



## **Transitioning to a Circular Economy: A Review of Sustainable Consumption Behavior and Society 5.0's Path to a Green Economy**

Ajay Sidana<sup>1</sup>, Samriti Mahajan<sup>2</sup>, Rubvita Chadha<sup>3</sup>, Ms. Himani<sup>4</sup>, Neeru Sidana<sup>\*5</sup>,

<sup>1</sup>Professor, Amity International Business School, Amity University, Noida, India, [asidana@amity.edu](mailto:asidana@amity.edu)

<sup>2</sup>Associate Professor, New Delhi Institute of Management, India, [dr.samritimahajan@gmail.com](mailto:dr.samritimahajan@gmail.com)

<sup>3</sup>Associate Professor, School of Business, Woxsen University, India [dr.rubvitachadha@gmail.com](mailto:dr.rubvitachadha@gmail.com)

<sup>4</sup>Assistant Professor, School of Commerce and Management, Lingaya's Vidyapeeth, India [himanisharma245@gmail.com](mailto:himanisharma245@gmail.com),

<sup>5\*</sup>Associate Professor, Amity School of Economics, Amity University, Noida, India [nsidana@amity.edu](mailto:nsidana@amity.edu),

### **Abstract**

**Purpose:** The Purpose of this research to find out sustainability consumption indicators and evaluate their impact on sustainable consumption. Study finds reason of environment degradation and suggests sustainable consumption strategy.

**Methodology:** Study is conceptual based. Previous studies reviewed and finned out indicator on the bases of research question and research gap. Study evaluated all indicator and proposed suggested policy for sustainable consumption.

**Findings:** The Study finds sustainable consumptions indicator which promote sustainable consumption in society. these indicators are effective to achieve sustainable development Goal-2030

**Originality:** This comprehensive research to finds sustainable indicator for sustainable society. Study evaluated these indicator and suggested strategy. Promoting sustainable consumption is crucial for creating markets for sustainable goods as well as for reducing harmful environmental and social externalities.

**Practical implication:** For society to meet the Sustainable Development Goals (SDGs) by 2030, encouraging sustainable purchasing behaviour by enlisting consumer engagement is one of the most significant issues. As the primary purchasers and end users, consumers are said to

© The Author(s) 2026

F. A. Malik et al. (eds.), *Proceedings of the International Conference on Dynamics of Environment, Sustainability, and Gender Disparities: A Holistic Dialogue for Inclusive Futures (ICDESGD 2025)*, Advances in Social Science, Education and Humanities Research 1013,

[https://doi.org/10.2991/978-2-38476-575-1\\_3](https://doi.org/10.2991/978-2-38476-575-1_3)

have a substantial influence on sustainable development through their decisions and actions. But require assistance in developing their consumption habits and behaviors. The goal of this study is to identify the crucial elements that can promote sustainable consumption patterns and a green economy.

**Keywords:** *Sustainable Consumption behaviour, Sustainable Consumption, SDG's & Sustainable Consumption, Transition, Industry 5.0, SDG's, Green Economy, Critical factors, circular Economy*

## 1.Introduction

Sustainable consumption can be described as consuming goods and services in such a way that the consumption meets the basic needs, enhances the quality of life, and avoids maximum utilization of natural resources, toxic materials, and waste and pollutant emissions in the course of life (UNEP, 2018). The science of sustainable consumption is the notion of socially and environmentally responsible consumption in a bid to ensure the natural resources, ecosystems, and inter-generational equity (Hirth et al., 2023). Sustainable consumption is an issue of great concern in the current world that has been underscored by various intertwined issues which include the escalating population, growing consumer demand and the scarcity of resources. The world has experienced population growth and with it, the improvement in affluence, the growth of the population has resulted in the increased demand of goods and services (Boulay et al., 2018). Such demand places a great strain on resource endowments thus leading to degradation of the environment, loss of biodiversity as well as climate change (Köhler et al., 2019).

A transition to resource-consumption patterns, especially in the fast developing nations is one of the biggest challenges of the sustainable consumption (Köhler et al., 2019). As cities grow, people change their lifestyles and become wealthier, increasing the demand to buy more material goods and services that consume energy which has resulted in environmental problems like deforestation, water shortage and pollution (Wiedmann et al., 2020).

Sustainable consumption is a key to the attainment of the Sustainability Development Goals (SDGs) of the United Nations, especially Goal 12 that proposes responsible consumption and production (UN, 2015). This is because through practicing sustainable consumption patterns, societies will be able to minimize the ecological footprint, greenhouse gas emissions and prevent overexploitation of the ecosystems (Fletcher & Rammelt, 2017). One of the critical factors about such sustainable consumption consists in the necessity to be able to consider the total life cycle of products and services in terms of their environmental and social consequences, since the extraction of the raw materials to the final disposal or recycling (Schröder et al., 2019). Such life cycle approach can assist in determining the opportunities to decrease the environmental burden of consumption and move to the circular economy when the waste and pollution are reduced to minimal levels, and resources are used in a continuous cycle (Schröder et al., 2019).

Consumer behaviours have a critical impact on driving consumers toward sustainable consumption. Studies indicate that the willingness of consumers to engage in sustainable behaviours such as purchasing 'green' products as well as shifting towards plant-based diets is influenced by their values and attitudes and by their social norms (Gifford & Nilsson, 2014; Schroder et al., 2019). Therefore, it is important to identify what the psychological and social factors that influence sustainable consumption are in order to design effective policies and programs to increase sustainable consumption (Hirth et al., 2023; Taufique, 2022). Additionally, governments, businesses, and civil society can also support consumers in making more sustainable choices through various regulatory frameworks along with educational campaigns by creating an environment where consumers have access to additional information that will allow them to make more informed decisions (Cohen, 2019).

Japan's government has proposed that the development of a super-intelligent society will take place after the completion of previous forms of human society, such as the hunter-gatherer era, agricultural society, industrialisation and information society. The main goal of Society 5.0 is to use the latest technologies to solve problems that affect the entire world, while at the same time improving the quality of life for everyone (Fukuda, 2020).

This article considers how it can create a more sustainable way for people to consume resources and services. It will use both real-world technologies and cyber technologies to create a new way for people to maximise their efficiency in using resources, and create new, sustainable business models. For instance, by using advanced devices to create smart energy systems that will reduce energy consumption and greenhouse gas emissions in smart homes and smart cities. Digital platforms will also support a sharing economy by facilitating the ability of people to share, rent and loan items (vehicles, tools, etc.) that are not frequently used in order to reduce the amount of waste produced (Wanstrand et al, 2020; Bui and Tseng, 2022).

