Gen Z's Ethical Revolution in Sustainable Consumption

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Abstract:

This research paper explores the growing trend of ethical and sustainable consumption among Generation Z (Gen Z). We examine the motivations, influencers, and challenges that shape their consumption behaviours, drawing insights from existing literature and empirical studies. The paper highlights how Gen Z views ethical consumption as a means of expressing individual values and influencing societal shifts towards sustainability. We explore the interplay of individual beliefs, social responsibility, and external factors in driving Gen Z's sustainable consumption practices. Additionally, the paper examines the value-action gap and the influence of psychological factors in shaping Gen Z's sustainable purchasing decisions, particularly in the realm of fashion. Finally, we discuss the underexplored area of how new-age technologies can be leveraged to promote sustainable consumption among Gen Z. By understanding the drivers of Gen Z's ethical consumption practices, businesses, policymakers, and marketers can develop strategies that align with this generation's values, fostering a more sustainable future.

CHAPTER - 1

Introduction:

Generation Z, born between the mid-1990s and early 2010s, is indeed emerging as a significant cohort influencing societal trends, including a notable shift towards ethical and sustainable consumption practices. This generation, often characterized by their digital nativism and progressive outlook, is increasingly demonstrating a strong inclination towards making environmentally and socially responsible choices in their consumption patterns. The ethical revolution in sustainable consumption among Gen Z individuals is a topic of growing interest and importance in various academic disciplines, reflecting the broader societal shift towards sustainability and social consciousness.

The rise of ethical consumption among Gen Z is not merely a trend but a reflection of their intrinsic values and beliefs. Studies have shown that Gen Z consumers view ethical/sustainable consumption not just as a personal choice but as a means of communication to express their values and influence their peers (Robichaud & Yu, 2021). This suggests that ethical consumption serves as a tool for Gen Z to project their personal values and ideological shifts, indicating a deeper connection between consumption behaviour and identity formation.

Research has highlighted the importance of understanding the factors influencing Gen Z consumers' sustainable consumption intentions and behaviours. Consumer social responsibility and external incentives play crucial roles in shaping Gen Z's sustainable consumption behaviours, emphasizing the need to consider both individual motivations and external influences in promoting sustainable practices (Kara & Min, 2023). Moreover, the effect of perceived collective efficacy and self-efficacy on Gen Z customers' intentions towards food waste reduction underscores the complex interplay of individual beliefs and societal influences in driving ethical consumption behaviours (Ding & Cai-fen, 2023).

In the realm of fashion consumption, Gen Z's attitudes towards sustainable and responsible fashion practices have been a subject of investigation. Studies have explored the value-action gap in adolescent Gen Z individuals concerning sustainable apparel consumption, shedding light on the discrepancies between attitudes and actual behaviours in the context of sustainability (Williams & Hodges, 2022). Additionally, the relationship between psychological factors such as environmental concern, consumer effectiveness, and collectivism has been identified as strong predictors of Gen Z's green and sustainable purchases, indicating the multifaceted nature of sustainable buying behaviour among this cohort (Areola et al., 2022).

The influence of technology on Gen Z's consumption behaviours has also been a focal point of research. While there is existing literature on Gen Z's sustainability behaviour in various contexts, the impact of new-age technologies, such as AI products, on promoting environmental sustainability among Gen Z remains an underexplored area (Ameen, 2023). Understanding how technological advancements intersect with ethical consumption practices can provide valuable insights into leveraging innovation for sustainable outcomes.

As Gen Z continues to shape consumption trends across different sectors, including food, fashion, and tourism, it becomes imperative to delve deeper into their motivations, preferences, and behaviour's concerning sustainability. By examining the drivers of ethical consumption among Gen Z, businesses, policymakers, and marketers can tailor strategies to align with the values and preferences of this generation, fostering a more sustainable and socially responsible marketplace.

