

Investigating the Relationship between Factors of Environmental Conscious Consumption, Ethical Consumption, and Social Responsible Consumption Facilitating Conscious Consumption

Sheetal Aditya

Research Scholar,
Symbiosis International
(Deemed University)
Lavale, Pune and
Assistant Professor
Tilak College of Science and Commerce

Dr. V V Ravi Kumar

Professor
Symbiosis Institute of Business
Management, Pune,
Symbiosis International
(Deemed University)
Lavale, Pune

Abstract

Nowadays consumers tend to buy products or services oriented towards a motive or objective making them realize the need for conscious consumption. The motive or objective of buying a product or service for a consumer can be characterized by social, ethical, or environmental concerns and many more. But the major contribution of social, ethical, or environmental concerns of consumer buying cannot be ignored. So, this study was undertaken to understand the parameters of three constructs of environmental conscious consumption, ethical consumption, and socially responsible consumption leading to conscious consumption.

Using data from 170 respondents, three dimensions of the study were evaluated and understand conscious consumption. The main objective of the study is to investigate the relationship between three constructs i.e., environmental conscious consumption, ethical consumption, and socially responsible consumption facilitating conscious consumption. Reliability of the data was done by Cronbach alpha and a statistical test of factor analysis was used to determine fl factors. These factors were further used for creating a linear regression model to understand conscious consumption.

Keywords:- Environmental Conscious Consumption, Ethical Consumption, Socially Responsible Consumption, Conscious Consumption

Introduction

Marketing is shifting in the present world from a traditional paradigm to one that is more concerned with long-term sustainability. The current age of change in the need for sustainable development has increased consumer, organizational, and policymaker awareness of the need for and importance of sustainability. Green marketing is a concept that has begun to catch on with people all around the world. As a result, green customers have emerged all over the world (Kardos et al., 2019). Consumers are trying to find, recognize, and use products that have

environmental benefits. These customers are concerned about environmental issues and the solutions to such challenges. They are continuously on the lookout for products and services that encourage sustainable behavior (Auliandri et al., 2018). Environmental concern influences the intention of green consumption positively and serves as a partial mediator in the link between the intent of green consumption and environmental responsibility (Yue et al., 2020).

Many organizations have taken steps to become more socially responsible by manufacturing green products, as a result of widespread concern about global warming and the growing pressures of environmental degradation (Liao et al., 2020). The increasing use of green products and services has driven many firms to adopt and convey environmental principles, creating a positive image for society (Magali A. Delmas, 2011). So, in the competitive landscape commitment towards environment landscape has emerged as a significant factor.

(Yadav & Pathak, 2017) Customers have been influenced by environmental protection and attention, leading them to buy environmentally friendly items. Some consumers are changing their purchase behavior to reduce the harmful impact of their consumption, opting for environmentally friendly or “green” consumption or “conscious” responsible consumption. Consumers prioritize quality and price, selecting for products and brands that carry out environmental care and exhibit concern for the environment.

(Grażyna GIERSEWSKA, 2019) It has been understood that sustainable marketing is a new way of thinking and doing business which includes promoting responsibility, conscious consumption, relationship with customers etc. Today, Consumerism is closely connected with the idea of responsible consumption.

Consumption that is responsible for fulfilling necessities and improving quality of life is referred to as responsible consumption by shaping proper management in three parameters such as social, economic, and the use of natural

resources and environmental responsibility (Kielczewski et al., 2017).

The increasing intention towards environmental ethics has changed consumer buying preferences and with course of time exhibiting ethical buying behaviour (Y. J. Kim et al., 2013) (H. Y. Kim & Chung, 2011).

Now a days consumers are making decision of buying products or services that are concerned towards responsible consumption and considering it has a major variable for decision making (Clinton L. Beckford, Clint Jacobs, Naomi Williams, 2010).

Many businesses are emphasising to customers how they are combining or integrating sustainability-related characteristics and practises into their operations. This has resulted in a gradual rise in consumer environmental consciousness, or conscious consumerism. These consumers have also shown a noticeable shift in their adoption of conscious consumerism-related products and services, even if it means paying a higher price for sustainable functionality (Suki, 2017).

