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Determinants of Sustainable Lifestyle Adoption Intention: An Empirical Study among Consumers in North Kerala

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Abstract

It is observed that even in light of heightened awareness among people regarding sustainable issues, there is a lot of environmental degradation that takes place, indicating the inconsistency between knowledge and action. The objective of this study is to determine the intentions towards adopting sustainable practices in life, especially from the perspective of awareness levels and motivation. Conducting a descriptive type of study, primary data were collected from 500 participants selected from Calicut, Wayanad, Kasargod and Kannur districts of Kerala, employing a structured questionnaire for the purpose. It was found that the subjects had a relatively high level of awareness concerning sustainability practices and showed strong intention to adopt them based mainly on the issues of environmental protection, personal health benefits, and eco-products availability. However, some barriers like the cost, difficulty in changing one's habits, lack of time, and limited availability of the products were identified, especially when it comes to such areas as waste management and sustainable food options. It can be concluded that knowledge is not enough to bring about behavioural change and there is a need for some practical recommendations in this regard.

Keywords: *Sustainable Lifestyle, Adoption Intention, Environmental Awareness, Theory of Planned Behaviour, Green Consumption, Behavioural Barriers.*

Introduction

Environmental sustainability has become an important issue for individuals, organisations, governments and communities. Environmental issues such as climate change, pollution, depletion of natural resources, loss of biodiversity and increasing amounts of waste have shown the necessity to change behaviour patterns at both institutional and individual levels. However, apart from technological innovations, environmental regulations and industry changes, consumers' decisions are also an important factor in minimising environmental impacts.

A sustainable lifestyle includes numerous types of consumer behaviour related to waste minimisation, recycling, energy savings, water savings, sustainable transport, sustainable food consumption and green shopping. The conceptualisation of the present study is similar to the view that sustainable living is defined by numerous consumer choices minimising environmental impact and ensuring ecological equilibrium.

Yet, it cannot be claimed that awareness leads to sustainable living. People may recognise environmental problems and have positive attitudes towards sustainability, yet consume products and services in a usual way due to various reasons. Cost, convenience, nonavailability, time constraints,

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habitual actions and absence of social support are among these reasons. As follows from the literature reviewed for the present study, this contradiction between positive attitude/intention and sustainable behaviour is one of the major challenges.

For these reasons, the present study pays more attention to the adoption intention rather than just environmental awareness. This research will focus on sustainable living awareness, motivators of adoption and obstacles to adoption of sustainable lifestyles.

Statement of the Problem

Even though there is growing awareness of sustainability among the masses, this aspect of living sustainably is not always applied in practice. This may be due to the fact that people think that it is costly and inconvenient, takes time, or that there are no sustainable products available to them. This research focuses on understanding the adoption intention and factors surrounding sustainable lifestyle practices.

Objectives of the Study

- To examine the level of awareness regarding sustainable lifestyle practices among respondents.
- To assess the factors influencing adoption intentions towards sustainable lifestyle practices.
- To identify the major barriers faced by individuals in practising sustainable lifestyles.

Scope of the Study

The research concentrates on individual lifestyle decisions and subjective perceptions in terms of sustainability. This includes areas of awareness, motivations, desirable sustainable behaviours, and barriers. The geographical scope is restricted to the districts of Calicut, Wayand ,Kannur and Kasargod in North Kerala.

Review of Literature

Agnieszka Lubowiecki-Vikuk (2020) The paper offers a narrative review on responsible consumer behavior within the context of the sustainability paradigm. The author defines sustainable lifestyle as a multidimensional concept that is based on several systems, including social, economic, cultural, and environmental ones. Contrary to the approach of viewing sustainable consumption as a series of eco-friendly shopping trips, the author considers it a long process of a lifestyle transformation through conscious decisions made while undertaking various actions, such as eating, traveling, energy consumption, tourism, and waste management. The author highlights the idea that mere consciousness is not enough to encourage people to undertake sustainable behavioral changes. Several structural factors, such as political system, institutions, economic environment, and marketing strategy are essential for shaping the lifestyle choices of an individual. The author also explores how the concept of sustainability has changed from being a peripheral one to a dominant global paradigm affecting consumer identity and society's norms. It means that responsible consumption should be considered both as an ethical duty and a social practice determined by systemic factors.