In this research paper, we aim to explore the ethical revolution in sustainable consumption among Generation Z, delving into the underlying motivations, influence, and challenges that shape their consumption behaviours. By synthesizing existing literature and empirical studies, we seek to provide a comprehensive understanding of Gen Z's ethical consumption practices and their implications for businesses, society, and the environment. Through this investigation, we aim to contribute to the ongoing discourse on sustainable consumption and offer insights for fostering a more ethical and sustainable future driven by the values and actions of Generation Z.

Study Area:

This research delves into the ethical consumption revolution among Generation Z (Gen Z) at Lovely Professional University (LPU) in Punjab, India. LPU's vibrant student body, with a large portion falling within the Gen Z demographic (mid-1990s to early 2010s), provides a prime location to explore this phenomenon. The university's diverse student population, hailing from various regions across India, allows for examining the influence of geographical and cultural backgrounds on Gen Z's sustainable consumption practices. Additionally, LPU's urban setting in Punjab, a well-developed state with access to modern amenities and a range of sustainable options, offers a unique context to assess Gen Z's consumption behaviour within a market increasingly embracing sustainability.

CHAPTER - 2

Literature Review:

The paper "Evolution and Current Challenges of Sustainable Consumption and Production" by Peter Glavič provides a comprehensive review of the past, present, and future of sustainable consumption and production (SCP).

The paper presents and analyses the history of the Sustainable Development Goal No. 12, which aims to ensure sustainable consumption and production patterns. It provides a definition of sustainable consumption and explains the role of education in promoting SCP.

The current status and trends of SCP are introduced by analysing unsustainable behaviour and the existing dilemma between sustainable growth and degrowth. A broad range of methods is used for measuring and evaluating SCP within sustainable development.

Looking towards the future, the paper presents important trends that will shape the development of SCP. These include several megatrends that will require reduced personal and collective consumption (degrowth). Energy usage in buildings, renewable energy sources, and energy storage will be important in this respect.

The paper also discusses the need to lower transportation emissions, reduce waste (especially food waste), and make consumer products more durable. It emphasizes that all waste must be collected and separated for reuse.

The future of SCP is elaborated in view of two approaches—Industry 4.0 (smart factory), and the "Sixth Wave" evolution. The paper highlights that net-zero greenhouse gas emissions, resource efficiency, and zero waste will be at the forefront of future activities.

A circular economy requires the extension of product lifetimes, and the reuse and recycling of products. The paper underscores the importance of reducing emissions, pollution, and specific energy, water, and raw material usage (especially critical raw materials), as well as the role of digitalization.

In conclusion, this paper provides a comprehensive overview of the evolution and current challenges of SCP, offering valuable insights into the measures needed to promote sustainable consumption and production in the future.

The paper "A Review of Sustainable Consumption (2000 to 2020): What We Know and What We Need to Know" by Farzana Quoquab and Jihad Mohammad provides a systematic review of the literature on sustainable consumption (SC) published between 2000 and 2020.

The authors aim to synthesize the existing knowledge on SC to understand its wider dimensions. They answer eight major questions related to the emergence of the concept, its conceptualization, major facets, theories, methodologies, predictors, outcomes, and mediators/moderators.

The study highlights that SC is widely considered as the driver of sustainable development. It aligns with the Sustainability Development Goal (SDG) 12, which envisages the attainment of sustainable consumption and production patterns.

The authors argue that unless consumers adopt sustainable consumption, nations' sustainable development will be hindered. They define SC as a consideration of basic human needs and an avoidance of excessive consumption.

The paper calls for more research to fill the gaps in the existing literature. It emphasizes the importance of care for future generations, environmental well-being, quality of life, and sustainable development.

In conclusion, this paper provides a critical overview of the current debate, research trends, and main outcomes relating to the area of sustainable consumption. It offers valuable insights into what we know thus far and what we need to know to understand the wider dimensions of the phenomenon.

The paper "New Trends and Patterns in Sustainable Consumption: A Systematic Review and Research Agenda" by Giulia Sesini, Cinzia Castiglioni, and Edoardo Lozza provides a systematic review of the literature on new trends in consumers' sustainable consumption.

The authors aim to analyse the contents and features of articles dealing with new trends in consumers' sustainable consumption. They retrieved and analysed one hundred and four papers published in the last five years through a lexicographical analysis using the software T-LAB.