Concerned consumption has expanded at an unprecedented rate in India, gaining traction among a new generation of millennials who are socially, morally, community-driven, and value conscious. Generation Z consumers are concerned of the significance of mindful consumption and are aware of environmental challenges such as rising temperatures, habitat and species loss, contaminated oceans, chemical pollution, and so on (Braga Junior et al., 2019).

This research assesses the feasibility of developing a framework for conscious consumption using a multi-dimensional comprehensive scale that includes dimensions like "environmental conscious consumption," "ethical consumption," and "socially responsible consumption." This framework establishes a paradigm for studying consuming behaviour that prioritises ecological, environmental, and human-based variables and environments.

(Johnson, Olivia, Chattaraman, 2019)(Pérez-Barea, José Javier, Montero-Simó, María José, Araque-Padilla, 2015)As it is vital for customers to know which products to invest their time on, marketers are suggested to emphasise the advantages of green products and services in advertising. Hence, it is advised to the marketers to highlight the environmental consequences of these products instead of choosing to focus on price, cost-effectiveness and benefits of the products given that as people's income increases, their problems involved in making purchases decrease. This will give marketers a competitive advantage.

Theoretical Framework

Green product customers are a major priority for firms operating in the current economic climate since they are seen as a driving force for consumption. Various studies provide great suggestions for boosting positive attitudes about green marketing in society and assisting businesses in developing effective ways to sell their green products (Shabbir et al., 2020).

Environmentally responsible consumption

(Kumar & Ghodeswar, 2015) Humans have known since the beginning that their existence is dependent on nature harmony, and that the destruction of nature is also their downfall. However, as human capacities have grown in recent centuries, the environmental balance has been upset. Consumers' environmental consciousness has developed as they become more concerned of the degradation of natural resources as a consequence of human interventions and the pressing need to preserve the environs.

Green environmentally friendly products, strive to conserve natural resources by including recycled components or recycling into the manufacturing process (Suki, 2017)(Booi Chen & Teck Chai, 2010). Through sustainable product innovation which is addressing to sustainability issues have made consumers adopt sustainable products and sustainable way to make use of it changing their perspective on consumption (Pinkse & Bohnsack, 2021).

(Tezer & Bodur, 2021) Various research outlines situations in which businesses can gain from being green and implores marketers, particularly service providers, to advertise environmentally friendly goods that are essential to consumer experiences.

H1:- Environmental responsible consumption significantly influences conscious consumption behaviour among consumers

Socially responsible consumption

The consumer environment is increasingly considering the social and ethical issues that arise from the purchasing of items and services. This is referred to as "Socially Responsible Consumption." Assessment of this behaviour should be of interest to organisations that want to connect with their principles to provide the consumers a superior alternative (Pérez-Barea, José Javier, Montero-Simó, María José, Araque-Padilla, 2015).

(Johnson, Olivia, Chattaraman, 2019) Particularly among millennials born between 1980 and 2000, social responsibility has grown rapidly in popularity among customers. The eagerness of millennials to participate in social and political causes defines them.

(Hosta, Maja, 2021) Consumption that is sustainable and responsible can be achieved by embracing both elements of sustainability i.e., environmental, and social, and consumers must be aware of their challenges.

(Villa Castaño, Lida Esperanza, Perdomo-Ortiz, Jesús, Durán León, William Fernando, Dueñas Ocampo, Sebastián, 2018) Through the identification of structure for socially responsible consumption (SRC) measurement scale, it can be considered for the creation of marketing strategies and reputation of business and companies should consider the latest standards of buying consumption.

A new seven-dimension product differentiation construct i.e. Socially responsible consumption tendencies or Social Responsibility Scale is measured groups believed to differ in their societal consciousness. It can be used as measure in marketing contexts (James H. Leigh & Enis, 1988).

