

Sustainable Consumer Behaviours through Comparisons of Developed and Developing Nations

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Abstract: - Sustainable consumption is crucial for mitigating environmental harm and combating climate change. This study examines sustainable consumer behaviour in developed and developing countries, aiming to identify drivers and barriers to responsible consumption patterns. Using qualitative data analysis, we explore factors influencing consumer attitudes and behaviours. Adopting an exploratory approach, we employ interpretivist philosophy and thematic analysis. Through case study methodology and secondary data sources, we analyse drivers, attitudes, and barriers to sustainable consumption. The study findings indicate that consumers in both developed and developing countries exhibit a keen interest in embracing sustainable consumption to contribute to environmental preservation. Corporate social responsibility towards sustainability influences consumer purchasing decisions, highlighting the importance of green initiatives within companies. Recommendations include implementing Green Fund Schemes at the governmental level and sustainability audits within corporations to promote and sustain sustainability efforts. Collaborative endeavours among consumers, corporations, and authorities are essential for promoting sustainability and safeguarding the environment.

Key-Words: - Sustainability, Consumer Behaviour, Corporate Social Responsibility, Sustainable Consumption

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1 Introduction

[1] has observed that sustainable consumption is a responsible strategy adopted by individuals as part of promoting an environmentally friendly development process. Sustainable consumption though it sounds compelling, is very tough since it needs extra prioritisation to make it green and sustainable. As part of sustainable consumption, there are various factors and components which include geographic differences, economy, individual tastes, environmental challenges, and sustainability options. On the other hand, it was demonstrated that features and characteristics of sustainable consumption and associated patterns differ by the changes taking place in the borders [2]. The process mainly includes geographical areas, cultural differences, priorities of individuals, infrastructures available in a country setting and more. However, it was added that environmental challenges that are apparent in the frame make the adoption of sustainable consumption difficult to a certain extent [3]. At the same time, it was noted that there are certain sets of patterns which are different in both developed countries and developing countries in terms of promoting sustainable consumption [4]. In a country where people are continuously exposed to environmental issues, there a higher chance that people are inclined to more sustainable alternatives [5]. For instance, the

rain harvesting system of developing countries like India is a good example. On the other hand, the geographic features of Japan make its citizens more aware of the land and work on environmentally sustainable products and services. These countries vary in terms of features and exposure to sustainable adoption. Similarly, It was pointed out that the carbon footprint created by the industries and associated distributing centres in the United Kingdom is extremely cautious about making environmentally friendly and sustainable techniques and strategies to market the products and services in taking into consideration the requirements of the UK citizens [6].

Taking these factors into notice, consumer behaviours of developed countries and developing countries vary in accordance with cultural differences, geographical settings, environmental characteristics, economic conditions, expectations of the society and more [7]. Hence, sustainable consumption can be advanced with the advancement in knowledge gained by the individual. The sustainable alternatives and approaches of the individual play a crucial role in advancing a country from developing to developed. The advanced technology of the developed country can influence the consumers to get access to diverse sustainable concepts which can help in meeting the common goals of the country in managing the environmental

challenges effectively with mitigatory steps [7]. The key research aims to explore and understand sustainable consumer behaviours in developing countries and developed countries, identifying the drivers and barriers to responsible consumption patterns in these diverse contexts. Based on the research aim and direction of the research, the authors identified the following key research objectives of this research.

1. To examine the current sustainable consumer behaviours in selected developing countries and developed countries.
2. To identify the key drivers influencing sustainable consumption patterns in the respective contexts.
3. To explore the cultural, economic, and societal factors impacting consumer attitudes towards sustainability in developing and developed countries.
4. To analyse the barriers hindering the adoption of sustainable practices among consumers in both settings.
5. To propose recommendations for policymakers and businesses to promote responsible consumption and sustainability initiatives in developing and developed countries.

The key question that research aims to fulfil: How do sustainable consumer behaviours differ between developing countries and developed countries, and what are the key factors influencing these differences?

2 Literature Studies

The scrutiny of existing literature outcomes supported the researcher to gather enough knowledge on the sustainable consumer behaviour of individuals. The research outcomes from the existing literature are useful for understanding the key concepts and variables analysed through the present research. The literature outcomes provided knowledge on the drivers of sustainable consumption patterns, the benefits of sustainable consumption, and the challenges of barriers to adopting sustainable consumption patterns. Apart from this, the literature also provided information on the factors affecting consumer attitudes towards sustainable consumption. Meanwhile, the existing literature is silent on the comparison between the sustainable consumption behaviour of consumers in developing and developed countries. Likewise, the literature is not enough to gather the factors driving the sustainable consumption patterns of individuals in developing and developed countries. Moreover, the outcomes on the benefits of sustainable consumption, the social economic, and cultural factors affecting sustainable

consumption, and barriers to adopting sustainable consumption can strengthen the existing literature. The outcome of the study is useful for policymakers to frame appropriate strategies to promote sustainable consumption.

The literature review presents the current and existing literature through articles and case studies on the key concepts and variables analysed through the study. The section begins with introducing key concepts such as consumer buying behaviour, eco-friendly consumer behaviour, corporate social responsibility, and sustainable consumption. Further, the key variables such as drivers of sustainable consumption patterns, benefits of sustainable consumption, and the factors affecting the consumer attitude towards sustainable consumption are also discussed. Review also contains the barriers to the adoption of sustainable buying behaviour and the strategies to promote responsible consumption. Finally, the research gap identified from the scrutiny of the existing literature and a conceptual framework demonstrating the key variables analysed through the study are also presented.

2.1 Consumer Buying Behaviour

Consumer behaviour is an activity or process in which a person selects, uses, and evaluates whether the product or service meets their needs and wants. Consumer behaviour refers to consumers allocating their income between various goods and services to maximise their welfare by satisfying needs [8]. Numerous factors affect consumer buying behaviour such as income, taste and preferences, educational level, age, quality, and price of goods. The consumers always try to prefer goods and services to achieve maximum use and thereby satisfaction. The consumption expenditure of a consumer is correlated with the income level.



Figure 1. Consumer Buying Behaviour Process [9]

The fundamental reason behind understanding consumer buying behaviour is that providing maximum satisfaction to customers is essential to achieving business goals [10]. The goal of consumer behaviour is to attain the highest possible satisfaction and achieve the highest level of prosperity by meeting the needs and wants. The factors affecting consumer buying behaviour are categorised as objective and subjective [11]. In addition to income, consumer buying is driven by other factors such as social economic factors, wealth, and interest rates. It was suggested that the factors affecting consumer buying behaviour as internal and external factors [12]. The internal factors include culture, subculture, social status, demographics, family, and marketing activities. Internal factors include learning, perception, motivation, memory, personality, emotion, and attitudes. Consumer purchasing activities start from the recognition of need by a consumer [12]. Further, the author searched for available alternatives to satisfy his needs. Then the alternatives are evaluated to make purchase decisions. Finally, the consumption experience is evaluated, and the feedback is used for further decision-making. In the digitalisation era, consumer behaviour is influenced by factors such as convenience, trust, privacy, and security [12].