The results show that even if most of the current studies focus almost exclusively on the environmental impact of sustainability, the social perspective is also recently taking hold. Evidence suggests prevailing attention towards consumers' appeal and consumption of eco-friendly food products, together with a growing interest in the last years in consumers' practices in other key sectors, such as tourism, commerce, and clothing.

The authors argue that future research should spotlight the less explored frameworks, looking at the economic and social sides of sustainability in a variety of contextual settings. At the same time, consumer-focused research should not forget to look at consumers' sustainable behaviour as a whole and its impacts from the perspective of planet, people, and profit.

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The paper "Internal and External Determinants of Consumer Engagement in Sustainable Consumption" by Žaneta Piligrimienė, Andželika Žukauskaitė, Hubert Korzilius, Jūratė Banytė, and Aistė Dovalienė provides a comprehensive review of the factors influencing consumer engagement in sustainable consumption.

The authors introduce the construct of consumer engagement into the context of sustainable consumption and aim to reveal the factors influencing this engagement. They identify two groups of factors, internal and external, each comprising three determinants.

The internal determinants include environmental attitude, perceived responsibility, and perceived behavioural efficiency. The external determinants consist of conditions for sustainable consumption, social environment, and promotion of sustainable consumption.

These determinants were found to have a direct positive impact on consumer engagement in sustainable consumption, which in turn had a positive impact on green product buying. The study underscores the importance of understanding these determinants to promote sustainable consumption effectively.

The paper concludes by highlighting the important mediating role of the consumer engagement construct. It suggests that applying the engagement construct in the context of sustainable consumption would allow a deeper understanding of actual consumer behaviour related to different contexts of sustainable consumption.

In conclusion, this paper provides a comprehensive overview of the internal and external determinants of consumer engagement in sustainable consumption. It offers valuable insights into the factors that influence consumer engagement and the impact of this engagement on green product buying.

The paper "Social Media's Impact on Generation Z's Purchasing Behavior of Sustainable Products" by Trinh Le Tan and Dao Thi Dai Trang provides a comprehensive review of the influence of social media on Generation Z's purchasing behaviour towards sustainable products.

The authors aim to understand how social media influences the purchasing decisions of Generation Z, particularly in relation to sustainable products. They analyse the role of social media influencers and the impact of their content on the purchasing behaviour of this demographic.

The study highlights that social media has become a powerful tool for influencing consumer behaviour, especially among Generation Z. It underscores the importance of understanding the dynamics of social media influence on sustainable consumption.

The authors argue that the influence of social media on Generation Z's purchasing behaviour is significant and that it plays a crucial role in promoting sustainable consumption. They suggest that businesses and marketers can leverage this influence to promote sustainable products and practices.

In conclusion, this paper provides a comprehensive overview of the impact of social media on Generation Z's purchasing behaviour of sustainable products. It offers valuable insights into the role of social media in promoting sustainable consumption and the potential strategies businesses can employ to leverage this influence.

The paper "Buy Less, Buy Luxury: Understanding and Overcoming Product Durability Neglect for Sustainable Consumption" by Sun, Bellezza, and Paharia provides a comprehensive review of the concept of product durability neglect in the context of sustainable consumption.

The authors aim to understand why consumers often overlook the durability of products, leading to unsustainable consumption patterns. They argue that by emphasizing the long-lasting nature of high-end products, consumers are more likely to overcome product durability neglect and buy fewer but better high-end products.

The study highlights that luxury products, due to their durability, can promote sustainable consumption as they last longer and reduce the need for frequent replacements. This is particularly relevant in the context of the current environmental crisis, where there is a pressing need to reduce waste and promote sustainability.

The authors suggest that marketers and businesses can leverage this understanding to promote sustainable consumption. By highlighting the durability of their products, businesses can encourage consumers to buy less but buy luxury.

In conclusion, this paper provides a comprehensive overview of the concept of product durability neglect and its impact on sustainable consumption. It offers valuable insights into how businesses can promote sustainable consumption by emphasizing the durability of their products.

