

Purchases to Principles: Exploring Consumer Behaviour, Lifestyle Choices, and Sustainable Development

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Abstract: The environment and the economy are inextricably linked. Development harms the environment by putting people and wildlife at risk. The environment is under significant stress due to the growing human population and the rapid depletion of natural resources. Every country on the planet has prioritized sustainable development, a critical need of our time. Sustainable development is possible if we use our resources wisely and use alternative energy sources extensively. Materialism is highly prevalent in today's culture. Consumers prefer products, services, and activities that are associated with a specific way of life. Individual consumer habits and lifestyles significantly impact a country's long-term economic health. The study sheds light on how consumers' shifting consumption habits have hampered long-term growth. Increased consumerism has resulted in a paradigm shift from sustainable to unsustainable consumption. This type of overconsumption depletes ecosystems and wastes valuable resources. One benefit of the green consumer movement is less environmental damage. Sustainability concepts should be integrated into consumer behaviour and lifestyles, not just spoken about. Sustainable consumption is one component that contributes to sustainable development, and it can only be achieved through a sustainable lifestyle. The shaping of consumer behaviour and lifestyles in an eco-friendly manner, whether by individuals or by government laws, is a critical component of achieving sustainable development.

Key discussion issues: The research delves into the intricate and interdependent network of terms such as consumption, consumer behaviour, lifestyle, sustainable development, sustainable consumption, consumerism, green consumerism, and green taxation. Each of these terms is a vital component in our comprehension of consumption and its impact on sustainable development. They are not isolated concepts but are intricately intertwined, influencing and shaping one another in profound and complex ways.

Introduction

The potential for economic growth in the current era of globalisation is extremely promising. Individuals must make deliberate decisions to choose courses of action with the least negative environmental impact. Economic development must be pursued to ensure sustainability, preserve the environment in its pristine state, and prevent pollution. The modern global landscape is confronted with an environmental crisis primarily attributed to population growth and the depletion of natural resources to support affluent consumption and production patterns. The high level of natural resource consumption has significantly strained the environment. Most government and intergovernmental environmental conservation initiatives identify consumers as a primary target demographic. Current consumer lifestyles contribute to various environmental issues that endanger our habitat to varying degrees. Significant changes in consumer attitudes and behaviour are required to live more sustainably. The incorporation of sustainability concepts should be an integral part of consumer behaviour.

Literature and Synthesis

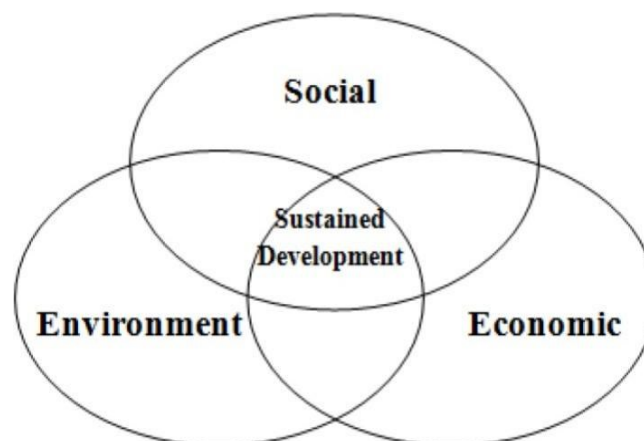
The use of goods and services by individuals has an impact on the environment both directly and indirectly (Khalina, 2017). Consumers frequently select products, services, and activities based on their affinity for a specific lifestyle. In recent years, household expenditure has increased significantly, owing primarily to the preferences of young, urban customers with modern tastes. The growing popularity of nuclear families is altering traditional household spending patterns. Consumer lifestyles are numerous factors that influence people's decisions and behaviours. These factors include population dynamics, urbanization patterns, homeownership rates, household characteristics, labour market dynamics, income levels, consumer and family spending patterns, health indicators, educational attainment, dietary preferences, alcohol consumption patterns, shopping behaviours, personal grooming practices, clothing preferences, leisure activities, and savings. Consumer lifestyles have changed dramatically, with sustainable consumption giving way to unsustainable consumption levels.

