Exploring Consciousness towards Sustainable Daily Lifestyle Practices among Gen Z: A Theory of Planned Behaviour (TPB) Perspective

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Abstract

The escalating global climate change crisis and its evident environmental degradation are particularly concerning for developing nations like India, as they threaten the sustenance of life and the development of a country. Adopting Sustainable Daily Lifestyle Practices (SDLP) is a precursor to green consumption behaviour and is also a challenging behaviour to habituate, as the benefits to an individual are more abstract in the former than in the latter. The focus of this study is to explore the drivers of adoption of SDLP among Gen Z, as they are an emerging generation of consumers and are increasingly seen as key players in driving sustainable change. Literature shows less research work in SDLP, which has to be practised as a continuous behaviour, than the sustainable purchase behaviour of products, which is seen as a one-time purchase action. Based on the popular Theory of Planned Behaviour model (TPB), the influence of green attitude, subjective norms, promotional messages of action, perceived value and behavioural intention to follow, sustainable daily lifestyle practices were measured to predict adoption of SDLP. Structural Equation Modelling (SEM) was used to analyse survey data from Gen Z respondents from Puducherry and other states. The findings of the paper provide actionable insights for policymakers, influencers, and marketers seeking to foster Sustainable Behaviour in response to global environmental challenges.

Keywords: Gen Z, Perceived Value, Subjective Norms, Sustainable Daily Lifestyle Practices (SDLP), Theory of Planned Behaviour (TPB)

Introduction

As global temperatures continued to rise in 2020, the world witnessed a surge in devastating events such as wildfires, droughts, floods, and more extreme weather occurrences. (United Nations, 2021). India is a top contributor to Mismanaged Plastic Waste (MPW), producing around 14.4 million metric tons of plastic waste annually, with projections indicating that India may become the largest MPW-generating country by 2035 (Lebreton & Andrady, 2019). Since 1880, the annual global land temperature anomalies have shown considerable variability, yet a discernible upward trend is evident. Unsustainable consumption and production are driving the crises of climate change, biodiversity loss, and excessive use of non-renewable resources in the global ecosystem. Climate change and accelerating global crises make every individual rethink their consumption behaviours and shift towards more sustainable practices (Hong *et al*., 2024). Purchasing Green and eco-friendly products and ensuring responsible waste management will align with Sustainable Development Goal (SDG) 12 of the UN's 2030 agenda, emphasising sustainable practices and consumption (Hong *et al*., 2024). Adopting sustainable behaviours can contribute to reducing carbon footprints, promoting recycling, and helping conserve natural resources (Hong *et al*., 2024). This paper will contribute towards (SDG 11) Sustainable Cities and Communities, (SDG 12) Responsible Consumption and Production and (SDG 13) Climate Action to combat climate change and encourage SDLP among Gen Z.

Theoretical Frameworks and Literature Review

Significant mention of the Theory of Reasoned Action (TRA) and TPB is deliberated in studies. TRA is an extended model of the TPB (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1970 and suggests belief in behaviour (Bosnjak *et al*., 2020). It has three components:

