
Digital Marketing Communication Strategy Based On Local Values In Encouraging Sustainable Consumption Behavior Among Gen Z (Study On Sido Muncul Products)

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Abstract.

Research aim : By emphasizing local values in digital marketing communication, this research seeks to understand their influence on Generation Z's sustainable consumption behavior, as well as to assess the mediating role of subjective norms within the Theory of Planned Behavior framework.

Design/Method/Approach : Using an explanatory quantitative research design, this study collected data from 100 Generation Z respondents through a structured questionnaire, which was then analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

Research Finding : The results show that digital marketing communication based on local values has a significant positive effect on subjective norms ($\beta = 0.648$; $p < 0.05$). It also has a significant effect on sustainable consumption behavior ($\beta = 0.312$; $p < 0.05$). Furthermore, subjective norms significantly influence sustainable consumption behavior ($\beta = 0.467$; $p < 0.05$). They also act as a partial mediator in the relationship between digital marketing communication and sustainable consumption behavior ($\beta = 0.303$; $p < 0.05$).

Theoretical contribution/Originality : By incorporating local values into digital marketing communication, this research contributes to the extension of the Theory of Planned Behavior, while emphasizing the prominent role of subjective norms in influencing sustainable consumption behavior among Generation Z.

Practical/Policy implication : This study provides valuable practical insights for businesses to develop digital marketing strategies that incorporate local values and strengthen social influence to effectively promote sustainable consumption behavior.

Research limitation : This study is limited to Generation Z respondents within a specific region and does not include other potential variables influencing sustainable consumption behavior.

Keywords : Sustainable Consumption Behavior, Generation Z, theory of Planned Behavior, Digital Marketing Communication, Local Values, Subjective Norms.

1. Introduction

The marketing communication environment is becoming more interactive and individualized. This change is driven by the rapid growth of digital technology. In this setting, marketing communications serves as a tool for establishing long-term connections by providing value, rather than just advertising. [1]. As awareness of environmental issues increases, sustainable consumption is a major concern that emphasizes individual responsibility in choosing eco-friendly products [2]. Generation Z as a digital native has a concern for sustainability, but is often still influenced by the trend of instant consumption [3]. Therefore, companies need to develop communication strategies that are not only informative but also capable of building emotional closeness. One relevant approach is the integration of local values in digital marketing communications to strengthen brand identity and create differentiation [4]. In the Indonesian context, products like Sido Muncul show how local values can be combined with digital strategies.

Although awareness of environmental issues is increasing, a gap still exists between pro-environmental attitudes and actual consumption behavior. This gap is particularly evident among Generation Z. This group has a high concern for sustainability, but is not always consistent in practice [2]. This phenomenon is known as *attitude-behavior gap*, where positive intentions are not always manifested in real action. In the context of digital marketing, communication strategies still tend to focus on short-term promotions so that they are less able to build deep value attachments [1]. As a result, sustainability messages are not optimal in influencing consumption decisions. In addition, the integration of local values in digital marketing communication is still limited, even though it has the potential to shape consumer perceptions and social norms [5].

The Theory of Planned Behavior is used to explain individual behavior in this research. [6]. However, this study specifically focuses on subjective norms as the main determinant, given the characteristics of Generation Z which are strongly influenced by the social environment, digital interactions, and social pressures formed through social media. In this context, subjective norms are more dominant than other determinants in shaping consumption

behavior. Therefore, this study examines how digital marketing communication based on local values can shape subjective norms and encourage sustainable consumption behavior. Although the study of SDGs has evolved, research that integrates local values and subjective norms in the context of Generation Z in Indonesia is still limited.

This research uses this context to examine how Generation Z's purchasing behavior can be improved. It focuses on digital marketing communication strategies based on local values. This research looks at how digital marketing messages affect sustainable consumption habits and how subjective norms play a mediating effect. Through the use of local values as contextual aspects within digital marketing communication methods, this study adds to the development of the Theory of Planned Behavior [6]. Practically, the results of this research are expected to be a reference for companies, especially Sido Muncul, in designing communication strategies that are more culturally relevant and effective in encouraging sustainable consumption behavior in Generation Z.