Countries are constantly looking for new ways to grow and develop. When both societal and economic progress is maintained, development occurs. Scientific communities have paid more attention to sustainable development in recent decades. The social, political, and economic sciences, as well as the biosciences, are increasingly concerned with the effectiveness of sustainable development.

Significance of the Study

Sustainable development is a methodical approach to conserving our planet's renewable and finite resources. The Brundtland Report of 1987 is widely credited with popularizing the modern concept of sustainable development. It is also linked to earlier twentieth-century ideas about sustainable forest management and environmental concerns. However, its emphasis gradually shifted toward economic development, social development, and environmental protection to ensure the well-being of future generations.

Sustainable development effectively addresses the immediate needs of the current generation while ensuring that future generations' capacity to meet their own needs remains intact and uncompromised. Economic, social, and environmental progress are critical determinants of long-term development.



Conceptual Framework of the Study

Economic Sustainability: The economy is more stable and sustainable.

Social Sustainability: For a community to thrive over time, it must exhibit fairness, practical social services, equality between the sexes, political stability, security, and mutual aid.

Environmental Sustainability: Sustainability in the natural world means less consumption of non-renewable materials.

These elements are inextricably linked.

Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs), also known as the Global Goals, are a comprehensive and inclusive initiative aimed at addressing poverty eradication, environmental preservation, and the promotion of peace and prosperity for all individuals. The primary objective is to attain universal human rights for all individuals, with particular emphasis on promoting gender equality.

The 17 Sustainable Development Goals (SDGs) have been formulated based on the Millennium Development Goals (MDGs) achievements. The aforementioned poverty eradication, hunger elimination, promotion of optimal health and well-being, provision of quality education, the establishment of gender equality, ensuring access to clean water and sanitation, facilitating affordable and clean energy sources, fostering decent work opportunities and economic growth, promoting industry innovation and infrastructure development, reducing inequalities, and creating sustainable cities are among the goals. The goals are interconnected because achieving success frequently necessitates addressing challenges typically associated with a different goal.

Table 1: Top 10 countries in the SDG Index and their ecological footprint

Sl.No	Country	SDG Index score (Rank; 2017)	Total ecological footprint (2016)
1	Sweden	85.61 (1)	4.98
2	Denmark	84.16 (2)	5.79
3	Finland	84.02 (3)	9.31
4	Norway	83.94 (4)	5.28
5	Czech Republic	81.90 (5)	5.51
6	Germany	81.68 (6)	5.3
7	Austria	81.42 (7)	5.57
8	Switzerland	81.18 (8)	5.6
9	Slovenia	80.54 (9)	7.97
10	France	80.32 (10)	8.17
11	India	58.07 (113)	1.16

Source: <http://www.sdgindex.org/>; <https://www.kaggle.com/footprint-network/ecological-footprint/data>

The SDG Index, released by Bertelsmann Stiftung and Sustainable Development Solutions Network (2016), exhibits significant shortcomings in terms of sustainability performance. Therefore, countries that rate highly on the Sustainable Development Goals (SDGs) also tend to exhibit a high ecological footprint, conversely. On the contrary, it can be argued that the Sustainable Development Goals (SDGs) that promote resource dependence hold greater significance than those that aim to reduce it. The projected increase in our resource demand is expected to exacerbate the ecological deficit, as indicated in Table 1.

Objectives of the Study

1. To identify the factors influencing consumer behaviour towards sustainability
2. To identify barriers to green consumerism
3. To identify methods of enhancing consumer behaviour towards sustainability.