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attitude, subjective norm, and perceived behavioural control, shaping the intention, which directly affects behavioural action. Hence, when sustainability is viewed as a societal norm, individuals are more likely to embrace eco-friendly practices to conform with their peers (Suntornsan *et al*., 2022). Additionally, perceived behavioural control, which involves believing in one's ability to engage in sustainable behaviours, significantly influences the conversion of intentions into action, and popular perception is that Gen Z are more likely to participate in activities that promote environmental sustainability (Webb *et al*., 2022). TPB primarily focuses on external social influences and control beliefs, while Value-Belief-Norm (VBN) Theory, as proposed by Stern *et al*. (1999), better explains the internal moral motivations that drive behaviour. It emphasises how deeply rooted values, such as environmental concern and ethical responsibility, shape beliefs about addressing environmental challenges and create moral obligation (Stern *et al*., 1999). These attitudes, norms and control beliefs not only strengthen their intention to adopt sustainable daily lifestyle practices but also effectively address the necessity for targeted interventions that align with the values and preferences of Gen Z (Pervaiz *et al*., 2024)**.** While previous studies have extensively explored Eco-Friendly Practices (EFP) in various settings, there remains a notable gap in investigating the specific role of intangible EFP in fostering SDLP among Gen Z. Ko & Jeon (2024) suggest gaps in studies on how intangible eco-friendly practices, which are not immediately visible to consumers, can influence Gen Z attitudes and behaviours towards SDLP. Much of the existing research has focused on one-time sustainable purchasing decisions rather than continuous, habitual practices that require sustained effort and engagement over time (Joshi & Rahman, 2015). Particularly, understanding long-term behaviour adoption among Gen Z is referred to as an emerging cohort of sustainable consumers (Akehurst *et al*., 2012). Integrating VBN and TPB provides a more comprehensive understanding by linking internal value-driven motivations with external social influences, explaining why Gen Z not only feels obligated but also empowered to adopt sustainable practices. Early research has also examined sustainability influences on individuals' daily actions, particularly in routine activities (Hobson, 2006), and by considering these everyday practices, one can gain a deeper understanding of how sustainability-related behaviour can be integral to human lives.

Gen Z class of consumers: The contemporary discourse on sustainability has increasingly focused on behaviours and attitudes of Generation Z, individuals born between 1997 to 2012, who are emerging as significant drivers of social change (Dimock, 2019). This generation is distinctively characterised by their heightened awareness of environmental issues, often translating these concerns into their daily lifestyle choices (Barton, 2013). Sustainability practices among Gen Z include reducing plastic use, supporting eco-friendly brands, and advocating for policies that address climate change (Pew Research Centre 2021). Previous studies suggest that Gen Z's commitment to sustainability is not only driven by personal values but also influenced by social media and educational initiatives (Figueroa-García *et al*., 2018), and (Bosnjak *et al*., 2020; Hong *et al*., 2024) suggest that Gen Z's attitude towards sustainability is heavily influenced by environmental knowledge and perceptions of control (Bosnjak *et al*., 2020).

Studies on sustainable consumption behaviour have identified green attitude, promotion of messages in relation to the adoption behaviour, perceived value, intention to adopt and adoption evaluation as major factors of adoption.

Green Attitude: Green attitude scale, rooted in the widely adopted New Ecological Paradigm (NEP), measures individuals' pro-environmental beliefs and their broader ecological worldview developed by Dunlap *et al*. n.d.), and evolved into addressing the contemporary environmental challenges, including climate change, biodiversity loss, and human-driven ecological crises. It comprises 15 statements and its sub constructs, namely Limits to Growth, Balance of Nature, Possibility of Eco crisis, Rejection of Exemptionalism and Human Domination of Nature (Dunlap *et al*., n.d.). These statements help to measure attitude towards growing environmental fragility and the potential consequences of human interference with natural systems (Pervaiz *et al*., 2024). Although green attitudes have been shown to shape intentions towards sustainability, Gen Z consumers may view sustainable behaviours and practices as leading to the adoption of SDLP. There is a limited focus on Generation Z adoption of SDLP using NEP as a measure; most of the studies on NEP have concentrated on broader environmental concerns rather than specific lifestyle shifts required for everyday actions, particularly on Gen Z (Dunlap *et al*., n.d.).

Perceived Value (PV) for SDLP: (Chen *et al*., 2018), Green perceived value is defined as "Consumer's overall appraisal of the net benefit of a product or service between what is received and what is given based on consumer's environmental desires, sustainable expectations, and green needs". Although green attitudes have been shown to shape intentions toward sustainability, it is unclear to what extent these attitudes are influenced by perceived value. The concept of PV is strongly tied to increasing consumer satisfaction and loyalty (Figueroa-García *et al*., 2018) as more consumers prioritise sustainability in purchasing and making decisions. Gen Z's value of eco-friendly products and practices is shaped by their environmental values and perceived environmental

benefits of their consumption choices (Chen *et al*., 2018; De Canio *et al*., 2021). This alignment between personal values and perceived environmental benefits can drive the adoption of sustainable practices in their daily lives, contributing to broader social efforts to promote SDLP (Haws *et al*., 2014; Hong *et al*., 2024).

