their consumption to avoid negative impacts on the environment.

A study by Wardhana (2022) demonstrates that, theoretically, environmental awareness influences sustainable consumption. However, this finding is not consistent with pre-research surveys which show that accounting students at UNY indicated that, although they theoretically understand the importance of implementing sustainable consumption to address environmental issues, in its practical application, their environmental awareness of implementing sustainable consumption is not fully applied.

According to Rahayu (2017), green marketing plays a role in shifting consumer behavior towards sustainable lifestyles. According to the American Marketing Association (AMA), there are three definitions of green marketing: Retailing definition Marketing products that are assumed to be environmentally safe. Marketing definition The development and marketing of products designed to minimize negative impacts on the environment or to enhance quality. Environmental definition Efforts were made to produce, promote, package, and claim products while still considering ecology.

Green marketing is related to sustainable consumption in that it serves as the foundation upon which consumers base their decisions to purchase environmentally friendly products. According to Ogiemwonyi (2023), the practice of sustainable consumption can be achieved by purchasing products with ecological and sustainable footprints, such as environmentally friendly products.

Studies by Patra (2023), Hayat (2019), and Payot (2018) demonstrate that, theoretically, green marketing can shape sustainable consumers' behaviors and cause them to purchase environmentally friendly products. However, this finding is not consistent with pre-research surveys which showed that accounting students at UNY indicated that they have not fully embraced the concept of green marketing because sustainable implementation is still in its early stages, and there is low interest among students in purchasing environmentally friendly products. This low interest is attributed to skepticism about environmentally friendly products and the low purchasing power of students.

The use of the theory of planned behavior (TPB) in this research aims to predict the factors that can influence behavior, specifically the decision to adopt sustainable consumption behavior. The TPB, proposed by Icek Ajzen in his article titled "From Intentions to Actions: A Theory of Planned Behavior" in 1985, assumes that humans generally behave rationally, based on awareness and beliefs that always consider information and implications of their actions. This theory describes that an individual's intention to behave is influenced by three factors: a) Attitude Toward Behavior, An individual's attitude toward a behavior is formed through the evaluation process of their beliefs. An individual's beliefs about something are seen from both positive and negative perspectives. These perceptions of good and bad can influence the individual's intention to engage in a behavior. b) Subjective Norm, Subjective norm refers to an individual's perception or view of others' beliefs that will influence their interest in engaging or not engaging in a behavior. An individual will intend to exhibit a specific behavior if they perceive that others think they should engage in that behavior. c) Perceived Behavioral Control, Perceived behavioral control is the belief that an individual has already or never engaged in a particular behavior, that they have the time and resources to engage in that behavior, and that they estimate their ability to engage in the behavior based on their abilities or lack thereof.

Based on the results of previous research, the hypotheses in this study can be described as follows
H₁: Green accounting knowledge has a positive and significant influence on sustainable consumption,
H₂: Environmental awareness has a positive and significant influence on sustainable consumption, H₃:
Green marketing has a positive and significant influence on sustainable consumption.

RESEARCH METHOD

This research adopts a quantitative approach because the data obtained are numerical and analyzed using statistical analysis software to test the formulated hypotheses. The type of research is causal research, aimed at determining whether green accounting knowledge, environmental awareness, and green marketing have a positive and significant influence on sustainable consumption among accounting students at UNY.

The population in this study consists of students of the Accounting Study Program at UNY's Faculty of Economics and Business, which has a total body of 948 students. The sampling technique used in this research is convenience sampling, which involves sampling respondents based on the time and place encountered by the researcher and if they meet the sample criteria. According to Hairt et al (2014) the minimum sample limit is 100. To avoid unfilled questionnaires or errors in filling out the questionnaires the research increase the sample size to 196 respondents. Because 196 respondents had met the minimum threshold, the research could continue.

Table 1.
Research Instrument Grid

Variable	Indicator	Source
Green Accounting Knowledge	1. Environmental Cost Knowledge 2. Environmental Cost Awareness	Pentiana (2019)
Environmental Awareness	1. Knowledge 2. Attitude 3. Behavior 4. Skills	Aliman, et al. (2019)
Green Marketing	1. Green Product 2. Green Price 3. Green Place 4. Green Promotion	Madjidan & Sulistyowati (2022)
Sustainable Consumption	1. Purchase 2. Simplifying 3. Activism	Carero, et al. (2020)

Source: Primary data processed, 2023.