Socially responsible consumers: Profile and implications for public policy	J.H. Antil	Journal of Macro Marketing, 4 (2) (1984), pp. 18-39	Socially Responsible Consumption Behaviour Scale (SRCB)
The effects of corporate social responsibility and price on consumer responses	L.A. Mohr and D.J. Webb	Journal of Consumer Affairs, 39 (1) (2005), pp. 121-147	Socially Responsible Purchase and Disposal Scale (SRPD)
Developing a measure of socially responsible consumption in France.	A. Francois-Lecompte and J.A. Roberts	Marketing Management Journal, 16 (2) (2006), pp. 50-66	Socially Responsible Consumption Scale (SRC)
A re-examination of socially responsible consumption and its measurement	D.J. Webb, L.A. Mohr and K.E. Harris	Journal of Business Research, 61 (2) (2008), pp. 91-98	Social Responsible Purchase and Disposal Scale (SRPD)
Exploring socially responsible behavior of Indian consumers: An empirical investigation	N. Singh	Social Responsibility Journal, 5 (2) (2009), pp. 200-211	Social Responsible Consumer Behaviour Scale (SRCB)
Developing a trichotomy model to measure socially responsible behaviour in China	J. Yan and Q. She	International Journal of Market Research, 53 (2) (2011), pp. 253-274	Socially Responsible Consumption Behaviour Scale China (SRC). Trichotomy model

H2:- Socially responsible consumption significantly influences conscious consumption behaviour among consumers

Ethical consumption

Most studies have attempted to establish a link between customers' ethical concerns and their purchasing decisions, the elements that may influence and assist consumers to make more ethical purchases. A few well-known rationalist views on the influence of ethical considerations on purchase decisions claim that consumer behaviour is a function of buying behaviour, which in turn is influenced by attitudes and norms subjectively perceived of norms. (CEK AJZEN, 1991).

(Dawn Birch, Juliet Memery, et al., 2018) Consumers' food consumption decisions are evolving nowadays as they strive to reconcile egoistic and altruistic motivations, with issues such as ethical self-identity, environmental consciousness, health consciousness, and food safety being investigated. (Hassan, L., Shiu, E., & Shaw, 2015) While a comprehensive analysis of this literature can be found in research on ethical consumption and its skill to explain and foresee ethical consumer behaviour.

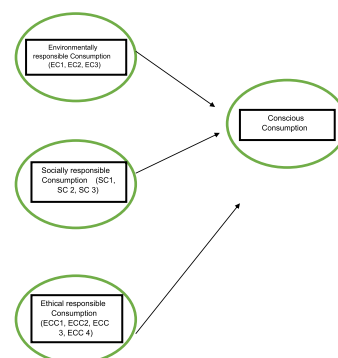
H3:- Ethical consumption significantly influences conscious consumption behaviour among consumers

When literature was examined for the conscious consumption behaviour, it was observed that this type of

behaviour has been studied under the name of varied constructs like “Socially Responsible Consumption”, “Ethical Consumption”, “Environmentally Conscious Consumption”, and “Rational Consumption” (Leigh, 1988; Tilikidou et al., 2002; Webb et al., 2008; Balderjahn et al., 2013).

Conceptual Modelling

Applying factor analysis and linear regression modelling in SPSS software, the proposed framework and the research hypotheses were evaluated. The use of modelling enables researchers to investigate theoretical patterns that include several components both largely and partially. The test's goal is to determine whether the theoretical model and the gathered experimental data match.



EC 1	I prefer enterprises/organisations which provide options of waste collection and recall.
EC2	In our current scenario I believe, environmental pollution is a major problem.
EC 3	I insist on purchasing environmentally safe oriented products that I believe will help in dealing with current environmental problem
ECC 1	When I become aware that the bill is below the calculated value, I immediately report it
ECC 2	If the product gets damaged during shopping by me, I notify the authorities and even, if necessary, pay for it.
ECC 3	During shopping time, I prefer not to get anything for free and pay for the things always
SC 1	I mostly select commodities of the organisations that contribute their part of their revenue/income to those in help.
SC 2	I insist on avoiding products that employ child labour-oriented practises in production or supply
SC 3	Animal tested products or services are not preferred by me
SC 4	I choose to buy the goods of the companies that engage the individuals with disabilities.

