



An Empirical Analysis of Factors Influencing Responsible Consumption Behavior and Consumer Well-Being

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Abstract – This study examines the factors influencing responsible consumption behaviour and its impact on consumer well-being among consumers, with a particular focus on young individuals. Grounded in the Value-Belief-Norm (VBN) Theory and the Theory of Planned Behaviour (TPB), the research investigates the influence of resource sharing, business transparency, and consumption attitude on responsible consumption behaviour. A quantitative research design adopted, and primary data collected from 210 respondents through a structured questionnaire using a five-point Likert scale. Some of the statistical tools used in the study include reliability analysis, descriptive statistics, correlation analysis, and regression analysis. The findings reveal that resource sharing, business transparency, and consumption attitude significantly and positively influence responsible consumption behaviour, with resource sharing emerging as the strongest predictor. Furthermore, responsible consumption behaviour found to have a strong positive impact on consumer well-being, indicating that sustainable consumption practices contribute to higher satisfaction, fulfilment, and quality of life. The study highlights the growing shift among consumers toward sustainable and mindful consumption and emphasizes the importance of promoting responsible consumption through transparent business practices, collaborative consumption models, and positive consumption attitudes. The findings offer valuable insights for businesses, policymakers, and researchers seeking to encourage sustainable consumption and enhance consumer well-being.

Keywords – Responsible Consumption, Consumer Well-being, Resource Sharing, Business Transparency, Consumption Attitude, Sustainable Consumption, Consumer Behaviour, Sharing Economy, Sustainability, Young Consumers.

I. INTRODUCTION

Rationale of the Study

In recent decades, rapid economic growth, rising disposable incomes, and globalization have significantly transformed consumption patterns across the world. While increased consumption has improved living standards and economic development, it has also created serious environmental challenges such as resource depletion, pollution, and excessive waste generation (Charles, 1998). These issues have raised concerns about the sustainability of current consumption practices and highlighted the need for a shift toward more responsible and mindful consumption behaviour.

Responsible consumption focuses on the efficient use of resources while considering environmental and social impacts (FISK, 1973); (Paavola, 2001). In today's context, consumers are becoming more aware of sustainability issues, but there is still a gap between awareness and actual behaviour. Many individuals understand the importance of sustainable consumption but do not consistently practice it in their daily lives. This creates a need to study the factors that influence responsible consumption behaviour.

This study required because there is limited research that examines the combined impact of key factors such as resource sharing, business transparency, and consumption attitude on responsible consumption. Additionally, while responsible consumption is known to benefit the

environment, its impact on consumer well-being is not widely explored, especially in the context of young consumers.

This study primarily targets to study the young consumers as they represent a significant and rather a very influential segment of the market. In other words, their consumption patterns tend to shape future sustainability trends. Therefore, understanding their behaviour is important for promoting responsible consumption. The study aims to identify the key drivers of responsible consumption and examine how such behaviour contributes to improved consumer well-being, providing useful insights for researchers, businesses, and policymakers.

Research Problem

Despite increasing awareness about sustainability and environmental issues, consumers continue to engage in excessive and impulsive consumption behaviour driven by materialism, social status, and changing lifestyle patterns. While many individuals express concern for environmental protection and sustainable living, their actual consumption practices often do not reflect these values. This creates a significant gap between awareness and behaviour, where consumers acknowledge the importance of responsible consumption but fail to consistently adopt it in their daily lives (Ahuvia & Wong, 2002).

Existing literature on sustainable consumption has primarily focused on general environmental awareness and green purchasing behaviour. However, responsible



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consumption is a broader concept that includes not only environmental concerns but also ethical decision-making, efficient resource use, and conscious consumption patterns (Paavola, 2001). There is limited research that comprehensively examines the combined influence of key behavioural and perceptual factors such as resource sharing, business transparency, and consumption attitude on responsible consumption behaviour (Heinrichs, 2013); (Reynolds, 2012).

Furthermore, while some studies have explored the environmental outcomes of responsible consumption, relatively fewer studies have investigated its impact on consumer well-being. Responsible consumption is increasingly associated with psychological benefits such as satisfaction, reduced stress, and a sense of purpose, yet empirical evidence in this area remains insufficient (Corral, 2012); (Aknin, Leigh, Dunn, Helliwell, & Burns, 2013). Another important gap lies in understanding responsible consumption among young consumers. This segment represents a significant and influential portion of the market, characterized by higher exposure to digital information and evolving consumption trends. However, their actual engagement in responsible consumption practices is still not fully understood.

Therefore, the core research problem of this study is to examine how resource sharing, business transparency, and consumption attitude influence responsible consumption behaviour, and how this behaviour, in turn, impacts consumer well-being. Addressing this issue is essential for marketers, policymakers, and researchers aiming to promote sustainable consumption and improve overall consumer welfare.

Theoretical Foundation

This study is grounded in the Value-Belief-Norm (VBN) Theory and the Theory of Planned Behaviour (TPB), which together provide a comprehensive framework to explain responsible consumption behaviour. These theories are widely used in environmental and consumer behaviour research to understand how individual values, beliefs, and attitudes translate into actual behaviour (Stern, 2002).

The Value-Belief-Norm (VBN) Theory explains how personal values influence beliefs about environmental issues, which in turn shape moral norms and responsible actions. According to this theory, individuals who are aware of the environmental consequences of their actions and feel a sense of responsibility are more likely to engage in pro-environmental behaviours such as responsible consumption (Stern, 2002). In the context of this study, factors like resource sharing and business transparency help strengthen environmental beliefs and ethical awareness, encouraging consumers to make more responsible choices.

The Theory of Planned Behaviour (TPB) further explains how attitudes, subjective norms, and perceived behavioural control influence behavioural intentions and actual behaviour. In this study, consumption attitude represents

the individual's evaluation of consumption practices, particularly the shift from materialism toward mindful and minimal consumption. When consumers develop a cheerful outlook toward sustainable practices and perceive social support for such behaviour, they are more likely to engage in responsible consumption.

Combining these frameworks, resource sharing can be understood as a behaviour driven by environmental values and social norms, promoting efficient use of resources. Business transparency builds trust and enhances consumer beliefs about ethical practices, influencing purchase decisions. Consumption attitude reflects the psychological orientation of individuals toward consumption, shaping their intention to consume responsibly.

These factors collectively influence responsible consumption behaviour, which represents the actual adoption of sustainable and ethical consumption practices. Furthermore, consistent with both VBN and TPB perspectives, such behaviour leads to positive outcomes, including enhanced consumer well-being, as individuals experience satisfaction, reduced guilt, and a sense of contributing to societal and environmental welfare (Corral, 2012).