One of the major components of Society 5.0 is using new technologies to gain better understanding of the ways people purchase products and provide targeted methods for advertising, promoting, and marketing these products (Fukuda, 2020). In other words, companies can optimise their supply chain using data analytics; thereby decreasing their impact on the environment by minimising waste, reducing carbon emissions from transportation, and sourcing raw materials using responsible or ethical means (Sarkis, 2020). Along with promoting the creation and use of green technologies and promoting sustainable practices, Society 5.0 will foster the evolution of a circular economy by continually recycling materials and minimising the generation of by-products or waste throughout the cycle (Geissdoerfer et al., 2017). In addition, it will be creating new models of sustainable consumption by creating partnerships and sharing knowledge through the emergence of open innovation and knowledge sharing networks (Sestino et al., 2020). Through innovative thinking, Society 5.0 will create and support the concept of optimal use of resources, environmentally aware products and services, and the ability for individuals to make informed and responsible purchasing choices (Choi & Lee, 2023; Kar et al., 2022; Kinnunen & Huotari, 2022). With the movement towards a digitalized and interconnected world, the principles of Society 5.0 will be important in the realization of the Sustainable Development Goals and well-being of the present and future generations. The research objectives that are assessed are as follows:

To determine the key issues that influence the Consumer in order to shift to sustainable consumption.

To determine the correlation between the critical factors identified and Green Economy.

To determine some of the implications and strategies which can support the policymakers in developing a Sustainable green infrastructure.

## **2.Literature Review and Research Questions**

### **2.1 The meaning of Sustainable Consumption**

The issue of sustainable consumption is getting more and more popular in scholarly literature, and different dimensions and definitions are being advanced to characterize this phenomenon. Simply put, sustainable consumption refers to the need to meet the human needs and enhance the quality of life and reduce the undesired environmental, social and economic effects of consumption of goods and services (Jackson, 2005 in Francis and Sarangi, 2022). This wide perception of the concept of sustainable consumption is presented in numerous definitions put forward by researchers and international agencies. According to the sustainable consumption is the use of goods and services which address the needs of the basic needs and lead to a higher quality of life and have a limited use of natural resources, toxic materials and waste and pollutant emissions in a life cycle without threat of impairing the needs of future generations Oslo Symposium (1994). This definition emphasizes the significance of putting into consideration the life cycle effects of consumption decisions and necessity to scale between the current and future requirements.

In a different definition, defines sustainable consumption as a pattern of consumption that does not lead to the exhaustion of resources of the Earth and destruction of nature, but at the same time, it must be the one that satisfies the most basic of human needs. In this definition, the author accentuates the necessity to preserve the resources of the Earth that would be available to the future generation and ensure the quality of the environment. Sustainable consumption has been examined in different aspects, including the individual and collective consumption behaviours, the business and governmental actions in ensuring sustainable consumption, and the impacts of the policy interventions on the consumption behaviours Cohen (2019). There are social aspects of sustainable consumption that have been highlighted by some scholars as well. As a case in point, suppose that sustainable consumption consists in patterns of action and decision-making which result in a decline in the overall environmental consequences of consumption and enhancement of the well-being of everyone Lorek and Fuchs (2019). This is the view that recognizes the importance of consumption in the growth of social well-being and the creation of social equity.

In spite of these definitions and examples, to understand sustainability consumption behaviour fully, theoretical frameworks are very vital in determining the factors which would influence consumer behaviour. The theoretical frameworks provide a methodical way of understanding consumer behaviour as well as interrelations of different factors. Some of the widely researched theoretical approaches that have been employed to examine sustainable consumption behaviour

will be discussed in this section; the Theory of Planned Behaviour, Value-Belief-Norm theory, Social Practice Theory and the Sustainable Lifestyle Model.

RQ1: Which are the key Barriers that mute consumer to transition to sustainable consumption?

## **2.2 Sustainable Consumption Behaviour Theoretical Frameworks.**

Once the meaning and the scope of the sustainable consumption behavior has been established, the researchers have surveyed some of the theoretical frameworks that have been established in this area. There are several reasons as to why it is important to explore the study of these theoretical frameworks. As an example, the frameworks assist in comprehending the multifaceted issues that impact sustainable consumption including personal convictions, societal expectations, and culture. They offer a methodological way of determining and explaining these factors, which allows the researcher to understand the mechanisms behind sustainable consumption. Second, conceptual frameworks facilitate the prediction and explanation of behavior and provide information concerning why people choose particular decisions and how intentions are transformed into behavior. Such knowledge has served as a foundation to come up with effective strategies and interventions that are aimed at encouraging sustainable consumption in the future in this study.

Therefore, three theoretical frameworks are considered in the given study that are highly researched, topical, and applicable to the sphere of sustainable consumption behavior. The Theory of Planned Behavior offers information regarding the effects of attitudes, subjective norms, and perceived behavioral control on personal intentions and behaviors in regard to sustainable consumption. The Value-Belief-Norm Theory is a theory that tries to understand the way in which individual values, beliefs, and moral standards influence pro-environmental actions and provides an all-encompassing view of sustainable consumption decisions. Social Practice Theory provides a comprehensive perspective that includes the fact that the practices of sustainable consumption are shaped by the social and cultural factors, emphasizing the importance of routines, habits, and social interactions.

RQ2: Does Green economy result of Sustainable Consumption Behaviour, yes how?

## **2.3 Theory of Planned Behavior**

In the year 1991, Icek Ajzen developed the Theory of Planned Behavior (TPB) which was based on the Theory of Reasoned Action (TRA). The TPB is a mental model which aims to explain and predict human behavior by paying attention to the association among attitudes, beliefs and intentions. When it comes to sustainable consumption, the TPB studies the relationship between the attitude of the individual towards the environment, the subjective norms, and the perceived behavioral control and their intention to take sustainable consumption practices and, by extension, their behavior. The TPB proposes that people will be more inclined to use sustainable consumption behaviour when they hold positive attitudes to these behaviours, they feel pressured by society to adopt them, and they feel that they possess the resources and capabilities to do so. According to the theory, through the understanding and provision of these components, there is a chance of influencing and encouraging sustainable consumption practices.