Variables of study and their definition

Environmentally Conscious Consumption	
	I prefer enterprises/organisations which provide options of waste collection and recall. (EC 1)
	In our current scenario I believe, environmental pollution is a major problem. (EC2)
	I insist on purchasing environmentally safe oriented products that I believe will help in dealing with current environmental problem (EC 3)
Ethical consumption factors	
	When I become aware that the bill is below the calculated value, I immediately report it (ECC 1)
	If the product gets damaged during shopping by me, I notify the authorities and even, if necessary, pay for it. (ECC 2)
	During shopping time, I prefer not to get anything for free and pay for the things always (ECC 3)
Socially responsible consumption factors	
	I mostly select products of the organisations that donate their part of their revenue/income to those in help. (SC 1)
	I insist on avoiding products that employ child labour-oriented practises in production or supply (SC 2)
	Animal tested products or services are not preferred by me (SC 3)
	I choose to buy the goods of the companies that engage the individuals with disabilities. (SC 4)

Methodology

Descriptive Analysis

For Demographic characteristics and research variables for

the data analysis, descriptive statistics were used to analyse. The following table provides a summary of the research's demographic variables, which were evaluated through the collection of 170 questionnaires.

Demographic Variable	Levels	Frequency	Percentage of frequency
Age	18 to 25 years	34	20
	26 to 35 years	54	31.76
	36 to 45 years	82	48.23
Gender	Male	76	44.70
	Female	94	55.92

Demographic Variable	Levels	Frequency	Percentage of frequency
Marital status	Married	113	66.47
	Single	57	33.52
Education	Diploma and lower	32	18.82
	Graduation	67	39.41
	Post-Graduation and more	71	41.76
Type of Job	Student	23	13.52
	Self employed	28	16.47
	Professional	85	50
	Home maker	34	20

44.90% of the people who undertook research were males and 55.90% is female. 20% of the people are of the age group 18-25 years group, 31.76% is of age group 26 -35 years while 48.23% is from 36 – 45 years age group. 66.47 % of the people under research is married, while 33.52% is single. 18.82 % are people with diploma and lower degree, 39.41% are graduates while 41.76% are postgraduates and more in education. 13.52% are university students, 16.47% are graduates, 50% are professional and 20% are home maker in the study.

We selected three constructs, each of which has ten items, and turned them into our study instrument (a questionnaire), which we distributed to 200 respondents.

We eventually collected and discovered 170 questionnaires that were completed and prepared for further analysis. In the initial phase, we evaluated the instrument's reliability using Cronbach's Alpha values and discovered that it is extremely reliable, scoring 0.86 for factors.

Cronbach's alpha is the common measure of internal consistency ("reliability") as Cronbach's alpha is 0.860, which indicates a high level of internal consistency in the variable of study to understand Conscious consumption under three dimensions, environmental conscious consumption, ethical consumption, and socially responsible consumption.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.861	.860	10

Item Statistics			
	Mean	Std. Deviation	N
EC 1	4.28	.730	170
EC 2	4.64	.630	170
EC 3	4.56	.624	170
ECC1	4.38	.785	170
ECC2	4.26	.816	170
ECC3	4.25	.791	170
SC1	4.04	.866	170
SC2	3.96	.831	170
SC3	4.29	.826	170
SC4	4.26	.809	170

Factor analysis (FA) attempts to identify the variables, of factors which affect relationship between factors of Conscious consumption under three dimensions,

environmental conscious consumption, ethical consumption, and socially responsible consumption

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.630
Bartlett's Test of Sphericity	Approx. Chi-Square	987.347
	df	136
	Sig.	.000

Kaiser-Meyer-Olkin Measure of Sampling Adequacy value is greater than 0.5 so it indicates the sample is adequate for factor analysis.