There has been progress in research on sustainable consumer habits and digital marketing communications, but there is still a lack of coverage on how to incorporate local values into these approaches. [7]. In addition, the use of TPB generally still focuses on psychological variables without considering cultural factors [6]. Digital marketing communication research also emphasizes more media aspects than the substance of culture-based messages [1]. In the Indonesian context, characterized by its rich cultural diversity, local values may play a significant role in influencing consumer behavior. However, research that specifically examines Generation Z in this context is still limited [3].

This research adds to the existing body of knowledge by examining the relationship between sustainable consumption behavior and the incorporation of local values into digital marketing communication methods. By incorporating a cultural dimension, this strategy broadens the scope of the SDGs [6] and in line with the concept *cultural branding* [8]. Earlier studies have demonstrated that cultural values significantly influence consumer attitudes and decision-making regarding sustainable products [5]. This research adds to the existing body of knowledge by examining the relationship between sustainable consumption behavior and the incorporation of local values into digital marketing communication methods. By incorporating

a cultural dimension, this strategy broadens the scope of the SDGs [1]. In addition, this research also makes a social contribution in encouraging the integration of local values and sustainable consumption [2].

1.1. Statement of Problem

The current study focuses on the role of local values-based digital marketing communication strategies in encouraging sustainable consumption behavior in products Sido Muncul among Generation Z consumers. In the digital era, marketing communication not only serves as a means of promotion, but also as a means of conveying values that are able to shape consumer perceptions and preferences, including local values that reflect cultural identity and emotional closeness. Meanwhile, although Generation Z is known to demonstrate a strong awareness of sustainability issues, their consumption behavior is not completely consistent, indicating a the difference between awareness and implementation. This condition highlights the need for a more effective and context-sensitive communication approach to influence consumer behavior. As stated in the Theory of Planned Behavior, three main factors attitudes, subjective norms, and perceived behavioral control largely dictate consumption behavior. [6]. Because of the profound impact of social media and online interactions on members of Generation Z, this study zeroes in on subjective norms as the single most important social element affecting this demographic. The purpose of this research is to learn how successful it is to include local values into digital marketing and how it affects Generation Z's purchasing decisions, subjective norms, and sustainable consumption behavior.

1.2. Research Objectives

on order to encourage sustainable purchase behavior among Generation Z customers of Sido Muncul goods, this study will examine the impact of digital marketing communication tactics grounded on local values. The research places particular emphasis on how local values are integrated within the study context into digital marketing communication in shaping subjective norms and promoting sustainable consumption behavior, according to the tenets of the TPB paradigm. Further, this research intends to investigate how subjective norms mediate the connection between local value-based digital marketing messaging and eco-friendly purchasing habits. Therefore, this study should theoretically aid in the creation of local cultural

context consumer behavior models and practically help businesses create more relevant, genuine, and long-term digital marketing communication strategies.

2. Method

This study employs a quantitative method using an explanatory design to investigate how digital marketing communication strategies incorporating local values influence sustainable consumption behavior among Generation Z, while considering subjective norms as a mediating variable [6,9]. This method is applied to empirically examine the causal links among variables while offering deeper a comprehensive understanding of the determinants of consumer behavior.

People who use digital media often and are part of Generation Z, defined here as those between the ages of 17 and 25, make up the demographic under investigation. One hundred residents of Jombang Regency were chosen at random using a purposive selection method to make up the research sample. Members of Generation Z who are active on social media and have seen advertisements for Sido Muncul items online are eligible to participate in the survey.

In this study, digital marketing communication strategies grounded in local values are conceptualized as the independent variable (X), subjective norms are positioned as the mediating variable (Z), and sustainable consumption behavior is defined as the dependent variable (Y). A digital marketing communication strategy based on local values is defined as an effort to convey marketing messages through digital media that emphasizes elements of local culture and wisdom [1,4]. Subjective norms refer to the perceived social pressure individuals experience when making decisions [10], whereas sustainable consumption behavior can be understood as consumers' actions when selecting products that consider environmental, health, and sustainability aspects [11]. This study places particular emphasis on subjective norms as a mediating variable, given that social influences and the digital environment are considered to exert a stronger influence than internal factors in influencing Generation Z's behavior [6,12].

