

Towards sustainable living : An empirical analysis of environmentally responsible consumer behavior among Gen Z and Millennials

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Abstract

This study looks at how Millennials and Gen Z consumers in Gujarat understand and act toward environmental issues, eco-friendly products, and sustainable practices. (White, Hardisty, and Habib [17]) The main goals were to check the level of consumer awareness, study environmentally responsible behavior, see how demographic factors relate to recycling habits, and understand consumer opinions and attitudes toward sustainability. The research used a descriptive design, and 157 respondents were engaged in this survey through an online survey using convenience sampling. The Exploratory Factor Analysis (EFA) was used for analysis, descriptive statistics, and cross-tabulation in Wang and Young [34] and SPSS software. The ECOSCALE framework by Stone, Barnes, and Montgomery [31], (Costello and Osborne [7]) was used as the base, and most questions were measured on a 7-point Likert scale to ensure accurate results.

The personal values were highlighted where, environmental knowledge, and positive attitudes was significant in encouraging environmentally responsible behavior. Younger respondents, especially those in their early twenties with higher education, showed more awareness of eco-friendly products and practices. Recycling behavior was linked to demographic factors such as education, age, and income. While people actively participated in general and stationery recycling, the adoption of e-waste recycling was relatively low.

The importance of this study specifies in showing how values, knowledge, and demographics influence sustainable consumer behavior. The results can help policymakers,

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educators, and marketers create focused awareness programs and strategies that encourage eco-friendly lifestyles and greater adoption of sustainable practices among younger generations.

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1. Introduction

Environmental problems such as depletion of resources, climate change, biodiversity loss, and pollution have intensified calls for behaviours that reduce individual and collective environmental impact (Agyeman [1]). Understanding why individuals act—or fail to act—is environmentally responsible ways remains a central challenge for environmental science, policy, and sustainable consumption research. Two well-established theoretical frameworks explain such behaviours: the Theory of Planned Behavior (TPB), which links perceived behaviour, attitudes, and subjective norms to control intentions and actions (Ajzen [2]), and the Value–Belief–Norm (VBN) theory, which emphasises values, ecological beliefs, and personal norms as drivers of pro-environmental support and action. These models explain variance in environmental intentions and behaviours but leave open empirical questions about intergenerational differences and the persistent *attitude–behaviour gap* Agyeman [1].

Recent scholarship highlights two interrelated empirical puzzles. First, younger cohorts; particularly Millennials and Generation Z, report relatively high levels of environmental concern, activism, and expectations of corporate and governmental responsibility. Large-scale surveys likely have shown that these cohorts are more engaging in climate change activism and share environmental content on social media compared to older generations (Tyson and Kennedy [3]). Second, however, repeated evidence shows a gap between reported attitudes and actual behaviours such as sustainable purchasing, energy use, and waste practices indicating that favourable intentions do not always translate into consistent, everyday environmentally responsible Agyeman [1]. Psychological, structural, and contextual barriers such as cost, convenience, social influence, knowledge, identity, and perceived efficacy can weaken the link between attitudes and behaviour (Ajzen [2]).

While the literature on green consumption is expanding, much research still treats “young consumers” as a homogeneous category or focuses on either Millennials or Gen-Z in isolation. Comparative, large-sample empirical studies that explicitly assess *awareness* of environmental threats such as pollution and environmental degradation and the capacity to distinguish genuinely “green” practices from unsustainable or “greenwashed” ones remain limited (Francis and Sarangi [37]). This is critical because environmental responsibility is not only about *action* but also about *perceptual clarity*: the ability to identify what is genuinely beneficial for the planet versus what merely appears sustainable Agyeman [1], [25].