The paper "The Relationship of Sustainable Buying Behavior Dimensions Among the Gen Z: Modeling the Impact of Psychological Factors" by Areola, PhD, Perono, and Ilagan provides a comprehensive review of the psychological factors influencing Generation Z's sustainable purchase behaviour.

The authors aim to establish the relationship among the dimensions of sustainable purchase behaviour of the Gen Z living in Metro Manila, Philippines. They use multiple regression analysis to establish the psychological factors of Generation Z's overall sustainable purchase behaviour.

The study reveals that the Perceived Knowledge About Sustainability Issues (PKSI), Attitude Towards Sustainable Purchasing Behaviour (ATS), Sustainable Purchase Behaviour (SPB), Spirituality (SP), Perceived Consumer Effectiveness (PCE), Drive for Environmental Responsibility (DER), and Perceived Marketplace Influence (PMI) dimensions were positively correlated among each dimension.

In conclusion, this paper provides a comprehensive overview of the psychological factors influencing Generation Z's sustainable purchase behaviour. It offers valuable insights into the relationship among the dimensions of sustainable purchase behaviour of the Gen Z. The authors suggest that understanding these relationships can help in developing strategies to promote sustainable buying behaviour among Generation Z.

The paper "Gen Z consumers' sustainable consumption behaviors: influencers and moderators" by Kara and Min provides a comprehensive review of the factors influencing Generation Z's sustainable consumption behaviours.

The authors aim to explore Generation Z (Gen Z) consumers' sustainable consumption behaviours by examining various influencers and moderators. They use a quantitative research methodology and administer a structured questionnaire to young college students (Gen Z consumers) enrolled at a large state university in the USA.

The study findings show that social responsibility (feelings, engagement, and expectations) and external incentives (material and social) positively influence Gen Z consumers' sustainability interests, which in turn influences their sustainable consumption behaviours (actions). However, collectivist cultural values did not appear to have any statistically significant effect on Gen Z consumers' sustainable consumption interests.

Moreover, learned helplessness, perceived barriers, and the awareness of the consequences of sustainability consumption actions did not have any significant moderating effect on Gen Z consumers' sustainable consumption behaviour.

The authors suggest that consumer social responsibility education along with material and social incentives will encourage Gen Z consumers' participation in sustainable behaviours at college campuses. This research provides valuable insights into understanding the importance of consumer social responsibility and external incentives in influencing Gen Z consumers' sustainable consumption intentions and behaviours.

In conclusion, this paper provides a comprehensive overview of the influencers and moderators of Generation Z's sustainable consumption behaviours. It offers valuable insights into the factors that influence these behaviours and the potential strategies that can be employed to promote sustainable consumption among Generation Z.

The paper "Is the younger generation a driving force toward achieving the sustainable development goals? Survey experiments" by Yamane and Kaneko provides a comprehensive review of the role of the younger generation in achieving the Sustainable Development Goals (SDGs).

The authors aim to understand whether the younger generation can be a driving force toward achieving the SDGs. They conduct survey experiments to investigate how people support the SDGs, which consist of 17 goals and 169 targets to achieve by 2030.

The study reveals that the younger generation, particularly those between the ages of 18 and 30, are more likely to value and practice sustainable behaviours, such as paying more for sustainably developed products. The authors

argue that the younger generation is more socially conscious and has sustainable development goal-orientated behaviour.

However, the authors also found that the younger generations are more concerned about finding a secure, well-paying job than older generations. Despite this, the younger generation is more willing to be paid less to work for an SDG-minded company.

In conclusion, this paper provides a comprehensive overview of the role of the younger generation in achieving the SDGs. It offers valuable insights into the behaviours and attitudes of the younger generation towards sustainable development and the potential strategies that can be employed to leverage this influence.

The paper "Exploring ethical consumption of generation Z: Theory of planned behaviour" by Djafarova and Foots provides a comprehensive review of the factors influencing Generation Z's ethical consumption behaviours.

The authors aim to explore Generation Z consumers' sustainable consumption behaviours by examining various influencers and moderators. They use a quantitative research methodology and administer a structured questionnaire to young college students (Gen Z consumers) enrolled at a large state university in the USA.