Study Design and Methodology

This section provides a concise overview of the research procedures employed for data collection. The present study aims to investigate consumer behaviour about sustainable development among households in the Thiruvananthapuram district's rural and urban areas. The study focuses on the pivotal role of trust and loyalty towards green products inside households. A sample consisting of households that have utilised green products at least once in their lifetime has been chosen. Both primary and secondary data were utilised. The study's sample size was restricted to 100, with an equal distribution of 50 households from urban areas and 50 from rural areas within the Thiruvananthapuram district. The variables selected for this study were derived from a previous empirical research article titled "The Influence of Consumers' Perception of Green Products and Green Purchase Intention" (2014) by Wilson Kong and Amran Harun. A systematic questionnaire was created once the indicated factors were modified, and it gathered data.

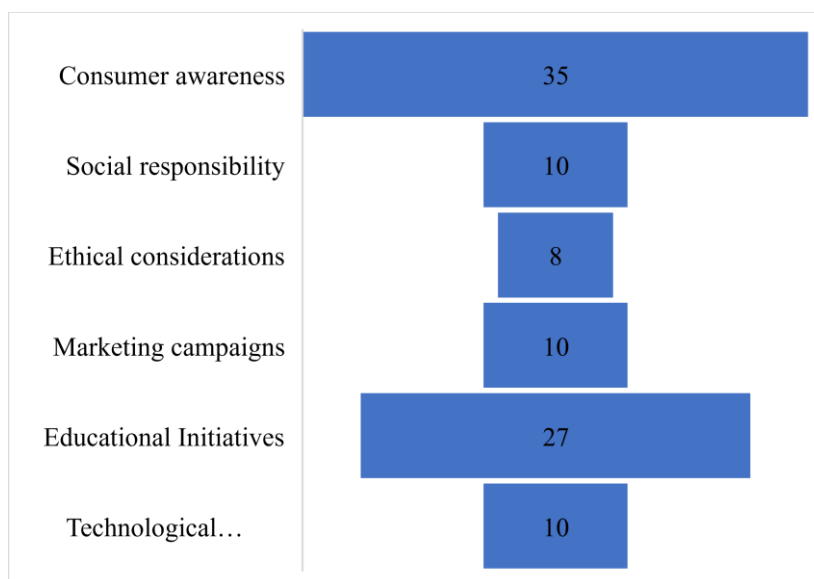
Data Analysis

Table 2: Factors influencing consumer behaviour towards sustainability

Factors	No. of Respondents	% of respondents
Consumer awareness	35	35
Social responsibility	10	10
Ethical considerations	8	8
Marketing campaigns	10	10
Educational Initiatives	27	27
Technological advancements	10	10

Source: Primary Survey

Fig: 1 Factors influencing consumer behaviour towards sustainability

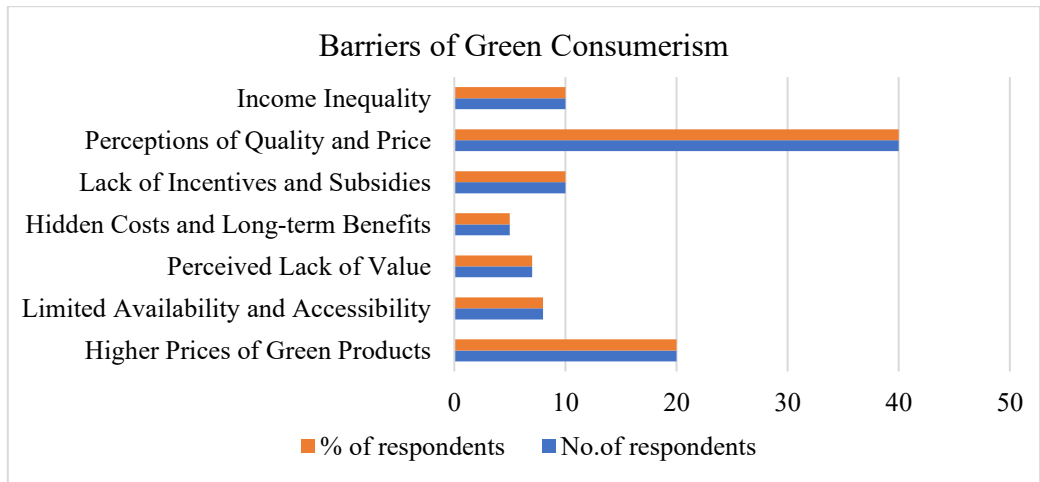


Barriers	No. of respondents	% of respondents
Higher Prices of Green Products	20	20
Limited Availability and Accessibility	8	8
Perceived Lack of Value	7	7
Hidden Costs and Long-term Benefits	5	5
Lack of Incentives and Subsidies	10	10
Perceptions of Quality and Price	40	40
Income Inequality	10	10