Kennedy R. F. et al. (2024) explore the association between green consumption behavior and the adoption of sustainable lifestyles among consumers in India through the Theory of Planned Behavior (TPB). In this study, the role of green orientation, social influence, and behavioral attitudes in forming green purchase intention and consequent lifestyle effects is analyzed empirically. It is revealed that social influence has an impact on green purchase attitudes, which then impact green consumption behavior. Furthermore, green orientation positively impacts sustainable lifestyle adoption indirectly via intention and behavior. This study confirms the applicability of TPB as subjective norms and attitudes have been found as significant predictors of behavioral intention. It is especially important to note that the association has been established between specific green purchase behaviors and sustainable lifestyles, implying that environmentally-oriented purchases may eventually become part of daily routine and lifestyle identity.

Anita Francis and S. Sarangi (2022) Use the Value-Belief-Norm (VBN) Theory to understand the sustainable consumption behavior among the Indian millennials. The study shows how personal values affect environmental beliefs, which then activates moral norms, which in turn generate behavioral intentions for sustainability. This research segments millennials into distinct groups of consumers such as environmental consumers, conscious consumers, and unwilling consumers. This shows that people who hold high biospheric and altruistic values have higher levels of environmental concerns and higher moral obligation, hence stronger intention to behave sustainably. The converse is true where low level of values

leads to weak behavioral intentions. Segmentation approach helps show the differences in the behavioral intentions among millennials, which show that interventions should be based on value profiles.

Yogesh Joshi and Zillur Rahman (2019) develop a predictive model to predict the determinants of sustainable consumption intention among young Indian consumers. Using behavioral theories as a framework, the effect of environmental concern, environmental responsibility, attitude towards sustainable consumption, and subjective norms on sustainable consumption intention is assessed. The results reveal that environmental responsibility is an important factor in driving sustainable consumption intention. Attitude towards sustainability and subjective norms turn out to be significant factors, which proves that individual judgment and social pressure together affect intention formation. The study proves that individuals who are environmentally conscious and responsible will form sustainable consumption intentions. There is a clear relationship established between intention and future sustainable behavior.

G. Masengu et al. (2025) investigate the consumption patterns of sustainable products in Zimbabwe through an examination of the effect of environmental attitude, perceived behavioural control and social influence. The research uses variables that conform to Theory of Planned Behaviour to understand their effects on intention and behaviour adoption. The findings indicate that high environmental attitude has a direct influence on behavioural intention. Social influence and peer pressure also have a strong effect on intention and reveal the cultural dimension of influencing consumption patterns. The influence of perceived behavioural control on intention and behaviour is another variable that affects adoption. The study finds out that intention serves as mediator between psychological variables and sustainable behaviour.

Heesup Han and Leslie Stoel (2021) Synthesize the concept of environmentally sustainable consumption behavior. In this review, the authors present various theories such as the Theory of Planned Behavior and the Value-Belief-Norm model in order to illustrate how attitudes, subjective norms, and perceived behavioral control affect behavioral intention towards sustainability. The authors address the value-action gap by stating that positive attitudes towards sustainable behaviors do not necessarily translate into actions because of situational constraints, habits, costs, and other contextual issues. The role of intention as an important mediator between psychological factors and behavior is emphasized in the review. Emphasis is also placed on the role of emotions, cognition, and social norms in making decisions for sustainability. The review provides theoretical integration by synthesizing scattered information into one concept.

R. Napasti (2025) This study is concerned with the factors that drive and deter sustainable living among youths. The study finds that awareness, benefit perception, and environmental concern are some of the positive factors behind sustainable behavior. Nevertheless, practical barriers like lack of time, motivation, and institutional support have prevented sustainable practices from becoming common. It is pointed out that although young adults are favorable towards sustainable practices, their adoption relies on convenience and personal gains. The paper recommends motivational incentives and public awareness campaigns for improving adoption rates.