Subjective norms influencing SDLP: The social pressure an individual perceives regarding whether or not they should perform a particular behaviour reflects the influence of important people or groups such as family, friends, colleagues, and society on individual intention to engage in a certain behaviour (Ham *et al*., 2015; White *et al*., 2019). When Gen Z promotes their behaviour within their peer groups or by social media figures (Lubowiecki-Vikuk *et al*., 2021), it plays a vital role in shaping sustainable behaviours as seen in their environmental and health-conscious decision-making (Ko & Jeon, 2024). As social influences evolve, they will likely continue to play a critical role in bridging the gap between intention and adoption. (White *et al*., 2019). There is a need for research to strengthen and sustain norms to ensure behaviour aligns with SDLP among Gen Z (Ko & Jeon, 2024; Lubowiecki-Vikuk *et al*., 2021).

Promotional messages on SDLP: According to Deshpande and Chouksey (2019), companies can influence consumption patterns by increasing consumer knowledge and awareness of environmental and social issues. Through effective campaigning, endorsements, and strategic promotion, businesses can significantly influence consumption behaviour, leading to a higher acceptance of sustainable practices. Promotional efforts can help shift consumer preferences towards more sustainable options by leveraging various promotion strategies. As companies recognise the evolving consumer knowledge on environmental and social issues, they are increasingly leveraging targeted promotions that emphasise the ecological and ethical benefits. Strategic campaigns that promote discounts on the products, availing the coupons to recycling materials, start up the recycling corner or recycling units at prominent places where people are around, and use social platforms that enhance the perceived values of sustainable product promotions. When the promotions are designed with the values and lifestyles of Gen Z, they are more inclined towards sustainable practices.

Intention to follow SDLP: The intention to adopt SDLP is driven by attitudes toward the environment and the perceived importance of sustainable actions. For Gen Z, this intention is influenced by social norms, peer influence, and external motivations. Understanding these influences is crucial for promoting sustainable behaviours among Gen Z (Chen *et al*., 2018; Figueroa-García *et al*., 2018; Ko & Jeon, 2024) also emphasise the positive impact of eco-friendly practices on brand attachment and loyalty, reinforcing the intention to continue engaging in green behaviours.

Adoption of SDLP: The adoption of SDLP involves taking tangible actions to support the intention. This can be measured through changes in behaviour, such as reducing waste, using energy-efficient and eco-friendly products, recycling materials and conserving water and food. Intentions translate into actions, helping to evaluate the success of policies and educational efforts. It can be divided into Basic Needs, Appliances, Household waste and Transportation. Responsible consumption of food, water and energy supports ecological sustainability (Dunlap *et al*., n.d.). Energy-efficient appliances help reduce household waste, address India's plastic waste crisis (Lebreton & Andrady, 2019) and align with SDG (7, 11, 12, and 13). Sustainable transportation methods, such as public transit or cycling, help achieve climate goals (Pervaiz *et al*., 2024).

An exhaustive review of literature and theoretical arguments explaining the adoption behaviour of consumers in relation to the consumption behaviour of green products and SDLP resulted in the development of the model (Figure 1) that needs to be tested for the estimation of factors that need attention in driving SDLP adoption among Gen Z.

Objectives of the Study

Based on the conceptual model (Figure 1) proposed to be studied, the following hypotheses are being postulated to be verified and to estimate the effect of these factors influencing the adoption of SDLP in basic necessities, appliances, transportation and household waste.

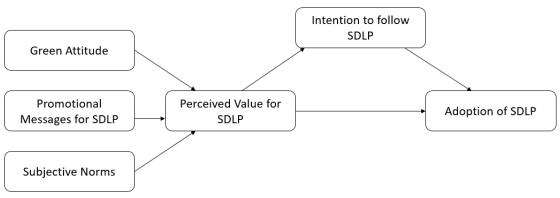
Hypothesis 1: Green attitude has a significant influence on the development of PV for SDLP and Intention.

Hypothesis 2: Promotional Messages on SDLP have a significant influence on the development of PV for SDLP.

Hypothesis 3: Subjective norms have a significant influence on the development of PV for SDLP and Intention.