Since significant value is less than 0.05 it indicates that the

factor analysis is correct technique for reducing the large no of attributes into small no of factor components. As p value is less than 0.05, we can reject the null hypothesis and accepted alternative hypothesis.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.935	39.353	39.353	3.935	39.353	39.353	3.901	39.014	39.014
2	2.687	26.867	66.219	2.687	26.867	66.219	2.496	24.960	63.974
3	1.593	15.934	82.154	1.593	15.934	82.154	1.818	18.179	82.154
4	.695	6.951	89.104						
5	.593	5.928	95.032						
6	.255	2.546	97.577						
7	.117	1.166	98.744						
8	.071	.707	99.451						
9	.039	.389	99.839						
10	.016	.161	100.000						

The variance explained with initial Eigen-value and extraction sum of Squared loading.

The cumulative % is 82.154 of the total variances and no of factors generated are 3. The no of factor loadings can be

extracted into two components has the cumulative percentage is slightly above 0.6 minimum variance required.

Rotated Component Matrixa

	Component		
	1	2	3
EC 3	.974	.067	.085
EC 1	.969	-.054	.011
EC 2	.961	.182	.106
SC 1	.960	-.137	-.007
ECC 3	.105	.911	-.176
ECC 2	-.187	.889	-.007
ECC 1	-.257	-.645	-.295
SC 3	.070	.101	.830
SC 2	.100	-.125	.769
SC 4	-.205	.612	.633
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 4 iterations.			

Taking these four factors EC 1, EC 2, EC 3 and SC 1 as Independent

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.935	39.353	39.353	3.935	39.353	39.353	3.919	39.188	39.188
2	2.687	26.867	66.219	2.687	26.867	66.219	2.703	27.032	66.219
3	1.593	15.934	82.154						
4	.695	6.951	89.104						
5	.593	5.928	95.032						
6	.255	2.546	97.577						
7	.117	1.166	98.744						
8	.071	.707	99.451						
9	.039	.389	99.839						
10	.016	.161	100.000						

Extraction Method: Principal Component Analysis

Variable on the effect on Conscious Consumption is studied using Linear regression model.

Dependent Variable:- Effect on Conscious Consumption

Independent Variables:-

I prefer enterprises/organisations which provide options of waste collection and recall. (EC 1)

In our current scenario I believe, environmental pollution is a major problem. (EC2)

I insist on purchasing environmentally safe oriented products that I believe will help in dealing with current environmental problem (EC 3)

I mostly select products of the organisations that donate their part of their revenue/income to those in help. (SC 1)

Descriptive Statistics			
	Mean	Std. Deviation	N
Effect on Conscious Consumption	6.7040	3.55050	170
EC 1	73.52	10.308	170
EC 2	74.00	12.689	170
EC 3	62.48	15.221	170
SC 1	105.40	7.059	170

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.900 ^a	.809	.771	1.69866
2	.893 ^b	.797	.768	1.70830
3	.876 ^c	.767	.745	1.79159
a. Predictors: (Constant), EC 1, EC 2, EC 3, SC 1				
b. Predictors: (Constant), EC 1, EC 3, SC 1				
c. Predictors: (Constant), EC 3, EC 1				

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	244.835	4	61.209	21.213	.000 ^b
	Residual	57.709	165	2.885		
	Total	302.545	169			
2	Regression	241.260	3	80.420	27.557	.000 ^c
	Residual	61.284	166	2.918		
	Total	302.545	169			
3	Regression	231.929	2	115.965	36.128	.000 ^d
	Residual	70.615	167	3.210		
	Total	302.545	169			
a. Dependent Variable: Effect on Conscious Consumption						
b. Predictors: (Constant), EC 1, EC 2, EC 3, SC 1						
c. Predictors: (Constant), EC 1, EC 3, SC 1						
d. Predictors: (Constant), EC 3, EC 1						