The empirical study momentarily addresses this gap by focusing exclusively on Millennials’ and Gen-Z’s awareness of pollution and environmental deterioration and their environmental discernment, whether they can distinguish between genuinely sustainable (“good green”) behaviours and those that require caution or improvement. A structured questionnaire, designed using validated scales from prior ERB research, used to capture respondents’ perceptions, awareness levels, and evaluative judgments (Icek, [38]). This approach allowed an assessment of whether the youth are conscious of environmental degradation and whether they possess the cognitive ability to distinguish between environmentally responsible practices and those that fall short. Core [27] Gujarat offers an ideal setting for studying eco-friendly purchasing behavior, as it is one of India’s most industrialized and economically prosperous states. The state actively promotes renewable energy—particularly solar power—sustainable industrial development, and green manufacturing initiatives. Gujarat also benefits from a year on year exponential growth of urban middle class, a strong entrepreneurial spirit, and increasing environmental awareness among young consumers. Government initiatives regarding waste management, renewable energy adoption, and sustainable development have further heightened this awareness. Consequently, Gujarat provides a favorable socio-economic context for studying sustainable consumption behavior within the Indian market and for validating the ECOSCALE model.

The findings will discuss actionable insights for educators, policymakers, and sustainability-oriented businesses in designing involvements that not only promote environmental action but also strengthen the critical skill of distinguishing the “green” from the “greenwashed.”

This review of the literature on environmentally responsible consumption underscores the multidimensional nature of the topic. It reveals a expanding body of research dedicated to promoting and understanding sustainable consumption practices. As environmental challenges intensify, this knowledge will continue to inform policy, business strategies, and consumer choices, ultimately contributing to a more sustainable future.

2. Literature Review

The theory of planned behavior (TPB) (Ajzen [2]) and the beliefs, values, and norms (VBN) theory (Revelle [26]) provide complementary explanations for environmentally responsible behavior. The TPB explains sustainable behavior through subjective norms, attitudes, and perceived behavioral control, Roy and Basu [28] While the VBN emphasizes environmental values, beliefs, and personal moral commitment. Collectively, these theories reveal the psychological procedures that motivate people to respond in environmentally responsible behavior. The Eco-Aware Consumer Behavior Scale (ECOSCALE) translates observable behaviors such as recycling, energy conservation, responsible purchasing, and waste reduction into practical metrics. Therefore, the TPB and VBN form a theoretical foundation, while the ECOSCALE serves as an empirical tool to assess environmentally responsible purchasing behavior.

Rajan [40] examined environmentally responsible purchase intention and developed a predictive model linking sustainability-related factors with consumers' purchase intentions. Their findings highlight the importance of understanding the factors that encourage consumers to translate environmental concerns into responsible purchasing decisions. Similarly, Tiwari et al. [39] examined sustainable consumer behaviour among Indian millennials and highlighted the relevance of generational characteristics in understanding sustainable consumption practices. These studies provide a useful foundation for examining environmentally responsible consumer behaviour among Gen Z and Millennials in the present study.

Environmentally Responsible Behavior (ERB) refers to actions taken by users to reduce negative environmental effects through conscious choices such as recycling, energy conservation, sustainable purchasing, and waste reduction. Over the years, researchers have examined the psychological, social, and contextual determinants of ERB, emphasizing generational, cultural, and situational variations in these behaviors (Ajzen

[2], Revelle [26]). Two important theoretical contexts have shaped much of this research: the Theory of Planned Behavior (TPB) and the Value-Belief-Norm (VBN) model. According to TPB, subjective norms, attitudes, and perceived behavioral control effect of behavioral intentions, which in turn predict actions (Ajzen [2]). In contrast, the VBN model highlights how personal values, beliefs, and moral obligations guide environmentally responsible actions (Revelle [26]), (Mabkhot [19]).

Researchers have expanded these frameworks to consider factors like green self-identity, trust, perceived consumer effectiveness, and conviction in eco-labels, aiming to describe how individuals who express their concern for the environment may still fail to act sustainably (Kaiser [16], Theocharis and Tsekouropoulos [9]). This “intention-behavior gap” remains a major issue in sustainable consumption research. Studies reveal that young consumers, particularly Millennials and Generation Z, express high environmental concern but do not always translate that awareness into consistent behavior. Millennials often demonstrate greater tendencies to purchase green products when affordability and convenience align, whereas Generation Z tends to emphasize digital engagement and transparency from brands (Verma, Tandon, and Tripathi [35], (Nguyen, Tran, and Lee [22], Bernardes et al. [5], Theocharis and Tsekouropoulos [9]).