Table 2 and Fig. 1 indicate the factors influencing consumer behaviour towards sustainability. Consumer awareness (35%) is essential in influencing consumer behaviour towards sustainability. Consumer awareness of sustainable development goals is crucial in driving behavioural change. The next factor is educational initiatives (27%). It is crucial in nurturing sustainable development and instilling a sense of social commitment. Technological advancements, marketing campaigns and social responsibility were also essential factors according to the sample respondents (10%). 8% of respondents voted for ethical consideration as a factor influencing consumer behaviour towards sustainability.

Table 3: Barriers to Green Consumerism

Fig 2 :Barriers to Green Consumerism



Source: Primary Survey

Table 3 presents an overview of the obstacles encountered in green consumerism. There is a common perception that green items are typically priced higher and possess worse quality than traditional alternatives. This image can potentially discourage consumers from transitioning, mainly when financial considerations are considered. The study revealed that almost 40% of the participants believed that the perception of quality and price associated with green products constitutes a significant obstacle to their purchase of environmentally friendly products. Eco-friendly products frequently exhibit a more significant

cost in comparison to traditional alternatives. The phenomenon above can be ascribed to various variables, including implementing sustainable sourcing strategies, adopting ethical labour practices, and utilising environmentally conscious production processes. The elevated initial expense of environmentally friendly products can be a significant obstacle for economically prudent individuals. The table reveals that 20% of the participants saw an elevated cost of green items as a hindrance to engaging in green consumerism. The third objective of the study was to identify the methods of enhancing consumer behaviour towards sustainability.

Table 4: Methods of enhancing consumer behaviour towards sustainability

Methods	No. of Respondents	% of Respondents
Expand the range of sustainable products	14	14
Reduce price premiums	23	23
Promote repair and reuse	9	9
government policies	17	17
Invest in renewable energy and infrastructure	11	11
Educate consumers	15	15
Support community-based initiatives	6	6
Leverage social media and influencers	5	5

