

Responsible Consumption: Developing Sustainable Habits of Living for The Future

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ABSTRACT

This study looks at consumer behavior in a variety of socioeconomic circumstances with regard to sustainable consumption trends and variables. The study highlights the importance of personal beliefs, sociocultural elements, and outside influences by using a mixed-methods approach to uncover subtle patterns in consumer choices. To comprehend the intricacies of sustainable consumption, the theoretical framework incorporates socioeconomic variables, environmental psychology, and marketing methods. To collect both quantitative and qualitative data, the study makes use of questionnaires, interviews, and content analysis. The results emphasize how business sustainability activities and education play a part in influencing sustainable customer behavior. According to the research, there are still issues that need to be resolved, such as the absence of uniform sustainability criteria and more robust governmental interventions. The results highlight the significance of comprehensive approaches incorporating business, policy-driven, and educational activities for a sustainable future.

Keywords : Consumption Pattern, Sustainability, Social Practices, Sustainable Development Goals, Consumers

I. INTRODUCTION

The term "sustainable consumption" (often shortened to "SC") refers to the usage of goods and services with the least amount of negative environmental effect. Consumption that is sustainable takes into account the requirements of both current and future generations. Sustainable production and consumption

are frequently equated by consumption, we mean the use and disposal (or recycling) of resources by governments, corporations, and other organizations in addition to people and families. "A sustainable lifestyle minimizes ecological impacts while enabling a flourishing life for individuals, households, communities, and beyond." Sustainable production and consumption are closely intertwined.

Within the framework of sustainable consumption, the UN provides assessments of waste, infrastructure, efficiency, and access to essential services as well as good, green jobs and a higher standard of living for all. Sustainable production, sustainable development, and sustainable consumption are closely related and have many characteristics in common. As a component of sustainable development, sustainable consumption contributes to the global fight against sustainability issues including resource depletion, hunger, climate change, and environmental degradation.

II. TRANSFORMING CONSUMPTION PATTERNS THROUGH SOCIAL PRACTICES AND MEANING

The difficulties in attaining sustainable development in the twenty-first century are covered in the paper "Transformation towards sustainable consumption: changing consumption patterns through meaning in social practices" by Christa Liedtke, Marco Hasselku, Maria J. Welfens, Julia Nordmann, and Carolin Baedeker. Christa Liedtke, Marco Hasselku, Julia Nordmann, Maria J. Welfens, and Carolin Baedeker are among the writers who address the mounting environmental issues brought on by resource depletion and extraction. In certain locations, the ecological damage brought about by economic activity has already beyond the ecosystem's capacity to make up for the intrusions. Forecasts of present consumption trends, however, indicate that the practices and meanings of people and communities will have a significant influence on the direction of sustainable consumption in the future.

Social practices, which include everyday routines and habits, are crucial in determining patterns of consumption. Studies show that interventions aimed at these behaviors can significantly impact sustainable decisions, highlighting the possibility of significant social behavior change.

The adoption of sustainable practices as accepted societal norms has the potential to influence broad behavioral change. Environmentally conscious behavior has been shown to be significantly impacted by initiatives that successfully use social norms to make sustainable choices the norm.

III. SUSTAINABLE CONSUMPTION AMONG YOUNG CONSUMERS

The examination of sustainable consumption among young consumers is of paramount importance in understanding the future trajectory of consumer behavior. With a rising consciousness about environmental and social issues, young consumers are positioned to play a pivotal role in steering consumption patterns towards sustainability.

The study "examining sustainable consumption patterns of young consumers: is there a cause for concern?" Looks at young people's sustainable purchasing habits in Malaysia, emphasizing the reasons behind environmental degradation and the importance of researching these habits. There were four research queries posed:

1. Does consumption behaviour differ significantly based on a person's gender?
2. Do business and non-business students behave differently when it comes to consumption?
3. To what extent is sustainable consumption behaviour being demonstrated?
4. Is excessive consumption a reason for concern?