The study findings show that social responsibility (feelings, engagement, and expectations) and external incentives (material and social) positively influence Gen Z consumers' sustainability interests, which in turn influences their sustainable consumption behaviours (actions). However, collectivist cultural values did not appear to have any statistically significant effect on Gen Z consumers' sustainable consumption interests.

Moreover, learned helplessness, perceived barriers, and the awareness of the consequences of sustainability consumption actions did not have any significant moderating effect on Gen Z consumers' sustainable consumption behaviour.

The authors suggest that consumer social responsibility education along with material and social incentives will encourage Gen Z consumers' participation in sustainable behaviours at college campuses. This research provides valuable insights into understanding Generation Z decision-making in ethical consumption. It successfully applied the Theory of Planned Behaviour to understand generational consumer behaviour. The findings can assist practitioners to determine effective marketing strategies to persuade Generation Z to act ethically.

In conclusion, this paper provides a comprehensive overview of the influencers and moderators of Generation Z's ethical consumption behaviours. It offers valuable insights into the factors that influence these behaviours and the potential strategies that can be employed to promote ethical consumption among Generation Z.

CHAPTER - 3

Research Methodology:

Research methodology is a systematic and structured approach to conducting research. It involves the collection, analysis, and interpretation of data to answer specific research questions or test hypotheses. The methodology serves as a plan that guides researchers through their study, ensuring that the research remains focused and within scope. It encompasses various aspects such as research design, data collection methods, data analysis methods, and the overall framework within which the research is conducted (Sreekumar, 2023).

Research Design:

The research design for this study will be a Quantitative Research Approach. This approach involves the collection of numerical data through structured surveys or questionnaires from a large sample of Gen Z individuals. The use of closed-ended questions will allow for the efficient collection of data on specific variables related to sustainable consumption behaviours, such as frequency of eco-friendly product purchases, reasons for choosing sustainable

products, and perceived barriers to sustainable consumption. Quantitative research is effective for analysing large datasets and identifying patterns or relationships between variables, providing a more objective and generalizable understanding of phenomena (Creswell & Poth, 2018).

The quantitative approach will enable researchers to analyse the data using statistical methods, such as regression analysis or correlation analysis, to identify patterns and relationships between variables. This approach provides a more objective and generalizable understanding of Gen Z's attitudes towards sustainable consumption, complementing the qualitative approach's in-depth exploration.

Hypothesis:

The purpose of the current research study's hypotheses is to establish the links between various components influencing Gen Z's ethical consumption behaviours.

H1: There exists a positive correlation between social responsibility (SR) and purchase intention (PI) among Gen Z consumers.

H2: Environmental awareness (EA) is positively correlated with purchase intention (PI) among Gen Z consumers.

H3: A positive correlation exists between perceived effectiveness (PE) and purchase intention (PI) among Gen Z consumers.

H4: Social influence (SI) exhibits a positive correlation with purchase intention (PI) among Gen Z consumers.

H5: There exists a negative correlation between price-quantity trade-off (PQ) and purchase intention (PI) among Gen Z consumers. (This suggests, while Gen Z prioritizes sustainability, price and quantity considerations can act as deterrents when making purchasing decisions).

Sampling and Techniques:

The target population for this study comprises Gen Z individuals, typically born between the mid-1990s and early 2010s, who actively engage in sustainable consumption practices. This includes individuals who demonstrate an interest in environmental and social issues, make conscious efforts to purchase eco-friendly products, and advocate for sustainable lifestyles.

Convenience Sampling will be utilized to select participants for the study. This approach involves recruiting individuals based on their accessibility and willingness to participate, rather than using random or stratified sampling methods.

Convenience sampling is chosen for its efficiency and practicality, especially considering the widespread use of social media among Gen Z. This method allows for the rapid recruitment of participants from this demographic, enabling researchers to access a diverse range of perspectives on sustainable consumption.