Source: Primary Survey

Fig 3: Methods of enhancing consumer behaviour towards sustainability

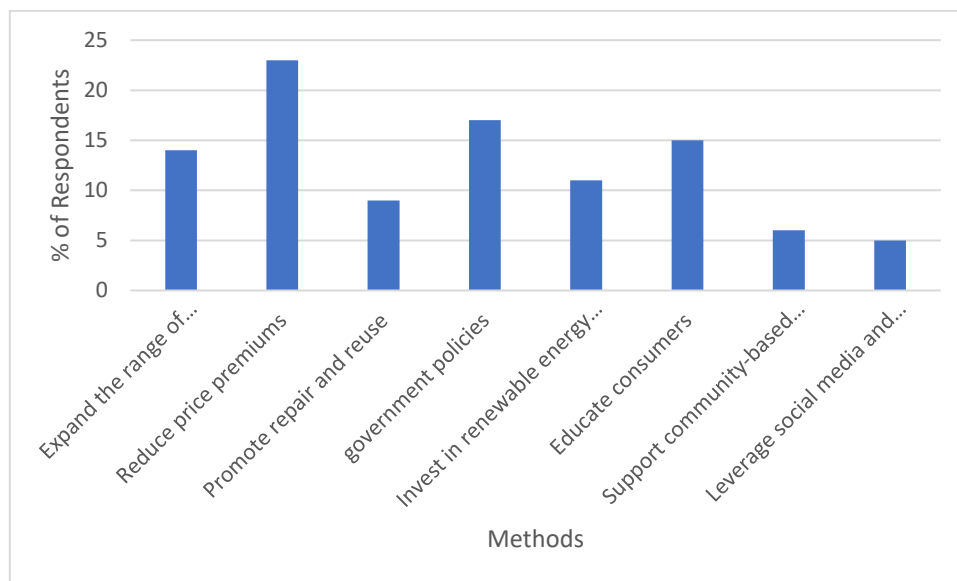


Table 4 and Figure 3 illustrate the strategies for promoting sustainable consumer behaviour. In order to promote the adoption of sustainable products, businesses should undertake measures aimed at cost reduction. This may be achieved through the optimisation of production processes, the utilisation of sustainable materials in procurement, and the rectification of inefficiencies within the supply chain. The respondents have identified reducing the price premium by 23% as the most crucial approach to advancing sustainability. Subsequently, the execution of governmental programmes (17%) that foster sustainable consumption ensues. This may encompass the utilisation of governmental subsidies, tax incentives, or refunds to enhance the affordability and availability of environmentally friendly items for

customers. One crucial measure that must be undertaken is disseminating knowledge to consumers (15%) regarding the imperative of sustainability. It is imperative to ensure that consumers are adequately informed about the environmental consequences of their purchase choices. Moreover, it is crucial to give consumers transparent and easily accessible information regarding the ecological footprint of products, including factors such as carbon emissions, water consumption, and waste production. Subsequently, further strategies are used, including but not limited to allocating resources towards renewable energy and infrastructure (11%), advocating for repair and reuse practises (9%), endorsing community-driven initiatives (6%), and harnessing the power of social media and influencers (5%). As previously stated, achieving sustainable development necessitates adopting a methodical and long-term way of life.

Meaning of Lifestyle

A consistent and observable way of life manifested by an individual's behaviours, pursuits, and viewpoints is defined as a lifestyle. A person's lifestyle refers to their usual way of life and behaviour in society. Lifestyles can be viewed as "social discourse" through which individuals distinguish themselves from others, convey their social status, and express their psychological goals. The interaction of products and lifestyles is essential in mediating various signals and establishing a close relationship between material and resource flows within a given society. Sustainable lifestyles are a set of behaviours and consumption patterns that people use to establish social connections and differentiate themselves from others. These lifestyles are distinguished by their ability to meet basic needs, improve overall well-being, conserve natural resources, and reduce waste and pollution throughout their lifespan, all while ensuring the needs of future generations are met. An individual's lifestyle has the potential to manifest their attitudes and ideals while also communicating these aspects to others through observable or ostentatious purchasing patterns. A sustainable lifestyle can be defined as a collection of practices interconnected by attitudes about sustainable development or modes of living that, when implemented, result in sustainable development. Sustainable consumption follows a sustainable way of life. Purchasing, using, and disposing of goods all impact the concept of sustainable consumption. Cultural and socioeconomic factors determine the boundaries of a consumer's lifestyle. A consistent pattern of behaviour results from the interaction of social norms and private ideals. This is the way of life that impacts what people buy. Positive market reactions can be expected when consumers find that the available goods and services reflect their personal preferences and values. Additionally, purchases that support the habits are highlighted. There has been a significant shift in India's consumer lifestyle in recent years.

Consumption, Way of Life, and the Environment

Lifestyles are inextricably linked to and influenced by historical and contemporary consumption and production patterns. Consumption habits are so deeply embedded in our daily lives that any change would necessitate a significant cultural shift. Individuals in modern consumer society replace their possessions with newer alternatives and then use and discard them, perpetuating a culture of disposability. The issue of repair is not addressed. Individuals have the financial means to buy a wide range of products. Failure to do so may result in a recession and widespread unemployment. Production, acquisition, and consumption metrics are used to assess the efficacy of a consumer-oriented society. All of the variables mentioned above are required for societal advancement.