Thus, the integration of VBN and TPB provides a strong theoretical foundation for this study by linking values, attitudes, and social influences on responsible consumption and its impact on well-being.

Scope of the Study

This study focuses on understanding responsible consumption behaviour among consumers, with particular emphasis on young individuals who represent a dynamic and influential segment in today's marketplace. With increasing exposure to digital platforms, evolving lifestyle patterns, and growing awareness of sustainability issues, young consumers are playing a critical role in shaping future consumption trends. However, despite their awareness, their actual consumption practices often remain inconsistent with sustainable principles. Therefore, examining responsible consumption behaviour within this group provides valuable insights into both current patterns and future directions of sustainable consumption (Joshi & Rahman, 2015).

The scope of this study primarily involves examining three key antecedents of responsible consumption behaviour: resource sharing, business transparency, and consumption attitude. Resource sharing, often associated with the sharing economy, refers to the collaborative use of goods and services rather than individual ownership. This approach enhances resource efficiency, reduces waste, and promotes sustainable utilization of existing assets (Heinrichs, 2013). In recent years, platforms facilitating shared mobility, co-working spaces, and peer-to-peer services have gained popularity, reflecting a shift in consumer preference from ownership to access. By analysing resource sharing behaviour, the study seeks to understand how collaborative



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consumption contributes to responsible consumption practices.

Business transparency is another crucial factor within the scope of this research. It refers to the extent to which companies openly disclose information regarding their production processes, sourcing, labour practices, and environmental impact. Transparency plays a significant role in building consumer trust and enabling informed decision-making. Modern consumers increasingly prefer brands that demonstrate ethical behaviour, corporate social responsibility, and sustainability commitments (Reynolds, 2012). As a result, transparency not only influences purchase decisions but also encourages consumers to align their consumption choices with their values. This study examines how perceptions of business transparency affect responsible consumption behaviour.

The third antecedent considered in this study is consumption attitude, which reflects the psychological orientation of individuals toward consumption. Traditional consumption patterns have often been driven by materialism, status-seeking, and the desire for immediate gratification. However, there is a growing shift toward mindful consumption, where individuals prioritize needs over wants and emphasize long-term well-being over short-term pleasure. Changing attitudes toward minimalism and sustainable living are reshaping consumer behaviour. This study explores how such attitudinal changes influence the adoption of responsible consumption practices.

In addition to examining these antecedents, the study analyses their combined impact on responsible consumption behaviour. Responsible consumption is defined as the conscious and deliberate use of goods and services in a manner that minimizes negative environmental and social impacts. It includes practices such as purchasing environmentally friendly products, reducing unnecessary consumption, and considering ethical aspects such as fair trade and sustainability (Paavola, 2001). By focusing on responsible consumption as a central construct, the study aims to understand how different behavioural and perceptual factors interact to shape sustainable consumption patterns.

Furthermore, the study extends its scope to evaluate the outcome of responsible consumption in terms of consumer well-being. Consumer well-being is a multidimensional concept that encompasses satisfaction, happiness, and overall quality of life. While traditional perspectives often linked well-being to higher levels of consumption, recent research suggests that excessive consumption may lead to stress, financial burden, and reduced life satisfaction. In contrast, responsible consumption has been associated with positive psychological outcomes, including a sense of fulfilment, reduced guilt, and increased life satisfaction (Corral, 2012) (Aknin, Leigh, Dunn, Helliwell, & Burns, 2013). By examining this relationship, the study seeks to highlight the broader benefits of sustainable consumption beyond environmental impact.

The study is based on primary data collected through a structured questionnaire using Likert scale responses, which allows for the measurement of attitudes, perceptions, and behaviours in a systematic manner. The use of a quantitative approach enables statistical analysis of relationships between variables, providing empirical evidence to support the proposed framework. The questionnaire includes multiple items for each construct, ensuring a comprehensive assessment of the factors influencing responsible consumption.

Geographically, the scope of the study is limited to a specific region, such as Hyderabad or the surrounding area, depending on the data collection context. While this limitation may restrict the generalizability of the findings, it allows for a focused and in-depth analysis of consumer behaviour within a defined population. Future studies may expand the scope to include diverse geographical regions and demographic groups for broader applicability.

Overall, this study provides a comprehensive framework for understanding responsible consumption behaviour by integrating key antecedents and outcomes. By focusing on young consumers, examining critical influencing factors, and linking behaviour to well-being, the research contributes to both academic literature and practical insights for promoting sustainable consumption.

Significance of the Study

This study holds considerable importance for multiple stakeholders by contributing to the understanding and promotion of responsible consumption behaviour. From an academic perspective, the study adds to the limited body of literature on responsible consumption by examining the combined influence of key factors such as resource sharing, business transparency, and consumption attitude. It also extends existing theoretical frameworks by integrating behavioural and psychological dimensions, thereby offering a more comprehensive understanding of sustainable consumption patterns (Joshi & Rahman, 2015).

From a practical standpoint, the findings of this study are valuable for marketers and business organizations. As consumers become increasingly conscious of environmental and ethical issues, understanding their preferences and decision-making processes becomes essential. The study helps marketers design strategies that align with consumer demand for sustainable and ethical products. Additionally, it provides insights for businesses to enhance transparency, adopt responsible practices, and build stronger consumer trust, which can lead to long-term customer loyalty (Reynolds, 2012).

In terms of policy implications, the study offers useful insights for policymakers and regulatory bodies aiming to promote sustainable consumption. By identifying the factors that influence responsible behaviour, policymakers can design effective awareness campaigns, educational programs, and regulations that encourage environmentally friendly practices among consumers (Heinrichs, 2013).



Finally, the study has significant social relevance as it encourages individuals to adopt mindful and responsible consumption habits. By promoting awareness of the environmental and psychological benefits of responsible consumption, it contributes to improved quality of life and overall societal well-being (Corral, 2012).

II. REVIEW OF LITERATURE

Evolution of Responsible Consumption

The concept of responsible consumption has evolved significantly over the past few decades, reflecting a shift in consumer priorities from purely economic considerations to broader environmental and social concerns. Traditionally, consumer behaviour research was grounded in economic theories that emphasized utility maximization, rational decision-making, and the satisfaction of individual needs. Consumers were viewed as rational agents whose primary objective was to maximize personal benefits through consumption. However, with increasing environmental degradation, resource scarcity, and global sustainability challenges, this narrow perspective has gradually expanded to incorporate ethical and ecological dimensions.

