Exploring Sustainable Consumption Practices Among Gen Z: Attitudes, Behaviours, and Impacts

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ABSTRACT

Sustainable consumption is a term used to refer the resources use, that considers either the contemporary social concerns or consumption that is done in a way that will enable future generations to meet their own requirements. The said approach details with United Nations Sustainable Development Goal 12, which is concerned with sustainable consumption and production.

Given the heightened environmental challenges posed by pollution and the depletion of resources, Generation Z, comprising people born between 1995 and 2010, has become one of the most influential forces. As a digitally native generation, Gen Z is deeply committed to sustainability, ethical buying, and social justice. They tend to prefer brands that are transparent and ethical, pushing businesses to adopt more sustainable practices. This generational shift drives innovation and brings significant changes across industries, with Gen Z playing a crucial role in promoting global sustainability. Their choices and advocacy are key forces shaping a more sustainable future. With high-speed internet today they want to have companies that are cool and ethical and eco-friendly and are pulling corporations into sustainability. The mere fact that the young people encounter such problems as lack of money, greenwashing, and the short life cycle of fast fashion models complicates their task. The article explores Generation Z's role in promoting sustainable consumption, emphasizing their preference for ethical, eco-friendly brands and their influence on corporate practices. It highlights challenges and examines Gen Z's digital activism and its impact on shaping global sustainability trends by taking a sample survey of 100 respondents of Gen Z from a questionnaire.

Keywords: Gen Z, Sustainable consumption, UN SDG 12, Ethical practices, Digital Influence.

INTRODUCTION

The United Nations' Sustainable Development Goals (SDGs), especially Goal 12, is about responsible consumption and production. Sustainable consumption is based on the idea that reducing waste, increasing resource efficiency, and the adoption of ethical practices play a significant part in the realization. Sustainable consumption is the concept of using resources and services in a way that meets the needs of the present and future generations, while not harming the environment and leaving available resources for the next generations. This concept is in line with the worldwide requirements to decrease environmental pollution, to fight global warming, and to solve socio-economic problems.

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In the 21st century world, sustainable consumption is more important because of the growing pressure to stop the negative influence of unsustainable consumerism. It leads to biodiversity loss, resource decline, and the emergence of inequitable economic systems. Political leaders, companies, and individuals are adopting environmentally friendly methods to make the ecosystem stable and the economy rich.

From an overall perspective, Gen Z, who are roughly born between 1995 and 2010, can be seen as the segment that is the most impactful on sustainable consumption. As the first natural digital lovers, Gen Z can access the information they need, thereby giving them the opportunity to fully participate in matters relating to environmental justice, ethical labour practices, and corporate transparency. According to data from Bloomberg and various market research reports, more than 40% of the world's consumers are currently members of Generation Z. This means that a sizeable percentage of consumers worldwide are Gen Z, which translates to a high level of spending power estimated at about $360 billion in disposable income for this group.

Some companies give misleading claims about their products, policies, or practices being environmentally friendly or sustainable to enhance their public image without making meaningful environmental improvements which is green washing. The easiest way to characterize Gen Z's buying habits is to say that they like eco-friendly companies, and have contempt for the practice of "greenwashing,"and want to be fair and inclusive in their dealings.

Their influence, in this respect, demonstrates the pivotal position of young people in defining and shaping of the global sustainable development agenda.

LITERATURE REVIEW

Des Gasper, Amod Shah and Sunil Tankha (2019): The article explores how business interests influenced SDG 12, focusing on technological solutions and production efficiency over transformative changes. Developing countries' efforts led to a standalone SDG, compelling developed nations to act, though goals often lack precision and rely on voluntary measures. It highlights the evolution of SCP concepts, UN debates, and vague, methodologically weak indicators. SDG 12 emphasizes production over consumption, reflecting a green business model with minimal regulation. Despite raising awareness, its impact is limited by political compromises and technical constraints.

Lewis Akenji and Magnus Bengtsson (2014) emphasize integrating Sustainable Consumption and Production (SCP) into the Sustainable Development Goals (SDGs) to address environmental degradation and enhance well-being. It outlines two approaches: SCP as a standalone goal or a cross-cutting objective, each with pros and cons. The paper stresses the need for robust indicators to track SCP progress, equity between nations, and addressing consumption's ecological footprint. It highlights challenges like uneven resource distribution and limitations of the decoupling approach. The authors propose a life-cycle perspective and inclusive frameworks like the 10-Year Framework of Programmes on SCP. They call for systemic shifts toward SCP, ensuring equitable resource use, minimal overconsumption, and future needs within planetary limits.