Commodity production, use, and consumption necessitate using natural resources such as wood, fuels, and water. Furthermore, the production process requires establishing factories and factory complexes, which produce hazardous byproducts. Furthermore, the use of commodities such as automobiles results

in pollutant emissions and the generation of waste materials. Environmentalists frequently emphasize population, technology, manufacturing, and consumption as major contributors to pollution.

The energy and resource intensity of meeting our needs through material consumption steadily increases in many major cities worldwide. The increasing prevalence of automobiles on roadways, rising rates of home appliance ownership, and expanding per capita dwelling dimensions are among the visible trends. The consumption of electricity for space and water heating, as well as paper usage and trash generation in general, is increasing. Between 1960 and 2000, there was a significant increase in global food consumption and production, as well as a doubling of water consumption and a tripling of wood consumption. Consumerist Western lifestyles are being spread globally by circulating products and services, media platforms, and trade regulations.

Consumerism

Consumerism is frequently defined as a socioeconomic system that encourages acquiring products and services in increasing quantities. The primary goal of this initiative is to protect and advance customer welfare. Consumerism in India has gradually grown as a significant societal phenomenon during a specific period. In India, organized consumer groups, consumer protection legislation, judicial decisions, and consumer-oriented journalism indicate the country's urgency and prevalence of consumerism.

Consumerism's Beneficial Effects:

- Increased Manufacturing Output
- The boost of industrial production
- An economy with a greater rate of economic growth.
- Increased availability of goods and services.
- Increased prevalence of advertising due to the necessity of selling manufactured items.
- The production growth will lead to a corresponding increase in the availability of employment prospects.
- Enhanced amenities to improve quality of life

Adverse Effects of Consumerism:

- Environmental crisis: Expansion into available land and exploitation of all available resources. Environmental resources are degrading as a result of excessive consumption.
- Ecological imbalances: Destroying natural areas to produce more goods and build more buildings impacts the climate. Climate change will hurt human health in the long run. People are suffering as a result of the industry's disregard for simplicity.

When considering the relationship between lifestyle and consumerism, it is critical to promote environmentally responsible consumption (Gilg, 2005). Recycling, purchasing products that are less harmful to the environment, and using those products are all examples of "green consumerism."

Consumer Behaviour's Impact on the Environment and Sustainable Development

Consumer behaviour is well-established to significantly impact the overall impact of a wide range of environmental challenges. Among the challenges are:

1. Acidification is the deposit of acid pollutants on soils, surface water, and buildings. This phenomenon is influenced by various factors, including direct consumer contributions such as driving cars and using specific cleaning and solvent-containing products. Furthermore, indirect contributions are made by consuming meat and dairy products, which result in agricultural ammonia emissions.
2. Climate change, which includes global warming and ozone depletion, is primarily attributed to human activities such as energy consumption in residential settings, using gasoline for transportation, and purchasing and using products containing ozone-depleting substances.
3. Excessive nutrient concentrations in water and soil cause eutrophication. In this context, consumers primarily exert an indirect influence through their consumption patterns, which might harm agricultural production.
4. Garbage growth has been a significant concern, with houses accounting for approximately 20-25 % of total solid waste generation, as reported by the OECD in 1991. Moreover, the volume of domestic waste has exhibited a consistent upward trend since the conclusion of World War II.
5. Dehydration varies significantly across countries or the extent to which households withdraw fresh water supplies. Notably, bathing, showering, flushing toilets, and doing laundry are all significant water consumers in the Western world.
6. Noise disturbances from road and aviation traffic, as well as the use of electric appliances, can significantly impact the surrounding environment.

The elements above contribute to environmental degradation, posing challenges to achieving sustainable development.

Changing Consumer Behaviour to Promote Sustainability

Several factors frequently come to mind when discussing lifestyle, including smoking, poor nutrition, obesity, increased stress, and insufficient sleep. However, in the long term, it is clear that an unfavourable consumer lifestyle can lead to resource depletion and environmental damage and impede a society's sustainable development.