The consideration of attitudes, subjective norms, and perceived behavioral control of the theory emphasizes the significance of considering person and social aspects when developing interventions that will promote sustainable consumption. Nevertheless, even though the theory is broadly used and empirically reliable, it has certain limitations as well. The TPB does not comprehensively reflect the idea that human decision-making is a complex phenomenon, but it is also affected by other factors, including emotions, habits, or past experiences, which also can impact a great deal on sustainable consumption behavior. Therefore, it is the inability of the theory to assume that the decision-making process is a purely rational one in contrast to the process of sustainable consumption. Studies also indicate that heuristics are also good at influencing consumption decisions. Lastly, the TPB lacks the capacity to embrace the contribution of larger structural and systemic elements that establish a sustainable consumption behaviour, including the contribution of institutions, policies or market forces.

RQ3: Which is relationship between Theory planned behaviour and sustainable consumption?

#### **2.4 Value-Belief-Norm Theory**

Value-Belief-Norm (VBN) Theory by Paul C. Stern and Thomas Dietz is a psychological theory developed by the authors to provide insight about the cause and predict the behavior of pro-environmental behavior (Stern et al., 1999). The VBN Theory is founded on a premise that individual values, beliefs on the environment, and personal norms influence the actions taken by individuals to conserve the environment. Biospheric, egoistic, and altruistic values define beliefs people have towards the environment, affect their understanding of the outcomes and blame. When a person has the perception of the negative environmental impacts and sees themselves as having a moral responsibility in correcting them, personal norms come into effect and prompt their moral duty to improve their pro-environmental actions. Even though VBN Theory offers some useful information about the sustainable consumption behavior, it fails to consider contextual aspects as well as overarching structural forces and the dynamism of connection between values, beliefs, and norms.

The theory focuses on the moral and ethical aspects of being pro environmental and provides a more delicate insight into the reasons why people need to practice sustainable consumption. Nevertheless, its shortcomings such as the exclusion of contextual variables and the overall structural effects indicate that a more holistic approach can be necessary in order to understand and encourage sustainable consumption behaviors in detail.

RQ4: How are relationship between Value belief Norm Theory and sustainable consumption?

#### **2.5 The Social Practice Theory**

Social Practice Theory (SPT) emphasizes how the practices or routinized behaviors are related to the formation of social phenomena, such as sustainable consumption. According to it, the practices involve the interdependence of elements, among them materials, competences, and meanings, which facilitate and limit actions of individuals. Compared to the issue of sustainable consumption, it is concerned more with the aspect of shared practices in the formation of consumption patterns, and not on the issue of individual attitudes or values.

It describes how individuals act on their own, but also through collective social action toward a sustainable future. According to (Beatson et al., 2020), it promotes an understanding of how individual behaviour impacts the creation of an integrated view of sustainable consumption; by providing an integrated view, this principle can help identify as well as define opportunities for creating systemic changes and for developing effective interventions within the marketplace; (Suski et al., 2021).

To create systemic changes, it suggests developing systemic change within the consumption process through infrastructure, technology and institutional support that enable sustainable consumption. Therefore, it has the potential to provide a broader understanding of the various variables that impact individual behaviour and create a pathway to create and increase sustainable consumption.

It offers a perspective of how individuals can affect sustainable consumption behaviour through the way that they interact with the practices of others. Through this idea there is an understanding of how individuals can create sustainable practices by working collectively with other individuals and with collective social influences. However, there are limitations to it in the sense that individuals do not realise the full range of abilities to initiate their own behaviour and cannot differentiate between the different forms of sustainable consumption behaviour. This suggests that a more expansive approach can provide a clearer and more complete understanding of sustainable consumption behaviours and enable sustainable consumption behaviours to become ingrained into the social consciousness.

RQ5: What is relationship between social practice theory and sustainable consumption?

## **2.6 The determinants of Sustainable Consumption Behavior.**

There has been a great deal of research into the factors that influence sustainable consumption behaviour. These include personal values; attitudes toward sustainability; level of knowledge regarding sustainability; social norms relating to sustainable consumption; and demographic factors (Stern, 2000). Scholars have also examined the effectiveness of the various methods used to promote sustainable consumption behaviour, including educational campaigns, labelling of products, pricing strategies, and regulations control (McEachern et al., 2020). As we find variations in the definitions and dimensions of sustainable consumption behaviours, it is evident that achieving sustainable consumption within our society is a complex process that requires an integration of many different aspects of society. The individual values or beliefs associated with sustainable consumption (i.e. Environmentalism; Social Responsibility) play an integral role in forming and influencing sustainable consumption behaviour. Positive attitudes toward sustainable product/behaviour (i.e. Recycling and Composting) also contribute positively to the support of sustainable consumption behaviours. Sustainable consumption may be influenced by beliefs regarding the environmental and social effects of the process of consumption and production. Sustainable consumption behavior may also be influenced by social norms which can be peer pressure, societal expectations, etc. The information on sustainable alternatives and the effects of consumption can result in more sustainable behavior. Sustainable consumption can also be shaped by the demographic factors, including the age, income, education level, etc. As an example, young generations tend to be more eco-friendly

and more prone to adopting a sustainable consumption practice. Increased level of income and education is also linked with more sustainable consumption behavior.

The importance of critical external factors is also suggested in the studies that we have reviewed. An example is the accessibility and availability of sustainable products which are very important determinants of consumer preferences. A study conducted by has revealed that there are high chances of consumers purchasing sustainable products whenever they are convenient and easily accessible in the stores [Koskela-Huotari \(2022\)](#). The issue of price is also involved in the determination of sustainable consumption behavior. Sustainable products are not as cheap as regular products, which can be a chance barricade to uptake. Nevertheless, according to the recent studies, consumers are ready to pay a premium price on sustainable products, in a particular case when they believe that the social or environmental value will be high [Halvorsen and Brekke \(2023\)](#).

Marketing might also affect the behavior of sustainable consumption through sensitizing people on the importance of sustainability and their products ([Francis & Sarangi, 2022](#)). Recent studies have found that the eco-labeling and green advertising have a positive impact on sustainable consumption behavior because it leads to the increased perception of value of sustainable products by the consumers [Choi and Lee \(2023\)](#) as shown in Table 1.