2.2 Eco-friendly Products

Eco-friendly products are the type of products that minimise environmental harm. Nowadays, consumers and producers are concerned about minimising the environmental burden during the consumption and production of products. The consumer perceptions towards environmentally friendly products in the market are [13]. The consumer buying behaviour in the case of eco-friendly products must be analysed to know whether the consumers prefer or not prefer such products. Eco-friendly products do not pollute the environment once they are used. For example, cups of coffee, plastic wrappers, cake wraps, foodstuffs, pouches, electronic products, and others. Awareness of the availability of eco-friendly through green marketing efforts is significant in influencing consumer buying behaviour towards environmental products. The preference for a proto-type theory were introduced which can be related to the selection of eco-friendly products by the consumers [14]. As per preference for prototype theory when an object is more prototypical it will be aesthetically preferred. Eco-friendly products involve the consideration of the environment and ecology in various processes such as packaging, product labelling, use, and disposal. It was argued that the complex trade-offs among

economic, social, political, and technological factors are demanded in producing and consuming eco-friendly products [15]. The quality of eco-friendly products is challenging as the consumer knowledge and trust on what extent the product is safe for the environment cannot be easily attained. There are chances of generating negative feelings among the consumers as they think the product is inferior quality because of being eco-friendly. Moreover, the consumers may feel that the product is not green and are not able to satisfy their needs. These challenges need to be overcome by the companies to become successful by introducing environmental products in the market. The long-run interest of society in the trust in organic products safer, energy efficient, and cost less to run are still contributing to the success of eco-friendly products [15].

2.3 Corporate Social Responsibility

Corporate social responsibility is a concept that has gained prominence in the process of business reporting. Every organisation has its own policy concerning its social responsibilities and is required to produce a report annually demonstrating the activities. Every business organisation is required to be socially responsible and committed to the society and environment it operates. A comprehensive definition of corporate social responsibility as the relationship between a business organisation and individual citizens, global corporations, and governments was provided [16]. The definition clearly demonstrates the relationship between business organisations and the local society in which they reside and operate. Another definition of corporate social responsibility is concerned with demonstrating the relationship between a business organisation and its stakeholders.



Figure 2. Carroll's CSR Pyramid [17]

CSR is remarked as a fundamental concept where the business organisation integrates their environmental and social commitments in their operations and

interacts with their stakeholders on a voluntary basis [18]. The key principles of CSR can be used to comprise all CSR activities of a corporation. The principles are related to sustainability, accountability, and transparency. The principle of sustainability is concerned with the impact of business actions on the environment and the importance of considering the future while making decisions and actions in the present. The sustainability principle is significant as the resources utilised in the present, are no longer useful for the future as the resources are finite in quantity [17]. The principle of accountability is concerned with the responsibility of corporations for the impact of their actions on the external environment. The principle of accountability implies the quantification of the effects of actions on the environment. Moreover, the principle implies the need for reporting the impact of business actions on the environment. Therefore, the principle of accountability necessitates the formulation of appropriate measures for environmental performance and the need for reporting the actions. Finally, the principle of transparency implies the need to be transparent with the internal and external stakeholders while making decisions on CSR measures and activities [19].

2.4 Sustainable Consumption

Sustainable consumption is termed as the pattern of reducing the consumption of natural resources and changing consumption and lifestyle into environmentally friendly to meet the present needs and aspirations of the coming generations [20]. Sustainable consumption is the pattern of purchasing more environmentally friendly products to reduce harm. Sustainable consumption is a broad concept that includes meeting the needs of sustainable consumers, improving quality of life, enhancing the efficiency of resources, minimising waste, and encouraging the use of renewable resources. Sustainable consumption behaviours are classified into sustainable purchasing, habitual usage, and recycling [20].

Environmental issues have become more common and important in the last few years. Nowadays, consumers are putting more importance on environmental sustainability and their actions are intended to reduce environmental harm and therefore protect the ecology. Consumers are willing to pay more for sustainable brands and products. Consumers prefer socially responsible companies and the efforts of being sustainable attract certain consumer groups [21]. However, numerous factors affect consumer choices on sustainability such as standards of living, income level, awareness of sustainability, and

information on sustainable options. The increasing concern towards environmental issues in recent years is the suffering of the environment from a lot of challenges from overconsumption and emission. Consumption has been put under the spotlight for environmental damage and harm. It was argued that the environmental problems have direct consequences with the pattern of human consumption [22]. Overconsumption resulting from rapid economic growth in developing in developed countries is the major problem behind environmental damage. Overcoming the environmental problem in these countries is not only the concern of the government but also the responsibility of households and citizens who are the end users.

2.5 Drivers of Sustainable Consumption

The pattern of sustainable consumption and behaviour of individuals is driven by numerous factors such as consumption value, functional values, social values, emotional values, epistemic values, environmental concerns, environmental knowledge, and perceived consumer effectiveness.

Consumption value: Consumption values refer to the underline motivation or reason behind the purchasing decision. The degree of fulfilment of consumer needs is one of the main factors affecting the sustainable choice of an individual [23]. The overall assessment of a product by consumers is always considered their sustainability consciousness. Assessing the net utility by weighing the benefits of the product and cost is always done by the consumers before making the purchase. A sustainable consumer always prefers eco- friendly products by assessing the net utility as they provide maximum satisfaction and consumption value.

Functional value: Functional value refers to the perceived quality acquired from the functional, utilitarian, and physical performance of a product. Nowadays, consumers are more conscious about sustainability and value-oriented when they make purchases. The consumers are willing to pay more for products superior to others and are ready to pay higher prices for sustainable products that are not harmful to the society and environment. Authors have supported consumers interested in the products of companies that are interested in sustainable development and socially responsible [24].

Social value: The social value of a product demonstrates its perceived utility acquired from the alternative comparison or association with one or more specific groups. The consumers are ready to

purchase environmentally friendly products to meet their desire to obtain certain social value in social groups. Social or symbolic value is considered significant for certain consumers to express themselves in society following their roles [25]. Moreover, the consumers are ready to purchase environmentally friendly products to portray their attitude towards the environment.

Emotional value: Emotional value refers to the perceived utility acquired from an alternative capacity to arouse affective states of feelings. Consumers always consider their emotional aspects towards eco-friendly products when they make purchases. It was remarked that the consumption of eco-friendly products can contribute to their perceived emotional value [26]. The consumers believe that avoiding the purchase of no eco-friendly products can demonstrate their consciousness of environmental perseverance and sustainable development.

Epistemic value: A product can create epistemic value it can provide new experiences to the consumers. The perceived utility acquired from purchasing a product to arouse curiosity, satisfy a desire for knowledge, and provide novelty is termed epistemic value and is considered by consumers while making purchase decisions [27]. The purchase of environmental products positively influences the eagerness of the consumers to gain knowledge about the product and its usage. The purchase of environmentally friendly products positively contributes to the epistemic value perceived by the consumers.