Hypothesis 4: Perceived value for SDLP has a significant influence on the adoption of SDLP.

Figure 1: Conceptual Model



Hypothesis 5: Intention to follow SDLP mediates the relationship between perceived value and adoption of SDLP.

Research Methodology

This research uses a mixed-method approach, combining both quantitative and qualitative techniques to investigate SDLP among Generation Z members across different age groups in Puducherry and other States in India. The target population includes school students aged 12 – 16 years, undergraduate and postgraduate students aged 17-21 years, and young professionals and scholars aged 22-27 years. Data was collected through structured questionnaires and a Google form. A stratified random sampling technique was used to ensure representation across different demographic backgrounds. The sample includes students from private and government schools in Puducherry as well as undergraduate and postgraduate students, research scholars, and working professionals from various regions. The total sample size for the study is approximately 160 respondents. The collected data were analysed using Statistical Package for the Social Sciences (SPSS) and SEM with Analysis of Moment Structures (AMOS). Popular and relevant research databases that include Emerald, ScienceDirect, Francis and Taylor, Journal Storage (JSTOR), etc., were referred to strengthen the study model and discussion.

Measurements used for the Model: A scale was developed and validated. The Green Attitude scale, developed by Dunlap *et al*., n.d.), based on principles of the NEP, assesses respondents' pro-environmental worldview and their recognition of the balance required between human activities and ecological systems. To measure PV, the scale (Syarifuddin & Alamsyah, 2017) was utilised, emphasising how individuals evaluate the benefits associated with adopting SDLP. The construct of Promotion on SDLP was captured using items (Uikey & Baber, n.d.), focusing on the influence of promotional activities in fostering sustainable behaviours. Subjective norms on SDLP were measured using the framework from (Ajzen, 1991) TPB and (White *et al*., 2019), which reflects the social expectations that shape individual decisions to adopt certain practices. Intention to engage in SDLP utilised the scale from (Saari *et al*., 2021), capturing individual readiness and motivation to embrace sustainable lifestyle changes. The adoption of SDLP on four core areas of sustainability relevant to the Indian lifestyle like Basic Needs (eg., Food and Water and conservation); Appliances (eg., Energy-efficient technologies); Household waste (eg., Waste segregation and composting); and Transportation (eg., Public transportation and electric vehicles) were developed by the authors specially for this study after considering some major sustainability areas promoted by Lifestyle Environment India, a leading organization working on environmental sustainability and lifestyle changes for Future and to achieve Net Zero by 2070. The scale was called the ADSDLP SCALE, which reflected on a study that was used to estimate sustainable consumption behaviour (quality of life, wellbeing and care for future generations) that focused on environmental knowledge, materialism, environmental influences and promotion (Dimitrova *et al*., 2022).

Discussion of the Statistical Analysis

Respondent Characteristics: The majority of respondents fall within the age group of 24-27 years (44%) and 16-19 years (28.9%), indicating the survey predominantly captures perspectives from older Gen Z individuals. The gender distribution shows 52.2% male and 47.8% female respondents. In terms of education, a significant portion of the sample holds undergraduate (30.2%) or postgraduate qualifications, reflecting a well-educated group. The majority of participants (69.8%) reside in Puducherry, while the remaining 30.2% are from other states, suggesting that regional factors may influence their sustainable lifestyle practices. Regarding marital status, 87.4% of respondents are unmarried, which aligns with the younger demographic profile of the sample. When looking at occupation, the majority (59.1%) are students, followed by private sector employees (32.1%), highlighting the impact of educational and career contexts on their attitudes towards sustainability. Additionally, family income distribution shows that 75.5% of respondents earn less than ₹5 Lakhs annually, which may influence their consumption patterns and perspectives on SDLP. Overall, the demographics suggest that the sample is predominantly young, well-educated, and income-conscious, and these factors could significantly shape their engagement with sustainable practices. An independent sample t-test showed there is no statistically significant difference between the test variables and gender.