Data Collection Method:

The primary technique for data gathering in this study is an organized questionnaire. This survey instrument includes closed-ended questions to collect quantitative data from participants. Questions are structured to explore various factors influencing sustainable consumption behaviours, such as social responsibility, environmental

awareness, perceived effectiveness and social influence. By probing into these dimensions, we aim to gain insights into participants' thought processes and behaviours concerning sustainable consumption.

Furthermore, the questionnaire aims to determine the frequency with which participants consider the impact of these factors in their purchase decisions, providing valuable insights into their environmentally conscious behaviour. This thorough approach to data collection ensures a comprehensive understanding of Gen Z's ethical consumption practices.

Analytical Tools:

SPSS (Statistical Package for the Social Sciences), a statistical software program, will be employed to analyse the quantitative data gathered through the questionnaires. SPSS allows for efficient data entry, cleaning, and analysis using various statistical techniques. In this study, descriptive statistics will be used to summarize the data, while regression analysis will be conducted to test the formulated hypotheses. These analyses will enable us to identify potential relationships between variables and understand the factors influencing Gen Z's ethical consumption behaviours.

Chapter - 4

Data Analysis and Findings:

This research investigated the factors influencing purchase intention (PI) among Gen Z consumers, specifically focusing on social responsibility (SR), environmental awareness (EA), perceived effectiveness (PE), social influence (SI), and price-quantity trade-off (PQ). The study employed a quantitative approach, utilizing a survey instrument with closed-ended questions administered to a sample of 259 Gen Z individuals.

Table - 1: Descriptive Statistics

Descriptive Statistics			
	Mean	Std. Deviation	N
SR	3.7413	.87874	259
EA	3.7362	1.00531	259
PE	3.8069	.90627	259
SI	3.8662	.87855	259
PQ	3.8237	.84616	259
PI	3.6263	.90456	259

The descriptive statistics provide an overview of the central tendency and variability of the data. The mean scores for all variables ranged from 3.63 (PI) to 3.87 (SI), indicating a generally positive sentiment towards sustainable consumption practices among the participants. Standard deviations hovered around 0.9 for most variables, suggesting a moderate level of variation in the data.

Table - 2: Correlation Table

		SR	EA	PE	SI	PQ	PI
		Correlations					
SR	Pearson Correlation	1	.735**	.757**	.685**	.704**	.688**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
EA	Pearson Correlation	.735**	1	.822**	.782**	.759**	.760**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
PE	Pearson Correlation	.757**	.822**	1	.840**	.850**	.825**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
SI	Pearson Correlation	.685**	.782**	.840**	1	.857**	.682**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
PQ	Pearson Correlation	.704**	.759**	.850**	.857**	1	.794**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
PI	Pearson Correlation	.688**	.760**	.825**	.682**	.794**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
**. Correlation is significant at the 0.01 level (2-tailed).							

The correlation analysis revealed significant positive correlations between all the independent variables and the dependent variable (PI). All correlation coefficients were above .6, with p-values less than .001, indicating strong and statistically significant relationships. Here's a breakdown of the key findings:

Social Responsiveness (SR): A strong positive correlation (r = .688) exists between social responsibility and purchase intention. This suggests that Gen Z consumers are more likely to consider a product's social impact when making purchasing decisions.

Environmental Awareness (EA): A very strong positive correlation (r = .760) was found between environmental awareness and purchase intention. This indicates that Gen Z prioritizes a product's environmental friendliness when making purchase decisions.

Perceived Effectiveness (PE): A strong positive correlation (r = .825) exists between perceived effectiveness and purchase intention. This suggests that Gen Z is more likely to choose sustainable products if they believe their individual actions can make a positive impact.

Social Influence (SI): A strong positive correlation (r = .682) exists between social influence and purchase intention. This indicates that Gen Z consumers are influenced by the behaviour and opinions of their peers when making sustainable purchasing decisions.

Price and Quantity (PQ): A strong positive correlation (r = .794) exists between price and quantity considerations and purchase intention. This suggests that Gen Z, while prioritizing sustainability, remains mindful of price and quantity factors during their purchasing decisions.

