

## CONSUMER BEHAVIOR, LIFESTYLE CHOICES, AND SUSTAINABLE DEVELOPMENT: FROM BUYING TO BELIEVING

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### ***Abstract***

The environment and the economy are inextricably linked. Development harms the environment by putting people and wildlife at risk. Because of the growing human population and the rapid depletion of natural resources, the environment is under significant stress. Every country on the planet has prioritized sustainable development. It is critical right now. Sustainable development is possible if we use our resources wisely and use alternative energy sources extensively. Materialism is extremely 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 have a significant impact on a country's long-term economic health. The study sheds light on how consumers' shifting consumption habits have hampered long-term growth over the years. 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 behavior 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 behavior and lifestyles in an eco-friendly manner, whether by individuals or by government laws, is a critical component of achieving sustainable development.

*Consumption, consumer behaviour, lifestyle, sustainable development, sustainable consumption, consumerism, green consumerism, and green taxation are all terms used to describe consumption.*

### ***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 that have the least negative impact on the environment. Economic development must be pursued in a way that ensures sustainability, preserving the environment in its pristine state and preventing any form of pollution. The modern global landscape is confronted with an environmental crisis, which is primarily attributed to population growth and the depletion of natural resources to support affluent patterns of consumption and production. The high level of natural resource consumption has put a significant strain on the environment. The majority of government and intergovernmental environmental conservation initiatives identify consumers as a primary target demographic.

Current consumer lifestyles contribute to a variety of environmental issues that endanger our habitat to varying degrees. More accomplishments Significant changes in consumer attitudes and behavior are required to live more sustainably. The incorporation of sustainability concepts should be an integral part of consumer behavior.

### **Literature and Synthesis**

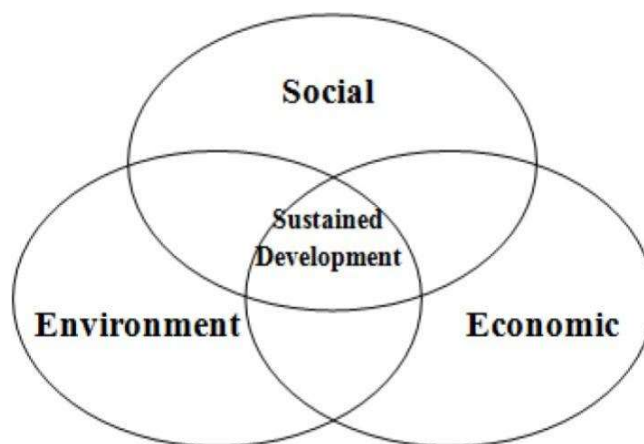
The use of goods and services by individuals has an impact on the environment both directly and indirectly (Khalina 2017). Consumers frequently select products, services, and activities based on their affinity for a specific lifestyle. In recent years, household expenditure has increased significantly, 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 comprised of numerous factors that influence people's decisions and behaviors. These factors include population dynamics, urbanization patterns, home ownership rates, household characteristics, labor market dynamics, income levels, consumer and family spending patterns, health indicators, educational attainment, dietary preferences, alcohol consumption patterns, shopping behaviors, personal grooming practices, clothing preferences, leisure activities, and savings. Consumer lifestyles have changed dramatically over time, with sustainable consumption giving way to unsustainable levels of consumption.

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 is a type of development that effectively addresses the immediate needs of the current generation while ensuring that the capacity of future generations to meet their own needs remains intact and without compromise. 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 qualities such as 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 referred to as the Global Goals, represent 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 achievements of the Millennium Development Goals (MDGs). 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 that are typically associated with a different goal.

**Table 1: Top 10 countries in 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, and conversely. On the contrary, it can be argued that the Sustainable Development Goals (SDGs) that promote resource dependence hold greater significance compared to those that aim to reduce resource dependence. The projected increase in our demand for resources 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 of 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 collecting. The present study aims to investigate consumer behaviour in relation to sustainable development among households in both rural and urban areas of Thiruvananthapuram district. The study focuses on the pivotal role of trust and loyalty towards green products inside households. A sample has been chosen consisting of households that have utilised green products at least once in their lifetime. Both primary and secondary data were utilised for the purpose. The study's sample size was restricted to 100, with an equal distribution of 50 households from urban areas and 50 households 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) authored by Wilson Kong and Amran Harun. A systematic questionnaire was created once the indicated factors were modified, and data was gathered in accordance with it.