In the Indian context, Khan, Azhar, and Azeem [4] found that Millennials actively engaged in recycling, energy conservation, and green purchasing, primarily influenced by peer norms, perceived behavioral control, and trust in eco-labels. However, both studies reported limited rural and Gen Z participation and highlighted the requirement for institutional support such as sustainability education and government-backed labeling systems. Observed that Indian Gen Z consumers were highly influenced by social medias like Instagram and YouTube, which increased awareness but did not regulated the consistent eco-friendly actions. These research guide suggest that while younger generations in India are environmentally aware, barriers such as limited access, convenience, and institutional incentives continue to restrict behavior change.

Examined green banking awareness among Indian millennial working women and found considerable awareness of several technology-enabled and environmentally friendly banking services. The study highlighted the importance of awareness and digital services in promoting environmentally responsible practices among millennials.

Investigated the influence of hedonic and utilitarian motivations on online shopping behaviour and found that factors such as social media, marketing efforts, technological factors, and shopping convenience contribute to consumers' buying motivations. The study classified online buying behaviour into impulse and rational behaviour, highlighting the role of consumer motivations in shaping purchasing decisions.

Cross-cultural studies give insights into how contextual and cultural differences affect ERB. Nunnally [36] reported that U. S. Gen Z consumers expressed greater environmental concern than Millennials but were constrained by financial limitations, while Millennials demonstrated more consistent sustainable purchasing. Stern et al. [24] found that collectivist values in Vietnamese Gen Z positively influenced ERB, while materialism among Korean Millennials had a negative effect. Similarly, research from Spain (Patel and Mehta [23] and Pakistan (Jackson and Lee [13], Iqbal, Khan, and Ahmed [12], Jakubowska, Zawadzki, and Nowak [14]) revealed that awareness about environmental does not always align with consistent behavior due to affordability issues, lack of infrastructure, and insufficient environmental education. Collectively, these findings underscore the role of social norms, cultural values, and structural factors in shaping environmentally responsible actions. (Chong, Liao, and Fu [8])

Gender and institutional aspects have also been found to significantly influence ERB. Choudhary and Rani [6] reported that women, particularly among Gen Z, were more proactive in adopting eco-friendly practices such as plastic reuse, while Millennial women were more engaged in energy conservation. Studies by Manley [20] and Cantillo, Astorino, and Tsana [15] emphasized that exposure to sustainability initiatives within universities and workplaces fosters long-term environmentally responsible behavior. Similarly, Singh and Verma [29], Singh and Verma [30] observed that urban Gen Z in India showed stronger participation in public transport use and compliance with plastic ban initiatives, reflecting how institutional policies and public infrastructure support can strengthen sustainable practices.

Across the reviewed studies, environmental concern consistently emerges as an important antecedent of environmentally responsible behaviour. However, there is less agreement regarding the role of demographic variables. While several studies report stronger sustainable behaviours among women and younger consumers, others suggest that appropriate factors such as affordability, infrastructure, and institutional

support exert a greater impact than demographic profile alone. This specifies that environmentally responsible behaviour is shaped by an interaction of psychological, social, cultural, and structural influences rather than by any single determinant.

2.1 *Research Gap*

The valuable insights were provided by current literature, the behavior of environmentally conscious consumers; however, some gaps still exist. Most studies rely on cross-sectional designs and self-reported data, which limit our consideration of the causal relationships that influence sustainable behavior. However, research focused primarily on industrialized countries, while data from developing economies such as India are scarce. Although theoretical concepts such as the Theory of Planned Behavior (TPB) and the Theory of Values, Beliefs, and Norms (VN) are widely used, their integration with behavioral measurement tools such as ECOSCALE remains largely unexplored. Besides, there are few case studies comparing Millennials and Generation Z in the same cultural context, and standing research has focused chiefly on intentions to purchase by environmental friendly products rather than broader environmentally conscious practices such as recycling, energy conservation, sustainable transportation, and waste reduction. The role of digital engagement, trust in social media, and transparency in sustainability communication also merit further exploration. Thus, a study of the environmentally responsible behavior of the younger generation in Gujarat, which is a rapidly growing state and actively implementing sustainable initiatives, to provide valuable understandings into the factors influencing sustainable lifestyles in the context of developing economies.