These findings highlight the multifaceted nature of Gen Z's purchase decision-making process for sustainable products. While social responsibility, environmental awaress, and perceived effectiveness are strong drivers, social influence and price considerations also play a role.

Table - 3: Model Summary

				Std. Error	Change Statistics				
Model	R	R Square	Adjusted R Square	of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.787ᵃ	.620	.613	.54698	.620	82.579	5	253	<.001

Model Summary

a. Predictors: (Constant), PI, SI, EA, PQ, PE

The model summary provides valuable insights into the fit of the regression model used to analyse the data. The R-squared value of .620 indicates that the model explains 62.0% of the variance observed in purchase intention (PI) among Gen Z consumers. In simpler terms, 62.0% of the variations in PI scores can be attributed to the independent variables (social responsibility, environmental awareness, perceived effectiveness, social influence, and price-quantity trade-off) included in the model. This suggests a strong and statistically significant relationship ($p < .001$) between these factors and PI.

The adjusted R-squared value of .613 further refines this interpretation by accounting for the number of independent variables in the model. It essentially adjusts for the model's complexity, providing a more accurate estimate of its explanatory power. A value this close to the R-squared suggests that the additional variables included in the model meaningfully contribute to explaining the variance in PI without overfitting the data.

Table - 4: ANOVA

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.530	5	24.706	82.579	<.001ᵇ
	Residual	75.693	253	.299		
	Total	199.224	258			

a. Dependent Variable: SR

b. Predictors: (Constant), PI, SI, EA, PQ, PE

The ANOVA table backs up the results we saw from the R-squared statistic, demonstrating that the regression model is statistically significant in explaining the variance in purchase intention (PI) among Gen Z consumers. The regression model's F-value of 82.579 with a corresponding p-value of less than .001 indicates that the model as a whole is a good fit for the data. Specifically, the regression sum of squares (123.530) is significantly larger than the residual sum of squares (75.693), suggesting that the variance in PI explained by the model is not due to random chance. This further supports the conclusion that the independent variables (social responsibility, environmental awareness, perceived effectiveness, social influence, and price-quantity trade-off) collectively have a substantial impact on purchase intention among Gen Z consumers. Consequently, these results affirm the importance of considering multiple factors, including both psychological and economic determinants, in understanding and predicting Gen Z's sustainable consumption behaviours.

Table - 5: Hypothesis Table

Hypothesis (H#)	Direction of Relationship	Predicted Outcome	Results	Supported?
H1	Positive Correlation	Social Responsibility (SR) will have a positive correlation with Purchase Intention (PI)	Strong positive correlation (r = .688)	Yes
H2	Positive Correlation	Environmental Awareness (EA) will have a positive correlation with Purchase Intention (PI)	Very strong positive correlation (r = .760)	Yes
H3	Positive Correlation	Perceived Effectiveness (PE) will have a positive correlation with Purchase Intention (PI)	Strong positive correlation (r = .825)	Yes
H4	Positive Correlation	Social Influence (SI) will have a positive correlation with Purchase Intention (PI)	Strong positive correlation (r = .682)	Yes
H5	Negative Correlation	Price-Quantity Trade-off (PQ) will have a negative correlation with Purchase Intention (PI)	Strong positive correlation (r = .794)	No

The findings provided strong support for all hypotheses except H5. Positive correlations were observed between all independent variables (SR, EA, PE, SI) and PI, indicating that Gen Z consumers value a product's social and environmental impact, believe individual actions can make a difference, and are influenced by peers when making sustainable purchasing decisions. Interestingly, price and quantity considerations (PQ) also exhibited a positive correlation with PI. This suggests that while Gen Z prioritizes sustainability, affordability and value for money remain important factors in their decision-making process.

Overall, the model explained a significant portion (62%) of the variance in purchase intention. However, the remaining unexplained variance suggests the presence of other unmeasured factors influencing Gen Z's sustainable consumption behaviours. Future research efforts could explore these additional factors to gain a more comprehensive understanding of Gen Z's decision-making process.