Paavola, 2001 In the article "Towards Sustainable Consumption" published in the Review of Social Economy, Paavola explored the ethical and economic dimensions of consumer choices. The study argued that sustainable consumption requires individuals to consider long-term environmental consequences and adopt responsible decision-making practices, rather than focusing solely on immediate personal benefits.

Heinrichs, 2013 In his paper "Sharing Economy: A Potential New Pathway to Sustainability" published in GAIA, Heinrichs discussed the emergence of collaborative consumption models such as resource sharing. The study demonstrated how the sharing economy reduces waste, improves resource efficiency, and encourages a shift from ownership to access, which is a key component of responsible consumption.

Jackson, 2005 In his work on sustainable consumption, Jackson emphasized that modern consumption patterns must move beyond materialistic values toward sustainability-oriented lifestyles. He highlighted that responsible consumption includes not only reducing consumption but also making ethical purchasing decisions and supporting sustainable businesses.

Together, these studies illustrate the evolution of responsible consumption from a purely economic concept to a multidimensional framework that incorporates environmental, ethical, and social considerations. Modern consumers are increasingly aware of the consequences of their purchasing decisions, leading to a broader understanding of responsible consumption that includes ethical buying, waste reduction, and support for sustainable practices.

Thus, responsible consumption today represents a comprehensive approach that balances individual needs with environmental sustainability and societal well-being, making it a critical area of study in contemporary consumer research.

Resource Sharing and Responsible Consumption

Resource sharing, also referred to as collaborative consumption or the sharing economy, has emerged as a significant factor influencing responsible consumption behaviour in recent years. It involves the collective use, access, or exchange of goods and services, particularly those that are underutilized, thereby reducing the need for individual ownership. This shift from ownership to access represents a fundamental transformation in consumer behaviour, aligning closely with sustainability goals and efficient resource utilization.

Batsman & Rogers, 2010 In their influential book "What's Mine Is Yours: The Rise of Collaborative Consumption," Batsman and Rogers introduced the concept of collaborative consumption as a socio-economic model driven by sharing, swapping, lending, and renting. They argue that resource sharing reduces the demand for new products, thereby minimizing resource extraction and environmental degradation. The study highlights that technology-enabled platforms have accelerated the adoption of sharing practices, making them more accessible and efficient.

Belk, 2014 In his article "You Are What You Can Access: Sharing and Collaborative Consumption Online" published in the Journal of Business Research, Belk differentiates between ownership and access-based consumption. He explains that resource sharing allows consumers to fulfil their needs without owning products, which leads to reduced materialism and more sustainable consumption patterns. The study emphasizes that access-based consumption fosters a sense of community and collective responsibility.

Bardhi & Eckhardt, 2012 Their study "Access-Based Consumption: The Case of Car Sharing" published in the Journal of Consumer Research explores how consumers engage with shared services instead of owning products. The authors highlight that such practices increase resource efficiency and reduce environmental impact. They also note that consumers are motivated by convenience, cost savings, and environmental concerns, all of which contribute to responsible consumption behaviour.

Heinrichs, 2013 In his paper "Sharing Economy: A Potential New Pathway to Sustainability" published in GAIA, Heinrichs discusses how the sharing economy contributes to sustainable development by reducing waste and optimizing resource use. The study suggests that collaborative consumption models can significantly lower carbon footprints by decreasing the need for production and promoting reuse of existing resources.



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Hamari, Sjöklint & Ukkonen, 2016 In their article “The Sharing Economy: Why People Participate in Collaborative Consumption” published in the Journal of the Association for Information Science and Technology, the authors examine the motivations behind participation in sharing platforms. They find that sustainability, economic benefits, and enjoyment are key drivers influencing consumer participation. Importantly, the study shows that individuals who engage in resource sharing are more likely to adopt environmentally responsible behaviours.

Taken together, these studies demonstrate that resource sharing plays a crucial role in promoting responsible consumption by encouraging efficient use of resources, reducing waste, and shifting consumer preferences from ownership to access. This behavioural transformation not only supports environmental sustainability but also fosters a more conscious and responsible approach to consumption.

Business Transparency and Responsible Consumption

Business transparency refers to the extent to which organizations openly disclose information about their operations, sourcing, production processes, labour conditions, and environmental impact. In recent years, transparency has become a critical factor influencing consumer trust, brand perception, and purchase decisions. As consumers become more aware of ethical and sustainability issues, they increasingly demand clear, accurate, and accessible information from companies regarding how products are made and the values they uphold.

Tapscott & Ticoll, 2003 In their book “The Naked Corporation: How the Age of Transparency Will Revolutionize Business,” the authors argue that transparency is becoming a fundamental requirement for modern organizations. They suggest that open disclosure of business practices builds trust and accountability, which are essential for long-term success. The study highlights that consumers are more likely to support companies that are honest and transparent about their operations.

Kaptein & Van Tulder, 2003 Their study “Toward Effective Stakeholder Dialogue” published in the Business and Society Review emphasizes that transparency in corporate practices strengthens stakeholder relationships and enhances organizational credibility. The authors note that when companies communicate their ethical standards and sustainability initiatives, they foster trust and encourage responsible behaviour among consumers.

Raynolds, 2012 In her research “Fair Trade: Social Regulation in Global Food Markets” published in the Journal of Rural Studies, Raynolds examines how transparency in fair trade practices influences consumer choices. The study finds that consumers are more likely to purchase products from companies that provide clear information about sourcing, labour conditions, and environmental practices. Transparency acts as a mechanism

that enables consumers to align their purchasing decisions with their ethical values.

Auger et al., 2008 In their article “Do Socially Responsible Consumers Care About Ethical Attributes?” published in the Journal of Business Ethics, the authors investigate how ethical information affects consumer decision-making. The study reveals that when consumers are informed about a company’s ethical practices, they are more willing to support responsible brands, even at a higher price. This indicates that transparency plays a key role in promoting responsible consumption.

Chen & Chang, 2013 In their study “Greenwash and Green Trust” published in Journal of Business Ethics, the authors highlight the importance of genuine transparency in building consumer trust. They argue that misleading or false claims about sustainability can damage brand credibility, whereas honest communication enhances trust and encourages long-term consumer relationships.

Together, these studies demonstrate that business transparency significantly influences responsible consumption behaviour by enabling informed decision-making, building trust, and reinforcing ethical values. When companies effectively communicate their environmental and social commitments, consumers are more likely to engage in responsible purchasing and support sustainable brands.

Redefining Consumption Attitude

Consumption attitude plays a vital role in shaping consumer behaviour, influencing how individuals perceive, evaluate, and engage in consumption activities. Traditionally, consumption has been strongly associated with materialism, social status, and personal gratification. Consumers often equated the acquisition of goods with success, identity, and happiness, leading to increased consumption levels and, in many cases, overconsumption. However, with rising awareness of environmental degradation and social inequality, this perception is gradually shifting toward more mindful and sustainable consumption patterns.