A systematic questionnaire employing a five-point Likert scale, from very disagree to very agree, was used to gather data. Six questions measured characteristics related to local value-based digital marketing communication strategies, five items probed subjective norms, and six probed sustainable consumption habits; the total number of statement items in the study instrument was seventeen. Questionnaire items are adapted and modified from relevant previous research, among other things [10] and [9] for digital marketing communication variables, [12] and [13] for subjective norms, as well as [14] for sustainable consumption behavior, with adjustments to the research context on Sido Muncul products and the characteristics of Generation Z. Operationally, digital marketing communication strategies are measured through message clarity, cultural relevance, consistency, appeal, emotional closeness, and trust; subjective norms through the influence of family, friends, social media, and social pressure; and sustainable consumption behavior through environmental awareness, eco-friendly product preferences, consumption habits, and sustainability commitments. All items were measured reflectively and analyzed using PLS-SEM.

The data was analyzed using SmartPLS software in conjunction with the PLS-SEM analysis method. Examining the construct's validity and reliability is part of the analysis stage's measurement model assessment, while testing the link structural between variables and the mediating function of subjective norms is part of the model evaluation. The method's applicability for investigations with relatively small sample sizes and its capacity to concurrently analyze complicated interactions among latent variables led to its selection. [15].

According to [15], the measuring model was examined for construct validity and reliability by using many criteria, such as factor loadings (≥ 0.7), Average Variance Extracted ($AVE \geq 0.5$), and Composite Reliability (≥ 0.7). The significance of the correlations among variables was tested using the bootstrapping process, and the structural model was evaluated by studying the coefficient of determination (R^2). The results may be understood based on the t-statistical values and p-values that were obtained. [15]

3. Results and Discussion

3.1 Results

This research was undertaken on 100 respondents from Generation Z who knew and had been exposed to information about Sido Muncul products. An overview of respondent characteristics is presented to provide a general understanding of the respondents' profiles, including gender, age, social media usage, and domicile. The details of the respondents' characteristics are presented in Table 1 below.

Table 1. Respondent Characteristics.

Variabel	Category	Frequency (n)	Percentage (%)
Gender	Women	78	78,0
	Male	22	22,0
Age	17-19 years old	10	10,0
	20-22 years old	60	60,0
	23-25 years old	30	30,0
Social Media Used	TikTok	68	68,0
	Instagram	25	25,0
	WhatsApp	4	4,0
	Facebook	3	3,0
Domicile	Jombang	100	100,0

Table 1 shows that there were 78% female respondents and 22% male respondents to this survey. According to these results, female members of Generation Z make up the bulk of the study's sample.

Regarding age distribution, most respondents were aged 20–22 (60%), followed by those in the 23–25 age group (30%) and 17–19 (10%). This shows that respondents are in the productive age group who are active in the use of digital technology.

Regarding social media usage, TikTok is the platform most frequently used by respondents (68%), followed by Instagram (25%), while only a small proportion of respondents use WhatsApp and Facebook. All respondents are domiciled in Jombang Regency, so this research has a specific and focused regional context.

In general, the characteristics of respondents show that the majority are active users of digital media, so it is relevant to research that focuses on digital marketing communication strategies.

1. Outer Model Measurement

a. Convergent Validity

Convergent validity is assessed to evaluate how well the indicators represent the underlying construct. An outer loading of 0.70 or higher and an AVE value of 0.50 or higher are considered acceptable in this examination, which is carried out by looking at these two metrics [15].

Table 2. Convergent Validity Analysis Results.

Construct	Items	Outer Loading	CA	CR	AVE
Digital Communication Strategy (X)	X1	0,812	0,910	0,930	0,680
	X2	0,834			
	X3	0,851			
	X4	0,873			
	X5	0,846			
	X6	0,823			
Subjective Norm (Z)	Z1	0,832	0,920	0,940	0,710
	Z2	0,851			
	Z3	0,882			
	Z4	0,845			
	Z5	0,864			
Sustainable Consumption Behavior (Y)	Y1	0,804	0,900	0,930	0,690
	Y2	0,821			
	Y3	0,853			
	Y4	0,872			
	Y5	0,834			
	Y6	0,813			

Source : Primary data processed using SmartPLS, 2026

Every indication in the digital marketing communication strategy, subjective norms, and sustainable consumption behavior variables has an outer loading value over 0.70, according to the convergent validity test results. The high degree of correlation between each indicator and the constructed being measured is evident here.

Furthermore, the study instrument demonstrated strong internal consistency, as evidenced by Cronbach's Alpha and Composite Reliability values exceeding 0.70 for all variables. Along with being greater than half of the indicator's variance, the whole construct has an Average Variance Extracted (AVE) value greater than 0.50.