Serenella Sala and Valentina Castellani (2019) evaluate the environmental impacts of household consumption in Europe, focusing on SDG 12. It examines five areas: food, housing, mobility, household goods, and appliances, using Life Cycle Assessment (LCA). Food is the most impactful due to agriculture, followed by housing and mobility with significant emissions. Appliances and household goods have lesser but relevant effects, like resource depletion. Data from 2010-2015 shows an increasing consumption footprint, except for housing, which improved due to energy efficiency. The study emphasizes LCA to inform sustainable policies and guide SDG 12 progress.

Sandile Mkhizea and Debbie Ellis (2024) examine how organic food consumption supports SDG 2 (Zero Hunger), SDG 12 (Responsible Consumption and Production), and Africa's Agenda 2063. Using a Theory of Planned Behaviour model, it highlights consumer attitudes in South Africa, where the health benefits of organic foods are acknowledged but skepticism about affordability and superiority persists. Low adoption rates in Africa are linked to high costs, limited availability, and misconceptions. The study recommends policies, subsidies, improved labelling, and awareness campaigns to promote organic farming and sustainable practices. Collaboration among governments, producers, and consumers is vital to achieving food security, environmental sustainability, and inclusive growth.

Boonyawat and Piya Ngamcharoenmongkol (2019) examine the impact of Sustainable Development Goals (SDGs) on Customer-Based Store Equity and emphasizes integrating corporate social responsibility (CSR) into SDG objectives. SDGs, introduced in 2015, promote sustainable business practices, enhancing trust, loyalty, and reputation. CSR activities aligned with SDGs, such as environmental conservation and ethical labour, boost store awareness, quality perception, and customer trust. Incorporating SDGs offers competitive advantages through better customer relationships and sustainability-driven innovation. The study cautions against "SDG washing," which undermines trust, and calls for further research on the tangible effects of SDG-driven activities on store equity and long-term ROI.

Magnus Bengtsson, Eva Alfredsson, Maurie Cohen, Sylvia Lorek, Patrick Schroeder (2018) focus on efficiency over systemic changes needed to reduce consumption volumes and address broader socio-economic issues like inequality, poverty, and ecological overshoot. The authors advocate structural changes to modern socio-economic systems, addressing production, distribution, and institutional reforms. They argue that technological solutions and informed consumer.

Kristina Mensah, Christine Wieck, Bettina Rudloff (2023) focus on production over consumption in achieving SDG 12, highlighting gaps in addressing sustainable food chains holistically. It finds existing indicators inadequate for monitoring Sustainable Food Consumption (SFC), neglecting sustainable diets, consumer behaviour, and public health. While the EU's Farm-to-Fork strategy emphasizes sustainable systems, it prioritizes production over consumption patterns and sociocultural diversity. The authors call for new indicators and a holistic monitoring framework that integrates health, environment, and social dimensions for better policy alignment with SDG 12.

Thomas Wiedmann and Cameron Allen (2021) advocates footprint accounting (e.g., carbon, water, material) in SDG monitoring to measure cities' transboundary impacts on global challenges like climate change. While focusing on SDG 11 (Sustainable Urban Development), it links to SDG 6 (Water), SDG 7 (Energy), and SDG 13 (Climate Action). Challenges include localizing global SDG targets due to data gaps. The paper recommends coupling footprint indicators with planetary boundaries for sustainable city planning, urging policymakers to address urban consumption patterns for ecological and social balance. Priya Nangia, Sanchita Bansal, Park Thaichon (2023) emphasize the role of digital innovation, eco-labelling and green marketing in fostering sustainability and calls for stakeholder action to address consumption patterns, especially in developing countries post-COVID-19.

Oksana Mont, Matthias Lehner and Carl Dalhammar (2022) emphasize scaling innovations like circular economy models with supportive policies and exploring concepts like degrowth to reduce resource exploitation and emissions. It calls for equitable, sustainable consumption policies, public acceptance, and further research on sufficiency measures, targeting population segments and emerging economies.

OBJECTIVES OF STUDY

1. To examine the consumption patterns of Generation Z in the context of sustainability.
2. To analyse the challenges faced by Gen Z in adopting sustainable consumption
3. To assess the role of digital platforms and influencers in shaping sustainable consumption among Gen Z.

RESEARCH METHODOLOGY

The method used is descriptive evaluative method and is exploratory.

Data collection

Primary data: The data sources for this project are mainly primary data collected through a questionnaire sent to various respondents.

Secondary Data: The study is review based and basically from secondary sources of data, books, journals, articles and internet.