The findings showed no appreciable variations in the overall sustainable consumption behaviour of consumers based on gender or the courses they pursued. Additionally, the results demonstrated that young consumers display a moderate degree of sustainable consumption behaviour, indicating that there is no reason to be concerned about young consumers' excessive purchasing habits. Long-term effect requires cultivating brand loyalty among younger consumers through sustainable practices.

Businesses that engage in environmentally beneficial projects not only draw in eco-aware clients, but also help mold enduring consumer behaviors.

To sum up, investigating sustainable consumption among youth consumers reveals a changing environment influenced by environmental consciousness, technology incorporation, and growing ethical concerns. It is crucial to comprehend the factors that influence, confront, and present possibilities for this group in order to develop methods that effectively encourage more responsible and sustainable consumption.

IV. CORE OF SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs) are a comprehensive set of goals designed to tackle global issues, and one of the main components of these goals is the explicit recognition of the importance of sustainable consumption. Sustainable consumption is intimately related to and supported by many SDGs

The study “making sustainable consumption and production the core of sustainable development goals” by Lewis Akenji and Magnus Bengtsson makes the case that the creation and execution of the sustainable development goals (SDGs) ought to heavily incorporate sustainable consumption and production (SCP). Since then, all high-level sustainability meetings have reaffirmed the declaration that unsustainable patterns of production and consumption are the main factor contributing to environmental degradation. SCP is a policy agenda that seeks to address the underlying causes of our ecological dilemma while promoting human prosperity and well-being. Its goal is to alter these patterns. The study offers a clear framework for setting realistic, policy-relevant, and scientifically sound goals for SCP within the SDGs. It does this by drawing on research from a variety of disciplines, international agreements, and real-world policy experience.

In conclusion, the SDGs highlight how several facets of social, economic, and environmental development are linked to sustainable consumption. In order to achieve these objectives and guarantee a more sustainable and just future, it will be necessary for individuals, businesses, and governments to work together to promote responsible consumption habits.

V. THE WASTE INPUT-OUTPUT (WIO) MODEL

An analysis of material flows, including waste, through an economy may be done using the Waste Input-Output (WIO) model, which is a framework that builds upon the conventional Input-Output model. With the use of this model, resource usage and waste creation at different phases of production and consumption may be thoroughly evaluated. The WIO model proves to be a useful instrument in comprehending the resource efficiency and environmental consequences linked to distinct consumption patterns when it is employed within the framework of sustainable consumption.

In the article, “an analysis of sustainable consumption by the waste input-output model”, by Koji Takase, Yasushi Kondo, Ayu Washizu the waste input-output (WIO) model is used to analyse sustainable consumption patterns. Compared to the conventional approach, the model's estimation of the direct and indirect emission loads caused by household consumption is better suited for analysing sustainable consumption. The acquisition, use, and disposal stages of consumed products are all covered by the WIO model. Additionally, a technique for assessing income rebound effects is introduced. The model is used to simulate common scenarios of sustainable consumption, like changing the way people get around, using electric equipment in the home for longer periods of time, and going out to dine rather than cooking at home. The authors discovered that when assessing the environmental impacts brought on by various consumption patterns, income rebound effects should be taken into account.

To sum up, the Waste Input-Output model offers a thorough framework for evaluating how consumption habits affect the environment. It contributes to the overall objective of attaining sustainable consumption by supporting policy formation, raising consumer awareness, and helping to identify areas for improvement.

VI. EVOLUTION AND CURRENT CHALLENGES

With a particular emphasis on the background of sustainable development goal no. 12, the review article “evolution and current challenges of sustainable consumption and production” by peter glavič explores the development and contemporary issues surrounding sustainable consumption and production (scp). In addition to defining sustainable consumption, the study highlights the need of education in promoting degrowth or sustainable growth. The future of SCP will be shaped by a number of megatrends, including energy storage, renewable energy sources, buildings using less energy, and lower individual and group consumption. There will be less waste, especially food waste, less emissions from transportation, and longer-lasting consumer goods. To be reused, waste needs to be gathered and separated.