Adoption of Sustainable Daily Lifestyle Practices among Gen Z

The reliability of the model developed was confirmed by calculating Cronbach's alpha for the measurement scales used. The internal consistency of the scales was verified, and then Confirmatory Factor Analysis (CFA) was performed. The model statistics confirmed the acceptable fitness of the measurement model (P value >.5, CMin/Df = 1.477 (<3) showing good fit, GFI (0.8), AGFI (0.8), CFI (0.8), SRMR (.07 < .08), RMSEA (.05 < .08), CV (>0.7), AVE (>0.5) and thereby convergent and discriminant validity was also confirmed (Hair *et al*., 1998). Cronbach's alpha ranged between 0.7 to 0.8 for the subscales and was found to be acceptable. Then,

Table 1: Acceptable fit indices of the models in the path diagram

Model	CMin/DF	P Value	CFI	GFI	AGFI	SRMR	RMSEA	PCLOSE
AD_SDLP_BN	1.532	.130	.972	.979	.917	.04	.058	.362
AD_SDLP_T	1.472	.152	.975	.980	.920	.04	.055	.397
AD_SDLP_HW	0.647	.717	1.0	.993	.964	.02	0.00	.872
AD_SDLP_A	1.769	.078	.968	.979	.904	.04	.070	.253

Source: Primary data

Table 2: Mediation Analysis on AD_SDLP_BN

Relationship	Direct Effect	Indirect Effect	Confidence Interval	P Value	Conclusion
PV_SDLP → INT_SDLP → AD_SDLP_BN	.147 (.063)	.072	Lower Bound .019 Upper .146	.008	Full Mediation Effect

Source: Primary data

Figure 2: Adoption of Sustainable Daily Lifestyle Practices in Basic Necessities

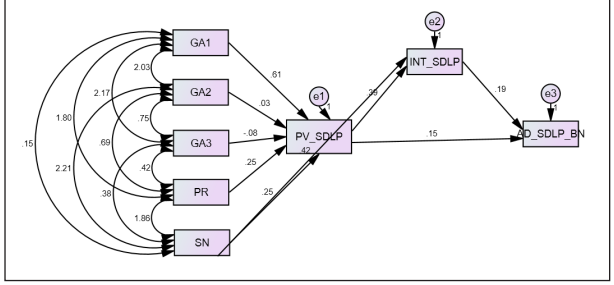
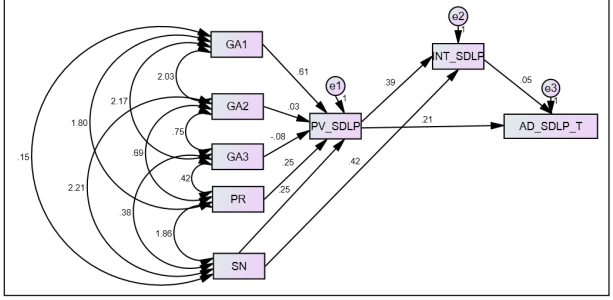


Figure 3: Adoption of Sustainable Daily Lifestyle Practices in Transportation



path analysis was performed to estimate the impact of the decision variables on the adoption of SDLP for basic necessities, transportation, appliances and household waste separately. Here also the path diagram used for estimation is confirmed as fit as the key values fall within the threshold of acceptable fit indices required (Tabachnick & Fidell, 2007; Kline, 1998; Hair *et al*, 2010) as seen in Table 1.

The research study explored the mediation effect of intention to follow sustainable daily lifestyle practices INT_SDLP on the relationship between perceived value for SDLP (PV_SDLP) on adoption of SDLP in the case of basic necessities (AD_SDLP_BN). Path analysis using SEM AMOS depicted that the direct effect of the impact of perceived value for SDLP on adoption of SDLP_BN was positive (H4) but not significant (b=.147, t=1.85, p=.063). However, the indirect effect of PV_SDLP through INT_SDLP on AD_SDLP_BN was found to be significant (b=.072, p=.010). Hence, the existence of a full mediation effect as can be deduced from Figure 2 and Table 2 (Collier J.E., 2020).