Conditional value: Conditional value is the utility acquired from the consumption of a product in a specific situation or set of circumstances of the consumers. The conditional value of a product influences the sustainable buying behaviour of a consumer as it considers warnings and notices regarding environmental problems that are relevant. The consumer perception of environmental perseverance and product safety influences their sustainable consumption behaviour [28].

Environmental concern: Environmental concern is a general attitude of consumers that concerns their cognitive and affective evaluation of environmental protection [29]. Environmental concern is considered one of the significant predictors of sustainable consumer behaviour and can be classified into four attitudes such as environmental legislation, persevering the environment, unemployment and

higher prices, and seriousness of the littering problem. Individuals who are more concerned about the environment have more tendency to exhibit environmentally friendly behaviour which affects their sustainable consumption patterns. Individuals with high levels of concern portray their environmental consciousness while making consumer behaviour [30].

Perceived consumer effectiveness: perceived consumer effectiveness is a belief of individuals that their efforts can make a difference or solution to a problem. The sustainable consumption behaviour of an individual is closely related to his perceived consumer effectiveness as they feel the selection of eco-friendly products can reduce environmental harm. [31] revealed the influence of the feeling of perceived consumer effectiveness on the environment leading to behavioural changes in the consumption pattern of certain consumers.

Environmental Knowledge: Environmental knowledge refers to awareness of environmental problems and solutions for these problems [32] propose approaches to evaluate the environmental knowledge of an individual such as objective and subjective approaches. Objective knowledge describes how much an individual knows about certain environmental issues. However, subjective knowledge is about how much an individual knows and thinks about an issue. The degree of environmental knowledge can be used to distinguish individuals' sustainable consumption behaviour.

2.6 Benefits of Sustainable Consumption

Sustainable consumption behaviour is essential to reduce the impact of consumption on the environment and promote a sustainable feature [33]. Minimising the use of energy, and waste, and incorporating green materials into the production process is beneficial for the environment and society. the sustainable consumption pattern of individuals is also beneficial for the society and environment.

Reducing carbon emission: Carbon emission is one of the major contributors to the climate change issue. In sustainable consumption behaviour, the consumers can produce carbon emissions and thereby protect the environment. Promoting the use of a renewable source of energy and minimising waste can mitigate the effect of carbon emissions and thereby climate change [34]. However, the active participation from the part of manufacturers and consumers is essential to promote sustainable consumption and thereby reduce carbon emissions.

Protecting non-renewable energy: The sustainable consumption behaviour positively contributes to a sustainable future by reducing the use of non-renewable energy sources [35]. Likewise, sustainable consumption also supports preserving natural resources such as land, water, and forests. Reducing waste and efficient use of natural resources can protect the environment by reducing pollution. Moreover, non-renewable energy can be preserved for future generations.

Cost advantages: A sustainable consumption pattern positively contributes to reducing costs and thereby increasing revenue. The use of certain organic materials is cheaper than the other raw materials and the manufacturers can reduce the total production cost. Furthermore, the use of energy-efficient appliances is useful for reducing energy bills. Earlier studies [36] argued the purchase of locally grown raw materials for the production process can reduce the transportation cost and thereby the overall cost of production.

Promoting social justice: Sustainable consumption behaviour can promote social justice by reducing environmental harm, ensuring fair wages, and safe working conditions for the employees, fair pricing, and quality products. Sustainable consumption practices can support building an equitable society by ensuring justice to various layers of society [37]. Supporting socially responsible companies and prioritising sustainability can ensure social as well as environmental justice. Moreover, sustainable consumption practices lead to improved health and well-being of the citizens. Promoting the use of organic raw materials in the production of food products can reduce the risk of certain chronic diseases such as diabetes, heart diseases, and cancer. Likewise, avoiding toxic products from the production process can reduce exposure to harmful chemicals and thereby air contamination. Thus, sustainable consumption practices positively contribute to the overall aspects of the environment and society. However, [38] argued that the use of organic materials to avoid the use of toxic raw materials is costlier for the manufacturers and they are forced to charge a high price for eco-friendly products.

2.7 Factors affecting Consumer Attitude toward Sustainable Consumption

The sustainable consumption behaviour is affected by various factors. An in-depth understanding of the factors affecting sustainable consumption is essential for the success of the marketing activities of the

companies. Studies identified the factors influencing sustainable consumer behaviour as psychological, social, cultural, personal, and economic factors [3].

Psychological Factors: Human psychology is one of the major determinants of consumer buying behaviour. The psychological factors affecting consumer buying behaviour are difficult to measure. However, analysing the psychological factors is essential as these factors are enough to influence buying decisions. Authors [39] revealed that motivation, learning, perception, and attitude as the important psychological factors contributing to the sustainable consumption pattern of an individual. The motivation behind the purchase of a product has a significant influence on the purchasing decision of an individual. If they are highly motivated to protect the environment will prefer eco-friendly products. Besides, the perception of sustainability and environmental consciousness can also influence the sustainable buying behaviour of a consumer [40]. Further, the knowledge of the sustainability and eco-friendliness of a product induces the customers to experience the products. Finally, the attitude of the customers toward sustainability and environmental protection are also influencing the sustainable buying behaviour of the consumers.

Social Factors: As social animals, the buying behaviour of the customers is influenced by the people around them and the society they live. Studies [41] remarked human beings tend to imitate the people living around them. The social factors influencing the buying behaviour of consumers are mainly the family, reference group, and their role and status in society. The family plays an important role in shaping the sustainable buying behaviour of a person. A person acquires references from his family to make decisions on purchases. The sustainable consumption pattern of the elder members of the family influences individuals to prefer eco-friendly products and reduce environmental harm [42]. Likewise, the sustainable buying habits of the reference groups also induce the person to become sustainably conscious. The role and status of a person in society also influence his buying behaviour.

Cultural Factors: The culture of an individual is associated with a set of values and ideologies belonging to his community. Culture, values, and beliefs highly influence buying behaviour and belongingness to environmentally friendly products [43]. The cultural factors affecting the sustainable consumption behaviour of a person are subculture and social class. The people belonging to different

geographies, nationality, religion, and caste system demonstrates different consumer buying behaviour. The sustainable consumption patterns of individuals are associated with their nationality and religious beliefs. Studies also identified the social class of people based on their education, occupation, family background, and residence location are influencing their sustainable buying behaviour [44].