Sample selection: The survey targets a sample size of 100 respondents selected through a convenient sampling technique (random sampling). By collecting responses, the study aims to enable meaningful insights into Gen Z consumer perceptions and preferences towards sustainable consumption

Tools used for analysis

Pie Chart: A pie chart is a circular statistical graphic divided into slices to illustrate numerical proportions.

Bar Graph: A bar graph, also known as a bar chart, is a graphical representation of data using rectangular bars or columns.

The Evolution of Sustainable Consumption Across Generations

Sustainable consumption is not the same as it used to be a couple of centuries ago, because of the difference in the type of societal values, along with the technological improvements made.

Thoughts of the people who were born at that time were greatly influenced by both the Great Depression and World War II. They only spent their money on what was necessary quality they wanted. The trends of restoring and promoting the reusing of items were the best practices, as these items were melting due to the lack of resources. Besides, competition among children to save more than others be fortuitously responsible for such environmentally friendly actions. As a result of a post-war business boom, the baby boomers expanded their consumer lifestyle, which was of personal benefit to them. This generation threw away most items after using them once simply to save time. Besides, materialism was popular with them due to its being connected to being strong. Men were honoured with the title of their own kind as the first Earth Day in 1970 inspired others to follow suit. On the other hand, Gen X was the one who had the opportunity to grow up against the backdrop of such challenges as realizations about the oil and pollution.

“Recycling and the development of alternative energy became popular during that time, and young people began adopting more authentic consumption habits. Sales figures for green products increased by over a third in recent years among Xennials, with the market expected to grow further. Millennials continued this modern trend, emerging as advocates addressing social and environmental dilemmas on behalf of various species.”

“They actively support businesses and firms that prioritize people and sustainability. This has led to a rise in the sharing economy, with platforms like Airbnb and Uber becoming popular. Their collaborative efforts

significantly impact the environment, as they strongly believe in sustainability. Activities like thrifting and upcycling are among their favourites. In the fashion industry, increased interest in environmentally conscious products has driven a seven percent rise in turnover. What was once a necessity for the silent generation has evolved into a defining value for Generation Z, showcasing sustainability as a cornerstone of modern consumer behaviour. With each generation, the movement gains momentum, paving the way for a more sustainable future."

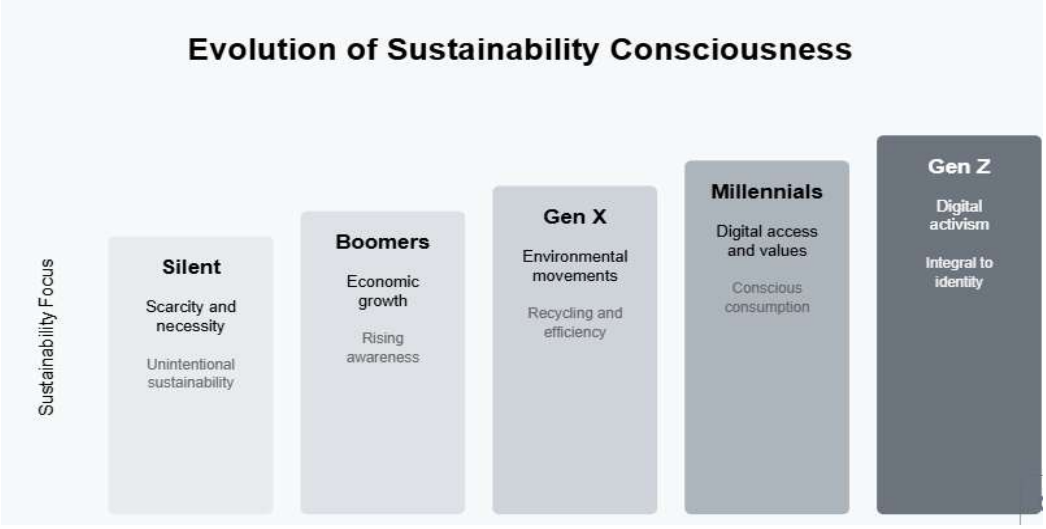

Table 1

The above table represents how the sustainable consumption has developed from one generation to the next, starting with the silent generation's practical resourcefulness. Baby Boomers wanted to make the most of the new opportunities and became more environmentally aware. The generation of Gen X promoted recycling and balancing energy while the Millennials put ethical, eco-friendly consumption in the spotlight. Gen Z is a blend of digital activism and sustainability, who are asking for systemic solutions for a greener future.