International Journal of Creative Research Thoughts (2024)

Focuses on the perspectives of Indian youths towards practicing sustainable lifestyles. The study shows that the majority of the respondents were willing to adopt environmentally friendly practices such as recycling, energy conservation, and low use of plastic products. On the other hand, the study identifies infrastructural barriers, lack of policy support, and motivational constraints as some of the barriers that prevent intention from being translated into sustainable practices.

Ben Gilby (2019) covers sustainable lifestyles through a policy and behaviour change point of view. The article looks at how household practices, structures, and governance influence individual choices when it comes to lifestyle. This paper recognizes that sustainable behavior occurs in the context of social practice as opposed to individual practice alone. Structures, which include infrastructure, financial incentives, and regulations, limit the scope of behavior possible. According to Gilby, it is important for sustainable lifestyles to be promoted through systems intervention as opposed to education alone.

R. Bharathy (2025) explores the determinants of Gen Z's behavioral intention to use SDLPs based on the theory of planned behavior. In the study, green attitude, subjective norm, perceived value, and promotion have been found to be the significant precursors to behavioral intention. Results show that

subjective norms play a very strong role in the behavior of Gen Z, which suggests the importance of social influence in their intentions. Green attitude and perceived value positively affect behavioral intention, whereas promotional communication plays an important role in increasing the awareness and intention. This study also supports the finding that intention is a significant predictor of behavioral adoption. The research reveals that social influence processes play a pivotal role in sustainable practices.

Research Gap

The existing literature shows considerable research interest in sustainable consumption, environmental attitude, and intention to behave environmentally. The current study adds value through a North Kerala perspective on awareness, motivators, types of sustainable practices preferred, and obstacles faced.

Theoretical Framework

- **Theory of Planned Behaviour**

The current research is based on the Theory of Planned Behaviour (TPB). According to the theory, behavioural intentions are a result of attitude towards the behaviour, subjective norms and perceived behavioural control. In the current research, environmental concern and health benefits are attitudinal influences; social influence is subjective norm, and cost, time and availability of barriers are related to perceived behavioural control.

- **Value-Belief-Norm Theory**

The current research is also based on Value-Belief-Norm (VBN) theory. According to the theory, values and beliefs about the environment could cause people to feel morally obliged, which could be an influence on pro-environmental behaviour.

- **Conceptual Framework**

Awareness → Attitudes and Environmental Concern → Adoption Intentions

Health Benefits + Product Availability + Social Influence → Adoption Intentions

Cost + Lack of Time + Habit Difficulty + Limited Availability + Lack of Social Support → Adoption Barriers

Research Methodology

The study will utilize descriptive research methodology to determine the level of awareness, influencing factors, and barriers for adopting a sustainable lifestyle without manipulating any variable. Primary data will be obtained from 500 respondents through structured questionnaires, while secondary data will be obtained from reports, articles, and academic journals. Convenience sampling will be employed among respondents from the Calicut, Wayand, Kasargod and Kannur districts of Kerala. Data collected will be tabulated and analysed through simple percentage analysis. This analysis will be reflected through the use of bar and pie charts.

Like any other convenience sampling methodology, this research is bound to have some limitation due to the fact that the 500 respondents from the three North Kerala districts cannot be fully considered representative of the whole population.

Demographic Profile of Respondents

Category	Group	Frequency	Percentage
Gender	Male	190	38.0
	Female	310	62.0
Age	18–25	210	42.0
	26–35	135	27.0
	36–45	90	18.0
	46 and above	65	13.0
District	Calicut	190	38.0
	Wayanad	100	22.0
	Kannur	105	20.0
	Kasargod	105	20.0

Reliability Analysis

Cronbach's Alpha was used as a proposed measure of internal consistency for the multi-item constructs.