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-26.276	6.473		-4.059	.001
	SC 1	.090	.046	.260	1.942	.066
	EC 2	.103	.045	.369	2.271	.034
	EC 1	.029	.026	.123	1.113	.279
	EC 3	.161	.097	.320	1.667	.111
2	(Constant)	-27.350	6.437		-4.249	.000
	SC 1	.082	.046	.238	1.788	.088
	EC 1	.106	.046	.380	2.336	.030
	EC 3	.191	.093	.380	2.049	.053
3	(Constant)	-29.780	6.598		-4.513	.000
	EC 3	.107	.048	.384	2.246	.035
	EC 1	.271	.086	.538	3.152	.005
a. Dependent Variable: Effect on Conscious Consumption						

As the score in ANNOVA is less than 0.05 we reject the null hypothesis. Initially in the model all the variables were entered with the Dependent variable i.e. Effect on Conscious Consumption i.e. EC 1, EC 2, EC 3, SC. With the backward regression applied of range of 0.05 to 0.51, the first excluded variable was EC 2 then in the second excluded variable along with SC 1.

Correlation tables gives the values

Effect on Conscious Consumption	<u>1.000</u>
SC 1	<u>.702</u>
EC 3	<u>.813</u>
EC 2	<u>.461</u>
EC 1	<u>.844</u>

As the sigma value in Annova table is less than 0.05 we can reject the null hypothesis and test it further. The adjusted R value

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.900 ^a	.809	.771	1.69866
2	.893 ^b	.797	.768	1.70830
3	.876 ^c	.767	.745	1.79159
a. Predictors: (Constant), EC 1, EC 2, EC 3, SC 1				
b. Predictors: (Constant), EC 1, EC 3, SC 1				
c. Predictors: (Constant), EC 3, EC 1				

Y (Effect on Conscious Consumption) = a (Constant) + b_1 (EC 1) + b_2 (Coefficient of EC 2) + b_3 (Coefficient of EC 3) + b_4 (Coefficient of SC 1)

But in Backward method EC 2 and SC 1 was removed so the equation becomes

Y (Effect on Conscious Consumption) = a (Constant) + b_1 (Coefficient of EC 1) + b_3 (Coefficient of EC 3)

The regression equation can be established as follows:-

Y (Effect on Conscious Consumption) = a (Constant) + b_1 (Coefficient of EC 1) + b_3 (Coefficient of EC 3)

3	(Constant)	-29.780	6.598		-4.513	.000
	EC 3	.107	.048	.384	2.246	.035
	EC 1	.271	.086	.538	3.152	.005
a. Dependent Variable: Effect on Conscious Consumption						

Discussion

The linear regression model helps to understand the effect on conscious consumption by four factors under environmental conscious consumption and socially conscious consumption. The model further derives the effect on conscious consumption by two coefficients under EC 3 and EC 1, which is,

- I insist on purchasing environmentally safe oriented products that I believe will help in dealing with current environmental problem (EC 3)
- I prefer enterprises/organisations which provide options of waste collection and recall. (EC 1)

So, by the derived equation we can estimate that effect on conscious consumption can be detected by behaviour of customers towards environmental oriented activities such as waste collection and activities dealing with environmental concerns. If the effect of conscious consumption is to be analysed further the factors under

environmental conscious consumption factors should be considered. So we can approximate linear relationship between the factors under study facilitating conscious consumption. Conscious consumption can be facilitated more by environmentally conscious consumption factors under study.

Theoretical Contributions

The research on conscious consumption is expanded in three significant ways by the findings of this study.

First, our study builds on prior research on the link between aware consumption and ethical, socially responsible, and environmentally conscious consumption. Organizational strategy has focused on the contribution that consumers' conscious responsibility makes to the promotion of conscious consumption behaviour.

The study specifically demonstrates that environment, social, and ethical concerns act as an essential link in promoting a new trend in consumption, which specifically

reveals the positive effect of consumers' accountability on conscious consumption intention.

The study also proposes through empirical evidence the significance of conscious consumption more evident towards environmental responsible behaviour.

The study may contribute to the formation of consumers' critical attitudes towards raising the level of awareness and formation of sustainable and conscious consumption attitudes.

Managerial implications

Among the three variables of environment conscious consumption, socially responsible consumption, and ethical consumption, the research offers valuable insights for conscious consumption as the most significant influencer of purchase intention.