Meaning of Sustainable Consumption:

Sustainable consumption represents a paradigm shift in the way individuals and societies interact with goods and services, emphasizing the judicious use of resources to meet present needs while safeguarding the ecological and socio-economic foundations necessary for future generations (United Nations, 2015). It encompasses a holistic approach to minimizing environmental degradation, promoting equity, and fostering ethical production and consumption practices. By advocating for resource efficiency, waste reduction, and the adoption of circular economic principles, sustainable consumption aligns itself with the broader ethos of sustainability, integrating environmental stewardship with economic and social considerations.

Understanding the different types of consumers helps businesses and policymakers, create better strategies for promoting sustainable products, design environmental programs that appeal to different groups including Gen Z and make eco-friendly options more accessible to everyone. The following clearly covers the details including GEN Z consumers.

Conscious consumer are shoppers who carefully choose products based on their impact on the environment and society. They look for eco-friendly products, items that weren't tested on animals, products made under fair working conditions They see their shopping choices to help make the world better.

Minimalist prefers to own fewer things but ensure what they buy is high-quality and long-lasting. They believe having less helps reduce waste and supports environmental protection.

Tech-Savvy Consumers use technology to make informed choices about what they buy. They use apps to check product information, read online reviews and follow social media for recommendations about sustainable products.

Trend Followers are consumers who are heavily influenced by current trends, marketing campaigns. They are what their friends and social circle are buying. While they might not initially focus on sustainability, they can be encouraged to make eco-friendly choices through effective marketing.

Convenience Seekers are consumers who prioritize ease and speed when shopping. They want quick solutions, easy access to products, minimal effort in their shopping experience and for these consumers, sustainable options need to be made just as convenient as regular ones.

Budget-Conscious Consumers focus on saving money through second-hand shopping, fixing items instead of replacing them, reusing things when possible and while their main goal is saving money, their habits often help the environment too.

The Global Citizen are consumers are deeply concerned about worldwide environmental issues actively support environmental causes, make lifestyle changes to help fight climate change and choose products based on their global impact.

The Eco-Anxious consumers are individuals worry deeply about environmental problems and want to make the best choices for the planet.

Finally coming to GEN Z consumers, they have the digital first approach to sustainable shopping, strong emphasis on brand transparency and authenticity, preference for brands with strong social and environmental commitments, and willingness to pay premium for sustainable products. According to research, a bar chart visualizing the relative importance of different factors in Gen Z purchasing decisions is given below where Digital Shopping (35%) Brand Values (30%) Sustainability (25%) Social Impact (10%) are influencing their decisions.

Table of Factors influencing GEN Z decisions.