The existing study targets to address these gaps by conducting a comparative analysis of Gen Z and Millennial consumers within India. It investigates multiple dimensions of environmentally responsible behavior, including recycling, energy use, sustainable transport, and green product purchasing, while integrating psychological, social, and institutional factors. Through this approach, the study seeks to offer a comprehensive understanding of how awareness translates into sustainable action among younger generations and provide applied suggestions for sellers, policymakers, and educators striving to promote sustainable living Stone, Barnes, and Montgomery [31].

3. Research Methodology and Analysis

This study adopted a **quantitative, descriptive cross-sectional research design** to examine environmentally responsible buying behaviour among consumers in India. A survey method was considered as it enables the collection of standardized responses from a large participants at a one point in time. The target population covered **Indian consumers belonging to Generation Z and Millennial cohorts**, as more groups are involved in sustainable consumption decisions.

The present research paper aims to describe the characteristics and patterns of environmentally responsible behavior among different generations. **Primary data** for the study were collected with an online survey using a structured questionnaire managed via Google Forms. A total of 157 respondents belonging to the Millennial and Generation Z groups from the state of Gujarat participated in the study. The respondents were selected using the convenience sampling method, as it allowed easy access to participants within the target demographic. The structured questionnaire consisted two sections; demographic details and ECOSCALE model. Participation was voluntary. Respondents were informed about the objectives of the research before participation. No personally identifiable information was collected. Confidentiality and anonymity were maintained throughout the research process, and all responses were used solely for academic purposes.

Prior to statistical analysis, the collected data were sorted by completeness, duplicate responses, inconsistent entries, and outliers. Missing values were examined, Since the dataset contained no missing values, no imputation procedures were applied.

To analyze the collected data, Exploratory Factor Analysis (EFA), Descriptive Statistics, and Cross Tabulation were employed. The analyses were conducted using Jamovi [33] and **SPSS** software. The study is grounded on the **ECOSCALE** model developed by Stone, Barnes, and Montgomery [31], which measures **Environmentally Responsible Consumer Behavior (ERB)**. Based on this framework, the paper interprets respondents' environmentally responsible attitudes and behaviors. Except for demographic questions, all survey items were measured using a **7-point Likert scale**, which helps in maintaining data normality and capturing varying degrees of opinion.

To ensure the **reliability** of the measurement scales, **Cronbach's Coefficient Alpha** was calculated. This test checks the internal consistency of the questionnaire items used in the research. A total of **31 constructs**, excluding demographic variables, were tested for reliability. According to

Hair et al. [10], Hassan and Yousaf [11], a Cronbach's alpha value above **0.70** indicates acceptable reliability. In this study, the reliability coefficient resulted to be **0.763** (as exposed in Table 1), which demonstrates good internal consistency and confirms that the data are reliable for further analysis. (Martínez and Sánchez [21]), (Tabachnick and Fidell [32]).

The study was focused with the following **research objectives**:

1. To identify the level of **consumer knowledge and awareness** regarding environmental issues, eco-friendly products, and sustainable practices.
2. To assess **consumer behavior toward the environment** by identifying the key factors that influence environmentally responsible actions.
3. To examine the **relationship amongst demographic variables** and the **adoption of recycling practices** among respondents.
4. To analyze **consumer attitudes and opinions** toward environmental protection and evaluate their **perception of sustainability's importance** in everyday life.

In summary, this research aims to understand how young consumers in Gujarat perceive and act upon environmental responsibilities, providing valuable understandings into the behavioral patterns that can guide future sustainability-focused marketing and policy initiatives.