### Data Analysis

**Table 2: Factors influencing consumer behaviour towards sustainability**

Factors	No. of Respondents	% of respondents
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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**

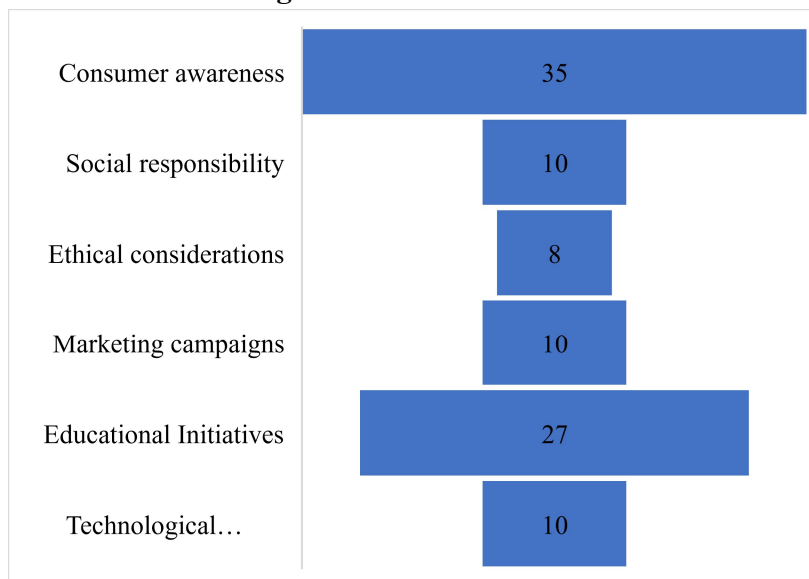


Table 2 and fig. 1 indicates the factors influencing consumer behaviour towards sustainability. It is clear that consumer awareness (35%) serves as an important factor in influencing the consumer behaviour towards sustainability. Consumer awareness of sustainable development goals is crucial in driving behavioural change. The next factor is educational initiatives (27%). It plays a crucial role in nurturing sustainable development and instilling a sense of social commitment. Technological advancements, marketing campaigns and social responsibility were also important 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**

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

Income Inequality	10	10
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Source: Primary Survey

Fig 2 :Barriers to Green Consumerism

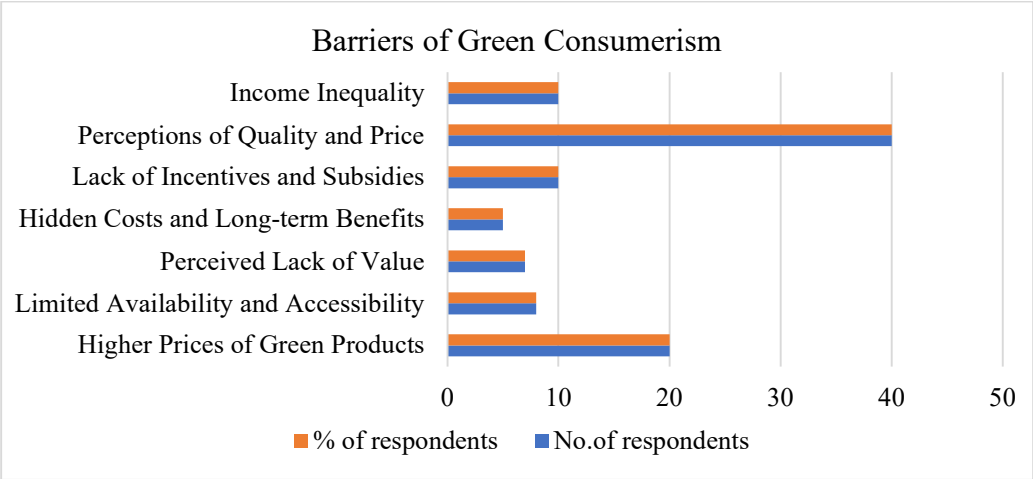


Table 3 presents an overview of the obstacles encountered in the practise of green consumerism. There is a common perception that green items are typically priced higher and possess worse quality compared to traditional alternatives. This image has the potential to discourage consumers from transitioning, particularly when financial considerations are taken into account. The study revealed that almost 40% of the participants held the belief 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 greater cost in comparison to traditional alternatives. The aforementioned phenomenon can be ascribed to various variables, including the implementation of sustainable sourcing strategies, the adoption of ethical labour practises, and the utilisation of environmentally conscious production processes. The elevated initial expense of environmentally friendly products can serve as 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

<b>Educate consumers</b>	15	15
<b>Support community-based initiatives</b>	6	6
<b>Leverage social media and influencers</b>	5	5