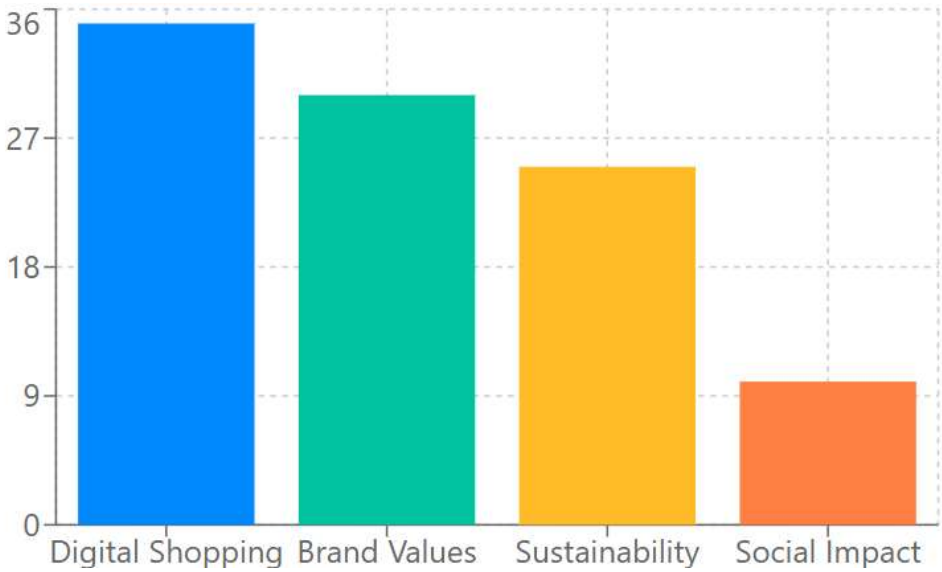

Figure 1

Key Findings on Gen Z Consumption Patterns

Generation Z (Gen Z), encompassing individuals born between 1997 and 2012, represents a distinctive cohort reshaping market dynamics. According to McKinsey & Company (2018), Gen Z's consumption patterns are deeply influenced by their pursuit of authenticity and truth, making them highly selective in their engagement with brands. As digital natives, their unparalleled connectivity informs purchasing decisions and brand interactions, reflecting their comfort with and reliance on technology. Further research highlights their preference for online interactions and social media engagement. A study published in the Journal of Consumer Behaviour (2021) notes that Gen Z consumers are more inclined toward digital platforms for product research and purchasing, emphasizing the importance of seamless online experiences. Gen Z's behaviour is also defined by a strong commitment to sustainability and ethical considerations. Mintel (2023) reveals that this generation holds brands accountable for their environmental and social impact, with many advocating for boycotting companies that fail to meet these expectations. This eco-consciousness drives their preference for products and services aligned with their values. Additionally, Gen Z demonstrates a pragmatic approach to consumption, prioritizing value, quality, and unique shopping experiences. Insights from the International Council of Shopping Centers (2023) emphasize that this generation values inclusivity, diversity, and personalized brand interactions.

Understanding Gen Z's consumer attributes shaped by digital fluency, sustainability, authenticity, and pragmatism is critical for businesses aiming to engage effectively with this influential group.

Digital and Social Media Influence

Approximately 40% of Gen Z consumers prefer online shopping due to the ease of discovering new brands and products. This preference underscores the importance of a robust online presence for businesses aiming to capture Gen Z's attention and loyalty. Research indicates that Gen Z's digital-first shopping habits are reshaping retail strategies, emphasizing the need for brands to adapt to this generation's expectations (NielsenIQ, 2024).

Influencers play a pivotal role in promoting sustainable consumption among Gen Z. By integrating eco-friendly products and sustainable practices into their content, influencers inspire their audience to adopt greener behaviours. A study published in the International Journal of Environmental Research and Public Health highlights that influencers have a positive impact on followers' sustainable consumption, suggesting thatconsumers are more likely to view eco-friendly products favourably when endorsed by trusted figures (Khan et al., 2023).

Despite the influence of social media and influencers, Gen Z is becoming increasingly skeptical of sustainability messaging. A survey indicates that while sustainability remains a consideration, factors such as budget, price, and brand authenticity are paramount in their purchasing decisions (Sustainable Brands, 2023). This skepticism reflects a desire for genuine and transparent communication from brands and influencers.

Ethical and Value-Based Decision Making

This generation has strong brand affinities for those reflecting its values, like inclusiveness and environmentalism. In fact, research says one in three Gen Z consumers have already dropped a brand due to its unsustainable practices. More than any prior generation, Gen Z consumers take into consideration whether the things they buy align with what is right and will often favour a purchase that promotes positive actions on both societal and environmental fronts.

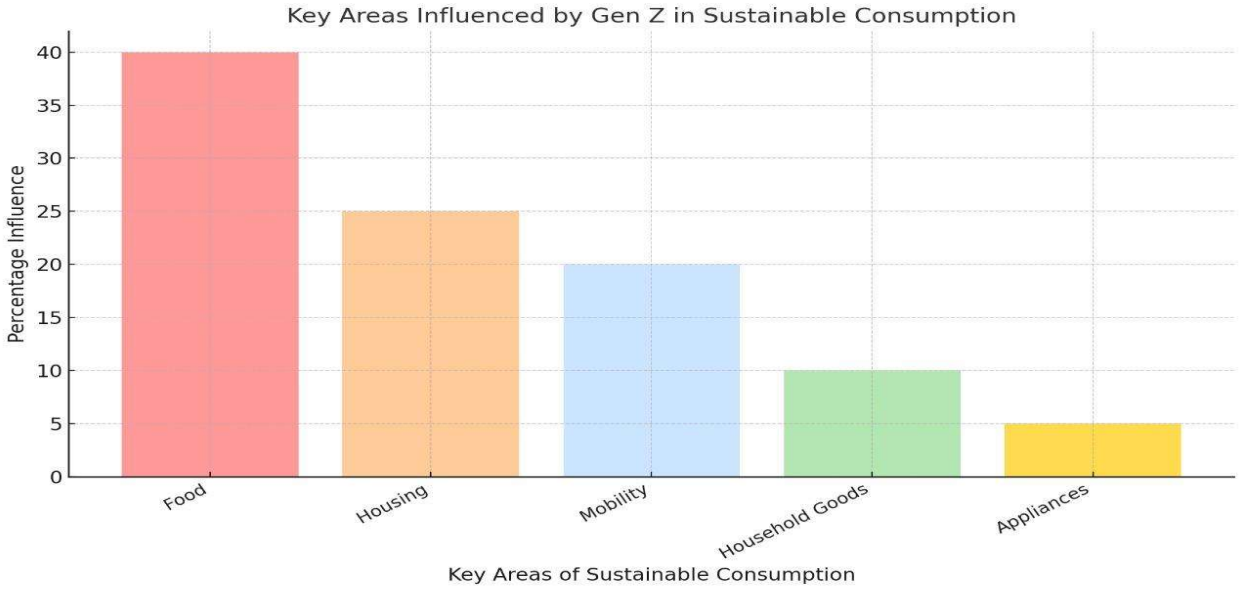

Figure 2

The above bar chart displays the Key Areas of Sustainable Consumption influenced by Gen Z:

Food (40%), Housing (25%), Mobility (20%), Household goods (10%), Appliances (5%).