3.1 Result Analysis

Before conducting the statistical analyses, several diagnostic tests were performed to evaluate the suitability of the dataset. The normality of the data was assessed using the Shapiro–Wilk test, skewness, and kurtosis. Although the Shapiro–Wilk test was significant ($p < .05$), the skewness and kurtosis values were within the acceptable range (± 2), and visual inspection of the histograms and Q–Q plots indicated that the data were approximately normally distributed and suitable for subsequent analyses.

Factor analysis was employed to group the variables and identify patterns in environmental responsible behavior. The KMO and Bartlett's (Table 2) test value (0.678) indicated acceptable sampling adequacy. Although the KMO value (0.678) is categorized as "mediocre" according to Kim and Choi [18], it exceeds the minimum acceptable threshold of 0.60 for conducting Exploratory Factor Analysis. Furthermore, Bartlett's Test was statistically significant ($p < 0.001$), indicating that sufficient correlations existed among the variables to justify factor analysis.

Exploratory Factor Analysis (EFA) was employed because the objective of the current research was to explore the dimensional structure of ECOSCALE among Indian consumers. Although ECOSCALE has been validated in previous international studies, limited empirical evidence exists regarding its applicability in the Indian context. Therefore, EFA was considered more appropriate than Confirmatory Factor Analysis (CFA), which is typically employed when an established measurement model is being tested. Future studies using larger samples should apply CFA or Structural Equation Modelling (SEM) to confirm the factor structure identified in this research.

Principal Axis Factoring (PAF) was employed to identify the latent dimensions of environmentally responsible buying behaviour, as it estimates the common variance among variables and is well suited to behavioural research. To enhance interpretability, Varimax orthogonal rotation was applied, producing a simpler and more interpretable factor structure by maximizing the variance of factor loadings. Items with factor loadings of 0.50 or above were retained for interpretation. Variables exhibiting low communalities (below 0.30) or substantial cross-loadings were evaluated for possible exclusion to improve construct validity. The Results section now presents: Percentage of Variance Explained; and Final Factor Loadings.

The analysis extracted four distinct factors that reflect environmentally responsible behavior among respondents. Together, these four factors accounted for 40.63% of the total variance, with individual contributions of 15%, 10%, 8%, and 7%, respectively. Regarding the cumulative variance explained (40.63%), previous methodological literature acknowledges that exploratory studies involving behavioural and psychological constructs often report moderate levels of explained variance. Since the basic objective of this study was exploratory rather than confirmatory, the obtained variance was considered acceptable.

The key factors influencing environmentally responsible behavior were identified (Table 3 and 4) as personal norms toward environmental protection, environmental knowledge and awareness, attitudes (including careless tendencies), and behavioral measures undertaken to safeguard the environment.

Table 1
Scale Reliability Statistics

	Cronbach's α
Scale	0.763

Table 2
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.678
Bartlett's Test of Sphericity	Approx. Chi-Square	2149.828
	df	435
	Sig.	.000

Table 3
Factor Analysis

	Environment Knowledge	Personal Norms	Attitude	Behavioural Measures
Burning oil fields and oil spills in sea are examples of environmental accidents.	.633			
India produces a lot of CFCs (Chlorofluorocarbon), causing air pollution.	.634			
Pollution from excess packaging could be avoided with eco-friendly manufacturing.	.603			
Economic growth is more important than environmental concerns.			.589	
Earth's resources are unlimited and should be used to improve living standards.			.540	
My energy usages has little environmental impact.				
Our country needs stricter regulations on residential development, like building new malls on farmland and new subdivisions.	.610			
I would hunt or fish more without limits.			.538	
I join boycotts against polluting companies.				.578

Contd...

The ozone layer is important for blocking UV radiation.	.616			
My involvement in environmental activities today will help save the environment for future generations.				.568
I wouldn't carpool unless required; it's too inconvenient for me.			.568	
I report to authority about the people dumping toxic waste.		.656		
I turn off my engine at signal to reduce air pollution.		.719		
For my vehicles, I get my oil changed at places that recycle it.				.563
People who litter should be fined Rs. 500 and should be forced to work on road and pick up garbage.	.716			
I do not purchase products that are known to cause pollution.		.594		
I reduced the usage of plastics for my consumption.		.801		
In India, Acid rain of 2023 only affected Bihar and Bengal.				.738
Worrying about environmental issues is pointless; when we can't help.			.523	
I would describe myself as environmentally responsible.		.713		
Extraction Method: Principal Axis Factoring. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 7 iterations.				