RESULT AND DISCUSSION

Sampling respondents based on the time and place encountered by the researcher and if they meet the sample criteria. Table 2. presents the respondent characteristic.

Table 2.
Respondent Characteristic

	Frequency	Percentage
Gender		
Female	127	65%
Male	69	35%
Total	196	100%
Age		
19 years old	43	22%
20 years old	78	40%
21 years old	46	23%

		Frequency	Percentage
Total Force	22 years old	17	9%
	23 years old	12	6%
	Total	196	100%
IPK	2020	39	20%
	2021	67	34%
	2022	90	46%
	Total	196	100%
IPK	3.00 – 3.25	5	3%
	3.26 – 3.50	34	17%
	3.51 – 3.75	101	51%
	3.76 – 4.00	56	29%
	Total	196	100%

Source: Primary data processed, 2023.

Analysis of the data presented in this study includes the mean (M), mode (Mo), median (Me), and standard deviation (SD).

Table 3.
Descriptive Statistical Analysis Results

Analysis	X ₁	X ₂	X ₃	Y
Minimum	11	20	11	14
Maximum	36	44	24	32
Mean	27.00	34.32	17.88	23.01
Std. Deviation	4.70	3.83	2.72	4.03

Source: Primary data processed, 2023.

Table 3. above presents the descriptive statistical measurements of the green accounting knowledge variable which has a minimum value of 11, a maximum value of 36, with a mean of 27.00, and a standard deviation of 4.700. The environmental awareness variable has a minimum value of 20, and a maximum value of 44 with a mean of 34.32, and a standard deviation of 3.827. The green marketing variable has a minimum value of 11, a maximum value of 24 with a mean of 23.01, and a standard deviation of 4.027. The sustainable consumption variable has a minimum value of 14, and a maximum value of 32 with a mean of 23.01 and a standard deviation of 4.027.

The hypothesis tests are as follows. Multiple regression analysis is used for knowing the relationship of independent variables partial to dependent variables. Multiple regression analysis is used to test the first, second, and third hypotheses.

Table 4.
Summary of H₁, H₂ and H₃ Multiple Regression Analysis Results

Variable	α	Coefficient	Sig.
X ₁ - Y	0,717	0.234	0.000
X ₂ - Y		0.084	1.161
X ₃ - Y		0.732	0.000

Source: Primary data processed, 2023.

H₁: Green accounting knowledge has a positive and significant influence on sustainable.

According to the hypothesis testing using the t-test, the significance value obtained is 0.000. The significance value is smaller than 0.05 ($0.000 < 0.05$), indicating that the variable of green accounting knowledge has a positive and significant influence on sustainable consumption among accounting students at UNY. Therefore, it can be concluded that the first hypothesis (H₁) is accepted. The green accounting knowledge variable has a regression coefficient value of 0.234, indicating that for every unit of increase in green accounting knowledge, there is a corresponding increase in sustainable consumption by 0.234 units. This value signifies that green accounting knowledge has a positive direction in the regression model.

The presence of a positive and significant influence between green accounting knowledge and sustainable consumption is due to accounting students having a critical mindset in studying and understanding information regarding environmental cost management within a business. According to the distribution tendency of the data on the green accounting knowledge variable, a high category tendency of 41%, a moderate category of 58%, and a low category of 1% were obtained, indicating that the majority of accounting students at the State University of Yogyakarta have moderate to fairly good knowledge of green accounting. Through their green accounting knowledge, these students can understand the benefits and impacts of green accounting quite well, thus fostering sustainable consumption behavior.

The results of this research are in line with the theory of planned behavior, which states that greater perceived behavioral control can directly predict individual behavior. If individuals believe that possessing knowledge of green accounting will contribute positively to the environment and they are confident about it, then it is highly likely that the perceived behavioral control can directly predict individual behavior in adopting sustainable consumption practices.

The findings of this research are consistent with Hernawati's study (2020) which found that green accounting knowledge has a positive and significant impact on environmental behavior. This indicates that students understand and accept the concept of green accounting, and from this understanding, they can directly predict individual behavior in adopting sustainable consumption practices.