Jackson, 2005 In his work on sustainable consumption, Jackson argues that modern consumer behaviour must transition from materialistic values to sustainability-oriented lifestyles. He emphasizes that reducing consumption and adopting mindful purchasing habits are essential for achieving environmental sustainability. The study highlights that changing attitudes is a critical step toward influencing actual behaviour.

Kasser, 2002 In the book “The High Price of Materialism,” Kasser explores the psychological consequences of materialistic values. He finds that individuals who prioritize intrinsic values such as personal growth, relationships, and community well-being tend to experience higher levels of happiness compared to those focused on material possessions. This supports the idea that shifting



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consumption attitudes can improve both environmental outcomes and individual well-being.

Boujbel & d'Astous, 2012 In their study "Voluntary Simplicity and Life Satisfaction" published in the Journal of Consumer Behaviour, the authors examine the concept of minimalism and voluntary simplicity. They find that individuals who adopt simpler lifestyles and reduce unnecessary consumption report higher levels of life satisfaction. This suggests that minimalism is not only environmentally beneficial but also psychologically rewarding.

Joshi & Rahman, 2015 In their review of green consumer behaviour, the authors highlight that attitudes toward sustainability significantly influence responsible consumption practices. The study confirms that consumers with positive attitudes toward environmental protection and minimalism are more likely to engage in eco-friendly and ethical consumption.

Together, these studies indicate that redefining consumption attitude—from materialism to mindful and need-based consumption—is essential for promoting responsible consumption behaviour. As consumers increasingly recognize that happiness and well-being are not solely dependent on material possessions, they are more likely to adopt sustainable lifestyles that emphasize long-term benefits over short-term satisfaction.

Responsible Consumption Behaviour

Responsible consumption behaviour refers to the conscious and deliberate selection, use, and disposal of products and services in a manner that minimizes negative environmental and social impacts. It involves practices such as purchasing eco-friendly products, reducing unnecessary consumption, minimizing waste, and considering ethical factors like fair trade, labour conditions, and sustainability in decision-making. This form of consumption reflects a shift from self-centred purchasing behaviour toward a more comprehensive approach that considers long-term consequences for society and the environment.

Stern, 2000 In his work "Toward a Coherent Theory of Environmentally Significant Behaviour" published in the Journal of Social Issues, Stern highlights that responsible consumption is driven by personal values, environmental beliefs, and moral norms. The study introduces the idea that individuals who feel a sense of responsibility toward environmental protection are more likely to adopt sustainable consumption practices.

Peattie, 2010 In his research on green consumption, Peattie discusses how responsible consumption has evolved to include not only environmental concerns but also ethical and social dimensions. He argues that modern consumers are increasingly aware of issues such as climate change, resource depletion, and social justice, which influence their purchasing decisions and encourage sustainable behaviour.

Joshi & Rahman, 2015 In their comprehensive review of green purchase behaviour, the authors identify key factors influencing responsible consumption, including environmental awareness, attitudes, social influence, and perceived effectiveness of individual actions. Their findings suggest that consumers who believe their actions can be effective are more likely to engage in responsible consumption practices.

United Nations, 2015 The Sustainable Development Goals (SDGs) highlight responsible consumption and production (Goal 12) as essential for achieving global sustainability. The report emphasizes that reducing waste, improving resource efficiency, and promoting sustainable lifestyles are critical for long-term environmental conservation and economic development.

Together, these studies demonstrate that responsible consumption behaviour is influenced by a combination of psychological, social, and ethical factors. It plays a crucial role in promoting environmental sustainability, conserving resources, and achieving broader development goals. As awareness continues to grow, responsible consumption is becoming an essential component of modern consumer behaviour.

Consumer Well-being and Consumption Behaviour

Consumer well-being refers to the overall satisfaction, happiness, and quality of life experienced by individuals because of their consumption activities. Traditionally, higher levels of consumption were often associated with greater happiness and improved living standards.

This perspective was largely influenced by economic theories that equated increased income and purchasing power with enhanced well-being. However, recent research challenges this assumption, suggesting that excessive consumption and materialism may not necessarily lead to long-term happiness and can, in fact, have negative psychological consequences.

Kasser, 2002 In "The High Price of Materialism," Kasser explores the psychological costs associated with materialistic values. He finds that individuals focused on extrinsic goals such as wealth and status tend to experience lower levels of happiness and higher levels of anxiety and depression. This reinforces the idea that excessive consumption can be detrimental to mental well-being.

Corral-Verdugo et al., 2011 In their study "Happiness as Correlate of Sustainable Behaviour" published in Human Ecology Review, the authors demonstrate that individuals who engage in environmentally responsible behaviours report higher levels of happiness and life satisfaction. The study suggests that sustainable consumption contributes positively to psychological well-being by fostering a sense of responsibility and purpose.

Aknin, Dunn & Norton, 2012 Their research on prosocial spending shows that individuals who engage in actions that



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benefit others, including ethical and sustainable consumption, experience increased happiness. The study highlights that consumption aligned with social and environmental values enhances emotional well-being.

Brown & Kasser, 2005 In their study on ecological behaviour and well-being, the authors find that individuals who adopt environmentally friendly lifestyles tend to have higher levels of personal well-being and lower ecological footprints. This indicates that responsible consumption not only benefits the environment but also contributes to a meaningful and fulfilling life.

Together, these studies demonstrate that the relationship between consumption and well-being is complex. While excessive and materialistic consumption may lead to negative outcomes such as stress and dissatisfaction, responsible consumption is associated with positive psychological benefits, including fulfilment, self-esteem, and a sense of purpose. Engaging in environmentally friendly and ethical behaviour allows individuals to align their actions with their values, leading to a more meaningful lifestyle.

Thus, responsible consumption is not only essential for environmental sustainability but also plays a crucial role in enhancing consumer well-being and overall quality of life.

Research Gap

Although previous studies have explored sustainable and responsible consumption, several gaps remain:

- Limited research examining the combined effect of resource sharing, business transparency, and consumption attitude on responsible consumption.
- Insufficient focus on the relationship between responsible consumption and consumer well-being.
- Lack of studies specifically targeting young consumers, who play a crucial role in shaping future consumption patterns.
- Need for updated empirical studies using modified constructs and real-world data.

This study aims to address these gaps by developing a comprehensive framework integrating key antecedents and outcomes of responsible consumption.