There are many indicators of evolution in sustainable consumption patterns, throughout the years. Some indicators and include:

• Technological Evolution

Advancements in areas like AI (Artificial Intelligence), renewable energy and Biotechnology have significantly impacted various industries.

• Corporate Sustainability Initiatives:

Numerous businesses have realized how crucial sustainability is to meeting customer demands and solving environmental issues. In response to customer demands, corporate sustainability initiatives—such as environmentally friendly product lines and sustainable supply chain practices—have changed.

• Rules And Regulations

To encourage sustainable consumption, governments and international organizations have implemented standards and regulatory frameworks. This includes laws promoting waste minimization, energy efficiency, and product labeling regulations informing customers of a product's environmental effect.

There are many challenges that need to be addressed in the progress of sustainable consumption. Some challenges are listed below:

• Greenwashing:

The problem of "greenwashing," in which businesses fabricate or overstate the environmental advantages of their goods, makes it challenging for customers to make decisions that are genuinely sustainable.

• Affordability and Accessibility:

Certain customer groups may find sustainable items more expensive, thereby restricting their accessibility. It's still difficult to make sustainable choices more broadly accessible and reasonably priced.

• Complex Supply Chains:

The complexity of global supply chains makes it challenging for consumers to trace the origin and environmental impact of products. Achieving transparency and accountability throughout the supply chain is an ongoing challenge.

VII. SUGGESTIONS

Encouraging sustainable consumption entails making deliberate decisions that reduce their negative effects on the environment and support a more just and accountable global economy. The following are some recommendations for implementing sustainable consumption habits:

• Learn for Yourself:

Keep yourself educated on how goods and services affect society and the environment. To make wise purchases, be aware of labels, certifications, and eco-friendly procedures.

• Put Quality Before Quantity:

Invest on long-lasting, high-quality goods that will last. This eliminates waste and lessens the need for regular replacements.

- **Encourage the Development of Sustainable Brands:** Select goods from businesses that use sustainable and open procedures. Give your support to companies who place a high priority on fair labor policies, ethical sourcing, and ecologically sustainable production methods.

Adhere to the circular economy's tenets. To keep garbage out of landfills, cut back on your consumption, reuse things whenever you can, and recycle stuff.

- **Save Water and Energy:**

Make use of energy-saving gadgets and develop energy-conscious behaviors. Resolve leaks, use water-saving equipment, and pay attention to how much water you use.

- **Consume Healthily:**

Select seasonal, organic, and locally made goods. Limit your meat intake, use plant-based substitutes, and encourage environmentally friendly agricultural methods.

- **Conscientious Clothing Selections:**

Purchase apparel from ethical and sustainable businesses. To lessen the environmental effect of rapid fashion, choose for classic, adaptable items and take into account antique or secondhand possibilities.

- **Cut Down on Single-Use Plastics:**

Use reusable containers, shopping bags, and water bottles to reduce the amount of single-use plastics you consume. Be careful how you dispose of plastic garbage.

- **Conserve Energy and Water:**

Utilize energy-saving devices and cultivate energy-aware habits. Fix leaks, utilize water-saving devices, and monitor your water consumption.

- **Eat Healthy:**

Choose locally produced, organic, and seasonal products. Reduce the amount of meat you eat, replace plant-based foods, and support ecologically friendly farming practices.

VIII. CONCLUSION

The development, difficulties, and possible transformation of sustainable consumption habits are examined in this study. A paradigm shift toward reducing environmental degradation and fostering social responsibility is sustainable consumerism. There are obstacles in the way of widespread adoption, including deeply embedded consumer patterns, financial limits, and greenwashing. By choosing to prioritize quality over quantity, support sustainable products, and adopt a circular economy, consumers can effect change. Through enforcing stricter laws, encouraging openness, and providing incentives for environmentally friendly behavior, governments may significantly contribute to the development of a more sustainable consumer base. Subsequent investigations have to examine the efficacy of treatments, taking into account cultural subtleties and the influence of education in molding durable behaviors. Studies using a longitudinal design can shed light on how sustainable consumption practices affect the environment and general well-being over time.

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