Table1- Factors affecting Sustainable Consumption Behavior

<b>Type of factors</b>	<b>Citations</b>	<b>Key influencing variables</b>
Psychological factors	Joshi & Rahman (2015), White et al. (2019), Choi and Lee (2023), Korhonen et al. (2022); Pohl et al. (2022); Steg et al. (2018); Taufique (2022); Francis & Sarangi (2022); Haider et al. (2022)	Environmental concern, perceived value, intention to purchase, social identity, perceived impact, environmental sensitivity, consumer consciousness, personal values, biospheric values
Behavioral factors	Nittala & Moturu (2021), Dimitrova et al. (2022), Sharma (2022), Alghaswyneh (2019), Choie and Lee (2023), Spurling et al. (2013); Xiao et al. (2017)	habit formation, post-purchase characteristics, materialism, daily routine, green loyalty, steadfastness
Social and Environmental factors	Dimitrova et al. (2022), Ifeanyichukwu & Nwaizugbo (2020), Anh et al. (2019); Korhonen et al. (2022); Giebelhausen et al. (2017); Klöckner (2017), Wanstrand	Eco-consciousness, social influence, monthly income, energy consumption rate, place of residence, regulations, eco-

	et al. (2020); Bui and Tseng (2022); Koskela-Huotari et al. (2022)	labelling, marketing, subjective norms, access to knowledge
Product factors	Dimitrova et al. (2022), Neumann and Barling (2022), Dangelico et al. (2022); Wang et al. (2018); Harding & Rapson (2017); Frick et al. (2023)	product attributes, disposal challenges, comfort in use, price and affordability, green trust

Source: Author's Own Compilation

RQ6: What are relationship Important determinant of sustainable consumption?

## 2.7 Ecology of Consumption and Green Economy.

Sustainable consumption can be very economical, social, and environmental in its promotion. Recent studies indicate that these advantages may be huge. To give an illustration, sustainable consumption may result in a decrease in carbon emission, resource efficiency, and environmental sustainability (Korhonen et al., 2022). Along with the environmental advantages, sustainable consumption may also result in better social performance, including social cohesion and communal prosperity. Sustainable consumption may also help create a more just and fair society by advocating ethical and responsible consumption.

Sustainable consumption can also be economically healthy and drive innovation as well as new business opportunities which will result in economic growth and job creation (Dabbous and Tarhini, 2019). In addition, sustainable consumption practices can make businesses and households less expensive by using energy and resource efficiency measures (Riva et al., 2022; Kar et al., 2022).

RQ7: What relationship between Sustainable Consumption and the Green Economy?

Sustainable Consumption and Society 5.0.

Then, we found literature that has explored the interdependence which is slowly emerging between Society 5.0 and sustainable consumption. We discovered that sustainable consumption behavior could be achieved by ensuring that Society 5.0 adopts consumption methods that are less resource-consuming and wasteful. According to the recent study by the introduction of smart energy systems and sustainable mobility can help to decrease the carbon emissions and resource usage Liu et al. (2022). Consumers can also make more informed decisions and minimize waste with the help of the development of smart cities and the Internet of things (Oyedele et al., 2022).

In addition, Society 5.0 focuses on social and environmental responsibility, which will allow advancing the concept of conscious and ethical consumption (Titumir and Paran, 2022). Recent studies by Bui and Tseng (2022) tend to indicate that the technological incorporation in the Society 5.0 can assist consumers to exercise more knowledgeable decisions, cut down on waste, and promote sustainable conducts. The newest technology, including smart houses and the Internet of things can allow the consumer to control his/her energy use and minimize waste. To illustrate, energy monitoring and smart thermostats can be used to optimize energy consumption that will result in carbon reduction and energy savings on the energy bill (Oyedele et al., 2022). The models of the sharing economy and the circular economy can also be promoted through digitalization, which encourages the sustainable consumption behavior (Ferrarini et al., 2022; Tan et al., 2022). Moreover, the technological progress has resulted in the creation of sustainable substitutes to classic products, including plant-based meat and renewable sources of energy. According to recent studies by it was found that through technological innovations, it is now possible to manufacture products that are sustainable and that can compete with their traditional counterparts in terms of quality and price Neumann and Barling (2022) as shown in Table 2 and Figure 1.

Table 2- Impact of Sustainable Consumption Behavior on Green Economy

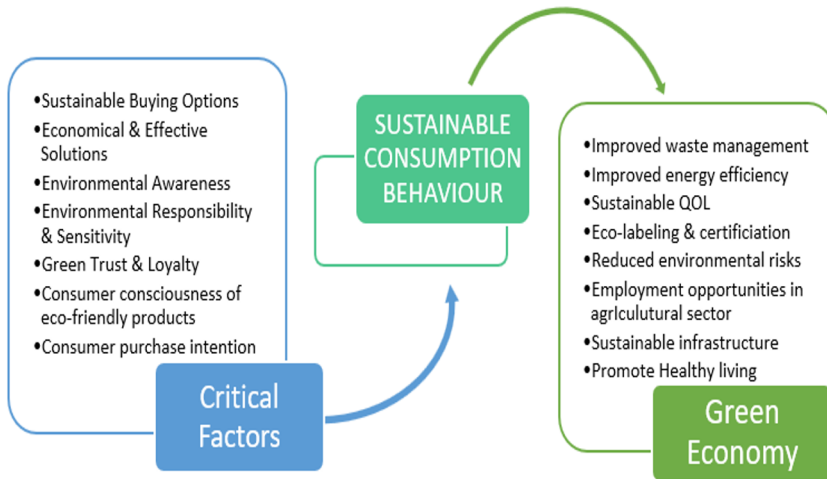
<b>Impact on green economy</b>	<b>Citations</b>	<b>Linked Sustainable consumption behavior practices</b>
Energy-efficiency	Choi and Lee (2023), Kar et al., (2022), Kinnunen & Huotari (2022); Trudel (2019)	Reduced energy consumption, smart energy systems, sustainable mobility, Energy monitoring systems
Waste management	Oyedele et al. (2022), Bui & Tseng (2022); DO Paco et al. (2019)	Smart cities, Internet of Things (IoT) adoption, green policing, recyclability
Business and Employment	Kotilainen et al. (2022), Riva et al. (2022); Oyedele et al. (2022); Kar et al. (2022)	SEZs for renewable energy development, promotion of eco-tourism
Social and Community well-being	Frick et al. (2023), Ferrarini et al. (2022), Liu et al. (2022); Tan et	Smart cities, plant-based meats, regulations to promote renewable energy

	al. (2022); Titumir & Paran (2022); Coderoni & Perito (2020)	
Quality of life	Pohl et al. (2022); Francis & Sarangi (2022); Ferrarini et al. (2022); Wang et al. (2019)	Improved digitalization, sustainable buying options, informed consumption choices, economical options, environmental action, sustainable consumption awareness of food