H₂: Environmental awareness has a positive and significant influence on sustainable consumption.

According to hypothesis testing using the t-test, the significance value obtained is 0.161. The significance value is greater than 0.05 ($0.161 > 0.05$), indicating that the environmental awareness variable does not have a significant effect on sustainable consumption among accounting students at UNY. Therefore, it can be concluded that the second hypothesis (H₂) is rejected. The lack of influence that environmental awareness has on sustainable consumption is due to accounting students at UNY still being in the adaptation stage regarding sustainable living behaviors, thus they have not been able to fully adopt sustainable consumption behaviors.

Based on the distribution tendency of the data on the environmental awareness variable, it can be seen that a high category tendency of 57%, a moderate category of 42%, and a low category of 1% were obtained. This indicates that accounting students at UNY have a high level of environmental awareness. However, it is important to note that the environmental awareness among accounting students at UNY is still in the stage of conscious incompetence. Conscious incompetence refers to a condition where students are aware that the current environmental situation is concerning, but they are still in the process of adapting to fully incorporate sustainable behaviors into their daily lives.

The results of this study have not yet been able to confirm the TPB, which states that the stronger control an individual has over existing control factors, the stronger their intention to engage in that

behavior. However, the results of this study are consistent with Chen & Tsai's (2016) research which shows that environmental awareness among students does not influence environmental behavior.

H₃: Green Marketing has a positive and significant influence on sustainable consumption.

According to the hypothesis testing using the t-test, the significance value obtained is 0.000. The significance value is smaller than 0.05 ($0.000 < 0.05$) indicating that the green marketing variable has a positive and significant influence on sustainable consumption among accounting students at UNY. Therefore, it can be concluded that the third hypothesis (H₃) is accepted. Green marketing has a regression coefficient value of 0.732, which means that for every unit of increase in green marketing, there is a corresponding increase in sustainable consumption by 0.732 units. This value indicates that green marketing has a positive direction in the regression model.

The positive and significant influence of green marketing on sustainable consumption is due to the fact that many accounting students at UNY are currently interested in environmental sustainability concepts. This can be observed in the "green product" indicator, where the majority of accounting students prefer using environmentally friendly products to support changes in their consumption behavior towards sustainable consumption.

The connection between green marketing and sustainable consumption lies in the fact that green marketing strategies can motivate students to care for the environment, one of which is by purchasing environmentally friendly products. The results of this research show that the ease of obtaining products is a consideration for students when purchasing environmentally friendly products. The decision to purchase environmentally friendly products is also supported by the high purchasing power of students as indicated by their willingness to buy environmentally friendly products even at higher prices compared to conventional products.

The findings of this research are in line with the TPB which states that the greater perceived behavioral control, the more it can directly predict individual behavior. If individuals believe that green marketing can provide information such as reviews, discussions about environmentally friendly products and services, and they are confident that the marketing efforts conducted by green marketing do not have adverse effects on the environment, then it is highly likely that the perceived behavioral control can directly predict individual behavior in adopting sustainable consumption practices.

The results of this research are consistent with Patra's study (2023) which finds that green marketing has a positive and significant impact on the purchase of green products. This indicates that green marketing strategies cultivate environmental awareness among the public and encourage them to become environmentally responsible consumers.

CONCLUSION & RECOMMENDATIONS

Based on the result of the above discussions that have been described previously, the following conclusions can draw: There is a positive and significant effect of green accounting knowledge on the sustainable consumption of accounting students at UNY as indicated by a significance value of $0.000 < 0.05$. There is no effect of environmental awareness on the sustainable consumption of accounting students at UNY as indicated by a significance value of $1.161 > 0.05$. There is a positive and significant effect of green marketing on the sustainable consumption of accounting students at UNY as indicated by a significance value of $0.000 < 0.05$. Based on the conclusions above, the recommendations this study makes are as follows: Increasing the scope of the research population so that it is not only for accounting students at one university, would mean that the results could be used to explain to other universities. In this study environmental awareness has no effect, therefore it is recommended that research is conducted with

other modes of influence such as environmental behavior, environmental attitude, etc. Research that does not only use questionnaires but also employs interview techniques or other methods in order to get more valid data that accords with the actual situation.

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