III. RESEARCH METHODOLOGY

Research Design

The present study adopts a quantitative research design to examine the factors influencing responsible consumption behaviour and its impact on consumer well-being. A structured survey method is used to collect primary data from respondents through a well-defined questionnaire based on Likert scale responses.

The study is both descriptive and explanatory in nature, as it aims to describe patterns of consumer behaviour while also analysing the relationships between key variables, including resource sharing, business transparency, consumption attitude, responsible consumption, and

consumer well-being. This approach enables a systematic examination of how these factors interact and influence one another.

Furthermore, a cross-sectional research design is employed, wherein data is collected at a single point in time from the target population. This design is appropriate for capturing current consumer perceptions and behaviours, allowing for efficient analysis and interpretation of the relationships among the study variables.

Research Hypotheses

Based on the literature review and conceptual framework, the following hypotheses are formulated:

- **H1:** Resource sharing has a positive impact on responsible consumption behaviour.
- **H2:** Business transparency has a positive impact on responsible consumption behaviour.
- **H3:** Consumption attitude has a significant impact on responsible consumption behaviour.
- **H4:** Responsible consumption behaviour has a positive impact on consumer well-being.

Population and Sampling Design

• Target Population

The target population for this study comprises young consumers, particularly individuals within the age group of 18–35 years. This segment is considered highly relevant as it represents a significant and influential group in shaping future consumption trends. Young consumers are more exposed to digital platforms, sustainability awareness, and evolving consumption patterns, making them ideal for examining responsible consumption behaviour and its impact on well-being.

• Sampling Technique

A non-probability convenience sampling method was adopted for this study due to time, cost, and accessibility constraints. This method allows for the collection of data from respondents who are easily available and willing to participate. Since the study focuses on general consumer perceptions and behaviours, convenience sampling is appropriate for obtaining initial insights. Additionally, respondents were selected based on their awareness of consumption practices, ensuring relevance to the study objectives.

Sample Size

A total of approximately 210 valid responses were collected for the purpose of analysis. This sample size is considered adequate for statistical analysis in behavioural research, particularly for techniques such as correlation and regression. It ensures sufficient variability in responses and enhances the reliability of the findings.

Sampling Area

The study was primarily focusing on respondents from colleges, universities, and nearby urban areas. This location was selected due to ease of access and the presence of a diverse population of young consumers.



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Data Collection Procedure

The study is based on primary data collected through a structured questionnaire designed to capture respondents' perceptions and behaviours related to responsible consumption. The questionnaire is distributed using online platforms such as Google Forms, along with limited offline methods where feasible, to ensure a wider reach and better response rate. Before participating, respondents are clearly informed about the purpose of the study to ensure transparency and informed consent. Participation is entirely voluntary, and respondents were assured of confidentiality and limited use restricted solely for academic purposes. In addition to primary data, secondary data is also utilized to support the study. This includes information gathered from academic journals, research papers, books, and other credible sources, which helps in building the theoretical foundation and strengthening the analysis.

Research Instrument Design

The research instrument used for the study is a divided into two sections:

Section A:

Demographic Information: This section included respondent details such as:

- Age
- Gender
- Education
- Monthly Income

Section B:

Measurement of Constructs: This section focussed on recording the behavioural aspects related to the study.

All items of this section were measured using a 5-point Likert scale where 1 = Strongly Disagree and 5 = Strongly

Agree. The constructs included as a part of this included:

- Resource Sharing (4 items)
- Business Transparency (5 items)
- Consumption Attitude (4 items)
- Responsible Consumption (4 items)
- Consumer Well-being (5 items)

In order to ensure accuracy and reduce response bias, some of these items were purposefully reverse coded.

The questionnaire was adapted and modified from existing literature to suit the study context.

Data Analysis Techniques

The research utilized several statistical tools using platforms like Jamovi and Excel for quantitative analysis:

- Data Screening: Before analysis, data were inspected for missing values, outliers, and normality with the help of skewness and kurtosis statistics.
- Reliability Analysis: Internal consistency of every construct was assessed with the help of Cronbach's Alpha. Above 0.70 values ensured acceptable reliability.

- Descriptive Statistics: Mean and standard deviation values represented central tendency and variability of responses of every construct.
- Correlation Analysis: Pearson's correlation coefficients were calculated to determine direction and strength of associations between variables.
- Regression Analysis: Multiple linear regression was used to establish the degree to which independent constructs predict Behavioural Intention (BI).

Research Objectives

The study is guided by the following objectives:

- To examine how resource sharing, business transparency, and consumption attitude influence responsible consumption behaviour.
- To examine the impact of responsible consumption behaviour on consumer well-being.
- To assess the level of responsible consumption practices among young consumers.

Research Questions

Based on the objectives, the study seeks to answer the following research questions:

- How do resource sharing, business transparency, and consumption attitude influence responsible consumption behaviour?
- Does responsible consumption behaviour significantly impact consumer well-being?
- What is the level of responsible consumption practices among young consumers?

Reliability

Reliability analysis demonstrated excellent internal consistency among constructs. Cronbach's Alpha values ranged between 0.923 and 0.970 across constructs, far exceeding the 0.70 benchmark.

Ethical Considerations

Ethical integrity was maintained throughout the research process in compliance with academic and institutional standards. Participation was voluntary was guaranteed, and data confidentiality was strictly upheld. Respondents were informed about the study's objectives and assured that their responses would be used solely for academic purposes.

Digital informed consent was provided at the beginning of the survey. Additionally, the research followed ethical standards of beneficence and respect for autonomy as stipulated by the American Psychological Association (2020).

Limitations of the Methodology

The study has certain limitations:

- Use of convenience sampling may limit generalizability.
- Data is collected from a specific geographical area.

Conceptual Framework and Hypotheses Development

Based on the literature, the study proposes a conceptual framework where:

- Resource Sharing → Responsible Consumption



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- Business Transparency → Responsible Consumption
- Consumption Attitude → Responsible Consumption
- Responsible Consumption → Consumer Well-being

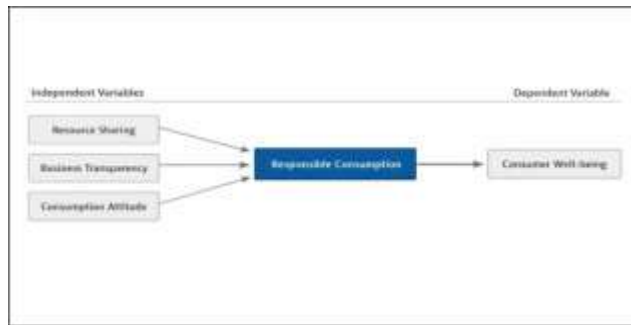


Figure 1: Conceptual Framework

Hypotheses

Based on the above understanding, the following hypotheses have been finalised for the study:

- **H1:** Resource sharing has a positive impact on responsible consumption behaviour.
- **H2:** Business transparency has a positive impact on responsible consumption behaviour.
- **H3:** Consumption attitude has a significant impact on responsible consumption behaviour.
- **H4:** Responsible consumption behaviour has a positive impact on consumer well-being.