Personal Factors: Personal factors differ from person to person exhibiting their perception towards consumer behaviour. Personal factors such as age, income, and occupation of individuals are major drivers influencing their sustainable consumption patterns. The buying behaviour of aged people will be different from youth. Overconsumption by youth and teenagers has a significant impact on waste and carbon emissions and therefore environmental harm [45]. However, middle-aged people are more concerned about sustainability and prefer the reuse, and recycling of products to reduce waste. The income level of a person determines his purchasing power and a person with higher disposable income can spend more on consumption. The higher-income and middle-income groups can choose eco-friendly products by paying premium prices [46]. Further, the occupation of a person also affects his consumption pattern as individuals tend to buy products that are appropriate and essential for their profession. Finally, the lifestyle of a consumer highly influences his consumption pattern, and individual following a healthy lifestyle always prefer eco-friendly products and follows a sustainable consumption pattern.

Economic Factors: The prosperity and economic status of a country determine the money supply in the market and the purchasing power of consumers. The strong economic position of a country provides more confidence to the citizens to spend more on buying products [47]. The economic factors such as personal income, household income, availability of consumer credit, liquid asset, and savings of an individual determines whether he can follow a sustainable consumption pattern. Individuals with a high personal income, family income, and the possibility of getting consumer credit can spend more on consumption. The higher income equips the individuals to purchase sustainable products by compromising the price [48]. Moreover, consumers with more liquid assets can spend more on purchases and follow sustainable consumption patterns. However, the savings habit of individuals restricts them from spending more on purchases and they tend to prefer cheap products by compromising environmental harm.

2.8 Barriers to the adoption of Sustainable Buying Practices

The barriers that restrict an individual from adopting sustainable consumption and buying practices are classified into personal norm barriers, subjective norm barriers, and perceived behaviour control.

Personal norm barriers: Personal norms and attitudes of consumers negatively influence sustainable consumer behaviour. The personal norm barriers include high price barriers and perception of nonenvironmental impact. Normally, sustainable products are high priced and reduce the green value of consumers during the purchase. The high price of eco-friendly products is one of the critical barriers to implementing sustainability in consumer behaviour. Studies argued the high price of eco-friendly products discourages the consumer from buying such products [49]. Likewise, the perception of individuals that their effort is not capable enough to make any significant changes in the environment restricts consumers from following sustainable consumption.

Subjective norm barriers: The sustainable choice of a consumer is highly influenced by the pattern of consumption of his friends, family members, and social groups. As per the observation of [50] consumers always consider the improvements in their social image while making decisions on purchases. Normally, consumers are not willing to purchase sustainable products when the consumption is not able to boost their image in society. Besides, the lack of awareness and advertisement of eco-friendly products also restricts an individual from choosing such products.

Perceived controlled behavioural barriers: The perceived controlled behaviour of an individual indicates his belief on to what extent he can make a difference in attaining the goals through the purchase of a product [51]. The feeling of the inconvenience of using certain eco-friendly products restricts the consumers from following sustainable consumption. Moreover, the unavailability of certain eco-friendly products during the demand season also affects the sustainable purchase.

The sustainable consumption of resources is an economic concept which has supreme importance in both the developing and the developed countries. Even though there are numerous studies which have undergone dealing with customer behaviours the exact causes and reasons behind these specific factors in these two developed and developing countries status is yet to be discovered [52]. The current literature widely discusses the relevance of

sustainable consumption rather than approaching from the deeper level of comprehension of these concepts from the perspective of the customers in two different settings developed and developing countries. Therefore, the research gap in the existing literature is identified and sorted out in this study by pointing out the exact triggers and factors which influence consumer behaviour in these developing and developed countries [53]. Even though there are generic studies which deal with general understandings of consumer behaviour, a focused study addressing the specific features of consumer behaviour in both developed and developing countries was not addressed which makes this study relevant to delve further into filling the gap in the literature.

3. Research Framework

The study employed interpretivism philosophy. Using the interpretivism philosophy, the current study tried to analyse the factors affecting sustainable consumer behaviour in developed and developing countries. Therefore, as a qualitative study, the interpretivism method helps to explore the hidden perspectives of a subject. The researcher ignored the other two approaches positivism and pragmatism over interpretivism. The interpretivism method is suitable in this study since the individual experiences and perspectives are considered to study the cultural and social aspects while studying consumer behaviour. Since the study focuses on qualitative data, methods like positivism and pragmatism are rejected because of their unsuitability and end in accepting interpretivism. According to [54] interpretivism helps to get insights into the personal experiences of the social, ethical and cultural setting in a subjective way. Thus, it helps in getting contextual meaning and good meaning. However, [55] opined that the subjective nature of interpretivism brings the chances of bias and subjective interpretation of the meaning.

This study employed an inductive approach over a deductive approach since the sustainable consumer behaviour of the individual could vary in countries, which helps draw a conclusion from the specific observation. Besides, the inductive method helped in deriving new concepts and perspectives from the situation. The study employed an exploratory research design over the other two methods. The study employed exploratory research designs since it helps in identifying significant concepts, variables, and patterns that constitute sustainable consumer behaviour in developed and developing countries. In addition to this, exploratory research design provides

flexibility to comprehend the research topic deeply while exploring the significant concepts of sustainable consumer behaviour [56]. Moreover, the exploratory research design helps to explore the various components of sustainable consumer behaviour in both developed and developing countries and explore which element makes consumer behaviour different. The interpretive nature of the research topic validates the use of the exploratory research design. However, the limitation of the exploratory research design is the non-generalisability of the research findings.

Research strategy is a plan of the study regarding how to collect information or how to conduct the research study. The current study used a case study strategy to meet the research aims and objectives since the study relies on secondary sources of data. After collecting reliable and authentic secondary sources, using recurrent themes and concepts which are related to the research topic, a case study is framed from the gathered secondary sources of information [57]. The characteristics of sustainable consumer behaviour of individuals and various related components in developed countries and developing countries are detailed in this case study. Since the current study relies on the secondary data collection method, as well as gives significance to the qualitative study, a case study strategy is more suitable than an interview strategy and survey strategy.

In this study, a secondary method of data collection is used to understand the factors contributing to sustainable behaviours in both developed and developing countries. In addition to this, [58] added that the secondary data collection method is cost-effective and provides real and historical context which helps in gathering information regarding the research topic. This study employed the secondary data collection method over the primary data collection method since it helps in gathering real-time data which determines consumer behaviour in both developed and developing countries. As per the observation of [59], secondary sources help in saving time and resources from losing and providing a wide range of historical information. Further, the secondary data collection method enables comparative studies considering data from different sources, regions, or periods, enabling an effective analysis and understanding of various factors. Besides, understanding the feasibility of the study is easier in this method. However, [60] opined that secondary sources have some limitations since the data quality cannot be ensured every time. Further, some secondary sources fail to answer the research questions.

Studies argued that data analysis is the process of analysing the gathered data in terms of meaningful opinions and thoughts using diverse tools like thematic analysis, content method, and statistical methods like SPSS [61]. The nature of the data analysis used in the research depends on the nature of the research study. Since the current research topic discusses consumer behaviour in developed and developing countries, a qualitative tool like thematic analysis might be helpful.