Source: Author's Own Compilation

*RQ8: What are relationship between Society 5.0 and Sustainable Consumption ?*

Figure 1: Conceptual Framework of Sustainable consumption Behaviour



Source: Author's Own Compilation

### 3. Research Methodology

It is theoretical research, and the information is gathered in secondary sources. Study interest in sustainable consumption behaviour. This paper has been carried out in five stages:

Phase 1: Literature review by the researchers on the past and present studies carried out by the researcher through review method in order to establish the research gap and seek to examine the key variables influencing sustainable consumption behaviour.

Phase 2: Establishing a strong framework/model of conceptualising and promoting sustainable consumer behaviour change. The authors also reveal the general issues with promoting sustainable behaviour and use them to come up with new theoretical suggestions and future research directions.

Phase 3: testing the correlation between the found critical factors and Green Economy.

Phase 4: Results and discussions are brought up.

Phase 5: Conclusion is recapitulated and future implications and validity of additional research.

#### **4. Research Design**

The study design of the current research takes into consideration the multi-stage methodology of the study, in exploring the factors affecting sustainable consumption behavior and how they relate to the green economy. Phase 1, the researchers perform a systematic literature review in order to find the research gap and learn the crucial factors influencing sustainable consumption behavior. This assists in developing a ground on the study. This is followed by the development of a strong framework or model that conceptualizes and promotes change of behaviour among consumers towards sustainability. The authors also put into consideration the issues surrounding the promotion of sustainable behavior and present theoretical propositions and future research directions. The next stage of the study is the analysis of the correlation of the research critical factors and the green economy, which can give the information of the role of sustainable consumption in economical sustainability. This is followed by results and discussion of the study which analyses the findings with reference to the research objectives. Lastly, during the concluding part of this paper, the conclusion revisits the major findings, implications, and directions of future research in the area of sustainable consumption behavior and its role in the green economy.

#### **5. Evaluation of Factors**

In the current section, a conceptual framework has been put forward in figure 1 to appreciate the interdependence between influencing variables that have led to the encouragement of sustainable consumption and the emergence of a green economy in the Society 5.0. These are very important factors such as sustainable purchasing, economical and effective solutions, green trust and loyalty, consumer purchase intention and environmental consciousness. The engagement between these determinant events, affects the increase in sustainable consumption culture, which eventually adds up to the creation of a green economy in Society 5.0.

The conceptual framework has been developed based on the review of the literature on the same area and means of drawing intra-connected relationships between drivers that result in the promotion of sustainable consumption behavior that ultimately influences the development of a prosperous green society 5.0. The aspects of sustainable consumption behaviour are instrumental towards the evolution of green economy in Society 5.0. To begin with, the demand towards sustainable alternatives is promoted by sustainable consumption behavior, i.e. using the environment-friendly products and services. Such a need encourages green technology development and investment, which will result in green industries and the development of green employment, especially in industries related to agriculture. Also, sustainable

consumption behavior promotes adoption of resource efficient consumption, lessening wastes produced and enhancing resource sustainability. This helps in conservation of the natural resources and reduces the environmental effects of economic activities. Furthermore, sustainable consumption behavior promotes transition to sustainable production processes and supply chains, with the inclusion of ideas of the circular economy and minimizing the dependence on non-renewable resources. Through sustainable consumption, the Society 5.0 will be in a position to attain elevated energy, less greenhouse gas emission, and increased waste management systems. These initiatives will result into a greener and more sustainable economy which is in line with the concepts of a green economy. Moreover, the shift to a green economy in the Society 5.0 make opportunities in the development of sustainable infrastructure, the increase in the quality of life, and the growth of employment opportunities, especially in the renewable energy, sustainable agriculture, and eco-tourism spheres. Through making sustainable consumption behavior a part of Society 5.0, green economy may be developed, which will lead to a more environmentally conscious approach, economic growth, and social welfare. To further investigate how each of these factors can affect this conceptual model, its further effect on the promotion of sustainable consumption to create a green economy in the Society 5.0 is presented below.

## **6. Sustainable Buying Options**

Sustainable purchasing opportunities will allow customers to make a green choice, which will in the end lead to the green economy. According to a study carried out by the availability of sustainable products has a positive impact on the willingness of consumers to practice sustainable consumption [Anh et al. \(2019\)](#). The availability and access of sustainable products, make consumers more motivated to participate in sustainable consumption because it fulfils the increasing demand of environmentally friendly products and services, leading to the green economy. A survey conducted by established that when consumers have easy access to a product and it is readily visible in store shelves, they will tend to buy environmentally friendly products [Saepudin et al. \(2023\)](#). Moreover, the possibility to find a great variety of sustainable products in various product categories can motivate consumers to a more sustainable decision-making ([Coucke et al., 2022](#)).

### **6.1 Eco-consciousness of products among the consumers.**

Increasing the awareness of people on green products can result to more sustainable consumption and promote the green economy. Research by established that consumers whose

awareness is on the environmental advantages of the eco-friendly products are likely to buy them [Gleim et al. \(2017\)](#). Through consumer awareness to products that are environmentally friendly, companies can lead the demand of green goods and services that will promote a green economy. As an example, the implementation of energy-saving technologies, effective transportation, and intelligent grid solutions will help to save energy and carbon. This, further, leads to the green economy development through reduced environmental impact and the sustainability of energy management.

### **6.2 Purchase Intention of the Consumers.**

Manipulation of consumer purchase intention will promote sustainable consumption and lead to green economy. In a study by [Pohl et al. \(2022\)](#), it was established that individual values, attitudes, perceived behavioral control and subjective norms play a significant role in consumer purchase intention towards sustainable products. These factors can be identified and improved to encourage sustainable consumption patterns and increase the development of the green economy by businesses and policymakers.