The results of this study imply that encouraging conscious consumption may be an important factor for organisations to take into account in order to enhance consumers' purchase intentions for green products. In order to satisfy the values of potential consumers, this study advises that businesses create effective marketing strategies that emphasise social, environmental, and ethical consumption issues.

The study also suggests organisations to focus more evidently on environmental responsible consumption factors to create potential conscious consumption intention consumers.

Limitations and Scope for future research

There are certain limitations to this study that should be noted. First of all, only one area in Mumbai city was the focus of the research's data collection. The outcome can be different in other research study locations. Second, the sample size was smaller than what the population would have expected.

Thirdly, no particular green goods were chosen for this study. Therefore, specific categories of green goods could be further divided as research targets in order to develop the most effective market segmentation approach.

Future recommendations could include expanding the survey to include consumer groups like Generation X.

Additionally, for future research, we advise considering testing the moderating impacts of customer factors like age, gender, perceived use of items, etc.

In this study, the conscious consumption behaviours of individuals can be measured using a scale that incorporates the characteristics of, socially responsible consumption, rational consumption, ethical consumption and plain consumption.

In today's consumer society, where excessive spending is growing more and more popular, the impact of consumer behaviour on the community's other residents as well as the environment and natural resources is clear. As a result, it is important to present and consider the interests and strategies of customers who engage in conscious consumption.

References

- Auliandri, T. A., Thoyib, A., Rohman, F., & Rofiq, A. (2018). Does green packaging matter as a business strategy? Exploring young consumers' consumption in an emerging market. *Problems and Perspectives in Management*, 16(2), 376–384. [https://doi.org/10.21511/ppm.16\(2\).2018.34](https://doi.org/10.21511/ppm.16(2).2018.34)
- Booi Chen, T., & Teck Chai, L. (2010). Attitude towards the Environment and Green Products: Consumers' Perspective. *Management Science and Engineering*, 4(2), 27–39. www.cscanada.net www.cscanada.org
- Braga Junior, S., Martínez, M. P., Correa, C. M., Moura-Leite, R. C., & Da Silva, D. (2019). Greenwashing effect, attitudes, and beliefs in green consumption. *RAUSP Management Journal*, 54(2), 226–241. <https://doi.org/10.1108/RAUSP-08-2018-0070>
- CEKAJZEN. (1991). The Theory of Planned Behavior. *ORGANIZATIONAL BEHAVIOR AND HUMAN DECISION PROCESSES*, 50, 179–211.
- Clinton L. Beckford, Clint Jacobs, Naomi Williams, R. N. (2010). Aboriginal Environmental Wisdom, Stewardship, and Sustainability: Lessons From the Walpole Island First Nations, Ontario, Canada. *The Journal of Environmental Education*, 41(4), 239–248.