The research study explored the mediation effect of intention to follow sustainable daily lifestyle practices INT_SDLP on the relationship between perceived value for SDLP (PV_SDLP) on adoption of SDLP in the case of transportation (AD_SDLP_T). Path analysis using SEM AMOS depicted that the direct effect of the impact of perceived value for SDLP on adoption of SDLP_T was positive (H4) and significant (b=.206, p=.002). However, the indirect effect of PV_SDLP through INT_SDLP on AD_SDLP_BN was not found to be significant (b=.065, p=.315). Hence, the existence of a Direct effect (as seen in Figure 3 & Table 3) in the relationship between perceived value and adoption of SDLP for transportation can be assessed (Collier J.E., 2020).

Table 3: Mediation Analysis on AD_SDLP_T

Relationship	Direct Effect	Indirect Effect	Confidence Interval	P Value	Conclusion
PV_SDLP → INT_SDLP → AD_SDLP_T	.206 (.002)	.018	Lower Upper Bound -.022 .065	.315	Direct Effect

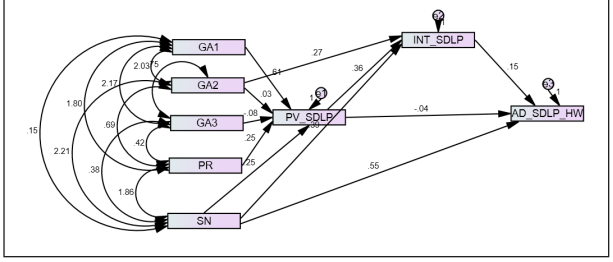
Source: Primary Data

Table 4: Mediation Analysis on AD_SDLP_HW

Relationship	Direct Effect	Indirect Effect	Confidence Interval	P Value	Conclusion
PV_SDLP → INT_SDLP → AD_SDLP_HW	-.037 (.698)	.054	Lower Upper Bound -.004 .147	.069	Competitive Mediation (dissimilar influence)

Source: Primary Data

Figure 4: Adoption of Sustainable Daily Lifestyle Practices in Household Waste



The research study explored the mediation effect (seen in Table 4 & Figure 4) of intention to follow sustainable daily lifestyle practices INT_SDLP on the relationship between perceived value for SDLP (PV_SDLP) on adoption of SDLP in the case of household waste (AD_SDLP_HW). Path analysis using SEM AMOS depicted that the direct effect of the impact of perceived value for SDLP on adoption of SDLP_HW was not significant(H4) (b=-.037, p=.698). Also, the indirect effect of PV_SDLP through INT_SDLP on AD_SDLP_HW was not found to be significant (b=.054, p=.069). Hence, we can assess the absence of Direct/Indirect effect in the relationship between perceived value and adoption of SDLP for household waste (Collier J.E., 2020).

The research study explored the mediation effect of intention to follow sustainable daily lifestyle practices (Table 5), INT_SDLP, on the relationship between perceived value for SDLP (PV_SDLP), on the adoption of SDLP in the case of appliances (AD_SDLP_A). Path analysis using SEM AMOS depicted (Figure 5) that the direct effect of the impact of perceived value for SDLP on adoption of SDLP_T was positive and significant (H4) (b=.199, p=.006). However, the indirect effect of PV_SDLP through INT_SDLP on AD_SDLP_A was not found to be significant (b=.037, p=.098). Hence, the existence of a Direct effect in the relationship between perceived value and adoption of SDLP for appliances can be assessed (Collier J.E., 2020).

Abstractness Vs Tangibility Effect of SDLP

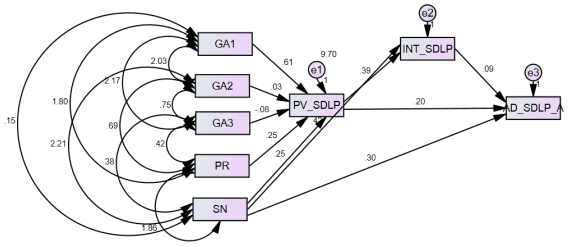
Path analysis of the model deemed fit through CB-SEM was used to estimate the adoption of SDLP for basic necessities, transportation, household waste and appliances, and the findings clearly show that adoption of SDLP is impacted by perceived value and intention to follow SDLP. However, the mediation effect of INT_SDLP was strong in the case of AD_SDLP_BN and AD_SDLP_HW, while there is a direct effect between INT_SDLP and AD_SDLP_T and between INT_SDLP and PV_SDLP for the adoption of SDLP in the appliances category. This justifies that perceived value influencing adoption is high where the respondent sees a direct cost-benefit ratio in adoption. These are also one-time purchase decisions. It is important to note that in the case of adoption of SDLP for necessities and household waste, the presence of perceived value or intention was not strong enough to lead to adoption. This refers to the abstractness of the benefits to Gen Z consumers. Earlier studies have also pointed out that it is challenging for consumers to habituate certain practices that provide