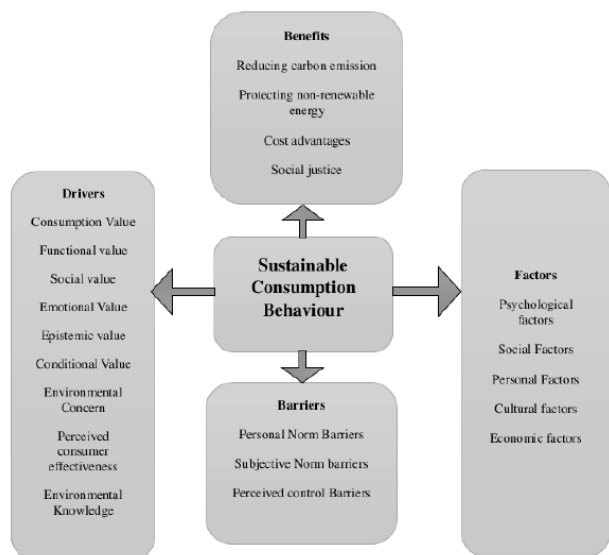


Figure 3: Conceptual Framework

Research limitations are the potential shortcomings or challenges of research that are innate to the research studies. The research limitations help in recognising the transparency and scope of the research. Besides, accepting the research limitations helps in comprehending the scope and challenges of the research while conducting the research. The research limitation is an integral part of the research. Moreover, understanding the research limitations helps the reader to interpret the research findings. In this research study, the data collection method used is only secondary sources of data and ignored the primary data collection method. Since the secondary sources are being chosen sampling methods are ignored. Even though these research limitations are not affecting the current study, the research scope can be increased while conducting research on the same topic in the future. On the other hand, choosing both primary and secondary data collection methods might help in widening the research scope. However, with time constraints the current study ignored primary sources of data collection. The conceptual framework shows the variables analysed through the study. The drivers of sustainable consumption are consumption value, functional value, social value, emotional

value, epistemic value, conditional value, environmental concern, perceived consumer effectiveness, and environmental knowledge [62].

The benefits of sustainable consumption are reducing carbon emissions, protecting non-renewable energy, cost advantages, and social justice. However, the barriers such as personal norm barriers, subjective norm barriers, and perceived control barriers restrict the consumer's adoption of sustainable consumption. The factors affecting sustainable buying behaviour are psychological factors, social factors, cultural factors, personal factors, and economic factors.

4. Results and Discussions

The research aims to compare the sustainable consumption behaviour of consumers in developing and developed countries. The study also analysed the key drivers of sustainable consumer behaviour in developing and developed countries and barriers restricting the consumers from adopting sustainable consumption. Only qualitative data from the secondary sources are used for analysing the objectives. The data are collected from existing literature and case studies. The researcher followed a case study strategy for collecting adequate data needed for the study [63]. A thematic analysis is followed for analysing the collected data and deriving findings. Key themes based on the current sustainable consumer behaviour in developing and developed countries, factors influencing sustainable consumption patterns, the impact of cultural, social and economic factors on consumer attitude towards sustainability and the barriers hindering the adoption of sustainable practices in both developed and developing countries are identified by analysing the case studies. Further, the themes are cross compared with the literature outcomes. The findings are presented with the support of evidence from the case studies and literature.

4.1 Case study on sustainable consumer behaviour in developing countries.

The environmental consciousness among the consumers in the developing countries is increasing and the consumers are conscious about the social and environmental issues. The sustainability is becoming a growing concern for Indian consumers and around 20% of consumers in India are environmentally and socially conscious. At the same time, they make purchases and are willing to recycle and reuse the products. Studies by [64] shows that around 49% of Indian consumers are health-conscious and making healthier choices for their families and themselves.

The factors motivating Indian consumers to choose sustainable products are their impact on growing environmental issues and the influence of their friends and family members. The sustainability concern among Indian consumers is equally important across all income age groups. However, the awareness of sustainability among Indian consumers is in the early stage and is equally the same across demographics. Most consumers in India prefer natural organic and healthy ingredients while they prefer a brand. The major elements that affect the sustainability consciousness of Indian consumers are healthy ingredients, chemical-free, natural, organic, local sourcing and sustainable packaging.

The major challenge faced by Indian consumers is the trouble in identifying sustainable products as the claims of the brands are unclear and not credible [65]. Moreover, the high price of sustainable products forces Indian consumers to drop their intention to purchase sustainably.

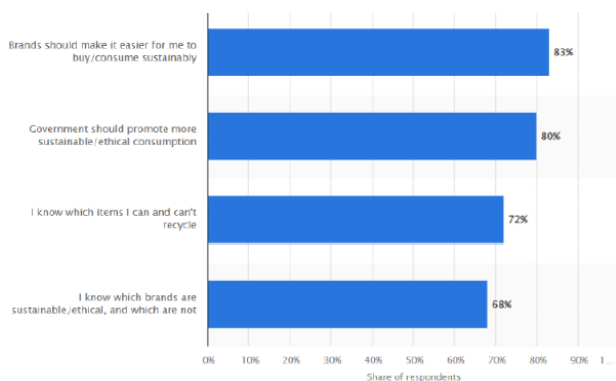


Figure 4: Awareness on Sustainable Consumption in China [66]

For the last few decades, China has been facing a remarkable revolution in its economic growth and the lifestyle of its citizens. Along with the economic growth and developments, the country is also experiencing environmental problems such as pollution, and climate change. The Chinese Environmental Policy promotes the concept of ecological civilisation deeply connected to building a "beautiful China" [66]. The efforts of the Chinese government to promote an ecological civilisation have been successful and resulted in promoting the concept of sustainable consumption among the Chinese people. For the past two decades, dramatic changes have been visible in the consumption pattern and level of involvement among Chinese citizens to contribute to protecting the environment. Authors of [67] claim that Chinese consumers have the biggest stake in environmental protection and responsible consumption. The factors contributing to the

sustainable consumption behaviour among Chinese people are diverse due to the complex, unique, social, and economic landscapes of the country. Diversity in education level income, gender, age, place of residence and exposure to environmental harm influences the sustainable consumption behaviour of Chinese people. China is rich in culture and history and has a decisive impact on the environmental values and behaviour of the citizens. The major philosophical tradition that shaped Chinese society was Daoism, Confucianism, and Buddhism. The philosophies are blended with Western thought and traditional values that appear to promote environmentally friendly standards for the economic development of the country as manifested in Western-style consumption. The generations born after the reforms demonstrate their willingness to adjust consumption behaviour according to the environmental crisis [68]. The younger consumers are more conscious about sustainability and are considering the environmental impact while making purchase decisions.