Two distinct approaches exist to modify lifestyles, namely the bottom-up and top-down methods, as identified by Hanssen (2012). The bottom-up approach refers to individuals actively seeking sustainable lives through personal knowledge and experimentation, while the second approach involves the government enforcing lifestyle changes. In recent decades, certain nations have endeavoured to modify the lifestyles of their residents by promoting public engagement and collaboration with non-governmental organizations (NGOs) to establish environmental conservation initiatives. The activities above have been specifically devised to enhance residents' consciousness and inform them about the degradation of their living environment. The recycling of water, the classification of trash, the utilisation of renewable energy sources, and the establishment of community-building initiatives within neighbourhoods all contribute to enhancing and rejuvenating local social life.

Sustainable Consumption's Essence and Key Principles

In today's increasingly globalized economy, protecting the natural world has become challenging. The unsustainable consumption model, which involves resource depletion, high costs, and inefficiency, is

increasingly being challenged in favour of a sustainable consumption model, in which individuals consume consumer goods and services with moderation and a sense of responsibility for future generations. Sustainable consumption entails choosing goods and services that have a low environmental impact. This guarantees that future generations will be able to meet their needs.

Promoting moderate and responsible consumption should go hand in hand with advocating for sustainable development. This entails encouraging environmentally conscious consumers to be more sensitive and accountable to the environment, thereby avoiding actions contributing to resource depletion, environmental degradation, and other related concerns. Sustainable consumption is an essential component that supports the concept of sustainable development. The following characteristics distinguish it:

- A balance between consumption and savings.
- Consistent upkeep of consumers' living standards and material circumstances.
- Prevalent recognition and understanding of environmental issues among the general population.
- Prices for environmentally friendly goods and services should be factored into consumer budgets.
- On the one hand, creating a suitable framework for material consumption is critical. However, promoting direct consumption of environmentally friendly products and non-material aspects of well-being is also critical.
- Concentrate on consumption patterns with the least environmental and social impact.
- Adopting a reduced consumption strategy for commodities that use non-renewable natural resources and produce hazardous post-consumption waste.
- Purchasing and using consumer goods that have a low environmental impact.

Sustainable consumption is a strategic approach to influencing consumer demand and behaviour to promote a pattern of natural resource utilization and economic capacity that meets needs and improves the quality of life for all consumers. This approach also aims to ensure the preservation and renewal of natural capital for future generations' benefit. Green consumption, ecology-friendly consumption, or eco-consumption is a pattern that meets these criteria, does not pose significant environmental risks, and discourages excessive exploitation of natural resources.

Challenges for a sustainable lifestyle

How can appealing visions of enhanced sustainability be developed and advanced in various countries/regions and diverse cultural contexts? This investigation remains one of the most significant roadblocks.

One impediment is how governments and corporations can facilitate and encourage innovation to foster sustainable lifestyles. Government policies must be implemented, commercial ventures must be launched, and public-private partnerships must be formed to facilitate infrastructure development. Understanding the potential of technology in fostering sustainable lifestyles and leveraging business communicative power to promote an alternative societal vision that prioritizes enhancing quality of life over perpetuating materialism is critical. One of the most difficult challenges is determining how governments can effectively support and enhance grassroots activities. Integrating hardware components (such as physical

infrastructure, grants, and financial programs) and software components (such as information distribution, research, and education) is required. Collaboration and support from non-governmental organizations, educational institutions, and communities is also required. The main issue is the importance of communication and education in facilitating and advancing the acceptance and integration of sustainable lifestyles. The Social Capital Protocol (SCP) concepts must be integrated into educational programs ranging from early childhood education to university and professional and vocational training. By employing this approach, it is possible to generate social capital, which refers to the collective understanding of a significant portion of the people and their ability to bring about meaningful transformations. Making the right to sustainable consumption education and living more environmentally friendly lives a universal entitlement is a significant barrier.