Source: Primary Survey

**Fig 3: Methods of enhancing consumer behaviour towards sustainability**

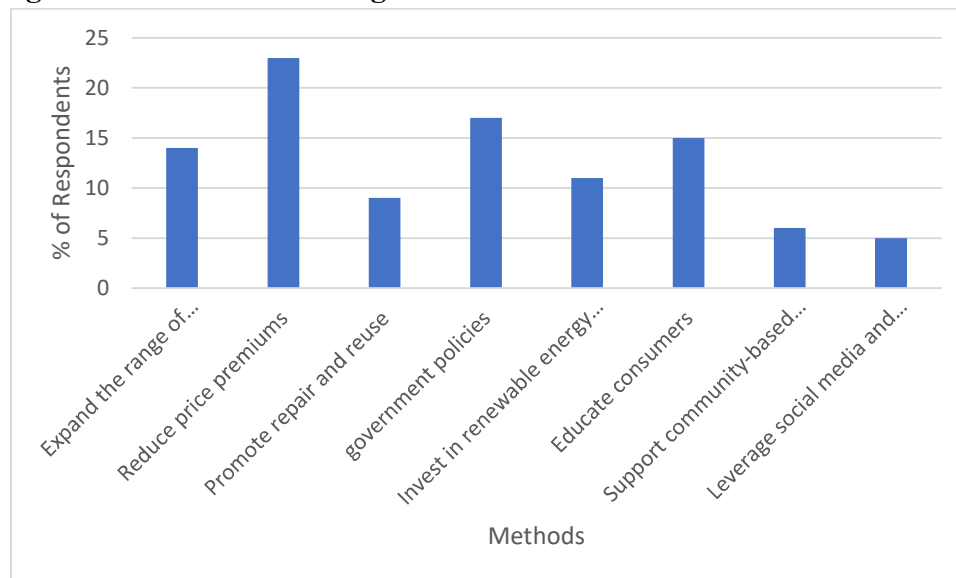


Table 4 and Figure 3 illustrate the strategies employed to promote sustainable consumer behaviour. In order to promote the adoption of sustainable products, it is advisable for businesses to undertake measures aimed at cost reduction. This may be achieved through the optimisation of production processes, 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 the dissemination of knowledge to consumers (15%) regarding the imperative of sustainability. It is imperative to ensure that consumers are adequately informed about the environmental consequences associated with their purchase choices. Moreover, it is crucial to give consumers with 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 the adoption of a methodical and long-term way of life.

### ***Meaning of Lifestyle***

A consistent and observable way of life manifested by an individual's behaviors, pursuits, and viewpoints is defined as a lifestyle. The lifestyle of a person refers to their usual way of life and behavior in society. Lifestyles can be viewed as forms of "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 important in the mediation of various signals, establishing a close relationship between material and resource flows within a given society. Sustainable lifestyles are a set of behaviors 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 generation 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. The concept of a sustainable lifestyle can be delineated as a collection of practices that are interconnected by attitudes about sustainable development, or as 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 have an impact on the concept of sustainable consumption. The boundaries of a consumer's lifestyle are determined by cultural and socioeconomic factors. A consistent pattern of behavior results from the interaction of social norms and private ideals. This is the way of life that has an impact on what people buy. Positive market reactions can be expected when consumers find that the goods and services currently available reflect their own 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. The metrics of production, acquisition, and consumption are used to assess the efficacy of a consumer-oriented society. The presence of all of the aforementioned variables is required for societal advancement.

Commodity production, use, and consumption necessitate the use of natural resources such as wood, fuels, and water. Furthermore, the establishment of factories and factory complexes is required for the production process, which produces 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 associated with meeting our needs through material consumption is steadily increasing in many major cities around the world. 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. The proliferation of consumerist Western lifestyles is being disseminated globally via the circulation of products and services, media platforms, and trade regulations.

### ***Consumerism***

Consumerism is frequently defined as a socioeconomic system that encourages the acquisition of products and services in increasing quantities. The primary goal of this initiative is to protect and advance customer welfare. During a specific time period, consumerism in India has gradually grown as a significant societal phenomenon. In India, the presence of organized consumer groups, consumer protection legislation, judicial decisions, and consumer-oriented journalism serve as indicators of 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

### ***Negative Effects of Consumerism:***

- Environmental crisis: Expansion into any available land and exploitation of all available resources. Environmental resources are degrading as a result of excessive consumption.
- Ecological imbalances: The destruction of natural areas to produce more goods and build more buildings has an impact on 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 have a significant impact on 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 a variety of factors, including direct consumer contributions such as driving cars and using specific cleaning and solvent-containing products. Furthermore, indirect contributions are made by the consumption of 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, the use of gasoline for transportation, and the purchase and use of products containing ozone-depleting substances.
3. Excessive nutrient concentrations in water and soil cause eutrophication. In this context, consumers mostly exert an indirect influence through their consumption patterns, which might harm agricultural production.
4. The growth of garbage has been a significant concern, with houses accounting for approximately 20-25 percent 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, or the extent to which households withdraw fresh water supplies, varies significantly across countries. 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 have a significant impact on the surrounding environment.