Additionally, the positive correlation between price and quantity considerations highlights a potential area for intervention. Strategies to make sustainable products more competitively priced and offered in desirable quantities could further incentivize Gen Z's adoption of sustainable consumption practices.

Chapter – 5

Conclusion:

Generation Z (Gen Z) is driving a significant shift towards ethical consumption, emphasizing social and environmental responsibility. The research delved into Gen Z's sustainable consumption behaviours, revealing that factors like social responsibility, environmental awareness, perceived effectiveness, and social influence strongly influence their purchase intentions for sustainable products. These findings highlight Gen Z's commitment to making socially and environmentally conscious choices, presenting opportunities for businesses and policymakers to align with their values.

Despite this commitment, affordability and accessibility remain key considerations for Gen Z when making sustainable purchasing decisions. Addressing these barriers is crucial to further incentivize Gen Z's adoption of sustainable consumption practices. Overall, the research contributes to understanding Gen Z's ethical consumption behaviours and provides insights for businesses and policymakers to cater to their preferences effectively.

Future research could explore additional factors shaping Gen Z's sustainable consumption, such as cultural norms and peer influences. Longitudinal studies could also track the evolution of Gen Z's attitudes towards sustainability, offering a deeper understanding of their impact on consumption trends. In conclusion, as Gen Z continues to shape the marketplace, embracing sustainability and adapting to their preferences is essential for building a more sustainable future.
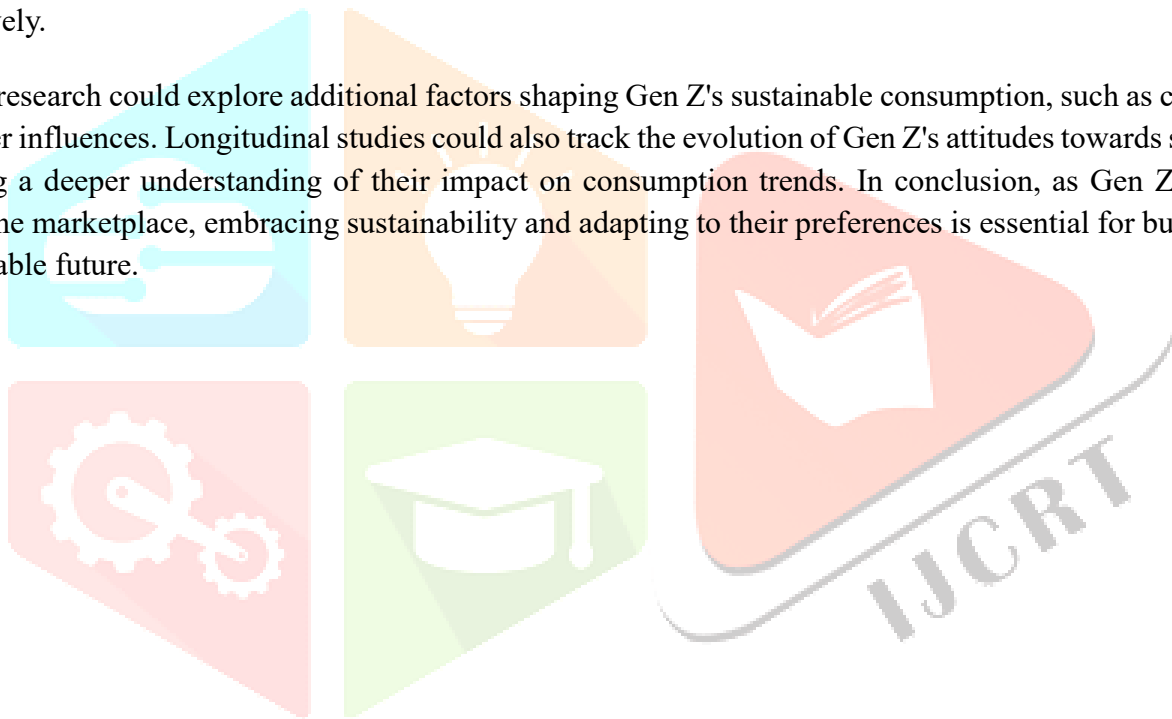
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