IV. DATA ANALYSIS AND RESULTS

Reliability Analysis

Reliability analysis was conducted using Cronbach’s Alpha to test internal consistency for each construct. Results are shown in Table 4.2.

Table 4.1: Reliability Statistics (Cronbach’s Alpha Values)

Construct	Number of Items	Cronbach’s Alpha (α)
Resource Sharing	4	0.805
Business Transparency	5	0.865
Redefining Consumption Attitude	4	0.815
Responsible Consumption	4	0.836
Consumer Well-being	5	0.851

Table 1 – Reliability Statistics (Cronbach’s Alpha Values)

The reliability analysis using Cronbach’s Alpha indicates that all constructs in the study demonstrate a high level of internal consistency and reliability. The values for all variables are above the acceptable threshold of 0.70, suggesting that the items within each construct consistently measure the intended concept.

Specifically, Business Transparency ($\alpha = 0.865$) and Consumer Well-being ($\alpha = 0.851$) show excellent reliability, indicating strong consistency among their respective items. Responsible Consumption ($\alpha = 0.836$) and Redefining Consumption Attitude ($\alpha = 0.815$) also exhibit high reliability, reflecting well-structured and coherent measurement scales. Additionally, Resource Sharing ($\alpha = 0.805$) demonstrates good reliability, confirming that its items are suitably aligned.

Overall, the results confirm that all constructs used in the study are dependable and suitable for further statistical analysis such as correlation and regression. The high Cronbach’s Alpha values enhance the credibility of the research findings and indicate that the questionnaire is a consistent and dependable instrument for measuring responsible consumption behaviour and its related factors.

Descriptive Statistics

Descriptive statistics summarize respondents’ agreement with each construct. Mean values represent the level of agreement, while standard deviation (SD) measures response variability.

Table 4.2: Descriptive Statistics of Constructs

Construct	Mean	SD
Resource Sharing	4.41	0.505
Business Transparency	4.55	0.538
Redefining Consumption Attitude	4.53	0.518
Responsible Consumption	4.53	0.537
Consumer Well-being	4.57	0.520

Table 2 – Descriptive Statistics of Constructs

The descriptive statistics indicate that all constructs have relatively high mean values, suggesting a strong agreement among respondents toward responsible consumption-related behaviours and perceptions. Consumer Well-being (Mean = 4.57) has the highest average score, indicating that respondents generally perceive a high level of satisfaction and positive outcomes associated with responsible consumption. This is followed by Business Transparency (Mean = 4.55), Redefining Consumption Attitude (Mean = 4.53), and Responsible Consumption (Mean = 4.53), reflecting that respondents highly value ethical business practices, mindful consumption attitudes, and responsible purchasing behaviour. Resource Sharing (Mean = 4.41), although slightly lower than the others, still shows a high level of agreement, indicating acceptance of sharing-based consumption practices.

The standard deviation values for all constructs range between 0.505 and 0.538, which are relatively low, suggesting consistency in responses and minimal variation among respondents. This indicates that the opinions of participants are homogeneous and there is a consensus regarding the importance of sustainability and responsible consumption.



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Overall, the results imply that respondents exhibit a positive orientation toward responsible consumption, ethical business practices, and sustainability, which supports the relevance of the study variables.

Correlation Analysis

Pearson correlation coefficients were calculated to determine the strength and direction of associations among constructs.

Table 3 – Correlation Matrix

	RS	BT	RCA	RC	CW B
Resource Sharing	1				
Business Transparency	0.792	1			
Redefining Consumption Attitude	0.800	0.828	1		
Responsible Consumption	0.797	0.794	0.805	1	
Consumer Well-being	0.795	0.816	0.820	0.832	1

The Pearson correlation analysis indicates that all variables—Resource Sharing (RS), Business Transparency (BT), Redefining Consumption Attitude (RCA), Responsible Consumption (RC), and Consumer Well-being (CWB)—are strongly and positively correlated, with coefficients ranging from 0.792 to 0.832. This suggests that an increase in one variable is associated with an increase in others, highlighting a high level of interrelationship among the constructs. Notably, Responsible Consumption shows the strongest relationship with Consumer Well-being (0.832), indicating that responsible consumption significantly enhances well-being. Similarly, Business Transparency and Redefining Consumption Attitude also exhibit strong correlations with other variables, emphasizing their important role in shaping sustainable consumer behaviour. Overall, the findings confirm that practices like resource sharing and transparency positively influence consumer attitudes, which in turn lead to responsible consumption and improved well-being.

Regression Analysis Linear Regression - 1

Model Fit Measures		
Model	R	R ²
1	0.856	0.733

Note. Models estimated using sample size of N=210

Model Coefficients - Responsible Consumption				
Predictor	Estimate	SE	t	p
Intercept	0.255	0.1809	1.41	0.160

Resource Sharing	0.348	0.0692	5.03	<.001
Business Transparency	0.270	0.0695	3.89	<.001
Redefining Consumption Attitude	0.332	0.0734	4.52	<.001

Table 4 – Responsible Consumption → Business Transparency and Redefining Consumption Attitude

For this regression analysis, Responsible Consumption is considered as the Dependent Variable while Resource Sharing, Business Transparency, and Redefining Consumption Attitude are considered as the Independent Variables.

The linear regression results indicate that the model explaining Responsible Consumption has a strong fit, with an R value of 0.856 and an R² of 0.733, meaning that approximately 73.3% of the variation in responsible consumption is explained by the predictors (Resource Sharing, Business Transparency, and Redefining Consumption Attitude). Among the independent variables, all three factors have a positive and statistically significant impact (p < 0.001). Resource Sharing (β = 0.348) shows the strongest influence, followed by Redefining Consumption Attitude (β = 0.332) and Business Transparency (β = 0.270), indicating that increases in these factors lead to higher responsible consumption. The intercept is not statistically significant (p = 0.160), suggesting it does not meaningfully contribute to the model. Overall, the findings confirm that these three variables are important predictors of responsible consumption, with resource sharing having the greatest effect.