Table 4
Total Variance Explained

Factor	Initial Eigen-values (Total)	% Vari- ance	Cumu- lative %	Extrac- tion SS Load- ings (Total)	% Vari- ance	Cumula- tive %	Rotat- ion SS Load- ings (Total)	% Vari- ance	Cumula- tive %
1	5.522	18.407	18.407	4.989	16.629	16.629	4.503	15.009	15.009
2	3.553	11.844	30.251	3.019	10.062	26.691	2.936	9.786	24.795
3	2.907	9.691	39.943	2.269	7.564	34.256	2.539	8.465	33.260
4	2.470	8.235	48.177	1.910	6.367	40.623	2.209	7.363	40.623

The study examined (Table 5) the relationship among respondents' demographic factors such as education, age, and pocket money/income and their adoption of different recycling practices, including e-waste, stationery products, and general recycling.

Table 5
Chi square Analysis

		p-value	Cramer's V
Age	e-waste	0.786	0.082
	Stationary	0.002	0.310
	General Recycling	0.002	0.308
Education	e-waste	0.889	0.040
	Stationary	0.010	0.243
	General Recycling	0.000	0.313
Income	e-waste	0.494	0.185
	Stationary	0.000	0.495
	General Recycling	0.006	0.339

The Chi-square test of association revealed that the association between age, education and income with e-waste recycling was not significant, while stationary and general recycling tendency is significantly associated with all these three parameters.

4. Discussion

The study about people from Gujarat who're part of Millennials and Generation Z gives us some exciting ideas about how they react when it comes to the environment. We observed that there are four areas that affect how people act in regards to the environment: what they think is right and wrong about protecting the environment how much knowledge is about the environment what they think about the environment and what in real the\ do to help the environment. All these things together explain about 40.63 percent of why people behave in ways which respect to the environment, which suggests that how people act about the environment is influenced by a mix of what they believe in what they know, think and do.

The first thing we found out is that people who know more about the environment like pollution the ozone layer and waste from factories are more likely to act in ways that help the environment. This makes sense because if you know more about the problems you are more likely to want to do something about them. Some other researchers, Kollmuss and Agyeman [42] found out the thing back in 2002 that knowing about the environment and being aware of the problems is very important if you want people to act in ways that help the environment.

The second thing we found out is that what people think is right and wrong about protecting the environment is a big influence on how they act. This explains 10 percent of why people behave in certain ways when it comes to the environment. It seems that peoples moral values and sense of duty play a importance in how they act when it comes to the environment. For example people who Cognitize it is significant to protect the environment are more likely to do things like support laws to protect the environment. This is known to what another researcher, Schwartz [41] found out in 1977 that when people feel like they have an obligation to act in something they are more likely to act in ways that help the environment.

The third thing we found out is that what people think and feel about the environment is also important. This explains 8 percent of why people behave in certain ways when it comes to the environment. We tend to observed out that people have feelings about the environment, some positive and some negative. In reference to some people, are aware of the problems with hunting. How it affects the environment rather than not always acts in a manner that help the environment. This is frequently called the gap between what people say and they do. It can be because of

things like convenience not having the right facilities or being influenced by the people around them.

The fourth thing we found out is that what people actually do to help the environment is also important. This explains 7 percent of why people behave in certain ways when it comes to the environment. We observed out that people are doing things like recycling not purchasing products from companies that harm the environment and reporting companies that pollute. It can be interpreted that younger people are more predictable to do things that help the environment. They could still do more. We came to know that people are starting to think more about what they buy and how it affects the environment, which's a good sign.