- Dawn Birch, Juliet Memery, M. D. S. K. (2018). The mindful consumer: Balancing egoistic and altruistic motivations to purchase local food. *Journal of Retailing and Consumer Services*, 40, 221–228.
- Grażyna GIERSEWSKA, M. S. (2019). SUSTAINABLE BEHAVIOR THE NEED OF CHANGE IN CONSUMER AND BUSINESS ATTITUDES AND BEHAVIOR. *Foundations of Management*, 11, 197–208.
- Hassan, L., Shiu, E., & Shaw, D. (2015). Who says there is an intention–behaviour gap? Assessing the empirical evidence of an intention–behaviour gap in ethical consumption. *Journal of Business Ethics*.
- Hosta, Maja, V. Z. (2021). Antecedents of Environmentally and Socially Responsible Sustainable Consumer Behavior. *Journal of Business Ethics*, 171(2), 273–293.
- James H. Leigh, P. E. M., & Enis, B. M. (1988). A New Approach to Measuring Socially Responsible Consumption Tendencies. *Journal of Macromarketing*, 8(1), 5–20.
- Johnson, Olivia, Chattaraman, V. (2019). Conceptualization and measurement of millennial's social signaling and self-signaling for socially responsible consumption. *Journal of Consumer Behaviour*, 18(1), 32–42.
- Kardos, M., Gabor, M. R., & Cristache, N. (2019). Green marketing's roles in sustainability and ecopreneurship. Case study: Green packaging's impact on Romanian young consumers' environmental responsibility. *Sustainability (Switzerland)*, 11(3), 1–12. <https://doi.org/10.3390/su11030873>
- Kiełczewski, D., Bylok, F., Dąbrowska, A., Janoś-Kresło, M., & Ozimek, I. (2017). Consumers' Competences as a Stimulant of Sustainable Consumption. *Folia Oeconomica Stetinensia*, 17(2), 97–114. <https://doi.org/10.1515/fofi-2017-0021>
- Kim, H. Y., & Chung, J. E. (2011). Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing*, 28(1), 40–47. <https://doi.org/10.1108/07363761111101930>
- Kim, Y. J., Njite, D., & Hancer, M. (2013). Anticipated emotion in consumers' intentions to select eco-friendly restaurants: Augmenting the theory of planned behavior. *International Journal of Hospitality Management*, 34(1), 255–262. <https://doi.org/10.1016/j.ijhm.2013.04.004>
- Kumar, P., & Ghodeswar, B. M. (2015). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence and Planning*, 33(3), 330–347. <https://doi.org/10.1108/MIP-03-2014-0068>
- Liao, Y. K., Wu, W. Y., & Pham, T. T. (2020). Examining the moderating effects of green marketing and green psychological benefits on customers' green attitude, value and purchase intention. *Sustainability (Switzerland)*, 12(18). <https://doi.org/10.3390/SU12187461>
- Magali A. Delmas, V. C. B. (2011). The Drivers of Greenwashing. *California Management Review*, 54(4), 64–87.
- Pérez-Barea, José Javier, Montero-Simó, María José, Araque-Padilla, R. (2015). Measurement of socially responsible consumption: Lecompte's scale Spanish version validation. *International Review on Public and Nonprofit Marketing*, 12(1), 37–61.
- Pinkse, J., & Bohnsack, R. (2021). Sustainable product innovation and changing consumer behavior: Sustainability affordances as triggers of adoption and usage. *Business Strategy and the Environment*, 30(7), 3120–3130. <https://doi.org/10.1002/bse.2793>
- Shabbir, M. S., Sulaiman, M. A. B. A., Al-Kumaim, N. H., Mahmood, A., & Abbas, M. (2020). Green marketing approaches and their impact on consumer behavior towards the environment—a study from the UAE. *Sustainability (Switzerland)*, 12(21), 1–13. <https://doi.org/10.3390/su12218977>
- Suki, N. M. (2017). Green products usage: structural relationships on customer satisfaction and loyalty. *International Journal of Sustainable Development & World Ecology*, 24(1), 88–95.
- Tezer, A., & Bodur, H. O. (2021). The greenconsumption effect: How using green products

- improves consumption experience. *Journal of Consumer Research*, 47(1), 25–39. <https://doi.org/10.1093/JCR/UCZ045>
- Villa Castaño, Lida Esperanza, Perdomo-Ortiz, Jesús, Durán León, William Fernando, Dueñas Ocampo, Sebastián. (2018). Measuring socially responsible consumption: a study of Colombia–Mexico. *Academia Revista Latinoamericana de Administracion*, 31(3), 553–568.
 - Yadav, R., & Pathak, G. S. (2017). Determinants of Consumers' Green Purchase Behavior in a Developing Nation: Applying and Extending the Theory of Planned Behavior. *Ecological Economics*, 134, 114–122. <https://doi.org/10.1016/j.ecolecon.2016.12.019>
 - Yue, B., Sheng, G., She, S., & Xu, J. (2020). Impact of consumer environmental responsibility on green consumption behavior in China: The role of environmental concern and price sensitivity. *Sustainability (Switzerland)*, 12(5), 1–16. <https://doi.org/10.3390/su12052074>