Tech-Savvy and Innovative Consumers:

Gen Z's ease with technology extends to their support for new consumption models, including subscription services and shared consumption. They are drawn to brands that are transparent about their sourcing and production practices, which aligns with their clamor for ethical consumption.

Sustainability issues and Gen Z's Consumption:

Generation Z (Gen Z), individuals born between 1997 and 2012, has emerged as a pivotal force in addressing sustainability issues, demonstrating a profound commitment to environmental and social causes. Research indicates that Gen Z consumers exhibit a strong preference for sustainable brands, with many willing to spend more on products that align with their environmental values (Forbes, 2021). Their buying behaviour is influenced by a desire to drive systemic change, and they often hold companies accountable for their environmental and ethical practices. A study published in Administrative Sciences (Sengupta et al., 2024) compares the sustainability orientation of Gen Z in India and the United States, revealing that this generation prioritizes sustainability even in career decisions. They seek employers who align with their values, reflecting their commitment to integrating sustainability into various facets of their lives. Another research article on SpringerLink (2024) delves into the factors shaping Gen Z's green consumption behaviours. The study highlights how environmental awareness, social norms, and peer influence drive their purchasing decisions. These findings emphasize Gen Z's role as conscious consumers actively seeking products and services that minimize ecological harm. However, despite their eco-conscious mindset, a discrepancy often exists between Gen Z's sustainable values and their behaviours. Studies reveal that while they advocate for sustainability, they frequently engage in fast fashion consumption, driven by social media trends and affordability (News.com.au, 2023). This paradox underscores the challenge of balancing ethical aspirations with practical realities. In summary, Gen Z plays a significant role in promoting sustainability through their consumer behaviours and

advocacy. Their emphasis on environmental accountability and ethical responsibility influences market trends and compels organizations to prioritize sustainable practices. However, addressing the gap between their intentions and behaviours remains a critical area for further exploration.

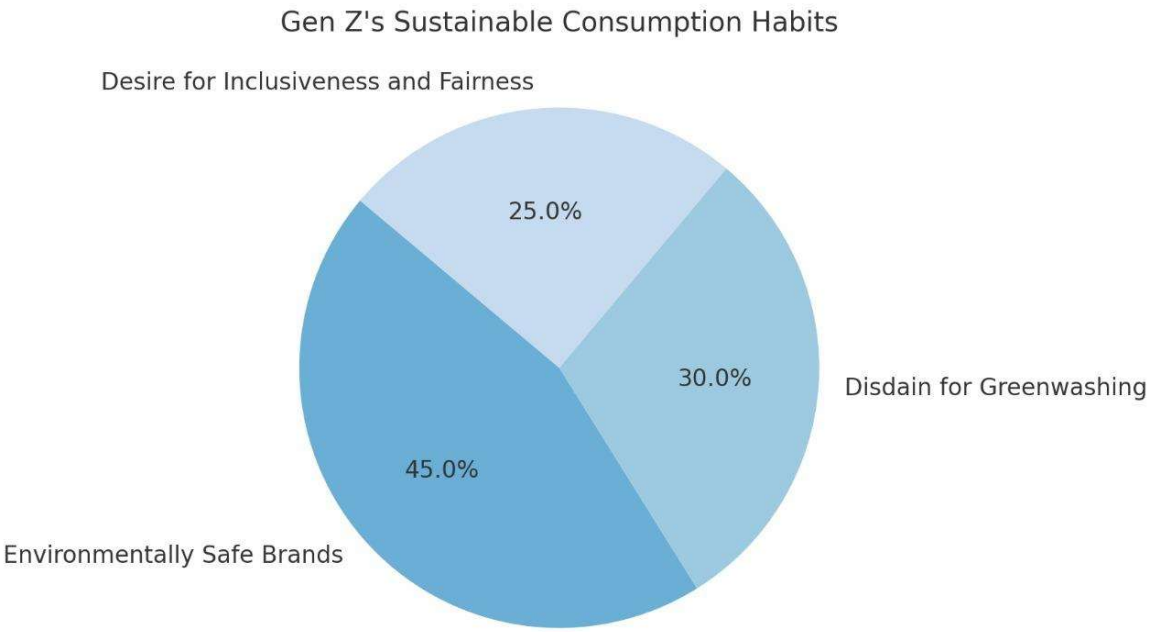

Figure 3

The above pie chart as per research represents Gen Z's Sustainable Consumption Habits, highlighting their preference for:

Environmentally safe brands (45%),

Disdain for greenwashing (30%),

Desire for inclusiveness and fairness (25%).