Linear Regression - 2

Table 5 – Consumer Well-being → Responsible Consumption

Model Fit Measures		
Model	R	R ²
1	0.832	0.692

Note. Models estimated using sample size of N=210

Model Coefficients - Consumer Well-being				
Predictor	Estimate	SE	t	p
Intercept	0.921	0.1698	5.42	<.001
Responsible Consumption	0.806	0.0373	21.62	<.001

For this regression analysis, Consumer Well-being is considered as the Dependent Variable while Responsible Consumption is considered as the Independent Variables. The linear regression results show that the model predicting Consumer Well-being has a strong fit, with an R value of 0.832 and an R² of 0.692, indicating that 69.2% of the variation in consumer well-being is explained by responsible consumption. The coefficient for Responsible Consumption (β = 0.806) is positive and highly significant (p < 0.001), suggesting that higher levels of responsible consumption led to a substantial increase in consumer well-being. The intercept (β = 0.921) is also statistically significant (p < 0.001), indicating a baseline level of consumer well-being even when responsible consumption is minimal. Overall, the findings highlight that responsible consumption is a strong and significant predictor of



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consumer well-being, demonstrating its crucial role in enhancing individuals' overall satisfaction and quality of life.

Hypothesis Testing

Hypothesis Relationship	β (Standardized p-Coefficient)	Interpretation	Decision
H1 Resource Sharing → Responsible Consumption	0.348	Positive statistically significant	and Supported
H2 Business Transparency → Responsible Consumption	0.270	Positive statistically significant	Supported
H3 Redefining Consumption Attitude → Responsible Consumption	0.332	Positive statistically significant	and Supported
H4 Consumption → Consumer Well-being	→ 0.806	Strong positive and significant	Supported highly

Table. Summary of Hypothesis Testing Results

Note: β = Standardized regression coefficient; $p < 0.001$ indicates statistical significance at the 0.1% level.

Discussion of Findings

The findings of the study provide strong empirical support for the proposed relationships among resource sharing, business transparency, consumption attitude, responsible consumption, and consumer well-being. The results indicate that all independent variables are not only positively related to responsible consumption but also significantly contribute to explaining variations in consumer behaviour.

Firstly, the study finds that resource sharing has the strongest influence on responsible consumption ($\beta = 0.348$). This highlights a growing shift from ownership-based consumption to access-based consumption among consumers. The high mean score for resource sharing (4.41) further confirms that respondents are open to collaborative consumption practices. This finding aligns with the growing relevance of the sharing economy, suggesting that consumers recognize the environmental and economic benefits of utilizing resources efficiently.

Secondly, business transparency emerges as a significant predictor ($\beta = 0.270$), indicating that consumers are increasingly valuing ethical and transparent business practices. The high mean value (4.55) suggests strong agreement among respondents regarding the importance of trust, ethical sourcing, and corporate responsibility. This reflects a shift in consumer expectations, where transparency is no longer optional but a key determinant of purchase decisions.

Thirdly, redefining consumption attitude also shows a strong impact ($\beta = 0.332$) on responsible consumption. This demonstrates that psychological factors, particularly attitudes toward materialism and minimalism, play a crucial role in shaping consumption behaviour. The high mean score (4.53) indicates that respondents are gradually moving toward mindful and need-based consumption patterns.

Moreover, the correlation analysis reveals strong positive relationships among all variables, with values ranging from 0.792 to 0.832. This suggests that these constructs are highly interconnected, reinforcing the idea that responsible consumption is a multidimensional concept influenced by behavioural, social, and psychological factors.

A key finding of the study is the strong impact of responsible consumption on consumer well-being ($\beta = 0.806$). This indicates that individuals who engage in responsible consumption experience higher satisfaction, fulfilment, and quality of life. The high mean score for consumer well-being (4.57) further supports this relationship. This finding challenges the traditional belief that higher consumption leads to greater happiness and instead emphasizes the importance of mindful and ethical consumption.

Additionally, the low standard deviation values across all constructs indicate consistency in responses, suggesting a consensus among respondents regarding sustainability and responsible consumption practices. The demographic profile, dominated by young, educated, and middle-income individuals, further supports the findings, as this group is more likely to be aware of and engaged in sustainable behaviours.



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Overall, the findings confirm that responsible consumption is driven by a combination of behavioural practices (resource sharing), organizational factors (business transparency), and psychological orientation (consumption attitude), and that it significantly enhances consumer well-being. These results highlight the growing importance of sustainability in modern consumer behaviour and provide valuable insights for businesses and policymakers aiming to promote responsible consumption.

V. FINDINGS AND SUGGESTIONS

Interpretation of the Objectives

Objective 1: To examine how resource sharing, business transparency, and consumption attitude influence responsible consumption behaviour.

Discussion

The results from Chapter 4 reveal strong positive relationships between Resource Sharing (RS), Business Transparency (BT), Redefining Consumption Attitude (RCA) and Responsible Consumption (RC). Correlation analysis shows high coefficients ($r = 0.797, 0.794,$ and 0.805 respectively), indicating that all three factors are strongly associated with responsible consumption behaviour.

Further, regression analysis confirms these relationships, with the model explaining 73.3% of the variance ($R^2 = 0.733$) in responsible consumption. All predictors are statistically significant ($p < 0.001$), with Resource Sharing ($\beta = 0.348$) having the strongest influence, followed by Consumption Attitude ($\beta = 0.332$) and Business Transparency ($\beta = 0.270$).

These findings suggest that consumers who prefer sharing resources, trust transparent businesses, and adopt mindful consumption attitudes are more likely to engage in responsible consumption practices.

Theoretical Interpretation

The results support both Value-Belief-Norm (VBN) and Theory of Planned Behaviour (TPB) frameworks. Resource sharing reflects pro-environmental values, business transparency strengthens ethical beliefs and trust, while consumption attitude influences behavioural intention. Together, these factors translate into responsible consumption behaviour.

Practical Interpretation

For businesses, the findings highlight the importance of promoting sharing models, ensuring transparency, and influencing consumer attitudes through awareness campaigns. Companies adopting sustainable and ethical practices can significantly influence consumer behaviour.

Objective 2: To examine the impact of responsible consumption behaviour on consumer well-being.

Discussion

The findings show a strong positive relationship between Responsible Consumption (RC) and Consumer Well-being (CWB), with a correlation value of $r = 0.832$, indicating a very strong association.

Regression analysis further supports this, showing that responsible consumption explains 69.2% of the variance ($R^2 = 0.692$) in consumer well-being. The coefficient ($\beta = 0.806, p < 0.001$) indicates a significant and substantial positive impact.

This suggests that individuals who engage in responsible consumption experience higher satisfaction, better quality of life, and improved psychological well-being.