Policy actions for sustainable lifestyles

Political measures such as the implementation of economic incentives or the imposition of green taxes have the potential to facilitate societal transformations. When used repeatedly, these taxes are imposed on environmental pollutants or goods that hurt the environment. Furthermore, governments can encourage change by providing information and labelling for green products distinguished by their biodegradability and eco-friendliness. Furthermore, campaigns aimed at altering attitudes can also be employed to foster change. Government entities should prioritize the development of physical infrastructure that facilitates the adoption of sustainable lifestyles. This includes, among other things, improving public transportation systems, promoting the production of renewable energy, and implementing efficient waste recycling systems. Urban planning and land-use policy implementation have the potential to facilitate and promote the emergence of more sustainable lifestyles. For example, implementing parking facilities on the outskirts of urban areas encourages individuals to carpool when entering the city, thereby mitigating the adverse effects of pollution and traffic congestion on urban roadways. Measures that prioritize bicycles and improve public transportation systems have proven effective in several urban areas, including Bogotá, Colombia. Construction policies and government incentives to promote sustainable housing, such as using solar panels, have emerged as viable policy instruments that help normalize novel practices. Government grants have been shown to significantly impact promoting sustainable consumer lifestyles, such as shifting from product-based to service-based models or fostering the growth of social entrepreneurs. Promoting education, communication, and marketing strategies for sustainable consumption and lifestyles is a crucial responsibility for governments and international initiatives. For example, programs such as the United Nations Decade on Education for Sustainable Development can significantly assist national policymakers in this endeavour. One strategy has been advocating for and encouraging environmentally conscious lifestyles, frequently manifested through media or community-based initiatives. These initiatives promote lower consumption levels and a shift in the types of commodities consumed.

Suggestions

- Green consumerism is a critical component in the pursuit of long-term development. It encompasses several practices, such as recycling and the deliberate purchase and use of environmentally friendly items to minimize environmental harm.
- In today's world, sustainable consumption is an urgent necessity. The use of environmentally friendly items that have a low impact on the ecosystem. It is advisable to avoid excessive consumption.

- The intentional reduction of natural resource consumption to ensure that these finite resources can be used over a more extended period, benefiting a larger population, is known as resource conservation. Biodiversity protection is critical due to the interconnectedness of the Earth's components, which include humans, animals, the atmosphere, land, and water, all of which work together to form a stable system. The presence of a diverse range of species and ecosystems will provide the necessary resources for future generations to achieve long-term sustainability objectives.
- Resource recycling should be considered an alternative waste disposal method with the potential to conserve materials and reduce greenhouse gas emissions. Recycling can reduce the squandering of items with potential usefulness and the utilization of pristine raw materials, resulting in lower energy expenditure, air pollution, and water contamination.
- Resource reuse is the practice of reusing materials and products to reduce the need for new materials and waste generation. This method effectively mitigates the environmental consequences of fresh resource extraction and processing, which has the potential to improve a resource's efficacy.

To solve the sustainability quandary, more than efficiency improvements are required. Achieving a sustainable society necessitates cultural, social, environmental, and economic changes and tactics that raise consciousness and cultivate new ideas and perspectives.

Conclusion

The pursuit of sustainable development has become a widely accepted goal among governments all over the world. Consumer behaviour and lifestyle have a significant impact on an economy's sustainability. Adopting a sustainable lifestyle is conducive to advancing civilization, whereas an unsustainable lifestyle poses obstacles to both economic and societal progress. The primary cause for the degradation of the global environment is predominantly attributed to the unsustainable model of production and consumption, particularly prevalent in industrialised nations. Because it exacerbates poverty and inequity, this issue requires significant attention. However, achieving sustainability necessitates striking a delicate balance between resource supply and demand, especially considering the world's growing population. To achieve long-term goals, communities and individuals must seek a suitable way of life that prioritizes environmental friendliness and energy conservation. Despite the considerable efforts made by the government to promote pollution reduction, energy conservation, and waste recycling, it is evident that achieving sustainability remains a significant challenge. To progress toward the goal of a green and sustainable society, it is imperative to implement a series of fundamental changes at the individual level.

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