Key Stakeholders Encouraging Sustainable Consumption among Gen Z:

1. Business Organizations and Brands:

Business organizations and brands play a pivotal role in promoting sustainable consumption among Generation Z (Gen Z). By adopting ethical sourcing, sustainable packaging, and transparency, companies can align with Gen Z's values, fostering brand loyalty and expanding market share. Research indicates that Gen Z consumers are more inclined towards brands that demonstrate genuine commitment to sustainability. For instance, a study published in the Journal of Consumer Behaviour highlights that Gen Z's green purchase behaviour is significantly influenced by their knowledge of a brand's environmental practices (Nguyen et al., 2023). Brands like Patagonia and ThredUp exemplify this approach by integrating sustainability into their core business models, thereby resonating with Gen Z consumers.

2. Government and Policy Makers:

Governments and policymakers are instrumental in encouraging sustainable consumption among Gen Z through the implementation of supportive policies and educational initiatives. Eco-labelling schemes and

public awareness campaigns can effectively increase the visibility of sustainable options, guiding young consumers towards environmentally friendly choices. A study in Frontiers in Environmental Science emphasizes the importance of governmental strategies in shaping the sustainable behaviour of Gen Z, suggesting that targeted policies can significantly influence their consumption patterns (Pop et al., 2023). By creating an enabling environment, governments can facilitate the adoption of sustainable practices among the younger population.

3. Social Media Platforms and Influencers:

Social media platforms like Instagram and YouTube have become pivotal in promoting sustainable consumption among Generation Z (Gen Z). These platforms not only facilitate product discovery but also enable direct engagement between brands and consumers who share similar values.

Research indicates that exposure to sustainability-focused content on social media significantly impacts Gen Z's sustainable habits and consumption behaviours. A study published in the Journal of Consumer Marketing found that social media content affects both sustainable habits and sustainable consumption behaviour among young consumers (Hassan et al., 2022).

Influencers play a crucial role in shaping Gen Z's sustainable purchasing behaviours. A study in Frontiers in Environmental Science highlights that influencers have a positive impact on followers' sustainable consumption, suggesting that consumers are more likely to view eco-friendly products favourably when endorsed by trusted figures (Pop et al., 2023).

Despite the positive influence of social media and influencers, Gen Z faces challenges in distinguishing genuinely sustainable products from those that are not. A study in Sustainability discusses how sustainability intention mediates the relationship between social responsibility, environmental concern, and social media interaction on sustainable consumption behaviour among Gen Z (Kaur et al., 2023).

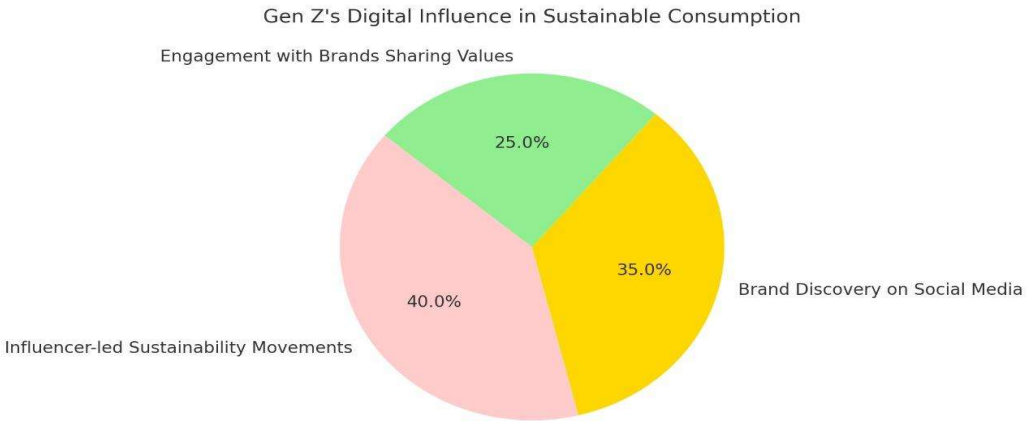

Figure 4

The above pie chart exhibits Gen Z's Digital Influence in Sustainable Consumption, showcasing their engagement through:

Influencer-led sustainability movements (40%), Brand discovery on social media (35%),

Engagement with brands sharing their values (25%).