Theoretical Interpretation

This finding aligns with both VBN and TPB theories, where behaviour driven by values and attitudes leads to positive outcomes. Responsible consumption acts as a behavioural outcome that enhances well-being through fulfilment, reduced guilt, and meaningful living.

Practical Interpretation

Marketers and policymakers should promote responsible consumption not only as an environmental necessity but also as a pathway to personal well-being. Campaigns highlighting emotional and psychological benefits can increase adoption.

Objective 3: To assess the level of responsible consumption practices among young consumers.

Discussion

Descriptive statistics indicate high mean values across all constructs, particularly Responsible Consumption (Mean = 4.53) and Consumer Well-being (Mean = 4.57). This shows that respondents generally exhibit strong agreement with responsible consumption practices.

Additionally, the demographic profile reveals that most respondents are young, educated, and middle-income individuals, indicating a high level of awareness and acceptance of sustainable behaviours.

Theoretical Interpretation

The findings suggest that younger consumers are increasingly aligning their values and attitudes with sustainability, supporting behavioural theories that emphasize awareness and social influence in shaping consumption patterns.

Practical Interpretation

Businesses can target young consumers as key drivers of sustainable markets. Their openness to responsible consumption makes them an ideal segment for promoting eco-friendly products and services.



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Theoretical Implications

This study makes several important contributions to the existing literature on responsible consumption behaviour and consumer well-being. First, it extends the theoretical understanding of responsible consumption by integrating the Value-Belief-Norm (VBN) Theory and the Theory of Planned Behaviour (TPB), providing a comprehensive framework for explaining sustainable consumer behaviour. Second, the study empirically validates the significant roles of resource sharing, business transparency, and consumption attitude as key determinants of responsible consumption, thereby strengthening the empirical support for these constructs within the sustainability literature.

Furthermore, the findings establish responsible consumption as a strong predictor of consumer well-being, demonstrating that sustainable consumption practices not only benefit society and the environment but also enhance individuals' overall life satisfaction and well-being. Finally, the study highlights the growing behavioural shift among young consumers toward sustainability, indicating that ethical values, environmental consciousness, and responsible decision-making are becoming increasingly influential in shaping contemporary consumption patterns. These theoretical contributions enrich the understanding of responsible consumption and provide a foundation for future research exploring sustainable consumer behaviour across different contexts.

Limitations and Future Research

Limitations

Despite providing valuable insights into the factors influencing responsible consumption behaviour and consumer well-being, this study has certain limitations that should be acknowledged. First, the study employed a cross-sectional research design, which limits the ability to establish causal relationships among the variables. Longitudinal studies would provide a better understanding of how responsible consumption behaviour evolves over time. Second, the use of a convenience sampling technique may restrict the generalizability of the findings, as the sample may not fully represent the broader population of consumers. Finally, the study focused on a selected set of variables based on the proposed theoretical framework and did not consider other potentially influential factors, such as social influence, perceived risk, environmental knowledge, or consumer trust. Incorporating these variables in future research could provide a more comprehensive understanding of the determinants of responsible consumption behaviour and its impact on consumer well-being.

Future Research Directions

Although this study provides valuable insights into the factors influencing responsible consumption behaviour and consumer well-being, several avenues remain for future research. Future studies may adopt longitudinal research designs to examine how responsible consumption behaviours evolve over time and to establish stronger causal relationships among the study variables. Researchers may

also extend the proposed framework by incorporating additional constructs such as consumer trust, environmental concern, and social norms, which may further enhance the understanding of responsible consumption behaviour. Furthermore, comparative studies across different geographical regions, cultural settings, or age groups could provide deeper insights into variations in consumer behaviour and improve the generalizability of the findings. Such research would contribute to a more comprehensive understanding of responsible consumption and support the development of targeted strategies for promoting sustainable consumer practices.

VI. CONCLUSION

This study examined the factors influencing responsible consumption behaviour and its impact on consumer well-being among young consumers. Drawing upon the Value-Belief-Norm (VBN) Theory and the Theory of Planned Behaviour (TPB), the research investigated how resource sharing, business transparency, and consumption attitude contribute to responsible consumption and, subsequently, enhance consumer well-being. The empirical findings provide strong evidence that all the proposed relationships are positive and statistically significant, thereby supporting all four research hypotheses.

Among the antecedents of responsible consumption, resource sharing emerged as the strongest predictor, indicating that collaborative consumption practices such as sharing, reusing, and optimizing resources play a vital role in encouraging sustainable consumer behaviour. Business transparency also demonstrated a significant positive influence, highlighting that consumers increasingly value ethical business practices, clear communication, and organizational accountability when making purchase decisions. In addition, consumption attitude was found to significantly shape responsible consumption, suggesting that consumers who adopt mindful, ethical, and sustainability-oriented attitudes are more likely to engage in responsible purchasing behaviour. Together, these findings confirm that responsible consumption is influenced by behavioural, organizational, and psychological factors rather than by environmental awareness alone.

The study further established that responsible consumption has a strong positive effect on consumer well-being. Individuals who actively practice responsible consumption experience greater satisfaction, fulfilment, and overall quality of life. This finding extends existing literature by demonstrating that sustainable consumption generates not only environmental and societal benefits but also meaningful personal and psychological outcomes. The results challenge the traditional assumption that increased consumption necessarily leads to greater happiness and instead suggest that mindful and responsible consumption contributes more effectively to long-term well-being.

From a theoretical perspective, the study strengthens the applicability of the VBN and TPB frameworks in explaining responsible consumption behaviour. By



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integrating behavioural values, ethical beliefs, and consumer attitudes within a single framework, the research provides a comprehensive understanding of how responsible consumption develops and how it ultimately influences consumer well-being. The findings also contribute to the growing body of sustainability literature by providing empirical evidence from the context of young consumers, a demographic that is expected to play a critical role in shaping future consumption patterns.

The practical implications of this research are equally important. Businesses should focus on promoting resource-sharing initiatives, maintaining transparency in their operations, and communicating sustainability efforts honestly to build consumer trust and encourage responsible purchasing behaviour. Policymakers and educational institutions can utilise these findings to design awareness campaigns and sustainability programs that encourage mindful consumption among younger generations. Such initiatives can simultaneously support environmental conservation, strengthen ethical marketplace practices, and improve individual well-being.

Overall, the findings indicate that responsible consumption is no longer merely an environmental responsibility but has become a pathway toward enhanced consumer well-being and sustainable societal development. As consumers become increasingly conscious of the social, ethical, and environmental consequences of their purchasing decisions, organizations and policymakers must work collaboratively to foster a culture of responsible consumption. Promoting sustainable lifestyles today will not only contribute to environmental preservation but also create healthier, more satisfied, and socially responsible consumers in the future.

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