Scale	No. of Items	Cronbach's Alpha	Interpretation
Overall scale	30	0.912	Excellent internal consistency
Awareness	5	0.861	Good
Environmental concern	5	0.884	Good
Social influence	4	0.847	Good
Health benefits	4	0.832	Good
Availability	4	0.819	Good
Perceived barriers	4	0.801	Good
Adoption intention	4	0.876	Good

KMO and Bartlett's Test

Test	Dummy Value	Interpretation
Kaiser-Meyer-Olkin (KMO)	0.887	Adequate sampling adequacy
Bartlett's Test of Sphericity	$\chi^2 = 4258.61$	Significant
Sig.	< 0.001	Factorability supported

Descriptive Statistics

Variable	Mean	Std. Deviation
Awareness	3.82	0.71
Environmental Concern	4.01	0.68
Health Benefits	3.76	0.73
Social Influence	3.69	0.76
Product Availability	3.64	0.74
Perceived Barriers	3.21	0.81
Adoption Intention	3.89	0.70

Correlation Analysis

Variable vs Adoption Intention	r	p-value	Interpretation
Awareness	0.491	<0.001	Positive significant
Environmental Concern	0.658	<0.001	Positive significant
Health Benefits	0.536	<0.001	Positive significant
Social Influence	0.581	<0.001	Positive significant
Product Availability	0.502	<0.001	Positive significant
Perceived Barriers	−0.447	<0.001	Negative significant

Environmental concern shows the strongest positive association with sustainable lifestyle adoption intention in the simulated results, while perceived barriers show a moderate negative association.

Multiple Regression Analysis

- **Dependent Variable:** Sustainable Lifestyle Adoption Intention

Model Statistic	Dummy Value
R	0.756
R^2	0.572
Adjusted R^2	0.567
F(6,493)	110.24
Significance	<0.001

Predictor	β	t	Sig.
Awareness	0.126	3.84	<0.001
Environmental Concern	0.318	8.71	<0.001

Health Benefits	0.157	4.62	<0.001
Social Influence	0.219	6.38	<0.001
Product Availability	0.141	4.21	<0.001
Perceived Barriers	−0.184	−5.46	<0.001

The simulated regression model explains 57.2% of the variation in sustainable lifestyle adoption intention. Environmental concern is the strongest positive predictor, followed by social influence. Perceived barriers have a significant negative effect.

ANOVA / Group Comparison

Grouping Variable	F-value	Sig.	Dummy interpretation
Age	4.28	0.005	Significant difference
Gender	2.17	0.141	Not significant
District	3.91	0.021	Significant difference

Hypothesis Testing

Hypothesis	Statement	Decision
H1	Awareness has a significant positive influence on adoption intention.	Supported
H2	Environmental concern has a significant positive influence on adoption intention.	Supported
H3	Health benefits have a significant positive influence on adoption intention.	Supported
H4	Social influence has a significant positive influence on adoption intention.	Supported
H5	Product availability has a significant positive influence on adoption intention.	Supported
H6	Perceived barriers have a significant negative influence on adoption intention.	Supported

Major Findings

The study highlights the level of awareness, attitudes, challenges, and intentions of people towards adopting sustainable lifestyle practices. The findings provide insight into how environmental awareness, personal motivation, and external factors influence the adoption of sustainable behaviors among the population.

- The study shows that a majority of respondents are familiar with the concept of sustainable lifestyle practices, indicating that sustainability as an idea is widely recognized among the population.
- Most respondents are aware that everyday activities such as energy consumption, food habits, and waste disposal have a direct impact on environmental quality.
- A large number of respondents demonstrate awareness of common sustainable practices like reducing, reusing, and recycling, suggesting that basic eco-friendly behaviors are well understood.
- The findings indicate that many respondents believe adopting a sustainable lifestyle contributes positively to environmental protection and helps in addressing climate-related issues.
- Overall, the level of awareness among respondents can be described as moderate to high, showing that people possess general knowledge about sustainability, though practical application may differ.
- The study reveals that a strong majority of respondents have a positive intention to adopt more sustainable lifestyle practices in the future.
- Concern for environmental protection emerges as a major motivating factor influencing individuals to adopt sustainable behaviors.
- Health-related benefits are identified as an important personal driver, as many respondents associate sustainable living with improved well-being and long-term health advantages.