Challenges Faced by Gen Z in Adopting Sustainable Practices:

1. Financial Constraints:

Many Gen Z consumers face financial burdens, including student debt, which can limit their ability to purchase higher-priced sustainable products. A study published in the Journal of Consumer Marketing highlights that financial constraints significantly influence Gen Z's sustainable consumption behaviours, often leading them to prioritize affordability over sustainability (Hassan et al., 2022).

2. Cultural and Peer Influences:

Fast fashion remains prevalent in popular culture, and Gen Z individuals may experience peer pressure to conform to trends, potentially conflicting with their sustainable consumption values. Research indicates that social influences and the desire to fit in can lead Gen Z consumers to make purchasing decisions that contradict their environmental concerns (Nguyen et al., 2023).

3. Misinformation and Greenwashing:

The proliferation of misinformation and greenwashing in marketing communications makes it challenging for Gen Z to identify genuinely sustainable products. A study in Frontiers in Environmental Science discusses how deceptive marketing practices can mislead consumers, emphasizing the need for transparency and accurate information to support informed decision-making (Pop et al., 2023).

In summary, while Gen Z is dedicated to sustainability, financial limitations, cultural pressures, and the prevalence of misleading marketing practices pose significant obstacles to adopting sustainable consumption habits.

Figure 5

The above bar chart illustrates challenges Faced by Gen Z in Practicing Sustainability, highlighting:

Affordability of sustainable products (50%),

Peer pressure to follow fast fashion (30%),

Difficulty identifying genuine sustainable products (20%).

Future Outlook:

Gradually as Gen Z matures into influential consumers; their choices will slowly shape corporate strategy and government policies. Their tech-savviness and interest in sustainability will continue to fuel innovations like the use of blockchain for transparency in supply chains. This further deepens their significance as a transformational force within the consumer arena.

Calls to Action for Sustainable Consumption:

1. To Educate Themselves and Others: Gen Z should equip themselves with knowledge about sustainable consumption.
2. To Make Conscious Choices: They should start to take conscious purchasing decisions as to the use of eco-friendly, ethically sourced, and sustainably produced products
3. To Support Sustainable Brands: They have to actively look for and support the brands which have the best interests of sustainability at heart in their practices.
4. To Reduce Their Footprint: They should evaluate their habits of consumption and see if there is any room for improvement. Minimize waste by reducing the use of single-use plastics, composting organic waste, and buying in bulk.
5. To Change Advocate: They should participate in clean-up campaigns in their area, sustainability forums, or campaigns aimed at influencing corporate responsibility and government policies.
6. To Engage with Their Community: They should form or join a community group focused on implementing sustainability initiatives. They can work together on projects like community gardens, recycling drives, or educational programs to promote sustainable living.

Summary of the findings: The survey of 100 Gen Z respondents reveals significant insights into their demographics and attitudes towards sustainable consumption. Most respondents are aged 16-25, with a balanced gender distribution. Most are students, and 83% are familiar with the concept of sustainable consumption. A substantial 92% express concern about the environmental and social impact of products, with 44% being very concerned. Social media plays a considerable role in shaping their attitudes, with 83% finding it influential. Gen Z sees themselves as playing a significant role in promoting global sustainability, with 56% believing they have a very significant impact. Influencers also influence their sustainable consumption choices, with 72% acknowledging their impact. However, despite their commitment, 84% find sustainable products challenging to afford, highlighting financial constraints as a major barrier. Overall, Gen Z prioritizes ethical and eco-friendly products, with 42% considering it very important for cosmetics and 32% for clothing and 35% for food and beverages to come from socially responsible companies.

CONCLUSION

Thus, Generation Z has emerged as a transformative force in redefining global consumption patterns, prioritizing sustainability, ethical responsibility, and inclusiveness. Their digital fluency and eco-conscious values not only influence corporate strategies but also inspire systemic shifts towards sustainability. However, challenges such as financial constraints, misinformation, and the tension between practicality and ideals highlight the complexities of sustainable behaviour adoption.

To fully harness Gen Z's potential in advancing sustainability, a collaborative effort involving businesses, policymakers, and society is imperative. Transparent communication, supportive policies, and innovative business models must align with Gen Z's expectations to drive meaningful change. Ultimately, Generation

Z's advocacy and consumption choices pave the way for a sustainable future, bridging the gap between aspirations and actions for a resilient, equitable world.

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