The findings suggest that the indicators employed in this study are suitable for use in future research as they all satisfy the criteria of convergent validity and reliability.

b. Discriminant Validity

Table 3. Discriminant Validity.

Construct	Local Digital Strategy(X)	Value-Based Communication	Subjective Norm (Z)	Sustainable Consumption Behavior (Y)
Digital Communication Strategy (X)	0,825			
Subjective Norm (Z)	0,512		0,843	
Sustainable Consumption Behavior (Y)	0,601		0,655	0,831

Source : Primary data processed using SmartPLS, 2026

Each construct's square root value of AVE was higher than the correlation value with other constructs, according to the findings of the discriminant validity test using the Fornell-Larcker criterion. What this means is that there is no overlap across constructs and that each variable is significantly different.

Since each concept can be measured separately, it follows that the study model has strong discriminant validity.

c. Reliability

Table 4. Reliability Analysis Results.

Construct	Cronbach's Alpha	Composite Reliability
Digital Communication Strategy (X)	0,910	0,930
Subjective Norm (Z)	0,920	0,940
Sustainable Consumption Behavior (Y)	0,900	0,930

Source : Primary data processed using SmartPLS, 2026

The reliability test findings demonstrated that all research variables had Composite Reliability and Cronbach's Alpha values more than 0.70. As a result, we can see that the research tool consistently measures the variables of interest.

The high Composite Reliability value also indicates that the indicators in each variable demonstrate that the results obtained are reliable and consistent. Thus, all variables in this study were declared reliable

2. Inner Model Measurement

a. F-Square and Q-Square

Table 5. Result of F-Square and Q-Square.

Construct	F-Square	R-Square	Q-Square
Digital Communication Strategy (X) → Subjective Norms (Z)	0,290	0,420	
Digital Communication Strategy (X) → Sustainable Consumption Behavior (Y)	0,210	0,610	

Subjective Norms (Z) → Sustainable Consumption Behavior (Y)	0,340
Total Model	0,774

Source : Primary data processed using SmartPLS, 2026

The results of the analysis showed that the value of F-Square in the relationship between **digital marketing communication strategies (X)** and **subjective norms (Z)** was 0.290 which was included in the medium category. Furthermore, the influence of digital marketing communication strategies on **sustainable consumption behavior (Y)** has a value of 0.210 which is also in the medium category.

Meanwhile, the influence of **subjective norms (Z)** on **sustainable consumption behavior (Y)** has a value of 0.340 which is close to the strong category. This result highlights that subjective norms are the most dominant variable in influencing sustainable consumption behavior.

An R-Square of 0.420 shows that 42.0% of the variance in subjective norms can be explained by the digital marketing communication approach. As for sustainable consumption behavior, an R-Square value of 0.610 indicates that subjective norms and digital marketing communication techniques may explain 61.0% of the variation.

The model also shows good prediction ability, according to the Q-Square value of 0.774. This number is considered to have significant predictive importance as it is more than 0.35 [15]. Thus, the research model is declared feasible and has good ability to explain and predict endogenous variables.

b. Hypothesis Testing

Table 6. Hypothesis Testing Results.

Relationship	Original Sample (O)	T Statistics	P Values	Remarks
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Digital Communication Strategy (X) → Subjective Norms (Z)	0,648	7,120	0,000	Significant
Digital Communication Strategy (X) → Sustainable Consumption Behavior (Y)	0,312	3,450	0,001	Significant
Subjective Norms (Z) → Sustainable Consumption Behavior (Y)	0,467	5,980	0,000	Significant
Digital Communication Strategy (X) → Subjective Norms (Z) → Sustainable Consumption Behavior (Y)	0,303	-	0,000	Partial Mediation

Source : Primary data processed using SmartPLS, 2026

The hypothesis testing findings show that subjective norms (Z) are significantly impacted positively by digital marketing communication approach (X), with a t-statistic of 7.120, a p-value of 0.000, and a path coefficient of 0.648. This research provides additional evidence that Gen Z consumers' subjective norms are strengthened by increasingly successful digital marketing communication tactics.

Furthermore, **the digital marketing communication strategy (X)** also had a positive and significant effect on **sustainable consumption behavior (Y)** with a coefficient value of 0.312 and a p-value of 0.001. This finding suggests that effective digital marketing communication can encourage more sustainable consumption behaviors [12,13].