Extrinsic values and attitudes are very important in influencing sustainable consumption behavior. The Theory of Planned Behavior holds that attitude towards a behavior, subjective norms, and the perception of behavioral control influence the intention and action. This is supported by a study of who found that individuals who hold high biospheric values (i.e. care about the environment and non-human species) have more chances of adopting sustainable consumption behaviors [Steg et al. \(2018\)](#).

### **6.3 Green Consciousness, Sensitivity and Responsibility.**

Eco awareness can have a good impact on the consumption habits of people and promote the green economy. According to a study by, consumers who are more environmentally aware are more likely to purchase environmentally friendly products [Saepudin et al. \(2023\)](#). The demand of sustainable goods and services can be encouraged by increasing the environmental awareness and education and communication campaigns that will help promote the green economy. The change in the demand of sustainable consumption behavior is possible. A study conducted by indicates that consumer who are more environmentally aware tend to purchase environmentally friendly products [Xiao et al. \(2019\)](#). On the same note, they also found that consumers who get to learn about the environmental effects of their consumption decisions make decisions that are more sustainable [Giebelhausen et al. \(2017\)](#).

Ideas of social norms and influences define the individual consumption habits by developing prescriptions of what should and should not be done [Korhonen et al. \(2022\)](#). Research established that the perceived social norms were capable of powerfully forecasting the sustainable consumption behaviors. Also, research by [Rindicates](#) that consumer who consider themselves belonging to the social group that is perceived to be green tend to embrace sustainable consumption habits [Riva et al. \(2022\)](#).

#### **6.4 Cost-efficient and efficient Solutions.**

It can promote sustainable consumption practices by providing affordable and efficient sustainable solutions to the consumers. A study conducted by the consumers indicated that they would be more inclined to purchase sustainable products when they are viewed as cost effective and offering value added [Dimitrova et al. \(2022\)](#). Through creating and advertising such solutions, companies can win people who are environmentally conscious and help develop the green economy.

Sustainable consumption behavior is greatly influenced by price, income and financial incentives [Joshi and Rahman \(2019\)](#). In a study conducted by, it was established that price premises on eco-friendly products have a negative impact on consumer willingness to buy such products ([Harding et al., 2023](#)).

#### **6.5 Green trust and loyalty**

Green trust and loyalty among consumers may be achieved through building a green trust relationship causing a rise in sustainable consumption and aid the green economy. According to a study, consumers who have confidence in a brand having environmental claims will buy its eco-friendly products thus creating a demand on the sustainable goods and services [Dangelico et al. \(2017\)](#). Through green trust and loyalty, companies can build a solid customer base on environmentally friendly products, and this forms part of green economy.

The behavior of sustainable consumption also affects sustainable infrastructure which is crucial towards a green economy. Due to the rise in consumer desire towards the sustainable products and services, infrastructure is required to facilitate production, distribution, and use of these services and products. This involves sustainable transportation systems, renewable energy systems and green buildings, which can further boost the need to embrace sustainable consumption practice in the agricultural sector leading to employment opportunities. Sustainable agriculture practices are in demand when consumers are more concerned about

locally sourced, organic, and sustainably produced foods. It results in the establishment of employment within the organic farming and agroecology sectors, regenerative agriculture industry which encourages rural development and is part of the green economy.

In this way, it is quite reasonable to conclude that sustainable consumption is an essential concept that aims to strike a balance between the necessity to have economic growth and better lifestyles on the one hand and ensure the safety of the environment and natural resources of future generations on the other. As the world pressure on the resources and ecosystems of the planet increases, more sustainable consumption patterns are essential in order to reach the Sustainable Development Goals and shift to a more modernized and greener global economy.

### **7. Policies and Strategy Recommendations.**

Sustainable consumption needs to be promoted across Society 5.0 which involves many stakeholders such as the government, businesses, consumers, and communities. The government policies and regulations can greatly affect the sustainable consumption behavior through the provision of the enabling environment. It was found that policies which encouraged the use of eco-labelling and sustainability policies in the public procurement led to suppliers using more sustainable practices which affected consumer behavior indirectly [Martin-Ortega et al. \(2017\)](#). In addition, a study by demonstrated that taxes on plastic bags were effective in reducing the use of single-use plastics since customers were influenced to use reusable bags [Acuti et al. \(2023\)](#). On the same note, Consumers can encourage sustainable consumption through conscious purchasing, patronizing sustainable brands and products, cutting their intake, and using sustainable lifestyles ([Frick et al., 2023](#)). Finally, the Communities have a great role to play in the quest towards ensuring sustainable consumption. Communities may be invaluable in ensuring sustainable consumption through communal action through encouraging sustainable initiatives, communal resource sharing and championing sustainable policies ([Bui and Tseng, 2022](#)). They are also able to sustain sustainable business and product and promote a culture of sustainability by educating and raising awareness. After conducting the research that we made in this paper, we are now in a position to make some useful recommendations in terms of actionable policy practices that can be applied in order to instill sustainable consumption behavior in Society 5.0.

### **8. Findings, Discussion, Actions to Strategy and Policy.**

Encourage education and awareness: Education and awareness can be done with the help of school curriculums, social media campaigns, and information campaigns with the masses. The

policy may be implemented to fund these programs, and even the incentives to businesses and individuals to join these programs.

**Promote transparency:** A policy that requires the labelling of products and supply chain transparency can be adopted, with the non-compliance being punished. Transparency can also be encouraged by governments by use of certification schemes and eco-labeling programs.

**Ease access to sustainable products:** It is possible to present policies that achieve the creation of online markets and the models of the circular economy, including tax subsidies and grants to sustainable enterprises. Regulations and subsidies can also be used to promote the sharing economy by governments.

**Hype the advantages of sustainable consumption:** It is possible to use policy to advance the advantages of sustainable consumption that can include tax breaks and subsidies on sustainable product and service. Sustainable consumption research can also be funded by governments on the economic benefits of sustainable consumption.

**Integrate technology:** It is possible to implement policies that help to promote the use of technology, including tax benefits and grants to develop smart homes and the Internet of Things. Governments can also encourage the use of the energy efficient technologies by means of regulation and subsidies.

**Promote responsible behavior:** It is possible to encourage responsible behavior by introducing policies, including social norms campaigns and social influence programs. Governments can as well fund studies on good behavior change practices, and business and individuals can be encouraged to embrace responsible behavior.