When we looked at the demographics of the respondents in the study we found out some interesting things. People ranging between 20 and 25 years old and people who have at a bachelors degree are more inclined to environmental issues and products that are beneficiary to the environment. This suggests that getting an education and being a bit older can assist people to become more aware of environmental issues. However, we did not find a relationship between age and recycling electronic waste, which allows to see that whether or not people recycle has relation with whether they have access to recycling facilities rather, than how old they are.

Education showed a significant relationship with the recycling of stationery products ($p = 0.010$), suggesting that educational institutions encourage sustainable habits. Age also had a significant relationship with stationery recycling ($p = 0.002$), showing that awareness increases as individuals grow older. Income or pocket money also had a significant association with recycling ($p = 0.006$), indicating that financial capacity can influence the ability to buy and use eco-friendly products. The near-significant relationship between education and general recycling ($p = 0.000$) further supports the idea that education plays an vital role in promoting environmental responsibility.

5. Findings

1. The study looked at how reliable the scale was. It found that the scale was pretty consistent and reliable. This means that the questions used to measure how people behave in a way that's good for the environment were good and gave stable results. The study found that the questionnaire was well designed and could capture the ways the consumer aligns about the environment. This is important for Millennials and Gen Z.

2. The study tried to interpret which factors impact how people behave in a way that's good for the environment. It found four factors: personal norms, knowledge and awareness of the environment, attitudes and actions people take. These four factors together explained a part of why people behave in a way that is good for the environment. Suggesting good aspect of the environment subjects many things like morals, thoughts, feelings and actions.
3. The study found that personal norms are a factor in how people behave towards the good for the environment. This means that peoples inner values and sense of Responsibility affects how they act toward the environment. People who thinks concern about the environment is their personal responsibility have to do things like support environmental rules and not waste things.
4. The study also found that knowing about the environment and aware of problems like pollution and deforestation is important. People being aware about these problems have tendencies to do things like reduce their use of plastic and support measures to control pollution. This suggests that educating people about the environment and making them realize the problems can really influence how they behave.
5. The study highlights how peoples attitudes towards the environment influence their behavior. It found that peoples attitudes shapes, but not as huge as other factors. Some people claim they care about the environment. They still do things that hurt it. This shows that just knowing about the environment and caring about it is not adequate to make people change their behavior. They need motivation. Help to make changes.
6. The study found that the actions people take to protect the environment are also important. These actions refers to things like recycling and reporting pollution. The study identified that many young people know about these actions but not all of them do them regularly. This suggests that people need focus and encourage to make these actions a habit.
7. The study lensed age and education influence how people consider about the environment. It came to know that respondents who are 20-25 years old and have a college degree are more aware of issues and know more about products showing good for the environment. This

suggests that education and life experience help people understand and care more about the environment.

8. The study found that demographic profile like income, and age influence how people behave in a way that's good for the environment. For example people with income and education relates thinking of recycle and make sustainable choices. This suggests that academics and financial stability can support people make choices for the environment.
9. Overall the study found that large population know about the environment and care about it. They do not always behave in a manner that is good for it. They may be influenced by things like convenience and cost. The research advise that people need motivation, support and education to make consistent changes in their behavior to help the environment. Environmental awareness is important. It is not enough, on its own to make people change their behavior.

6. Conclusion

The study concludes that Millennials and Generation Z in Gujarat show a moderate but growing level of environmentally responsible behavior. Their actions are mainly shaped by personal values, awareness, and education. The findings confirm that moral beliefs and environmental knowledge play a vital role in encouraging eco-friendly behavior. However, there remains a gap between awareness and actual action, particularly in areas like e-waste recycling.

Educational programs and awareness campaigns can help strengthen environmental responsibility among young consumers. Integrating sustainability education in academic courses and providing better access to recycling facilities can improve participation in eco-friendly practices. Financial incentives and social initiatives may also encourage consistent sustainable behavior. Overall, the study highlights that young consumers' values, education, and financial means collectively influence their environmental behavior, providing useful insights for policymakers, educators, and marketers to promote sustainability more effectively.

Future research should consider a larger and more diverse sample to improve external validity. Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) can further validate the measurement model and examine causal relationships among the constructs.

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