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

### ***Changing Consumer Behavior to Promote Sustainability***

Several factors frequently come to mind when discussing lifestyle, including smoking, poor nutrition, obesity, increased stress, and insufficient sleep. However, when viewed in the long term,

it is clear that an unfavorable consumer lifestyle can lead to resource depletion, and environmental damage, and impede a society's sustainable development.

There exist two distinct approaches to modifying 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 endeavored to modify the lifestyles of their residents by promoting public engagement and collaboration with non-governmental organizations (NGOs) to establish environmental conservation initiatives. The aforementioned activities 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 neighborhoods are all measures that can contribute to the enhancement and rejuvenation of local social life.

### ***Sustainable Consumption's Essence and Key Principles***

In today's increasingly globalized economy, protecting the natural world has become an extremely difficult task. The model of unsustainable consumption, which involves resource depletion, high costs, and inefficiency, is increasingly being challenged in favor of a model of sustainable consumption, 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 that contribute to resource depletion, environmental degradation, and other related concerns. Sustainable consumption is an important component that supports the concept of sustainable development. It is distinguished by the following characteristics:

- 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, it is critical to create a suitable framework for material consumption, but it is also critical to promote direct consumption of environmentally friendly products and non-material aspects of well-being.
- Concentrate on consumption patterns that have the least amount of 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 refers to a strategic approach to influencing consumer demand and behavior 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 consumption 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 one develop and advance appealing visions of enhanced sustainability in various countries/regions and within diverse cultural contexts? This investigation remains one of the most significant roadblocks.

One such impediment is how governments and corporations can effectively facilitate and encourage innovation to foster sustainable lifestyles. To facilitate infrastructure development, government policies must be implemented, commercial ventures must be launched, and public-private partnerships must be formed.

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. The integration of both 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, as well as 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 the right to live 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. These taxes are imposed on environmental pollutants or goods that have a negative impact on the environment when used repeatedly. Furthermore, governments can encourage change by providing information and labeling for green products, which are distinguished by their biodegradability and eco-friendliness. Furthermore, campaigns aimed at altering attitudes can also be employed as a means to foster change.

The development of physical infrastructure that facilitates the adoption of sustainable lifestyles should be prioritized by government entities. 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 has 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 negative effects of pollution and traffic congestion on urban roadways. Measures that prioritize bicycles and improve public transportation systems have proven to be effective in several urban areas, including Bogotá, Colombia. Construction policies and government incentives to promote sustainable housing, such as the use of solar panels, have emerged as viable policy instruments that help to normalize novel practices.

Grants from the government have been shown to have a significant impact on 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. Programs such as the United Nations Decade on

Education for Sustainable Development, for example, can significantly assist national policymakers in this endeavor.

One strategy has been to advocate for and encourage environmentally conscious lifestyles, which is frequently manifested through media or community-based initiatives. These initiatives seek to 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, as well as 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 longer 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 as an alternative waste disposal method with the potential to conserve materials and reduce greenhouse gas emissions. Recycling has the potential to reduce the squandering of items with potential usefulness, as well as the utilization of pristine raw materials, resulting in lower energy expenditure, air pollution, and water contamination.
- The practice of reusing materials and products to reduce the need for new materials and reduce waste generation is known as resource reuse. This method effectively mitigates the environmental consequences of fresh resource extraction and processing. This has the potential to improve a resource's efficacy.

More than efficiency improvements are required to solve the sustainability quandary. Achieving a sustainable society necessitates changes in cultural, social, environmental, and economic domains, as well as tactics that raise consciousness and cultivate new ideals and perspectives.

### ***Conclusion***

The pursuit of sustainable development has become a widely accepted goal among governments all over the world. Consumer behavior and lifestyle have a significant impact on an economy's

sustainability. The adoption of a sustainable lifestyle is conducive to the advancement of 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, the difficult task of achieving sustainability necessitates striking a delicate balance between resource supply and demand, especially in light of 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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