In addition, **subjective norms (Z)** were proven to have a positive and significant influence on **sustainable consumption behavior (Y)** with a coefficient value of 0.467 and a p-value of 0.000. The surrounding social environment plays an important part in influencing and directing an individual's consumption behavior [12,13].

The analysis of indirect effects revealed that **the digital marketing communication strategy (X)** had an influence on **sustainable consumption behavior (Y)** through **subjective norms (Z)** with a value of 0.303. This result indicates that subjective norms play a role as a partial mediation variable, because direct and indirect influences are equally significant.

Thus, all hypotheses in this study are acceptable.

3.2 Discussion

Analyzing the mediating function of subjective norms, this study seeks to investigate the impact of digital marketing communication strategies that encourage sustainable purchasing behavior among members of Generation Z. We now turn our attention to a thorough evaluation of these data, as the results of the hypothesis testing demonstrate that all correlations between variables are statistically significant.

Subjective norms were shown to be positively and significantly impacted by digital marketing communication techniques ($\beta = 0.648$). Particularly among the highly-digitalized members of Generation Z, the results show that commercial communication via digital media can influence personal social impressions. Intense digital interaction facilitates the development of social pressures and collective expectations. These factors influence how individuals perceive behavior. This finding is in line with previous studies that have shown the significant role that digital engagement plays in molding the expectations and behaviors of customers from Generation Z [3]. This study adds to the growing body of theory around the Theory of Planned Behavior by highlighting the importance of subjective norms in local value-based digital marketing communication [6].

Additionally, it has been demonstrated that sustainable consumption behavior is positively and significantly impacted by digital marketing communication tactics ($\beta = 0.312$). Results like these show that consumers' purchasing decisions may be influenced by communications that are interesting, useful, and relevant to them. Effective marketing communication not only conveys product information, but also builds awareness and value that drives behavioral change in a more sustainable direction. These findings are supported by research that states that value-based digital marketing has an important role in driving more sustainable consumption behaviors [5]. In addition, an effective marketing approach can also increase consumer buying interest and consumption decisions [10].

Subjective norms had a favorable and statistically significant effect on sustainable consumption behavior, according to the study's results ($\beta = 0.467$). This suggests that one's

social circle, including online networks, family, and friends, has a significant impact on one's purchasing habits. Because of their extensive social networks, members of Generation Z often take into account the thoughts, actions, and viewpoints of others when making decisions. These results corroborate previous research showing that consumers' subjective norms play a significant role in influencing their purchase decisions [12]. The impact of subjective norms on consumers' product-specific intentions and actions has been shown in other studies as well. [13].

Furthermore, the results of the analysis show that subjective norms act as a partial mediating variable in the relationship between digital marketing communication strategies and sustainable consumption behavior ($\beta = 0.303$). This means that marketing communication strategies not only have a direct effect, but also through the formation of social norms in the consumer environment. The findings emphasize the significance of social influence in strengthening the effectiveness of digital marketing communication, particularly among Generation Z, who are strongly shaped by social interactions within digital environments [3,12].

Overall, the results of this study strengthen the framework of the Theory of Planned Behavior, where subjective norms are highlighted as key determinants in shaping behavior [6]. In the context of this study, subjective norms have proven to be the dominant factor in bridging the influence of digital marketing communication on sustainable consumption behavior. Therefore, the integration between value-based digital communication and strengthening social influence is an effective strategy in encouraging Generation Z to adopt more sustainable consumption behaviors.

3. Conclusion

The findings of this study demonstrate that digital marketing communication strategies based on local values exert a meaningful and statistically significant effect on subjective norms and on Generation Z's sustainable consumption practices. Moreover, subjective norms significantly affect consumption behavior and act as a partial mediating variable in these relationships.

According to these results, social influence within the consumer environment is as important as the message itself. Both factors determine the effectiveness of digital marketing communication. Consequently, one key component in promoting sustainable consumption behavior is the combination of digital communication with the reinforcement of subjective norms.

This research has real-world consequences for how businesses may improve their digital marketing communication tactics. Specifically, they can learn how to connect with Gen Z consumers on a deeper level while simultaneously promoting their products and services.

This research is subject to limitations, particularly in terms of the sample size and the respondents being confined to a single region, which means the findings cannot be widely generalized. Therefore, further research is recommended to expand the scope of the region, increase the number of respondents, and consider other variables that can influence sustainable consumption behavior.

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