A study conducted by [69] among consumers in Sri Lanka revealed that terms such as "green", "sustainable", and "environmentally friendly" are familiar to most of the consumers in the country. The Sri Lankan consumers possess favourable opinions regarding environmental protection, and they acknowledge they have a role in protecting the environment. Sri Lankan consumers believe the consumption pattern has a significant impact on the environment and they prefer to select green and environmentally friendly products. Moreover, Sri Lankan consumers tend to buy more products in recent years. The green consumption pattern of the consumers supported the country in reducing the wastage of resources and promoting the use of energy-efficient products [70]. Consumers are more sustainability conscious when they purchase electronic and food products. The major factors influencing the sustainable consumption pattern of Sri Lankan consumers are the impact of media, news, family members, friends and social media posts.

However, consumers are ready to purchase sustainable products only when the prices are reasonable for them. In most cases, consumers are not aware of whether they are purchasing green products or not. Only a few consumers are ready to prefer green products even at a higher price considering the environmental impact. The health and safety aspects, low maintenance cost and better quality of green products are the main factors encouraging the green consumption pattern among Sri Lankan consumers. The consumers in developing countries prefer eco-friendly products by analysing the degree of

fulfilment of consumer needs and consumption value [71]. Moreover, the consumer perception of product safety and environmental impact induces people from developing countries to follow a sustainable consumption pattern. The consumers from India, Sri Lanka, and China are considering the perceived consumer effectiveness while making their purchases. The sustainable consumption pattern supports them in reducing costs by using energy-efficient sources and locally procured raw materials. The cultural factors such as values, ideologies and beliefs are highly influencing consumption patterns of individuals from developing countries [72].

4.2 Case study on sustainable consumer behaviour in developed countries

The demand for sustainable goods and services is increasing in developed countries such as the USA, France, Australia, and Sweden. As per the Global Sustainability Study 2022, sustainable goods and services are becoming important among US consumers and influence their purchasing decisions. Around 65% of US consumers are considering sustainability when they make purchases. The sentiments towards sustainability have increased among US consumers for the last decade [73]. Products such as consumer goods, energy or utilities, construction or homes are the most important categories considering sustainability when purchasing by US consumers. While, financial services, automotive, and travel and tourism products and services are considered as least significant for environmental sustainability when making purchase decisions. The US consumers are willing to pay premium prices for sustainable goods and services when it comes to consumer goods and construction goods. However, they are less likely to pay premium prices when it comes to energy and utility products [74]. Both internal and external motivators are driving the sustainable consumption behaviour of US consumers. A sense of responsibility towards environmental protection and fear of environmental damage are the leading motivators that induce US consumers to prefer sustainable consumption. The benefits for future generations also drive the sustainable purchasing behaviour of US consumers. The challenges such as insufficient access and unavailability of sustainable products are faced by US consumers to adopt a sustainable consumption pattern. In the case of consumption goods and transportation services, US consumers are not considering sustainability factors due to price inflation and lack of selection in those categories. The demographic features such as age, gender, educational level, living area, employment status,

and income level of the US consumers affect their sustainability consumption behaviour [44]. The French population is the most concerned group in the European region on sustainability and the environment. According to a recent European Social Survey, consumers in France are rated with the highest personal responsibility for creating a sustainable feature. The sustainability consciousness of French consumers is visible in their purchase behaviour and consumption [75]. The corporate social responsibilities of the companies are considered by French consumers when they prefer a brand. They have adopted environmentally responsible consumption and lifestyle habits for the past few years. The French people are willing to make changes in their day-to-day behaviour to protect the environment, and society, thereby sustainable future. Retail brands in France are more transparent about the sustainability of their products as consumers are more likely to purchase sustainable and ethical products [76].

According to new research, sustainable consumption behaviour is of growing importance among Australian consumers. Australian consumers are willing to pay more for sustainable products considering the impact on the environment and society. Moreover, they consider the emotional aspects of using eco-friendly products while making purchases. Australian consumers are willing to use green products to enjoy and experience using new products [77]. The attitude of consumers to preserve the environment and responsible consumption induces Australian consumers to follow sustainable consumption patterns. Welfare and freedom of choice for the Swedish people after the Second World War increased opportunities for consumption and production at a large scale. The pattern of Swedish consumption has environmental consequences in the country. Numerous environmental problems such as the use of fresh water, greenhouse gas emissions, the use of non-renewable resources and the release of environmental toxins resulted in a huge environmental impact [78]. To overcome these problems, the government and the authorities introduced several environmental policies and imparted awareness among the people on sustainable consumption. This resulted in converting the Swedish people to be environmentally conscious and follow a sustainable consumption pattern. The Swedish people believe sustainable consumption patterns will improve the health and well-being of the citizens. Moreover, sustainable consumption behaviour can reduce environmental harm and thereby ensure social justice [79]. The strong economic status of the country supports the citizens

to spend more on purchases and follow sustainable consumption patterns without considering the high price. The inconvenience of using certain eco-friendly products and the unavailability of such products restrict Swedish consumers from following sustainable consumption.

4.3 Research Findings

Theme 1:

The consumers in both developing and developed countries are conscious of sustainability while making purchases. The case study on the sustainable consumption pattern of developing countries such as India, China, and Sri Lanka show that consumers are more conscious about social and environmental issues while they make purchase decisions. Sustainability is becoming a growing concern among consumers in developing countries. The case study of sustainable consumer behaviour in India shows that around 20% of consumers are socially and environmentally conscious. At the same time, they make purchases and are willing to recycle and reuse the products. Besides, the evidence from the case study in China shows the efforts of the Chinese government to promote ecological civilisation in the country resulted in promoting sustainable consumption and ensuring the involvement of Chinese citizens in protecting the environment [25]. Moreover, Sri Lankan consumers are also demonstrating favourable opinions regarding environmental protection, and they believe they have a role in protecting the environment.

The case study on sustainable consumption behaviour in developed countries also depicts the increasing demand for sustainable goods and services in the countries like USA, Australia, France, and Sweden. Around 65% of US consumers are considering sustainability and environmental impact while they make purchase decisions. In the last decade, the sentiments towards sustainability have increased among US consumers. Products such as consumer goods, construction home appliances and energy or utilities are consumed by US consumers by considering the sustainability factors and environmental impact [30]. The case study also provided evidence for increasing demand for sustainable products in France. The sustainability consciousness of French consumers is clear from their purchase behaviour and consumption. Likewise, sustainable consumption is also of growing importance among Australian consumers, and they are willing to pay more for sustainable products.

Theme 2:

The key drivers influencing the sustainable consumption pattern in both developing and developed countries are the environmental impact of consumption. The key factor motivating consumers from developing countries to follow sustainable consumption is the impact of green consumption on the growing environmental issues. The case study of sustainable consumption among Indian consumers shows that health consciousness influences them to prefer green products. The influence of their friends and family members affects the sustainable consumption behaviour of the citizens of developing countries. Studies [29], opined environmental concern is one of the significant factors affecting sustainable consumption behaviour. The individual who is more concerned about society and the environment tend to demonstrate eco-friendly behaviour and follow a sustainable consumption pattern. Moreover, sustainable consumption behaviour is closely associated with perceived consumer effectiveness as they feel that sustainable consumption can reduce environmental harm.