Table 5: Mediation Analysis on AD_SDLP_A

Relationship	Direct Effect	Indirect Effect	Confidence Interval	P Value	Conclusion
PV_SDLP → INT_SDLP → AD_SDLP_A	.199 (.006)	.037	Lower Bound -.008 Upper .108	.098	Direct Effect

Source: Primary Data

Figure 5: Adoption of Sustainable Daily Lifestyle Practices in Appliances



the environment with a magnitude of benefits and have raised the need to study this behaviour (Ko & Jeon, 2024). Also, the regression weights show that the impact of SN INT_SDLP (H3) (b =.422) and on PV_SDLP (b =.249) (H3), GA1 PV_SDLP (b =.610) (H1) are all significant (P <.001) in all the cases. This is in line with the Third Party Administrator (TPA) model that emphasises the role of subjective norms in influencing behaviour, and also the need for a predisposition to an environmentally friendly attitude among the respondents. The role of the balance of human and nature subscale (GA1) from the NEP scale was more dominant than limits on growth (GA1) and rejection of Exemptionalism (GA3).

Implications of the Study

This study has made a major contribution to the theoretical framework in the following ways i) the outcomes of this study adds value to the existing TPB and emphasises the importance of VBN theory in sustainable campaigns (Ajzen, 1991; Stern *et al*., 1999), ii) it has developed a scale (ADSDLP SCALE) for measurement of adoption of SDLP in the case of basic necessities (5 item scale) like "I reduce food waste consistently", appliances (5 item scale) like "I unplug electronic devices when not in use", household waste (5 item scale) like"I buy products with minimum packaging" and for transportation (4 item scale) like "I switch off vehicle engine at traffic lights", iii) It helps to measure abstract benefit of consumers and extends the study from intention formation to action measurement, iv) Previous studies have necessitated the need to explore adoption of SDLP among different groups of consumer segments and this study adds value with its findings in terms of Gen Z adoption characteristics, v) Unlike the case of transportation and appliances use where they are one time purchase decisions or actions whose cost benefit is very visible, the practice of sustainable measures in the case of sustainable measures that require routine practice or a new habit to be cultivated, there is a need to strengthen consumers intention to follow SDLP. This then calls for use of subjective influence (strong enforcement from relevant others) or the development of increased need for human nature balance consciousness among Gen Z consumers, vi) Policy makers must make concerted efforts like tax subsidy, enforce environment value as an education, volunteer activities by school/college students that earns them credits for their degrees and graduation and vii) As subjective norms make a significant influence on intention for SDLP, marketers and government policy makers must leverage on this to create a strong change and so also green attitude development must be made mandatory at all levels of business.

Scope of Future Research

This study needs to be carried out in other geographical areas and in different cross-cultural environments to develop more customised interventions. Also, more variables influenced by technology and cognitive factors can be considered. Longitudinal studies can be conducted in this context.

Conclusion

This study has made a major revelation that values, beliefs and norms play a major role in the expression of human behaviour. This further becomes very difficult in enforcing behaviours that are more abstract and whose benefit is for the environment in the long run, rather than for an individual to see it visibly. The role of subjective norms, particularly peer influence and social expectations, emerged as a strong predictor of sustainable behaviour, aligning with the TPB model. However, behaviours still face barriers due to the

abstract nature of their benefits. This gap suggests a need for interventions that make the benefits of sustainability more concrete and visible to individuals. Hence, understanding the level of consciousness consumers have in lifestyle practices and the need to identify a strong motivator that can drive change to follow sustainable habits needs to be explored and implemented.

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