Therefore, according to the knowledge gained after conducting an extensive research, sustainable consumption implies consumption of products and services which satisfy the requirements of the current generation without affecting the needs of the future generations negatively. It is viewed as one of the crucial factors of sustainable development and vital in the process of switching to a green economy, and the same can be done under the condition of Society 5.0. To explain this suggestion further, this paper will outline a conceptual framework, which will indicate the correlation between the key elements, which can trigger an increase in sustainable consumption and creating a green economy.

## **9. Future Scope & Implications**

Our research will be useful and provide insights to practitioners who desire to foster sustainable consumer behaviour through this framework. Moreover, the research expands the knowledge on sustainable consumption of Indian adults. In order to further study sustainable purchasing behaviour, further studies using a bigger sample size, diversified consumer group, an additional approach and more variables are recommended. The implications of this research paper to the study and reinforcement of sustainable consumption behavior in the Society 5.0 environment and its effects on the development of a green economy are considerable. This research can be helpful to the policymakers, businesses, and individuals by highlighting the issues that affect sustainable consumption behavior and its association with the ultimate results, including better waste management, energy efficiency, sustainable quality of life, and strategic placement in the agricultural industry. The results can be used to design specific measures and programs to promote sustainable consumption habits, promote the shift to a green economy, and resolve the topical environmental issues. Also, the study proves the significance of consumer awareness, trust, and intention to achieve sustainable behavior and states that education, communication, and marketing strategies are valuable to promote sustainable consumption opportunities.

## **10. Conclusion**

Based on the varying definitions and dimensions of sustainable consumption it can be seen that that attaining sustainable consumption in our society is a multidimensional process. This will involve instilling behavioural change individually, encouraging responsible business conduct and effective policy intervention that will lead to sustainable consumption in a range of sectors of the economy. Moreover, sustainable consumption is to be considered as the part of the greater sustainable development agenda which aims at maintaining the balance between economic development, social welfare and environmental safety in a way that means well-being of the current and future generations.

To sum up, sustainable consumption is a multidimensional and complicated phenomenon, which takes into consideration a number of issues related to human needs, the environment, and social justice. Since our society still has to struggle against the threats of environmental degradation, resource depletion, and social inequality, sustainable consumption gains more and more relevance in creating a more sustainable and equal future of all people.

**References:**

- Acuti, D., Lemarié, L., & Viglia, G. (2023). How to enhance the sustainable disposal of harmful products. *Technological Forecasting and Social Change*, 186, 122151.
- AlGhaswneh, O. F. M. (2019). Eco-friendly and healthy consumption of young Saudis: its stimuli and welfare. *Middle East Journal of Management*, 6(6), 725-745.
- Beatson, A., Gottlieb, U., & Pleming, K. (2020). Green consumption practices for sustainability: an exploration through social practice theory. *Journal of Social Marketing*, 10(2), 197-213.
- Brekke, S. M., Halvorsen, S. T., Bjørkvoll, J., Thorsby, P. M., Rønnestad, A., Zykova, S. N., ... & Solevåg, A. L. (2023). The association between infant salivary cortisol and parental presence in the neonatal intensive care unit during and after COVID-19 visitation restrictions: A cross-sectional study. *Early Human Development*, 105788.
- Bui, T. D., & Tseng, M. L. (2022). Understanding the barriers to sustainable solid waste management in society 5.0 under uncertainties: a novelty of social and technical perspectives on performance driving. *Environmental Science and Pollution Research*, 29(11), 16265-16293.
- Coderoni, S., & Perito, M. A. (2020). Sustainable consumption in the circular economy. An analysis of consumers' purchase intentions for waste-to-value food. *Journal of Cleaner Production*, 252, 119870.
- Cohen, M. J. (2019). Introduction to the special section: innovative perspectives on systems of sustainable consumption and production. *Sustainability: Science, Practice and Policy*, 15(1), 104-110.
- Coucke, N., Vermeir, I., Slabbinck, H., Geuens, M., & Choueiki, Z. (2022). How to reduce agri-environmental impacts on ecosystem services: the role of nudging techniques to increase purchase of plant-based meat substitutes. *Ecosystem Services*, 56, 101444.
- Dabbous, A., & Tarhini, A. (2019). Assessing the impact of knowledge and perceived economic benefits on sustainable consumption through the sharing economy: A sociotechnical approach. *Technological Forecasting and Social Change*, 149, 119775.
- Dangelico, R. M., Schiaroli, V., & Fraccascia, L. (2022). Is Covid-19 changing sustainable consumer behavior? A survey of Italian consumers. *Sustainable development*, 30(6), 1477-1496.

- Dimitrova, T., Ilieva, I., & Angelova, M. (2022). Exploring Factors Affecting Sustainable Consumption Behaviour. *Administrative Sciences*, 12(4), 155.
- do Paço, A., Shiel, C., & Alves, H. (2019). A new model for testing green consumer behaviour. *Journal of cleaner production*, 207, 998-1006.
- Fletcher, R., & Rammelt, C. (2017). Decoupling: A key fantasy of the post-2015 sustainable development agenda. *Globalizations*, 14(3), 450-467.
- Francis, A., & Sarangi, G. K. (2022). Sustainable consumer behaviour of Indian millennials: Some evidence. *Current Research in Environmental Sustainability*, 4, 100109.
- Francis, A., & Sarangi, G. K. (2022). Sustainable consumer behaviour of Indian millennials: Some evidence. *Current Research in Environmental Sustainability*, 4, 100109.
- Fukuda, K. (2020). Science, technology and innovation ecosystem transformation toward society 5.0. *International journal of production economics*, 220, 107460.
- Geissdoerfer, M., Savaget, P., Bocken, N. M., & Hultink, E. J. (2017). The Circular Economy—A new sustainability paradigm? *Journal of cleaner production*, 143, 757-768.
- Gifford, R., & Nilsson, A. (2014). Personal and social factors that influence pro-environmental concern and behaviour: A review. *International journal of psychology*, 49(3), 141-157.
- Haider, M., Shannon, R., & Moschis, G. P. (2022). Sustainable consumption research and the role of marketing: A review of the literature (1976–2021). *Sustainability*, 14(7), 3999.
- Harding, M., Kettler, K., Lamarche, C., & Ma, L. (2023). The (alleged) environmental and social benefits of dynamic pricing. *Journal of Economic Behavior & Organization*, 205, 574-593.
- Hirth, S., Kreinin, H., Fuchs, D., Blossey, N., Mamut, P., Philipp, J., ... & Zsemberovszky, L. (2023). Barriers and enablers of 1.5° lifestyles: Shallow and deep structural factors shaping the potential for sustainable consumption. *Frontiers in Sustainability*, 4, 25.
- Ifeanyichukwu, C. D., & Nwaizugbo, I. C. (2020). Determinants of Sustainable Foods Consumption: Evidence from Nigeria. *Sustainability: The Journal of Record*, 13(3), 136-140.
- Ivanova, O., Flores-Zamora, J., Khelladi, I., & Ivanaj, S. (2019). The generational cohort effect in the context of responsible consumption. *Management Decision*, 57(5), 1162-1183.