The case study of sustainable consumption patterns in developed countries also revealed that environmental consciousness is a significant factor influencing consumers to purchase eco-friendly products. A sense of responsibility among consumers towards the protection of the environment and the fear of environmental damage are the major factors affecting the sustainable purchasing behaviour of consumers in developed countries. The consumers from developed countries are willing to change their day-to-day routine to protect the environment, and society, and thereby ensure a sustainable future. Moreover, the consumers from the developed countries believe sustainable consumption can improve their health and well-being. The corporate social responsibilities of the companies are considered by the consumers of the developed countries while they make purchase decisions. Authors [24] claim that consumers are willing to pay higher prices for green products as they believe they can reduce environmental harm thereby protecting society. The sustainable consumption behaviour of consumers from developed countries is closely related to the perceived consumer and is closely related to the feeling of perceived consumer effectiveness as eco-friendly products can reduce environmental harm [31].

Theme 3:

The cultural, economic, and societal factors are influencing the consumer attitude towards sustainability in both developing and developed

countries. The case study of sustainable consumption behaviour among the Chinese people revealed the unique and complex, social, and economic landscape of the country affects their buying behaviour. The demographic features such as gender, educational level, age, place of residence and exposure to environmental harm influence the sustainable consumption behaviour of the Chinese people [33]. The remarkable revolution in economic growth and lifestyle of the citizens in developing countries for the last decade resulted in changing their consumption patterns and increasing environmental consciousness. The philosophical traditions of the developing countries shaped their culture and values that appear to promote environmentally friendly consumption. Authors [44] supported the sustainable consumption patterns of individuals are associated with their nationality, cultural background and religious beliefs. The consumption behaviour of the citizens in the developed countries is also influenced by economic and social factors. The demographic characteristic such as age, gender, educational level, employment status and income level of the consumers in the developed countries also shaped their sustainable consumption behaviour. The consumers in developed countries like the USA, France, Australia and Sweden have been following environmentally responsible consumption and lifestyle habits for the past few years. The citizens of developed countries are ready to pay premium prices for the consumption of eco-friendly products. The economic growth and development in the developed countries for the past few decades increased their purchasing power and enabled them to follow eco-friendly consumption patterns [32].

Theme 4:

The major challenges faced by consumers in developing and developed countries to adopt sustainable consumption are different. The case studies revealed the differences in the challenges faced by consumers in developing and developed countries to adopt sustainable consumption. The major challenge faced by Indian consumers to adopt a sustainable consumption pattern is trouble in identifying sustainable products. Besides, the lack of credibility and clarity in the claims of the brands on the sustainability of their production process and raw materials used for production also challenges consumers in developing countries. Moreover, the high price of eco-friendly products also affects the sustainable consumption behaviour of individuals in developing countries [38]. Meanwhile, consumers in developed countries are facing challenges such as insufficient access and unavailability of eco-friendly

products. According to [51], the feeling of the inconvenience of using certain eco-friendly products restricts the consumer from adopting sustainable consumption patterns. Moreover, the literature also provides evidence that the barriers of unavailability of certain eco-friendly products during the demand season also affect the sustainable consumption behaviour of individuals. Thus, the findings of the study show the challenges of adopting sustainable consumption patterns for individuals in developing and developed countries are different.

The section presented major findings of the study. The data collected from the case studies on sustainable consumer behaviour in developing and developed countries are used for collecting data needed for the analysis. Key themes based on the variables derived from the case studies are also discussed. Further, the themes are cross compared with literature outcomes to reach conclusions. The findings on the present sustainable consumer behaviour in developing and developed countries, drivers of sustainable consumer behaviour, the impact of social, cultural, and economic factors on sustainable consumption and the barriers to adopting sustainable consumption in developed and developing countries are included in this section.

5. Conclusions and Recommendations

The final section discussion and conclusion discusses the conclusions derived from the research. The section begins with a summary of the entire research. Further, the findings are discussed with the support of evidence from the literature. The researcher also provides justifications for how the research objectives were attained to reach the research aim. Apart from this, the recommendations and suggestions derived from the findings are also included.

5.1 Research Overview

The research aimed to understand sustainable consumer behaviour in developing countries and developed countries and to identify the drivers and barriers to responsible consumption patterns in diverse contexts. The objectives of the study were to examine the current sustainable consumer behaviour in developed countries and developing countries, to identify the key drivers influencing sustainable consumption patterns, explore the cultural, social, and economic factors impacting consumer attitude towards sustainability in developing and developed countries and to analyse the barriers hindering the adoption of sustainable practices among consumers in both contexts. The researcher purely depended on

qualitative data from secondary sources to analyse the objectives of the study [80]. A case study strategy is followed by the researcher to collect appropriate data for the study. For analysing the data, the researcher followed a thematic analysis. Key themes based on the objectives were derived by analysing the data collected from the case studies.

The consumers in both developing and developed countries are aware of sustainability when they make purchases. Sustainability is becoming a growing concern among consumers in both developed and developing countries. The sentiments towards sustainability have increased in both contexts and consumers are willing to pay more prices for eco-friendly products [81]. The key factor influencing sustainable consumption patterns in both contexts is the awareness of environmental impacts. Consumers in developed and developing countries prefer to follow a sustainable consumption pattern to reduce the impact of consumption on growing environmental issues. The cultural, economic, and social factors are influencing the consumer attitude towards sustainability in both contexts. The demographic features are common in both settings to shape the pattern of sustainable consumption. However, the major barriers that hinder consumers in developing and developed countries from adopting sustainable consumption are diverse [37].

5.2 Discussions

Sustainability is emerging as a growing concern among consumers in developing and developed countries to reduce environmental impacts. Consumers from developed and developing countries are interested to prefer green products as an opportunity to contribute their efforts to reduce environmental impacts such as greenhouse gas emissions and climate change [82]. Environmental issues have become more important and common in developing and developed countries for the last few years. The consumers in those countries are putting more importance on environmental sustainability and are ready to initiate actions to reduce environmental harm and thereby protect the ecology. Consumers in both developing and developed countries are willing to pay higher prices for eco-friendly products and sacrifice their consumption value [83].

Numerous factors affect the choices of sustainability in developing and developed countries. Consumers in developing and developed countries believe their sustainable consumption behaviour can promote social justice by reducing environmental harm, use of organic and locally procured raw materials and healthy production processes. Sustainable consumption practices can support to

ensure social justice by providing equitable consideration to various layers of society [37]. Most of the consumers in developing and developed countries prefer sustainable consumption practices as they believe eco-friendly products can improve their health and social well-being. Environmental concern is commonly visible among consumers in both contexts. The cognitive and effective evaluation of environmental protection by consumers in developing and developed countries induces them to follow sustainable consumption patterns.

