

# SUSTAINABLE CONSUMPTION: POSSIBILITIES FOR CONSUMER RESEARCH

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## Abstract

While public interest in increased sustainability and consumer attitudes are primarily positive, cognitive trends are not consistent with attitudes univocally. This paper seeks to uncover private and contextual obstacles to green food purchases by customers and to enhance understanding about green purchases. Oddly, green purchases are not linked to the consumer's moral thinking, financial obstacles, or socio-economic features.

**Key words:** Sustainability, green purchases, socio-economic features.

## Introduction

Reducing consumption in wealthy countries, or radically changing their personality and content is often regarded a prerequisite for sustainable growth. This transforms the consumer's searchlight as the main lever of change. We start with a micro focus on the incoherence of consumer attitudes [1]–[3] and behaviors, followed by consideration of the role of the individual as a citizen in society. At the same time, we recognize that focusing solely on individual, micro-related research is insufficient at the expense of more systematic, structural and institutional perspectives to address the effective sustainability challenge [4]. We continue discussions on each of the three possibilities, including focusing on topics of high-priority marketing and consumer research related to each, as well as public policy implications.

## Methodology

### *Possibility 1*

#### Sustainable Attitudes and Unsustainable Behavior

This behavioral gap is particularly problematic in the current context due to its direct impact on

sustainability as opposed, for example, to merely switching brands and its indirect effect through producers of sustainable product alternatives. If the situation is left unaddressed, this gap will continue to frustrate manufacturers of sustainable product options that depend on traditional, attitudinal market study techniques, only to discover that real demand often falls far short of their original predictions. It then limits the accessibility of sustainable solutions to products and therefore limits motion towards more sustainable consumption. Both of the public policy and consumer research should concentrate on more efficient approaches to promoting sustainable behaviors[5] throughout the consumption life cycle, such as product reuse, product sharing, and general consumption decrease.

### *Possibility 2*

#### Empowering the consumer

The notion of consumer and citizen means a balance of responsibilities and freedoms. Consumer scientists and policymakers, however, rarely consider consumer responsibilities. Individual market participants[6] have duties to their community and environment, but they also have duties to their family and themselves, and some of these duties may conflict. In order to comprehend what drives and impedes consumer-citizen conduct with respect to sustainable consumption, more study on people's perceptions of their citizens is required. The researchers should examine how the growing marketing of politics affects the inclination of people to take responsibility for their consumer behavior's detrimental environmental effects. Governments must promote the creation of civic obligation[7] on sustainable consumption and be careful about the constraints and pitfalls of prioritizing self-interest in environmental and social policies. There is also a deliberate need to expand their understanding of the person beyond that of the consumer to recognize, accommodate and respond to citizens' concerns about sustainability that are larger than monetary co-operation.

### *Possibility 3*

#### Institutional and other macro approaches to change

Consumption patterns should be studied from a sustainability perspective as they exist within the larger fabric of society and the world. Particularly since the first Earth Day in 1970, shows that a sustainable future cannot be accomplished by depending exclusively on implementing "bottom-up" adjustments in the conduct of individual consumers. Therefore, macro-institutional

sustainability[8], [9] methods are essential in both studies and policy. Initiatives in three wide areas which are policy initiatives, educational programs and cooperative use.

### Conclusion

We discussed three possibilities in this paper to move towards an age of sustainable consumption. Out of sustainability standpoint, public policies and marketing and business systems need to be established that encourage organizations and individuals to produce and distribute within ecological boundaries and within an ethical manner.

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