- Jiang, S., & Pu, R. (2022). Towards a Knowledge Economy: Factors Affecting the sustainable consumption behavior in Chinese Online Education Industry. *Frontiers in Psychology*, 7110.
- Joshi, Y., & Rahman, Z. (2019). Consumers' sustainable purchase behaviour: Modeling the impact of psychological factors. *Ecological economics*, 159, 235-243.
- Kar, S. K., & Harichandan, S. (2022). Green marketing innovation and sustainable consumption: A bibliometric analysis. *Journal of Cleaner Production*, 361, 132290.
- Köhler, J., Geels, F. W., Kern, F., Markard, J., Onsongo, E., Wieczorek, A., ... & Wells, P. (2019). An agenda for sustainability transitions research: State of the art and future directions. *Environmental innovation and societal transitions*, 31, 1-32.
- Korhonen, T., Kangas, K., Davies, S., Sormunen, K., Salo, L., & Packalén, M. (2022). Framework for Technological Competence in Invention Projects. *Invention Pedagogy—The Finnish Approach to Maker Education*, 95.
- Koskela-Huotari, K., Svärd, K., Williams, H., Trischler, J., & Wikström, F. (2022). Drivers and Hinderers of (Un) Sustainable Service: A Systems View. *Journal of Service Research*, 10946705231176071.
- Lee, E. J., Choi, H., Han, J., Kim, D. H., Ko, E., & Kim, K. H. (2023). How to “Nudge” your consumers toward sustainable fashion consumption: An fMRI investigation. *Journal of Business Research*, 117, 642-651.
- Lorek, S., & Fuchs, D. (2019). Why only strong sustainable consumption governance will make a difference. In *A research agenda for sustainable consumption governance* (pp. 19-34). Edward Elgar Publishing.
- McEachern, M. G., Middleton, D., & Cassidy, T. (2020). Encouraging sustainable behaviour change via a social practice approach: a focus on apparel consumption practices. *Journal of Consumer Policy*, 43, 397-418.
- Nittala, R., & Moturu, V. R. (2023). Role of pro-environmental post-purchase behaviour in green consumer behaviour. *Vilakshan-XIMB Journal of Management*, 20(1), 82-97.
- Oyedele, O., Olowookere, J. K., Gbadebo, A. O., & Sajuyigbe, A. S. (2022). Does Green Finance Affect Environmental Performance?. *International Journal of Business Innovation*, e27631-e27631.

Pohl, J., Frick, V., Finkbeiner, M., & Santarius, T. (2022). Assessing the environmental performance of ICT-based services: Does user behaviour make all the difference?. *Sustainable Production and Consumption*, 31, 828-838.

Riva, F., Magrizos, S., Rubel, M. R. B., & Rizomyliotis, I. (2022). Green consumerism, green perceived value, and restaurant revisit intention: Millennials' sustainable consumption with moderating effect of green perceived quality. *Business Strategy and the Environment*, 31(7), 2807-2819.

Saepudin, D., Shojaei, A. S., Barbosa, B., & Pedrosa, I. (2023). Intention to Purchase Eco-Friendly Handcrafted Fashion Products for Gifting and Personal Use: A Comparison of National and Foreign Consumers. *Behavioral Sciences*, 13(2), 171.

Sarkis, J. (2020). Supply chain sustainability: learning from the COVID-19 pandemic. *International Journal of Operations & Production Management*, 41(1), 63-73.

Schröder, P., Antonarakis, A. S., Brauer, J., Conteh, A., Kohsaka, R., Uchiyama, Y., & Pacheco, P. (2019). SDG 12: responsible consumption and production—Potential Benefits and impacts on forests and livelihoods. *Sustainable development goals: their impacts on forests and people*, 386-418.

Sestino, A., Prete, M. I., Piper, L., & Guido, G. (2020). Internet of Things and Big Data as enablers for business digitalization strategies. *Technovation*, 98, 102173.

Suski, P., Speck, M., & Liedtke, C. (2021). Promoting sustainable consumption with LCA—A social practice based perspective. *Journal of Cleaner Production*, 283, 125234.

Tan, T. M., Makkonen, H., Kaur, P., & Salo, J. (2022). How do ethical consumers utilize sharing economy platforms as part of their sustainable resale behavior? The role of consumers' green consumption values. *Technological Forecasting and Social Change*, 176, 121432.

Taufique, K. M. R. (2022). Integrating environmental values and emotion in green marketing communications inducing sustainable consumer behaviour. *Journal of Marketing Communications*, 28(3), 272-290.

Titumir, R. A. M., & Paran, M. S. (2022). Human-nature cooperation for well-being: Community understanding on one health approach in the COVID-19 era in the Sundarbans. *Maiko Nishi Suneetha M. Subramanian*, 15.

Trudel, R. (2019). Sustainable consumer behavior. *Consumer psychology review*, 2(1), 85-96.

- Wang, Y., Xiang, D., Yang, Z., & Ma, S. S. (2019). Unraveling customer sustainable consumption behaviors in sharing economy: A socio-economic approach based on social exchange theory. *Journal of cleaner production*, 208, 869-879.
- White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22-49.
- Wiedmann, T., Lenzen, M., Keyßer, L. T., & Steinberger, J. K. (2020). Scientists' warning on affluence. *Nature communications*, 11(1), 3107.
- Xiao, H., He, W., Chen, S., Mou, J., & Siponen, M. (2021). Consumption behavior of eco-friendly products and applications of ICT innovation. *Journal of Cleaner Production*, 287, 125436.
- Yildirim, S. (2022). The consumer role for sustainable development: how consumers contribute sustainable development goals. In *Research Anthology on Measuring and Achieving Sustainable Development Goals* (pp. 872-888). IGI Global.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