The consumers in both contexts are sure that their effort to follow sustainable consumption patterns can mitigate the current environmental issues such as pollution, carbon emission and climate change [3]. Consumers in developing and developed countries feel their selection of eco-friendly products can reduce environmental harm and thereby ensure the well-being of society. The knowledge on the environmental issues and solutions for the problems influences the buying behaviour of the consumers in both contexts. Moreover, social factors such as the influence of family and reference groups affect the choice of sustainable consumption [84]. In developing countries, family and social groups play an important role in shaping the sustainable consumption behaviour of an individual. Furthermore, the cultural factors, ideology, values, and religious beliefs of individuals also affect the consumption patterns in developing countries. The impact of the social class of people based on their education, family background, residential area, and occupation is common in both contexts [85]. Personal factors such as age, gender, income and occupation of individuals are major factors influencing sustainable consumption behaviour in developing and developed countries. However, the analysis of developed countries revealed the impact of the economic status of the country as well as the citizens on the sustainable consumption pattern [86]. The economic growth and development of a country determines the money supply and purchasing power of individuals. Consumers in developed countries having higher disposable income get the opportunity to spend more on consumption and can choose eco-friendly products even if they are high priced. Apart from this, the lifestyle of individuals highly influences the consumption pattern in developed countries.

Consumers in both contexts are considering the corporate social responsibility and social commitments of the companies while they prefer products [87]. The principle of sustainability is concerned with the impact of business actions on the environment and is considered by consumers while

making purchase decisions. The challenges faced by consumers to adopt sustainable consumption in both contexts are different. In developing countries, the barriers such as trouble in identifying sustainable products, and lack of credibility and clarity are faced by consumers to adopt sustainable buying behaviour. Besides, the high price of eco-friendly products also restricts them from choosing such products. Meanwhile, in developed countries, insufficient access and unavailability are the major barriers faced by consumers. Moreover, the feeling of inconvenience of using eco-friendly products also restricts consumers in developed countries from adopting sustainable consumption [88]. The differences in social, cultural and economic status in developing and developed countries influence the buying behaviour of the individuals.

5.3 Research Summary

The study aimed to explore and understand sustainable consumer behaviour in developing and developed countries and identify the drivers responsible for the consumption pattern in diverse contexts. The first objective of the study was to examine the current sustainable consumer behaviour in developing and developed countries. The analysis revealed that consumers in both contexts are concerned with sustainability and the impact of their consumption patterns on the environment [31]. The increased knowledge and awareness of environmental issues and the impact of consumption on the environment and society influence the consumers in both contexts to adopt responsible consumer behaviour. Further, the researcher analysed the key factors influencing sustainable consumption behaviour in both contexts. The results of the study envisage the key factors influencing sustainable consumption patterns in developing and developed countries are the same. The concern for society and the environment induces individuals in both contexts to follow sustainable consumption. The responsibility of individuals to protect the environment and reduce environmental damage is the key driver influencing the sustainable purchase behaviour of consumers. The corporate responsibilities of the companies to ensure sustainability are attracting consumers in both developing and developed countries [41]. The sustainable consumption behaviour of consumers in developed countries is closely associated with their feeling of perceived consumer effectiveness as eco-friendly products can reduce environmental and societal harm.

The study also evaluated the impact of social, cultural and economic factors influencing the

consumer attitude towards sustainability in developing and developed countries. Demographic characteristics such as age, gender, educational level and place of residence affect sustainable consumption behaviour in both contexts [49]. The changes in the economic status and lifestyle of people in developing and developed countries in the last decade have had a tremendous impact on their purchasing behaviour. Moreover, the traditional values, culture and religious beliefs of the individuals in the developing countries also shape their attitude towards sustainable consumption. Consumers in the developed countries are willing to recycle and reuse the products to reduce the environmental harm. The studies also revealed the challenges faced by consumers in both contexts to adopt sustainable consumption are different. Consumers in developing countries are facing the issues of lack of credibility and clarity on the part of manufacturers, the consumers in developed countries face the barriers of lack of availability and inconvenience [51]. Thus, through the identification of sustainable consumption behaviour in developed and developing countries, factors contributing the sustainable consumption behaviour and the barriers to adopting the sustainable consumption pattern in both contexts, the researcher successfully met the research aim and objectives.

5.4 Recommendations and Future Research

The findings of the study revealed the government initiative to promote sustainability is effective in improving sustainable consumption behaviour among the citizens. "Green Fund Schemes" are recommended to promote the greening of market dimensions and thereby promote sustainable consumption among consumers [89]. The encouragement of environmentally friendly projects through schemes and tax incentives in certain areas such as renewable energy, sustainable housing and organic farming can introduce changes in society. Under the Green Fund Schemes, the governments can offer cheaper launches to environmental projects and the companies can offer eco-friendly products at low prices. The Green Fund Schemes can contribute to the greening of markets by supporting proliferation and energy production. Moreover, the consumers can also provide an opportunity to invest their funds in environmentally friendly projects. The study remarks that consumers are considering the corporate social responsibility of the companies towards sustainability while they make purchase decisions. The companies can focus on their long-term sustainable value to address sustainability and solutions to environmental problems. The efforts of the companies to attain sustainability can support

them to attract more customers and bring real value to the customer. As part of being sustainable, a "Sustainability Audit" is recommended for companies to measure the environmental impact of their actions [90]. Tracking and measuring the environmental impact allow the companies to learn, maintain accountability and implement strategies to reduce their impact and bring changes. The continued efforts of the companies can reduce environmental damage from their operations and attract consumers.

The outcomes of the present study are beneficial for future research scholars as they can gather recent and relevant information on the sustainable consumption patterns of consumers in developing and developed countries through the research. Besides, the outcomes on the key drivers influencing sustainable consumption behaviour in both contexts and the barriers encountered to adopting sustainable consumption can fill the research gap in the existing literature [91]. The outcomes of the study are useful for future research scholars to gain knowledge to conduct more research on related topics. The present research is confined to analysing sustainable consumption behaviour in developing and developed countries. Sustainability is a broad concept and research scholars can widen the scope of their research into diverse areas. The researcher failed to explore the opportunities of using primary sources to collect data for the study. The future research scholars can use the primary sources and quantitative data to make a more comprehensive analysis of the topic.

5.5 Limitations of the Research

The limitations of secondary data sources need to be considered while verifying the relevance of the present research outcomes. The researcher purely depended on qualitative data for the study. The scope of primary and quantitative data is ignored and may reflect on the accuracy of the research outcomes [80]. Only limited data were available in the existing literature on sustainable consumer behaviour in developing and developed countries. The lack of adequate data in the existing literature limits the possibility of cross-comparison of the findings with the literature evidence. Most of the findings are presented without the support of quality evidence from the existing literature. Moreover, the limitations of secondary data such as lack of authenticity and reliability may also affect the relevance of the research outcome [92]. As the researcher is purely dependent on qualitative data, personal biases, interests, and preferences may affect the findings and conclusions of the study.

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