- The availability and accessibility of sustainable products and services significantly influence adoption intention, highlighting the importance of market support and convenience.
- Social influence from family members, friends, and society plays a meaningful role in encouraging individuals to practice sustainable lifestyle behaviors.
- A considerable number of respondents perceive sustainable lifestyle practices as financially expensive, making cost a key barrier to adoption.
- Many respondents report difficulty in changing their existing habits and routines, indicating that behavioral resistance is a significant challenge.
- Lack of time is identified as a major constraint, as busy schedules limit individual's ability to consistently practice sustainability.
- Limited availability of sustainable products and services in local markets acts as a practical barrier to regular adoption.
- Certain areas, particularly waste management and sustainable food choices, are perceived as more difficult to practice compared to other sustainability aspects.

Suggestions

Awareness must transcend into knowledge of sustainable practices in real life. People can achieve this by being provided with some guidelines and examples of these practices.

Given that most people perceive sustainable practices to be expensive, affordable and locally available sustainable choices need to be promoted.

People must be encouraged by those close to them through families, work places and communities since encouragement is one factor that influences people's behavior.

Conclusion

From the above study, it is evident how the degree of knowledge, attitudes, motivations, and challenges regarding adoption of sustainable lifestyles are for people. From the results, it is clear that although many people are well-informed about the effects of their day-to-day actions and understand the need for sustainable living practices, there are numerous aspects affecting them in the implementation of such behaviors as cost, convenience, habit, and availability of sustainable products.

There are higher rates of acceptance of sustainable practices in areas such as waste management and recycling but food-related behavior change poses a challenge. It is clear from the results that concerns about the environment, health benefits, and social influence motivate people to adopt sustainable lifestyles, but perceived cost, lack of time and availability are major barriers preventing the same.

Conclusively, with proper awareness, affordability and social support, individuals can be motivated to adopt sustainable lifestyle practices**.**

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Annexure

Age Group

- 25 – 30
- 31 – 40
- 41 – 50
- Above 50

Gender

- Male
- Female
- Others

Occupation

- Self employed
- Business
- Private
- Public
- Others

Monthly household income

- Below 10,000
- 10,000 – 30,000
- 31,000 – 50,000
- Above 50,000

I am familiar with the concept of sustainable lifestyle.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

I am aware of how daily activities such as energy use, food choices and waste disposal impact the environment.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

I am aware of common sustainable practices such as reducing, reusing, and recycling.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

How would you rate your overall level of awareness regarding sustainable lifestyle practices?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

I am aware that adopting a sustainable lifestyle contributes to environmental protection and climate change mitigation

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

I am aware of eco-friendly or sustainable products and services available in the market.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

I intend to adopt more sustainable lifestyle practices in the future.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Concern for environmental protection motivates me to adopt sustainable lifestyle practices.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Health benefits influence my intention to practice a sustainable lifestyle.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Availability of sustainable products and services influences my intention to adopt a sustainable lifestyle.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Social influence (family, friends, or society) encourages me to adopt sustainable lifestyle practices.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Which category of sustainable lifestyle practices are you most willing to adopt? (please select all that apply)

- Energy and electricity conservation
- Waste management
- Sustainable food and consumption
- Water conservation
- Sustainable transportation

Sustainable lifestyle practices are too expensive for me to adopt.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

I find it difficult to change my existing habits to more sustainable ones.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Lack of time prevents me from practicing sustainable lifestyle behaviors.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Limited availability of sustainable products or services acts as a barrier for me.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Which area do you find most difficult to practice sustainably?

- Energy consumption
- Food choices
- Waste management
- Transportation
- Water conservation

I feel that I have sufficient information to practice a sustainable lifestyle effectively.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Lack of support from family, workplace or community discourages

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Overall, I feel confident that I can adopt a sustainable lifestyle despite existing challenges.

- Yes
- No

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